

# Chulatarian



**ROTARY CLUB  
OF CHULA VISTA**

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619-934-6107

Club Website:  
[www.Chulavistarotary.org](http://www.Chulavistarotary.org)

*The weekly newsletter of the Rotary Club of Chula Vista*

Chartered February 16, 1926 - Club Number 908 - District 5340  
Rotary Club of Chula Vista meets Fridays at 12:10 p.m.  
Chula Vista Golf Course Banquet Room, 4475 Bonita Road, Bonita, CA 91902

**August 10, 2018**  
**Colorblindness**  
**Dr. Robert Penner**

Dr. Robert Penner is an ophthalmologist in Chula Vista, California and is affiliated with multiple hospitals in the area, including Sharp Chula Vista Medical Center and Sharp Coronado Hospital and Healthcare Center. He received his medical degree from State University of New York Upstate Medical University and has been in practice for more than 20 years.

From Dr. David Fogel:  
[Color Butler 2018 Launches in the iPhone App Store](#)  
Mar 10, 2018

Today's an important day for one of our projects. A little over a year ago, Dr. Bob Penner met with us at Natural Selection, Inc. and asked if we could help with an app that would assist him in figuring out which of his clothes go together. You see, he's color blind. He can tell you some very funny stories that have resulted from his "color deficiency." So with machine learning to determine how to label colors, expert rules on how colors go together based on different types of clothing, and an expert app programmer, today the Color Butler 2018 app has launched in the iPhone app store. It's free so go download the app and check it out. Color blindness affects about 1 in 12 males (you might think higher!) and so it's likely there's someone you know who'd benefit from this app.

<http://www.davidfogel.com/david-fogel-news/>

## **Coming Soon**

**August 17—Creating the Emotionally  
Intelligent Workplace**

**August 24—District Governor Mel Gallegos**

**August 31—Labor Day Roundtable**

**September 7—Random Acts of Culture**



**CLUB BOARD MEETING**  
*2nd Thursday of each month.*  
6:00 p.m.  
Administrative Office of Sharp  
Medical Center  
751 Medical Ct  
Chula Vista  
619-502-5839

**DISTRICT 5340**

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**Articles and Inserts:**  
**Please send by  
Noon Saturday  
for consideration.**

**Please note: Every submission  
may not be included due to  
space constraints.**

# Friday August 3, 2018

Please go to : <https://vimeo.com/283134814>



Diamond Formation Leadership comes from the experience of flying in formation at supersonic speeds to make the enemy think there is only one target and not four. The lessons learned from that military experience by Dr. Axel Meierhoefer has formed his consulting business around the needs for trust, balance, and staying together.

His four main principles are: Collaboration, Team Building, Cultural Diversity and Globalization. Collaboration must be with all constituents including both inside and outside the organization. Team Building involves being sure you surround yourself with people who have different personality profiles so as to get the benefit of all their perspectives. Cultural Diversity means to be sensitive to and work with the cultural perspectives of your clients and customers. The example given is the importance of relationship building before discussing matters of substance with those who need the relationship established first. Globalization is just a current fact of life and means we are moving towards a much smaller world that requires knowing the business models of many different nations and cultures.

## News at Noon

*Sponsored by: Sarah Cantu*



Sarah Cantu and her husband Victor have a cleaning business, Toro Steam Cleaning. Toro will clean your cracks and blast away your dirt wherever it is found. They particularly work on stone, tile, carpeting, area rugs, and upholstery. You may need steam cleaning between your toes. However difficult those places are to reach that haven't been reached in years they are ready to steam you up. I've used this company for a very special project and it proves they are willing to go above and beyond. They have special discounts for those of you who act quickly; Toro Steam Cleaning.

## Winners



# Miscellany

**Why Not Book *THE Diamond Formation Leadership* Speaker?**  
*Dr. Axel Meierhoefer, PhD*



When choosing a speaker for your next event, consider the topic of *Diamond Formation Leadership* presented by Dr. Axel Meierhoefer, PhD.

As an expert in *Diamond Formation Leadership*, Axel brings an informative and inspirational approach to the subject with anecdotes, analogies and metaphors to explore the advantages to your conference attendees' organizations using these effective strategies for continual improvement.

As one of the most interesting speakers of this crazy generation, Axel Meierhoefer is grounded in the principle that your audience does not have to be "taught" anything. They will instead hear stories that inspire, ideas that real life people who have suffered the arrows in their backs on the bleeding edge of change revealing the insight to achieve extraordinary results.

If you are looking for a memorable speaker who will leave your audience wanting more, then book Dr. Axel Meierhoefer today!

**Praise for Axel**

*Axel is a role model for those of us who make a living from providing professional advice because he demonstrates the wisdom and grace to be used* — **Mark O'Neil**

*Dr. Meierhoefer is a genuine, warm, and kind man of intelligence, intellect, ability, positive attitude and contribution to our profession. He greatly inspired my first seminar meeting with me.* — **Dr. Nancy Cox**

*Axel is a consummate professional. He is thorough and thoughtful, precise and delivers results, and is focused on client-oriented activity.* — **Tom Blinn**

*Axel is a professional, energetic and focused leader. He is a kind person and an excellent collaborator. I highly recommend him.* — **Julian Lee**  
 President, Strategic Business Solutions, Inc.

**Speaking topics:**

- Embracing Change
- Building the Best Team
- Winning with Globalization
- Mastering Diversity
- Become a Culture Wizard
- Influencing Others
- Delegating using the PMCA method
- Leading with Purpose

**Highlight Video:** <http://bit.ly/diamond-1>

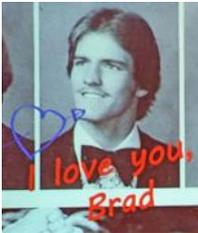
**Booking Info:** 805-699-9569  
[AM@Meierhoefer.net](mailto:AM@Meierhoefer.net)

**AMC LLC:** 1821 Donaker Dr.  
 Escondido CA 92027

## The Dan and Brad Show



Brad needed legal help to stave off the onslaught of salacious innuendo brought forth by President Dan on Brad's bald head.



Brad actually had friends at BVHS in 1982. He also had hair!!!

Did you Know — Brad has a lovely singing voice that he hides. He got it from his mother, not Bud!



Brad's wife caught this marlin at San Jose de Cabo. Yes, that's her. Brad wants us to think he caught a larger one later but President Dan didn't believe him, so he didn't show the picture. BTW, Brad provided the pictures himself. What a guy! The fish were returned to the sea as part of the charity tournament they were in.

