

Chulatarian

Rotary
Club of Chula Vista



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OF CHULA VISTA

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The weekly newsletter of the Rotary Club of Chula Vista

Chartered February 16, 1926 - Club Number 908 - District 5340
Meets Weekly, Noon, 4475 Bonita Road, Bonita (Chula Vista Golf Course)

PETE BORUM
GAYLORD PACIFIC RESORT & CONVENTION CENTER
Friday, June 20, 2025, Noon



Pete Borum serves as the Director of Marketing & PR at Gaylord Pacific Resort & Convention Center, where he leads strategic efforts to establish the \$1.3 billion resort as Southern California's premier waterfront destination. With a background that spans Fortune 500 brands, fast-growing startups, and global agencies, Pete brings a blend of creativity, business acumen, and community-minded storytelling to his work in Chula Vista.

A Stanford grad with an MBA from The Wharton School, Pete previously held executive roles at Warner Media's Fullscreen and co-founded the influencer marketing startup Reelio. He has led campaigns for brands like Visa, Sony, and DC Comics, always with a focus on innovation and social impact.

Now proud to call the San Diego home, Pete is passionate about building local partnerships and driving regional economic growth through hospitality, tourism, and world-class guest experiences.

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MEETING HIGHLIGHTS—June 13, 2025

President Jesse Fernandez called the meeting to order. Jerry May gave the invocation. Chuck Bevan led us in song.

After lunch, Bob Silvas discussed Mary's Guest House, which supports survivors of human trafficking. He said thank you for the items brought in for the Item Drive. He accepted cash from members who wanted to help out.

Gary Bryant spoke, on behalf of Tina Matthias, about the 4th of July BBQ at the Veterans' Home in Chula Vista. There will be an email sent to all members and a sign up sheet next week. Please help! Gary said we are still waiting on the totals for the Red Shoe Day for Ronald McDonald House.

President Jesse reviewed upcoming programs and events. Please RSVP for the Installation/Outstallation with Mora de Murguia and let her know your selection for lunch on June 27 at noon at the SD Country Club (page 5). He invited everyone to the Social on Friday, June 20 at his and Carmen's home. It will be a nice time.

It was FINE TIME! In likely one of his last fines of the year, Fine Master Michael Monaco fined "the most interesting man in our Club..." (traveling the world, military service, young kids etc.) President-elect Ben Koala for recently passing the BAR EXAM. Did anyone know he was even taking it??? Hundred bucks!

With Betty Waznis enjoying the wonders of Italy, Lisa Johnson stepped up once again to bring us the Jim Biddle News at Noon. She also worked the welcome table AND introduced the speaker which she helped line up. Whew! Thank you Lisa for all you do for our Club!

Ashley Milo gave us an update on the Chula Vista Animal Care Facility. Viviana Castellanos was also on hand from the CVACF. They brought Dale, a super cute 4 month big puppy, whose brother Chip was just adopted this morning. Volunteers provide all sorts of support, including walking dogs and helping with kittens. Members had lots of questions.

Ashley and Viviana received the coveted speaker's mug and a \$500 donation from our Club. Thank you!

INVOCATION GIVEN BY JERRY MAY

O Holy Spirit, we are grateful for the blessing of Rotary, a community dedicated to Service Above Self. We have had a great year under the leadership of Jesse Fernandez and his team. Among the many outreaches have been the building of a home in Tijuana, the bike assembly and bike safety event for needy children in our community, the distribution of food for challenged families, the celebration of Christmas with our veterans, the many youth programs under the leadership of Bob Silvas, the scholarships for our future leaders, and the mutual support of the members for each other each and every week.

May we continue to serve above ourselves and be a positive impact in our community and the world.
Amen and Shalom



JIM BIDDLE NEWS AT NOON by Betty Waznis

• LIVE



Brought to you by:

THIS WEEK'S
SPONSOR

With Betty Waznis

BROUGHT TO US BY GUEST EDITOR LISA JOHNSON

Good afternoon, Rotarians and guests. Today's edition of the Jim Biddle News at Noon is brought to you by the happily retired, Leon Redondo.

On the international front, Israel initiated a large-scale military operation, dubbed "Operation Rising Lion," targeting Iran's nuclear and military infrastructure. The strikes included the Natanz enrichment facility and other key sites. Explosions were reported in Tehran, and Iranian state media confirmed damage to the Revolutionary Guard's headquarters. Israel declared a nationwide state of emergency, anticipating missile and drone retaliation from Iran. The United States stated it was not involved and urged Iran not to target American forces in the region. President Trump expressed concerns that Israeli actions could jeopardize ongoing nuclear negotiations with Iran.

Australia's Foreign Minister Penny Wong has expressed alarm over Israel's airstrikes on Iran, urging restraint and calling for increased international dialogue. Wong also reiterated demands for Israel to allow humanitarian aid into Gaza, condemning the Netanyahu government's blockade. Additionally, she defended Australia's sanctions on two far-right Israeli ministers accused of inciting violence in the West Bank.

Here on home soil, Republic National Distributing Co. (RNDC), the second-largest alcohol wholesaler in the U.S., announced it will cease operations in California after September 2, 2025. This decision has disrupted over 2,500 beverage brands that now must find new distributors in the largest wine market in the country. The move follows other major food companies exiting the state due to high operational costs and industry challenges. Just a few of the brands distributed by RNDC include Sazerac, Brown-Forman, Proximo, Remy Martin, Pernod Ricard, Tito's, William Grant, Stolichnaya and Edrington. **In case you were interested, Southern Glazer's Wine & Spirits is the country's largest distributor of wine and spirits. I would guess Tana or last week's speaker could provide info on the impact of this on the cocktail and libation industry.**

Continuing with food and beverage news, Blue Diamond Growers, a prominent agricultural cooperative, has announced it will close its historic Midtown Sacramento processing plant over the next two years. The closure will lead to approximately 600 job losses and is attributed to high operational costs and inefficiency. The cooperative plans to consolidate manufacturing to its other facilities in Turlock and Salida.

In retail news, the San Diego City Council has enacted a ban on digital-only grocery store discounts, making it the first city in the U.S. to implement such a measure. The ban aims to promote fairness and transparency in pricing, ensuring that all customers have access to the same discounts, regardless of their digital access.

Today's news is sponsored by the very happily retired Leon Redondo. Leon spends his days keeping up on current events, gardening, fixing things around the house and helping his better half, Cecilia, with her plants and trees. They enjoy frequent trips to visit family and friends. Leon said, "I am still not a good cook, but I love to eat." I guess that means Cecilia still does the heavy lifting in the Redondo family kitchen. Leon said, the best part of retirement for him is looking forward to a weekend every day. He said, "you know what it feels like on Friday to be looking forward to the next day? Well that is how I feel every day!"

In other news, Meta has bought nearly half of **Scale AI** for \$15 billion with a **B**. In theory, that's because Mark Zuckerberg wants to secure Scale AI's data services. But this looks like an acquihire. Is Zuckerberg paying all that money just to hire co-founder Alexandr Wang? (Continued on page 5)





MEETING HIGHLIGHTS—June 13, 2025



Dale, a very cute 4 month old puppy, came to visit and made many new friends. President Jesse with Ashley Milo and Viviana Castellanos from the Chula Vista Animal Care Facility—AND Dale!



Leon Redondo was the sponsor for this week's News at Noon. L-R: Lucky drawing winners were Jeanette Baddal, Ken Weimer and Kevin Marshall.



(Continued from page 3)

You probably don't know who Alexandr Wang is. But that's going to change: The 28-year-old is about to become known as the guy Mark Zuckerberg spent \$15 billion on.

Wang is the CEO of Scale AI, a data company that works with giant AI leaders like Meta and OpenAI. And Meta just spent about \$15 billion to buy a 49% stake in Scale AI.

Meta confirmed the deal in a statement late Thursday: "Meta has finalized our strategic partnership and investment in Scale AI. As part of this, we will deepen the work we do together producing data for AI models and Alexandr Wang will join Meta to work on our superintelligence efforts."

What does Meta get for that all-cash investment — which values Scale AI at close to \$30 billion, about double its last valuation from a year ago? In theory, that money lets Meta cement its relationship with a company important to its AI ambitions. In practice, that money buys Wang and perhaps some of his lieutenants.

The weather this weekend in America's Finest City will be more of the usual...but we're not complaining. Starting with morning "June gloom," the sun will peak through in the afternoon with moderate temps in the mid-to-high 70's near the coast, and a little warmer inland.

Our Padres travel to Chase Field in Phoenix to take on the AZ Diamondbacks in a three-game series beginning tonight at 6:40PM. GO PADRES!

And this concludes today's edition of the Jim Biddle News at Noon, brought to you by retiree extraordinaire, Leon Redondo.



We will need volunteers to help set up, cook, serve and visit with Veterans and clean-up.

Set-up begins at 3:30 on July 4th. BBQ is served at 5:00.

Please sign up at this Friday's meeting or email Tina Matthias at:

sbsustainablecommunities@gmail.com



ONE LUCKY DOG

Meet Percy—the newest member of Jerry and Judy May's family.

He is a one year-old rescue, is Great Pyrenees and Anatolian Shepherd, and has one eye.

So handsome—and big!



THANK YOU ROTARIANS!



L-R: Some of the many items members brought to support Mary's Guest House. Donations for the Chula Vista Animal Care Facility included bedding, toys, towels and kongs. Gary Bryant presents a check for \$500 to the organization.

June is
ROTARY FELLOWSHIPS
Month



Rotary
District 5340