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Rotary
Club of Chula Vista



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OF CHULA VISTA**

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Rotary
Club of Chula Vista



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)

LAURA MELLO
ROTARY INTERNATIONAL
Friday, September 25, 2026, Noon



Laura Mello is a 3rd generation San Diegan raised in Poway. After graduating business school at the University of Arizona, Eller College of Management, Laura started a 14-year career in finance. She spent nearly 10 years with a large commercial bank working in private wealth management and financial advising. In 2009 Laura started her own 501c3, Oasis Haven, a US organization with a passion for the orphan crisis in South Africa. Through a Rotary connection she took a job as a financial advisor and planner with a private investment firm. However, three years later Laura had the opportunity to combine her passion for philanthropy with her knowledge and skill set of financial planning as the Director of Gift Planning for Rady Children's Hospital.

Laura's passion is working with individuals and families to think about their charitable planning through a strategic lens, weaving in the values and experiences that make each family unique. Laura has been a member of the Rancho Bernardo Sunrise Rotary Club for 14 years holding numerous leadership positions including Club President. In June of 2023 with the guidance of PDG Chuck Pretto, Laura left Rady Children's and accepted a full-time position with Rotary International as a Regional Major Gift Officer working with Rotarians throughout Southern California, Arizona, and Hawaii. She currently resides in San Diego with her firefighter husband Rob, and two daughters Grace and Eloise.

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CLUB HIGHLIGHTS - SEPTEMBER 18, 2026



L-R: President-elect elect (aka Board Treasurer) Bill Torre pictured with President/Superintendent Mark Sanchez who provided an informative presentation on the many innovative projects underway at Southwestern College. Lane Pearson, Foundation Chair, presents Gary Bryant with another Paul Harris Award. Way to go Gary!



L-R: Mora de Murguia was the sponsor of the weekly news; lucky drawing winners were Ken Weimer (again!), David Hoffman and John Lorah. Thank you for your support of the Chula Vista Rotary Foundation.

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THIS WEEK'S
SPONSOR

With Betty Waznis

JIM BIDDLE NEWS AT NOON

BY
BETTY WAZNIS

Hello, everyone and welcome to today's edition of the Jim Biddle News at Noon. Today brought to you by Mora de Murguia and Baldwin & Sons.

On Wednesday, the Federal Reserve unanimously raised interest rates by a quarter percentage point to a target range of 3.75% to 4%, marking its first-rate hike since July 2023 in an attempt to combat inflation. The increase lifts the Fed's benchmark rate — which serves as the basis for lenders to set rates for all kinds of debt. Fed policymakers also indicated in new forecasts that there would likely be further increases in the meetings ahead.

San Diego's September to May cruise season launched Monday, marking a notable milestone — the largest growth in passenger volume in 16 years. San Diego's cruise industry has rebounded remarkably since 2000, when the pandemic shut down cruising. Individual calls by cruise ships will jump 68%, Disney Cruises and Royal Caribbean are greatly expanding their presence in San Diego, as well as more business coming from Princess and Holland America to produce a huge overall jump in business, from 389,000 passengers last season to more than 700,000 for the 2026-27 season. Each cruise ship that begins and ends its journey in San Diego pumps over \$2 million into the local economy. A cruise ship that simply docks for the day has a smaller but still substantial economic impact of around \$600,000. Cruise passengers are a high-spending demographic, spending roughly \$2,000 per party on each stay, about twice as much as other leisure visitors to the region.

Today is National Cheeseburger Day. Cheeseburgers are one of the most beloved foods in the U.S., with a popularity ranking behind only grilled cheese sandwiches and french fries and tied with hamburgers. Last year Americans bought about 6.9 billion cheeseburgers, about 20 cheeseburgers each. The credit for the first cheeseburger is widely attributed to Pasadena, California, though a few other cities also claim a piece of burger history. The cook: a 16-year-old fry cook, Lionel Sternberger, working at his father's roadside stand on Colorado Boulevard. Legend says that in 1924, Sternberger accidentally scorched a hamburger patty and dropped a slice of American cheese on top to cover it up. To honor the day, many restaurants are offering deals today and into the weekend, including Burger King, McDonalds, Wendy's, Grubhub, Five Guys, Applebee's, BJ's, and Buffalo Wild Wings

Ethan Salas, the Padres' top prospect as well as the top international prospect in the class of 2023, made his MLB debut for San Diego on September 2, becoming the youngest catcher in the big leagues in 35 years, and one of the youngest pitchers in MLB history. The Padres' confidence in him was well placed. In the Padres' Wednesday 9-3 victory over the Rockies, Salas hit two home runs, making him at 20 years, 107 days old, the youngest catcher in MLB history with two home runs in the same game. He's the youngest Padre at any position to do so.

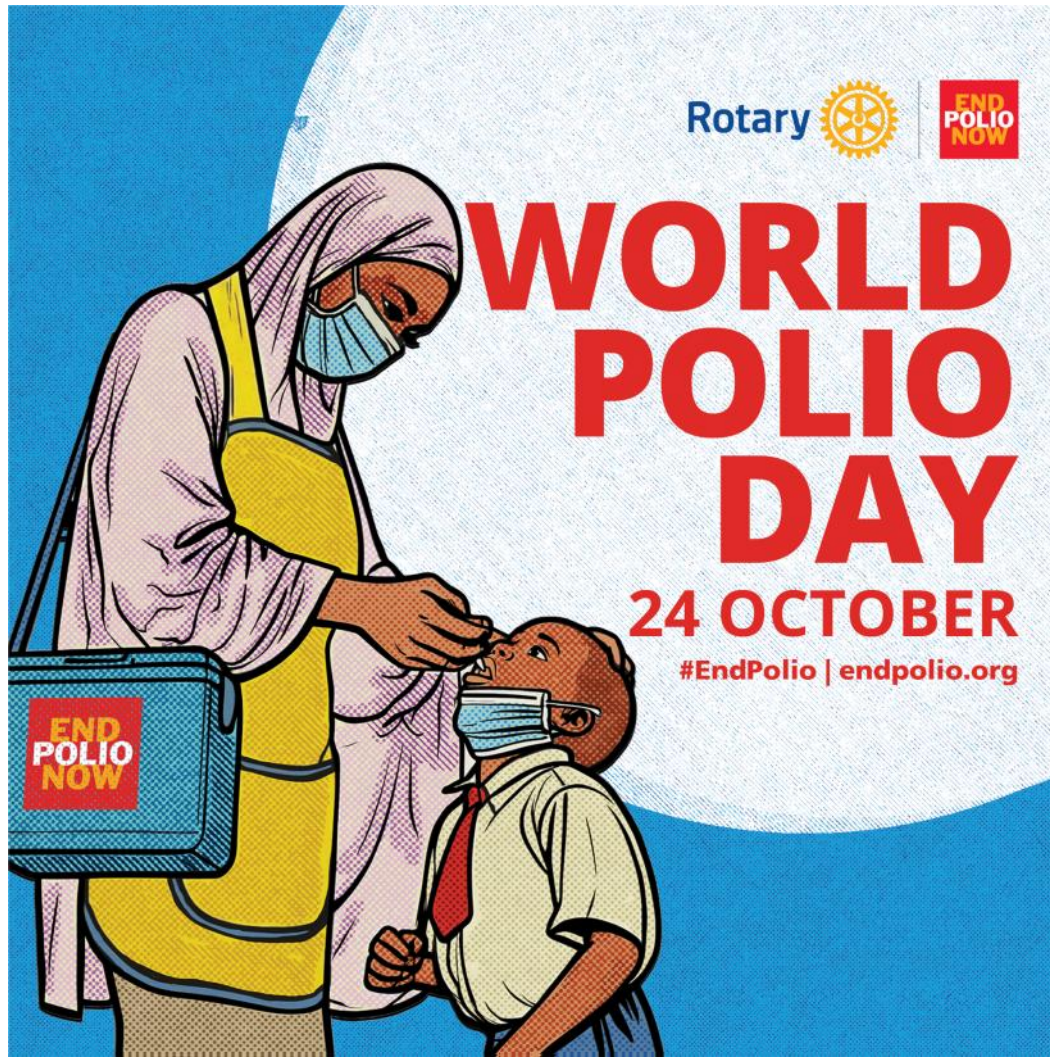
With yesterday's 9-2 win over the Rockies, the Padres increased their lead in the race for the final National League playoff spot to four games with nine games remaining in the regular season. That lowered the Padres' "magic number" to six, meaning any combination of Padres wins and Diamondbacks losses that add up to six assures the Padres a postseason berth.

Today's News at Noon sponsor is Mora Keller de Murguia. She has served many roles in Rotary including past Club President 2023-2024, District Interact Chair and Assistant Governor for Area 6 in 2024-2025. She is currently District 5340's Governor Nominee. She will become our District Governor on July 1st, 2028. She is married to Valdemar who is in the consulting business. They have a 28-year-old daughter, Bella, who is a consultant for an AI company in Manhattan. Bella is engaged and busy planning her wedding for New Year's Eve 2027 in San Miguel De Allende!

Mora has worked for the developer, Baldwin & Sons, for the last 34 years and is actively involved in the Chula Vista community, serving on the Southwestern College Foundation Board and Sharp Hospital Governing Board. She has also served on the board of Chula Vista Community Foundation and remains an active member of that organization. Mora, Valdemar, Bella and Matt (Bella's fiancé) love to travel. This Thanksgiving, the Murguia family is headed to San Miguel de Allende to do some "wedding" research.

This concludes today's edition of the Jim Biddle News at Noon, today brought to you by Mora de Murguia and Baldwin & Sons.

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GOOD-BYE POLIO
THANKS ROTARY



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UPCOMING EVENTS

The Rotary Club of Chula Vista Eastlake
PRESENTS A
A Day in
VALLE DE GUADALUPE
MAGONI & DECANTOS

SATURDAY, OCTOBER 3, 2026

DEPARTING AT 9:30 AM | RETURNING AT 10:00 PM

YOUR TICKET INCLUDES:

- LIGHT SNACKS
- DRINKS, WINE & BEER ON THE BUS
- ENTERTAINMENT ON THE BUS
- VISITING 2 WINERIES MAGONI & DECANTOS
- LOBSTER DINNER IN ROSARITO

TICKET PRICE \$125 PER PERSON ALL THIS INCLUDED!

Good Wine, Great Company, Greater Cause!

All proceeds support our community projects and local initiatives.

PAY WITH VENMO
Rotary Club Chula Vista Eastlake
@RotaryClub-ChulaVistaEastlake

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Scan QR Code or Click Link
paypal.com/rotaryevent/23C29T808FY2

MIRIAM GONZALEZ
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TICKET INFORMATION
ANTHONY MILLICAN
619-849-0260

PAYMENTS BY
CASH, CHECK,
VENMO OR PAY PAL

PAYMENT DUE AT
TIME OF RESERVATION

*** THANK YOU FOR SUPPORTING OUR COMMUNITY! ***

Rotary District 5340

Oktoberfest

FAMILY FUN FOR A GREAT CAUSE!

SATURDAY, OCTOBER 17, 2026
1:00 PM – 6:00 PM

RANCHO SAN JERONIMO
2012 A Sunset Avenue
San Diego, CA 92154

ENTRANCE: \$20 PER PERSON
CHILDREN UNDER 12 ENTER FREE!

With your \$20 entrance donation, you help sponsor Rotary District 5340 youth programs and support opportunities that make a *positive difference* in the lives of local youth.

FUN FOR THE WHOLE FAMILY!

- MUSIC
- GAMES
- PRETZELS
- SAUSAGES & HOT DOGS
- HAMBURGERS
- ICE CREAM
- DRINKS & REFRESHMENTS

And lots of family fun!

★ Food and drinks will be available for purchase at the event.

LOCAL VENDORS & HEALTH FAIR BOOTHS WELCOME!

Want to promote your business, organization, or health-related services? Booth spaces are available for rent!

- JEWELRY
- PURSES
- CLOTHING
- LOCAL PRODUCTS & CRAFTS
- HEALTH FAIR BOOTHS
- HEALTH & WELLNESS INFORMATION
- AND MORE!

ALL PROCEEDS BENEFIT THE YOUTH PROGRAMS OF ROTARY DISTRICT 5340

FOR INFORMATION, EMAIL CHANY MARTINEZ AT chanymartinez47@gmail.com

CALENDAR

- CV-Eastlake Rotary Valle de Guadalupe Fundraiser—Sat October 3
- District 5340 Oktoberfest for Youth Programs—Sat October 17, 1-6 pm
- Beautify Chula Vista - Sat, October 24—8 to Noon —Save the Date!
- Christmas in October—Sat, October 24th—Save the Date!