

**August 2016**



**PRESIDENT: KEN HEINZ**

**PRESIDENT-ELECT: MIKE VAN HORNE**

**SECRETARY: JEAN HEINZ**

**TREASURER: AL BASKIN**

### **2016-17 Rotary International Theme:**

*Rotary Serving Humanity*

*"Now is the time to capitalize on our success: as we complete the eradication of polio, and catapult Rotary forward to be an even greater force for good in the world."*



**PRESIDENT'S MESSAGE ...** This year's District Governor Marilyn Sanderson sends the club presidents a "Monday Mail" each week. This one seems especially appropriate to our club and I want to share it with you ... Ken

#### **Lessons from Starbucks**

Starbuck's mission is **"to inspire and nurture the human spirit** – one person, one cup and one neighborhood at a time. One of the reasons behind their success is that drinking coffee is a **social activity**. It has been largely sustained due to deliberately avoiding investing in marketing traditional forms such as advertisements in magazines, billboards, newspapers and celebrity endorsements.

It seems to me we can learn lessons from their success. The recent Siegel + Gale survey Rotary conducted shows that one of the most important reasons people join and stay in Rotary is the friendships they develop and the positive social interaction.

Does that describe our club?

**HAPPY, HAPPY BIRTHDAY & ROTARY ANNIVERSARY ...** Give a big, joyous HAPPY BIRTHDAY wish to both Jean Heinz and Brent Clous. Jean was born on August 15th and Brent was born on August 24th ... not in the same year. Jean celebrated her birthday in 1995 by joining Rotary - Happy Anniversary!

## ASSIGNMENTS

	<u>PLEDGE</u>	<u>INSPIRATION</u>
August 4	Bryan Gust	Brent Clous
August 11	Jean Heinz	Bryan Gust
August 18	Danny Kazmarek	Jean Heinz
August 25	Eric Pahlke	Danny Kazmarek
September 1	Mike Van Horne	Eric Pahlke

**LINKS ...** to other Rotary web pages ...

**San Diego North**      Click here to see the schedule of programs and other late-breaking club news.

**District 5340**              Click here for the DG's newsletter, training schedules, and district and other club events.

**Rotary International** Click here for professional resources on a wide range of club management issues.

## THIS DAY IN HISTORY QUIZ

ROTARIANS ARE CHALLENGED TO CORRECTLY ANSWER THE FOLLOWING QUESTIONS.

THE ANSWERS WILL BE REVEALED AT THE MEETINGS DURING "THIS DAY IN HISTORY."

August 4	The Billboard Top 100 was first published on this day in what year? (Hint: The top record was Poor Little Fool by Ricky Nelson)
August 11	This New York Yankee was the first to hit 500 career home runs on this day in 1929. (Hint: The Baby Ruth candy bar was allegedly named after President Grover Cleveland's daughter Ruth, not after this Yankee ball player)
August 18	This American actor, producer, and founder of the Sundance Film Festival was born on this day in 1936. (Hint: He was nominated for Best Actor in 1974 for his performance in The Sting ... and, no. it's not Paul Newman)
August 25	This Russian ruler was born on this day in 1530. (Hint: He was known as a Terrible ruler ... and, no, it's not Vladimir Putin.)

## FUN FACTS ...

Here are some fun facts about San Diego that you may not already know ...

Holy guacamole, Batman! San Diego produces more avocados than any other place in the country.

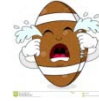
San Diego has over 7,000 farms - more than any other city in the United States.

San Diego has more fleas than any other city in the country.

San Diego has never won a World Series,



a Super Bowl,



or an NBA title.



You've heard of the curse of the Bambino ... well, what about the curse of Bambi. Legend has it that the Chargers will never win a Super Bowl because they traded Lance Alworth to the Dallas Cowboys in 1970.

WD-40 was invented in San Diego by the Rocket Chemical Company in 1953.

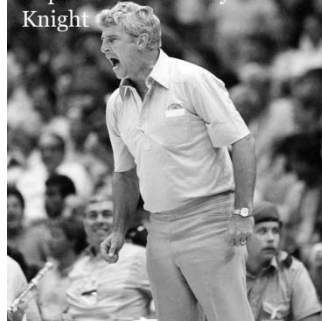
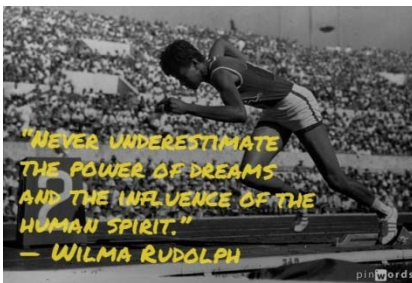


## START YOUR DAY OFF RIGHT ...



"The key is not the will to win. Everybody has that. It is the will to prepare to win that is important." — Bobby Knight

"HE WHO IS NOT COURAGEOUS ENOUGH TO TAKE RISKS WILL ACCOMPLISH NOTHING IN LIFE."



— Muhammad Ali

## IMPORTANT INFORMATION

Meeting Location	Broken Yolk Cafe 11630 Carmel Mountain Road San Diego, CA 92128 (858) 675-9655 Thursdays, 7:00 a.m. – 8:15 a.m.
Club Mailing Address	San Diego North Rotary P.O. Box 721986 San Diego, CA 92172
Club Website	<a href="http://www.SanDiegoNorthRotary.org">www.SanDiegoNorthRotary.org</a>
Club Email	<a href="mailto:SanDiegoNorthRotary@gmail.com">SanDiegoNorthRotary@gmail.com</a>
District Website	<a href="http://www.rotary5340.org">www.rotary5340.org</a>
Club Number	29196
Member Number	Refer to the mailing label for The Rotarian
Federal Tax Number	EIN: 33-0566439