



BE THE INSPIRATION  
2018-2019

**ROTARY CLUB OF  
OCEANSIDE**

**SHORELINES**

Tom Brault  
Editor-in-Chief

Brian Orr  
Photographer

Tom Brault  
Reporter



**PRESIDENT**  
Renee Wendee

*August 17, 2018*



At precisely 12:30 pm, PP TERRI HALL abruptly withdrew from the conversation at her luncheon table and strode confidently forward to the podium where she told the assembled Rotarians and guests, “I’m the official opener today. And I brought my official opener with me!” With a smile and a flourish, she raised a shiny metallic wand (which in common parlance is often called a “church key”) up for all to see before she used said bottle opener to strike upon the Rotary bell to get our meeting suitably rung in. As if that unexpected opener (in both senses of the word) wasn’t funny enough, she followed with, “Like RENEE, I’m going to keep this safe by stuffing it into my bra!”

Pressed into service to kick off this week’s proceedings, TERRI explained her presence at the podium as follows: “One more meeting of RENEE shirking her duty to start our meeting.” And then TERRI took advantage of her temporary leadership role by indulging in a special #MeToo moment, calling all of the women in the room to come forward to lead the rest of us (who happen to have been born with a Y chromosome) in the Pledge of Allegiance. LOLA SHERMAN was invited to stay up front to offer our Moment of Inspiration. LOLA pulled out a well-worn (or, as she put it, a “beat up”) little booklet which she has held onto and referenced quite often over the past 20 years or so. From this booklet, she had selected to share a quote from our 20th President James A. Garfield:



*“If wrinkles must be written upon our brows, let them not be written upon the heart. The spirit should not grow old.”*

(Ironically, Pres. Garfield himself did not “grow old”, as he was felled following an assassination attempt in 1881 – The bullet is not what killed him, though. The actual cause of death was an infection from the unwashed hands of the doctors who treated him.)



After that intriguing historical aside, we segued into a song from an historic singer who had passed away the day before: Aretha Franklin. Songleader VICKIE PROSSER (who was given the creative moniker of “PP V.P.”) passed on Aretha’s more famous number, perhaps because she was not sure we knew how to spell “Respect.” Instead, PP V.P. had us all join in on another #MeToo moment as all of us (guys included) burst out with “You Make Me Feel Like a Natural Woman.” Amen, sisters! That was followed by a gender neutral rendition of “Smile.”

Before TERRI relinquished the podium, she took the time to note that, although the Oceanside Rotary Club has been in existence for some 94 years, we have only had six woman presidents in our history: RENEE RICHARDSON, SUSAN ASATO, VICKIE PROSSER, TERRI HALL, RENEE RICHARDSON and RENEE RICHARDSON-WENDEE. Clearly, TERRI asserted, “We need more women to serve in our leadership, now and in the future.”



With that, our duly elected leader for this year RENEE took command of the meeting, calling for introductions.

## VISITORS AND GUESTS



At the front table, TERRI HALL had the pleasure of introducing our “ever-present RUDY VAN HUNNICK”, who, before the meeting, had “lovingly” given TERRI a somewhat backhanded semi-compliment on her looks. Those of us who heard what the “compliment” was just shook our heads and thought, “Oh, RUDY!” ... PAM MYERS was joined by her granddaughter SAMANTHA who was hanging out with grandma while her mom was prepping for the start of school ... JIM SCHRODER was sitting with both our speaker for the day JENNIFER SCHOENECK as well as the PP of the La Quinta Rotary Club BAIRD BOUCHER. A rousing Welcome Song thereby commenced.



### SPEAKING OF BAIRD BOUCHER – A MEMBERSHIP PROPOSAL

Our guest BAIRD has come to our meetings a few times now, and has been proposed for membership by none other than our Dear Leader Pres/Past Pres/Secretary RENEE. As mentioned above, he is a past Rotary club president and is looking for a new club to affiliate with. His profession is Sales Director at European Luxury Distributing (a jewelry firm). Now is the time to let your President (or any member of the Board) know if you have any questions or concerns about accepting BAIRD as a member of Oceanside Rotary. The 10-day clock for comments starts ... NOW!

### MOVING ON...

Pres RENEE glanced at her trusty agenda and grouched that this was when we were supposed to hear some “Who Am I” presentation from two of our “youngsters” in the club (TYLER EVANS and KYLE PEDERSON) but scanning the room, she

saw that neither of them had bothered to show up. So, we went straight on to Happy Dollars instead.

### HAPPY DOLLARS



VICKIE PROSSER was very, very happy (to the tune of \$5) about her Idaho river rafting experience (as evidenced in the photo that was included in last week's "Out and About" segment). She somewhat reluctantly gave us a brief recap of a not-so-pleasant boat propeller experience as well.



LYN CORDER was \$5 happy that her grandson GABRIEL would be arriving that night and will be with us this coming Friday at the special evening meeting at That Boy Good where he will be presented with his Paul Harris Fellow recognition.



LOLA SHERMAN gave \$5 for two reasons: 1) Preemptively confessing that SUSAN BROWN had caught her without a Rotary pin at a recent event; and 1) She offered four free VIP tickets to the upcoming Carlsbad Brewfest at Holiday Park on Saturday, September 8 (noon to 4:30 pm) to anyone who could use them.



RUDY VAN HUNNICK continued with his recent trend of short comments by simply saying, “\$20 happy!”



TOM BRAULT started by noting that he had played President Garfield’s assassin Leon Czolgosz in the Sondheim musical “Assassins” years ago at MiraCosta Theatre. But he had \$15 to bask in the glow of the 15 performances he and his daughter GERILYN are in the middle of at the Moonlight Amphitheatre. The musical score of “The Hunchback of Notre Dame” is simply gorgeous. (NANCY RUSSIAN, who had seen last Thursday’s performance agrees and says it is “the best production of the season!”)



BRIAN ORR had \$4 to crow about a remarkable 4-day cruise he had shared with his wife BRENDA. What a relaxing and peaceful time they had! But then there was the excitement of parasailing which got BRIAN’s heart pumping with joy. “I’m ready to go bungee jumping next!”, BRIAN proclaimed.



A.J. MAZZARELLA was \$5 happy to VICKIE had successfully survived her experience in the river rafting rapids.

### ANNOUNCEMENTS



Since we still do not have a President Elect yet (... Remember, we need more people – especially women – to step into club leadership), Pres RENEE herself read off this week’s announcement reminders:

- Thursday August 23 at 5:30 pm the Community Service Committee will hold their next meeting at RENEE’s house. This will include dinner, and anyone is welcome to attend to see what goes on in the background of Rotary planning. Contact RENEE if interested in attending.

- This coming Friday August 24 there will be NO LUNCHEON MEETING. Instead we will meet at 5:30 pm at the new That Boy Good / North Pine Brewing location (326 N Horne Street) for the club’s final Summer Social event.

- We are also DARK for the Friday before Labor Day (August 31). Our next regular meeting will be at the country club on September 7, which also marks our District Governor’s visit to the club. Our president raised quite a few eyebrows when she added, “Please do not come” to that meeting. When pressed for clarification, she swore that what she meant to say was “Please do not NOT come.” (Was anyone else reminded of Trump’s “I don’t see any reason why it would / wouldn’t be {Russia}” comment in Helsinki?)

## “WHO AM I?” – (And Where Did He Come From?)



Pres RENEE then looked up from her notes to see that the “youngster” TYLER EVANS had finally shown up, so he was called forward to give us his “Who Am I” presentation.

TYLER grew up in Seattle where he “played every sport imaginable” and was always tanned (which is hard to do in the Pacific Northwest!) In 2005, the family moved to San Diego where he attended Bishops School in La Jolla. College brought him to Harvard for four years, but after experiencing the tough winters there, he knew that he definitely wanted to come back to San Diego after graduation. He now lives in Escondido.

As a boy, he loved the Boy Scouts and reveled in the hiking, camping, but particularly in their commitment to service to the community. For his Eagle Scout project, he rebuilt a bridge destroyed by a fire. This effort was supported by a donation from the Rancho Bernardo Rotary club.

TYLER was well aware of Rotary as an organization. Both his father and brother were members and highly recommended that he consider joining. He is interested in a larger involvement in the community through Rotary.

Professionally, like his dad did before him, he works as a business broker. He finds the work fascinating, because “there is always something new and different” to learn through the process and the connections he makes.

## PROGRAM

Our Program Chair for August JIM SCHRODER did the honors of the introduction of our speaker. JENNIFER SCHOENECK was an active member of Interact in high school and says that her experience in RYLA “helped make her who she is today.” And today she is the Manager of Economic Development for the San Diego Regional EDC – a nonprofit that aims to increase the region’s economic prosperity and global competitiveness. She directly manages the Innovate 78 initiative with five cities in North County along the Highway 78 corridor (Oceanside, Carlsbad, Vista, San Marcos, Escondido). Each of these communities is given a special moniker in Innovate 78’s handout:



- Carlsbad, The Innovation Center

- Escondido, The Entrepreneurial Nexus
- Oceanside, Biotech by the Beach
- San Marcos, The Education Hub
- Vista, Where Ideas Come to Life

The concept behind the alliance is that it is better for these cities to collaborate than to compete when it comes to finding the best place in any one of the cities for prospective businesses to locate, because all of the surrounding cities end up benefiting when a new employer is based anywhere within the region. And it can help to be thinking in a regional mindset when it comes to these resources. For example, there might be new jobs coming to Carlsbad, but the housing that the workforce would need could be found in Escondido.

The game plan for Innovate 78 is to:

- Build Businesses – helping to connect businesses to the resources they need to thrive
- Foster Talent – Align the industry to higher education sites in the area
- Increase Awareness for the Region – Positioning the North County brand to engage the target audience

All of their efforts are based on a firm foundation of data and research. The group has developed a regional profile, maintains data, publishes reports on various focused topics, communicates their findings, and focuses on city-specific economic profiles.

They hold industry-wide roundtables, as well as meetings with individual companies in order to identify their specific needs. They then help businesses apply for grants and funding sources, such as the California Competes Tax Credit (which tends to be awarded to businesses that pay higher wages and have lower turnover). Through this program, they have assisted 24 companies in securing \$7.2 million in credits, which has resulted in more than 800 additional jobs in the region.

JENNIFER noted that 98% of businesses in San Diego have less than 100 employees. Therefore the Regional EDC believes that it is vitally important to support and encourage startups. To that end, they hold events focused on specific areas (such as for food services and for life sciences) to cross-pollinate their ideas and efforts.



They also look at the other end of a business life cycle and have strategies to address the needs which arise when companies are closing down – helping individuals to find other job opportunities within the region to keep the workforce in place and productive.

We were encouraged to be a part of this process and become involved in these region-wide economic development efforts by:

- Identifying and referring companies which might qualify for tax credits.
- Attending events
- Supporting local entrepreneurs
- Follow Innovate 78 on social media (especially Twitter)

At the conclusion of her remarks, RUDY VAN HUNNICK complimented JENNIFER on her speaking ability. Without missing a beat, she came back with, “Thanks to RYLA!”



President RENEE extended our thanks as a club for her presentation, pausing for a brief photo opp and to let her know that a book will be donated in her name (and with her name inscribed inside) to one of our local elementary school libraries. RENEE then gave thanks to JIM SCHRODER for bringing us two great programs this month.

## OPPORTUNITY DRAWING



In theory, the chance at the \$800 jackpot just keeps getting better and better. On Friday, there were just 26 cards left in the deck. Somebody has to find that Joker someday soon! But that “someday” was not that day. And “somebody” was not JOHN HARTMAN, who was quite excited to be holding the lucky ticket drawn, blurting out, “That’s what I’m talking about!” In the long run, though, the Joker stayed in the deck even longer, and JOHN pocketed the \$10 consolation prize.

With all of the business of this meeting thus concluded, our president pulled out her dad’s lucky gavel. We noted that she did not actually pull it out of her bra, as she had promised would be her practice in order to keep the gavel safe from snatching. So any potential Gavel Grabbers should pay close attention in future meetings to where that tool is hiding during the meetings if they want to have a chance at walking away with the prize at some point.

## ROTARIANS OUT AND ABOUT

Prepare to be Proud! : Dr. PAUL WENDEE was one of the Nominees to receive a Leadership Impact Award from the University of Phoenix! Picture here with President RENEE at the awards ceremony at none other than the Disneyland Resort. Congratulations, Dr. PAUL!



## **COMING SOON TO OCEANSIDE ROTARY**

Aug 24: Lunch meeting **DARK**. Instead we will hold an EVENING SOCIAL @ 5:30 pm

Location: That Boy Good / Northern Pine Brewing - 326 N Horne Street (at the corner of Horne and Civic Center Drive, near the Harbor Freight Tools – not to be confused with their original location on Coast Highway)

No Host bar and food available. Plus at some point, we will bestow a Paul Harris award on LYN's grandson GABRIEL.

Aug 31: **DARK** for Labor Day

Sept 7: MEL GALLEGOS, Our District Governor visits  
(Board to meet with Governor prior to regular meeting at 11:00 A.M.)  
Reporter: BILL DERN

Sept 14: JOEY LANDWEHR, Artistic Director of J Company Youth Theatre  
Reporter: JANET BLEDSOE LACY

Sunday Sept 16: Cheer on your friends on the Oceanside Rotary team at the Nail and Sail event at Harbor Days. (Will they find a way to float, or will they sink and swim?)

Sept 21: MICHAEL GIORGINE, Rear Admiral, USN (Ret.), “Inside Camp David”  
Reporter: PAM MYERS

Sept 28: PETER WEISS, Mayor of Oceanside  
Reporter: LOLA SHERMAN