



February 3, 2017



In her forever “on time” manner as President, RENEE RICHARDSON called the meeting to order with her cutesy chimes at exactly 12:30 PM. (But she made it a point to wave her official gavel around for all to see as proof that, despite the rumors to the contrary, she still is in possession of her prized piece of wood.)

RENEE proceeded to catch all up to date with what was going on in JANET BLEDSOE LACY’s life - JANET’s husband STEVE was having knee replacement surgery this day. Good thoughts were sent their way.

RENEE herself gave the Inspirational Moment and it was indeed for JANET and husband STEVE as he faces this surgery and the recovery. *“The greatest healing therapy is friendship and love.”* Hubert Humphrey.

Our forever beautiful Pledge of Allegiance was led by A.J. MAZZARELLA and JAY CRAWFORD then led us in two songs. The first was “When You’re Smiling” followed by the second tune “Oceanside” with the lyrics written by JAY himself. For those of you who haven’t memorized the words yet, they go like this:

*Oceanside, my Oceanside
 With hills of green and beaches wide*

*You’ve got the pier ... the harbor, too
 And Mission Bells Ring out to you*

*Out in the surf, the Dolphins glide
 And dreams come true in Oceanside*



CLUB UPDATES - given by President Elect CHUCK
("ForgotHisDangedAgendaAgain") WARD ...



To kick the announcements off, CHUCK reminded us that there are only two seasons; 1) Football AND 2) Waiting for football!! Then he asked why a Falcons Fan would be holding a bottle of champagne -- (We think he meant after the game???) Answer – because he is a waiter!! (Oh, how prescient that comment ended up being!)



CHUCK announced we only had 3 items on the update list and, due to overwhelming public demand to switch things up, he started with:

ITEM B) There will not be a Board of Directors Meeting next Friday, February 10 because RENEE said so!!

He followed with ITEM C) On February 13 from 6 to 7:30 PM at the Civic Center Library Community Rooms we are invited to attend a Community Forum on Homelessness. Be there to show the Community that Rotary cares!

Then finally he got to ITEM A) Don't forget Friday, February 10 is our Sweethearts Day. Bring a guest and come early, the meeting will begin at 12:20 PM. NANCY RUSSIAN has planned a very special day for Members & Guests!

VISITORS & GUESTS



DAVE NYDEGGER introduced MARIA MINGALONE, Executive Director Oceanside Museum of Art, who happens to be our Guest Speaker today! Then our Honorary Member Dr. TOM CURTIN was introduced. VICKIE PROSSER introduced PETER VELTHUIS whom we will induct as a New Member later in the meeting!!! And last but certainly not least, a warm welcome back to RUDY VAN HUNNICK.

CHUCK then asked us sing to our Welcome Song to our guests!!!



It was time for RENEE to return to the Podium and she asked MIKE WESELOH and BILL DERN to please join her at the front. RENEE shared with us the total friendliness she had experienced at the Service Department Waiting Room at the Weseloh Dealership and presented MIKE with a Rotary “Super Star” Award! Are



you ready for RENEE’s explanation of the friendliness in this case? – She had taken her car to be serviced and had to wait a few minutes. While she was in the waiting room, she immediately eyed a “ROTARIAN” magazine sitting out on the counter for the customers’ reading pleasure!!!!



President RENEE than thanked MIKE and BILL for their ongoing participation in the Rotary International Foundation Paul Harris Fellowship program which was established in 1957. When a person is recognized as a Paul Harris Fellow for a contribution of \$1,000, they are presented with a Certificate signed by the Rotary International President and the Chairman of the Trustees of the Rotary Foundation, and a lapel pin and medallion. The contribution to the Rotary Foundation can be made in one sum or by cumulative giving over a number of years. Individuals can make a personal contribution or the contribution can be from a club, a company or business. Rotary International donations allow Rotary to spread throughout the world as well as allowing our Rotary to receive matching grants. And if reaching the \$1K contribution level is not impressive enough, consider THIS fact – MIKE was being recognized for hitting this milestone for the SEVENTH TIME, earning a very special pin (PH+6) and a heartfelt round of applause.

PRESIDENT’S “STUFF” involved 4 points today:

A. President RENEE then had the pleasure of inducting PETER VELTHUIS as our newest Member. PETER is retired from Windmill TruvRadio Holland. Currently, he is a CHP volunteer. He was born in Dordrecht, Netherlands. PETER has been married to CATHLEEN for 33 years. In his spare time, he enjoys working on his computer, working out at the gym and swimming! As President RENEE so eloquently welcomed PETER into our club, “the club can be a cheering section when things are going well and a support system when they are not.”



PETER is looking forward to being an active member of our club and working on Service projects in the community. Families are an integral part of our Rotary experience and RENEE encouraged PETER to extend an invitation to his family to participate in any of our activities whenever they can. Welcome to Rotary Club of Oceanside!



From the audience, PETER was given a classic Oceanside Rotary “Popcorn” clap – with the steady applause slowing gradually down to just an isolated clap at a time, spaced a second or two apart, hence sounding like the last couple of kernels popping in a pan – Good till the very last clap!!! This ritual version of clapping was started by one of our “little boys” in the crowd. (Little Boys do like to have fun, whether they are 2 or 82 years of age!!!!)

B. RENEE then drew our attention to a letter received from MiraCosta College thanking us for our \$500.00 donation to their scholarship fund.

C. Endurance House of Oceanside has given us \$15.00 coupons for Rotary Members to be used for the purchase of Sports shoes. (Anybody want to take advantage of this discount? ... Talk to RENEE.)

D. Since we have a newly proclaimed National Holiday the end of April (A reality check here – Our president was actually referring to a very special wedding date on the horizon) – our Rotarians at Work will be held on April 8 instead of on the regular date of the worldwide event (April 29). Here's hoping we will ALL participate. San Luis Rey Rotary, as well as El Camino Real Rotary, will be participating with us in this project, which will possibly also include folks from the Optimist Club.

HAPPY DOLLARS:



FRANK COXON began our Happy Dollar Fun today with \$10.00 to celebrate his over 30 years of association with Rotary!!! FRANK told us that he had attended a Rotary convention way back in the day in Portland OR and also that, at one of his home club meetings in Arizona, he got to sit next to the always enjoyable singing cowboy Gene Autry.

ERNIE MASCITTI then ‘happied’ \$20.00 specifically to the Rotary International Paul Harris fund -- Why? He had 2 reasons 1) When a driving test was required of one of his senior relatives to renew a license, the DMV actually sent someone to a private home to administer the test!?! (Did you know that was even an option??) And reason #2) ERNIE had the good fortune recently of running into to MIKE WESELOH at the New Orleans Airport!!!



PAM MYERS honored Friday, Feb 3 which is “Heart Healthy Day.” And she also explained Red Dress Day for the celebration and to encourage people to eat healthily for their heart health!!!!

With \$5.00 for the shoe, BOB PICKREL honored the passing of our illustrious former member Dick Lyon, a great neighbor and a wonderful Mayor of Oceanside.

RUDY VAN HUNNICK, who coincidentally is a director on the OMA Board, gave \$20.00 Happy Dollars for having the Museum’s director as our speaker for

the day. And also to note, with our new member PETER VELTHUIS in the room, how lucky we were to have TWO Dutchmen in attendance!



SUSAN BROWN was \$5.00 happy in honor of Red Shirt Friday, a way of honoring our soldiers for keeping us safe. As SUSAN put it, “It is now our turn to support them.”

Newly inducted PETER VELTHUIS proved just what a great Dutchman he is by showing us some fancy steps in the clogs that he just happened to be wearing to the meeting! He also began his career in Oceanside Rotary properly by forking over the regular \$20.00 fine at this time!



DAVE NYDEGGER had a great time in Vegas!!! He shared with us that he was quite lucky and had \$100.00 for the Foundation!!!! (Will you give us gambling lessons DAVE?) By the way, while he had the floor Dave subtly suggested (... make that “brazenly demanded”) that our Secretary should send out a special notice that his status and e-mail address have changed!!

JAY CRAWFORD encouraged us to watch Shark Tank on ABC 10 this next week because his grandnephew CHRIS CRAWFORD will be featuring his NEW invention: A Rinse Kit. JAY then explained that this is a kit that is portable and easily cleans beach residue from toys, surfboards and people! (As it turns out, CHUCK WARD said that he had just purchased one of those and that it is GREAT!!)



TOM BRAULT, our illustrious Shorelines Editor, one-upped ERNIE’s tale of a DMV being nice and told us how his daughter ROBYN who now lives in Arizona just received a new Driver’s License there which doesn’t expire until the year 2057!!!

PROGRAM

It was time introduce today’s speaker – MARIA MINGALONE, Executive Director of Oceanside Museum. In a smooth move, as part of the introduction, MARIA was invited to join Oceanside Rotary Club!!

MARIA joined Oceanside Museum of Art in August 2016. Before accepting this position, she spent 14 years at the Berkshire Museum in Pittsfield, Massachusetts. MARIA holds a Master of Science degree in museum education and leadership from Bank Street Graduate School of Education New York.



We welcomed MARIA to the Oceanside Rotary Club and we looked forward to hearing about the exciting vision and plans for our museum of art.

MARIA thanked us for inviting her to share about the museum and especially thanked the many members she knows from our club, singling out from the crowd: DAVE NYDEGGER, LARRY HATTER, RUDY VAN HUNNICK, SUSAN BROWN, and she told us that she had the pleasure of meeting and working with BOB PICKREL just last week!!

“I am here today to share with you a bit about OMA and how the volunteer initiative in our community built a world-class art museum that resides in downtown Oceanside. How many of you know we have a world-class art museum in Oceanside? There are quite a few who do because OMA brings a great deal of attention – in fact, a lot more people to our community, including cultural tourists.”

In the late 1980’s and early ‘90’s when City leaders charged volunteer residents to create a cultural venue to help shape a new cityscape, the resulting grassroots initiative established the Oceanside Museum of Art.

Leveraging the original City Hall building, which had been designed by renowned architect Irving J. Gill, the founders of this museum and its philanthropic partners created a small gem of a regional museum that opened its first exhibition in 1997.

Supporters of OMA have gone well beyond that first iteration of that beloved Museum. They galvanized around improving the fabric of our community and the lives of its residents by making it a world-class institution – raising 6 Million dollars, 1 Million of which came from the City and the remainder from private citizens, businesses, and foundations to build the Central Pavilion extension between the original Gill building and Fire Station #1. With this addition opening in 2008, the museum was significantly expanded and now offers twenty exhibitions in 8,000 square feet of exhibition space annually.



“The many cultural partners we have in Oceanside are changing the City’s landscape; we are bringing new expression and new opportunities to connect diverse communities.”

There are dozens of organizations creating vibrant performances, exhibits,

parades, festivals and meaningful educational experiences throughout Oceanside, showcasing the City’s creative spirit and enhancing the quality of life.

OMA’s mission is to celebrate art through engagement, education, and innovation.

The museum promotes visual art to an audience comprised of people at all stages of life across diverse cultural and socioeconomic backgrounds. The institution offers free admission to students, active military and their dependents, as well as reduced admission for seniors.

OMA engages families with children and students and teachers of the Oceanside Unified School District.

It serves our entire community with special attention to local businesses and the supporting workforce. For example, programs like “Art after Dark” and NEW extended hours (they plan to be staying open until 8PM on Thursday & Fridays) engage younger audiences outside of their work routines and commutes.

In addition to folks in Oceanside, OMA’s exhibitions and programming also serve residents of San Diego, Orange, Riverside, Los Angeles and San Bernardino counties. The majority of its tens of thousands of annual visitors come from North County San Diego while 18% of its audience comes from outside of Southern California.

From an economic standpoint, attendance generates income for local businesses—restaurants, hotels, services and retail stores.

According to a national study by *Americans for the Arts*, the average arts attendee spends \$24.60 per event, not including the cost of admission. Data shows that non-

local attendees spend **twice as much** as local attendees (\$39.96 vs. \$17.42) demonstrating that when a community attracts cultural tourists, it harnesses significant economic awards.

Using the *Americans for the Arts* figures, one could argue that Oceanside Museum of Art brings into Oceanside, on an annual basis, an estimated over half a million dollars EACH YEAR—that is comprised of \$179,820 from out-of-town spenders and \$357,110 from local residents. Again that doesn't take into account the hundreds of thousands of dollars each year that individuals donate to keep the museum operating, investments that directly benefit the residents of Oceanside & surrounding communities.

MARIA then told us a little about her personal background. “Why me? Why Now? Let's call it fate. Economics is not why I became involved in the arts, and it's not the reason most people take part in the creative process, either as a maker, admirer, or both.”

“Cultural tourism was never farther from my mind when I went to Pratt Art Institute in my early 20's as a fine artist to train as an arts educator. My first job out of Pratt was a grant-funded position in a Brooklyn-based senior center where I was challenged as an artist/educator to integrate visually impaired seniors into a sighted population. In that circumstance I used fine art as a means to bring these populations together, exposing me to the power the arts have as a catalyst for social change.”

“Art has the power to transform lives and communities. It can act as a venue to bring people together for social and intellectual exchange. It can be a good reason simply to gather.”

Among the many interesting data points that tell the story is how Oceanside Museum of Art brings upwards of 25,000 visitors a year to downtown Oceanside.

Across North County, the recruitment of high-tech engineering talent or customer liaisons and sales teams competes with other locales. Bringing talented workers from other cities requires our community to provide better conditions than they can find elsewhere. Competition is not simply based on our wonderful climate but it also relies on a ‘quality community’ offering strong wages, affordable housing, services & retail, parks & open space, as well as arts and cultural experiences.

OMA is a key to providing a world-class art experience that we can all be proud of and that benefits current & future residents.

There are several ways we can all be involved: Corporate Partners / Business Memberships / Event and Exhibition Sponsorship / Facility Rentals.

“I also believe in art for art’s sake or the value of creativity in our community,” MARIA added. “I believe the visual and performing arts are valuable for our community, both intellectually and financially.”

“With a background as an artist and arts educator, I have experienced first-hand the value that a creative arts experience offers. We learn to imagine and use our ingenuity to create things that didn’t exist before.”

The arts allow students to think critically and to problem solve. They learn to communicate in a variety of ways. These experiences set the groundwork for an innovative citizenry – valuable for building a strong democratic society.

Citizens – co-workers, friends, neighbors and family alike – who think critically are essential for our growth and prosperity as individuals and as a population

One of OMA’s key long-standing communities is an affiliation group called Artist Alliance. They are a 300+ strong group of practicing artists.

Present Shows and Upcoming Exhibitions:

Trinh Mai: Lifeline – Dec 17 – March 5

Dan McCleary, Etchings and Studies – Dec 17 – April 30

Alexia Markarian: Desire Is Never Enough – Dec 17 – April 30

John Dillemaths: Gomos and Contraptions Feb 4 – July 23.

Michelle Montjoy: River March 25- June 18

Healing Journeys: Veterans and Artists Unite – 3 Concurrent Exhibitions will be presented

Exploring Veterans Issues. Veterans, Active duty Military, Artists, and Advocates as well as the entire community are invited to explore veteran’s issues & the journey of healing through the creative arts.

Healing Journeys will also be explored through related programming and hands-on art workshops. They are going to be having live bronze pouring on the terrace,

hands-on workshops with local veterans and artists and much more! If there is anyone that would like to partner with OMA around this work, MARIA would be delighted to connect with your businesses and clients to talk about this project.

Ted Meyer: Scarred for Life - May 27-Sept 17 – documents scarring of veteran's bodies by pairing photographic portraits of veterans alongside prints the artist makes of their wounds suffered during military service.

Meaning in Bronze: A VETART.ORG COLLABORATIVE PROJECT May 7-Oct 8

This is a collaboration with Veterans Art Project – a Veteran Service Organization that offers free bronze & ceramic classes to Veterans, their families & veterans' advocates.



A Time to Heal: July 29-Oct 8 – This exhibit documents veterans' stories creating artwork in tandem between artist Trinh Mai & her veteran participants.

What a very informative and interesting update on what is going on at our local treasure, the Oceanside Museum of Art! We all thanked MARIA for her presentation, and she received a very artistic book of “thank you” quotes from our president.

OPPORTUNITY DRAWING



Our drawing time was overseen by Sgt. At Arms DAVE NYDEGGER with \$92.00 in the progressive jackpot. (Getting pretty close to some big bucks, folks!!!) LOLA SHERMAN won the consolation prize and pocketed the \$10.00. Yay for LOLA!

Meeting adjourned at 1:18 pm

{From the Shorelines Managing Editor:}

SPECIAL THANKS AND WELCOME ABOARD

How about a round of applause for our first time Shorelines Reporter SUSAN BROWN who was the pen behind this week's edition? Well done, SUSAN! Glad to have you as a part of the Shorelines Team!

CROWN HEIGHTS MENTOR PROGRAM EVENT UPDATE AND PHOTOS



On Saturday, February 4, six girls from Lincoln Middle School went with Oceanside Rotary representatives ERNIE MASCITTI and LOLA SHERMAN to San Diego State University where they got an extensive tour of the campus, saw a women's basketball event and came back home to North County to share a dinner at Olive Garden and talk about life.



Another successful event, opening the eyes of some of the youth of our community to options and opportunities that might be available to them to expand their horizons outside of their local neighborhood!

COMING UP AT OCEANSIDE ROTARY

*February 10 – SWEETHEART'S DAY! (Coordinator: NANCY RUSSIAN)
Bring your 'Valentine, spouse, significant other, friend' to celebrate Valentine's Day at this special meeting starring our very own Rotary Couples. A special treat is in store for all in attendance. **NOTE: SPECIAL EARLY START TIME of 12:20 pm for this meeting.***

Reporter: JAY CRAWFORD

February 17 – JOHN COX, Rescue California Education Foundation
Reporter: LOLA SHERMAN

February 24 – SUSAN LAWSON, Solutions for Change
Reporter: JANET BLEDSOE LACY

March 3 – JODI DIAMOND, Boys & Girls Club of Oceanside
Reporter: DAVE HALL

March 10 – NICOLE PEARSON, Outside the Bowl
(Super kitchens in impoverished countries)
Reporter: TERRI HALL

March 16 – **JOINT MEETING AT FALLBROOK CLUB
MILITARY AWARDS CEREMONY**

12:00 PM @ Grand Tradition Estate, 1602 S. Mission Rd, Fallbrook
Reporter: VICKIE PROSSER (on assignment in Fallbrook)

March 17 – **REGULAR MEETING DARK**

Saturday March 18 – DISTRICT TRAINING ASSEMBLY
USD KROC CENTER, 8 am to noon

March 24 – TERESA BARNES, Uphearing / Listen UP
Reporter: PAM MYERS

March 31 – DAVID LOPEZ, Teach America – San Diego
Reporter: TOM BRAULT

