

 <p>IMAGINE ROTARY</p>	<p>ROTARY CLUB OF OCEANSIDE</p> <p>SHORELINES</p>				
<p>2022-2023</p>	<p>Tom Brault Editor-in-Chief</p>	<p>Janet Bledsoe Lacy Photographer</p>	<p>Jim Schroder Reporter</p>	<p>CO-PRESIDENTS AJ Mazzarella & Renee Richardson</p>	

July 29, 2022



Right on cue, CO PRESIDENT A.J. MAZZARELLA hit the Rotary Bell with the current Rotary Gavel in hand with gusto and strength. But wait... for a few seconds we all waited in silent anticipation as CO PRESIDENT RENEE RICHARDSON whispered something in his ear. AH... at last the silence was broken and the meeting started outside on the patio of El Camino Country Club overlooking the golf course. I am sure there are a heck of a lot of ROTARY CLUBS all over the world that would love to have their meeting in this setting.

Welcome to OCEANSIDE ROTARY!

PLEDGE OF ALLEGIANCE was led by PAST PRESIDENT MELISSA RODRIGUEZ



WHY ROTARY? PAST PRESIDENT DAVID HALL

"I had never joined Rotary mostly because I traveled a lot for my job, even though TERRI has been a Rotarian since 1991 (4 years after Rotary allowed women to join – or were forced to, as JANET said last week). Even after we moved to Carlsbad, I still traveled a lot for work so I never thought about Rotary. But when TERRI was to be president of the Oceanside Rotary Club



(the first time, back in 2009) she broke her wrist right before we were going to leave for the RI convention in England, so I ended up driving her to all of the Oceanside Rotary Club meetings for the first few months of her presidency. I decided then that if I was going to attend all of the meetings, I might as well join the team! So, I became a Rotarian in 2010.

When we lived in the desert, TERRI was CEO of a non-profit that served developmentally disabled adults and infants, which made me sort of the “designated volunteer” helping with fundraisers, golf tournaments, Christmas dinners, fixing stuff in the office, and so on. So, I got the chance to serve the community in that way. But after we moved here, Rotary became the way to get involved – helping out with the Crab Fest, Feast, and other club projects. I’ve been writing the District Matching Grants for the last 10 years, and lately I’ve been formatting the Shorelines with photos from JANET, ANCHISA and others and the text from TOM our esteemed Editor-in-Chief, and sending it out to all of you in emails.

If I had to say why I’m still in Rotary, it’s because being a Rotarian is a chance to make a difference in our community, to help make peoples’ lives better, and to help make the world a better place.”



RENEE cleaned off the microphone before she launched into ...

CLUB UPDATES CO PRESIDENT RENEE RICHARDSON

Please keep ROGER VANDERWERKEN in your thoughts as his mother passed away this week.

Thursday, August 11th – Health Fair, produced by the Oceanside Chamber of Commerce at the Oceanside Civic Center. Volunteers are needed to help with setting up at 8 a.m. The event runs from 9:00 a.m. to 1 p.m. This is the first community event where we will set up a booth and highlight Rotary.

Friday, August 12th Noon Regular Meeting at El Camino Country Club

Friday, August 19th ZOOM Board Meeting @ noon

Friday, August 26th Noon District Governors Visit at El Camino. (The Board will meet with the Governor at 11:30 a.m.)

Friday, August 26th Rotary Social at the Moonlight Amphitheatre, Vista – *Ragtime*, with the show starting at 8 p.m.

Future Updates

September 10th – Bingo Social at DAVE and TERRI HALL's house at 5:30 p.m. – Details to follow.

October 8th – Rotary, Odd Fellows, Moose Lodge Chili Cookoff, and Bingo Fundraiser – Details to Follow

Meeting Date Change

We will meet on Friday, November 4th instead of Friday, November 11th (Veteran's Day)

INTRODUCTION OF VISITING ROTARIANS AND GUESTS - CO PRESIDENT RENEE RICHARDSON



BRAD FISHER introduced by ERNIE MASCITTI

DARREL LARSON Introduced by ERNIE MASCITTI



SCOTT ASHTON, Our Speaker today introduced by DAVID NYDEGGER

WELCOME SONG - DAVID HALL



NEW MEMBER INTRODUCTION – CO PRESIDENT RENEE RICHARDSON

It is with great pleasure that DARREL LARSON, a native of Oceanside and sponsored by RENEE RICHARDSON, was inducted into OCEANSIDE ROTARY today. It was interesting that just as RENEE was introducing DARREL into our club and presenting him his ROTARY RED BADGE, the paper name tag he was wearing blew off his shirt into the wind at the same moment that she presented him with his OCEANSIDE ROTARY Badge. Perfect timing.



He was asked How Happy he was to have just joined Oceanside Rotary? He replied he was \$10 Happy to become a member today and \$10 Happy to have

RENEE as his Mentor. At this point yours truly JIM SCHRODER chimed in that it sounds like he is sucking up to his mentor ... only joking. DARREL LARSON was \$20 Happy today. Welcome to OCEANSIDE ROTARY.

HAPPY DOLLARS \$\$\$

\$20 Happy LOLA SHERMAN - Her friend ROSEMARY ENG (a member of the Rosewood City Rotary Club) is celebrating her Birthday this Saturday.



\$20 Happy JIM SCHRODER - after 3 long years of not traveling and having booked 3 trips in 2019 and paid in full for them for trips planned for 2020 only to have them cancelled numerous times is finally leaving on the first of 3 trips on August 7th. He is flying to Oslo, Norway for 3 nights. Then flying to an island in the Arctic circle called Svalbard and the city of Longyearbyen, a city of only 1,000. He then will board an Ice Breaker ship for 10 days making zodiac landings in the Arctic - hopefully seeing Polar Bears, Caribou, Reindeer, Whales, lots of other mammals and birds of all types. It definitely will be another chapter in his travel web site www.jimschroder.com



Longtime Shorelines readers may recall that in 2017 JIM visited the Antarctic and landed on the continent of Antarctica. He walked into the water off a rock-strewn beach to his waist, in only a bathing suit, dove under and did a polar swim of 4 strokes only, no strength left in the body to do any more, in the 29-degree cold water with the air at 9 degrees above. Hopefully on this trip he will have the same opportunity to take a dip in the Arctic, too. I know it's crazy to swim at the top of the world and the bottom of the world. Why not! You only live once.

\$6 Happy JANET BLEDSOE LACY - Her 21 plus year old Maytag dryer gave out. Having paid \$650 for the original Maytag 21 years ago she was able to purchase a new one for drum roll... yep, you guessed it \$650 dollars. (JANET, you either paid too much 21 years ago or you got a heck of a good deal this time.)



\$20 Happy BRIAN LONG - announced that while his granddaughter was visiting at his house, she did a back flip off the side of the pool and hit her head on the pool coping slashing her head wide open. She was life flighted to the hospital where she had many stiches. BRIAN is happy to report that she is recuperating fine now.



RENEE reported also that MELISSA RODRIGUEZ is the Assistant to District 5340 Governor of our district, CHUCK PRETTO, who will be visiting our club on Friday August 26th.



RENEE again cleaned the microphone. (Get used to it, folks. It is a necessary precaution for her in this time of highly transmissible Covid.)

PROGRAM

RENEE called on JANET BLEDSOE LACY who punted and said that DAVID NYDEGGER would be introducing our speaker today.



SCOTT ASHTON is Chief Executive Officer of the Oceanside Chamber of Commerce. He has been on staff at the Chamber since 1996 and took on his current role in November 2016. SCOTT is originally from Massachusetts and began his career at the South Shore Chamber of Commerce while attending graduate school at Suffolk University in Boston where he earned his Master of Public Administration degree.



SCOTT has more than 30 years of experience in the Chamber industry, 26 years with the Oceanside Chamber of Commerce, in a variety of sales and management capacities. He currently oversees a staff of seven and the day-to-day operations of the Chamber as well as policy implementation and strategic planning.

SCOTT serves in a volunteer and/or in an advisory capacity with numerous local organizations including the North County Promise Collective Impact Table, the Oceanside Unified School District Guiding Coalition, GEAR UP, North San Diego SBDC, North Coastal Prevention Coalition, the City of Oceanside's Downtown Advisory Committee and most recently the North County Food Bank.

SCOTT resides in Oceanside and enjoys reading, hiking, walking, studying health and nutrition, and is a beginner on the guitar.

DAVID NYDEGGER was the former CEO of the Oceanside Chamber until his retirement in 2016. DAVID mentioned that one of SCOTT's greatest assets was constantly helping DAVID with his computer. Talk about job security!

SCOTT spoke first of Upcoming Events:

Harbor Days is Back! On September 17th and 18th, 2022 the Oceanside Chamber of Commerce along with Tri-City Medical Center, Rincon Band of **Luiseño** Indians, and Genentech will present Oceanside Harbor Days at the Oceanside Harbor. The event will feature arts and craft exhibits, great food and fun activities for the entire family. The event is open from 9:00 a.m. to 5:00 p.m. both days.

The OCEANSIDE ROTARY CLUB has been tasked with manning the Beer booth at Harbor Days this year. Yours truly has volunteered many years manning these Beer Booths. It is lots of fun and for a great cause, too.

Also returning to Harbor Days will be the Fire Fighters Pancake Breakfast. RENEE asked if the Nail and Sail would be returning and the answer unfortunately is no. The price of the lumber and supplies has made it impossible to bring back at this time.

Two event filled days of sun, sand, and surf provide an outstanding opportunity for residents and neighbors to experience fun activities such as a costume party for kids 12 and under (accompanied by parents) at Capt'n June Bug's Kids Zone where they'll meet local pirates and mermaids. Other activities include Arts, Crafts and Food booth areas, Military and Public Safety displays, live music (The Spell Band), and a beer garden.

Work Force Development Plan

In April, the Chamber launched its new Workforce Development Program - Part of its Advancing Oceanside Workforce Development Initiative. The program plans to conduct a needs analysis to develop a thorough understanding of the short-term and long-term workforce needs of Oceanside's business community as well as to explore opportunities for training of youth, transitioning our service members into the civilian workforce, and re-skilling of workers displaced by COVID-19 in order

to prepare them for employment in emerging industries.

The program's coordinator has been partnering with employers, employees, job seekers, and training providers such as the Oceanside Unified School District's Career and Technical Education Program to understand what the needs are and bridge any gaps and barriers through our health and economic recovery. An expanded Chamber website and job bank will connect members with resources to support that recovery and help keep Oceanside prosperous.

Another program is the Rising Star Student of the Month Recognition.

The Oceanside Chamber's Rising Star Program aims to champion students that have overcome significant challenges in their life, but have managed to keep up with, or get back on track with, their education. The Chamber honors one high school senior each month from each of our area high schools at a breakfast event. At the end of the school year, our goal is to give scholarships to several students from each of our participating high schools. Our scholarships range from \$1,000 - \$5,000 per student to assist in funding a 2 to 4 year post-secondary education. Scholarships will be awarded based on demonstrated commitment to pursue higher education. Applicants will be asked to write an essay, outlining their higher education goals. Members of the Chamber's Workforce Development Task Force will review scholarship applications and determine how the funds are awarded.

While scholarships may be awarded for a wide variety of fields of study, our Task Force is asked to keep in mind the emerging industries in our region including technology, biotech/life sciences, advanced manufacturing, and hospitality.

Rising Star Breakfasts are open to all educators, family members of students being honored, Chamber Board Members, business leaders, community members and event sponsors.

This year there were 22 students honored as Rising Stars. 11 of the students applied for \$23,000 in scholarships and all were awarded a scholarship. The scholarship funds were provided by Genentech and Tri City Medical Center.

The Chamber launched a Leadership Academy last April 22. They hope to invite former students as mentors for future leaders and Rising Star candidates from our local High Schools.

SCOTT said that in his 26 years with the Oceanside Chamber of Commerce he could not think of a more rewarding and relevant program because they were

privileged to provide a platform for these incredible stories to be shared and relevant because these students represent our future workforce. It gives him great hope to see the quality of individuals that will be working in our business community in the coming years.

California's Collection of Chambers of Commerce, all working together to watch for Job Killer Bills that unfortunately come out of Sacramento, remains alive. CalChamber monitors changes in legislation and will add bills to the list as appropriate.

Pro-Business and the City Council - The Oceanside Chamber's Advance Oceanside Political Action Committee (AOPAC) has spent much of the last 2 months interviewing and evaluating Candidates for Oceanside's District 1 and District 2 City Council seats. SCOTT and the Chamber believe that it is important for the city to have candidates that are Pro Business.

The Chamber supports the Ocean Kamp Development in the San Luis Rey Valley.

In November, the Oceanside Chamber Board of Directors voted to offer its support to the Ocean Kamp project that will take place at the site of the old drive-in theaters. Located on 92 acres along SR 76 and Mission Avenue, Ocean Kamp will feature a wave pool, a 300-key resort hotel and an airstream glamping village, 126,000 sq. ft. of office, retail, and restaurants and extensive indoor and outdoor meeting space.

The project will preserve 20 acres of onsite open space and plan for 700 much needed housing units with a mix of for-rent, for-sale and affordable products. It will also feature a new connection to the San Luis Rey trail. This new trail link will be a great resource for multi-modal transit into the downtown, Oceanside Transit Center, harbor and further east into the Valley.

This project creates a new destination for both locals and visitors and has tremendous potential to attract high quality employers to our city. Over the next ten years, Ocean Kamp is projected to contribute over \$80 million in revenues to the City of Oceanside and will immediately create more than 1,500 new jobs, improved infrastructure, and a state-of-the-art wave pool that will generate international attention.

Supporting tourism is important for the Chamber. In fact, Transient Occupancy Tax (TOT) is the 3rd largest source of revenue for the City of Oceanside,

generating over \$7 million to provide essential services to our businesses and residents. Oceanside received over \$507 million dollars in visitor spending in 2021 with about \$140 million of that spent on accommodations and the remainder benefitting our restaurants, retailers, arts and entertainment venues, and other local businesses. This generated \$17 million in tax for the City of Oceanside. There are almost 3,500 jobs in Oceanside that are heavily supported by travel.

Sand Retention The Chamber is working with the city leadership and with the Coastal Commission. This sand retention is vital for the residents of Oceanside and for continued tourism.

The Oceanside Chamber first began in 1896.

A few minutes for questions.

TINA ORTIZ asked what is happening downtown? How does the Chamber support residences and small business downtown? Example: Johnson's Sporting Goods on the corner of Mission Avenue and Coast Highway. When the business closed and the building sold due to the age of the owner, the new use of the building is Swami's Restaurant with many new jobs created and a new restaurant for locals and tourists alike to enjoy.

The Chamber is working with the city on the East West Corridors for new housing potential.

LYN CORDER asked if it is possible for anyone to attend the breakfasts for the Rising Star of the month. The answer is yes. See Risingstar.oceanside for information.

JIM SCHRODER complimented SCOTT on the new format of the weekly email that comes out from the chamber with community and business information. Anyone can access this through Oceansidechamber.com Look at the top ribbon and you can subscribe to it. It very worthwhile to check out.

DAVID NYDEGGER commented that working with Main Street and the Chamber has been very beneficial for both of them and the city.

CO PRESIDENT RENEE thanked SCOTT ASHTON and presented him with one of ANCHISA's beautiful succulent potted plants as a gift for our speaker along with a Rotarian Magazine. She noted that the first woman was elected and



has taken the helm as President of Rotary International as of June this year - JENNIFER JONES. Note the Magazine. She said unfortunately the magazine is not signed by JENNIFER JONES, but on page three it was autographed by CO PRESIDENT RENEE RICHARDSON.

RENEE cleaned off the microphone. (We must have the cleanest microphone in the world!)

OPPORTUNITY DRAWING

The lucky ticket holder for \$900 dollars was DAVE HALL. Unfortunately, DAVE drew a 9 of Diamonds and not the Joker. He donated the \$10 consolation prize back to the club.

Today's meeting was adjourned early at 1:16 p.m. with gavel in hand hitting the bell.



ROTARIANS OUT AND ABOUT

BILL DERN and his wife KATHY Bill and Kathy are enjoying a pre-21st wedding anniversary party for their oldest son with a get together in Washington with extended family. One of the first family gatherings was for lunch at Din Tai Fung in Bellevue, WA. Seen here at the long, happy table were BILL and KATHY, along with two of their sons CHRIS and SHAUN along with their wives and children. More of the family were due to arrive shortly thereafter, so the reunion and the partying would only get bigger and better!



In the middle of his visit up to Washington, BILL sent this picture of him holding their mutual granddaughter BROOKE to TOM BRAULT with the one word note: "Jealous?"

And now, a few shots from the actual celebration day of the 21st (Covid delayed 20th) anniversary party for son CHRIS and daughter-in-law AMBER. First, we see BILL horsing around with the oldest grandson IAN. Then everyone got a little more formal as we see



KATHY and BILL smiling alongside the happy (plus 21 years) couple, CHRIS and AMBER. And finally, a family group picture. Dancing, food, and fun made for one happy family gathering in the Northwest!



NANCY RUSSIAN and LUIS RODRIGUEZ hosted their very dear friends from the UK for two days around San Diego. See if you can name all of these locations.



Here is one “teaser” shot of TOM and LINDA’s trip to Vermont and Canada which is still in progress as we speak and which has one whale of a story to report ... but that tale will have to wait until our NEXT edition because they are too busy with their touring to actually write about it now for Shorelines. (Got you hooked and eager to read more, right? ... That’s the point of a “teaser.”) In the meantime, enjoy this single image of a collection of bottles of maple syrup – a quintessential image from the state of Vermont.



COMING SOON TO OCEANSIDE ROTARY

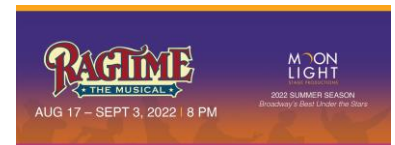
Thursday, August 11 - Health Fair at Oceanside Civic Center. Help is needed with set up at 8 AM. The event runs 9AM to 1 PM. See RENEE if you can help.

August 12 – Regular meeting

August 19 – Board meeting on Zoom @ noon

August 26 – Regular meeting – **Annual District Governor's visit.** Board will meet with the D.G. at 11:30

Friday night, August 26 – Rotary Night at the Moonlight Amphitheatre to enjoy the musical *Ragtime* – 8 pm



September 10th – Bingo Social at DAVE and TERRI HALL's house at 5:30 p.m. Details to follow.



October 8th – Rotary, Odd Fellows, Moose Lodge Chili Cookoff, and Bingo Fundraiser – Details to Follow

