

	ROTARY CLUB OF OCEANSIDE SHORELINES			 
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May 27, 2022

We joined PP DALE MAAS at his brand-new office for an away meeting, where we were greeted by DALE and his Edward Jones partner JULIE CAPPS. DALE and his wife NIKKI bought the portion of the building which houses their new office, and they are leasing the space back to Edward Jones, instead of Edward Jones paying rent to someone else at their old location next to the Broken Yolk. DALE said that when he told one of his clients that they had positive cash-flow from the start, a 15-year lease from Edward Jones, and that the mortgage would be paid off in 15 years, his client said, “Hey, maybe you do know what you’re talking about after all!”

CLUB ANNOUNCEMENTS

Not one to let a meeting go by without reminding everybody of upcoming events, Club Secretary, PP, and PE RENEE RICHARDSON had a few announcements:

May 27 - 5:30 PM (the night of this meeting) is/was the Martin Luther King Garden Reception at JANET BLEDSOE LACY’s home. *(UPDATE: Here’s a list of the Oceanside Rotary members who attended this event: LOLA SHERMAN, MARTI FARIS, MIKE CURTIN, ANCHISA FARRANT, DAVE NYDEGGER, SHOR DENNY, DALE MAAS, RENEE RICHARDSON, PAUL WENDEE, and, of course, our Host JANET BLEDSOE LACY)*



June 10 – next regular meeting at El Camino Country Club. Note that this will be the last meeting at ECCC where the lunch price is \$30. Future meetings at the club will be \$35 for lunch due to the rising cost of food there.



June 13 – Oceanside Rotary Clubs Golf Tournament. RENEE noted that we desperately need raffle prizes (suggestion is \$25 gift cards), auction items (value \$100 or more), and especially golfers. Our club is obligated to produce at least 30 golfers for the tournament to meet the minimum at ECCC. If you don't golf, you can always donate a tee time for \$150 to be used by a Marine Corps golfer. We also need volunteers for that day. Contact RENEE at rotaryrenee@cox.net to volunteer or to donate.



June 24 – 5:30 PM is the demotion dinner “roasting” our current co-Presidents AJ and LJ – cost is \$45 and the dinner will be “Island Theme” so break out those Hawaiian shirts! But also remember that this is not actually Hawaii, and it will likely be cool outside that evening, so dress accordingly.



June 25 – Independence Day Parade – we're not sure where we will be in the parade lineup as yet so the specific meeting point will be announced later, but plan to come out and help decorate and ride the float the length of the parade. More details to come.



July 3 – Fireworks party at PP JIM SCHRODER's house. BYOB and a dish to share.

TOUR OF DALE'S NEW DIGS

We had a brief tour of DALE's new office, which has three separate offices, a reception desk, a conference room attached to DALE's office (which features a \$10,000 glass wall with door – very impressive), their very own restroom, a small kitchenette, and plenty of storage. Edward Jones has new branding and a new color scheme, so DALE's office is one of the first in the whole organization to feature this new décor. A retired couple who are DALE's clients are also photographers, so DALE soon will be getting some great photos printed on metal of the Oceanside Pier at Sunset, the harbor, and the beach to further decorate the office.

Someone asked DALE where he had met JULIE, and he gave us that backstory. When his previous assistant had just left the office, he asked some of his clients at the time for a recommendation of someone with great people skills. One of those clients was friends with JULIE and recommended her, and she has now been with DALE's office for five years. Their office is in the top ½% of all Edward Jones' offices in the country in client satisfaction, and JULIE will be traveling to St. Louis

later this year to be recognized by the company. In fact, JULIE and DALE are slated to become partners in Edward Jones later this year, based on their stellar performance.

DALE also pointed out that his son, BLAKE, works for him in the office as well! Every Saturday BLAKE helps clean the office and gets \$10 a week in pay, part of which he saves and part of which he gets to keep. You can't start developing solid financial strategies too early!

LUNCH & A PROGRAM

We all trooped across the street and around the buildings to Felix BBQ for lunch. *(Disclaimer: I actually drove there, being too lazy to walk back after lunch.)*

JOHN WADSWORTH, from Massachusetts Financial Services (MFS) was on hand not only to give a short presentation on investing in the current market, but also to pay for lunch for everyone! By his covering our lunches for us, our individual \$30 lunch payments instead became a donation to the club.



JOHN started with one of his favorite sayings, which is “The only person who got hurt on a roller coaster is the one who got off in the middle of the ride!” He pointed out that the same is true of investing: the only people who get hurt in a market downturn are those who bail out before the market turns around. History shows that “staying the course” is the wisest investment strategy.

He talked about two (out of the ten, in his usual presentation) Principles for Long-Term Investing Resilience:

#1 – Have a long-time horizon for investing. “If you had invested \$10,000 in 1924 in the very first mutual fund, you’d be dead today.” (No wait, that was a joke...) “If you had invested \$10,000 in 1924 in the very first mutual fund, it would be worth \$56 million today, with an average annual return of 9½%.” Even though times are very unsettled today, with the conflict in Ukraine, an ongoing pandemic, high inflation, and interest rates increasing, “the days are long but the years are short”. The bottom line: Even in these unsettled and unsettling times, keep your eye on the longer-term prize and you can ride out any short-term bumps.

#2 – Be careful of your emotions. Don't get frightened out of the market during downswings. No one can predictably and effectively time the market: if you miss out on just a few good "up" days in the market, you can miss out on a lot of the potential profits. People are more wired to worry about negative experiences than they are to anticipate positive ones, so people tend to get out of the market when things seem to be going wrong, but they're getting out in the middle of the roller coaster ride!

As Warren Buffet says, "Be fearful when others are greedy, and be greedy when others are fearful." When you are fearful of the market, add to your portfolio, and when you are feeling good about the market, consider paring back your portfolio.

As an aside, in a book I read a long time ago (I think it was by legendary investor Burton Malkiel), he said that the stock market is a lot like your crazy uncle Charlie. He comes in on Monday and says, "I'll give you \$1000 for your TV." Then he comes in on Tuesday and says, "I'll give you \$100 for your TV." Then he comes in on Wednesday and says, "I'll give you \$10 for your TV." It doesn't affect the value of your TV at all, and it doesn't matter what the price is if you're not selling!

We had a great lunch at Felix's BBQ (and I was even able to find a vegan alternative), and the "meeting" broke up about 1:45 PM.



ROTARIANS OUT AND ABOUT

On Wednesday, May 25, VICKIE PROSSER spotted JANET BLEDSOE LACY at Smart & Final in Oceanside, bagging up one of the THREE very full carts of “stuff” which she was getting for the MLK SCHOLARSHIP RECEPTION on Friday night, May 27! She said she’d already been shopping there several times that week. WOWZERS!!! We are sure it was a fine, fine party!!

As TOM and LINDA BRAULT finished up their timeshare week in Lake Tahoe earlier in May, they met up with STEVE and TERESA LYNCH (friends from UCLA Dental School days) for a day of touring around the Lake, including a hike along a trail on the eastern shoreline and a stop at Sand Harbor, the site of the annual Tahoe Shakespeare Festival, where TERESA along with TOM’s daughter GERILYN struck appropriately dramatic poses as they viewed the amphitheater.

And then on Monday, May 30, TOM, LINDA, and GERILYN BRAULT arrived at ROBYN and MARK DERN’s home in the suburbs of Phoenix for the first visit with the first grandchild in the family: BROOKE ERIN DERN. Here are a few of the first pictures taken of that joyous meeting.



COMING SOON TO OCEANSIDE ROTARY

Thursday, June 2nd - Libby Elementary Fitness Day - Community Now and Oceanside Rotary Club - Rotary Volunteer Check in at 10:00 AM - **Make sure you have taken the steps outlined by Rotary International for the Youth Protection clearance. Contact Dan or Renee for details on how to process your clearance.** Event location: Libby Elementary - 423 W. Redondo Drive, Oceanside, 92057

June 10 – Regular meeting, El Camino Country Club

Monday, June 13 – Golf Tournament fundraiser at El Camino Country Club

Friday evening, June 24 – The long-awaited demotion of the J Boys (A.J. AND L.J.) will be held under the stars at the lovely estate of JANET BLEDSOE LACY (2165 Grandview Street, Oceanside). \$45 per person. RSVP with RENEE

Saturday, June 25 – Oceanside Rotary will participate in the Independence Day Parade in Oceanside. Plan on meeting at 9:30 am. (Precise location TBA). Bring a chair if you would like to sit on the float.)

Thursday, June 30th - Governors Dinner for District 5340 at the Del Mar Hilton. Sign up at District 5340 Website (www.rotary5340.org)

July 3 – Fireworks viewing party at PP JIM SCHRODER'S home (4020 Wooster Drive, Oceanside)

July 8 – First meeting of the new Rotary Year!