



*October 5, 2018*

What the what?!?!? At 12:30 pm, instead of the clang of a bell or the reverberation of a gong, our meeting was started by our President / Past President / Secretary / Drill Sergeant RENEE RICHARDSON-WENDEE as she called out loud and clear for all to hear: “ATTENTION!!” Apparently, she has been getting some leadership advice from her dad, the former Gunny, who told her, “You’re doing it all wrong!” But even with her best attempt at a boot camp verbal tongue-lashing command, we Rotarians were still were slow to get to our feet, leading RENEE to complain, “You guys get up like a bunch of old people.” (... Hey! We resemble that remark!!)



The Pledge to the Flag was led by BILL DERN. This was to be followed right away by some songs, but RENEE momentarily had a mental lapse about who was the assigned Song Meister du Jour. Had our president’s agenda been lifted from the podium?? Wracking her brain, at first RENEE thought she had asked VICKIE PROSSER, but she said, “Nope. Not me!” Our president’s second guess paid off, and TOM BRAULT came up to the podium prepared to sing and he wondered out loud, “What else could we steal from RENEE today?” as he promptly pocketed her cell phone left sitting on the lectern before he launched into a couple of songs.

First up, we had a musical reminder of the early morning in store for us the next day as we were tasked to show up in Downtown O’side at 6 o’clock in the freakin’ a.m. to set up for our Flea Market fundraiser. To set that timing in our heads, TOM (in his inimitable style) had changed the words to the Everly Brothers hit “Wake Up Little Suzie” as follows:

*Wake up early Saturday, Wake up!  
Wake up, you Rotarians, Wake up!*

*It's our earliest meeting yet  
But don't you dare forget  
Gotta help Renee on this big day  
Or else she'll be upset  
Wake up early Saturday Be there early Saturday  
It's Flea Market time*

*Gotta be there by six o'clock  
The alarm is gonna be a shock  
It might be dark But there's no place to park  
So you're gonna have to walk  
Wake up early Saturday Be there early Saturday  
It's Flea Market time*

*Wake up early Saturday, Wake up!  
Wake up, you Rotarians, Wake up!*



The crowd handled the altered lyrics pretty well, singing out loud and strong. SO loud, in fact, that a representative from the Soroptimist meeting next door came in to plead with us to turn down the volume because they were having trouble hearing their speaker. This was followed up by a more standard song with our more accustomed lyrics, sung in more hushed tones – “Smile (and the world smiles with you)”. Luckily, RENEE was still smiling when she sweetly asked / firmly demanded that TOM give back her phone before he sat back down at this table.



It turns out that RENEE was right in remembering that she had asked VICKIE to be a part of the start of the meeting – Not with songs, though, but with a Moment of Inspiration. At first, Miss V started searching the web for something inspiring, but then decided instead to focus on her own personal Inspirational Rotary Moments. She flashed back to her very first exposure to the concept of Rotary, hearing about our organization from JIM SCHRODER on the plane ride back from a Sister Cities trip to Osaka, Japan back in November of 2001. By February, she had signed up to be a member.

She remembered being in awe of the membership of Oceanside Rotary at the time which included many influential men that she had always heard about as she was growing up in Oceanside – men like BEN WESELOH, LYNN GARDENER, JOHN STEIGER, CLAUD PHILLIPS, RANDY MITCHELL, BOB PICKREL, JACK THILL, JIM WOOTTON, JIM McCARGO – Strong men always willing to give back to their community. And then she proudly recalled how strong women worked their way into Rotary leadership as well. “I never wanted to join a club with just women or just men – I believe that we all have different strengths and ideas and we can learn from and be inspired by both!” And she is excited to see new and younger blood coming into our club with their fresh, new ideas. VICKIE wrapped up her comments by saying, “You all are, young and old, my inspiration and you all provide inspirational moments to me at each and every meeting. Thank you!” (No, Thank YOU, VICKIE for putting what we all do into such a fine perspective.)

### CLUB UPDATES

The orange cards on our tables listed some of the Upcoming Club activities. (You can see the lineup of programs listed at the end of this newsletter in the “Coming Soon to Oceanside Rotary” section.)

Pres RENEE made sure to verbally underline how important it would be to have a good crew of workers at the Flea Market site promptly at 6 am for the setup of tables and items so we could be ready for the shoppers at 7 am. A lot of planning had gone into this fundraiser, including items being delivered and collected over the past several weeks, GORDY WITZ arranging for musical entertainment to play during part of the event, and BRIAN ORR lining up a truck to take whatever would end up unsold over to the Salvation Army’s Thrift Store. Apparently, some of the “good stuff” in the donations had already been snapped up with \$250 worth of presales and RENEE crossed her fingers as she told us that she was hoping that we could hit or break a \$1,000 take by the end of the sale at 1 pm on Saturday.



Lo and behold, when all was said and done, that \$1,000 target was reached, and RENEE sent out an ecstatic email Saturday afternoon. “I’M SO EXCITED!!!!” she said in her message, and you could see that pride of accomplishment in the smile on her face taken at the event. She thanked everyone who donated items, as well as each and every one of the volunteers that day, including pressing “future



Rotarian” DAX ANDERSEN into sign twirling duty to catch the eye of passing motorists.









The football sitting on the front table at the country club got explained as RENEE reminded us that all month we would be celebrating “Christmas in October” as we collect unwrapped presents to be given out at the Women’s Resource Center’s “Spirit of Giving” event. A handout was on the tables to remind us of this project and it included a rundown of suggested toys on the “Wish List.” Each unwrapped gift that you bring in will earn you one additional ticket for our opportunity drawing. So, your generosity could potentially pay off – BIG TIME!

### VISITING ROTARIANS AND GUESTS



PAUL WENDEE was applauded by our President (and his wife) RENEE for being the only Rotarian to sit with the large number of guests at the table in front of the podium. PAUL then had the honor of introducing: our speaker DAVID ALEMIAN as well as a bunch of folks from Oceanside schools – FREDDIE CHAVARRIA (Principal of Laurel Elementary), GLENDA CUEVAS (Principal of Mission Elementary, and SARAH PULTZ (Librarian from Mission). Also needing to be introduced as a guest, possibly for the last time, was BAIRD BOUCHER (Past Pres of the La Quinta Rotary club). Our Song Meister TOM ably led us all in our Welcome Song.



We then kinda sorta went right back to Club Updates as we heard about some of the Mentor Events coming up for the Crown Heights kids. Just around the corner on Friday October 26<sup>th</sup> is a men's soccer game (MiraCosta vs. San Diego City College). We still need some chaperones to accompany the students at this event. (And don't forget – Anyone who plans to be at any of these Crown Heights events, or any other events that include minors, MUST go through the required screening and registration through the District.)

### YOUR DOLLARS (and Matching Grant \$\$, too) AT WORK



DAVE HALL could not be present at this meeting for the presentation of some big checks to our local schools, so President RENEE handled the handoff of the cash. This is the fifth year of our club's Literacy Project and we were proud to be able to bestow \$1,000 checks upon both Laurel and Mission Elementary, gratefully accepted by their principals. RENEE also reminded us and our guests that all year long we will be collecting books signed by our weekly speakers, and that those volumes will be added to our donation to their collections as well.



FREDDIE CHAVARRIA from Laurel told us, "Your donation makes a difference!", and he gifted the club with a framed photo of one of their fourth grade students absolutely beaming as he held the first new book he had ever received in his life. SARAH PULTZ the librarian (who works both at Mission and at MiraCosta College) noted that young children really need the type of high



interest non-fiction books that the schools had purchased with our donations so that they can develop their reading skills and be more ready for (and successful in) the lifelong learning ahead of them. And GLENDA CUEVAS from Mission shared some encouraging statistics about how the literacy project we have been supporting has

lifted the scores on the statewide tests of their student population, which has skyrocketed from 33%, now up to 54% of students reaching or exceeding state standards.

### YOU SAY IT'S YOUR BIRTHDAY....

It was the first meeting of the month, and so our president put out the question, “Does anyone want to ‘fess up about having a birthday in October?” while she very obviously stared straight at her husband PAUL WENDEE. Gee – Whaddya know? ... PAUL did raise his hand and came up front, along with fellow October baby DAVE NYDEGGER and they posed along with RENEE inside of the “Best Birthday Ever” cutout for a photo.



Next RENEE asked them, “Do you want to share how old you are?” to which DAVE immediately blurted out, “Absolutely NOT!” But then he hinted that he might have been born in 1944 and donated an undisclosed (but rather easily calculated) amount of \$1 per year to date. PAUL, on the other hand, being born in 1953, is celebrating a significant milestone year and admitted that he will be eligible for Medicare. Noting “how very old you guys are”, in a quavering voice, Song Meister TOM BRAULT encouraged everyone to sing the “Happy Birthday” song in their most tremulous old man / lady voice. Boy, did we sound amazing warbling that tune!!





Celebrating various club anniversaries were STEPANIE YOO (2 years), PAM MYERS (7 years) and RENEE RICHARDSON-WENDEE (who had to confess to 29 years in Rotary, but only because she was admitted into the club at such a young and tender age!)

Having primed the shoe with cash and checks celebrating these various birthdays and anniversaries, we next moved on to ...

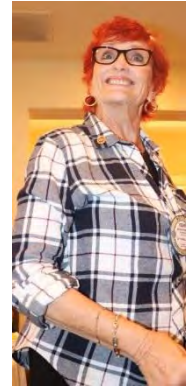
### HAPPY DOLLARS



JANET BLEDSOE LACY kicked us off with \$5 to point out the flyers on our tables promoting the Roast for TOM REESER (former club member) who will be retiring from KOCT-TV. Our own DAVE NYDEGGER will be the host of the event on October 11 at the home of JANET and STEPHEN LACY. (The back page of the flyer had a copy of the UT's article by LOLA SHERMAN on this noteworthy retirement.) JANET also handed off a \$20 contribution from our visitor last week KIM HELM who wanted to be supportive of the WRC toy drive ... PAUL WENDEE dipped his toes into potentially treacherous waters as he (with a twinkle in his eye) gloated to the tune of \$5 that he had joined Rotary in 1983, which means he actually joined well before his wife and President ever became a member. "Yeah, but you were only in Rotary for a year and a half then, and I have been a steady member. So there!" RENEE retorted ...



TOM BRAULT hoped that folks have enjoyed seeing the photos in Shorelines of the trip he and his wife LINDA had taken to Kauai and Maui. (He has about 30 times MORE photos that you haven't seen yet from their trip. If you're really interested, he could fill up your email inbox!) And he gave \$10 in happy dollars to the club because he and LINDA had been together 24 / 7 for 10 full days "and we still like each other!" ... STEPHANIE YOO gave \$20 – Happy to be in our club, and also proud of the \$34,000 raised



in the recent Mottino Family YMCA's fundraiser ... VICKIE PROSSER gave \$10 to crow about what "a great team" Oceanside Rotary had in the recent Nail and Sail race at Harbor Days and passed around a notebook with photos from that big day ...



ANCHISA FARRANT was \$5 happy / relieved that her husband RON MARBEN had a successful surgery on Tuesday and, after she had spent five hours in the waiting room during his heart procedure, "He is getting better!" ... BRIAN ORR was \$5 glad that he had actually remembered our meeting today. He told the tale of the previous Friday, at the end of the Salvation Army fiscal year, when he just outright forgot about Rotary until after the fact ... Guest GLENDA CUEVAS from Mission Elementary was grateful for all of us who would be getting up at 6 am to raise funds to benefit the community!

### OUR PROGRAM

DAVID ALEMIAN has spent a lifetime in the performing arts, from music to acting in commercials and movies, to being a professional DJ and master of ceremonies. He now concentrates on being an enthusiastic and animated corporate speaker, putting his experience in linguistics to use to become a consultant on the topic of "Talent Recruitment and Retention", which would be the subject of today's presentation.

Before he launched into his talk, DAVID shows that he knows how to butter up a crowd, telling us, “I have been to a lot of Rotary clubs and I have to say this is the most fun group I have been with so far.” Ain’t that the truth!



He then wove a tale about a man who spent his lifetime working for just one company and retiring secure and happy. That story, he said, used to be the Great American Dream, but today the story is usually very different with workers making moves between companies and even between careers with a frequency previously unimagined. This lack of job continuity can cause problems for both the workers who lack a sense of consistency and security and for the companies who

have to constantly try to keep up with turnover in their workforce. DAVID explored some of the statistics in the healthcare industry where the recruitment and retention of talent is a critical problem. By the year 2020 (which is just around the corner), the U.S. is projected to be short 90,000 physicians and about 500,000 nurses. And this recruitment problem is certainly not limited to just healthcare but is evident in practically all industries. He describes it as a national emergency in the making. The economy is booming, but we are having increasing trouble filling the needs of the industries that make up that economic environment.

Why is this labor shortage becoming so acute? ... Baby boomers are retiring, that’s why. In the last 15 years we have seen 10,000 workers retiring per day, and those retirees will on average be living longer and longer and facing chronic illnesses. The bottom line is, the longer we live, the tougher it is to save for our retirements.

In the meantime, the talent shortage is not going away. One of the ways that companies (especially in healthcare) have tried to address this is to use debt forgiveness for student loans to encourage doctors to locate and practice in target areas with a shortfall in workers. The problem with this strategy is that, as soon as the worker’s time commitment is up, they often leave in search of a better opportunity somewhere else. Workers nowadays are always chasing better pay and benefits, and the average U.S. worker changes jobs every 4.4 years. This compares to a not so distant past in which people would loyally stay with one employer for a full career, being rewarded by promotions from within and the promise of lifetime benefits upon retirement.

A contributing factor in this departure from “cradle to grave” employment came in 1978 with the introduction of the 401K plan which fast became the fastest growing



plan for worker retirement. Companies no longer had to fund traditional pensions, but on the other hand, since the individuals can take the plan with them when they move, they were no longer tied to stay with the same company to be able to keep their retirement plan in place.

Pension premiums may have been reduced or even eliminated for companies, but their costs related to worker turnover went through the roof! Replacing a worker on average can cost about 213% of that worker's annual salary. For a worker making \$100,000 a year, the combined costs of recruitment, training, and lost productivity costs the company \$213,000. And this cycle just keeps repeating over and over for worker after worker!

So employers have a daunting and costly problem retaining their workforce. And employees have a problem amassing enough funds for their lifestyle in retirement. The key to addressing both of these problems, DAVID told us, is putting vesting periods in place for benefits the employee works toward. If an employee has "skin in the game" and stands to lose something they had been working toward by moving, they will be more likely to stick with their employer for longer. Retirement benefits are an ideal vehicle for applying this concept of vesting periods, since most workers are very concerned about ensuring a comfortable retirement for themselves and their families.

The example that DAVID mapped out for us which works well for workers at various ages and income levels is having the company invest \$10,000 per year for just 10 years in a life insurance policy for the employee, who becomes vested and eligible for the benefits from the policy after 20 years of employment. In the first example, a 35 year old employee would become qualified over time for a \$762,000 income tax-free death benefit – or – upon retirement could receive \$74,000 per year in annual tax-free income for the rest of his life upon retirement after 20 years. (Of course, if the employee is older when he starts this process, the benefits would be reduced, but even starting at age 55, they could still receive \$16,000 tax-free annual income.) And yes, the employer must invest \$100,000 into each employee's policy, but saves the \$213,000 cost that we saw before to replace the worker if he had left the company. So, as DAVID sees it, everyone wins in this equation.

The floor was opened up for questions. JANET BLEDSOE LACY had a comment and question specifically about the nursing shortage and was so pleased to hear DAVID say back to her, "You are exactly correct!" that she wanted to make sure

that her acumen on the subject was duly noted in this newsletter. So there, JANET. I wrote it up just like you wanted. Are you happy now?



We all appreciated hearing this enthusiastic, informative, and thought-provoking presentation. President RENEE showed our appreciation by having DAVID select a book to sign that will be added into the stash that we will deliver to our local school libraries.

#### OPPORTUNITY DRAWING TIME



With the business of the meeting completed and the presentation coming to a close, all that was left was to draw the lucky ticket. Actually, this week, President RENEE drew TWO lucky tickets! The first number drawn automatically received a brand new lunch card to cover the costs for the member's next 10 Rotary meetings (valued at \$200). That prize went to PAM MYERS. And then (...drumroll please) the big unclaimed jackpot prize of \$800 was once again up for grabs and JANET BLEDSOE LACY held that ticket but missed the Joker. (We heard a big sigh of relief from one of the tables as VICKIE PROSSER exclaimed in relief, "Good! More of a chance for me!") JANET's \$10 consolation prize this week was donated right back to help buy toys for the Women's Resource Center Christmas party.

## ADJOURNMENT

At precisely 1:31, President RENEE clanged the bell loudly and sent us on our way, but not before she confidently smiled and announced, “Yes. I do have my gavel. I do have my gong. And I do have my cellphone!” (And yes, she does have her pride about all of those things, too!)

## ROTARIANS OUT AND ABOUT

The East Coast RV adventures of NANCY and LUIS RUSSIAN continue, with LUIS ready with his camera for their touring of Montreal, Quebec, Canada. While they were in Montreal, they met up with Dr. GORDON BISHOP (a Past Oceanside Rotary President) and his wife Dr. KAREN BISHOP for dinner at Da Emma – a restaurant at the site of the first women’s prison of Montreal. (We are guessing that the food was probably a little bit better than back in the joint’s prison days!) But that wasn’t the end of their culinary coups – *“Miss everyone but having a great COLD time. 31\* when we woke up in Quebec. All the way to Bar Harbor now ... poor us at Trenton Bridge Lobster Pound two days before they close for the season.”*







**COMING SOON TO OCEANSIDE ROTARY**

Oct 12: MICHAEL WHITE RYAN, Language of Space

Reporter: DAVE SHORE

Oct 19: AWAY MEETING AT SALVATION ARMY – Host BRIAN ORR

Address: 3935 Lake Blvd, Oceanside, just east of College Blvd

Reporter: JAY CRAWFORD

Oct 26: RON MacDONALD, Arlington National Cemetery

Reporter: BILL DERN

Nov 2: KRISTI HAWTHORNE, Oceanside History and Pier History

Reporter: JANET BLEDSOE LACY

Nov 9: J. STRYKER MEYER, Veteran's Day Program - Speaker TBA

Reporter: DAVE HALL

Nov 16: JEREMY COHEN, S.D. Malkin Hotel Project

Reporter: A.J. MAZZARELLA

Nov 23: DARK for Thanksgiving weekend

Nov 30: Speaker TBA

Reporter: PAM MYERS