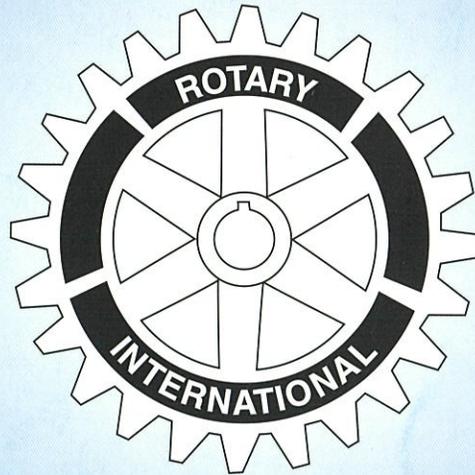


50

**YEARS OF SERVICE
ABOVE SELF**



**LA JOLLA
1997**

**ROTARY
CLUB OF
LA JOLLA**



PRESIDENT'S PAGE

Over the past 50 years, the Rotary Club of La Jolla has grown and changed, as has our community. One thing has remained constant is the commitment of its members to the ideals of Rotary, to the community and to each other.

Reading this anthology brought back many fond memories - memories of special meetings, accomplishments and events. But, primarily, memories of former members of our Club who helped guide it along the way, as we do now.

As the needs of our community and its residents have changed, you have responded. We can all be proud of our many accomplishments and contributions. Many are chronicled in the pages that follow:

- An essay contest at the high school, forerunner, no doubt of our annual 4 Way Speech Contest
- A student loan fund
- Fund raising for the baseball diamond at La Jolla High School (1955) and Middle School (1980)
- Revitalizing the band at La Jolla High School, and many more.....

Rotarians don't say "No" when asked to help with a club project, they always say "Yes". Your willingness to always rise to the challenge is what makes our Club extraordinary, or to quote a past president - "Awesome"! The common thread which runs through each year of our history and connects each of our many projects and accomplishments is the dedication and commitment of each individual Rotarian.

It has been my privilege to serve as Club President during this, our 50th Anniversary Year. As a result I've had the chance, perhaps more than others, to see this extraordinary commitment in each member of our club.

I hope you enjoy this look back as much as I did. Join me in thanking Bob Herrick, Howard Rowe and Henry Branstetter for their tireless efforts writing the text, and to Gene Foster for producing a book we will treasure.

A handwritten signature in black ink, appearing to read "Ed Danenhauer".

Ed Danenhauer
President



ROTARY CLUB OF LA JOLLA

The First 50 years : 1947-1997

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ROTARY CLUB OF LA JOLLA

The First 50 years : 1947-1997

Foreword

This account of happenings and people at the La Jolla Rotary Club is more of an anthology than a history. The styles of various segments are different because many people were asked to contribute and did so cheerfully. Another obvious thing is that we intentionally stayed away from the community newspaper philosophy of getting as many names as possible included. Of the several thousand Rotarians who have been members in the past 50 years, only the officers, directors and a double handful of others appear in print. The idea has been to describe the birth and growth of a club in the context of what was going on in the world, in general, and Rotary International, specifically. We couldn't resist putting in items we just thought were funny or of special interest.

To our sorrow, we found that archival material was scarce. Presidents, completing their year of work, apparently were so relieved that they discarded anything that might remind them of their term. We are thankful to two men who never throw anything away - **Howard Rowe** and **Henry Branstetter** - both of whom were vital to the production of this document as writers and researchers. The basis of it all lies in *Surfbeats* of which we have a fairly good representation. Thus, we were at the mercy of the reporter/editor who may have faithfully reported the facts or just written "Joe Jones gave us an interesting "Who Am I".

To really understand, one needs to look back to the inception of Rotary shortly after the turn of the 20th century. It was essentially what is now known as a "networking" group. The founders were young, talented, eager and looking for new ways to profit through fellowship and commerce with each other. The concept of only one or two per profession or business was somewhat unique and proved to be a strong cornerstone for many years in the growth of an "elite" international organization. It was an honor to be considered worthy of holding one's classification in a Rotary Club.

While it was tagged a "service club" early on, the basic idea was that if the best in every business and profession were selected, they were already busy giving service to their customers and manning the leadership positions in the volunteer organizations in the community. It was the cross pollenization of these people which made the difference. It was a rule that no president could obligate his successor with a project that would carry past his year. There is evidence of this all over when one sees Rotary parks, benches, fountains, etc. which were items that could be done in a year without further care from the club.

So it was with La Jolla Rotary - much more time was devoted to fellowship in all forms. President's time at the beginning of a meeting seldom went beyond fifteen minutes. More people came on time and enjoyed visiting with fellow Rotarians for a half-hour or more before the gong rang. In that age without color TV, VCRs, computers, cell phones, etc. socializing was a communications medium shared by most people. They partied together more than they do now. If it was ever hinted that wives took a back seat in Rotary, the amount of banquets, dinner dances and outings should dispel any such notion.

Initially we were probably better acquainted with our peers simply because we spent more time together. The individuals in the club described its nature to a greater extent than the projects it did. Thus, **Howard Rowe**, in writing the first years of the club, devotes more time and space to each member than the later contributors. With fewer things seemingly competing for time, Rotary was more of a habit. Attendance in the 90% range was not unusual and our club often fought it out with Vista for the top ranking in the district.

It seems that, with the exception of "Last Man Clubs", as organiza-

tions mature, they shift emphasis from the uniqueness to greater numbers. This is no doubt partly a product of setting up operating bureaucracies that need more and more nourishment. So Rotary has de-emphasized attendance and loosened the classification reins to attract more people who would not or could not make 45 or 50 meetings a year. Perfect attendance pins are rarer now. We view that trend with sadness because making up, particularly abroad, is still one of the real advantages of being a Rotarian. We suffer from not making up ourselves and not hosting the larger numbers of visiting Rotarians we once enjoyed when elsewhere it got cold in the winter and hot in the summer.

Aside from little league sponsorships and monetary support of numerous local groups, we did not get into any significant service project until 1977 when we joined with Tijuana/La Mesa Rotary on a clinic

they were getting started. In the 80s, more involvement with that club in below the border activities and local projects like playing fields mirrored a trend toward more "hands-on" service to the community. With the auctions to benefit the scholarship fund starting in 1982, we were asked to dig a little deeper and work harder. **Florence Riford's** \$500,000 gift of property in 1982 really put us in the scholarship business. Service projects have picked up in scope and size since then so that we can measure our net worth in millions and our ability to raise

funds for worthy causes in the five and six figure range.

In 1986 women were accepted for Rotary membership. **Florence Riford** was made an Honorary Member right away. **Barbara Brown** followed soon after making her and **John** a car pool pair of Rotarians. **Melitta Fleck** took over the gavel in 1995-96 and **Sonja Gietz-Kijora** is President-elect for 1998-99. At first, there were those "old-timers" who resented what they considered to be an intrusion. This has been mitigated through the years by the contribution to the club by the ladies in many ways. If we continue to believe that Rotary is for the best and brightest, our distaff members surely fit that description. Human nature being what it is, we still see them sitting in clusters with other women during meetings.

Having joined La Jolla Rotary in 1962, it is a nostalgia trip to review events, many of which one can recall in vivid clarity and envision the faces of many who have now gone on ahead or elsewhere. While it has been a lot of work, it has not been without its rewards in that respect.

We thank all those who helped to make this possible and have directly contributed to it, namely: **Howard Rowe, Rim Madsen, Jim Moir, John Turner, Henry Branstetter, Alan Toffler, Bob Rubel, Ed Lawrence, Jim Triolo, Roy Drew, Burton Housman, John Vaughn, Kathleen Bremner, Ed Danenhauer** and many others. Thanks, too, to all the dedicated *Surfbeat* editors down through the years who have been a major source for this document.

The materials we have been fortunate enough to collect are archived in a small office at the **YMCA Firehouse** which was made available to us generously by the "Y". We hope that it can continue to be a central repository for club records from now on so that the Diamond and Centennial histories can be completed with better documentation. It would be an ideal location for a paid club secretary the next time we move into that phase. Also deserving of thanks in the production of this book have been the **Scripps Healthcare Organization and Ed Danenhauer**, and **Gene Foster** who published it.

Bob Herrick - February, 1997



La Valencia Hotel



PART 1 — THE EARLY YEARS

THE EARLY LEADERS

Founding of the Club

The Rotary Club of La Jolla was chartered on April 14, 1947 as Club No. 6585 in District No. 108.

A Charter Night was held jointly with the Rotary Club of Old Mission on April 29, 1947 at the Hotel San Diego, under the auspices of the San Diego Rotary Club. The charters were presented to the two Charter Presidents by Cecil C. Crew, District Governor of District 108.

The founding of a club in La Jolla had been long delayed, principally because of an unwillingness on the part of the San Diego Rotary Club to "release" any territory within the City of San Diego for the formation of another club, a then-existing requirement of Rotary International. However, following World War II three influential Rotarians who happened to have homes in La Jolla joined in a concerted effort to change that attitude, and ultimately were successful. They were:

(1) **Gordon Larimore Gray**, an attorney, who had been a co-founder and an early president of the San Diego club, and a director of Rotary International in 1915-1916. Gordon resigned from the San Diego club in 1947, and became the first president of the La Jolla club, agreeing to serve only until July 1, 1947.

(2) **Fred L. Annable**, a retired railroad president, who had been president of the San Diego club in 1934-1935, and district governor in 1941-1942. Fred did not join La Jolla Rotary, but was an honorary member of our club for the remainder of his life.

(3) **George L. H. Ash**, an entomologist and retired automobile dealer, who had been a member of the Chula Vista club, and was governor of District 108 in 1945-1946. George retained his Chula Vista membership until 1949, and then joined La Jolla Rotary as a senior active member. He died in La Jolla in August 1976 at the age of 88,

These three men and several other former Rotarians who resided in La Jolla recruited others to build our club's charter membership. In this endeavor, they were somewhat handicapped by the fact that three active men's service clubs already existed in our town: Optimist, Lions, and Kiwanis. In particular, the La Jolla Kiwanis Club, founded in 1925, had become a successful and prestigious organization. Initially, therefore, our club attracted younger businessmen, or those not long established, and it was several years before we were competing with Kiwanis on equal terms. There were twenty members when our club was chartered, and it was at that time agreed that no new members would be admitted until July 1, 1947, in order to permit the twenty to become a cohesive working unit, properly instructed in the ways of Rotary.

Six of the charter members served as the first six presidents of the La Jolla Rotary Club, planning its course and controlling its destiny from 1947 until 1952. We all owe much to these men, who established a firm foundation that assured the future success of the club. They were:

Gordon L. Gray, Charter President, 1947, mentioned previously as one of the founders of our club. Gordon was born on a farm near Niles, Michigan, on August 20, 1877. A graduate of Harvard Law School, he was admitted to the Illinois bar in 1903 and employed by a prominent law firm in Chicago. He moved to San Diego in 1910, was a co-founder of the San Diego Rotary Club in 1911, and served as its president in 1913-1914. In 1915-1916 he was a director of Rotary International. His law firm became one of the largest in San Diego, and in 1941 he opened a branch office in La Jolla at 7917 Girard Avenue.

During the early years of our club, Gordon was persuaded once or twice a year to appear as the speaker at a regular meeting. Although rambling, his talks were memorable, and his command of the language was unique. In particular, he told of his efforts in the founding of the San Diego club, and of the gradual change in Rotary from a club of "service to self" to a club of "Service Above Self." Following his presidency, Gordon continued as the sole attorney in the club until August 31, 1953, when his younger partner Frank Kockritz was inducted. He was then a senior active member until his retirement in 1960, when he was elected to honorary membership. Gordon died on July 26, 1967, one month before his ninetieth birthday.

Otto J. (Brad) Bradshaw, Second President, 1947-1948, was born in Council Bluffs, Iowa, was a practicing optometrist in South Dakota and Nebraska, an optical company salesman in Los Angeles, and in 1920 purchased a ranch near El Centro. Brad spent twenty-three years in the Imperial Valley growing grapes and other farm products. He joined the El Centro Rotary Club in 1925 and served as its president in 1929-1930. Living in La Jolla in retirement, he assisted in the formation of our club, and was its first elected president, serving after Gordon Gray's short term. Brad entered the club as a past service member, changing to senior active membership about 1952. He resigned when he moved from La Jolla about 1957, and died in Banning, California in June 1962.

Kenneth A. (Ken) Glazebrook, Third President, 1948-1949, was born May 28, 1909 in Syracuse, New York, and grew to maturity in the state of Washington. He had a variety of experience in the retail food industry, life insurance, real estate and general contracting fields, and came to San Diego for aircraft construction during World War II. After the war he was a realtor with offices at 5665 La Jolla Blvd., entering the new club under the Real Estate classification. Ken served as the first sec-

retary of our club, and then became its president. He subsequently established another business outside the territorial limits of the La Jolla club, and, as then required by the rules of Rotary, was obliged to resign in 1950, remaining an honorary member until 1955. Ken had a highly successful career in land development. He died in Encinitas on March 14, 1994.

Kenneth R. (Ken) Rearwin, Fourth President, 1949-1950, was born July 19, 1913 in Salina, Kansas, and was a 1935 graduate of Northwestern University. Ken joined his family's aircraft business in Kansas City, becoming secretary and sales manager of Rearwin Aircraft and Engine, Inc. a large manufacturer of private airplanes and, during World War II, troop carrying gliders. He first joined Rotary in 1940 in Kansas City. In 1943 he accepted an executive position with TWA, and later served in the U.S. Navy as a reserve officer. Ken moved to La Jolla in 1947, began his lifelong career of security brokerage, and entered our club as a charter member. He was the local manager for Merrill, Lynch, Pierce, Fenner & Beane, and the office he established at 1028 Wall Street was newsworthy as his industry's first invasion of OUR Wall Street. He served on our club's board of directors from 1947, becoming vice president in 1948-1949, and president in 1949-1950. As our 50th anniversary approaches, Ken is the sole remaining charter member still in our club; his membership, however, has not been continuous, having been interrupted by periods of duty in San Francisco and San Diego. The 1940 membership establishes Ken as the senior Rotarian in our club, and we also salute him for a lifetime commitment of service to his community.

Emery Watson (Buz) Armacost, Fifth President, 1950-1951 was born in Oakland, California in September 1912, attended the University of California at Berkeley, and worked as a credit man in San Francisco. During World War II he was employed as administrative assistant in Civilian Personnel at the San Francisco Port of Embarkation. Following the war Buz moved to La Jolla, and when our club was organized he was the owner and operator of a retail nursery at 5505 La Jolla Boulevard. In La Jolla Rotary, he served on the board from 1948 to 1952, first as secretary, then treasurer, and then president. He remained an active and dedicated Rotarian, with an exceptional record of participation, especially in the field of international service; he even served an additional two years on the board from 1960 to 1962. Buz later moved to Northern California, but retained his membership and often returned to visit us before his death, which occurred on September 8, 1979.

Paul D. Spillane, Sixth President, 1951-1952 was a native of Brookline, Massachusetts, born in 1899, and spent most of his early life in the Boston area. Handicapped by poor health in his youth, he nevertheless made good in three separate careers. The first was in theater administration, where he was treasurer, manager and producer, eventually becoming an administrator of the Boston Symphony Orchestra. In 1945 he relocated to La Jolla, and became manager of a jewelry store at 7860 Girard Avenue before entering Rotary. Paul was a member of our board from 1948 to 1950 as treasurer and then vice president. He was president in 1951-1952, the last of the charter members to serve in that position. He changed his occupation to travel agent, but remained in the club under his new classification, serving in many capacities in ensuing years. He was the compiler and editor of the two excellent club histories published in 1952, and again in 1962. Paul moved from La Jolla and resigned his membership about 1969; he died in San Diego in May 1980.

OTHER CHARTER MEMBERS

It seems appropriate to list here briefly the fourteen other men who came together in April 1947 to inaugurate our club. They were:

(1) **Luther H. (Bud) Barber, Jr.**, owner/operator of "The Frosty Freezer," a frozen food locker plant at 7541 Eads Avenue [Home freezers rendered this type of business obsolete within a few years]. Bud remained in the club until about 1955. Now retired, he still resides in La Jolla.

(2) **William B. (Bill) Bettles**, who operated a retail home furnishings business at 5615 La Jolla Boulevard. Bill resigned about 1950 when he changed occupations. He later was a partner with charter member Ken Glazebrook in many real estate and development ventures.

(3) **Edward D. (Ed) Clarkson**, a retired Army major, who was engaged in the life insurance business. Ed left that business and resigned from the club within its first year.

(4) **Fred W. Cole**, who owned and operated the La Jolla Truck and

Storage at 7826 Herschel Avenue. Fred remained in La Jolla Rotary until his sudden death on November 17, 1952. He was the father-in-law of our long time member and past president Gene Schniepp.

(5) **Mervin J. (Bill) Gibbud** was listed as the operator of a department store at 7756 Girard Avenue. However, we have no record of such a business at that address, and Bill seems to have left the club by the middle of 1947.

(6) **Richard P. (Dick) Irwin**, who had been brought to La Jolla in 1945 to manage the historic La Valencia Hotel, a position he held for more than forty years, eventually becoming its co-owner and chairman of the board. Dick served on the board of La Jolla Rotary and was the first editor of the then-unnamed club publication. He should have been club president in due course, but was the loser in a closely contested election, and never ran again; that election resulted in the change in by-laws that for practical purposes eliminated contested elections. Dick passed away in La Jolla on April 30, 1991.

(7) **Frank A. Kamp** came to La Jolla in retirement from Cincinnati, Ohio, where he had been a flooring contractor. He was an inveterate world traveler, making up Rotary attendance in dozens of countries on every continent, and occasionally returning home to La Jolla for a few months. A past service member at first, he later became senior active. One of the few remaining charter members in the club, Frank died in October 1984.

(8) **Karl Kenyon** was a long-time La Jollan, who, among other generousities, had donated the original acreage for La Jolla High School, which opened in 1922. Karl had been the president and manager of the La Jolla National Bank at 1044 Wall Street. That bank was absorbed by the Security First National Bank of San Diego, and Karl became vice president and manager. The Security was the traditional repository of the club's funds. Karl resigned his membership about 1953 because of poor health; he continued as an honorary member until his death on March 21, 1962.

(9) **Wallie C. McKay** held the classification of "Variety Stores," a now obsolete concept. He was the manager of the R. L. Bess Co. 5 and 10c Store at 7861 Girard Avenue. Wallie did not live in La Jolla, and when he had a change of occupation about 1955 he resigned from our club.

(10) **Horace O. Miller** entered the club as a past service member. He had moved to La Jolla from Youngstown, Ohio, where his business career had been with the American Rolling Mill Co. (Armco). During his lifetime and at his death H. O. in effect gave his entire estate to the Rotary Foundation of Rotary International, constituting at that time the largest individual gift ever made to the foundation. At the time of his death on January 19, 1966, H. O. was an honorary member of the club.

(11) **Frank J. (Pat) Morgan, Jr.** was a co-owner of Morgan/Thornton, a department store at 7925 Girard Avenue, and joined our club with the classification of "Dry Goods, Retail." Pat was an active Rotarian, particularly in the areas of fellowship and special events. When his store was sold about 1954, Pat changed occupations, and resigned from Rotary.

(12) **Edward W. (Ed) Scott** was the owner of a store bearing his name at 7750 Girard Avenue. His classification was "Women's Clothing, Retail." Ed resigned from our club during the first year of its existence, although his business continued for several years, and eventually was replaced by "The Ascot Shop."

(13) **Thomas L. (Tom) Shepherd** was a well-established La Jolla architect, whose office was then at 7856 Ivanhoe Avenue. He had designed a number of luxury homes and office buildings in our area. Tom resigned from the club in 1949, although he remained active in his profession for many years, and on at least one occasion attended a club "reunion" of early members.

(14) **Fred E. Winship** was the developer of a tract of land in La Jolla located south of Palomar Street and west of La Jolla Boulevard. His classification was "Land Development." Fred served on the board in the early years, and remained in the club as a senior active member until his death about 1959.

ACTIVITIES AND PROJECTS

In describing the projects and activities that occupied the time and energy of La Jolla Rotarians fifty years ago, it seems best to remind the reader of at least two factors that have changed over those years.

In the first place, instructions as to general Rotary policy from dis-

district governors in those days might be summarized as follows: (1) Plan each project to be completed within your year; do not commit future boards to a continuing project that involves spending money. (2) Find a Need; Fill the Need; Turn it over to someone else to run.

The second change is perhaps more subtle in nature, and we feel sure has occurred in other Rotary clubs, as well as many other types of groups in our society. In the 1940s and 1950s our club filled a certain need for a social association, as well as a service organization, that existed for many of its members.

Rotarians are certainly still "social animals," but the emphasis on that aspect of club activities appears to have diminished.

There were of course many other accomplishments, but we have selected the following as representative of what was happening in La Jolla Rotary in the years indicated:



1947-1948: (1) Sponsored the La Jolla Planning Council, forerunner of the La Jolla Town Council, in conjunction with other clubs and interested citizens. (2) Joined with the Soroptomist Club in starting an essay contest at the high school. (3) Sponsored San Diego Orchid Show in La Jolla. (4) We were the first club in the district to have all of its members subscribe a cash donation to the "Rotary International Fund." (5) Established the first Ladies Night. (6) Held a Stag Party for the members. This tradition was continued intermittently for nearly twenty years.

1948-1949: (1) First international project: sent CARE packages to two English towns. (2) Community project: established fund for care of needy children at Scripps Hospital. (3) First club bulletin was issued. (4) First membership roster was printed. (5) First joint birthday party was held with Old Mission Rotary Club, a tradition that continued for many years. (6) Fining of club members was introduced. Normal fine: "Two Bits."

1949-1950: (1) Furnished a double room in new wing of Scripps Hospital at a cost of \$900. (an ambitious project for a small club!) Much of this amount was raised from weekly auctions of donated items at the club meetings. (2) Installed "Welcome to La Jolla" signs listing the various service clubs at the north and south entrances to town. (3) Weekly club bulletin first issued on a regular basis. (4) Sponsored a new Girl Scout troop. **Fred Knight** sold cigars to fellow members to raise \$30.00 as a fund for the troop. (5) Designed distinctive make-up cards to be given to visiting Rotarians. (6) Our first joint meeting was held with the Tijuana Rotary Club, another tradition that continued for a number of years to foster international relationship. (7) The club's newest member was referred to as the "baby member," and was given a bib to be worn at each meeting until another was inducted.

1950-1951: (1) Established a student loan fund of more than \$800. (2) Introduced singing as a regular practice at club meetings. (3) Began to award buttons for 100% attendance records. (4) Commenced tradition of recognizing members on their birthdays, a custom that has continued to this day. (5) July 1, 1950: New secretary **Fred Knight** names the weekly club bulletin "The Surfbeat" as it starts its third year, and introduced the 8x14 inch format that would be used for many years. (6) The club held a meeting at which each active member was required to bring as a guest a non-Rotarian business competitor (in furtherance of vocational service). (7) Met at La Jolla Country Club for an International Ladies Night with Rotarians and their wives from Tijuana Rotary Club. (8) **Rilea W. Doe** of Oakland, speaker on October 1, 1950, Vice President of Safeway Stores, a past district governor, and a past director of Rotary International told us how the four aims of the Object of Rotary can be put to practical everyday use. Mr. Doe returned to our club on February 22, 1955 as the speaker at our Ladies Night celebration of the fiftieth anniversary of Rotary.

1951-1952: (1) Awarded our first scholarships at La Jolla High School. (2) First participated in the VISA program, to be described in

more detail in Chapter II. (3) Sponsored the installation of the first "Drive-Up" mail box in front of the La Jolla Post Office. (4) Held first joint meeting with La Jolla Kiwanis Club. (5) On February 12, 1952: Ladies Night at La Jolla Beach & Tennis Club—dinner and dancing, with District Governor and his wife in attendance.

INTERNATIONAL SERVICE

From the beginning it has been generally accepted that La Jolla Rotarians are a very well-traveled group. The hundreds of banners collected and displayed over the years attests to that. Any Rotarian who travels abroad and encounters Rotary in other countries is also impressed with the quality of membership and the opportunity to translate Rotary into peace and understanding.

A significant part of this is in the myriad of ways it presents to help people. Informal programs to assist foreign students, particularly children of Rotarians, were developed early on. The first involvement came with the VISA movement of Rotary Clubs in Southern California in 1948 which has been described earlier. It brought international students and Rotarian families together. Some of the bonds formed during those years are still on a family-to-family basis into the third generation. Most of our students were from Scripps Institute of Oceanography which was well established before UCSD came to town about 1962. As Rotary International developed the Ambassadorial Scholar program, it was quietly downplayed so as not to interfere with that effort.

The Ambassadorial Scholar program has been well supported by our club since its inception both in money to the Paul Harris Fellowships and in manpower to administer it within the district. We have sent several top scholars all over the world on these sorties, recently described as the very best international scholarships available from any source.

Although our club has had "sister club" relationships with several clubs for many years, the first effective working relationship was forged with Tijuana-La Mesa Club in 1977. Past President **Jim Moir** and his International Service Chairman Past President **Rim Madsen** recommended that we support that club's project of a new Red Cross clinic in their area. The club jumped in with both feet and **Tom Elms** made it practically a personal project. With this link well set, we have continued to do things together both socially and on further projects with our Tijuana-La Mesa brethren.

La Jolla Rotarians have taken active positions in the development and implementation by RI of the Group Study Exchange program. We have hosted several groups from all over the world, offering support, transportation and bed & breakfast. Two members, **Burton Housman** and Past President **Chuck Dick** have led GSE tours to Japan and Belgium in recent years very successfully. This is a real tribute to their Rotary dedication because several months of preparation precede the actual visit which, itself, ties up a lot of valuable time.

Our sister relationship with Sasebo, Japan Club was nurtured by **Burt's** GSE visit, Past Presidents **Zeke Knight & Dave Gillig's** post convention stopovers and the attendance at the Sasebo Club's 45th Anniversary celebration by several La Jolla Rotarians and wives. **Burton Housman** prepared and had caligraphed for this affair a fine proclamation which they took with them. Informal student exchanges during the summer have also enhanced this partnership as well as some of their officers setting La Jolla as a stopover on a lengthy tour of the U.S.

Another cooperative project with Tijuana/La Mesa was put together by **Carlos Malamud** with the help of **Klaus Utecht** and **Helmut Lubke** in 1984. It involved the Kumiai Tribe of Indians in Northern Baja California about 60 miles south of the border. Accessible only with 4-wheel drive vehicles or on horseback, a quantity of sports equipment, non-prescription medicine, a water pump, seeds and trees were collected and transported to this remote group.

The largest international project to date was undertaken in 1990 after **Christine Brady-Kosco** captured the imagination of the club through description of the work she was doing in **Colonia Esperanza**, a suburb of Tijuana. This described in detail elsewhere in this report. It was an all-out effort chaired by **John Vaughn** on the part of La Jolla Rotary and Tijuana-La Mesa Rotary to create a demonstration project that can have a very real impact on Tijuana and other areas of the developing world. It required Mrs. Brady-Kosco's foundation in collaboration with RI and the two clubs to make it happen.

In 1993, we were told of a RI and District project to sponsor Village Banks in Nicaragua. A modest amount of seed capital is provided by the sponsor club to a group of women who form an enterprise bank. It, in turn, lends money to women to get into business for themselves and monitors their progress. As their enterprises become profitable and their loan is paid back, others are started in new businesses. Sort of a positive pyramid scheme. We have sponsored two banks to date.

These are the highlights of our international focus through the years. There are probably other individual and group activities or money supported one-time causes in addition. Suffice it to say that the *International aspect* of RI is not neglected by the Rotary Club of La Jolla. Its members have contributed over \$500,000 to the RI Foundation since its inception. As this goes to press, plans are being made by **John Vaughn** for an informal Group Study Exchange this year between our club and the Leon, Mexico club for groups of teachers from each to visit the other. **Claudia Laird** coordinated the housing here.

GROWTH OF THE CLUB

July 1, 1947———20 members
 July 1, 1948———36 members
 July 1, 1949———39 members
 July 1, 1950———49 members
 July 1, 1951———53 members
 July 1, 1952———60 members

THE SURVIVORS

La Jolla Rotary still has eleven members who joined our club during its first fifteen years. Here are the names of those members and the year in which each was inducted:

1947
 Kenneth R. Rearwin
 Howard M. Rowe
 John W. Thiele

1950
 Walter A. Dewhurst
 Roy M. Drew
 Harry W. Phillips
 Maximilian Schmidt

1953
 Gene R. Schniepp

1955
 Robert M. Wolterstorff

1956
 Thomas H. Denman

1962
 M. Robert Herrick

BUILDING ON THE ORIGINAL FOUNDATION

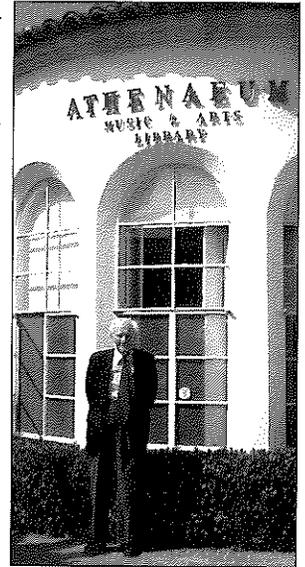
With the arrival of the year 1952-1953, leadership of La Jolla Rotary passed to non-charter members. The initial period of rapid membership growth had passed, and our club worked to strengthen its programs and goals, and to assume its proper place in a rapidly growing community, and in a changing Rotary world.

SECOND GENERATION OF LEADERS

Howard Morrison Rowe, Seventh President, 1952-1953, had been the first non-charter member of the club, inducted on July 6, 1947, and became the first non-charter president. Howard was born in Evanston, Illinois in 1919, but lived in California after 1923. A graduate of La Jolla High School and of Dartmouth College in 1939, he found employment as an insurance underwriter in San Francisco. He served in

the Army more than five years before and during World War II, enlisting as a private in 1941, and serving in the Asiatic-Pacific Theater before his release from active duty as a major in 1946. He then joined his family insurance brokerage, which had been established in 1924, and operated it until his retirement. Howard's active classification was "Insurance, Casualty;" he served on the board from 1949 to 1954, and was the first member to hold all four offices of secretary, treasurer, vice president and president. While president, his board was composed entirely of non-charter members. He was particularly proud of the fact that every one of those men went on to become a president of the club.

Paul Hugh Waldman, Eighth President, 1953-1954, was a native of Idaho, but also grew up in California. With a long background of mechanical and automotive work, he opened a Dodge dealership on Silverado Street in 1946, moving it later to 7926 Herschel Avenue. Hugh was inducted into La Jolla Rotary in October 1947 with the classification of "Automobiles, Retailing." He was a quiet, efficient man, serving on the board from 1950 to 1955, and was active in many other community affairs in La Jolla. Hugh resigned when his business was sold about 1955, but remained in the club as an honorary member until 1958. Tragically, he and his wife both were killed in an automobile accident in San Diego on October 23, 1970. He was 67 years of age.



Ken Rearwin, 1940
 Charter Member

Robert Holden Brantley, Ninth President, 1954-1955, was born in Cambria, Illinois on July 16, 1906. His early years were divided between Illinois and California. He attended the University of California at Berkeley, but graduated from the University of Illinois. Bob was a longtime member of the Army Reserve, and served nearly five years during World War II. He retired as a major in the Transportation Corps. He entered our club in early 1948 with the classification of "Refined Oil Products," having purchased the Shell Oil station at 7982 Prospect Place, and later opening a station at 5675 La Jolla Blvd. Bob was a businessman; a church and lodge leader; but first of all a dedicated and sincere Rotarian. He was on the board from 1952 to 1956, and attended scores of board meetings thereafter as an interested member. Impressed with the importance of proper training of new Rotarians, he chaired the Rotary Information Committee for nearly 25 years. When Bob died on November 6, 1982, he was, in the minds of most of us, "Mr. La Jolla Rotary."

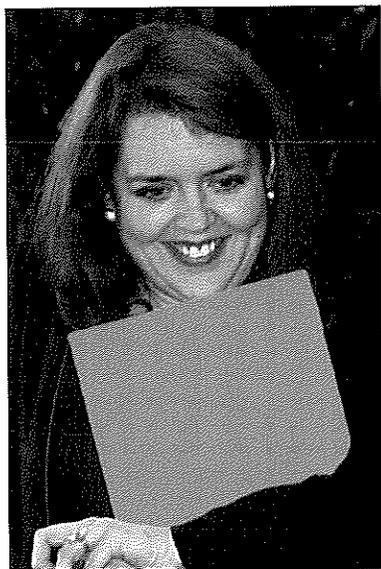
Walter Albert Dewhurst, Tenth President, 1955-1956, was born in Denver, Colorado, and lived in La Jolla in the early 1930s, attending La Jolla High School. Otherwise, his early life was peripatetic, involving residences of various lengths in British Columbia, England, Norway, Seattle, Northern California and Hollywood. He attended U.C.L.A., Cal Tech, and U.S.C. Walt returned to La Jolla in 1949 to build a successful contracting business now being carried on by sons and grandsons. He entered our club in early 1950 under the classification of "General Contracting," and served on the board from 1952 to 1957. Walt was deeply involved in community affairs, in La Jolla Town Council, La Jolla Real Estate Brokers Association, San Diego City Board of Zoning Adjustment, and as president of the San Diego City Planning Commission. Miraculously, he was also able to maintain a 100% attendance record at Rotary over a period of many, many years. His continuous membership in our club is exceeded only by that of two others.

Robert Yerington Hand, Eleventh President, 1956-1957, was born at Ft. Leavenworth, Kansas, the son of an Army family. His father, an infantry colonel, was killed in battle in World War I. A 1930 graduate of Northwestern University, Bob was employed in sales work in the midwest until World War II. He then served as an infantry officer in North Africa, in Italy, where he was wounded, and in France and Germany. He settled in California after the war, and moved to La Jolla in 1949. Still a salesman, he entered our club in February 1951 under the classification of "Building Materials, Manufacturing," which was

changed in 1955 to "Life Insurance." Bob was a good natured hard worker, notably serving for two years as program chairman in 1952-1953 and 1953-1954. He was on our club's board from 1953 to 1958. He died very suddenly in La Jolla on September 14, 1962; the past presidents of the club served as pallbearers at his funeral.

ACTIVITIES AND PROJECTS

It was during this era in the club's development that the VISA movement assumed a place of importance. VISA (an acronym for Visiting International Students Association) started in Southern California in 1948 as a club for foreign students of college age sponsored by Rotary clubs and districts. The purpose was twofold: (1) to bring the students together for educational and social purposes and (2) to encourage individual Rotarians to form bonds of friendship with the students by



Laurine Freeman, 1993

taking them into their homes, and in other ways sharing American life with them. The program was extremely successful, and continued to grow for a number of years until it was in effect stifled by Rotary International headquarters, because of the belief that it was interfering with the new R. I. Ambassadorial Scholar program. La Jolla Rotary became actively involved in the VISA program; the students we sponsored were largely graduate students at the Scripps Institute of Oceanography, a forerunner of U.C.S.D. Our first student was Noriyuki Nasu, a Japanese youth who was at Scripps for several years and became a good friend of many of us; some of our members in fact visited Nori many years later

when he was a professor at the University of Tokyo.

Following are activities and projects to illustrate La Jolla Rotary in the years indicated:

1952-1953; (1) Formed a Special Events Committee as an adjunct to the Program Committee, to facilitate planning for special events during the year, including a joint evening dinner meeting with the La Jolla Kiwanis Club, a joint evening dinner meeting with the Tijuana Rotary Club, a club Christmas party for children, a Valentine Day party for wives, a joint meeting with the Old Mission Rotary Club, and a Demotion Banquet. (2) Commenced a program to visit or otherwise remember members who were hospitalized or ill. (3) Began the introduction of visiting Rotarians by the fellowship chairman from the podium, to replace individual introductions from the floor, in the interest of saving time. (4) Sponsored a second VISA student. In addition to Nori, we now also had Sayed Zakaria El Sayed of Egypt. (5) Increased scholarships at La Jolla High School from two to three. (6) Held a banquet at La Jolla Beach & Tennis Club for the championship La Jolla High School football team.

1953-1954: Disbursements to: (1) Student Loans (2) Teen age Halloween activity (3) New flooring at Community House kitchen (4) Platform for diving board at La Jolla Cove. (5) Continued support of the VISA project. (6) Shoes for school children (7) Instituted a new plan to have every member of the board of directors preside for at least one meeting.

1954-1955: (1) Contributed considerable manpower to the operation of the annual La Jolla Rough Water Swim, of which **Hugh Waldman** was chairman. (2) Continued support for VISA program, scholarships and youth activities. (3) Donation to La Jolla High School for jerseys for athletes. (4) Led by **Bob Brantley**, celebrated the 50th anniversary of Rotary International by distributing four-way test plaques throughout the community, and by planting a tree marked by a plaque in Scripps Park.

1955-1956: (1) In July 1955 Immediate Past President **Bob Brantley** accepted the chairmanship of the Rotary Information Committee, a position he held each year with few exceptions until his death in 1982. The periodic meetings for new members at his home became a model for such activity followed by many other clubs both near and far. (2) Construction of a new baseball diamond at the high school, accomplished by equipment donation by **Walt Dewhurst**. (3) The La Jolla club acted as host club for the annual conference of R. I. District No. 163. Originally planned to be held at the White Sands Hotel, we received notice one week before the conference date of the sale and closure of that hotel. **Walt Dewhurst** swung into action; the conference was moved to the Del Mar fair grounds, and held there March 4, 5, and 6, 1956 (the Del Mar club assisted). **Fred Knight** was conference chairman, and nearly every member served on one or more of the conference committees.

1956-1957: (1) Continued support of VISA project. (2) Under community service, continued programs related to student loans, scholarships, La Jolla Youth, Inc., Rough Water Swim, Boy Scouts and Girl Scouts. (2) Social functions included installation dinner, international party with Tijuana club, Christmas party for children, and anniversary party.

MEMORABLE PERSONALITIES

(1) **Robert Roy Denny**, our speaker on February 20, 1953 to celebrate the 48th anniversary of Rotary. Roy was then Rotary's elder statesman. He had organized the Number 4 club in Seattle in 1909, and was its first president. He was the first vice president that Rotary International ever had, serving under Founder Paul Harris in 1910-1912. Roy introduced **Howard Rowe** to Rotary at the San Diego club in 1946, and joined Howard again for lunch a few months before his death in 1954.

(2) **Harry G. Haskell**, longtime honorary member of our club from 1950 until his death in 1975. Harry, a retired Rotarian from Chicago, joined the Chicago club in 1923, and knew well the early leaders of that Club #1. Although he chose to retain his membership in that club, he maintained a sincere and helpful relationship with our club, serving on many committees and assisting in various activities, including the "Sunshine Committee", Special Events, and as chairman of the attendance committee.

(3) **Charles Wynn Warwick**, inducted in November 1951 under the classification of "Stationery, Retail." Wynn was a world traveler, and was International Service chairman for many years. He was particularly active in the VISA program. Wynn was a senior active member at the time of his death in 1975.

(4) **Clair W. Burgener**, real estate developer who was Sergeant-at-Arms of the club in 1952-1953, and went on to a long political career in San Diego, Sacramento and Washington. He currently serves as a Regent of the University of California.

(5) **A. Boyd Pixley**, a retired restaurant owner from Chicago who joined the club in 1949 with classification of "Capital Investments." Pix was a composer of Philharmonic music, and a band and orchestra conductor. He served for many years as chairman of the music committee and song leader, usually accompanied by Edgar Pickett or Russ Fielder as pianist. Pix was a senior active member when he died in 1974.

(6) **Robert F. Heilbron**, Rhodes Scholar and member of an early San Diego family, who contributed much to the club while he served as principal of La Jolla High School, and much to local education in other capacities in later years.

(7) Charter member **Frank Kamp**, who did more than his part to support club attendance. On one trip to Europe, he spent several months in Spain (which did not have Rotary clubs during the Franco regime); Frank repeatedly left Spain in time to make up three meetings in Portugal, returning then to Spain for another few weeks before he repeated the process. At one time, Frank was travelling for nearly ten months, and still maintained better than 100% attendance.

(8) **George G. Culbertson**, pastor of the La Jolla Presbyterian Church, who was our first clergy member in 1950, contributed much to our fellowship, and then resigned to found a new church in Solana Beach. George rejoined our club in retirement and remained a member until his death in 1969.

(9) **Sam Hinton** of the Scripps Institute and his folk songs. Sam was

a regular performer for a number of years at our Christmas program for children.

GROWTH OF THE CLUB

July 1, 1953———68 members
July 1, 1954———78 members
July 1, 1955———75 members
July 1, 1956———89 members
July 1, 1957———77 members

NOTABLE EVENTS

(1) March 11, 1953: *Charlotte Rowe*, assisted by *Lola Spillane*, organized the first meeting of the Ladies of La Jolla Rotary — a luncheon/fashion show at the La Valencia, with almost 100% attendance.

(2) March 23, 1953: A large delegation of La Jolla Rotarians attended the District Conference at Hotel del Coronado, reaching it on a boat skippered by President-elect **Hugh Waldman**.

(3) October-November 1954: Future president **Marion Karrh**, then a fledgling member, capably took over as Acting Secretary and Surfbeat Editor while **Fred Knight** was on a well-deserved vacation.

(4) February 22, 1955: Celebrated the Golden Anniversary of Rotary with a party at the La Jolla Beach and Tennis Club.

(5) March 1955: Led by *Charlotte Brantley*, a group of "Rotariannes" commenced a project to act as hostesses for the meeting hour to any wives of visiting Rotarians who might be making up attendance. Two or three wives of La Jolla Rotarians were to be available each week for this purpose.

THE MATTER OF THE MEETING DAY

From the date of its founding, the Rotary Club of La Jolla met at noon each Monday. There is no evidence that that day of the week was the choice of the charter members. It appears more likely that such a decision had been made by the district governor and/or the sponsoring members from the San Diego club. Monday has generally not been a popular day for Rotary meetings, and it was a convenience for other nearby clubs to have a make-up opportunity on that day.

In any event, that decision was the subject of much discussion in the early years of the club. Monday was traditionally the busiest day of the week for many business and professional men, who found it difficult to leave their store or office for two hours on that day every week. Some resigning members gave that as an explanation, and some individuals proposed for membership gave that as a reason for declining the invitation.

The matter came to a head at the beginning of **Hugh Waldman's** administration, in the summer of 1953. At the urging of a number of members, and with the approval of his board, Hugh announced at his first meeting that the change would be put to a vote the following week, on July 13th; he further specified that because of the nature of the change a two-thirds majority, or 66%, would be required for passage. Although postponed to a later meeting for further discussion, the vote when held won a majority, but failed by two votes to make the 66%. The advocates of change thereupon obtained permission from the board to circulate a petition on the subject to every member of the club. This was done in due course, with the result showing 72% in favor and 19% opposing such change, with the remainder either neutral or not available. After much discussion, the board at its September meeting voted to change the club's meeting day to Tuesday. The change became effective with the meeting of Tuesday, October 6, 1953.

As far as is known, the subject of a change in meeting day has never again arisen in the club.

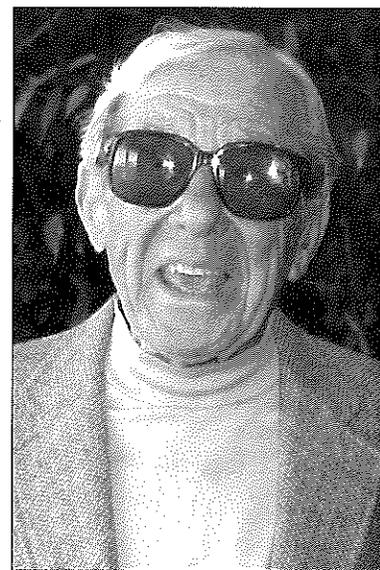
LA JOLLA ROTARY REACHES MATURITY

The years from 1957 to 1962 comprised the third quinquennium of our club's history. At that time we began to assume a leadership role among the newer Rotary clubs in the district, as the experience of our

members grew. By that time we had in our ranks a recent past district governor—**Walter R. Hepner**, who had led our district in 1954-1955. Also, we had inducted in February 1962 a former Rotarian who would advance to lead our club, and then serve as governor of the district — **Tom Watson**.

THIRD GENERATION OF LEADERS

Frederick C. (Fred) Knight, Twelfth President, 1957-1958, was born in Easton, Pennsylvania on July 15, 1917, attended Lehigh University, and was the owner of a Ford dealership in Phillipsburg, New Jersey before moving to La Jolla in 1947. Probably more than any other member in our history, Fred built his life around Rotary, which he joined at Phillipsburg at age 21. He entered our club in early 1948 with the classification of "Advertising Specialties," a business he conducted from his home. By July 1, 1950 he was secretary of the club, a position he held for five years. With the exception of one year, he served on the board from 1950 to 1959, becoming vice president in 1955-1956 and president in 1957. Fred named our club bulletin the "*Surfbeat*," and was its editor from 1950 to 1957. Accomplished on piano and organ, he often played for club singing in the early years. He was also a composer of many popular songs, and a dedicated, serious man in all of his undertakings. Fred died on June 14, 1988 after a long illness, a Rotarian for fifty years.



John Andrews, 1977

Gene R. Schniepp, Thirteenth President,

1958-1959, a native Californian, was born in Santa Ana, and grew up in Escondido. He was a graduate of San Diego State College in 1950, and had entered the teaching profession when he made a change of careers, deciding to join the business owned by his father-in-law, **Fred Cole**. Upon Fred's death in 1952, Gene became the manager, and eventually the owner of La Jolla Truck and Storage, later renamed Cole Moving and Storage Co. Gene was inducted into La Jolla Rotary on March 23, 1953, joining the club as its youngest member at the time. He was on the board from 1955 to 1960, succeeding Fred Knight as secretary and serving in that position for two years, then as vice president, and finally as president. Gene has since remained an active and hardworking Rotarian, with a long and distinguished career of service to his club and district.

Robert M. (Bob) Boughton, M. D., Fourteenth President, 1959-1960, was born in Erie, Pennsylvania, and received his medical training at the University of Western Ontario in London, Ontario, with later training as a urologist. He served a tour of duty in Japan during the Korean War, and moved to La Jolla in 1953. On February 8, 1955 he was inducted into La Jolla Rotary under the classification of "Physician—Urology." Bob was on the board from 1956 to 1961, serving as secretary in 1957-1958, vice president in 1958-1959, and then as president. He was our first president from the medical profession (and one of only two we have had). His major project was the "Rolling Youth Hostel," about which we will write more. Bob has an exceptional sense of humor and a wonderful wit; moreover he is a learned man. To quote Clifford Graves, "He loved to dazzle a Rotarian audience with a Latin incantation or a Shakespeare quotation." Bob resigned from La Jolla Rotary on June 1, 1977 when he moved to Sun Valley, Idaho.

Donald Cameron (Cam) McDonald, Fifteenth President, 1960-1961, was a native of Los Angeles, but attended school and received training as an electrical engineer in Phoenix, Arizona. During World War II he was employed at Convair in San Diego. In 1946 he moved to La Jolla, and established an electrical contracting business. Cam was inducted into our club in October 1947 under the classification of "Electrical Construction." He was on the board in 1952-1953, and again from 1958



Candice Stephens, 1996

extraordinary heroism following a battle off the coast of Honshu in 1945 in which his co-pilot was killed by enemy fire. Charlie moved to La Jolla after the war, and entered the accounting business. In 1950 he opened his own real estate office, commencing a very successful career in that field. He joined our club in April 1954 with the classification of "Real Estate Agency." He was elected to the board in 1957, served as secretary for two years from 1958 to 1960, and then as vice president and president. Charlie was a brisk, vigorous man. He resigned from our club about 1967. He died suddenly in 1979.

ACTIVITIES AND PROJECTS

As mentioned above, these years saw the flowering of the VISA program, which we have described previously, bringing together hundreds of students from other countries, and taking them into the homes and lives of Rotarians and their families. The La Jolla club was a leader in that effort, and the sample of activities and projects we have found reflects that fact:

1957-1958: (1) The VISA project is continued, as is the high school scholarship program. New activities included sponsorship of Rotary teams in youth baseball "Pony League" and in youth basketball "Biddie League." (2) *Gunnar Roden*, the club's third VISA student member, and a refugee from Estonia, became an American citizen, with much assistance from *Wynn Warwick*. (3) February 1958: Club sponsored an essay contest at La Jolla High School—essay subject was "How the 4-Way Test Can Improve International Relations" (4) *Cameron McDonald* served as chairman of the VISA program for District 534; this included 324 foreign students from 70 different countries.

1959-1960: (1) The Youth Hostel Project. This was the brainchild of *Cliff Graves*, and was completed almost single-handedly by Cliff. The local chapter of the American Youth Hostels organization needed help in their program of assisting young people discover the world through travel, usually by bicycle. The answer was a bus to carry the hostellers, their bicycles and camping equipment. Rotary bought a second-hand bus for \$3000, and it was rebuilt to carry 25 people, 25 bicycles and the camping gear. The "rolling hostel" traveled on a 7000 mile coast-to-coast trip, with the youths cycling wherever the conditions permitted. Other trips followed, and the bus traveled 100,000 miles in its first ten years. (2) Continuation of the VISA project, and of high school scholarship and student loan programs.

1960-1961: Major project of the year: Our club served as Host Club for the VISA Conference at the Hotel del Coronado, participated in by 422 clubs from ten districts, with *Buz Armacost* as General Chairman. 450 foreign students attended, and La Jolla Rotarians housed fifty of them overnight in their homes.

1961-1962: We marked the tenth anniversary of our club's participation in the VISA program. Over those years, the La Jolla club sponsored fifteen students from twelve different countries.

to 1962, serving as treasurer in 1958-1959, vice president in 1959-1960 and then as president. He was particularly active during those years in the VISA movement, which was then at the height of its success. With little notification to his friends, Cam and his family moved to the Los Angeles area in 1966, and later efforts to contact him have not been successful.

Charles W. (Charlie) Tischoff, Sixteenth President, 1961-1962, was born in Boston, Massachusetts, interrupted his college education during World War II to enter the Navy for flight training, and then served as a B-24 pilot in the Pacific Theater. He was awarded the Distinguished Flying Cross for

MEMORABLE PERSONALITIES

(1) *Harry Ruggles*, a visitor to our club in 1958. Harry was the fifth member of the Rotary Club of Chicago, its first treasurer and its fourth president. Harry is best remembered for having introduced singing to Rotary, and he celebrated his visit by leading La Jolla Rotarians in a rousing song.

(2) **Warren Currier**, a past president of the El Centro club, who joined us as a senior active member in 1957, is remembered for his agility as a song leader, and particularly for his attendance record. He had completed fifty years of perfect attendance before his death in December 1977.

(3) **Edgar L. Pickett**, an optometrist who was inducted on February 7, 1949. Ed became editor of the *Surfbeat* on July 1, 1957, and served most competently in that capacity for two years. He also served on the music committee and as club pianist.

(4) **Russell D. Fielder**, who joined the club in January 1958, succeeded **Ed Pickett** as *Surfbeat* editor, a position he held until August 1972. Russ also contributed as pianist; he was a professional organist, and served *St James-by-the-Sea* in that capacity for many years.

(5) **Russell McEwen**, a retired automobile dealer from Big Spring, Texas, who joined us as a senior active in 1957 and contributed much in time and fellowship until his death in 1975. Russ was a long term Chairman of the Special Events Committee of our club.

(6) **Jack Alberti**, a native of Belgium and a member for several years under the classification of "Capital Investments." Jack's linguistic ability was legendary. Fluent in twelve languages, he assisted us by corresponding with foreign clubs, and by meeting, entertaining and introducing guests from many parts of the world.

(7) **Elmer S. Olson**, a retired insurance man from Duluth, Minnesota, who joined our club in November 1959 as a senior active. For many years "Governor" Olson introduced the visiting Rotarians (of whom there were a great many each week in that era) with ease and aplomb, often lapsing momentarily into his native Swedish. Elmer passed away on January 31, 1974.

GROWTH OF THE CLUB

July 1, 1958	—75 members
July 1, 1959	—80 members
July 1, 1960	—82 members
July 1, 1961	—88 members
July 1, 1962	—106 members

NOTABLE EVENTS

(1) September 17, 1957: District Institute for club presidents, Rotary information and classification chairmen and club bulletin editors was led by *Dr. Richard L. Evans* of Salt Lake City, educator, writer and churchman, who several years later would become President of Rotary International. Dr. Evans narrated the Mormon Tabernacle Choir radio broadcasts for many years.

(2) June 10 1958: Visit to our club by *Richard C. (Dick) Hedke*, who had been President of Rotary International 1946-47, when our club was founded. R. I. had been an integral force in the establishment of the United Nations in 1945, and Dick was generally credited with keeping R. I. on its own independent course, rather than making it a satellite of the world organization, as some others had planned.

(3) October 21, 1958: Ladies Night Banquet at La Jolla Country Club, in observance of Rotary's World Fellowship Week, and honoring consuls and vice consuls to San Diego from nine other nations.

(4) April 25, 1961: The price of noon lunch at the La Valencia was increased from \$1.75 to \$2.00.

(5) January 23, 1962: The Board of Directors voted 7 to 1 to change the club's meeting place from La Valencia to La Jolla Country Club, beginning February 6, 1962.

(6) March 27, 1962: *Jack Kemp*, then quarterback for the San Diego Chargers, spoke to our club on the subject of "The Challenge Before Us."

(7) April 24, 1962: The Club celebrated its fifteenth anniversary at a gala dinner meeting of members and spouses at La Jolla Country Club.

(8) June 12, 1962: Welcomed as the club's "100th member," **Bob**

Herrick was inducted into La Jolla Rotary by his visiting father-in-law, Bob Adams, a New Jersey Past District Governor.

THE MATTER OF THE MEETING PLACE

The stately La Valencia Hotel on Prospect Street has been the traditional meeting place of our club for all except a few brief periods of its history. However, this has not been an undisturbed alliance. In actual fact, a love/hate relationship has surfaced from time to time. From the early days a tug of war existed between those members who were happy with the meeting place and those who objected to it for several reasons. Most important was the matter of the size of the available facilities. The club quickly outgrew the room initially assigned to it, and even though a larger room was provided, it seemed likely that it too would be too small. A critical factor in this situation was the number of visiting Rotarians the club was expected to entertain. During its first thirty years, La Jolla Rotary was much more popular as a make-up spot than it has been in recent years. In earlier times, visitors varied from an average eight or ten in May and November to as many as forty-five or fifty at the height of the summer and winter seasons. In addition to the seasonal visitors, we had a much greater influx of guests from nearby clubs; very likely the increasing traffic congestion in and near our town, as well as Rotary's decreasing emphasis on perfect attendance, have reduced the numbers of such visitors. In any event, as our membership approached one hundred, it can be understood that overcrowding of current facilities became a problem.

A contributing factor to our problem with the La Valencia in our early years was the complete lack of parking in or adjacent to the hotel. Later the hotel arranged for valet parking at a nearby lot, but was never able to make this service available to Rotarians. From the beginning parking created a sharp division between those members who had stores or offices within walking distance in downtown La Jolla, and those members who had to drive to meetings, and were unable to park easily and conveniently. It also was a problem for out-of-town visitors who arrived by car and knew nothing of our parking situation. It also was a chronic problem for program chairmen, who had to arrange for speakers and meet them upon their arrival.

It might be mentioned that the La Jolla Kiwanis Club originally also met at the La Valencia, and faced the same dilemma. Kiwanis found their solution by obtaining the community room of the La Jolla Presbyterian Church for their meetings, and having their meals furnished by an outside caterer. A large parking lot adjoins the church.

At one time our club actually reached the point of appointing a special committee of one to study the space and parking problems in depth, and to actively search the town for a more suitable location for meetings. The Rotarian selected for the job was **Thomas Shuttleworth**, a longtime and knowledgeable member. Tom may have found his task an impossible one. In those days, there were no other hotels nor any restaurants in our area with the private dining and parking facilities we required.

The places in which the La Jolla Rotary Club has actually met could be listed as follows (this listing omits a number of special locations where a single meeting was held for a particular purpose, usually as part of a tour):

(1) The balcony room adjoining the main lobby of the La Valencia, known in recent years as the "Galeria Room." This was our first meeting place, and, with its easy access from the front door of the hotel and its superb coastline view, it served us well as long as meeting attendance was below 75 persons. The room has since been redecorated, and is now much more attractive.

(2) The so-called "Veranda Room" in the basement of the La Valencia, which we now occupy. This room was made available to us after the La Valencia purchased the defunct Hotel Cabrillo, an ancient structure adjoining on the west, which dated back to about 1910. The old building was remodeled, and used as an annex to the hotel. The Veranda Room was also extensively remodeled in recent years at great expense to the hotel, but its actual capacity as a meeting room seems to remain about the same. One of its continuing problems has been access; there are three alternatives, none of them completely satisfactory: (1) From the front desk, through a portion of the lobby, and then down an outside stairway not built to modern standards, that may be unsafe in wet weather, or for older persons. (2) Through the lobby of the hotel annex, which interferes with other activities in that building. (3) Down a narrow passageway

between the two buildings, also used by service employees.

(3) The present main dining room of the White Sands of La Jolla. Before its conversion to a retirement home, this structure had been designed and built to be a resort hotel on the ocean front. The La Jolla Rotary Club was invited to meet there on a trial basis, and did so for several weeks, finding it suitable in both room size and available parking. The experiment was terminated because of an early warning of the hotel's precarious financial condition.

(4) The banquet room of The Honker Restaurant at 7590 Girard Avenue. This room was used by both Rotary and Kiwanis for at least several months in the 1960s. It was part of an ongoing effort to find an improved meeting place, but we found that it really was not a substantial improvement over the hotel. The room was not as large as we wished, and there were legitimate doubts about the financial future of the restaurant.

(5) For nearly two years in 1962-1963, the La Jolla Rotary Club met in the main lounge of the La Jolla Country Club. This was intended to be a permanent change, and we really had to scramble to get back in favor at the La Valencia when that became necessary. The Country Club seemed an ideal location, with good food service, and with adequate adjoining parking. It was of course somewhat removed from the center of town, and perhaps a little more difficult for visitors to find. Rotary was forced to relocate on quite short notice when the governing board of the Country Club was notified by their accountants that our presence there was jeopardizing their status as a non-profit entity.

(6) During the administration of President **Clair Berry**, the Veranda Room of the La Valencia was extensively remodeled, as mentioned above. This project proved to be more lengthy and much more expensive than originally estimated, largely because of construction deficiencies in the eighty-year-old building. By prior arrangement the hotel paid for our club the cost of renting substitute premises, and delivered and served our meals at such premises. Two locations were involved: initially, a large room on the second floor of a since-demolished commercial building across the street from the hotel, at the southeast corner of Prospect Street and Herschel Avenue. When it became apparent that a longer delay was involved, arrangements were made to rent the main hall of the La Jolla Woman's Club, located at Prospect Street and Draper Avenue.

Suffice it to say that we no longer hear much discussion from La Jolla Rotarians about the need for a new meeting place!

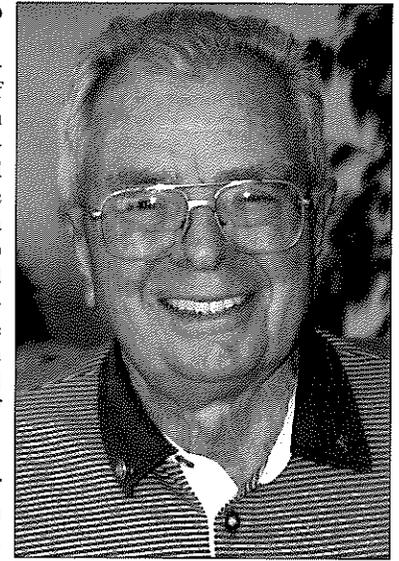
PART 2 — MIDDLE AGE

1962-63

Athos (Pino) Sada was the first home grown President of La Jolla Rotary. He grew up in Logan Heights and played baseball on his way to becoming Deputy Chief of Police. Pino joined Rotary when he was the Captain in charge of the Northern Division headquartered in the old firehouse on Herschel. He did not countenance dissension in the ranks and his gavel sounded to declare fines with impunity.

His year in office was marked with increased membership and enlightenment. **Dan Odum** gave the club three minutes of news hot off the wire every week. Pino made it clear from the very beginning that all fines this year would go to pay for the annual stag party at Little Bavaria in Sorrento Valley. That eased the pain a bit. During the year we found that La Jolla's population was 23,000. Dues were \$50.

US imports were running \$4-5 Billion more than exports. A negative balance of payments was caused by foreign aid, military commitments abroad and tourism. The Dow was 590 in August after having hit a low



Bob Pratt, 1952



George Minoi, 1956

of 528 earlier.

A generous contribution to the Rotary International Foundation by **H. O. Miller** made us #1 in the Paul Harris Fellow ratings.

Parties were the thing with a bang-up affair at the country club for Christmas and a Valentine extravaganza for members and their guests. But, the best of all was **Pino's** demolition at La Jolla Country Club - Open Bar, Prime Rib, Entertainment and Dancing - for \$12.50 per couple. It was well attended.

1963-64

Marion Karrh was short of stature and long on achievement. His size made him the

butt of pranks all during his long-time membership in La Jolla Rotary. As he rang the gong to start the meeting on his first day as President, the membership stood up and walked out en masse only to be met at the door by **Chief Sada** who arrested the group en masse and sentenced them to return. This was followed by a standing ovation for Marion whose year was a most productive one. **Paul Spillane** initially served as fine master to help the new chief executive get the feel of things. Only a few escaped.

Marion lugged mail in hot Texas and scorching Arizona before ending in California. Contrary to most WWII servicemen, his pre-service postal experience was used and it landed him in San Francisco handling APO and FPO mail. He stayed in the Golden State and returned to the post office.

As La Jolla's long-time Postmaster, he had held a letter's postage cost to 3 cents. The La Jolla post office was threatened with losing its identity and becoming just another San Diego zip code. This would reduce it to second class status and the La Jolla postmark would be history. It would also eliminate the need for a postmaster. Petitions were circulated; thousands signed them.

Still the word from Washington was bad. Marion fretted. A fellow Rotarian asked why he was so sad. He explained that he was close to being history. Some research through political channels indicated that there was hope. Several influential La Jolla businesses who had been big supporters in a senator's recent campaign were advised that their mail service would be reduced. The petitions were sent to Washington **Special Delivery**. La Jolla postmark lived. Marion retired as La Jolla Postmaster in 1971.

The city had expanded and our by-laws had not kept up. A blue ribbon committee chaired by **Karl ZoBell** with **Howard Rowe** and **Gene Schniepp** took on the task of updating them and considering a list of recommendations from the past presidents. The revised club bylaws were submitted to all club members and, after some fine tuning, were adopted on June 2nd. A huge job which updated us in line with RI changes and local events.

Marion ran a tight ship. Lunch was \$2. The expenses for the year were \$9,393.77.

Honorary Rotarian **Dr. Jim Turpin** wrote from Hong Kong that they were about to open a "floating clinic" with the help of several Rotary clubs and the ribbon would be cut by the President of RI. Again he thanked La Jolla Rotary and **Bob Hafstrom** for providing him with 'entre' to the Rotary Clubs in that area.

President John F. Kennedy was assassinated in November. Our December 3rd meeting began with a prayer lead by **Father Bob Wolterstorff** for the Kennedy family and new President Lyndon B. Johnson.

At Christmas season, **President Marion** was seen at the post office greeting people, arranging lines so they moved faster, checking to see if he could expedite something for his customers. Outside, Rotarians helped man the Salvation Army Kettle. Rotary merchants delivered service above self in their festively decorated stores. In lieu of a Christmas party, the budgeted money was allocated to help needy families.

In February, the slate of officers and directors was presented to the club. Nominations from the floor were made for President, Vice President and three board memberships. On March 10, the election was held with three of the floor nominees winning. This is one of the few contested elections in club history.

Herb Klein, local newspaper executive and Nixon press secretary, pointed out that California was coming into the position of being able to strongly influence U. S. policy.

On June 16, prospective member, **Edward A. Penrose**, died in the meeting room shortly before his scheduled induction into membership.

The board of directors submitted a resolution to the club to sponsor a club (Torrey Pines) in the northern edges of its territory but retaining rights to admit to our club from that area. Another bylaws change was needed to make this possible redefinition of our official area. Both motions carried by at least two-thirds.

Another, much discussed issue, was not resolved. Should the club admit new members as "Senior Actives" or require new members to have active or additional active titles. SAs had been admitted in limited numbers over many years but there was pressure to admit more. Some feared that the club would become an old man's luncheon gathering. No decision emerged.

Marion took his roasting in his usual good humor and stood up high enough for all to see him presented with his Past President's pin and plaque.

1964-65

Unlike those of us who dreamed of a La Jolla residence as a goal to attain, **Karl ZoBell** did it the easy way. He was born right here in the Jewel City. An honors product of La Jolla High, he detoured long enough for a Columbia AB, a Stanford law degree and four years in the US Coast Guard before coming back home. Mindful of the needs of his home territory, he has occupied key volunteer offices in La Jolla and San Diego down through the years. Not the least of these was his term as La Jolla Rotary president in 1964-65.

As secretary the previous year, he had been instrumental in updating the bylaws. Now, with Rotary International hot to open up classifications long held by senior members, he asked **Howard Rowe** to chair the classifications committee and get things straightened around. **Chuck Robison** had led the assembly of a new club directory in recent months which served as a base. Addressing the classification situation, **Karl**, in a letter to **Howard**, said,

"I am aware of several members as to whom a proposal card may reflect one classification, the membership application another, the ledger card another, and the badge still a fourth."

Is it any wonder that we were having time recruiting? It appears that one member might have been blocking several classifications. **Howard** prepared a detailed comparison list and the matter was put in order during the year. His records show that at 7/1/64 we listed 101 people on the roster. 3 were honorary. 33 were Senior Active - 34% of the members. At 7/1/95, the roster showed 139 names. 5 were honorary. 43 were senior active - 33% of the members.

Torrey Pines Rotary Charter Night was July 24, 1964. Several club members formed the nucleus for the new club. As sponsoring club, we gathered at the Torrey Pines Inn to install officers and directors and wish the baby well.

Later, the Ways & Means Committee reported out a budget of \$8,363 for the year, \$800 less than the prior year. With over \$7,000 in the bank account, budgeting for contingencies seemed unnecessary. The new wrinkle was to advertise among the members for additional contributions which could be billed as fines if the member so desired. It worked very well.

SDG&E brass advised that the nuclear generating plant under construction at San Onofre was made practicable by the finite supply of fossil fuels on which we rely so much for power, heating and transportation.

By the end of the year, we found things much more orderly in the club's affairs if not in its membership which still enjoyed a measure of good-natured ribbing to even its most distinguished citizens and guests. A dignified roast ushered **Karl** into the past president ranks.

1965-66

Chuck Robison was a native of Minnesota who resettled in California to manufacture swimming pools. Unfortunately, his special

new kind didn't take to our adobe soils. They tended to float. He found in La Jolla that the position of Executive Director of La Jolla Town Council was available. He did such an outstanding job that his rise to the top of La Jolla Rotary was nothing short of meteoric as he took over the gavel in July, 1965.

He began the year by asking members what they liked and didn't like about Rotary and how they would propose to serve the community better. Ideas for projects were solicited. Chuck really put the four-way test to work by asking if members felt their own participation in Rotary was satisfactory and, if not, why not? We can find no record of the results of this survey but it surely made some people think.

A concern surfaced in November with a letter telling of financial problem. During the prior year, members had been asked to pledge extra money to the operating budget which could be extracted officially as a fine. \$2500 was raised in that manner which balanced the budget. Unfortunately, solicitation of pledges had never been made this year. Only \$500 had come in through fines to date. A solution was proposed - all members would be billed quarterly @\$29.25. Makeups would be credited @\$2.25. If the club was dark or the member didn't makeup, the club held the money. Members were asked for their opinion. The budget got balanced somehow else.

Dr. Charles Schroeder, Director of the San Diego Zoo, appeared shortly before the zoo's 50th Anniversary to tell us that ours was absolutely the best in the world. More species; more visitors and an operating budget of \$3,600,000 per year.

Junior Achievement participants were honored for their good work again this year. Best seller was a cover for the La Jolla Blue Book. We also joined the "Stamp out Crime" drive, supported the new Northwest YMCA and sponsored a Boy Scout Explorer Post. Demotion banquet was at **Al Hernandez's** La Plaza Restaurant @\$3.50. 90 members and guests attended. **President Chuck** was tried for his sins in the past year by a poorly disguised kangaroo court and carried out by black-hooded bandidos while the mariachis played on.

1966-67

Another fast climber to club leadership was **Bob Herrick**, our 1966-67 President, who claimed prior Rotary experience in Michigan. Both his father and father-in-law were long time Rotarians with the latter a Past District Governor. At the small city Michigan club where he started, he noted that a board meeting quorum for almost any non-profit organization in town could be raised at a Rotary meeting. A graduate of Dartmouth, he has held four Rotary classifications over the years: Mushroom Growing, Food Broker, Groceries Wholesale and Life Insurance. Recently demoted **Chuck Robison** jumped ship for a new position in La Mesa, leaving him without guidance.

His year started with his admonition that whatever happened to the club that year would be a group effort, not alone through his efforts as president. The proposal by the prior year's administration to make money by quarterly meals billing had not been adopted so a minimum \$25 "fine" was requested up front. The budget that year was \$9,100. Another issue that had been long simmering was whether to admit more Senior Actives to the club. About one-third of the members were senior active. It was agreed that new members would be admitted as Senior Actives but only if they promised to work - not just be another lunch club member.

"Halloween in Hawaii" was the first big social event held at 939 Coast and catered by Islandia Hotel @\$5 per person. This was followed by a huge turnout of 200 for "Holiday on Ice" at the Sports Arena on December 26. It was announced that two seats were left on the \$284 round trip Rotary charter to the RI Convention in Nice, France. No mention was made as to whether this was a jet or crop duster.

In early January, we were addressed by *Lt. Charles C. Krudak*, USMC who was recently back from Viet Nam and gave us his views of the situation there. We picked a winner with this young man...he is now Commandant of the US Marine Corps.

Past President **Marion Karrh** paid the price (\$1) for distributing zip code publicity. An interesting program was put together by the chair asking members to identify prior classifications of current Rotarians. Some real surprises there.

With clamor for the club to do more good in the community, the board voted that effective May 2, 1967, a surcharge of 50 cents would be added to the \$2.25 lunch cost to finance those good works.

We celebrated our 20th Anniversary at the end of April with a dinner dance at La Jolla Country Club. The demotion format was somewhat different with several Past Presidents speaking about better days at La Jolla Rotary. Rather than threaten the outgoing President with mayhem, the idea was to pale his administration by comparison. Many good reminiscences resulted even as we concluded that they had come to bore Caesar, not to praise him.

1967-68

In addition to our founder, **Gordon Gray**, who died on July 20, 1967, **Tom Watson** personified Rotary. He made his fortune in the specialty foods business in Ohio, finding that they could be effectively marketed in supermarkets, not just fancifood stores. Tom was intrepid. When he set goals (and he set many) he generally over-achieved them.

Like **Gordon**, he founded two clubs (in Ohio) but went on to be our 1967-68 President, and, shortly thereafter, District Governor. **Tom** should also be credited as the principal force in getting the west end of Miramar Road's name change to *La Jolla Village Drive*. Tom owned two motels in the village and had despaired of his southbound guests calling from somewhere in downtown San Diego asking directions to La Jolla.

At his behest we were handed numbers when we registered to indicate our table seating. Old cronies who sought out the same table each week were dispersed thereby. This same ruse has been reused many times since and is probably a part of the incoming Presidents' Training Manual. At the same time, non-eating members were being segregated at their own separate table so they would not be served lunch in error.

One speaker introduced the club to the "Twin-Plant" concept of having operations on both sides of the border with the labor intensive work being done in Tijuana. It was pointed out that Raytheon, Fairchild, Lytton and Mattel already had such facilities.

A committee studying the *ways and means* recommended that RI had increased their head tax from \$8 to \$10 per year and we should increase our annual dues from \$50 to \$75. It had proven to be a real task making up 20-30% of the annual budget in fines. At age 21, one senior member declared our club to be "mature". After a few of our members formed the cadre of the Torrey Pines Rotary, our membership resettled at 95. **Russ Fielder**, our perennial Secretary & *Surfbeat* editor got a new typewriter which made reading it a lot easier. This year saw the revival of Girl Friday Day, Childrens' Christmas Party and Fireside Meetings which especially benefit newer members.

One of the outstanding programs the club has ever had was a panel, put together by **Jack Clark** featuring *Dr. Warren Wooster*, Scripps Institute head; *Dr. Richard Lerner*, Scripps Clinic Fellow; *Dr. Ed Creutz*, R&D VP at Gulf General Atomics and *Dr. Jacob Bronowski*, Salk Institute Senior Fellow. Only in La Jolla could one find that kind of talent for a regular Rotary meeting.

H. O. Miller passed on but left the club a proud legacy with the 200% level achieved in the RI Foundation at the year end.

The demotion party at La Valencia traced President **Tom** through his nomination -purportedly because no one else would run and he had the most experience - to the conclusion of his very productive year. Past Presidents who did it had no mercy. **Tom** survived.

1968-69

Everett Stunz came out of Oklahoma by way of Texas and the bedroom furniture business which he plied in La Jolla on Girard Avenue. Ev was our no-nonsense President in 1968-69 but he always had a twinkle in his eye. Budget for the year was \$9,975. One of the first innovations that Ev brought as president was a survey of business and professional



Jeanine Volinski, 1993

talent in the club as a source to counsel other Rotarians. No report is available of how this local application of the S.C.O.R.E. concept worked.

As of 8/1/68, it was reported that Rotary International was 13,339 clubs in 143 countries with 634,000 members. Later in that month a steak fry (20 oz Porterhouse) at **Ben Hogan's** 939 Coast Blvd for \$5 per person drew 136 members and guests.

A Port District executive told about the new 24th St. Terminal which would help to build the ocean freight traffic in our harbor. Lindbergh Field would serve the needs of the community well at least to the year 2000. The LJ Town Council Executive Director told us that La Jolla had grown from 17,000 to 28,000 in eight years and was headed for 40,000 in 1980. Our City Manager told us that our city taxes were only 26 cents per person per day. (\$94.90 per year)

One program of Rotary Information was very ably presented by **Bob Brantley, Walter Hepner, Tom Watson, Howard Rowe and Fred Knight**. This group was the cadre that made sure every person joining La Jolla Rotary knew what our club and RI were all about for at least the first 40 years of its life.

A picture of 10 La Jolla Rotarians riding their bikes to a meeting appeared in the October, 1968 *Rotarian Magazine* as a way to beat the traffic. This had been promoted by **Cliff Graves** months before. La Jolla Rotary showed the way again.

Past President **Tom Watson** was nominated by our club as a District Governor candidate for 1970-71.

Pacific Southwest Airlines was hauling 1,800,000 passengers per year on its commuter routes - A Cinderella story that grew up in San Diego.

A real attention-getter was the post card that went out to members:

ROTARY CLUB OF LA JOLLA

Tuesday noon, Feb. 11, 1969

The San Diego Police Department's Vice Squad will show confiscated pornographic film — documental, shocking facts. Don't miss this eye-opening expose of what is happening in our area.

The program is said to have been embellished with handouts of smut available on Girard Avenue and films shown "which must have impressed all with disgust" according scribe **Russ Fielder**. The deputy city attorney and a detective urged us to let our lawmakers know that we wanted this stamped out. No record was published how many were present at that meeting but there had been some problems with low attendance about that time. The very next week it was recorded that we had 40 visitors.

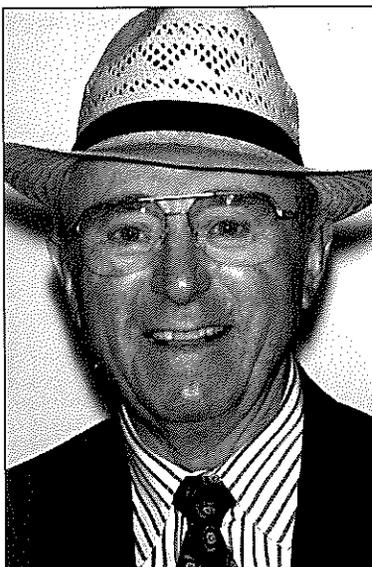
The *San Diego Padres* went into the major leagues with **Preston Gomez** as manager and coaches **Roger Craig** and **Sparky Anderson**. 60 Rotarians and guests helped open the season in early April with great seats on the first base line.

With the passing of **Dwight D. Eisenhower**, **Russ Fielder** recalled the October, 1960 meeting at Rotary Club of Chula Vista when President **IKE** was the guest speaker. **Russ's Surfbeat** salute to Eisenhower was forwarded to him in Washington and within a few days acknowledged by the White House and signed, "Dwight D. Eisenhower".

The Scripps Memorial Administrator told us of plans for the expansion of this institution which had moved from Prospect Street in 1964. Intensive Care Unit cost was \$85-90 per day.

In addressing the situation on college campuses, a very forceful address by a graduate student - teaching assistant at UCSD told us "It's time to tell college administration that those who use force to disrupt the school must go. Get out of the middle of the road." She received a standing ovation. (This year {1996} the TA's struck against the administration)

A Ladies Night Dinner Dance in April at La Jolla Beach & Tennis Club cost \$5 and drew 90 Rotarians and guests. In May, **Orville Graves** reported personally sighting **Wynn Warwick** riding a donkey up a mountain on the Isle of Crete.



Heinz Gietz, 1996

"Memorial Service" for outgoing President **Ev Stunz** was poolside at the La Valencia with champagne and roast EV.

1969-70

Another transplant from Minnesota, **Bob Stader** took the gavel in 1969-70. Small animal veterinary practice in La Jolla was less demanding and more lucrative than chasing around the countryside at all hours in all kinds of weather. This climate was also more conducive to honing his golf game to an expert level.

In a move toward fiscal balance, every member of the club was billed a quarterly sum of \$54.50 which included \$18.75 for dues and 35.75 for lunch @ \$2.75 per week. If a member made up, he was credited on the next quarterly statement for that meal. Better food was promised. The stamp cost for mailing the *Surfbeat* to absent members soared to 6 cents.

The *Paul Harris Fellow Medal* was introduced at the recent international convention in Honolulu for those who contributed \$1,000 to the Rotary Foundation. **Ollie Gill** made up in New York City and said the inferior lunch cost \$6.00. He spent four weeks in Europe and didn't miss a make-up. **Frisbee Killman**, aiming for Orange County Airport, mistakenly landed his plane at El Toro Marine Air Station. **Don Waters** of the Copley Press spent seven weeks in Southern France under Rotary sponsorship. He stayed with a different French family every night for six weeks, gained 19 pounds and saw the sights on a gruelling schedule. Rotary meetings, he reported, last for three hours, no fines, plenty of wine. International fellowship in action.

The speaker at "Girl Friday" day in November developed laryngitis so **Art Edwards** jumped into the breach and did 30 minutes of standup comedy on short notice. **Art's** appearances over the years were always fun, particularly when he went after his good friends who were also in the medical profession.

A former crew member of the USS *Pueblo*, a UCSD junior, reported on the ship's hijacking and crew's captivity in 1968. He noted that the tactics being used by campus protestors at UCSD were identical to the attempted brainwashing they received in North Korea. The next week a group of UCSD students addressed the club as representatives of the "Silent Majority" who are there to study and not do politics. Later in the year, a Torrey Pines Rotarian reported taking a philosophy course at UCSD which taught that "Management and Capital combine to exploit Labor" among other Marxist concepts. He suggested that we should spend more time fighting communism in our own backyard rather than all over the globe.

36 visitors were present at an early March meeting, many from colder climes. A telephone company spokesman told us of the coming laser technology that is much more efficient than the current radio communication links. 56,000 messages on a single beam of light.

Two Porter-Bergman scholarship awards @\$500 each were presented to recent high school graduates. *School Superintendent Dr. Jack Hornback* said that public schools were being asked to train children in areas that used to be the responsibility of parents. Permissiveness in the home made discipline in the school doubly difficult and organized teachers have taken their problems to the bargaining table, making administration even more of a challenge.

Tom Watson was elected District 534 Governor Elect for the Rotary year 1971-72.

The door prize at Bob's demotion was a mink boa donated by Graf's Furs. Attendance was much better than usual on the distaff side. The ceremony was entitled "La Jolla Rotary Goes to the Dogs" with Snoopy as the central character. The whole program was put on by **Ben Hogan** who produced many of the best events LJ Rotary enjoyed during its first 50 years.

SCHOLARSHIPS

Scholarship awards of some kind were made each year from the very outset of La Jolla Rotary. The money came from the budget, treasury, passing the hat or any combination of these. The amounts were

modest.

In 1965, a \$10,000 gift to La Jolla Rotary Foundation from *Julia Porter Bergman* was made in memory of her husband, Milton Bergman, who had been a Rotarian since 1936. The club was instructed to establish a Porter Bergman Scholarship Fund, invest the sum and use only the income from the investment to fund an award to a graduating senior of a La Jolla area high school. This gift, along with her additional \$5,000 gift, given at a later time, was the first significant endowment gift to our club.

In the 1974-75 year, the Scholarship Committee granted a loan of \$1,500 to a worthy student applicant and a scholarship award of \$1,000 to a second applicant. In the 1975-76 year a gift from **John and Mary Johnson** of \$5,000 was made to "supplement and increase your program relating to scholarships" and two awards in the amount of \$600 and \$1,000 were made by the club and an award of \$2,000 was made from the *Porter Bergman Fund*. In the 1977-78 year \$3,000 was awarded; 1978-79 awards totaled \$5,100; 1979-80 was \$3,000; 1981-82 saw two awards, for a total of \$1500.



Bob Slusser, 1986

Dollars for Scholars and the Florence Riford Gift

It was under the leadership of President **Bob Cleary** in 1981-82 that the first of two auctions took place that each brought over \$10,000 to the La Jolla Rotary Foundation Scholarship Fund. The second of these auctions took place in early 1986.

On October 18, 1982, after significant efforts on behalf of our Foundation by **Alan Toffler and Bill Beamer**, a deed to property in Pacific Beach was recorded in favor of the Foundation by **Mrs. Florence Riford**, property that she valued at \$500,000. With that gift was a very detailed trust document setting forth the manner in which the scholarship committee should select applicants. Following were very extensive efforts on the part of **Chuck Burges**, and others, culminating in the September 2, 1986 signing of the current long term ground lease. That lease was assigned to the current tenants on February 12, 1988 and currently provides our "Riford" Scholarship Fund with income of over \$4,400 per month to fund that award program. The lease is for a term of 35 years with two five year options starting April 1, 1987, lease payments to increase every five years. At April 1, 1997, the payment will be \$5,221.50 per month. At the termination of the lease period, the improvements on the property revert to our Rotary Foundation.

In the 1983-84 year, Treasurer, **Art Damschen**, reported that the valuation of the "Riford" property was arrived at by adding to the valuation set by Mrs. Riford, \$500,000, to attorneys fees of \$2,929, making a total of \$502,929. In the following year, at a Valentines luncheon meeting, **Mrs. Florence Riford** said "You boys probably need more scholarship support", and handed President **Peter Speyer** a "handful" of "Public Power Authority" bearer bonds valued at \$76,760. During the same year, \$1,925 was donated by club members to the Scholarship Fund, in memory of long time Rotarian **Raymond Tucker**.

During the 1985-86 year, and after considerable effort on the part of **Ed Danenhauer and John Turner**, the Board determined that \$50,000 of the funds in the club treasury were scholarship funds and the first separate account was established for those funds. The "Riford property" lease having been finalized, **Chuck Burges**, contributed his \$18,000 real estate commission (earned after many long months of hard work) to the Ray Tucker fund of the La Jolla Rotary Foundation Scholarship Fund, bringing that fund to \$19,250. On 6/30/86, the scholarship assets of our foundation were valued at \$678,226.76.

By year end 1986, the contributions of **John and Mary Johnson** had grown to \$6500. Expenses incurred on the "Riford" Pacific Beach property were just barely covered by the income. A gift of \$200 was received from **Mrs. Lenora Quon** in memory of her husband, Rotarian **King Quon**, the same gift that had been received each year since King's death.

Gifts adding to the corpus of the fund were received in the 1986-87 year from **Gil Martin, John Turner, Ken Rearwin and John**

Johnson. At year end, the valuation of the scholarship assets was \$685,852.04. During the 1988-89 year, the "Riford" property in Pacific Beach was revalued at \$800,000, this value arrived at based upon capitalizing its income. At year end the assets of the Fund had increased to \$1,036,255.06, part of that increase due to that revaluation.

At January 28, 1990, **Gil Martin** presented the foundation with a check in the amount of \$10,000 asking that it be matched from the membership. By year end an additional \$23,723 was raised from club members and others in our community. In the next year, another \$10,000 gift from **Gil Martin** stimulated \$4,820 more for the fund. **Gil** and friends added \$13,250 in 1991/92. We were saddened by the death of "**Johnnie**" **Johnson**, a long time scholarship committee member and a most generous donor to that worthy cause.

On February 13, 1993, our first female member, honorary member and our greatest benefactor, **Florence Riford**, passed away at age 100. Also, during this year "**Johnnie**" **Johnson's** widow, Mary passed away and from John's trust \$50,000 was left to our scholarship fund. By year end, major contributions to our fund (other than Mrs. Riford) had been made by **John Johnson** \$56,500; **Gilbert Martin**, \$39,500, **Raymond Tucker Fund** \$19,250, **Chuck Burges**, \$18,000 and by **Julia Bergman-Porter**, \$15,000. Endowment gifts for that year were \$60,000. Assets had increased, to \$1,170,518.93 by year end.

In the year 1993-94, due to a once only correcting payment from the *Florence Riford La Jolla Fund*, the income from that source was \$33,370.58 and the awards were a record \$108,500. **Gil Martin** donated \$10,000 bringing the years' contributions to our endowment fund to \$12,500. 1994-95 year end saw assets at another all time high of \$1,205,126.67 with endowment gifts at \$14,289.01 for the year including another generous gift from **Gil Martin** of \$5,000. In lieu of a fancy demotion banquet, \$2,505 was donated to a new Presidents Fund, as a part of our scholarship endowment.

The assets of the fund at December 31, 1996 \$1,188,000 (the bond market took a bit of a hit in 1996) including the \$70,000 netted from the most recent **Dollars for Scholars** Gala in October. Past President **Zeke Knight** and **Club 21 Members** worked long and hard to stage the best ever La Jolla Rotary party at the Sheraton Grande La Jolla.

ANNUAL SCHOLARSHIP AWARDS

1982 to Date

Year Ending:

1983 -	\$4,500
1984 -	\$15,500
1985 -	\$15,000
1986 -	\$18,000
1987 -	\$29,000
1988 -	\$35,000
1989 -	\$45,500
1990 -	\$61,850
1991 -	\$78,000
1992 -	\$70,800
1993 -	\$80,000
1994 -	\$108,500
1995 -	\$98,500
1996 -	\$102,500

Awarding \$100,000 in scholarships per year absorbs huge quantities of time and effort on the part of the committee members in getting out applications, staging and completing interviews with each applicant, and making sure that awardees actually attend college. A significant amount of awards are ongoing to students who maintain good grades and re-

apply each year with proof of their academic standing.

In the 50 years of providing scholarship money for graduates of the three La Jolla high schools, the club has achieved an incredible level of service to the community. Special note should be made (in addition to those mentioned above) of the contribution made by **John Turner**, who researched this report, and all the people who have served on the committee over the years. Also, to **Alan Toffler and Chuck Burges** who worked closely with **Forence Riford**.

1970-71

Ray Howard took over in 1970-71 and got immediate attention by publishing a list of eight possible social events for the club to share during the year and asking members express their preferences. He was a Berkeley native and post-war UC -Berkeley Grad in business administration after serving in the Navy's V-5 program. He came to La Jolla in the early 60s with his young family to manufacture and distribute advertising novelties. **Ray** kept things lively during his term with a budget up to \$11,200. The size of the Board of Directors was increased from four to six members.

Early in August, a decorated Viet Nam veteran - Harvard Law student - told us how things looked from the perspective of his generation: "Our global commitments entangled our youth and squandered our resources attempting to salvage corrupt governments far from our shores. Technology was creating more problems than it was solving. We had millions of hungry people in our country and were still destroying food."

Another speaker told us that an extensive survey indicated that the place for an international airport was in the current location of Palomar Airport (Carlsbad).

Bill Lear - famous inventor - advised that his R&D work on a steam automobile was nearing fruition. Price competitive with current autos. Pollution would be reduced to 2% of contemporary models.

Pino Sada announced that *Willy Mays Night at the Padres* would be on September 17. \$4 covered seats and bus to stadium. Cancelled for lack of interest. **Frisbie Killman** left to join Kearny Mesa Rotary because of an employment location change. (Later when the rules changed, they returned him).

A Day at the Races in Tijuana cost \$4 per person including margaritas, turf club seats and buffet with \$2.50 being returned to LJ Rotary Foundation. It drew well probably because of the opportunity to build the foundation coffers.

Cliff Graves told us how one could tour Europe on one's bicycle, stay in moderate hotels, have luggage and spares toted in an accompanying van, eat and drink well on \$1,000 a month.

RI President William Walk addressed over 1,000 local Rotarians at the El Cortez Hotel including 41 of us. He counted 700,000 Rotarians in 149 countries under his charge.

Russ Fielder reported in the *Surfbeat* that the Christmas Party on the Bahia Belle in Mission Bay numbering 187 participants was the best ever. A January meeting was held at the new Northwest YMCA to throw our support behind that organization. In early February we counted 30 visiting Rotarians in our midst

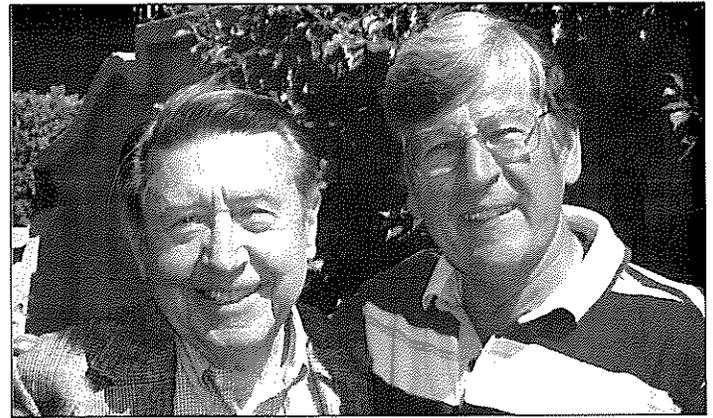
At the District Conference, *District Governor Elect Tom Watson* entertained one and all in his hospitality room - warming up for the big year ahead. RI Convention in Sydney, Australia was well attended by La Jolla Rotarians. RI Foundation level was at 500% at the year end.

The demotion party was well attended and Ray was commended for a fine year at the helm. We really did enjoy one another that year.

1971-72

Raised in the Battle of Britain, English-born **Paul Bremner** came to La Jolla by way of Rhodesia where he met traveling **Harold Nelson**, PDG, of La Mesa. With the prospects for white males in Rhodesia looking rather bleak, **Paul** moved to San Diego. He went from automobile sales to corrugated box manufacturing to packing & shipping - all here in the San Diego area. But **Paul** never strayed far from La Jolla Rotary which he lead with elan in 1971-72. He has been our club conscience since. He started out with a record breaking \$19,600 budget which included \$2,850 in support of YMCA & Pop Warner Football.

City Planner **Max Schmidt** advised that San Diego population stood



Henry Branstetter, 1968, George Phillips, 1993

at 700,000 and there was room for 200,000 more without annexation. He predicted high rises in Pacific Beach soon bringing that area's population to 250,000 citizens. There were only 1,400 attorneys in San Diego County. **Karl ZoBell and Bill Beamer** appeared before the board to propose the incorporation of the club. Not enough interest was generated to proceed. We bid a sad farewell to **Ben & Jane Hogan** whose plans were taking them elsewhere. Ben was outstanding at putting our events together and subbing as *Surfbeat* editor.

The club assembly attracted a record 25 members as District Governor/La Jolla Rotarian **Tom Watson** explained his program for the year which leaned heavily toward RI Foundation participation. He repeated this at the club meeting and was rewarded with a check @\$970 to the foundation from the club. That put us at 600%. Tom's Yellow Rotary Jackets (sold by **Ray Stuard**) were very visible among the members.

The *Bahia Belle* was the location of the Christmas Party which 170 Rotarians and guests attended. In January, 22 Rotarians participated in a "trade show" where they displayed their goods or services for all to see. **Joan Embry** of **ZOORAMA** fame spoke of the new Wild Animal Park due to open May 1 1972. **John Stull**, our California Assemblyman, landed hard on his favorite subject, the UC system and its waste, not to mention the far left wing professors at UCSD.

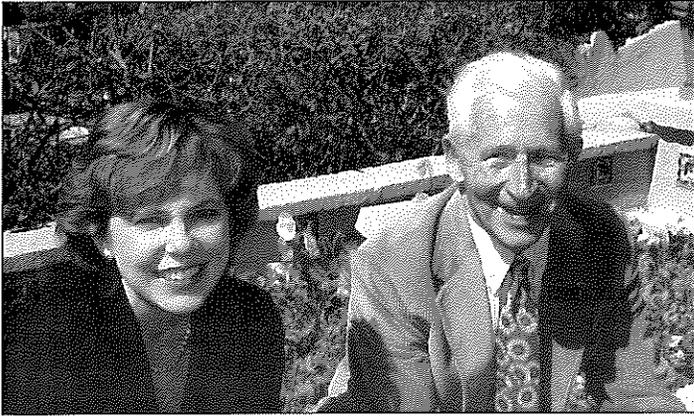
The year's District Conference saw our club and its yellow coats hosting the event at the request of member-District Governor **Tom Watson**. Fifty-four members turned out to make this an unforgettable extravaganza. Tom knew how to organize and promote. Past RI Vice-President **Warren Kraft** of Seattle was the keynote. **John McKay**, coach of the USC Trojan Football Team, entertained with his lively wit. Our club won the annual award for "Overall Achievement" during the year.

This was closely followed by our joint **25th Anniversary Party** with the Old Mission Club at the San Diego Zoo on April 25. Our club sponsored new *Interact Clubs* during the year at La Jolla High School and The Bishop's School.

Our 25th year was an outstanding one propelled by many of the aforesaid events and our hard working President, **Paul Bremner and his board**. Nor did we forget his sins and funny way of talking as we tastefully demoted him.

1972-73

In July, 1972, **Dr. Cliff Graves** took over the gavel as President. Cliff's odyssey had brought him to La Jolla from his native Netherlands via a University of Michigan MD and surgery residency at Ann Arbor. He practiced in this community for many years as a general surgeon. Cliff also presided over the La Jolla Symphony Orchestra for many years. His avocation was bicycle riding which took him all over the globe and introduced him to his wife, Catharina, in his later years. As President of San Diego Youth Hostels, he had earlier promoted a bus from La Jolla Rotary to accompany the cyclists. He was a regular pedaling down Torrey Pines Road to Tuesday Rotary meetings. Never a parking problem for him unlike one member who resigned that very year after circling the village for 25 minutes in search of a place to park. The downside for Cliff was that on April 3rd it was reported that this was the first rainless Tuesday in 13 weeks.



Carolyn Kley, 1995, Fritz Marston, 1989

That same month, the Directors of RI announced that their ban on women's auxiliary units for Rotary had been reversed. La Jolla Rotary was among the first to organize a *RotaryAnns* unit which functioned effectively until the acceptance of women into regular membership. Their first action was to produce a *Rotary Old Fashioned Family Picnic* which was well attended.

The *Surfbeat* was handed over to a succession of guest editors that year after many years of able editing by **Russ Fielder**. *Chancellor McElroy* advised that the fledgling UCSD had 7,000 undergraduates and 500 faculty.

Another RI edict arrived in January, 1973 when it was declared that all 15 year members of a club would automatically be declared Senior Active as would those age 60 with 10 years, and age 65 with 5 years membership. This was to unplug classifications and allow new members to be recruited but did not meet with boundless enthusiasm. Thirteen members were immediately affected. It did generate a growth spurt in the club, however.

Cliff's year was one of shared humor with the club as he always had a story or two to tell after he gavelled the meeting to order. For those of us in non-medical professions, it furthered what we had heard about operating rooms being second only to Hollywood in the production and dissemination of jokes.

During this year the club underwrote the installation of a drinking fountain at the Athenaeum. **Pody Robison**, **Wynn Warwick** and **Harold Kitchen** contributed bales of banners from clubs far and near while **Ludi Graf** designed a new banner for our club to exchange. **Harry Haskell** was awarded a plaque for 50 years of service to Rotary.

Early in '73, President **Cliff** got after the club about sagging attendance. It didn't matter that he was often called to operate at the last minute which required President Elect **Percy Allen** to fill in for him. **Cliff** challenged the club to 100% attendance for the month of February and put up \$100 as reward. When **Paul Bremner** pointed out that the President had missed two meetings himself, a settlement of \$25 was negotiated on the spot. (those were kinder, gentler days, Dear Readers)

Members involved in construction were already feeling the effects of the Coastal Initiative which had been passed in 1972. But San Diego was still increasing by 44,000 people each year. We were warned about the "Ecolonut" who jumps on the ecology bandwagon and rides in all directions simultaneously.

The club had **Interact** clubs going at La Jolla High School and The Bishop's School. The October 10 program was billed as "The Spread of Venereal Disease" by Miss Van Sickle of the Public Health Department. No follow up on how she did it appeared in later *Surfbeat* reports.

President elect **Percy Allen** received a letter from **Cliff** on May 1st stating that his world wide bicycling marathon was to resume for a period of six weeks and appointing him President Pro-Tem for that time. **Percy** was leaving for a trip on May 11th himself. President Elect, **Virgil Waters** got the nod and the gavel. **Cliff** returned in time to be demoted - not without some reference to his attendance crusade and humor. He later produced a Rotary International 75th Anniversary Book which is a vital part of our club annals and which made up with enthusiasm for what it lacked in accuracy.

ROTARY ANN CLUB OF LA JOLLA

On January 17-22, 1972: Board of Directors of Rotary International met in Evanston.

The following decision was announced: "Organizations of Women Relatives of Rotarians : The Board terminated its previous decisions relating to ...organizations of women relatives of Rotarians, and, in lieu of such previous decisions, recorded the following decision:*The board looks with favor upon and encourages women relatives of Rotarians organized in local groups organized separately from the local Rotary Club, for the purpose of having among their objectives, the support of Rotary Club activities and the promotion of Rotary ideals.*"

On July 11, 1972, preceding the demotion luncheon party for outgoing president **Paul Bremner**, a reception was held in the Galeria Room of the La Valencia to initiate the formation of a new organization of women relatives of Rotarians. Its purpose was "to promote friendships among the RotaryAnns locally and throughout the world, and to plan and arrange social affairs for the local Rotary Club." More than 100 invitations were sent out to wives of La Jolla Rotarians. The hostesses for the reception were: Mrs. **Paul Bremner**, Mrs. **Ray Howard**, Mrs. **Percy Allen**, Mrs. **Frisbie Killman**, Mrs. **Russell McEwen**, Mrs. **Tom Watson**, Mrs. **Robert Topp**, Mrs. **Robert Cleary**, Mrs. **Courtney Nelson**, Mrs. **Virgil Watters**, Mrs. **James Ross**, Mrs. **Walter Hepner**, and Mrs. **E.W. Armacost**.

After six months of meetings and discussions on the part of the planning committee headed by Mrs. **Paul Bremner**, the organizational meeting of the Rotary Ann Club of La Jolla was held at a luncheon at the Torrey Pines Inn. Mrs. **Gordon Moser** chaired the initial project, a Christmas party for La Jolla Rotarians and their families at the Darlington House, given as a support project to raise money and provide toys for a San Diego police department operation to assist needy families. In February, 1973 a "Sweetheart Ball" dinner dance at the Atlantis Restaurant, chaired by Mrs. **Walter Dewhurst** was given by the Rotary Anns as a Valentine Party for the Rotarians. This was also the occasion of a brief charter program for the La Jolla Rotary Anns, the first branch to be formed in the San Diego area.

In October, Approximately 90 Rotarians and wives attend a harbor cruise/dinner dance on San Diego Bay arranged by the Rotary Anns. Chairman: **Betty Armacost**. A joint Christmas party at Torrey Pines Inn with Rotarians supported S. D. Police Dept program for needy families. **Paul and Kathleen Bremner** took charge.

In 1974, Rotary Anns sponsored the Annual Sweetheart Ball at the Atlantis restaurant with **Harriette Watters** chairing; a Beach party on Mission Bay for Rotary Anns and their families and Mr & Mrs. **Lyle Hansen** organized the Annual Christmas party at The Bishop's School.

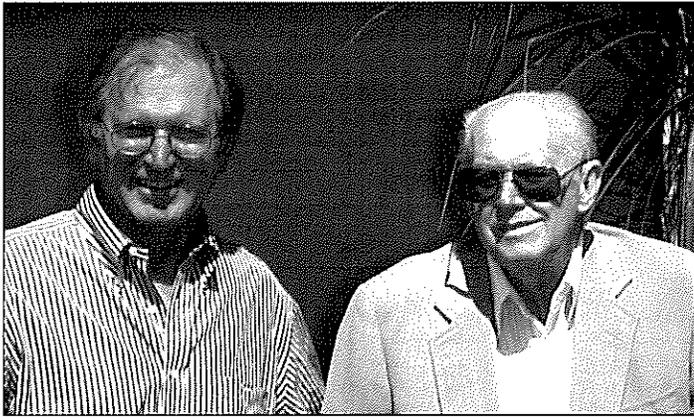
January, 1975: Rotary Anns participate in bus trip to Farmer's Market and J. Paul Getty Museum, Los Angeles. A similar trip was made in March to Universal Studios. Several Rotarians joined their Rotary Anns on these trips. In February Rotary Anns modeled at a Fashion show staged at the La Valencia by **Virginia Mosher** as the program for the regular Rotary meeting. **Gwen Ross** led a busload in November to Tijuana for a guided Christmas shopping tour. **Mr. & Mrs. Michael Layon** put on the Family Christmas party at The Bishop's School.

April, 1976 saw another Fashion Show at Rotary meeting. The models were Rotary Anns and their children and grandchildren. In October Rotary Anns met for lunch at La Jolla Country Club were joined by the wives of area congressmen to share their views on life in Washington.

The third annual Fashion Show luncheon with Rotarians at La Valencia came in February, 1977, chaired by Mrs. **Jack White**. In June, The Rotary Anns celebrate their fifth anniversary at the Marine Room with a champagne reception preceding the demotion dinner for President **James Moir**. A November Luncheon meeting at Botsford's Old Place entertained Rotary Anns of the Tijuana-La Mesa club.

On February 14, 1978, a Valentine's Day luncheon with La Jolla Rotarians at the La Jolla Country Club was well attended. In October, we enjoyed an evening meeting in Tijuana with husbands and members of the Tijuana-La Mesa Rotary Club and their Rotary Anns.

150 Rotary Anns and Rotarians met at the La Jolla Country Club for lunch and a musical program in February, 1979. In April, they arranged



Roger Anderson, 1992, Gil Martin, 1978

an evening dinner-theater party with Rotarians at the Fiesta Dinner Theater in Spring Valley.

(1979-1982 —RECORDS MISSING)

A membership list of Rotary Anns dated June 1, 1982 indicates a total of 51 paid members for 1981-1982. In November there was a luncheon meeting at the home of **Ingrid Hibben** to host and honor Rotary Anns from the Club Rotario Tijuana Rio. Chairman: **Jeanne Layon**. Silent auction raised \$500 for home for mentally retarded children in Tijuana. A December Tea at the home of **Dorothy Andrews** honored those La Jolla Rotary Anns who were Paul Harris Fellows.

1983 brought a bus trip to Lawrence Welk Theater for luncheon/play, and one of many luncheons over the years served by La Jolla Rotary Anns to international students at the International Center, University of California, San Diego.

A 1984 program featured **Allyson Kneib** telling about and showing slides of her life in Kenya. Another meeting at **Margaret Kendrick's** home honored wives of members of the new La Jolla Sunrise Club.

In 1985, Past President **Jim Triolo** spoke to the Rotary Anns about developments at Scripps Clinic. Past President **Clifford Graves** told the Rotary Anns about his epic bicycling trip through China. As they did each year, the Rotary Anns assisted with arrangements for and production of the "\$\$\$\$ for Scholars" annual Rotary auction. **Clifford Gregg**, at age 90, entertained the Rotary Anns with anecdotes about the Field Museum in Chicago, which he headed for a number of years.

Roy Drew told about the San Diego Maritime Museum and the "Star of India" at a 1986 luncheon meeting at the La Jolla Village Square.

Dorothy Andrews lead the Rotary Anns on a guided tour of the Old Globe Theater in San Diego early in 1987. As they did for a number of years, the Rotary Anns met at the home of **Dorothy Andrews** for a special Christmas meeting, with small donations always collected for a worthy cause. In many of these same years, the La Jolla Rotary Club held a special Christmas luncheon, to which Rotary Anns were invited.

Ludi Graf spoke at a Rotary Ann meeting on the subject of furs, and brought fur pieces for a mini fashion show. **Robert Slusser** presented a program featuring piano, harp and vocalist at the home of **Kathleen Bremner**. Paid membership at that time (1988) numbered 56. The Rotary Anns and a number of Rotarians again gave a luncheon for 200 foreign students at UCSD International Center. As usual, **Margaret Kendrick** and her husband, **Jim**, were at the forefront of this worthwhile activity.

A 1989 luncheon at White Sands featured a program on the technique of Japanese weaving. A luncheon at the home of **Pat Tapp** included a program on the analysis of handwriting. The Rotary Anns entertained their spouses at a cocktail buffet at the Windemere Club House late that year.

In 1990, **Pat Tapp** organized a Sunday evening get-together at the home of **Barbara and John Brown**. The **Tapps** had another Sunday "Rotary Fellowship" meeting on their patio. Rotary Anns meet at the **Tapp** home for a Christmas brunch, followed by a Christmas story reading by **Phyllis Haynes**, and a group sing-a-long.

Early in 1991, Rotary Anns and spouses enjoyed Sunday evening fellowship at the home of **Jerilee and Kenneth Gott**. **Elaine Triolo** hosted a meeting with a speaker telling about shells and fossils.

In July 1991, President **Pat Tapp** reported on an apparent decision reached by the active Rotary Anns:

(1) To discontinue a formal organization with officers, but to continue to collect dues and to meet informally several times a year.

(2) To place special emphasis on the Sunday evening fellowship gatherings, and in addition to have a tea or a brunch at least once a year. A total of 48 paid members during the previous year was reported.

In August there was a Sunday evening fellowship at the home of **Dorothy and John Andrews**. Christmas brunch for Rotary Anns at the Tapp home.

In 1992, Rotary Anns were invited to a "Ritz-Carlton type of Tea" at the **Andrews** home, with **Margaret Kendrick** and **Ruth Hamilton** as co-hostesses.

A June invitation was extended to Rotary Anns and their guests for a "Daytripper" tour to Tijuana for a visit to Mexitlan, shopping and dinner.

The Archives are silent as to Rotary Anns thereafter. With the acceptance of women as regular members of Rotary, some of the spouses have joined the club. The focus has shifted away from frequent social activities to service projects and occasional big money raisers. Younger wives are now likely to be employed and don't have the time to participate in these kinds of activities. The same impact was being felt in other social and church organizations for women.

During their twenty years of activity, the Rotary Anns proved themselves an important part of the life of the Rotary Club of La Jolla. A listing of Presidents follows:

President, 1972-1973: Mrs Paul (Kathleen) Bremner
 President, 1973-1974: Mrs. E. W. (Betty) Armacost
 President, 1974-1975: Mrs. Virgil (Harriette) Watters
 President, 1975-1976: Mrs. Gordon (Virginia) Moser
 President, 1976-1977: Mrs. Donald R. (Barbara) Fox
 President, 1977-1978: Mrs. Hugh (Gerry) Young
 President, 1978-1979: Mrs. Michael (Jeanne) Layon

1979-1981 —RECORDS MISSING

President, 1981-1982: Mrs. F. L. W. (Sue) Hansen
 President, 1982-1983: Mrs. John P. (Dorothy) Andrews
 President, 1983-1984: Mrs. James G. (Margaret) Kendrick
 President, 1984-1985: Mrs J. Harold (Beatrice) Kitchen
 President, 1985-1986: Mrs. Richard J. (Alice) Coyne
 President, 1986-1987: Mrs. William (Margie) Ross
 President, 1987-1988: Mrs. Alvin O. (Phyllis) Haynes
 President, 1988-1989: Mrs. James G. (Margaret) Kendrick
 President, 1989-1990: Mrs. James G. (Margaret) Kendrick
 President, 1990-1991: Mrs. James G. (Patricia) Tapp

1973-74

Percy Allen's life was dedicated to education. A native San Diegan, he was a Little All American football player at San Diego State and served in the navy in WWII from 1942-46 achieving the rank of Lieutenant Commander. Returning to his home town to teach at Roosevelt Junior High, he furthered his teaching credentials at Cal and Columbia. He rose rapidly to administration and was, for a while, principal at La Jolla High School. He retired from education in 1969 and took over the reins of La Jolla Rotary in July of 1973. He continued coaching as the LJ Rotary Pony League team coach, living out his conviction that sports do more than the classroom to mold a young person. **Percy** was steady - setting his goals and reaching them without great fanfare.

Immediate Past President **Cliff Graves**, returning from his latest bicycle tour of Europe, advised the club that five bicycles had been especially made by Schwinn for La Jolla Rotary. They were scattered around the village with the following irremovable signs on them:

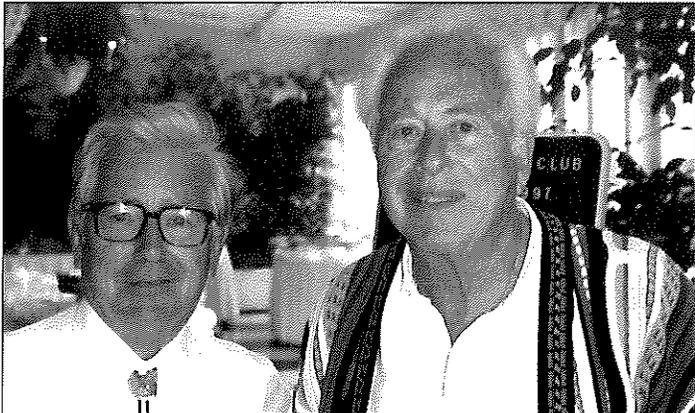
These white bicycles were put here by the
 LA JOLLA ROTARY CLUB
 for your pleasure and convenience.
 Use them for short errands around town.
 FIGHT SMOG - RIDE A BIKE

Within a month they had all disappeared. Three were later recovered by the police. (A recent newspaper article cites the same idea on a much larger scale currently by Rotarians in Bakersfield, CA.)

Past District Governor **Tom Watson** received a newly conceived "**Rotary Foundation Citation** for his outstanding work during his tenure as District Governor.

Congressman Bob Wilson called the Watergate situation one of unbounded stupidity and pointed out that it was caused by appointed people who became arrogant and developed an attitude of unaccountability to the public. He predicted a significant shift of power back to the Congress.

Russ McEwen had several weeks as *Surfbeat Editor*. Among his remarks was a pat on the back for **President Percy Allen**. Russ commented that Rotary does as much for a president as the president does for Rotary. (We say - "Amen!") **Cliff Graves's** Secretary, *Rosalyn Smyth*,



Helmut Lubke, 1975, Bob Rubel, 1987

produced the *Surfbeat* for many months - correcting spelling and grammar with ease.

Dr. Spipati Clandbaseklar, recently retired Indian Minister of Health, held the club spellbound with his discussion of the demography of India and what it meant in terms of starvation as food production cannot keep up with the growing population. Reduction of infant mortality and longer life are making the situation even worse.

Rev. Bob Wolterstorff was chosen to become *Bishop Bob Wolterstorff* of the newly created Episcopal San Diego Diocese. President **Percy Allen** hit him with a \$20 fine for the honor. **Bob** was made an honorary member of the club. On January 29, 1974 we shared the meeting with 31 visiting Rotarians - mostly from the cold country. "Governor" **Elmer Olson** introduced ten birthday celebrating Rotarians with his usual flourish. Two days later, he passed on - almost 78 years young.

The Valentine Sweetheart Ball took place at Atlantis Restaurant on Feb. 16. For \$25 a couple, we had a sumptuous banquet and danced from 9 PM to 1 AM - featuring old fashioned dancing where people actually touched.

Rotary Foundation participation achieved 1,100% (\$110 per member), an increase of 300% or \$30 per member during this year.

Chancellor McElroy of UCSD reported that the campus now had 6,000 undergraduates and 1,700 graduate students. It was hoped that this would peak at 10,000 total and remain at that level. Already, the majority of the institution's budget was from research grants. The club awarded a \$1,000 scholarship to Scott Riedler who was head of his class at La Jolla High School.

Demotion party was held at La Jolla Country Club with the tab at \$7.50 for guests. **Percy**, we all agreed, did well.

1974-75

Virgil Watters took over the La Jolla Rotary helm as President in July, 1974. He started as a teacher. The classroom was less rewarding than he anticipated so he joined the group that was planning the UCSD campus on Torrey Pines mesa. Developing that property led him to developing other property on his own. Looking for a way to shape up, he was way ahead of his time when he got into the "Fitness Business" over 20

years ago. **Virg** wanted to appreciate what people did as Rotarians and posted a chart at weekly meetings where members could mark the good things they did according to a point schedule. We find no record of who the high point man was for the year.

Per Nystrom joined the club early in the year and immediately offered his top floor apartment on the French Riviera to fellow Rotarians for the cost of upkeep. Since that time many have taken advantage of that beautiful spot at Golfe Juan, between Cannes and Antibes. A former race driver and automotive expert, **Per** was known to make up several times a week as he traveled the world. He was the consummate Rotarian.

Social events were still important as regular "Mini Assemblies" were held in the Galeria Room of the La Valencia from 5:30 PM to 6:30 PM on Fridays. Rotary Anns were also sponsoring regular events and the newer Rotarians and wives took in the Jai Alai games in Tijuana. Bus ride, entrance fee, 3 margaritas, wine and filet mignon for \$15 each. Las Vegas Night at the Catamaran with dinner and dancing was \$12.50 per head. Dues were increased from \$75 to \$84 per year. An outstanding meeting was held on board the "Kitty Hawk" in October, arranged by **Admiral(Ret.) Sam McCarty**.

John Landis, Senior VP of General Atomics Advanced Systems Development, cited data that there was 10,000 times more natural radiation in the atmosphere than was given off by all the existing nuclear power plants. (Chernobyl could have changed this statistic in intervening years) He stated that "The future of nuclear power is whatever we, the American public, want it to be." How prophetic!

Ray Stuard's month as program chairman featured a series of speakers citing evidence that the creation theory of man is more compelling than the evolution theory. The jury is still out.

The 1974 nominee as Hair Stylist of the Year spoke about tonsorial science while his brother went to work on *Bill Kneib* who was selected as one of the few in the room with enough hair to demonstrate on. This was followed by a Jack LaLanne representative. **Dave Goodell**, as program chairman, was obviously interested in improving our appearance and physical well being. We had home-and-home fly-ins with the Brawley club. Quarterly dues payers saw their meal cost rise to \$3.50 - up 50 cents - at May 1. Our scholarship fund awarded \$1,600 in scholarships. The cost for guests at the demotion party at La Jolla Country Club was \$8.00. Rotarians got in for their usual \$3.50.

The year exceeded all prior years in opportunities to socialize with one's fellow Rotarians and Rotary Annes. **Secretary Jim Moir** dove into the records and found that we routinely turned over 16 Rotarians per year. At his suggestion, "Club 16" was founded to include the 16 most recently installed La Jolla Rotarians. (This now Club 21) This group had additional social activities over and above those sponsored by President **Virg**, the Rotary Anns and lunches at The Bishops School, with the Kiwanians, at Brawley, at the newly opened Wild Animal Park, aboard the Kitty Hawk, at Naval Training Center. In spite of all this socialization, many worthy projects were supported in the community. Service still exceeded self. **Virgil Watters** served well and made sure that we got out of our rut and around to see things. He was demoted at the La Valencia.

1975-76

Bill Beamer continued what has now become a long standing tradition of attorneys - and particularly *Gray, Cary* attorneys - as La Jolla Rotary Presidents. A Whittier, CA native, **Bill** is a graduate of Stanford and UC Law School with time out for Navy service. He rose fast in La Jolla Rotary and took over the gavel in July, 1975. Capacity at the La Valencia meeting room was 93 -jampacked. RI census was now up to 16,535 clubs with 774,500 Rotarians in 151 countries.

A Night at the Padres (Ticket & Bus \$5.50) to benefit LJ Heart Ambulance came in July. A home run was called back because of a tampered bat. Another benefit tailgate party at an August Chargers game was well attended. President Elect **Jim Moir** obtained season tickets to Charger games to be raffled off at meetings prior to home games - a tradition that continues to this day. Jim also promoted the buying of a group of seats in the same area by LJ Rotarians to begin a permanent tailgate party.

A Deputy District Attorney advocated reinstatement of death penalty and shorter terms for judges. Mayor *Pete Wilson* addressed the club on taxes, controlled growth and legalization of government employees' right

to strike. He would have said more but **Frisbie Killman** read his whole introduction and there wasn't much time left for Pete.

Five programs were devoted to Free Enterprise from the point of view of the manufacturer, distributor, dealer, consumer advocate and banker. Three were given by club members. The club by-laws were changed to conform with RI. Election of officers will now be prior to the end of the calendar year. Our club members were asked to share in raising \$8,000 toward the NW YMCA drive for \$30,000 for 1976.

Gilbert Fitzhugh, retired chairman of Metropolitan Life, reported on the blue ribbon committee he headed to study the organization of the Pentagon. He praised the military but was critical of the Pentagon organization and how costly it was to the taxpayers. He received a standing ovation at the conclusion of his remarks.

A \$700 donation from **Roy Drew's** Parker Fund provided big help for the "Bicentennial Free Enterprise Essay Contest" we sponsored for the three La Jolla high schools.



Frisbie Killman, 1965

U.S. Attorney *Terry Knoepp* said his office had the highest case load of all the 54 district offices because of large military presence, drug smuggling and illegal immigrants. His office estimated that 7% of local business employees were illegals.

State Senator *John Stull*, our

local curmudgeon, expressed concern about what might happen through "unionization of government". (Ed Note: It has recently been reported that 42% of all government employees are union members.)

The Demotion party aboard the *Bahia Belle* included dinner, dancing and gaming stakes for a sawbuck. **Bill Beamer** was tried and fried by a kangaroo court, accused of initiating a record number of new members to LJ Rotary and successfully urging that the club do all manner of good things during his tenure.

1976-77

Jim Moir is a Pennsylvania native, graduate of Drexel Tech and the Wharton School of Business at Penn. He worked for Philco Radio and IBM, retiring as branch manager in Ohio in 1971. Jim was a naval aviator in WWII and Korea. He initially joined Rotary in Dayton, OH in 1960 and rejoined when he resettled to La Jolla.

He came early to his first meeting as President in July, 1976. The Club Service chairman had left town without delegating his pre-meeting responsibilities to others. Jim had to drag all of the meeting paraphernalia out of the back room and draft a crew to man the front desk. We knew we had a man for all seasons right off the bat.

Roy Potter, Executive Director of San Diegans, Inc., outlined the waterfront development planned for downtown San Diego which is not encumbered by the usual rundown waterfront development one sees in other cities. A "Ports O Call"-type area and Embarcadero were major parts along with residences and hotels. His vision has certainly been carried forth well in the intervening years. District Attorney Ed Miller predicted that the California Supreme Court would outlaw the death penalty but it would be brought back by referendum - both have happened.

Dick Irwin presented a most interesting program on the La Valencia, its genesis and growth. As he rose to the podium, he gave President **Jim** a check for \$25 to prepay his fine for advertising. Jim declared that amnesty was granted and emphasized his ruling with a sharp rap of the gavel on the table, a table cloth-covered, glass-topped one, which shattered. After order was restored, Dick gave a fine talk.

There were a series of programs by high public officials and taxpayer advocates to enlighten the club on how and where public funds were being spent and whether taxes were too high or too low. Sound familiar?

Past President **Bill Beamer** reported on Rotary in general and LJ Rotary in particular. Among other things, he advocated the inclusion of women in membership. Twenty Four visiting Rotarians in the dead of winter swelled the total in attendance to 101. *UCSD Professor Clive Granger* lectured on Statistics:

"Data is gathered by asking an expert, conducting a representative sample or taking a census. The trouble with data is that the expert may not be an expert, the sample may not be representative and people tend to lie a lot."

April brought our 30th anniversary party at Officers' Club, Marine Corps Recruit Depot attended by 80+ members and guests. Dining, dancing and fun for \$19 per couple. **Bob Brantley** was awarded a full Paul Harris Fellowship for his devotion to Rotary with 29 years of perfect attendance and dedication to the indoctrination of new Rotarians.

Another series of programs emphasized the importance of an exercise program as being a preventative measure. "It's easier to prevent than mend," we were told. *Don Bauder*, the *Union* financial editor warned against all the debt spending by governments. The budget needed to be balanced to check inflation and avoid recession, he said. *Police Chief Bill Kolender* revealed that only 68 officers were hired out of 3,000 applicants. Biggest police problem is that people seem no longer to be held accountable for their actions. The scholarship committee made \$2,000 in awards to three winners. We finished the year just short of the 1800% mark for the RI Foundation.

At a joint meeting of LJ Rotary and LJ Kiwanis, our own **Fr. Ben Lavey** told us:

"Many have died that our country might stand for something. Now, what do we stand for? I'm tired of the Milquetoast attitude towards today's problems. Too many people regard religion and/or politics outside their province. If one does not take an interest in these, he is half a man. This fragile earth has been provided by the grace of God but man has been entrusted with the responsibility for it. Good people, like Rotarians and Kiwanians, working together have great power for influencing the world on a better course. It is time that we be less concerned with the quantity of life and more concerned with the quality of life. Gentlemen - stand up for something! As Harry Truman said, the buck stops with each one of us."

A major milestone this year was the establishment of a "hands across the border" relationship with the Tijuana La Mesa Club. **Rim Madsen** and his international service committee recommended the support of that club's project of a new Red Cross clinic in their area. **Tom Elms** jumped in with both feet and provided a rebuilt truck for an ambulance. The medical members of our club helped to scrounge vital medical equipment for this project and Tom took it across. Tom later was a key participant in the building and equipping of an orphanage by the TJ-LM club. A room there was named in his honor.

The demotion banquet took place in the Marine Room of the La Jolla Beach & Tennis Club with the surf beating on the windows as *Gentlemen Jim* was issued his Past President's pin and ushered into the relative silence of past-presidency. He led with courage and equanimity.

1977-78

Don Fox was just getting started on Broadway when WWII put him in the cockpit of a military airplane. He returned to start a merchandising career with Saks Fifth Avenue. The Korean "police action" saw him recalled to do the extremely dangerous work of instructing new pilots. Don went back to merchandising and ended up with his own shop on Girard. He ascended to the Presidency of La Jolla Rotary in July, 1977.

City Councilman *Gil Johnson's* remarks prompted a lively question/answer session on Horton Plaza, airport relocation, Black's Beach, and whether accommodating growth was a self-sustaining road to ruin for San Diego. A telephone company representative pointed out that the cost of a cross country call had dropped from \$20 to \$2 in the last 50 years while the cost of a letter had increased from two cents to thirteen cents. He suggested that it might be well for the Bell System to investigate the government rather than vice versa.

Additional medical equipment and supplies to the Red Cross Clinic in Tijuana were arranged for by **Jim Triolo** and **Rim Madsen**. We also provided \$1,000 in merchandise for the Tijuana-La Mesa Rotary bazaar to benefit a school for mentally retarded children. Before this money

could be disbursed, it was reallocated to the Tijuana- La Mesa Rotary Club fund to help people hit hard by the recent floods in the area.

Pody Robison announced a package tour to the Tokyo RI Convention in May, 1978 of \$2,000 per couple. (That's about the cost of a hotel room there for one night these days)

Valentines Day Luncheon at La Jolla Country Club was very well attended as a joint promotion of Rotarians and Rotary Anns. A musical program was followed by Professor Robert Q. Throwup (Bob Rose) who lectured at length. His double talk was said to have been perfectly understood by long term wives after years of listening to their husbands.

Dr. Lawrence Waddy told us of the extraordinary effort and cost necessary to maintain a symphony orchestra in San Diego. **So Palmer** provided a month of programs on cancer research and therapy. **Jim Triolo** brought a succession of scientists from Torrey Pines Mesa and **Robert Morris**, SDG&E President, who talked about the difficulty of providing for foreseeable energy needs in an environment where no new form of generation seems acceptable. Also, we heard from the Director of the San Diego Population Studies Center who told that the population growth in the best educated, most developed parts of the world is declining to zero or below while the less developed, less educated areas are exploding and will probably double within 50 years. He predicted this would create a social, political and economic upheaval in years to come.

Demotion of **President Don** took place at LJ Country Club @ \$8 per person. During his year, the club achieved 2100% status with RI Foundation (\$210 per member) an exceptional record for the district and RI. It has been said that leaders who are the least obvious can often be the most effective. **Don** had a smooth year.

1978-79

Rim Madsen was raised in Tacoma, WN and got an Industrial Engineering Degree from Cal Tech. After four years with Helms Bakeries, he got a call that took him to New York and the American Baptist Convention headquarters. He moved on to the American Bible Society as Corporate Secretary and coordinated relations with all the denominations who supported the work of this organization. Those duties took him far and wide and he had membership in several Rotary clubs prior to his settling in La Jolla. He assumed the Presidency of La Jolla Rotary in July, 1978. Rim defined his goals for the year and pursued them vigorously and in good humor.

Club 21 members toured Miramar Naval Air Station and lunched there. A weekly Rotary Picnic was held at La Jolla Shores just North of Sea Lodge. Past President **Jim Moir** staked out the space. A \$1,500 check to the RI 3-H Program (Health, Hunger and Humanity) was presented to the district governor at his annual visit. The program was to reach people in the 100 undeveloped countries of the world. When *RI President Renouf* spoke in Los Angeles, our club received a special banner from him in recognition of our support of the program - the only club to be so honored.

A speaker urged that we take a long look at China as a trading partner. "No one shoots their customers", he noted. Past President **Cliff Graves** was asked to do a history of our club to date for the upcoming 75th RI Anniversary in 1980. Another speaker billed himself as a "recycling expert". He admitted that in earlier years he would have been known as a junk man. "The future of the world depends on its ability to establish a recycling society", we were told.

Member **Tom Alwerud's** "Who Am I" was expanded to a program by popular request. Tom spoke of Sweden and its economic stagnation through welfare/socialism. *Bishop Cashmore* of England, a Rotary leader there, said that leftist leaders there were openly speaking of building a new society. "I don't want a new society," said the Bishop, "I want the old society with the old faith and the old values - justice and decency".

A sizeable contingent of Rotarians and Rotary Anns motorcaded to the border where they were given an ambulance escort in recognition of a large amount of medical equipment and supplies our club had passed on to the Tijuana-La Mesa Club this year. A banquet followed with the Rotarians in La Mesa. Later in the year, a bus load of Rotarians and dates again joined with Tijuana Rotarians south of the border. Club attendance exceeded 90% in December and January.

From **President Rim** via the Surfbeat:

When in doubt - mumble; When in trouble - delegate; When in charge - ponder

Mayor *Pete Wilson* covered growth management, fiscal spending and the issue of public employees striking in his address to the club in April. \$2,000 in scholarships was awarded to three La Jolla high school graduates. Our club had 64 Paul Harris Fellows and sustaining members.

Rim's year was described, at his demotion, as a cross between the Reign of Terror and the Black Hole of Calcutta, with terrified Rotarians being fined mercilessly and unjustly. We knew better. Well done, Rim!

1979-80

Gary Clark assumed the presidency to a packed house and mused at the size of the crowd which overflowed to the patio. His first act was to dun recently demoted Past President **Rim Madsen** for calling a 7AM board meeting early in June and not showing up for it. None of Rim's protestations satisfied Gary and he had to pay.

Gary, another San Diego native, got his degree from USC and

jumped right into the trust end of the banking business. When he joined La Jolla Rotary, he headed the Trust Department for the First National Bank of La Jolla. In recent years he has started and nurtured this area for Northern Trust Company of Chicago.

Sen. S. I. Hayakawa attended the meeting and had no chance to snooze because he was the featured speaker, thanks to the persistence of **Jim Moir**. *Sen. Hayakawa* deplored the abuse of government plans to help the needy and declared that we were raising a whole generation of people who live off the dole. He blamed the rising minimum wage for eliminating entry level jobs for the young minority group. He stated that the cruellest thing we can do is create a life long dependency for those people, even if we do it with the best intentions. He received a standing ovation at the conclusions of his remarks.

The club received the District International Service Award for the support it gave to so many programs of international scope. **Mike Layon** coordinated student exchanges for several years, including Swedish & Japanese that year. A very popular event was a beach picnic at La Jolla Shores with the Tijuana-La Mesa Rotarians & families. *Nacho Soto*, Past President of the Mexico City Rotary Club, told us that he believed that Rotary could be very important in improving relations between the US and Mexico.

Chief of Police *Bill Kolender*, in one of his many visits to our club over the years, talked of his chairing a committee to ensure integration of San Diego schools without forced busing. He emphasized that the most effective means of crime prevention is citizen cooperation and community involvement.

At a joint meeting with La Jolla Kiwanians, Mayor *Pete Wilson* deplored the growth of crime in San Diego, even though we compared very favorably with other cities of our size. He describe his personal sense of outrage when his own home was burglarized. Another pipeline to bring in water was also a priority need according to Wilson. Planning such as that which conceived and was still "building out" Mission Bay was declared to be most important to the city's growth. *Thomas Larwin*, General Manager of the Metro Transit Board, described the now underway light rail transit system from downtown to San Ysidro and El Cajon. Cost will be \$86 Million. Opening was scheduled for 1981.

Celebrating the *Rotary International Diamond Jubilee Anniversary* was a dinner dance at La Jolla Country Club on February 23, 1980. Clubs all over the world celebrated this auspicious occasion. Our edition, chaired by **Bob Cleary** drew 122 Rotarians and guests. **Cliff Graves'** special anniversary book was distributed. A special supplement



The View

to the La Jolla Light in June celebrated 75 years of Rotary International.

The lovely ornamental fountain given to our club by the Tijuana-La Mesa Rotary and projected to be installed in a prominent La Jolla area became a White Elephant when it was determined that installation and operating costs would be out of sight. Instead, a check was presented to Northwest YMCA. A sizeable contribution was made (and matched by the Parker Foundation) toward the construction of athletic playing fields on Torrey Pines Road near UCSD. Another project in which Rotary was the prime mover was the athletic field adjacent to Muirlands Junior High dedicated to the memory of *Robby Spelman*. **John Turner** was the person who really pushed it through.

President Gary had a busy year and an appropriate demotion. We are not sure whether revenge was sought for his heavy fining but his peers were not willing to let him off with a light sentence. No note was made of whether he missed any 7 AM meetings or even called one. He carried it all off with aplomb and a firm hand.

1980-81

It was a vintage year when **Jim Triolo** took over the gavel in July, 1980. A legend as a La Jolla rough water swimmer even now in his 80s, he swam in the first La Jolla Rough Water Swim in 1931 and has been in every one he could get to since. He spent many years in Central and South America as a diplomat. He came to our community from Texas. His feats as a professional fund raiser for Scripps Clinic & Research Foundation had a very significant impact on the growth of that institution. An Alameda, CA native, his enthusiasm as a Stanford graduate caused sanctions to be leveled against the mention of that university by later presidents.

Rotarian **George Hall** pointed out that the U. S. Constitution made no provision for education, thus any public education was left to the states and communities. Only with the launching of Sputnik by the USSR did the federal government enact legislation "for the general public good" that established funding programs with guidelines attached that have substantially made local school boards managers, not policy setters, for education.

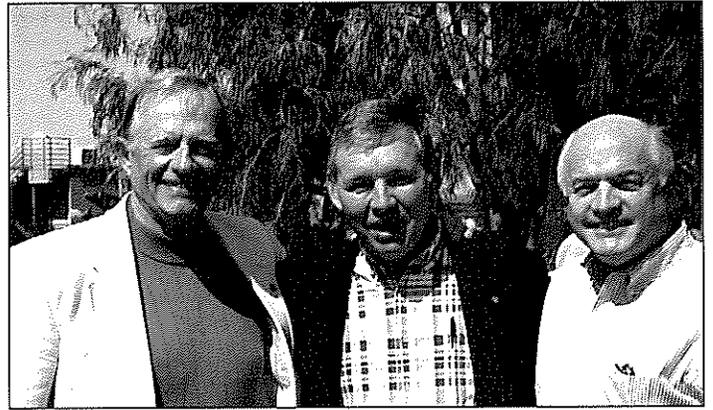
3800% in Rotary International Foundation at 9/9/80. Meal costs were up to \$6.50 per week. **Per Nystrom**, back from Europe, made up 31 times in 14 weeks and had time for a coronary. Indefatigable?! **Frisbie Killman's** aerial navigation took him well into Mexican airspace as he sought Brown Field. No word of the Mexican Air Force scrambling to meet this intrusion. Congressman and former La Jolla Rotarian **Clair Burgener** updated us on what was going on in Washington and the wasteful spending generated there. Clair is one of the few congressmen who ever returned to their home town after retiring from congress. He still serves our community.

President Jim not only got after us from the podium, he had a corner in each week's *Surfbeat* where he gave us more to think about - an excellent use of the weekly publication in addition to rehashing the prior week's meeting. Also, appearing for a few weeks was the biography of a mystery Rotarian whose identity was revealed in at the next meeting. There was also a list one week of Rotarians who had dropped off the scope with reasons why they had left the club under the heading "What ever happened to...". For the first six months of the Rotary year our attendance was 92%.

On January 19, we had a special meeting with the President-Elect of Rotary International, **Stan McCaffrey**, a long-time friend of **President Jim**. While Stan was a Cal-Berkeley grad and Jim a product of Stanford '35, it turned out that their spouses were roommates at the University of Washington. Stan was President of University of the Pacific during his RI term. He told us that "We have a God given mission to build a better world through Rotary". This meeting was another example of the very special opportunities our club has enjoyed through the years.

A representative of the San Diego County Water Authority told us that 54% of our water comes from the Colorado River, half of which would be diverted to Arizona in the Mid-80s. The Peripheral Canal would solve the problem but would take ten years to construct. There is a rumor that it may get built one of these days. **President Jim's** recital of "You know you're getting old when..." homilies brought near rebellion. At year end, club membership stood at 136: 66 Actives; 8 Additional Actives; 3 Past Service; 56 Senior Active and 3 Honorary.

The year was closed out by a well-attended demotion party at La



Bob Fehlman, 1981, Orrin Gabsch, 1989, Zeke Knight, 1988

Jolla Beach & Tennis Club @\$15 per person. **Jim** was impeached because of his continual plugs of Stanford & Scripps Clinic. He was stripped of his gavel and impaled on a Past President's Pin.

PART 3 — COMING OF AGE

1981-82

Bob Cleary took over as President in July, 1981. A native of Oak Park, IL, Bob graduated from Culver Military Academy and Duke University. Navy duty in San Diego made easy the subsequent move from a banking job in Chicago to employment as manager of Security Pacific's Chula Vista branch. His promotion to manager of the La Jolla branch brought him to us. Bob's sunny disposition was contrary to the "Scrooge-like" stereotype of a banker.

He began by offering a bounty of \$100 from his own pocket if the club attendance was at least 90% in August. **Bob** joined a long line of LJ Rotary presidents in paying fines for not introducing guests of Rotarians. This tradition has continued to this day. When the results were in, he paid off for his August challenge as attendance reached 96.9% for the month.

Father **Ben Lavey** paid for an advertisement of the dedication by **Bishop Bob Woltersdorff** of the Mexican fountain that had once been a Rotary project. It was rescued by the **Fred Knights** and donated to St. James Episcopal Church. Father **Ben** welcomed all to the ceremony - particularly his Episcopalians who were not regular Sunday attenders.

Foundation participation was at the 4300% level (\$430 per member) from LJ Rotarians gifts over the years to this worthy cause. Our high attendance created another problem. We were again bulging the seams of our meeting place and the directors were discussing birthing another club -perhaps at the breakfast hour. Past President **Jim Moir** continued his service to Club 21 by organizing a very successful "Sweetheart Cruise" on the boats of **Gil Martin** and **Walt Dewhurst**.

District Governor **Lynn Wilson** proved a most inspiring speaker who pointed out that Rotary goals of service and fellowship were both highly important. "Rotary is not a religion and Paul Harris is not the Messiah", he told us. He suggested that the measure of our success as a Rotarian (and person) rests in the answer to the question, "Is the world a better place for our (my) having been here?"

The Tijuana La Mesa Club joined us again for a dinner meeting in November and it was announced that a RI World Community Service joint meeting between our district and the Baja California one was upcoming at Rosarito Beach.

We were reminded that the Rotary Foundation is indeed a "Foundation for Peace". The free nations of the world exchange their best and brightest to get to know each other on the host nation's own turf. Rotary Foundation scholarships have been consistently considered the best of the bunch which include Rhodes and Fullbright awards. As the years go by, we notice more and more Rotary Foundation scholars emerging as leaders in every walk of life who have a better perspective of the world. La Jolla Rotary's participation in this endeavor has remained one of the best in the nation since **H. O. Miller** put us out in front years ago.

Ernest Hahn previewed the Horton Plaza Redevelopment plans for us in February. His approach to development and redevelopment was

impressive. He was followed by *Doug Manchester* who pleaded for interest rates to drop to 12% by October so that his development plans could be realized. March visiting Rotarians hit 26 at one meeting in March.

John Stiska chaired the incredible **International Auction** at the La Jolla Country Club. Treasurer **Ed Danenhauer** told us that the net proceeds of \$13,000 will go to the LJ Rotary Foundation for scholarships. The thirty-fifth anniversary of the club was celebrated the last week in April with sister-chartered Old Mission Rotary at a dinner at the Atlantis Restaurant. Cost \$17.50 per person.

At his year end, **President Bob** advised that attendance for the year for the club is just under 92%. May was over 95% inspiring Bob to fine himself another \$100 for our diligence. He was demoted in style as befitting his inspired leadership. **Bob** died suddenly of a heart attack early in 1985. A large Rotary contingent attended his services.

1982-83

Ian Anderson

assumed the club presidency in July, 1982. Born in England and raised in Vancouver, BC, he took his degree at the University of British Columbia and joined the YMCA which he served for 37 years in 8 locations. He also worked with Great American Bank in La Jolla Shores. Ian retired in 1990 but is still actively involved with the "Y" as a volunteer.

Henry Branstetter, a San Diego Rotarian, gave a vivid description of the shrimp mericulture and marketing around the world. *Herb Klein*, Copley Newspapers Nabob, told us about the incriminating tapes from the Coolidge

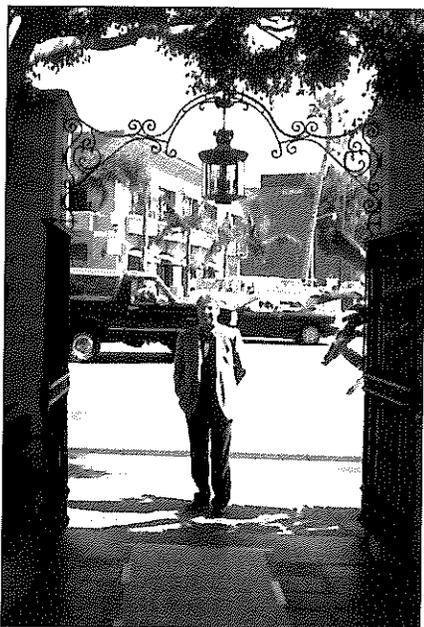
White House that contained nothing but silence. He also pointed out that the media affects politics significantly, particularly by those like FDR who know how to use it skillfully. He emphasized that it was the responsibility of the media to tell the truth to its consumers and carefully sort out news reporting from editorial commentary.

Bob Warwick's birthday was celebrated at Rotary with the delivery of a singing telegram and belly dancer. No objections to this disruption of the normally quiet meeting were registered. **Ken Gott** announced that the Meals on Wheels program had four Rotary teams in operation. **Bob Berg** was not only building a healthy **Interact** program at La Jolla High but helping charter other chapters around the district. *J. M. Tarvin*, principal of Muirlands Junior High, spoke of the voluntary bussing program in San Diego Unified District which brought 400 of his 1100 students from other areas. Their test scores are as much as three years ahead of the peers they left at schools in the neighborhoods where they live. *Ballard Smith*, President of the San Diego Padres, encouraged our interest with his talk about the many things being done to build the club into a contender.

President **Ian** announced the gift, by *Florence Riford*, for scholarships to California colleges of property appraised at \$500,000. Mrs. Riford attended the meeting and thanked the club for assuming the task of administering and awarding of the scholarships from the income of this gift to students from the three La Jolla high schools.

News for the New Year (1983), meal costs will rise to \$7 per week. LJ Rotary Meals on Wheels crews numbered six. **Jim Lundy** was reported to be MVP of the faculty that gives a seminar for incoming presidents. Jim was a frequent repeater through the years at these seminars and consistently got raves for his part. **Roy Drew** has been fined frequently for the awards he received in his profession and for public service.

A bus load of La Jollans attended the annual joint meeting with the Tijuana-La Mesa Rotary in Tijuana. **Tom Elms** and **Peter Speyer**



Gene Foster, 1994

received special recognition of their extraordinary efforts toward the many projects we have done jointly with that club. A visiting Rotarian from Alberta, Canada with the classification "Bull Shipper" drew the comment that he had a lot in common with a number of LJ Rotarians. A speaker from the American High Speed Rail Corporation described plans for a "bullet train" that would travel between San Diego and Los Angeles in less than an hour. With a price tag of \$3.1 billion, construction was scheduled to begin in 1984 with partial completion by 1987.

John Brown led a very successful "Dollars for Scholars" dinner & auction that netted \$16,000+ for the La Jolla Rotary Foundation Scholarship fund. At the auction, a member of the club paid big money for a Fox Tail Rug which proved too big for the wall space it was intended for. Father **Ben Lavey** subsequently announced that his church had received the donation of the rug which he displayed at several meetings, in hopes that another buyer might be found for this valuable object. The final word on this was that Ben had palmed it off at a fancy price to a member of Kiwanis.

Founding Member Dick Irwin was the featured speaker at a meeting telling about the history and lore of the La Valencia Hotel since its founding in 1926. He commented that in 1937 (population 8,500), La Jolla was described as a "home for the newlywed, the nearly-dead and geraniums". As the location of our club since its inception with just a few short relocations elsewhere, the information was of special interest to club members.

President Ian's demotion went off with style at La Jolla Country Club amid awards and condemnations. It was a very good year.

1983-84

Berk Walters became president in July 1983 after having served several years as club secretary. **Berk** was president of his own advertising firm in La Jolla, having come from Pittsburgh. He declared that La Jolla was "The place to be in '83." Berk infused advertising zeal into La Jolla Rotary.

His initial appeal took this form: "...I have a challenge for you if you have not been in the habit of saying "yes" when you're asked to help on a club project or need. There're a hundred and one big jobs in our club that need to be done every year and a hundred and one little ones. If you don't feel up to one of the big ones for whatever the reason, that's O. K. ...say "Yes" to one of the little ones." Service above self! That's the Rotary way. I hope you'll remember that throughout the 83-84 Rotary year and be a "YES" man...yes in deed." He also stressed attendance and repeated RI rules for membership as it related to truancy.

President **Berk** announced a new policy of 'automatic fines':

- (1) The University Fine: any member daring to mention the name of a Palo Alto university automatically will be fined one dollar.
- (2) Early Bird Dues: any member leaving a luncheon meeting early will deposit one dollar in a coffee can at the rear of the room.
- (3) The **Marion Karrh** Stand-up Fine: Any member who asked Marion to "stand up" after Marion already had stood up would be fined one dollar automatically.
- (4) The **Don Fox** Fine: Don Fox would be fined one dollar automatically every time he is the first person at a luncheon meeting to ask the guest speaker a question.

The speaker's table was adorned by a brand new banner with its assembly of 200 banners from a host of clubs throughout the world - painstakingly created by our **Rotary Anns** who received thanks by President **Berk** at the presentation. Those Rotary Anns in attendance were *Charlotte Brantley, Sue Hansen, Margaret Kendrick, Jeanne Layon, Elaine Triolo* and *Mary Tucker*.

The Deputy District Director of Immigration for the INS outlined the Simpson-Mazzoli Bill (H.R.1510) which provided for stronger enforcement, employer sanctions, speed-up of deportation proceedings, revision of the temporary worker program, and amnesty for illegal aliens. This being a very hot subject required 'overtime' for answers to all the questions!

Some very interesting prognostications regarding "The Golden Triangle" were made by *Dene Oliver*, a San Diego attorney. He predicted that in the next 5 to 10 years 2,000,000 sq. ft. or more of space for businesses, industries and residences will be constructed in the "Golden Triangle" - an area bounded by the intersections of Freeways I-5, S-52, and I-805. An investment of as much as \$2 Billion was predicted.

District Governor *Harold Nelson* lauded the La Jolla Rotary Club as an exceptionally active club. He suggested the establishment of another Rotary Club in La Jolla - a morning club - which would increase the impact of Rotary in the community as well as provide an opportunity for expanded membership presently limited by the size of the meeting room at the La Valencia Hotel. His recommendation resulted in a new project for our club which ended with the successful inauguration of the **La Jolla Sunrise Rotary Club** the following year.

San Diego Mayor *Roger Hedgecock*, discussed the upcoming Convention Center ballot proposition. Projected to bring more than \$200 million into the San Diego economy, this new tourist attraction's projected cost was about \$95 million to construct and approximately \$1.7 million annually to operate. It would be one of the finest convention facilities in the U. S. The mayor said that the Port Authority had the "cash-in-hand" to finance the project and indicated that the annual cost of operation would be more than offset by the estimated increase in Transient Occupancy Tax.

Bob Berg announced two projects of the Interact Club at La Jolla High School - constructing a float for their Homecoming and the Halloween window painting contest. Bob's leadership with the Interact Club quickened our club's interest in the activities of the high-school age students of La Jolla. Volunteers from our membership helped make both projects successful.

U. S. Attorney, *Peter K. Nunez* estimated 3 to 12 million illegal aliens in the U. S. in 1983. He stated that more than 500,000 undocumented aliens were arrested in San Diego County in 1982- more than one-third of those arrested nation-wide. In effect, there was an open border which called for action by Congress to deal with the tide of illegal aliens.

John Brown pitched the annual club raffle in support of the La Jolla Rotary Foundation Scholarship Fund. Put in \$100 and win \$5,000. Sounds easy. **Ed Lawrence** pitched the annual Christmas Party at the La Jolla Country Club - \$17 per person with a \$7 credit for those who eat lunch regularly at the La Valencia. The third annual La Jolla Rotary Foundation Auction - "*Dollars for Scholars*". was held at the La Jolla Country Club on March 13th netted about \$12,000. The Scholarship Committee awarded \$16,000 in scholarships to La Jolla High School students, \$10,000 from monies generated within the club and \$6,000 from the Florence Riford property. **Rim Madsen** was in charge of the committee.

Bill Kolender, Chief of Police of San Diego, lauded the *Neighborhood Watch Program* set up around the city, including La Jolla, as the largest citizen-maintained crime prevention program in the U. S. resulting in a greatly reduced number of crimes.

Our Club had received a First Place Award in International Service. Special kudos went to **Chuck Burges** and his crew for a most impressive display on International Service at the recent District Conference.

Under the chairmanship of **Carlos Malamud**, the World Community Service Committee in conjunction with the Tijuana - La Mesa Club developed a project to benefit the Kumiai Indians in northern Baja. **Klaus Utecht** and **Helmut Lubke** made an appeal for non-prescription medicines, sports equipment, a water pump, seeds and trees for the Kumai Indians, of whom there are less than 100, living in the Baja Mountains about 60 miles south of the border.

Certainly one of the hottest and most controversial political issues was the proposed "Bullet Train" between Los Angeles and San Diego. President and Chief Executive Officer of American High Speed Rail Corporation, *Lawrence Gilson*, was guest speaker. He had served on the White House staff where he was responsible for liaison with state and local officials coordinating the development of the President's National Rural Development Policy.

Ann McKnight and **Nicky Sevel** - two of **Bob Berg's** "RYLA SEVEN" from La Jolla High School - participated in the Rotary-sponsored youth leadership camp. All seven were in attendance at our club to tell us about the grand experience which expanded their horizons, offered warm fellowship, and increased personal confidence.

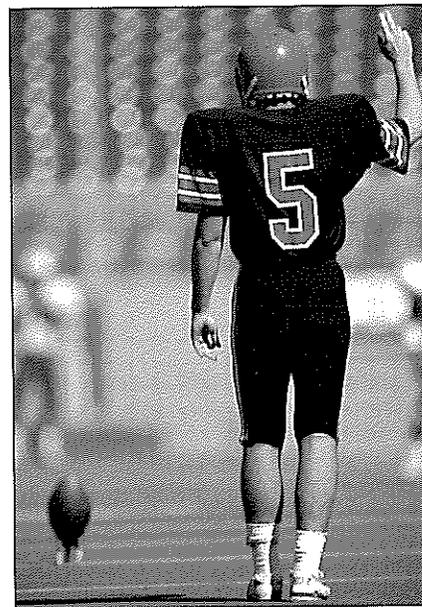
Fr. **Ben Lavey** agreed to be District Governor's Representative in connection with the organization of a new La Jolla Rotary Club. **Ken Gott** assisted Fr. Ben in this project. The first provisional meeting of the **La Jolla Sunrise Rotary Club** was set for April 19th, 1984. Thirty charter members were required in order to make an application to establish the new Club. The charter application was filed on June 4th with *George Dewhurst*, **Walter's** son, as President of the provisional club. Meetings

were set for the Colonial Inn at 6:58 AM - Breakfast, \$6.00.

Berk's demotion party at the La Jolla Country Club was presided over by District governor *Harold Nelson* with attendance including not only members and their wives but many guests including Interact members. Berk got roasted and his pin but not before some spoke in his behalf saying that he did right well. We agree.

YOUTH SERVICE

A variety of support and leadership programs have described our club's involvement with youth over the years. Early on we supported



Student Scholarships

existing youth programs like scouts and YMCA. The VISA program covered earlier was a major event in the early years. **Cliff Graves's** *Youth Hostel* connection and the touring bus we provided worked well. We sponsored athletic teams with **Tom Creamer** and Past President **Percy Allen** coaching league winners. We guided *Junior Achievement* companies and there are probably still a few *La Jolla Blue Book Covers* in use that were products of that enterprise.

Interact clubs waxed and waned until **Bob Berg**, one of our youngest ever members took hold of that program. He was so effective that long after his departure for North County

and parts beyond, the foundation he laid is still functioning well. He promoted Rotary youth leadership retreats annually and tapped our club's expertise to keep the kids in line and inspired. The participants come back from this experience raving about how it taught effective leadership techniques. We have also dabbled in **Rotaract** from time to time but our current collegians seem to be short on time for that kind of experience and find other ways to do good.

A big winner that we grabbed hold of shortly after its inception about 1976 was the *EconEd* program sponsored by the La Mesa Rotary Club. This conceived and executed a program of economic education required for all high school students. It received enthusiastic monetary and personal support from our Rotarians, particularly **Paul Bremner** and **Ken Hamilton**.

The *4-Way Test Speech Contest* has been an annual event for the club for years and years. We are proud to say that students from our three high schools have excelled in this and brought home to trophy several times.

The crowning youth support activity in recent years, however, is the band music program

at La Jolla High and Muirlands Middle Schools. In 1990, **Roy Drew** pointed out that the music programs at these schools had fallen by the wayside. Then Community Service Chairman **Bob Rubel** and Past President **Clair Berry** jumped on this, enlisting the help of *Ann Marie Haney* of the LJHS staff. At first, the other administration people felt that other priorities outranked the music. The Rotary team found that a number of parents were very interested and built support for a music program to be reinstated there. The caveat was that while the school would pay the salary for a teacher, all other expenses had to come from outside sources.

A 1991 "Concert" by the fledgling LJHS band at a Rotary meeting built immediate support and \$4,000 was raised on the spot. Another \$3,500 was later forthcoming from the *Florence Riford La Jolla Community Fund*. This went for instruments and band jackets. Subsequent 1992-93 concerts by the fast growing band produced another \$20,000 from the club and FRLJCF. By this time, a few Muirlands

students had been sitting in with the high school group and a program was spawned at Muirlands. It soon grew to 58 students learning to play band instruments by the end of that year. The fall of 1994 saw a part-time music teacher assigned to Muirlands. From these humble beginnings in 1990, the program has grown to over 180 students in the instrumental programs of the two schools.

It is a tribute to **Bob Rubel** and other Rotarians who have stuck with this program over the years and shepherded it through its tough times. It speaks, too, of La Jolla Rotary's commitment to seeking community needs and finding a way to fulfill them.

1984-85

President Peter Speyer announced that henceforth there would be a \$5 fine for anybody who dared mention the name of that college with Tommy Trojan as a mascot. A reprieve would be granted to all graduates of the "Palo Alto Junior College", and it would be permissible to ask **Marion Karrh** if he would stand up. **Peter** was born in Merced, CA and raised in Redlands, CA. He spent two years at Wesleyan University in Connecticut before determining that California was his real home and returned to get a degree at University of Redlands. San Diego and Cal Western Law School beckoned and he hasn't seen fit to go elsewhere, aside from some teaching in Guadalajara, Mexico. **Peter's** practice is mostly with matters Mexican - customs, immigration and business below the border. He lectures at UCSD.

"We lost a good friend and a 'great introducer' with the death of **Ray Tucker**. *Mary Moore Tucker* established a scholarship fund in his name.

From 1936 at the start of the Spanish Civil War to 1976 and King Juan Carlos' assumption, Rotary was an 'underground' organization in Spain. With our own **Vince Vano's** participation in reinstating them, the same Rotary clubs were found still intact. Their members had been meeting faithfully all along.

District Governor *Wayne Banks's* visit to our club resulted in President **Peter's** goal of every member's becoming a Paul Harris Fellow or sustaining member.

The International Youth Projects Committee gave their sincere thanks to *Margaret Kendrick and her group of Rotary Anns* for hostessing the lunch at UCSD International Center. They fed some 250 visiting international students in support of Rotary International's Service program. President **Peter** presented her with a plaque recognizing her contribution to International Understanding through her work with foreign students at UCSD.

In conjunction with the Tijuana-LaMesa Rotary Club, we continued helping the Kumiai Reservation - as part of the Three H Program. **Carlos Malamud, Klaus Utecht and Helmut Lubke** gathered clothing and other necessities and transported them to the reservation.

At the Christmas Party at the La Jolla Country Club, *Florence Riford* was recognized for her creation of the Riford Scholarship. She startled the audience by contributing \$100,000 in Southern California Public Power Authority Bonds to the La Jolla Rotary Foundation, to be used for scholarship purposes. She was honored by presenting her with a Paul Harris Fellowship.

Through the generosity of **Per Nystrom**, members of our club have had access to an apartment in a small village between Cannes and Nice in France. The cost for this comfortable, well-located condominium last year was \$110 for two weeks.

The Rotary Foundation Scholarships were awarded to 877 students for 1984-85 at a projected cost of \$ 9.9 million. Students from 65 nations were sent to colleges and universities in 220 Rotary districts in 56 countries.

The Auction "Bucks for Books" for the scholarship fund raised over \$12,000. **Fred Scott** and **Bob Cleary** started promoting the auction eight months earlier and their prodigious efforts most certainly were successful.

Past President **Berk Walters** presided over the demotion of **Pete Speyer**. Berk struggled through the foibles, oversights and ineptitudes that occurred during the past year. He had less difficulty in recounting the successes as Pete thoughtfully provided him with an extensive list of his accomplishments. No time for modesty at a demotion. It was a good year.



La Jolla, 1931

CONCERTS BY THE SEA

One of the most popular attractions in La Jolla are the concerts held in Scripps Park, near the Cove. They got their start as a brain child of **Ed Lawrence**, then Chairman of Business & Professional Committee of La Jolla Town Council. Through a musician named *Danny Hale*, who has had a major part down through the years, Ed put on his first concert in 1984 with a little help from his friends.

In order to get going, he needed the support of the City's Parks and Recreation Department, and, specifically its Supervisor, *Arthur Belezon*. They supplied the showmobiles, staging blocks, tables, chairs and portable dance floor when available. Without their support, this effort would never have got off the ground.

Financial support was made available from the beginning by the Rotary Club of La Jolla not only as a budget item but for emergency funds when needed. The first Fourth of July show with 65 musicians in 1985 drew 25,000-30,000 spectators with \$1,050 of needed extra money coming from Rotary coffers. That year saw six concerts in all. Since that time the number has increased to twelve or thirteen each year.

Most vital in this program was the Musician's Union and their then President *Joseph Palazolla* who has consistently discounted the cost of music and made up the difference from a national Musicians Performance Trust Fund.

Belezon permitted the sale of food and soft drinks provided that the proceeds went back into the production of future concerts. Ed appealed to his Rotary friends to help prepare and sell these goodies and the turnout has been gratifying. Among the regulars have been **David Cupp, Scott Johnson, Laurie Freeman, Orin Gabsch, Joe Lindsey, Fritz Marston, Jim Ryan, Lee Vida, Bob Rubel, Joe McGoldrick and Scott Wright**. *Gil Martin* quietly came up with cash when needed as did **Ron Spelman (with one L), Dick Wolfman and Alan Toffler**. **Bob Berg** and his *Interact* group provided transportation for the infirm to and from the concert locale.

Successes like this don't just happen. They require people like **Ed Lawrence** to knit them together and keep them running year after year. Ed did a great job of using Rotary resources as a catalyst to make this community asset work. Then we could ask other service groups to share the burden of something already in place. This promotes our community in the best possible way bringing people in from near and far for excellent entertainment.

Our hat is off to Ed and all the people who have contributed time, money and expertise in providing this something extra for La Jolla.

1985-86

Leadership changed in July, 1985 when *Brigadier General Alan R. Toffler* (Ret.) took command of La Jolla Rotary. He was reared in Kansas, attended the University of Missouri and landed in the US Army Field Artillery in Europe during WWII and in Korea. Recognizing his talents, the Army sent him back to post-graduate school and Army Staff School. He retired as a Brigadier General commanding the 7th Artillery

Corps in Germany. After a stint as Executive Vice President of National University, **Alan** got into the small business venture capital business.

President Toff took little time demonstrating his even-handed approach to fining. He developed a mental block about introducing guests and contributed handsomely over the year. His conscience was frequently piqued by Past President **Paul Bremner** when he overlooked this task. Lunch cost rose to \$8. The club operating budget was \$67,000. Foundation budget was: \$13,000 to Avenues of Service & contributions, \$14,000 in scholarship awards. During this year, RI inducted its millionth member.

Roy Drew started the year out with a spectacular film on the restoration of America's oldest iron-hulled sailing ship, the STAR of INDIA, in which he played no small part. **Rod Riggs** prefaced it with a short newscast right off the wire - a regular feature thereafter. There were a series of programs on child and spousal abuse, and rape prevention which drew a good attendance of Rotary Anns.

An outstanding program was the report of **Marcy Millot**, the UP WITH PEOPLE participant the club had, in part, sponsored. She reported singing before audiences of more than 350,000 in addition to visits to prisons, retirement homes, and homes for the handicapped in the US, Canada and Western Europe.

Klaus Utecht, Carlos Malamud, Helmet Lubke and Alvin Haynes reported on the progress of the water project for the Kumai Indians of Baja California in connection with Rotarians from the Imperial Valley and Tijuana-La Mesa Rotary. This was supported by a 3-H Grant from RI and more hands were needed to complete it. **Lenora Quon**, widow of **King Quon**, generously continued her tradition of an annual gift to Rotary Foundation in his honor.

Jim Triolo was invited to RI headquarters in Evanston as representative of North America to meet with representatives from each of the other continents to develop a program called POLIO PLUS. The goal was to immunize by the year 2005 (the hundredth anniversary of RI) the children of the world against polio AND measles, diphtheria and whooping cough. This was to be done in collaboration with the World Health Organization of the UN. The Rotary effort would be to purchase, transport and distribute the vaccines. Local health authorities would administer them. Jim's taking such an important part in the planning for this brought honor to La Jolla Rotary as well.

Songsmith **Homer Torrey** introduced the club to his latest "Heaven is Sitting Pretty in San Diego" opus on a boom-box. He was excused from a "commercial" fine because the quality of reproduction was so bad. He plugged the sale of the tape shamelessly. **President Toff**, having fined him heavily the prior week, dispensed mercy instead.

Jeweler **Les Herz** advertised the Annual Econ-Ed Gold Tournament. This program was supported by the club and many La Jolla Rotarians individually who saw it as a way to deliver basic economics to high school students.

Chuck King brought a series of programs regarding disaster preparedness during his month as program chairman. San Diego's Disaster Control program was a model of how to deal with this vital task. Our club topped the district attendance percentage list in November.

In the *Surfbeat* of November 19 was a note of farewell from Past President **Cliff Graves** saying that cancer had got to his liver. He eschewed visitors because he wanted us to remember him as he was - a funny, vigorous, bike-riding asset to our club always. He died on December 7 at the age of 79. Longtime Club Secretary, *Surfbeat* Editor and pianist **Russ Fielder** passed on December 21, another cancer victim. He was 77. No La Jolla Rotarian ever served the club more faithfully than Russ.

Developer **Ernest Hahn** said he saw a bright future for San Diego because it offered a rare opportunity to redesign the downtown area. The city core had little housing and was both underdeveloped and underutilized. He said that Horton Plaza was doing very well with the highest sales per sq ft of any shopping center in the nation. We heard it here first and the downtown area has blossomed in the years since. Councilman **Bill Cleator** noted that area growth was 50,000 per year and climbing. It does put pressure on city services and infrastructure, another good reason for redevelopment downtown.

Father Ben Lavey's "My Response to Christmas" was rewarded by a rare standing ovation. The presentation was a superb balance of self-effacing humor, countered by a serious theological inquiry into the meaning and implications of the birth of Jesus Christ as viewed by a

Christian. He examined some of the manifestations of human frailty that are moderated by an ever loving God. It was indeed a beautiful and inspirational view of Christmas. (Ben passed on before the next Christmas.)

14 Scholarship awards from La Jolla Rotary Foundation were made totalling \$18,000 to local high school Seniors. But the program took a huge leap forward for the future when **President Toff** announced that **Mrs. Florence Riford** had made a \$500,000 Christmas gift to La Jolla Rotary Foundation for college scholarships to La Jolla high school students. This brought the total of her donations to the fund to \$1,100,000.

Tim Flannery, the Padres's Mr. Hustle, drew a sizeable crowd of fans including Rotary wives. Bard **Homer Torrey** wrote a "pome" about the problem of ball players getting caught on TV spittin', scratching and chewin' as a response to a **Frisbie Killman** inquiry of the speaker. He reasoned that if it helped hittin', it was worthwhile albeit unsightly.

Sixty-eight Rotarians and guests attended this year's joint meeting with the Tijuana-La Mesa club in Tijuana. Two buses were employed to carry them to and from for the evening. The whole shebang cost just \$15 a head including eats, drinks and transit.

On June 10, 1986, the Rotary Club of La Jolla had its 2,000th meeting. Two weeks later the club turned out in record numbers for its production of the FLORENCE RIFORD TESTIMONIAL DINNER at the La Jolla Marriott to raise the seed money for the *Riford La Jolla Community Fund*. It was a grand affair which raised \$26,000 to which Florence cheerfully added \$100,000. The fund's purpose was not only to honor Mrs. Riford but to be used for special projects and needs in La Jolla. Administration was set to be largely a responsibility of La Jolla Rotary with **President Alan Toffler** holding a Life Membership on its board.

It would be stating the obvious to say that **Brigadier General Alan Toffler, USA (Ret.)** had a busier than average year in command of La Jolla Rotary. He fined his peers to the very end with wit and determination. They responded with a roast entitled "Don't you ever call me, Al".

FLORENCE RIFORD LA JOLLA COMMUNITY FUND

Mrs. Florence Seeley Riford had a reputation for being a canny businesswoman and investor. She also believed in spreading around her excess dollars to improve the community she loved, La Jolla. Today, one can find all kinds of examples of her generosity around the village. Only **Ellen Browning Scripps** left a more dominant presence.

In the process of disposing of her considerable wealth, she encountered **Brig. Gen. Alan Toffler (Ret), Architect Roy Drew, Businessman/Realtor Chuck Burges, Fund Raiser Jim Triolo** and some other Rotarians. She deemed them old enough to be prudent and men who would administer projects she wanted to endow without pay. In the 1982-83, for scholarships, she deeded to the La Jolla Rotary Foundation a piece of commercial property in Pacific Beach valued at \$500,000. A surprise gift of bearer bonds @\$76,760 followed in 1984.

Rotarians wanted to do something in return and in 1986 made her the honoree at a Black Tie Dinner at the La Jolla Marriott which raised \$25,000 to start a community fund in her name. She countered by showing up for the event with a \$100,000 check to add to the pot. Thus, the fund started with about \$125,000 combining her check and the dinner proceeds.

Aware now that dealing with investments can be tricky, the new fund directors - largely Rotarians - agreed to place the money for investment purposes with the *San Diego Community Foundation* for a fee of 1/2% of the corpus per year. (This has since increased to 1%- still a bargain).

In 1987 & 1988, dinners were held honoring Philanthropist **Joe Hibben** and *Las Patronas*, a womens's charitable organization which raised an additional \$45,000. Mrs. Riford added another \$125,000 to the fund during this period, bringing it to almost \$300,000.

The agreement between the FRLJCD (established by the Rotary Club of La Jolla), the La Jolla Town Council and the SDCF is that the FRLJCD is a *charitable advised fund* within the SDCF. Grants & expenditures are made at recommendation of the fund directors and approved by the Board of Governors of SDCF.

The Board of Advisors (Directors) of FRLJCD consists of La Jolla Rotary's Immediate Past President, Sitting President, President-Elect, the

current Director of Community Services, Brig. Gen. Alan Toffler (for life), and the Presidents of La Jolla Town Council and SDCF.

The fund availability has been well publicized and total grants to date approach \$140,000. They have, among other things, provided money for The Athenaeum, "Kids Play for Kids", YMCA Teen Center, UCSD International Student Patio, Bird Rock Elementary School, Canine Companions for Independence, La Jolla Riford Public Library, YMCA Teen Senior Center, La Jolla Concerts by the Sea, La Jolla High School Music Program, La Jolla Playhouse, La Jolla Town Council Zerscape Garden and Holiday Banners.

Grant requests have consistently exceeded fund earnings and it is hoped that additional amounts can be added to the fund in the future. La Jolla Rotary's record for dependable administration has put it in charge of another valuable community asset.

1986-87

Veteran La Jolla Rotarian **Roy Drew** assumed the presidential mantle in July, 1986. A native Californian, Roy was born and raised in Los Angeles suburbs, educated at Stanford and Yale School of Architecture and has practiced most of his working life right here in San Diego. His monuments abound throughout the community as do his kudos for volunteer work. Roy's trip to the Rotary International Convention took him all the way to Las Vegas where he could study his trade at its worst.

In his first attempt to fine the membership, President **Roy** found that none of those on whom he had the goods were present. *Hon. Clair Burgener* told us that the greatest threat lay in gerrymandering to favor an ethnic or minority group. As a Director in the Radio Free Europe program, he emphasized that telling Eastern Europe the news is enough, we don't need to fight. And he got all this in by 1:30 PM on the dot.

Following in **Toff's** footsteps, Prexy generated fines of himself by neglecting to call for the introduction of guests. In October, *Margaret Kendrick* led the Rotary Anns in feeding 250 foreign students at the UCSD International Center. They drafted a few helpers from the male side of the club but managed mostly without.

San Diego Union Cartoonist Steve Kelly introduced us to his world with the phrases "if it's fair - throw it away", "exaggeration gets attention" and oxymorons like "federal worker and "editorial cartoon".

The Econ Ed Foundation Executive Director reported that this Rotary-supported project now has a budget of \$100,000. It is making a difference. It is in its tenth year of operation, it provides assistance and materials in the teaching of our private enterprise system in the schools.

Sheriff *John Duffy*, was in his fourth term in that office, and reported that his jurisdiction covered 6,000 square miles, had 1700 employees and a \$75 Million budget. Father *Joe Carroll*, St. Vincent de Paul Center Director, revealed how he was selected for that post. The Bishop polled the diocese to see who the "biggest hustler" might be. **Bob Herrick** announced that his niece was among the first wave of lady members of San Francisco Rotary, the first club to invite women as members.

Past President **Peter Speyer** again led the club in its annual bus ride to Tijuana-La Mesa Rotary complete with his famous Margueritas. A tour of the Tijuana Cultural Center was the featured attraction. The usual good time was had by all.

We received a report on the successful challenge by Sail America for the America's Cup at Perth, Australia. It took a tremendous team and \$16 Million to do the job. The next big issue was to determine where to defend the cup. There were many applicants for the site.

President-Elect **Chuck Burges** reported on the successful negotiation of the long term lease of the Pacific Beach property donated to the La Jolla Rotary Riford Scholarship Fund. Chuck donated his \$18,000 commission on the sale/lease to the fund. It must be noted here that Chuck worked long and hard on that deal and it has remained the largest factor in available funds for scholarships to date.

Scripps Clinic head *Dr. Charles Edwards* revealed that the clinic was expected to generate \$210 Million during the year in its research and health care services. It employed 3500 people. The UCSD Vice Chancellor said his institution had a \$500 Million budget, employed 13,000 and was the second largest employer in the county.

Florence Riford was inducted as an honorary member to our club in May. President **Roy, Gen. Toffler and Chuck Burges** participated in the bedside ceremony. She was our first female member and admitted to being 96 at that time.

Late in June, another testimonial dinner was held that raised \$125,000 (including \$100,000 from Florence) for the *Florence Riford Community Fund*. **Joe Hibben** was honored for his outstanding community service.

Wes Brustad, Executive Director of the San Diego Symphony told us that drastic measures were being taken to cut costs and balance its budget. It had suffered from delusions of grandeur and too rapid growth. Fees & tickets provided 45% of its income, donations - 55%.

At President **Roy's** demotion, **Howard Rowe** revealed that Roy had been reluctant to serve as Chief Executive years before with so many other irons in the fire. **Ken Rearwin** recalled meeting Roy in 1947 and working with him in community service since then. **Jim Triolo** went back even more to their meeting on the Stanford campus in the fall of 1931. All agreed that the year had been fruitful.

1987-88

Chuck Burges received a standing ovation when he took over the gavel in July, 1987. Born in Salt Lake City and reared in Boise, he took a degree at the University of Washington in Foreign Trade and got into the fish business. He has been involved in that business ever since and also has dealt professionally with real estate. He now lives in New Canaan, CT.

He reported on the RI Convention in Munich where the 28,000 in attendance exceeded the pre-convention estimate by 10,000. Biggest topic of conversation was the presence of women in Rotary. Next biggest, *Polio Plus*.

District Governor *Howard Mason* made an early call on our club. He pushed for membership growth in District 534's 51 clubs of 4,000 new Rotarians that year. The club was later reminded that: 1) A new member proposal is not an application; 2) a proposed person should not be made aware of proposal until that person clears the membership committee; 3) When a prospect is brought to a meeting, the sponsor should pay for the lunch tab...even if that person has cleared membership but has not yet been inducted. Possible types of membership were active, additional active, senior active, past service and honorary.

The stadium was being expanded to 73,500 seats for Super Bowl XXII in January. A letter was received from our sister club in Sasebo, Japan telling of the excellent cultural exchange they enjoyed when 22 exchange students were entertained there.

The local military budget reached \$6.8 Billion on 1986. Total active and retired military, and military civilian employees in San Diego County numbered 344,000. An integral part of this was our submarine force which helped provide a most effective deterrent to the Russian nuclear warfare threat.

Our **District goal for the Polio Plus** campaign was set at **\$255,700**. Jim Triolo, our old pro at this, was leading the charge. La Jolla Rotary contributed \$178,777 - the highest in the district - which came through with 300% of goal overall. RI reported receiving \$219 Million, nearly \$100 Million over its \$120 Million goal. It is well positioned to immunize every child in the world against polio and five other preventable diseases.

With 30% of our members at non-eating status, we were running the La Valencia into the red. The board took strong action revoking that privilege unless members could produce medical authority to the contrary. No more coffee and roll bootlegging was to be permitted. Life went on.

Rehearsals were held by **Bob Slusser** for the *La Jolla Rotary Welcome Song*, composed by **Homer Torrey**. It's unique! **Homer's** contributions to the music of La Jolla Rotary over the years were legend - his jolly nature a club asset.

San Diego Unified School District President *Kay Davis* told us ours was the nation's seventh largest with 116,000 students, a budget of \$480 Million, 155 school sites, 16,000 employees and an estimated 40,000 more students by the year 2,000.

Starlight Theater Director *Leon Drew* told of its start as a WPA outgrowth in 1946. It had played to 3,000,000 patrons over the years and was noted for its ability to charm audiences in spite of jet noise.

A third annual fund raising dinner for the *Florence Riford La Jolla Community Fund* honored *Las Patronas*, a La Jolla charitable organization of long standing. **Florence Riford** attended and presented a \$10,000 check to the fund.

Our year ended with 152 members of all kinds. President **Chuck**

proved to be a ruthless finer to the benefit of our own foundation and copious tears from club members tapped for their spare change. His power was such that Past District Governor *Nels Fuller* was imported to demote him...but not before Chuck extracted a couple of past due fines. A long round of applause sounded in appreciation of his good work in 1987-88. He and Sue abandoned La Jolla for Montana early in 1989 and are now in Connecticut.

1988-89

Jim Kendrick picked up the gavel in July, 1988 with enthusiasm and the confidence built through the experience of presiding at many a meeting in his capacity as the CEO of a major merchandising chain. Jim is a native of Minneapolis and stayed in town to get a degree from the University of Minnesota before joining a training program with the W.T. Grant chain. His Grant duties took him from Philadelphia to New York headquarters with a long detour in Canada.

The *Surfbeat* took on new life as the editorial consortium of *Dave Goldberg* and *Bob Rubel* endeavored to see if anyone ever read it. In the process fictitious teams were formed, captains named, questionable reports made, numerous slanders handed out and only a few members even noticed it. 'Twas a shame to squander journalistic talent like that.

Dr. *Anita Figueredo*, La Jolla Physician and activist, told us of her long-lasting relationship with Mother Theresa and her world-wide missions-the fastest growing Catholic charity in the world. *Gina Zamotti*, Chamber of Commerce representative in University Towne Centre, related the plans for UTC growth with additional condominium towers, hotels, office buildings and 2,500 new homes served by additional freeway entrances and exits.

Our Scholarship Fund principal exceeded \$1 Million for the first time and \$35,000 was distributed during the past year. It appears that next year's amount will be in the neighborhood of \$60,000. Past President *Jim Triolo* is one of six Rotarians worldwide to be appointed to the Planned Giving Committee of RI.

Dick Freeman, Padres President, explained the economics of baseball to the club. The City of San Diego may be the nation's 8th most populous but the metro area is only 26th in national ranking. Metro ranking is what equates to advertising \$\$\$\$.

A dinner dance with the Tijuana-La Mesa Rotary Club at Tijuana Country Club drew a bus load of members and guests. Cost was a modest \$18 each plus bus fare.

Ruth and Elizabeth Nystrom attended a meeting shortly after the death of their husband and father, *Mr. Rotary, Per Nystrom*. *Per* probably had more fun out of being a Rotarian than anyone we've ever known. It was not uncommon for him to attend several Rotary meetings a week when he was traveling. His apartment on the French Riviera at Golfe Juan has been enjoyed by Rotarians long after he passed on, a living legacy from *Per* to his Rotary friends here and in Sweden. Several members made generous contributions to the RI Foundation in his memory.

Also passing on was *Walther Feldmann*, WWI flier, internationally known businessman, and La Jolla citizen since 1970. *Walther* was an enthusiastic LJ Rotarian who shirked no request to serve the club and was particularly renowned for the quality of programs he produced. He drew on his large acquaintance of the Captains of Industry, Finance and Government to provide us with many notable speakers.

Dick Chapel announced the opening of the YMCA operated Firehouse Teen/Senior Center at 7877 Herschel. (This facility served us well in the preparation of this history and as an archive for La Jolla Rotary records and memorabilia. Our thanks to the YMCA and its most cooperative people.)

Rick Alexander of SANDAGS told us that San Diego's recent growth trend of 40,000 per year doubled last year. It seems that our growth came mostly from within California, not the other states. This had already put pressure on the infrastructure, highways, open space and water supplies. The voters were proving with each succeeding election that unplanned growth was no longer acceptable. The call is for developers, environmentalists and government to work together for the best solutions to growth.

A rare opportunity presented itself when RI President *Royce Abbey* spoke at a dinner in Downtown San Diego early in January, 1989. A special reception for new Paul Harris Fellows preceded the event. A

large number of our members attended. District RI Foundation Chairman, *Jim Biddle*, presented us with a plaque from RI shortly thereafter. As a 10,000% club, we were in the upper 5% of the world's Rotary Clubs.

Shortly thereafter we received an update on the progress of the construction of the new San Diego Convention Center on the waterfront. Covering 11 acres, it has over 1,250,000 sq ft. and is due for completion in Mid-September. After shakedown, it should be ready for use in January, 1990. A special de-watering system keeps it from rising and falling with the tides.

Rather than a big fund raiser that year, Community Service Chairman *John Kerman* announced that his committee proposed to underwrite the sculpting of a bust of *Florence Riford* to be placed in the new library which she supported so generously. This met with immediate support from the membership. A challenge gift of \$5,000 by one member got the ball rolling and was soon matched. Total pledges exceeded \$13,600.

Under the 10% rule, Classification Chairman *Paul Bremner* declared that the categories of banking, law, real estate and securities brokerage were closed for our club for the present. On the international scene, Rotary had 23,300 clubs in 164 nations with over a million members. LJ Rotary numbered 147 members.

Bob Berg reported on the biggest RYLA conference ever staged by his district RYLA committee at Camp Palomar. 190 high school juniors from 72 schools in the district participated. Helping *Bob* were *Dave Gillig*, *Scott Wright*, *Jim Ross* & *Jim Lundy*.

SDG&E CEO *Tom Page* told us of that company's problems trying to build generation facilities to provide for a growing service area/population in a very difficult regulatory environment. He indicated that consolidation with another utility having surplus capacity might be in order.

Late in June, President *Jim* was hauled over to The Bishop's School where a roast had been prepared. *Dick and Kay Woltman* softened the blow by hosting the bar for the occasion. (They have done this for many Rotary events over the years) Always fast of foot, *Jim* had imported a number of relatives to defend him from the wrath of his fellow Rotarians after a year of merciless fining. The relatives turned on him as well so the mercy of the club was all that saved him. We closed with a hard-earned round of applause for a year well done.

1989-90

Charles H. Dick, Jr. had been in the LaJolla Rotary Club only six years when he was elected President in 1989. A native Kansan, *Chuck* grew up as a Jayhawk and got his law degree at the State University of Iowa. *Chuck* is a fellow in the American College of Trial Lawyers. (Only one percent of trial lawyers are members) He came west in 1976 and served for many years in the naval reserve. His treatment of lawyer jokes was that anyone who came up with a good lawyer joke *Chuck* had not heard before would cause *Chuck* to give \$25 to the Treasurer. The quality of the jokes improved and the number offered seemed to decrease. There is no record of what effect it had on the treasury.

Dave Allen, District 534's Governor, lunched with our club, thanking *Jim Triolo* for his great effort for Polio Plus, *Paul Bremner* for serving as Area 7 Governor's Representative, and *Jim Ross* for chairing the Foundation Student Counselor Committee.

Cecil Green received an Honorary Membership in La Jolla Rotary. He retired some years ago as C. E. O. of Texas Instruments Co. It is estimated that the Greens' donations have exceeded \$150 millions. *Cecil* says the important things in life are 'good health and good friends'.

A tireless worker, *Bob Berg* succeeded in building a strong Interact Club at the La Jolla High school which had 55 student members in 1989. At almost every Rotary meeting *Bob* had guests from one or another school, thereby keeping our club interested in the Interact program. Our club's generous gifts of clothing, blankets, and shoes to the three Mother Teresa Shelters in Tijuana were the result of La Jolla High Interact Club's "BIG EFFORT" - a two week drive to provide for the homeless and needy in Tijuana in conjunction with Tijuana College Rotaract Club.

The Nobel Laureate Scientist, *Dr. Roger Guillemin* presented the club with a truly fascinating account of the state of the art in brain research. He expressed his concerns over the threat of animal rights activists- a peril to the future of medical research.

Eleanor Tobin, Executive Director of the Econ-Ed Foundation said

the program is designed to promote teaching of economic literacy as a requirement for high school graduation. Many members of our club have had a keen interest in this program for several years. Among them, in addition to **Paul Bremner**, a former Chairman, are **Bob Berg, Roy Drew, Ken Hamilton, Ira Katz, Ed Lawrence, Joe Lindsey, Jim Lundy and Bill Ross**.

David Gillig announced the end of the Scholarship Fund Drive with 68 members donating a total of \$30,120. **Dick Coyne** and his lieutenants were acknowledged for a job "well-done". Awards were made to 25 students - 15 being recipients of Florence Riford Scholarships and 10 from the La Jolla Rotary Foundation. **Gene Schniepp** was recognized as a Rotarian "extraordinaire", having underwritten seven Paul Harris Fellowships and several paid memberships. All of this and 35 years of perfect attendance.

Our club was honored by the visit of a delegation of eight Board Members of our sister club in Sasebo, Japan. They were hosted by the Board of Directors of our club for a four-day stay in La Jolla. The 105 member club would be celebrating its 40th anniversary next year. We were invited to attend.

A mock trial presided over by Past President **Bill Beamer** before a full house was used to demote and excoriate outgoing President **Chuck Dick**. A large body of testimony was presented revealing his proclivity for verbosity and his unveiled enthusiasm for all wheels, large and small. It was agreed that Chuck put to shame many of his predecessors as a presider never without an appropriate explanation of anything. We felt privileged to enjoy such resolute leadership.

COLONIA ESPERANZA PROJECT

When the opportunity comes to make a major contribution to our next generation, you jump to it. That is what happened early in 1990, when the Rotary Club of La Jolla heard about a school project in Colonia Esperanza, Tijuana, that a bright and devoted woman, *Christine Brady-Kosko*, was struggling to get started. President **Chuck Dick** brought it to the attention of **John Vaughan**, his Director of International Affairs. We invited her to tell our Rotarians about it.

The Colonia Esperanza project was started by *Christine Brady-Kosko*, after she had nursed back to health a little girl in a Tijuana orphanage, and in the process had emotionally adopted, but had to return her to her mother. She found that the mother lived in a neighborhood of squatters in newly erected shacks, with uncertain availability of water and electricity, and without a local clinic or school. What chance had the little girl?

Being a woman of action, *Christine Brady-Kosko* tackled the two things that seemed the most important and also the most susceptible to her attack — the needs for a school and for a clinic. After negotiations with the owner of the land on which the community was developing, and with approval by the Tijuana government, she began her project. Among her earliest helpers were the Rotary Club of Kearny Mesa and El Club Rotario de la Playa, each giving a single year of hands-on and material support in building a one room pre-school facility and an attached clinic. At this time, in 1990, the Rotary Club of La Jolla and El Club Rotario de la Mesa, our sister club in Tijuana, became involved.

The next thing needed after the pre-school was completed was a kindergarten-first grade building. The design for this building was a visual delight from San Diego architect/artist *James Hubbell*. La Jolla Rotary's contributions during this phase of development were: 1) two annual \$3000 gifts from the club's International Affairs budget, 2) an arrangement by **Roy Drew** for school room desks, chairs, and other furniture to be donated by the Coronado school district to the Colonia Esperanza school, with transportation to Tijuana provided by **Tom Elms**, 3) arrangements for the older children in the school to have an excursion to Sea World under the watchful eye of **Helmut Lubke**, 4) acquisition and transportation by **Fernando Bayardo** of examining table, cabinets, and other useful equipment for the clinic, and 5) organization by **Fernando's** daughter *Blanca* of a group of Interact students from La Jolla High to help out with some of the tiling and plastering being done in the new building project. El Club Rotario La Mesa gave building materials and arranged the use of needed heavy equipment from one of its members.

A delight during this time was to attend a May Day school celebration, when twenty-odd La Jolla Rotarians piled into a cavalcade of cars

to go to Colonia Esperanza and watched, along with La Mesa Rotarios and with parents of the children, the joyful and colorful celebration of the end of a school year.

Early in 1992, the need for a further continuation of the building program was clear. The success of the kindergarten/first grade mandated new room for the children graduating from the first grade. The Directors of the Rotary Club of La Jolla authorized the writing of a grant application to help underwrite the expected costs. The application would be to Rotary International for \$100,000 under its Matching Program, thus committing us to a \$50,000 local fund raising effort. With the help of *Christine Brady-Kosko*, **John Vaughan** wrote the grant application. El Presidente *Cesar Cázares* also committed that El Club Rotario de la Mesa would raise \$5000 of the total.

Under the leadership of **Burton Housman**, the full \$50,000 was raised from our La Jolla Club. When added to the contributions from R.I. and from the La Mesa Club, the grand total was \$105,000. This was the largest matching grant in all of Rotary International that year - a real tribute to the International aspect of this project.

The buildings for grades 2-4 began promptly to rise at a "Top of the World" site on a hill a few blocks from the kindergarten/first grade buildings. By the end of 1993, a second grade class could be installed there, despite the continued construction that was going on around it. Teachers were teaching. Students were learning. And as before, El Club Rotario offered cement and other building materials and provided grading equipment, in addition to its \$5000.

More also came from the Rotary Club of La Jolla. In 1994, school desks became available through President **Zeke Knight** from Bishops School, and **Walter and George Dewhurst** arranged their transportation down to the new Colonia Esperanza school buildings. **Zeke Knight** then heard about playground equipment being replaced at The Gillispie School. He organized a team of Rotarians to disassemble the pieces from the Gillispie and load them onto Dewhurst trucks, which transported them to Colonia Esperanza. When reassembled there, a favorite collection point and focus of activity for the students was created. A third grade class came into being in the new "Top of the World" facilities, as well as a room for a fourth grade.

With this, the Rotary contribution to the development of this exciting school and to its dynamic leader, *Christine Brady-Kosko*, came to a completion. In recognition of this occasion, a plaquing ceremony was held on May 13, 1995, in conjunction with the school's annual end-of-the-school-year celebration. Brief congratulatory speeches and best wishes were given by **John Vaughan**, La Mesa Presidente *Cesar Cázares*, and La Jolla President-Elect **Melitta Fleck**. *Christine Brady-Kosko* responded with warm appreciation.

A recent report by **John Vaughan** tells of continuing progress at the school which provides for 250 students - pre school through fourth grade. We will continue to have interest in this international success story of Rotary in action.

For all those who contributed in material or in spirit, we wish *Christine Brady-Kosko* and the school that she has so effectively championed and built in Colonia Esperanza the best of luck. May she, and it, continue to prosper in the fulfillment of its educational mission. Strong friendships have been formed within our club and between many of the other participants in this project. It is another example of the latent power of this club and Rotary International to make good things happen.

1990-91

Jim Tapp grew up in Georgia and is a graduate of the U S Naval Academy. He served the Navy for 29 years, retiring with the rank of Captain. After a try at securities brokerage, he joined the county administration and became Director of Purchasing and Contracting. A firm jawed, no-nonsense administrator with a great sense of humor, Jim cut no slack on his watch as our President.

President **Jim** renounced the "enjoy Rotary" theme promoted by prior regimes and instructed the enforcement arm of the club to be diligent in creating good order and discipline. Among the faults which required correction were inappropriate decorum in the chow line, failure to show respect for the president while he is on the podium, sleeping during speaker's presentation (with a heavy fine proposed for snoring) and early leave taking (to cost \$20 a head). Finally, and perhaps most significantly, jokes which fall below 7 on the laugh meter would warrant a fine.

Alan Toffler reported on doings at the R. I. convention in Portland - with over 19,000 Rotarians from 97 countries in attendance. Presidents of Rotary clubs in the Eastern Bloc nations were introduced. **Roy Drew** was back from Moscow - with a banner from Moscow Rotary club - commissioned only last month.

There were 25,198 Rotary Clubs with a membership of 1,108,991 in 484 districts and 172 countries and geographical regions; 4,890 Rotaract Clubs with a membership of 112,470 in 100 countries and 6,822 Interact Clubs with a membership of 150,084 in 93 countries. That year, an estimated 8,500 young people would participate in the Rotary Youth Exchange Program. Grand total of Paul Harris Fellows: 307,490. Gifts paid in cash to the Polio Plus Campaign: US \$222,299,552.

The *American Medical Association Journal* reported that polio has been eliminated in South America and Central America in large part due to Rotary International's PolioPlus campaign. La Jolla Rotarians were especially generous in contributing to the campaign.

Past President **Karl ZoBell**, emphasized how heavily regulated the development of real property has become - and that the future holds heavier regulations in store. Ninety-year-old **Cecil Green** delivered a fascinating account of how Geo-Physical, Inc. was able to shift gears during of World War II and prosper in the transistor industry - later becoming Texas Instruments.

Ron Spelman recently returned from a five-week stay in Paris - where his paintings were the rave of the Left Bank. **Ira Katz** gave a travelogue of his recent "water coloring" trip to England. His extended floor time for extolling the virtues of the British weather and lovely countryside cost Ira big.

Sandy Purdon, of the "Sail America" program spoke about the 1991-2 International competition to be held in our fair city. It has a \$20 million budget with the Port District furnishing about half of these funds.

District Governor **Randy L. Mitchell**, commended **George Triphon, Berk Walters, Joe Lindsey, Judy Sherwood, Jim Triolo, Scott Johnson and Jose Luis Millan** for their contributions to District activities.

A proposed amendment to the La Jolla Rotary Club By-laws to increase membership dues to \$200 per annum due in two equal installments, at the first of the year and mid-year, was announced. The amendment passed by acclamation.

Joe Ghougassian, former U. S. Ambassador to Qatar, spoke to our club regarding the current (11/20/90) Iraq/Kuwait crisis in the Middle East. Born in Cairo, reared abroad, and educated both abroad and in the U. S. he served as U. S. Ambassador to Qatar until 1989 and now lives in San Diego. In his opinion the signs seemed to point toward war, and probably sooner rather than later as a result of the timing of the Moslem religious holiday schedule.

At the District Conference our club was awarded a plaque for being a 20,000% club - that is, our club has contributed \$2,000 per member to Rotary International over the life of the club.

Betty Haas was commended for her service as one of the original members of the Holiday Bowl Committee by **Bruce Binkowski**, a member of the Sea World Holiday Bowl Committee.

Ron Brundage, President, San Diego County Council of Boy Scouts, and speaker of the day, commended **John Thiele** for almost 60 years of effort and contribution on behalf of the San Diego County Boy Scouts and also thanked **Ken Rearwin** for his contributions to the scouting organization.

Chancellor **Richard Atkinson** explained that UCSD's two main missions are education and research. Currently the school has 18,000 students and anticipates 23,000 applications for the 3,000 openings in next year's entering class. In research UCSD ranks in the top 5 schools in the U. S. A student body of 27,000 is as high as the school can go. Chancellor Atkinson hopes that in the future approximately half the student population can be housed on campus. It is the third largest employer in San Diego behind the U. S. Govt. and General Dynamics - with a monthly payroll of \$30,000,000.

Alan Toffler provided a status report on the *Florence Riford La Jolla Community Fund*. The FRLJCF was established in 1986 (with considerable assistance from La Jolla Rotary) to assist worth-while charitable activities in the La Jolla community. The Board is controlled by members of La Jolla Rotary Club. Over \$36,000 of grants have been made to date from FRLJCF, with \$10,000 more soon to be made. The corpus stood at \$328,000 and was held by the San Diego Community Foundation.

Orrin Gabsch announced that *La Jolla Rotary Night at the Padres* would be celebrated in a special skybox in which meals and beverages (hot dogs, fried chicken and beer...what else!) was provided without limitation. Friends were welcome, and the cost was \$23 per person.

Bob Rubel, Chair of Community Service, announced that his committee was assisting the La Jolla High School Band. Rotarians have contributed over \$2,000 as seed money. Muirlands Jr. High and La Jolla High School have virtually no music programs or instruction. There was no marching band and very little in the way of formal music instruction. With enthusiasm and considerable aplomb, the band played four pieces, which included both rock 'n roll and Vivaldi. Shortly thereafter, **Clair Berry** on behalf of the Community Service committee committed our club to foster the creation of an accredited music program at the La Jolla High School and Muirlands Junior High School and to raise funds (perhaps in the range of \$10,000) for the La Jolla High School Band (for uniforms, instrument repair, etc). Additional funds were pledged at that meeting.

Pat Crowell provided an insight into the situation in eastern Europe resulting from a recent trip as member of a San Diego Chamber of Commerce delegation. He observed the political and economic bankruptcy which remains as the legacy of the Soviet Union's post-war domination of Yugoslavia, Czechoslovakia, Hungary, East Germany and Poland and the disintegration of the "Eastern Bloc" in full swing.

Jim Kendrick, President of the La Jolla Rotary Foundation Board, reported the status of the Foundation's Scholarship Fund and the Florence Riford Scholarship Fund. **Gil Martin** made a generous donation of \$10,000. The combined assets total \$1,072,416. Last year the La Jolla Rotary Scholarship Committee chaired by **Barbara Brown** awarded 28 scholarships totalling \$67,000. Currently, the income generated annually for scholarships should be about \$78,000 - \$33,000 generated by the La Jolla Rotary Fund and \$45,000 by the Riford Fund.

Blair Blum of the San Diego Hospice introduced us to the organization which was established in 1977 and licensed in 1979 as a home health care agency. Hospice services provide care for terminally ill patients in their homes. Hospice is a palliative (comfort) care as distinguished from curative or 'heroic measures' care. The organization has over 500 volunteers. The Hospice provides service to 213 patients a day - with a staff of 130, on an annual budget of \$7.7 million.

An offsite meeting hosted by the Salk Institute included a rather exhaustive discussion by **Dr. Amaral** of the Salk Institute on the subject of Alzheimer's. Founded in 1960, the Institute currently has 500 scientists, including 3 Nobel laureates and has a \$35,000,000 annual budget - two-thirds of which is derived from federal government grants. After the meeting, tours were conducted of the spectacular Salk grounds and premises.

Dave Goldberg, La Jolla Rotary's longtime Chairman of all matters pertaining to Paul Harris Fellowships announced the good news that all of the members of the Rotary Club of La Jolla had contributed to the Rotary International Foundation. We had become 100% Paul Harris Fellowship Club!

Having weathered the stormy seas of a year as president, **Jim Tapp** was drummed out with proper honors and thanked by all for his busy and productive year.

1991-92

David Weston is a product of La Jolla's surf, turf and volleyball courts, a genuine La Jollan -born, raised and returned. Our perennial jock (he was an All American Volley Ball player) mostly climbs mountains and rides bikes now. A San Diego State Graduate, he took his law degree from the Hastings School of Law of the University of California, returning to join Gray, Cary, Ames & Frye. David has devoted long hours to many La Jolla civic organizations over the years. He was installed as our president in July, 1991.

Jim Kendrick reported that the UCSD Host Family Program was looking for participants. The host families volunteer to meet a foreign student at the airport and invite them to live in their home for two or three days when they first arrive here. The family is asked to show the students around the community and to make them feel welcome and at home. **Jim and Margaret** have done this for many students and describe it as thoroughly rewarding experience.

Sig Mickelson, former President of CBS News, Vice-president of

TIME, Inc. and President of Radio Free Europe discussed the accelerated world of communications citing statistics regarding the increased presence of cable, VCRs and FAX machines. He predicted a dramatically changed world resulting from the increased communication abilities within the next 10 years.

Ed Lawrence gave credit of the success the Concerts by the Sea to its sponsors - most significantly to members of the La Jolla Rotary Club.

Jim Triolo participated in the La Jolla Rough Water Swim, and at age 77 was the oldest participant. Jim complained that this year they snuck in a 75 year old youngster who beat him to the finish line - placing Jim second in his age group.

Bob Berg was presented a plaque as an expression of our thanks for outstanding leadership and "Service Above Self". Bob was the youngest member ever inducted into the La Jolla Rotary Club and spent a distinguished career of outstanding service to the club and district before leaving recently to move to North county. Bob was last reported in the Chicago area.

Capt. Douglas Kleinsmith, a member of the First Air Naval Gunfire Liaison Company, spoke of his experiences in 'Desert Storm'. He served with the Saudi forces along the Kuwaiti Border and was among the few Americans to personally participate in the liberation of Kuwait City. He provided some fascinating insights into the success of Desert Storm Operation.

President Dave announced a new way to raise money for La Jolla Rotary Foundation. He was planning to bicycle 900 miles in nine days. Dave decided to collect bets against his own success and agreed to match bets up to a total of \$250 (not per person) if he made the distance. He would contribute \$500 if he didn't make it. 20 generous Rotarians contributed \$650 and Dave put in \$250. He covered 927 miles in nine grueling days.

Christine Brady-Kosko gave us the background of the Americas Foundation. The main project is building a primary school for children 3-7 years old - named Jardin de Niños La Esperanza which will have classrooms for about 80 children (40 full-time and 40 part-time) and is being built on a mountain-top in Tijuana-LaMesa.

The District Rotary Foundation Dinner was attended by 630 people and raised \$110,000 for the International Foundation. **Zeke Knight and David Gillig** coordinated the efforts of the La Jolla Rotary Club to host the dinner. Guest speaker was Dr. *Edward Cadman*, Past President of Rotary International and the Rotary Foundation.

Our club again took on the task of helping to rebuild a La Jolla High School Marching Band. After seven years of silence, music was once again resounding at the school as well as athletic events. Appearing in the La Jolla Christmas Pageant, their float was resplendent in its Christmas decor and colorful Rotary banners. Twenty-one musicians proudly wore their school-colored jackets which feature a Rotary logo as well as a red, black and white Viking ship attractively imprinted.

A large number attended an off-site meeting at Scripps Memorial Hospital on January 7th. President **Dave** reminded us of the significant contribution to wellness which Scripps Memorial Hospital has made in our community. The speaker was Dr. *Brent Eastman*, Director of the Scripps Memorial Hospital Trauma Center. He is chair of the AMA Committee on Trauma coordinating trauma care in the US, Canada, Mexico and Latin America. Major trauma - injuries which are immediately life threatening - is the leading cause of death between the ages of 1 through 40. The average time for a trauma patient to reach care from anywhere in San Diego County is 11 minutes. Dr. Eastman described the San Diego County system as the "best in the world". **Ed Danenhauer's** significant role in leadership of Scripps Memorial Hospital through his contributions as Chairman of the Board were emphasized.

Thank you's were extended to **Joe McGoldrick and Roy Graf** for a wonderful Christmas party which apparently was not marred by the fact that Santa was discovered beardless in the bathroom by one of our youngsters. The La Jolla Interact Club has about 60 members. Last year's projects included participation in an international program recognizing the rights of young people throughout the world and the recycling of Christmas trees.

Allison Carroll, a student at Revelle College at UCSD, representing the La Jolla Rotary club was selected as our Ambassador of Goodwill Scholar. She planned to study at St. Andrews University in Scotland on a full scholarship.

Mary Drooge, Director of the International Center at UCSD,

advised that there are 2,000 international students at UCSD along with 1,100 visiting scholars and faculty members. UCSD has the 7th largest international group in all the U. S. universities and colleges. Leading countries represented are China, Japan, Germany and the United Kingdom. The International Center has over 900 active volunteers that help as speakers, luncheon givers and host families to the large body of international people. This includes those from the La Jolla Rotary Club who assist in providing a luncheon at the beginning and end of each school year.

Gifts from the *Florence Riford Community Fund* - \$3,250 contribution for beautification of the zeroscape garden at Torrey Pines and La Jolla Shores intersection also travel expenses for the La Jolla High School science team that won the Science Olympiad which was invited to the White House and would not have been able to attend without the prompt action of the board which approved a \$2,000 gift in record time!

Rear Admiral *C. W. Schriefer*, Commander of Naval Bases in San Diego, addressed the future of the Navy in San Diego, indicating that the scheduled reductions in U. S. military would have little effect on our community. The Navy position here will be maintained at close to the current level thereby continuing the \$10 to \$15 billion a year contribution made by the San Diego military presence.

The *Surfbeat* was honored at the District Conference as the best club bulletin in District 5340 for '91-92. Thank you to the talented cast of characters who contribute substantially to this publication - **Ray Vellinga, Bob Rubel, Ron Bennett, Joe Lindsey and Carol Poe**. (Thanks, also, to the others who have edited it over the years.)

Burt Housman announced a ground breaking at Colonia Esperanza on Saturday, May 16th. He described this achievement as a "vision turned to reality."

A total of \$68,000 was awarded to 16 winners of scholarship awards - nine funded by the Florence Riford Fund and seven by the La Jolla Rotary Foundation. Ten of the students attended La Jolla High School, three from Bishop's School, and three from La Jolla Country Day School. Part of the total funds, \$16,000, was awarded to prior recipients to help with their continuing college educational needs.

Ray Majors, representing San Diego Associated Governments forecast demographic changes in this area ending with the year 2015 - such as a population increase of 58%, 3 % per year in the immediate future reducing to 2% per year for the balance of the term. By the year 2015 the population will consist of over 50% minority groups of which 1.1 million will be of Hispanic origin.

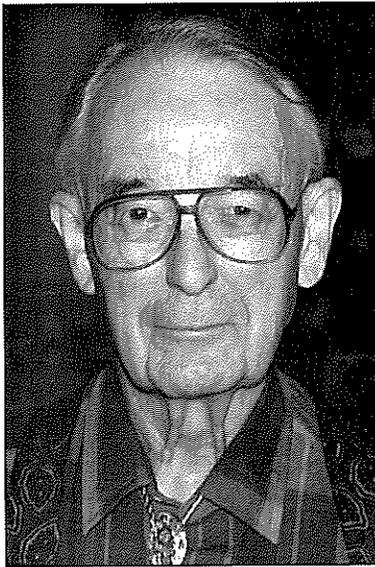
President Dave announced a proposed Youth Exchange Program with the Sasebo, Japan Rotary Club. The program would involve high school age students who are children or grandchildren of club members spending two to three weeks in Japan.

David Weston was demoted at Bishop's School and it cost each of us \$20. La Jolla High School Band, **Frisbie Killman's** trumpet and **Bob Slusser's** ivorys provided musical entertainment. The festivities included a slide show "Windows on Weston" which traced **Dave's** contributions to the La Jolla community from his childhood (especially to the La Jolla beaches!) and to his reign as President of La Jolla Rotary. The club extended its sincere appreciation and thanks to him for his innovative leadership.

1992-93

Clair Berry comes from Richmond, IN via Ft. Lauderdale, FL and Nashville, TN. Those were his church charges before Torrey Pines Christian. In preparation for this he got degrees from Johnson Bible College, Christian Theological Seminary and Vanderbilt University, the last being a D.Min. Clair admits to playing golf when he gets a chance although he has given up racquet ball. He was active in the ministry for 37 years before his recent retirement to Rancho Bernardo.

President Clair produced banners, slogans, bumper stickers and mugs to promote the theme of practicing random kindness to those around us. He then passed one of the mugs among the membership asking for money for his latest parking ticket. Members were caught up in the new "Random Kindness" theme and produced receipts rivaling many Sunday offerings. Throughout the year that Clair was president providing examples of random kindness was de rigueur, and 'mugging' being 'mugged' or being given a mug was the reward. When this failed, new lyrics to "Edelweiss" were circulated and chanted.



Alvin Haynes, 1948

Dr. *Tim McDaniel*, Chairman of the Department of Sociology at UCSD, having just returned from Russia, reported on the prevailing attitude of the people who saw little hope for a better future. Dairy and meat production, already low, was estimated to drop by another 50%. Many of the country's resources are polluted which will take many years to correct. He felt that because of the deep-seated apathy of the people it is difficult to foresee a revolution in the near term.

Past President **Dave Weston** was going to Nepal and planned a bike ride up Mt. Kanchenjunga (28,452 ft.) for a Rotary make-up. He'd better take some warm socks and extra suspenders along. Dave

has persisted in climbing mountains all over the world and eventually got a picture of himself in the September, 1996 *Rotarian* purportedly sitting on top of the highest mountain in the Western Hemisphere. No one notarized the photo.

Chuck Dick stated that the Board of Directors has embraced the Colonia Esperanza program as its most important Fund Raiser for the year. La Jolla Rotary is required to raise \$50,000. It is the club's plan to seek contributions amounting to 50% of this amount and seek a "matching funds" grant for the balance from the Rotary Foundation in Evanston. Significant contributions were pledged by **Chuck** as well as **John Vaughan**, **Vince Vano** and **Burton Housman**. Chuck's plea was eloquent and highly moving regarding these impoverished people.

A total of \$33,000 was raised or pledged toward the goal of \$50,000. With the Tijuana-La Mesa Club's gift, we met the matching requirement of Rotary International. The project was and is an example of a partnership that makes the whole better than the parts!

Dick Woltman, the Interact Committee Chairman introduced **Joe Jeraldi**, President of the Interact Club of La Jolla High School who reported that the club we sponsor has 80 members that meet weekly. In addition to working on worthwhile projects, Interact's every week meeting formula encourages fun and the creation of friendships. **Scott Wright** was commended by **J. Tarvin** for his many years as a facilitator at the RYLA (Rotary Youth Leadership Award) event at Camp Idyllwild. Our entry in the District 4-Way Test Speech Contest was winner for the second year in a row.

Steve Brown, Rotary International Foundation Chairman for the district reported that as of June 30, 1991, International Rotary Foundation had \$350 million in assets, \$71 million was disbursed in 1990-1 with \$32 million to vaccines; \$17 million toward scholarships; and \$4 million toward exchange programs. Steve recognized our club as having the highest average giving rate per member of the last 3 years within the San Diego district. The district has 57 clubs.

Burt Housman and four members of the Group Study Exchange Team which he headed spoke about their one month mission in Japan. The four members, **Chris Thornton**, **Ruby Shimabukkuro**, **Ann Collins**, and **Colin McLean** provided a most interesting variety of impressions of Japan - all good! **Burton** closed by again recognizing the Rotary GSE program as playing a part toward developing friendships between peoples. It is through the friendships that understanding and communications can take place which will hopefully avert future wars.

The first luncheon of 1993 was held in our new temporary quarters at the La Jolla Woman's Club with President **Clair Berry** presiding. The current structure housing the club was built in 1913 with funds from **Ellen Browning Scripps**. It is the first building in La Jolla to receive the designation as a national historic site. After the sojourn across the street from the La Valencia, we enjoyed the improved conditions and hoped that the La Valencia meeting room remodel would be concluded shortly. The La Valencia did a superb job of finding alternate quarters and maintaining the high quality of food for us during the dislocation.

William Otterson, Director of CONNECT, a UCSD program linking technology with entrepreneurship reported that there are employed nearly 50,000 in the biomed and 25,000 in the communication industries in San Diego. Accordingly, the city of San Diego is now an international city of importance as well as being the center for the biomed and wireless communication industries.

Marshall Saunders, a member of the Coronado Rotary Club, has been serving as a volunteer and organizer of the Rotary Village Community Banking Program. His focus has been with the program in Central America - specifically Honduras. The plan embodies the following components:

- (1) \$4,000 is contributed by a US club
- (2) Honduras Rotary adds \$500
- (3) R.I. matches the total of 1) and 2) to bring the bank's total to \$9,000
- (4) A community is selected.

The most respected woman in the village is asked to be the chief organizer of the bank. Approximately 30 friends of the chief organizer are then invited to start small businesses and are loaned funds from the bank in a very controlled way. Each of the women are given some help with learning the basic business concepts as they establish their business. **Marshall** noted that with a relatively few contributions of money, many lives are put on a path of self reliance.

Dick Freeman (President of the San Diego Padres) invited the club to lunch at the Stadium Club. **Joe McIlvaine**, General Manager of the Padres told of the operations of a major league baseball team and, specifically, the Padres. The food was great and the program enlightening.

A meeting in February was dedicated to **Jim and Elaine Triolo** who were moving to Northern California. In all **Jim** helped to raise over \$300 millions for his non-profit employers during his career. We continued to see him every year for the rough water swim.

Gilbert Partida, President of the San Diego Chamber of Commerce presented a broader picture of the San Diego-Baja economic market. He pointed out that in the past, San Diego did not have to confront growth issues because Washington kept giving us defense money to feed our economy. Our future economic growth must come from within and must be planned. This will require a vision formed with input from many sectors of both San Diego and Tijuana.

Chris Neils presented several persons representing the San Diego County Water Authority. A sustained drought or significant earthquake would have a devastating effect. The SDWA was established in the 1940's to make sure that the people of San Diego would receive an adequate supply of water. With the growth of the area, that is no longer secure. The citizenry now needs to understand the need for the increased water storage and agree that the work must be done.

Hugh Davies (Director) and **Seonaid McArthur** (Educational Curator) of the Museum of Contemporary Art (MOCA) San Diego pointed out that MOCA is not just a local museum but a multi-faceted programmatical museum with both a national and international reputation. The proposed remodel and expansion of the museum on Prospect was discussed. They showed the earlier **Irving Gill** architectural forms of the original complex and the subsequent complimentary work by **Mosher, Drew, Watson** and **Ferguson** as the facility was enlarged. The proposed remodel and expansion will enable MOCA to be better presenters of contemporary art. Also, other art forms are being integrated into the museum's program.

A visiting team of young professionals from Japan, with their Rotary leader, **Yuki Nakayama**, were introduced by **Burt Housman** in both Japanese and English. **Burt** unfolded a string of 19 banners his U. S. team collected from the various clubs they visited in Japan. The Japanese introduced themselves in English and told of their work as a travel arranger, banker, teacher, policeman and specialist in intercultural affairs.

Sea World is much more than an entertainment park according to **Danielle Oki**. The park now encompasses 150 acres and employs 3,000. It has a large educational department which reaches out to teach school children in San Diego and presents sea life exhibits and information to other areas. Various offshoots of Sea World carry on sea life research programs as well as animal rescue efforts. Founded in 1964 with 44 employees and \$1 million investment, it was sold to its present owners in 1989 for \$1.1 billion.

Jim Lundy received the last of President **Clair's** 288 mugs for pro-

moting this year's Random Acts of Kindness theme before a large gathering of non-Rotarian business people.

Twenty-three of the high school winners of either La Jolla Rotary Foundation or Riford Foundation scholarships were introduced by **President Clair**. A total of 40 awards totalling over \$80,000 were given including prior awardees currently in college who continued to meet scholarship requirements.

Anne Marie Haney, *Bill Yaeger* and musicians from La Jolla High and Muirlands Jr. High were guests of our club. Anne Marie has focused much of her time in reintroducing a band program into the middle and senior high schools of La Jolla. Bill Yaeger is Director of the La Jolla High School band which has grown from 8 to 31 and will be between 40 and 50 next year. All this growth in just three years! The band played a wide range of music ending with a rousing rendition of *Stars and Stripes Forever*. **Bob Rubel** concluded the program by stating that last year \$3,600 was donated by club members to support the band's efforts and asked that we again help the band as it grows in numbers and quality.

Before a friendly crowd of Rotarians, wives and friends, **Clair Berry** was publicly demoted to commoner position. Although his thoughts of random kindness and his stunning wardrobe were roasted to a crisp, the insults were slung in jest and the club extended its thanks for the leadership that was demonstrated during a kinder, gentler, productive and entertaining Rotary year.

1993-94

Zeke Knight was our leader beginning in July, 1993, fresh from his all-expense paid trip to Melbourne, Australia with a week's stopover in Sasebo, Japan on the way back. Boston born, he studied at Deerfield Academy, Williams College and has a business administration graduate degree from the University of Virginia. His career took him to Hawaii and Tahiti in various businesses. He taught at Hawaii Preparatory School prior to coming to La Jolla and The Bishop's School. Zeke was another fast riser who did everything well and right away.

Superior Court Judge Ehrenfreund talked on the merits of our judicial system and in particular the importance of our trial-by-jury arrangement. He is a judge's judge who is passionate about justice and loves the role he is playing to help make it work.

Chuck Dick introduced four participants in the Youth Exchange Program - Kazuko Shono and Sninichiro Tanakamara from the Sasebo club and Christian Dick and Jennifer Gilchrist from our Club. Shinichiro's father was the immediate past president of the Sasebo Rotary Club and Kazuko's grandfather was a member of the Sasebo club.

Past President **Clair Berry** reminded us that there will be no major fund raising this year. Our emphasis this year will be on increasing the number of Paul Harris Fellows. Sustaining fellows were encouraged to contribute sufficient amounts to join the fellowship.

John Geddes announced that our Ambassador Scholar, Allison Carroll, is returning from Scotland after a year at the university there. The program provides undergraduate and graduate scholarships in amounts of up to \$20,000 per year. Josh Brown, another nominee from our club won this year's District 5340 Rotary International Ambassadorial Scholarship.

Ted Owen, publisher and president of the San Diego Business Journal, told us that San Diego County's \$61.1 billion gross regional product ranks us as the 36th regional enterprise in the world. Seven of the fastest growing companies in the US are in San Diego. Ted criticized the press for focusing on the negatives created by the current state of the economy.

In May, the World Health Organization (WHO) presented Rotary International with its highest honor, the annual "Health for All" Gold Medal which recognized Rotary's outstanding contribution to the global fight against polio. The Director of WHO declared it "a gift from the people of the 20th century to the children of the 21st century."

District Governor, *Pat Crowell*, who our club raised as a Rotarian, complimented the club on its accomplishments. Pat feels that with 26,000 Rotary Clubs around the world we are in a position to "change the world" and that the secret of success in Rotary is "What Can I Do?" So get involved in the cause of Rotary and feel the joy and change in your life".

Our own **Jim Lundy**, who travelled the country serving medium and large businesses, spoke to us about motivation and performance. He

wrote several successful publications such as "Lead, Follow or Get Out of the Way" (1986) and "TEAMS" (1992). Jim is an exciting and inspirational speaker and was highly acclaimed by his appreciative audience.

Two officers of the La Jolla High School Interact Club told us about current activities. They now number 90 youngsters and they are assisting in staffing the "Great Pumpkin Patch", a YMCA sponsored activity which resulted in the sale of over 28,000 lbs. of produce and netted a profit of \$8,000.

President **Zeke** said that our club's Board of Directors had decided that the club would sponsor a village bank in

Nicaragua. Our goal would be to contribute \$4,000 to start the bank, the initial capitalization of which would be loaned to 30 women in Nicaragua. Those loans would be used by the women to start small businesses in Nicaragua. Repayment was virtually assured inasmuch as all 30 women are co-guarantors of each other's loans. We raised \$9,600 and the committee was working on which village would be chosen.

John Vaughan provided us with an update on the worthy school construction project in Colonia Esperanza, Tijuana. The "hill campus" of the Colonia Esperanza Escuela now had 6 classrooms, 3 of which were sufficiently complete to be occupied by students. A new infusion of capital in the amount of \$50,000 had been received from a Mexican foundation, thus ensuring that construction would continue. In the current *Rotarian* Magazine it was announced that the \$50,000 matching grant from the Rotary International Foundation for the Colonia Esperanza school project was the largest matching grant program in the world during the last Rotary year.

Alan Toffler, on behalf of the *Florence Riford LaJolla Community Fund*, presided over the awarding of a \$3,000 grant from the Fund to the local chapter of the Freedoms Foundation which enabled six students (two each from Bishop's, Country Day and La Jolla High to attend the Freedoms Foundation program in Valley Forge & Virginia that summer.

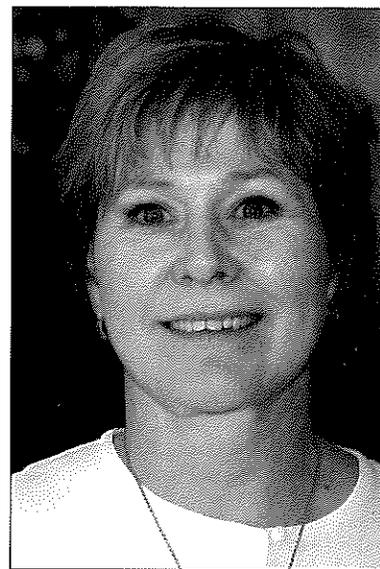
Don Gilger was honored for his activities in support of the Los Angeles earthquake victims. Don received a \$500 donation to the Salvation Army Earthquake Fund.

Gillespie School of La Jolla was installing new state-mandated outside play equipment and has offered all of their old equipment to our club for delivery to our Colonia Esperanza school in Mexico. **Zeke Knight**, **Roy Drew** and others packed and transported the equipment.

Dick Zembal, Deputy Director of U. S. Fish & Wildlife Service said there is enough open space in Southern California to accommodate both real estate developments and the retention of habitat and species. The key to doing both is through proper management of our resources. It was the role of his office to initiate and oversee the management solutions to accomplish the accommodation goal.

Chuck Dick, our Group Study Exchange leader for the upcoming trip to Belgium and Luxembourg, introduced the team of young professional people he will be taking. They demonstrated how they would be introducing knowledge of the San Diego County region to their host District 1630 of Belgium. Later on the GSE Team from Belgium-Luxembourg visited our club with a verbal and slide report on background and current status of both countries. *Bob Pieck*, Team leader of District 1630 introduced the various members on the tour.

Ann Marie Haney gave the club an update on the progress of the music program at both Muirlands Jr. High School and La Jolla High. She thanked members for their important financial support and reported that the high school band now has 60 participants. The growth is the result of Rotary support along with enthusiastic follow through by club members such as **Bob Rubel**. All members were invited to attend band concerts at Copley Symphony Hall and La Jolla High School.



Shari Galardi, 1996

Visiting Rotarians included a group of visitors from our sister club in Sasebo, Japan. *President Tsujita* extended greetings from the Sasebo Club and expressed their wish to work toward harmonious friendship and a deepening of understanding through the sister club relationship which we have enjoyed since 1986.

Dick Woltman was relieved of a \$200 fine as a result of his entrepreneurship. He has been named as Entrepreneur of the Year by the Indiana University Center for Entrepreneurship. Dick is being recognized as one of the top municipal bond underwriters in the U.S.

Fernando Bayardo was nominated (and elected) Leukemia Society's Man of the Year. This was due in no small part to the splendid support of members of our club. Fernando's efforts raised over \$2,000.

Bill Egan was recognized for the outstanding job he has done as head of our scholarship committee. Scholarships totalling \$80,000 were awarded this year by our club. The Scholarship Committee presented 45 scholarship awards (\$109,000) to students from La Jolla High School, The Bishop's School, and La Jolla Country Day. Twenty-three of the recipients from these schools shared lunch with us and received their awards.

Zeke said his final thank yous to **Vince Vano** for all his work in setting up the sister club relationship with Madria Castilla, our sister club in Madrid, Spain; to **Melitta Fleck** for her work with Child Abuse Center; to **Chris Neils** for his work with the Chamber of Commerce.

He was instrumental in the addition of 19 new members as well as four potential members "in the pipeline" as he handed over the gavel. He was one of our most energetic Rotary Presidents; an arm-twister beyond compare. We probably didn't roast him hot enough although the slide show from his baby pictures to date was a winner. If the measure of success is leaving something better than one found it, he earned his Past President's pin with oak leaves.

1994-95

David Gillig was another early bloomer in our ranks. A Bay Area California native, he graduated from Westmont College in Santa Barbara and into mutual funds and life insurance with IDS. He then joined the Santa Barbara Rehabilitation Institute in their Planned Giving area. He came to San Diego to join the Scripps Hospital staff and subsequently moved to Childrens Hospital.

Paul Bremner was presented with the "Frontiersman of the Year" award by the Salvation Army for his unending dedication and volunteerism. Paul was selected from candidates among eleven western states.

President **David** announced that our club won the \$500 prize for "Best Attendance" during the last year at District Council Meetings. **Sonja Gietz** was recognized for her successful efforts in promoting the meetings.

Man of the Year, for the Leukemia Society, **Fernando Bayardo**, was recognized for this accomplishment. As part of the recognition, Fernando's likeness appeared on 5 billboards in San Diego. Fernando has included the slogan, "Rotary, We did it together" on the billboards.

Our club ranked 10th in new membership in District 5340 last year. This was quite an accomplishment because the volume of growth is measured as a percentage of the total membership, and ours is one of the larger clubs. District 5340 is sponsoring a workshop to promote a plan to insure that at least 90% of all local children are immunized for Polio.

The La Jolla Rotary sponsored Village Bank in Nicaragua is scheduled to open this month. **Walt Dewhurst** was thanked for providing a truck to transport 60 student desks, 75 chairs and 5 teachers desks donated by the Bishop's school to the Colonia Esperanza school in Tijuana.

The Ambassadorial Scholarship Committee successfully recruited another candidate for the \$21,500 Rotary International Ambassadorial Scholarship. **Dariella Attolini** was selected for one of the four scholarships awarded in our district. **Dariella** plans to study Alternative Medicine in India.

Paul and Kathleen Bremner hosted another Rotary Information "Fireside Meeting" for new members, with their spouses and sponsors at their home. Coffee, sodas and cookies were served during the 2 hour session.

San Diego Crime Commission Board Chairman, **Peter Nunez**, believes that illegal immigration is an economic problem. If we can eliminate the incentive, we'll eliminate the problem.

Ruth Shelley, Director of the Stephen Birch Aquarium-Museum at UCSD, told us of the myriad of activities there for entertainment and

education. It had been open since late 1992 and was attracting more attention all the time.

David announced the first increase in 4 years to the lunch rate at the La Valencia - \$13.00 - effective 1/1/95.

Alan Toffler on behalf of the Riford Community Fund presented a \$4000 Grant to **Walt Hall**, Chairman of Membership of the La Jolla Recreational Council. The funds will be used to improve parks and playground equipment in La Jolla.

The Valentine Day Celebration and Fundraiser at the California Pizza Kitchen which donated an evening to the La Jolla Rotary Club raised \$5000 for local students. Nearly 200 Rotarians and their guests turned out to contribute \$30 a plate for a lavish feast of gourmet dishes and wine, contributed by the management and staff. Hearts and flowers, strolling musicians playing and singing romantic ballads, and the added bonus of valuable door prizes contributed by local merchants added to the festive mood. **Gloria Wolk** chaired the event.

David asked the Past Presidents to blow out the candle on the Birthday Cake in recognition of the 90th birthday of Rotary. Many Past Presidents were in attendance, going back to **Ken Rearwin** who was president in 1950.

David expressed his gratitude to the members who hosted the incoming District Governors from around the world: **Hermann and Trudy Zillgens**, Germany; **Yas and Alice Tana**, Japan; and **Fritz and Lynn Marston**, India.

Carlos Malamud introduced *Dr. Elizabeth Jones* from the Foundation for the Children of the Californias, sponsor of Hospital Infantil de las Californias. There are nearly 1,000,000 children living in the border region of Tijuana/San Diego who suffered from severe malnutrition, diarrhea, asthma and respiratory diseases according to Dr. Jones.

A special congratulations to **Dick Coyne** for organizing the 4-Way Speech program. This was the 3rd year out of the last four that a Rotary Club of La Jolla sponsored student has won the contest at the district level. **Bram Elias**, a Junior at LJ High won first place and a \$1,000 prize.

Amnon Ben-Yehuda, a member of Downtown Rotary is District Chairman of the "Don't Wait, Vaccinate" Committee. The National goal is to have 90% of all 2-year olds fully immunized against 9 preventable childhood diseases by 1996.

Our club distributed \$100,000 in scholarships again this year among some 30 candidates from the Bishop's School, LJ High and Country Day. The awards included 4-year scholarships as well as single payment awards. **Claudia Laird** oversaw this activity.

President **David** welcomed the Group Study Exchange Team from District 1820 in Germany. The team was in San Diego area one month and stayed in the homes of Rotarians of a number of clubs.

In May the La Jolla Rotary Club and the Tijuana-La Mesa Club celebrated the completion of the joint efforts of the two clubs to provide a school for the children of Colonia Esperanza. **Dr. John Vaughan**, Project Director, said "...we have a result of which we can be very proud."

The *Athenaeum* is a private library, founded nearly a century ago by LaJolla bibliophiles. Its Executive Director, **Erika Torri**, thanked our club for its contribution. This historic institution is an important part of the social and cultural activity of La Jolla. There are currently 1,800 members whose annual membership fees go toward supporting the many programs of the library. It is open to the public.

J. J. Nichting has been with the RYLA Program for 7 years. For the last 5 he has been Alumni coordinator. Out of the 260 High School Juniors that attend the camp 10 are selected to assist in setting up the next camp. These students select the theme, the colors, give many skits, etc. The excitement with which these students leave the camp is terrific. He encouraged any member of the club who is young at heart to get involved in the RYLA experience. It would confirm your confidence in our leaders of tomorrow.

Zeke Knight organized a dilly for **David Gillig's** Demotion Party. It was pretty well agreed that **David** was about the coolest president who'd come along for a long time. His suaveness was enviable and he was a mean man at a board meeting. His year was notable for progress that happened without seeming to happen.

1995-96

Melitta Fleck ascended to the role of president in July of 1995 and wielded the gavel with authority. Born in West Germany, her family emigrated to the Los Angeles in 1955 where she graduated from Mount Saint

Mary's College. This was followed by an MA in Industrial Psychology from San Diego State and a JD from Hastings School of Law. She joined Gray, Cary on graduation and has been with them ever since practicing estate planning law. Her husband, David Charles, is also an attorney.

District Governor **Ron Brown**, presented a well-deserved award to **Chuck Dick** for his outstanding service in the Group Study Exchange Program. Congratulations to **Sonja Gietz** for her efforts in securing the District Council Attendance award for our club. This is the second year in a row that Sonja has brought home the \$500 award.

Ambassadorial Scholar, **Josh Brown**, recently returned from his year of studies in Scotland. He presented the club with nine banners from various Rotary Clubs he visited while abroad. His short speech in Scotch brogue was a gem.

Our club established a new scholarship to be known as the Presidential Scholarship Award. This year's response from the membership to our request for contributions was most generous.

The "Summer Supper Get-to-gether" for all La Jolla Rotarians and their spouses or significant others, held at the Windemere Clubhouse, was a huge success with a great turnout.

Professor **Chalmers Johnson**, President of the Japan Policy Research Institute's topic was - "Why is Japan the richest nation now?" His impressive background confirmed his qualifications to tell us why. He saw Japan and China as the only national security risks to the U. S. following the end of the "Cold War".

Past President **Zeke Knight** was chastised for the "media blitz" he created with the Summer Bridge Program at the Bishop's School. The three year old program provides exposure to the private school campus for disadvantaged students throughout the city. Three of the local papers and Channel 10 NEWS deemed the program newsworthy.

A note was read from **Jay Tarvin**, Principal of La Jolla High School, who expressed his thanks for the generosity and support our club and the **Florence Riford La Jolla Community Fund** has provided La Jolla High School. "La Jolla Rotary can be proud of its long standing tradition of community involvement and service. Please consider the band in the red jackets as kind of a private music corporation - Rotary born and bred".

Herman Zillgens introduced **Al Williams**, a former US Consul General who stated that the environment does not stop at the border and believes that we must work together to "think regionally" in order to overcome the prejudices and reach our full potential as sister cities in one economic zone. Questions asking why the Mexican government wasn't taking more responsibility for illegal immigration were not welcomed by the speaker.

John Brice introduced Ms. **Dale Steele**, Executive Director of Promote La Jolla, Inc. which is the administrator for the La Jolla Business Improvement District, a public organization administering public funds. The organization sees La Jolla as the "greatest mall of them all - with a great mix of businesses, no roof and the ocean."

Mr. Seiichiro Noboru, Counsel General of Japan and **Dr. Randy Phillips**, Honorary Counsel General for Japan in San Diego spoke on the topic "Economic and Trade Relations Between the U.S. and Japan". Question and answer period following about Japan opening its markets to U. S. goods got a little warm.

District Governor **Stephen R. Brown** congratulated our club as one of the "crown jewels of the district". "It was a pleasure to accompany members of the Rotary Club of La Jolla to the 45th anniversary celebration of the Rotary Club of Sasebo". I am certain we can all be proud of this fine delegation of 10 which was comprised of Rotarians and spouses. He was thankful for **Yas Tana's** guidance, insight, and train maps and was generous enough to offer his assistance in our reciprocity next year.

1st District Councilman **Harry Mathis**, a member of the Golden Triangle Rotary Club, shared thoughts on his participation in a reciprocal trade delegation to the Moscow Region of Russia.

Neil Morgan, Associate Editor of the *San Diego Union Tribune* had as his topic "San Diego Options". He shared 10 concise points with regard to San Diego's position in the country and concluded by stressing the many areas in which San Diego ranks high and the few areas of which we are ashamed.

Dr. Irwin Jacobs, Chairman/CEO of Qualcomm, Inc. told us about Wireless Communications, Qualcomm and San Diego.

Dr. William McGill is former Chancellor UCSD and President

Emeritus of Columbia University. His topic: "Things are not always what they seem." Dr. McGill survived the turbulent 60's as Columbia's Chief Executive and admitted that he returned to UCSD with great relief.

Dr. Paul Ondarza, Professor of Biology at the National Autonomous University in Mexico spoke on the degradation of the natural environment with the final admonition - "Think globally, but act locally" in the use of the resources of our planet and not allow the degradation of the environment to continue.

Chanda Gibson, a Rotary Ambassadorial Scholar to Zimbabwe, presented her story. It was said of Chanda, "She went to Zimbabwe to make a difference, not to sight-see". In 40 short minutes, we got a glimpse of what the Ambassadorial Scholarship program can do.

A note was read from **Christine Brady Kosco** at Colonia Esperanza School in Tijuana thanking us for the many Christmas gifts. These are the only gifts they received for their 250 students.

YMCA Director, **Sam Wurtzbacher** thanked our members for their many years of support to the "Y", both as board members and donors. The La Jolla "Y" serves over 18,000 with more than 180 programs at its Cliffridge and Firehouse locations.

Bob Schroeder gave a very SPECIAL award to our "marathon runners", **Walt Adams, Bob Slusser and Alvin Haynes** for their weekly contributions to our meetings.

Dr. Tom Hope was a research scientist at the Salk Institute who was studying the structure and function of the REV protein in the HIV virus. He said that there were 750,000 - 1 million people in the U. S. who were infected with the HIV virus. AIDS was now the #1 cause of death in Americans aged 18-44. There were places in the world where one-half of the population had the HIV virus.

Gloria Wolk presented 3 directors of the La Jolla Playhouse - **Patti Saraniero, Josh Ellis and Sidney Baker**. La Jolla Rotary supported the theater's new Education Center with a grant from the Florence Riford La Jolla Community Fund. The Playhouse was started in 1947 and celebrates its 50th anniversary next year. The Mandel Weiss Theater was built in 1982 and will celebrate its 15th anniversary as well.

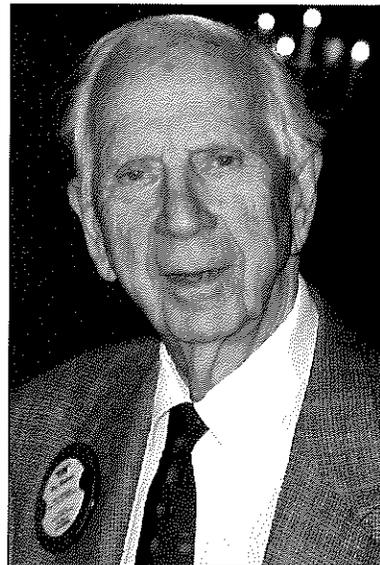
Past President **David Weston** advised that a total of 67 scholarships were awarded to graduates of the three La Jolla high schools in 1995 - 41 Florence Rifords and 26 La Jolla Rotary Club Foundation. About \$100,000 from the two funds were distributed.

Past President **Jim Triolo** pitched *The Permanent Fund*. He is on the Board of Directors of the Rotary International Permanent Fund - an endowment fund. RI is looking for 50,000 persons as benefactors. The initial goal is \$25 Million. The La Jolla Rotary Club already has 7 Benefactors who are all members of the Board of Directors. The Club is looking for 43 more members to become benefactors. The concept is to give money now in a will or as a beneficiary of a life insurance policy. Rotary International Foundation Paul Harris monies have been rotated in and out on a three year basis to provide for those programs. The Permanent Fund is to add more stability to Rotary's programs of international understanding and aid.

President Melitta Fleck was demoted in a very dignified manner befitting the way she led our club during her year as chief executive. As our first female president in what is still a predominantly male group, her management was under heavy scrutiny. She did just fine.

1996-97

Ed Danenhauer put on a new hat and started the first meeting of his term. He is a second-time-rounder at La Jolla Rotary who got his start



Rim Madsen, 1957

in rural Arizona. Graduating from the University of Arizona in Accounting and Hastings School of Law as a JD, he found himself in San Diego as a naval officer in the JAG office. It was there that he first encountered **Chuck Dick** and **Bob Teaff**, who were in the same command. After navy, he joined Ernst & Ernst here and became a partner prior to his becoming an independent CPA in 1987.

President **Ed** had the assistance of Past President **Ken Rearwin**, the sole remaining charter member of our club, at that first meeting. **Burton Housman** made a pitch for **Jim Triolo's** latest Rotary cause, the Rotary Benefactor Program, designed to catch bequests for the *Rotary Foundation Permanent Fund*. **Gene Foster** was recognized for creating the emblem for our club's 50th Year Celebration. An encore visit from the "Canine Companions for Independence" people featured Oceanside Rotarian **Judi Pierson**. They have moved to bigger quarters in Oceanside and are training 1/3 of all this organization's national output.

Marshall Fritz revealed that the current problems in our public school system stem from the Protestant Clergy in the eighteenth century. They were afraid that the Roman Catholic European immigrants and their parochial schools would overwhelm the Protestant ethic by sheer numbers. To forestall this they urged creation of a public, non-religious system where moral absolutes, taught in private and parochial schools, have become relative.

In the first step of his later departure for North Carolina, Past President **Jim Kendrick** introduced his successor as President of the La Jolla Rotary Foundation, **John Turner**. **Jim** was commended for his long and effective work on the foundation board. On "casual day" it was noted that **Henry Branstetter** wore a sport shirt to the meeting for the first time in 28 years. The build up to the *\$\$\$\$ FOR SCHOLARS SUPER AUCTION EXTRAVAGANZA* in October was already well under way in July under Past President **Zeke Knight** and his Club 21 committee.

Scripps Health agreed to support \$3,000 of the cost of the *50 Year History of La Jolla Rotary* being authored by Past Presidents **Bob Herrick** and **Howard Rowe**, **Henry Branstetter** and several other members.

Past President **Melita Fleck's** appeal for matching contributions toward *Paul Harris Fellowships* collected \$9,910, far exceeding its \$3,000 goal. Another La Jolla Rotary over achievement.

On October 19, the 50th Anniversary *DOLLARS FOR SCHOLARS SUPER AUCTION EXTRAVAGANZA* exploded with brilliance at the Sheraton Grande Torrey Pines. This was the culmination of months of hard work by **Zeke Knight** and his crew of dedicated *Club 21* slaves. It was class all the way with great auction items, fine food and drink, great dance music and short speeches. It was, without question, *the best event of its kind ever produced by La Jolla Rotary*. The net proceeds of over \$70,000 went to the La Jolla Rotary Foundation Scholarship Fund. Over 400 La Jolla Rotarians and guests attended.

Alan Toffler announced \$2,400 in grants from the *Florence Riford La Jolla Community Fund* to The Athenaeum and La Jolla Historical Society.

Dr. Alice Hayes, President of the University of San Diego filled us in on the background of that institution and reported that it is a high quality university devoid of quotas and federal intervention. She said her toughest job was finding faculty that measured up to their standards for the amount they could afford. She was just off the plane from an overseas meeting and delivered an excellent talk without a note despite her jet lag. We admire anyone who can do that.

Bill Kolender appeared before us again, this time as Sheriff of San Diego County. He noted that the illegal border crossings have increased from 5,000 per year to 2,000 per day. Illegals make up a large share of jail and prison inmates. He observed that the "three strikes law" is working to reduce the crime rate, albeit slowly. The best remedy, according to the Sheriff Bill, is the promotion of family values.

La Jolla High School Foundation reported that 92% of the 1996 graduating class was enrolled at the college level by Graduation Day. Of the 38 National Merit Semi-Finalists throughout the San Diego Unified system, 17 were La Jolla High Seniors. This is an incredible record for a public high school operating in one of the nation's largest public school systems. It shows that excellence is possible within the public education system but parents, teachers and administration must combine to make it happen.

Board of Supervisors Chairman **Ron Roberts** discussed the \$2.3 Billion operation that is our county. He noted that the new county administrator had been drawn from the business community and appeared to be

very effective with a slightly different approach to management from his predecessors. Ron advocated moving money from programs that have shown themselves ineffective to those others that are working.

News of **Quinn Hornaday's** death at 89 brought sadness at his passing but happy memories of his frequent stories, the telling of which produced many fines of significant amounts. He gladly shelled out for the privilege of sharing some glee with fellow Rotarians. With **Sid Leopold** and **Cliff Graves** in attendance, we never lacked for a laugh.

Our account of the 1996-97 year terminates at the turn of the year because of publishing deadlines. We recommend, however, that President **Ed** be stripped of his hat and demoted bare headed for all to see what he's been hiding this year. His record to date presages a fine 50th year with him at the helm. We thank him for his cooperation and encouragement in bringing this book to life.

AFTERTHOUGHTS

At this point in time, the Rotary Club of La Jolla, California, USA, District 5340, is one of 28,134 Rotary Clubs worldwide. We count 145 of the 1,206,112 Rotarians as our own. Of those, 86 are Active or Additional Active; 51 are Senior Active, and 8 are Honorary. In effect, the club has been rebuilt three times when several members left to help form Torrey Pines, La Jolla Sunrise and La Jolla Golden Triangle Rotary Clubs, all of which we sponsored.

There are 150 polio free countries and 2,200 village corps have been established in 47 countries. Our club has contributed about \$515,000 to the Rotary International Foundation since its inception. Several members have put Rotary into their wills or made it a life insurance beneficiary. Rotary is a very real force for good in the world today. Our club has done more than its share in making this happen.

Our club's own foundation has assets of \$1,188,000 in the Scholarship Fund and \$35,000 in the Avenues of Service fund. Club operating account balance is \$34,000. Another \$500,000 is held by the San Diego Foundation, the income from which feeds into our scholarship fund every year. We have done well and been managed prudently. We also control the distributions from the *Florence Riford La Jolla Community Fund*.

One cannot help but admire this Rotary Club, its growth over the years and its evolution within Rotary International's structure. There have not been many who merely came for lunch. Indeed, if we were to list the names of all who had contributed to the life and growth of our club, this would be the size of *Webster's Unabridged Dictionary*.

To those whose favorite accomplishment has gone unrecognized here, be assured that you were just as important in the work and play of the club as anyone mentioned. Many of the older members who don't seem to do more than write checks these days were pillars of strength in the past. Just showing up makes a difference. Many of you will be the bold print in the next book about our club.

It is inherent in many institutions that as they age, they wither. This is true of once vigorous Rotary Clubs in the Rust Belt and elsewhere. An aging group often does not bother to recruit its replacements and thereby loses its vitality. The La Jolla club is blessed that it is in a community that is loaded with educated, curious, interesting and talented people. Its size at 145 is small enough to know one another but large enough to comprise a critical mass in getting things done. The members have attracted outstanding programs over the years, some of which have been noted above. We have never stopped replenishing our turnover which normally is about 10% per year.

Rotary is still unique in its potential as a positive influence on the world affairs of today and in training the world leaders of tomorrow. We can all be proud to wear the Rotary Wheel.

Our Appreciation to:

Bob Herrick, Writer/Editor

Henry Branstetter, Writer/Editor

Howard Rowe, Writer/Editor

La Jolla Historical Society

La Valencia Hotel

*Photographer,
Bill Cowperthwaite*

*Photomation West Company
(printing)*

ROTARY CLUB OF LA JOLLA OFFICERS AND DIRECTORS

Rotary Year:	1947	1947-48	1948-49
President	Gordon L. Gray	Otto J. Bradshaw	Kenneth A. Glazebrook
Vice President	Otto J. Bradshaw		Kenneth R. Rearwin
Secretary	Kenneth A. Glazebrook	Kenneth A. Glazebrook	Emery W. Armacost
Treasurer			Paul D. Spillane
Directors		Gordon L. Gray Kenneth R. Rearwin Fred E. Winship	Otto J. Bradshaw Gordon L. Gray Richard P. Irwin Fred E. Winship
Rotary Year:	1949-50	1950-51	1951-52
President	Kenneth R. Rearwin	Emery W. Armacost	Paul D. Spillane
Vice President	Paul D. Spillane	Richard P. Irwin	Howard M. Rowe
Secretary	Howard M. Rowe	Fred C. Knight	Fred C. Knight
Treasurer	Emery W. Armacost	Howard M. Rowe	Hugh P. Waldman
Directors	Robert H. Brantley Kenneth A. Glazebrook Richard P. Irwin John F. Jopling	Frank A. Kamp A. Boyd Pixley Kenneth R. Rearwin Hugh P. Waldman	Emery W. Armacost Frank A. Kamp Wallie C. McKay
Rotary Year:	1952-53	1953-54	1954-55
President	Howard M. Rowe	Hugh P. Waldman	Robert H. Brantley
Vice President	Hugh P. Waldman	Robert H. Brantley	Walter A. Dewhurst
Secretary	Fred C. Knight	Fred C. Knight	Fred C. Knight
Treasurer	Robert H. Brantley	Max Schmidt	Max Schmidt
Directors	Walter A. Dewhurst D. Cameron McDonald Paul D. Spillane	Jabez Bostwick Walter A. Dewhurst Roy M. Drew Robert Y. Hand Howard M. Rowe	Luther Barber, Jr. Roy M. Drew Robert Y. Hand Hugh P. Waldman Arthur E. Zerbe
Rotary Year:	1955-56	1956-57	1957-58
President	Walter A. Dewhurst	Robert Y. Hand	Fred C. Knight
Vice President	Fred C. Knight	John J. Wells	Gene R. Schniepp
Secretary	Gene R. Schniepp	Gene R. Schniepp	Robert M. Boughton
Treasurer	Max Schmidt	Donald V. McCallum	Normand W. Des Champs
Directors	Robert H. Brantley Robert Y. Hand Eugene A. Johnson D. Cameron McDonald John J. Wells	Robert M. Boughton Normand W. Des Champs Walter A. Dewhurst T. Ray Stuard	Robert Y. Hand Edgar L. Pickett John W. Thiele Charles W. Tischoff C. Wynn Warwick
Rotary Year:	1958-59	1959-60	1960-61
President	Gene R. Schniepp	Robert M. Boughton	D. Cameron McDonald
Vice President	Robert M. Boughton	D. Cameron McDonald	Charles W. Tischoff
Secretary	Charles W. Tischoff	Charles W. Tischoff	Athos E. Sada
Treasurer	D. Cameron McDonald	Marion S. Karrh	Marion S. Karrh
Directors	Marion S. Karrh Fred C. Knight Solon Palmer, Jr. Edgar L. Pickett Sibley T. Sellew	Russell D. Fielder Arthur E. Jarl Solon Palmer, Jr. Gene R. Schniepp C. Wynn Warwick	Emery W. Armacost Robert M. Boughton Russell D. Fielder Thomas Fleming, Jr. Robert E. Jackson Solon Palmer, Jr.

Rotary Year:	1961-62	1962-63	1963-64
President Vice President Secretary Treasurer Directors	Charles W. Tischoff Marion S. Karrh Thomas Fleming, Jr. Athos E. Sada Emery W. Armacost Russell D. Fielder J. Robert Hafstrom Robert E. Jackson D. Cameron McDonald Sibley T. Sellew	Athos E. Sada Marion S. Karrh J. Robert Hafstrom Oliver Gill Emery W. Armacost Russell D. Fielder D. Cameron McDonald John C. Stoddart Charles W. Tischoff	Marion S. Karrh J. Robert Hafstrom Karl M. ZoBell John C. Stoddart Oliver Gill Orville M. Graves, Jr. M. Robert Herrick Russell McEwen Athos E. Sada
Rotary Year:	1964-65	1965-66	1966-67
President Vice President Secretary Treasurer	Karl M. ZoBell John C. Stoddart Charles O. Robison Richard Slaten M. Robert Herrick Marion S. Karrh Russell McEwen Billie Meadows Tom Watson	Charles O. Robison M. Robert Herrick Richard Slaten King Quon Jack Clark Paul Ellingsen Robert M. Stader Tom Watson Karl M. ZoBell	M. Robert Herrick Tom Watson Jack Clark James Smathers Robert H. Brantley Fred M. Coots Paul Ellingsen Russell D. Fielder Everett Stunz
Rotary Year:	1967-68	1968-69	1969-70
President President Elect Secretary Treasurer Directors	Tom Watson Everett Stunz Russell D. Fielder James Smathers Paul Bremner Jack Clark Paul Ellingsen Robert M. Stader M. Robert Herrick	Everett Stunz Robert M. Stader Russell D. Fielder Jack Clark Paul Bremner Ben Hogan Raymond W. Howard Robert Sheeran Tom Watson	Robert M. Stader Raymond W. Howard Russell D. Fielder Paul Bremner Dean Gilliland Lawrence Grove Harold J. Kitchen Richard Mansfield Everett Stunz
Rotary Year:	1970-71	1971-72	1972-73
President President Elect Secretary Treasurer Directors	Raymond W. Howard Paul Bremner Russell D. Fielder Dean Gilliland Eugene Cook Clifford L. Graves F. Lyle W. Hansen Arthur Wood Robert M. Stader	Paul Bremner Clifford L. Graves Russell D. Fielder Robert H. Cleary Percy T. Allen Daniel Harlan Richarn M. Holmgren, Jr. Courtney Nelson C. Dee Simpson	Clifford L. Graves Percy T. Allen Russell D. Fielder Courtney Nelson Robert J. Cleary Ludwig C. Graf Dan R. Henrickson Clarke Herring Richarn M. Holmgren, Jr.
Rotary Year:	1973-74	1974-75	1975-76
President President Elect Secretary Treasurer Directors	Percy T. Allen Virgil J. Watters Russell D. Fielder Clarke Herring William E. Beamer Ludwig C. Graf Daniel Moriarity Gordon W. Moser James A. Ross	Virgil J. Watters William E. Beamer James Moir George U. Shepperd Percy T. Allen Russell D. Fielder Clarke Herring Roy I. Madsen R. Dennis Richter James A. Ross Edward M. Stringer	William E. Beamer James Moir Roy I. Madsen Garet B. Clark Walter F. Deming Donald R. Fox Arthur T. Greek Alan B. Lord George U. Shepperd James S. Triolo Virgil J. Watters

Rotary Year:	1976-77	1977-78	1978-79
President	James Moir	Donald R. Fox	Roy I. Madsen
President Elect	Donald R. Fox	Roy I. Madsen	Garet B. Clark
Secretary	Walter F. Deming	Walter F. Deming	Ian Gardner-Smith
Treasurer	Garet B. Clark	Robert J. Cleary	Robert J. Cleary
Directors	William E. Beamer	John W. Brown	Ian W. Anderson
	Arthur T. Greek	Garet B. Clark	John W. Brown
	Roy I. Madsen	Ian Gardner-Smith	Chrostopher T. Calkins
	Chester W. Niebrugge	Michael E. Layon	Donald R. Fox
	Fred M. Scott, Jr.	James Moi	rMichael E. Layon
	George U. Shepperd	John A. Prior, Jr.	Alan R. Toffler
	James S. Triolo	James S. Triolo	J. Berk Walters
Rotary Year:	1979-80	1980-81	1981-82
President	Garet B. Clark	James S. Triolo	Robert J. Cleary
President Elect	James S. Triolo	Robert J. Cleary	Ian W. Anderson
Secretary	J. Berk Walters	J. Berk Walters	J. Berk Walters
Treasurer	Robert E. Douglas	Robert E. Douglas	Edwin H. Danenhauer
Directors	Ian W. Anderson	Ian W. Anderson	John W. Brown
	John W. Brown	Garet B. Clark	Thomas T. Creamer
	Edwin H. Danenhauer	Robert R. Jackson	Arthur T. Greek
	Robert R. Jackson	John A. Prior, Jr.	Pieter Speyer
	Michael E. Layon	Pieter Speyer	Alan R. Toffler
	William C. Meanley	John C. Turner	John C. Turner
		Robert W. Warwick	
Rotary Year:	1982-83	1983-84	1984-85
President	Ian W. Anderson	J. Berk Walters	Pieter Speyer
President Elect	J. Berk Walters	Pieter Speyer	Alan R. Toffler
Secretary	Ray R. Fowler	Ray R. Fowler	Charles D. Burges
Treasurer	Edwin H. Danenhauer	Arthur J. Damschen	ohn Hughes
Directors	Robert J. Cleary	W. Anderson	Clair E. Berry
	Arthur J. Damschen	Charles D. Burges	John Cornwell
	Thomas R. Elms	Thomas R. Elms	Roy M. Drew
	Pieter Speyer	James G. Kendrick	Thomas R. Elms
	Paul S. Thronburg	Douglas M. McKnight	James G. Kendrick
	Alan R. Toffler	John W. Phillips	James L. Lundy
		David Weston	Douglas M. McKnight
			J. Berk Walters
Rotary Year:	1985-86	1986-87	1987-88
President	Alan R. Toffler	Roy M. Drew	Charles D. Burges
President Elect	Roy M. Drew	Charles D. Burges	James G. Kendrick
Secretary	Charles D. Burges	Charles H. Dick, Jr.	Charles H. Dick, Jr.
Treasurer	John W. Phillips	Toby Fuller	William F. Kneib
	Clair E. Berry	Robert T. Berg	Clair E. Berry
	Earl E. Bush	Earl E. Bush	Richard J. Coyne
	John Cornwell	Richard Chapel	Roy M. Drew
	Charles H. Dick, Jr.	Alvin O. Haynes	Jack Graves
	Richard Freeman	Jon Roger Hocking	Alvin O. Haynes
	James G. Kendrick	Ronald A. Spelman	Jon Roger Hocking
	Pieter Speyer	Alan R. Toffler	James G. Tapp
Rotary Year:	1988-89	1989-90	1990-91
President	James G. Kendrick	Charles H. Dick, Jr.	James G. Tapp
President Elect	Charles H. Dick, Jr.	James G. Tapp	David Weston
Secretary	David Weston	David Weston	Robert T. Berg
Treasurer	James G. Tapp	Colin D. For	tColin D. Fort
Directors	John W. Brown	Robert T. Berg	Richard J. Coyne
	Charles D. Burges	William T. Egan	Charles H. Dick, Jr.
	Jonathan Goetze	Ira R. Katz	David B.Gillig
	Roy P. Graf	James G. Kendrick	Gordon R. Knight
	John Kerman	Gordon R. Knight	Robert Rubel
	Craig Schniepp	John H. Vaughan	John H. Vaughan
	William Vaught	Lee Vida	Jack Wyss

Rotary Year:	1991-92	1992-93	1993-94
President	David Weston	Clair E. Berry	Gordon R. Knight
President Elect	Clair E. Berry	Gordon R. Knight	David B. Gillig
Secretary	David B. Gillig	David B. Gillig	Milford Phillips
Treasurer	Milford Phillips	Milford Phillips	Edwin H. Danenhauer
Directors	Henry Branstetter	Thomas Adkins	Clair E. Berry
	Robert B. Fehlman	Henry Branstetter	Henry Branstetter
	Gordon R. Knight	Melitta Fleck	Robert B. Fehlman
	Robert Rubel	Robert Rubel	Melitta Fleck
	Judy Sherwood	Judy Sherwood	Orrin L. Gabsch
	James G. Tapp	Ray Vellinga	Burton Housman
	Ray Vellinga	David Weston	Douglas M. McKnight

Rotary Year:	1994-95	1995-96	1996-97
President	David B. Gillig	Melitta Fleck	Edwin H. Danenhauer
President Elect	Melitta Fleck	Edwin H. Danenhauer	Robert B. Fehlman
Secretary	Robert Rubel	Robert Rubel	Sonja Gietz-Kijora
Treasurer	Edwin H. Danenhauer	Mark E. Leinenweber	Mark E. Leinenweber
Directors	Henry Branstetter	David E. Brockett	David K. Cupp
	Orrin L. Gabsch	David K. Cupp	Dennis Dorman
	Elizabeth B. Haas	Dennis Dorman	Melitta Fleck
	Kathe Hewitt	John Geddes	David B. Goodell
	Joseph D. McGoldrick	David B. Gillig	Claudia T. Laird
	Robert A. Schroeder	Richard Woltman	Frederick Marston
			Robert Rubel

Rotary Year:	1997-98
President	Robert B. Fehlman
President Elect	Sonja Gietz-Kijora
Secretary	John W. Brown
Treasurer	Marc Lanci
Directors	Bill Burch
	Edwin H. Danenhauer
	David B. Goodell
	Carolyn Kley
	Carlos Malamud
	Frederick Marston
	Wayne V. Woods

**ROTARY CLUB OF LA JOLLA
P.O. Box 525, La Jolla, California 92038**