

# The Tattler

## Rotary Club of La Mesa

Volume 2019-20, No.313 Meeting Date: 1/27/21

Wednesday's @ 12:30pm Via

ZOOM<https://us02web.zoom.us/j/618141217>

Meeting ID: 618 141 217



[www.LaMesaRotary.org](http://www.LaMesaRotary.org)

### AMY BASSETT

#### JUDITH A BASSETT CANID EDUCATION & CONSERVATION CENTER

Healing animals and humans through conservation! It has been said that dogs are man's best friend. This is a sentiment that anyone who has ever shared their life with one of these lovable canids would certainly agree. My husband and I have spent all our lives around these remarkable animals. The creation of the JAB Canid Education and Conservation Center is our way to try to give back to these animals some of the love they have given us. The center is dedicated specifically to canids. The canid family consists of both wolf/dog like animals (Canines) and fox like animals (Vulpines). The center is home to the famous Russian domesticated foxes and is focusing on the rescue and conservation of Primitive Dogs (New Guinea Singing Dogs and Dingoes), Coyotes, foxes, and wolf-dogs. We partner with canine shelters, rescues, and animal assisted therapy organizations, as well as experts in anthropology, genetics and canine cognition.

It is the only center that has primitive dogs (like the NGSD) and the Russian domesticated foxes – two animals that are key to understanding how animals have become domesticated. This research is offering new insights into human social disorders.

*Evidence Based Animal Assisted Therapy Programs.* We will utilize different types of canids to provide programs to individuals with conditions where healing with animals has been shown to improve a disease state or condition. Many of these animals will be rescued from shelters, through our collaborations with these organizations, which will give them an opportunity to help themselves by helping people.

#### Lunch Time Service Opportunities

##### January 27, 2021

Pledge	Bill Ashman
Thought	Guy Elam
4-Way	Jack Dargitz

##### February 3, 2021

Pledge	Nathan Oestreich
Thought	Jay Thompson
4-Way	Dale Bailey

##### February 10, 2021

Pledge	Guy Elam
Thought	Mark Matthews
4-Way	Bill Ashman

##### February 17, 2021

Pledge	
Thought	Rose Hurst
4-Way	

**If you cannot perform  
your assigned duty,  
please arrange for a  
replacement.**

## Important Dates:

- Jan 27<sup>th</sup> Club Meeting on ZOOM – 12:30pm  
Guest Speaker: Fox Encounter
- Feb 2<sup>nd</sup> La Mesa Rotary Board of Directors Meeting 6:00 pm
- Feb 3<sup>rd</sup> Club Meeting on ZOOM – 12:30pm  
Guest Speaker: 4-Way Test Speech Contest
- Feb 10<sup>th</sup> Club Meeting on ZOOM – 12:30pm  
Guest Speaker: Valentine's Day Dating Game
- Feb 17<sup>th</sup> Club Meeting on ZOOM – 12:30pm  
Guest Speaker: District Instrumental Music Competition

## La Mesa Rotary Board of Directors Meeting

Tuesday, February 2<sup>nd</sup>  
6:00 pm via ZOOM

If you have anything to add to the agenda please email me so I can add it to the agenda. Scott

### Join Zoom Meeting

<https://us02web.zoom.us/j/618141217>

Meeting ID: 618 141 217

Participant ID: 366111

Password: 008757

Chartered  
1925

# 4-Way Test Speech Contest

## Wednesday February 3<sup>rd</sup>

### 4 -WAY TEST SPEECH CONTEST INFORMATION

#### **Rules of the speech:**

**Subject:** Apply the 4 Way Test to any topic:  
Is it the Truth? Is it Fair to all concerned? Will it build  
Goodwill and better friendships? Will it be Beneficial  
to all concerned?

**Delivery:** Notes will be permitted at the club and sub-  
regional level but will be limited to only one 3x5 card  
at the regional finals. No notes will be permitted at the  
District Finals.

**Length of Speech:** The speech should not be less  
than 5 minutes nor more than 7 minutes in length.  
Penalty points will be assessed if the speech length is  
outside these limits.

**Speech Content:** The speech given by each  
contestant must be original in it show clearly the  
practical application of the Rotary 4 Way Test to the  
subject of the speech and the lives of the age group of  
the contestants where applicable. The speech should  
also address either the motto of Rotary: "Service above  
Self" or the Rotary theme of the year. For 2020-2021  
the theme is: "Rotary Opens Opportunities"!

Visit the La Mesa Rotary online! [www.LaMesaRotary.org](http://www.LaMesaRotary.org)  
Or find us on Facebook! Just search for La Mesa Rotary.

La Mesa Rotary TATTLER Editor: Scott Elam  
[elamshallmark@cox.net](mailto:elamshallmark@cox.net)

### La Mesa Rotary 2020-21 Board of Directors

President:  
Scott Elam

President Elect:  
Sue Richardson

Past President:  
Jack Dargitz

Secretary:  
Kathy Olsen

Treasurer:  
Ron Morell

2019-21 Directors:  
Courtney Patterson  
Jen Flynn

2020-22 Directors:  
Dale Bailey  
Mark Matthews  
Becki Schwartz

Foundation Chair  
Bill Ashman

New Generations:  
Rose Hurst

Speakers Chair:  
Bill Ashman

Membership:  
Jen Flynn  
Marsha Starr

Social Chair:  
Marsha Darling  
Dolly Juntilla





## THE FACE OF GREETING CARDS & MORE

### Your Neighborhood Gift Store

#### Elam's Hallmark | Guy & Mary Elam, Christie, Scott and Joni

Elam's Hallmark's mission is to put more care into the world, one card at a time. The family-owned business has a long history in San Diego. Guy and Mary Elam started it back in 1979, with the help of their kids, Christie, Scott and Joni. Since then, they have managed to take a national brand and create a local staple in the community.

Elam's nine locations, three of which are in North County, have a wide variety of products including greeting cards, licensed property and collectibles, like Star Wars and Harry Potter products, fashion and jewelry, gifts for men and women, a babies & toddlers section, home décor and more.

"That's what sets us apart. It's not just your greeting cards and your gift wrap anymore. It's a hallmark store, but people will come in and they're shocked at the breadth of the product that we carry," Scott Elam said.

"We try to get in new product every week. People can come in the store once a week and they will see something new and different every time." Elam's prides itself on providing affordable and high-quality products in a warm and friendly atmosphere that is here for the community.

"The biggest thing about us is that we employ your neighbors and friends," Scott said. "It's surprising how many people have either worked for Elam's or know somebody that has worked for Elam's in San Diego because we've been doing this for 45 years."

Now, more than ever, Elam's wants to help people build relationships and put more care into the world. "The amount of cards that we're selling that are just 'thinking of you' care cards have really grown," Scott said. "There's a new line called Just Because, and it's surprising how much the community seems to love it with people coming in and just wanting to give encouragement and support to the people around them." With Valentine's Day just around the corner, Elam's is the go-to shop for the perfect Valentine's Day gift or greeting card.

Customers can also donate to Elam's Hearts for CF, their annual Valentine's Day fundraising initiative that raises money for Cystic Fibrosis. In the last 8 years, Elam's has raised over \$100,000 for the cause. "We're local. We partner with local charities and organizations. We've been in these communities for such a long time and we like to encourage people to shop local and shop small. Help support your local business, and right now, we need that more than anything," Scott said.

To learn more about Elam's Hallmark or to find a store near you, visit

[www.ElamsHallmark.com/](http://www.ElamsHallmark.com/)