History of The East County Californian

The East County Californian has been the hometown newspaper of the eastern region of San Diego since 1892. The East County community has grown up reading us, delivered our papers, interned for us and were covered in our high school sports section. We have a rich history in our community and still today drive a strong, loyal readership of over 71,000 readers weekly. We have been committed to delivering hyper-local news coverage for over 120 years serving the communities of Spring Valley, Lemon Grove, El Cajon, La Mesa, Santee and Lakeside.

The Californian started out publishing monthly and became the Daily Californian publishing six days a week until 1999. In 2000, Jay Harn, the owner of The Alpine Sun and the Forum newspapers purchased the Californian name. He then began publishing The East County Californian on a weekly basis. In 2003, CommunityMedia Corp purchased the paper and have continued weekly publication since that time.

The East County Californian publishes every Thursday and offers the best local news coverage and distribution available with a circulation of 32,500 copies delivered weekly. We are the only home delivered weekly community newspaper reaching 17,000 homes in addition to 15,500 bulk dropped into 225 high traffic locations.
Important Dates:

- Apr 18th  The East County Californian Editor Mary York
- Apr 20th  RYLA Youth Conference
- Apr 25th  Helix Water District
- Apr 28th  Rotarians At Work Day
- May 1st  Board of Directors Meeting – 5:30pm
- May 4-5  District Conference – Knotts Berry Farm Hotel
- May 9th  Lambert Awards – La Mesa / Spring Valley Teachers & Students
- May 16th  District Attorney Summer Stephan

Prospective New Member:
Terrence Young

Terrence Young is the Vice President of Dry Express Restoration. He has dedicated his time and efforts to strengthening the excellent of Dry Express Restoration with his experience in contents restoration, environmental remediation (asbestos and mold) and structural repairs related to fire, water and insurance related damages in the residential and commercial locations. His area of focus consists of estimating water, mold, fire, and trauma damage restoration along with reconstruction projects. His role as the VP of Dry Express Restoration is to ensure the well-being and safety of all customers and staff. He is tasked with the role of developing staff by ensuring full understanding of assigned projects along with promoting growth opportunities for all staff members. By actively participating in staff meetings, offering ideas, insights and recommendations on staffing, client service, new business and other topics that ultimately impact the overall quality of Dry Express Restoration, Terrence’s eye for detail has allowed him to propel in the San Diego market area.
What Is RYLA?

Rotary Youth Leadership Awards (RYLA) is a program that originated with Rotary International and has subsequently been specifically designed by Rotary District 5340 for students in San Diego and Imperial Counties. RYLA is held at Idyllwild Pines Camp in Idyllwild, California. RYLA encourages servant leadership in youth by recognizing and rewarding deserving 11th grade students who are chosen to attend RYLA as an "award" for their past and present leadership and service activities. These select young people attend an all-expense-paid camp where they are inspired by a diverse group of exceptional speakers, make life-long friends through fellowship activities, and discuss the ethical and social issues of today. These activities are conducted in an atmosphere of trust and respect. The result is that these students return to their schools and communities motivated to take on additional leadership roles and to find additional ways to serve.

RYLA's intent is to encourage students to be more effective servant leaders. RYLA is not a camp intended to teach leadership skills (it is assumed that the students in attendance already possess those skills), however the following topics naturally arise in the course of RYLA activities and discussions:

- Fundamentals of leadership
- Ethics of positive leadership
- Qualities of a "servant leader"
- Importance of communication skills in effective leadership
- Conflict management and problem solving
- Building self-esteem and self confidence
- Elements of community and global citizenship
- Rotary's purpose of service to the community and world

RYLA began in Rotary District 5340 in 1972 with 100 participants and has since grown to include more than 350 participants annually. Rotary Clubs in District 5340 look each year for high school juniors who are outstanding school and/or community leaders with a strong service background to apply for RYLA. If you are selected to participate in RYLA, you will have the opportunity to exchange ideas with knowledgeable District 5340 Rotarians who are local and regional leaders.

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
Join us at Knott's Berry Farm for a District Conference like no other. Meet the People of Action, inspired by the work of Charles Schulz. Featuring compelling speakers, breakout sessions, entertainment and Hospitality Night.

Conference Registration:
$190 for Rotary Members
$95 for Spouses, Guests, Rotaracts, and Kids Over 14

Children 14 and Over Welcome to Join!
For Kids 13 and Under, We’ve Arranged For an Enormous Amusement Park Right Next Door!

Featuring:
Hospitality Night (All Ages) on Friday, May the 4th
-- PLUS --
Conference and Meals on Saturday, May the 5th

District 5340 has secured a limited number of rooms on May 4th and 5th for $129 per night at the Knott's Berry Farm Hotel. Parking is included, with easy access to the park. These rooms are available at this price so that Rotarians may attend the Hospitality Night on May 4th and the full-day District Conference on May 5th. Please reserve your room and book online.

Registration for District Conference is separate from lodging. Click below to book your room at the Knott's Berry Farm Hotel: