



# SHORELINES

Oceanside Rotary Club

April 10, 2015

**JIM SCHRODER**, Reporter

President **DAVE HALL** clanged the gavel and bell at precisely 12:30 p.m. on the dot: “Welcome to Oceanside Rotary.”



**LARRY HATTER** led us in the Moment of Inspiration. Arch C. Klumph, Rotary Club of Cleveland, Ohio, 1916-1917 had a Rotary Vision: An endowment to fund the association’s good works in perpetuity. The result: The Rotary Foundation that we know today.

*“The Rotary Foundation is not to build monuments of brick and stone. If we work upon marble, it will perish; if we work on brass, time will efface it; if we rear temples they will crumble into dust; but if we work upon immortal minds, if we imbue them with the full meaning of the spirit of Rotary as expressed in our Objects and with the just fear of God and love of our fellowmen, we are engraving on those tablets something that will brighten all Eternity.”*

**PP BILL DERN** led us in the Pledge of Allegiance





**PE JAY CRAWFORD** -Song meister extraordinaire. Just recently returned from St. John and St. Croix in the Virgin Islands, **JAY** was all into the Caribbean Music... Hey Mon “You put de lime in de coconut and drink ‘em both up” ....

But we soon settled into a tune that more folks could warble along with: “When You’re Smiling.”

**ANNOUNCEMENTS:** Also **PE JAY CRAWFORD**

Rotarians at Work signup sheet was passed around. The work project will be at Baldarama Park, April 25<sup>th</sup> to help with The Day of the Child.. El Dia Del Niño community celebration. Work shifts are available.

Model UN banquet, Saturday, April 11<sup>th</sup> at 6 a.m. held at the Mission Crowne Plaza Hotel. Keynote speaker Ambassador Jeffery Davidow, former US Ambassador to Zambia, Venezuela and Mexico.

You may have missed the April 11 event, as that date has already passed. But you do not want to miss listening to our District’s 4-Way Test Speech finalists. The event will be at the CA Center of Arts, Escondido, on April 28<sup>th</sup> from 5:50 to 8:30 p.m. Tickets are only \$44. Register at the District Web Site

**VISITING ROTARIANS AND GUESTS:**



**DANA HIGGINS**, today’s speaker from Visit Oceanside



**LESLEE GAUL**, CEO Visit Oceanside also speaking today



**TOM CURTIN**, Carlsbad Rotary



**FRANK COXON**, former Oceanside Rotarian, now a member of Vista Rotary Club

**PE JAY CRAWFORD** led us in “Welcome to Oceanside”

President **DAVE HALL** announced April Birthdays, Rotary and Wedding Anniversaries:

**Birthdays**

**DUANE COLEMAN** absent  
**ANCHISA FARRANT** absent  
\$ 85 **BOB PICKREL** 85 years young  
\$ 20 **ERNIE MASCITTI** 39 again



**Wedding Anniversaries**



\$ 64 **BOB PICKREL** 64 years  
married to Darlene  
\$ 42 **BILL DERN** 42 years  
married to Kathy. (In a rather hilarious  
exchange, **BILL'S** first guess was 37  
years, but as we all know, **Secretary**  
**RENEE** is NEVER wrong!)  
**SUSAN ASATO** absent

**Club Anniversaries**

\$ 37 **BOB PICKREL** 37 years a Rotarian

All I can say is for sure that April is **BOB PICKREL'S** month. It seems that absolutely everything happened for **BOB** in the same month of the year. And it ended up by making April a very expensive month for him, since he did donate \$1 per year for every one of these 186 cumulative years of celebrations. **BOB**



Congratulations! And “Thank you!” 186 times over!



**PP RENEE RICHARDSON** reported on April's Board Meeting:

The Oceanside Rotary Board of Directors approved a donation of \$250 for a Rotary Scholarship to the Martin Luther King Scholarship program.

It was noted that at Heritage Park the Blade Building has been an ongoing project of the Oceanside Rotary Club for 30 plus years. A number of years ago, the original Blade Building was moved to Heritage Park and original period printing presses were brought in from Reno, Nevada along with other equipment to show the printing processes of that age. The Museum Association now in charge of Heritage Park is asking for assistance in updating and bringing the building to Museum quality. If anyone is interested in joining **RENEE** on **Saturday, May 16** to meet with the Museum Association, please let her know. I'm sure she would love the company.

**July 15<sup>th</sup>** is the new date for the previous function that we will be taking part in at the Mission which had been originally slated for June. There is a new venue and a new name. The new name is FEAST. More details will be forthcoming for this fundraiser.

Now just 4 students (out of the 6 students originally selected) will be going to the RYLA weekend. They will be joining other students from around the county for an incredible learning and leadership experience in the mountains.

### **HAPPY DOLLARS \$\$\$\$\$**

\$10 JAY CRAWFORD donated to the Every Rotarian Every Year fund. He and Anita traveled to the beautiful Caribbean Islands of St. John and St. Croix for an incredible week soaking up the sun and imbibing in a study of different Rums. I am proud of you JAY. As a rum drinker myself, I know you were very successful in your quest for the best of the rums.



\$25 JANET LACY Thank you to the Oceanside Rotary Club for the \$250 donation of a scholarship to the Martin Luther King Scholarship fund. The function takes place at JANET'S home each May.

\$10 TERRI HALL \$5 Happy grandson Sebastian who is and is an All American Pop Award and continues to log school. The remaining \$5 is dollar each for these "Ouch, happened to DAVE and me!"



dollars for their turning 13 in June Warner Scholar straight A's in divided into \$1 this can't just have

The five plagues this week:

*Main water line into the house*

*A worker helping to construct their deck smashed into the Garage door*

*Bees in the Attic*

*Refrigerator died Dead on Arrival*

*They discovered they have to Tent their home in May. Ouch, Ouch, \$\$\$*

*broke*



\$10 TOM BRAULT 's daughter Gerilyn was selected Theater Student of the year at Purdue University in Indiana. Congratulations !



\$10 FRANK COXON was happy to be back visiting the Oceanside Rotary Club



\$10 DAVID NYDEGGER prior to today's meeting came from the ground breaking of the new 300,000 plus square foot building for FED EX in Oceanside in the Pacific Ranch Park that will be employing 500 employees. He also crowed about finally getting on Google in the internet and "WON" 2 seats for the Stones concert at Petco Park later this year. I would like to know the definition of how much it really cost him to

"Win" those tickets.

\$5 JIM SCHRODER is happy to serve on the board of Directors of VO (Visit Oceanside, today's speakers). For a very small staff of ladies, they put in one heck of a lot of work and bring many millions of dollars into the city of Oceanside through Transit



Occupancy Tax dollars and Tourism Dollars spent in our hotels, restaurants and retail businesses.

## **PROGRAM FOR TODAY**

**DAVID NYDEGGER** introduced our first speaker **DANA HIGGINS**, 3 generations a San Diego native; has lived in Oceanside 10 years. She serves as the Director of Business Development for Visit Oceanside VO; is married and has two sons.



What is Visit Oceanside VO?

Visit Oceanside is the official Tourism Marketing Bureau for Oceanside. It is the sales and marketing engine for hospitality and tourism in Oceanside. It is a non-profit organization created in March 2010 in partnership with local lodging interests and the City of Oceanside.

Visit Oceanside, VO, Mission Statement

“To unite our community’s tourism business to generate visitor spending that will positively impact jobs, tax revenues, the coastal environment and the quality of life for the city of Oceanside.”

The VO’s priorities established by the Board of Directors are:

Public Policy

Marketing and Public Relations

Community Relations

Group Sales and Business Development

Visit Oceanside drives tourism and influences visitor spending through Destination Marketing, Business Development and the California Welcome Center located on North Coast Highway near the 76 and I-5 interchanges.

They promote Oceanside at Trade Shows and Conferences. They book Group Travel and Meeting Conferences year round.

They build new business and increase customer retention through targeted markets. They provide professional service to clients.



Each year Visit Oceanside honors a Local Champion for promoting and bringing business to Oceanside.

An annual recognition goes to an “O’side Insider” who has been instrumental in helping advance the visitor experience through forward thinking and innovative concepts while going above and beyond to promote tourism in Oceanside.

Visit Oceanside is proud today, at our Rotary Club meeting, to bestow this honor for this year on an Oceanside Rotary Club member.

**CONGRATULATIONS  
2015 Local Champion Award Winner  
LARRY HATTER**



**LARRY** proceeded to the podium to receive an award from **LESLEE GAUL**, the CEO of Visit Oceanside. Congratulations **LARRY** for your hard work in bringing a huge group of high school football Athletes from all over California each year to the So Cal Honor Bowl for a Fall

Tournament here in Oceanside. (Just one of many, many ways that **LARRY** continues to do great things for our city!)

This ended up being a segue for the speakers to let us know that Sports Travel brings a number of groups to Oceanside that brings millions of dollars in tourist dollars each year:

- Race Across America

- Bike the Coast

- Ironman 70.3

- Life Time Tri

- Oceanside Turkey Trot

- Mud Run Camp Pendleton

- Pickleball Tournaments

- So Cal Honor Bowl – football

- Surf Competitions:

  - Super Girl Pro

  - Western Surfing Championship Tour

  - Scholarship Surf Series

  - Western Surfing Association Championship

  - Oceanside Long Board Surf Championship

  - Guy Takayama Pro Nose Riding

  - GT Pro Open Contest

  - Surf for Sea

- Surf Cup – Field of Dreams Soccer, El Corazon, 22 Soccer fields

Visit Oceanside also works hard year round to attract weddings, family reunions, Business seminars and retreats, religious meetings and retreats, and many other categories of visitors.

Visit Oceanside works constantly with their partners in business, the Hotels, Inns, Restaurants, and retail businesses to make sure that each guest or group staying in town has a memorable experience. Oceanside is genuinely lucky in that in all corners of the city, we are able to promote tourism. From the Harbor, beaches, Mission San Luis Rey, Wedding venues in Morro Hills, to the golf courses, Soccer fields, wineries, Restaurants, new craft beer and food establishments that are opening up all over the city.





President **DAVE HALL** presented DANA HIGGINS and LESLEE GAUL with Certificates for coming today and speaking before us. A donation will be made in each of their names to Brother Benno's.

### **OPPORTUNITY DRAWING**



\$321 Dollars was waiting for the lucky number drawn IF they could pull an Ace out of the remaining half a deck. **PAM MYERS** held the lucky numbers. We all waited secretly hoping that **PAM** would draw that infamous Ace but she drew a 5 of Clubs instead. Not to be too sad, **PAM** went home with a \$10 dollar bill.

Precisely at 1:30 President **DAVE HALL** adjourned today's meeting. A good time was had by all. If you were not here, you missed a great program and better yet, you missed some good friendship with your **ROTARIAN FRIENDS**. Hope to see you all next Friday April 17th when, **DAVE NYDEGGER** tells us, we will be hearing from folks at Camp Pendleton about what is going on at the base.

### **COMING UP AT OCEANSIDE ROTARY**

**April 17** – John Carretti (civilian) and Colonel Joe Craft – US Marine Corps plans and community operations; Reporter: **Mike Curtin**

**April 24** – DARK for Rotarians at Work Day on Saturday

**April 25** – Rotarians at Work Day – Joe Balderrama Park. 709 San Diego Street, Oceanside

**May 1** – Steve Bessant – Principal of Lincoln Middle School; Reporter: **Tom Brault**

**May 8** – Chris Cochran – Stone Brewing; Reporter: **Jay Crawford**

### **ROTARIANS OUT AND ABOUT**

For those of you who are dying to hear and see more about **PE JAY CRAWFORD**'s trip to the Virgin Islands, he sent along the following photographs to make us all insanely jealous ...



**The view from their timeshare**



**The view from their beach chair**



**The View OF their Beach chair**



**How to make the time at the beach even more pleasant:  
“You put the lime in de Coconut”**



**Anita engaging in other “beachy” activities**



**An excursion to Christmas Cove**



**A colorful mural in Little Havana**



**Relaxing with friends at the Sangria Restaurant**

And then, a little closer to home, here are some photos from the shindig at the Hall Home, inaugurating their brand new deck. As **TERRI** tells us, “Fun party! Great peeps!”



And just a little farther from home: Here are **NANCY RUSSIAN** and husband **LUIS** at Victoria Peak in Hong Kong!!

