



THE ROTATOR

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ROTARY CLUB OF SAN DIEGO

Brown Bag Lunch



Craig Nelson
Editor

One of my favorite Rotary programs is the Brown Bag Luncheon where we get to venture out to various iconic San Diego businesses and see how they work.

While **President Chuck** doesn't call us to order and we don't sing the anthem, this opportunity is my inspirational moment. We are truly lucky to be part of Club 33 and get backstage with the Navy SEALs, Hubbs Sea World Research Institute, lunch with President **Elliott Hirshman** at SDSU, PETCO Park with the Padres—and the list goes on. At Club 33 we have the good fortune of seeing these inspirational community leaders every week at Rotary, and today we got to eat lunch at their places of business!

I joined 25 fellow club members at the Union Tribune headquarters in Mission Valley, where we were hosted by owner "Papa Doug" Manchester. He rolled out the red carpet, no doubt in part thanks to the presence of U-T columnist **Diane Bell** and **Roy Bell**. Also along for the tour were Jeff Light, the Editor, and Mike Hodges, the President and COO. Papa Doug ran us through the entire complex as if we were on deadline, starting in the Editorial room and winding our way from the cafeteria to the gym, the newsroom, formal dining area, Board room and even Roger Hedgecock's TV studio—and Roger himself (who seemed shorter in person).

The coolest spot, however, was the giant factory floor where the papers are printed. As expected, there were rolls upon rolls of giant paper to be printed on, some the size of a spaceship. The heavy machinery made it seem as if we were inside a locomotive in the late 1800s. One engine was a state-of-the-art co-generation system that powers the place when the cost of energy gets too high or when disaster hits. Remember the blackout? While you and I

were sitting in the dark worrying about the food in the refrigerator spoiling, it took the U-T all of 20 minutes to reach full speed ahead. They got your paper printed and delivered so you could read it by flashlight!

To most, newspapers seem like a dying industry and the U-T would seem like a foolish investment. But to Papa Doug, it's the future—not the 250,000 printed copies (which some of us still prefer) but rather, the combination of print, digital and mobile. The numbers would indicate he's on the right track: The U-T is in 98% of San Diego homes each week in one format or another, and the U-T was #1 of all community newspapers in year-over-year revenue growth in both 2012 and 2013. The hi-tech multi-media presentation over lunch made it clear that there will always be demand for news and information; it just might not leave ink on your hands.

Sandy Purdon asked what happens when there is breaking news after the print deadline and apparently the old adage is true - the editor runs around and yells "STOP THE PRESSES" and the place grinds to a halt while they make the appropriate changes. Surprisingly, the best "stop the presses" story of the day came not from Papa Doug but from Jeff Light. We all know which political direction the paper leans, and on the night of the Presidential election the paper was being printed as Obama was being declared the winner. The problem wasn't the news; it was that annoying half page of advertising that we all hate which gets wrapped around the front page. As luck would have it, the advertiser on election day was a local exterminator with a drawing of a rodent with huge teeth, giant ears and whiskers. The ad screamed, "Oh, Rats!" --STOP THE PRESSES!! That copy never saw the light of day and a different advertisement was draped over Obama's election headline.

NEXT MEETING

April 17, Liberty Station
Conference Center

Sean Haffey Sports Photography U-T San Diego

Sean Haffey has been a staff photographer at U-T San Diego since 1990. During his career he has covered five Olympics, as well as World Series, Super Bowls, NCAA playoffs and PGA events. In addition to his sports coverage, he has served as a witness to most of the major news events that have defined San Diego over the last 25 years. His photographs have appeared on the front pages of the New York Times and Los Angeles Times as well as in Sports Illustrated and Time Magazine's "Pictures of the Year" edition.

Sean will be sharing a sampling of the award-winning work he has done as a staff photographer over two-and-a-half decades. The images include some of the most iconic in San Diego sports history – from Tony Gwynn's 3,000th hit and Trevor Hoffman's record-breaking 479th save to Junior Seau's trademark celebratory fist pump and LaDanian Tomlinson's cuts and leaps into the end zone.



Karin Winner
Chair of the Day

QUICK BITS

Thank you to everyone who submitted their roster changes and photos! We are now in the final stages of putting together the **2014-2015 San Diego Rotary Club Roster** for release in early July.

Registration for the **Club 33 Spring Tennis Tournament** is underway on our website. The cost is \$25, with most of the proceeds going to the Barnes Tennis Center's youth tennis program. Beginning and experienced players welcome!

PIANISTS WANTED. Please let **Suzy Spafford** or **Larry Showley** know if you are interested in becoming an accompanist for our patriotic songs at our meetings.

BIRTHDAYS

Rebecca Tuggle	April 14
Don Teemsma, Jr.	15
Joyce Gattas	16
Steve Oggel	18
Geri Warnke	18
Sarah Lamade	18
Alfredo Valverde	18
Matthew Reno	20

MEMBERSHIP SURVEY

It would be greatly appreciated if you would take a few minutes to complete our on-line membership survey. This is an important means for us to learn the opinions of our membership on the many aspects of the club. This is an opportunity to tell us what we do well, and what we can improve upon. Your opinion is very important and this is an opportunity to make your voice heard. We would appreciate it if you would take the survey before April 18. The survey can be found here:

<https://www.surveymonkey.com/s/SanDiegoRotary>

Thank you in advance for your participation.

Our sympathies to Club 33 bookkeeper Carole Ledford and her family on the passing of her father, retired Army Chaplain Charles Harding.



CALENDAR

ALL MEETINGS ARE HELD AT LIBERTY STATION CONFERENCE CENTER UNLESS OTHERWISE NOTED

APRIL

24 *Shakespeare's Birthday, Barry Edelstein*

May

1 *Ingrid Croce, Restaurateur and Author*

8 *John Corcoran, The Corcoran Foundation*

15 *Dr. Richard Della Penna, Independa*

22 *Jeff Bacon, Cartoonist*

29 *Iris Engstrand, Balboa Park History*

GROTARIAN EVENTS

April 22 – A Private Grotarian Cooking Class at Great News Cooking School, hosted by Ron Eisenberg. Register now at www.rotary33.org.

April 23 - Mixer with SDSU Rotaracts at Higgs, Fletcher and Mack. 5:15 - 6:45 pm. Register at www.rotary33.org

Future Events:

May 27 - San Diego Library Tour

June 22 - San Diego Polo Club

Meetings: Every Thursday at Noon, Liberty Station Conference Center, 2600 Laning Road, San Diego, 92106

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FACES IN THE CROWD FROM THE BROWN BAG LUNCHEES



A group of Club 33 members was fortunate enough to tour the Navy Seals training facility in Coronado.



When Navy Seal recruits quit during “Hell Week” they leave their helmets. Typically 30 of the 134 recruits who start the week make it through. They only have four hours of sleep during the entire week.



Hubbs Research gave a behind the scenes tour of their facility.



UT Publisher Doug Manchester welcomed this group and led them on a tour.



Kay North and **Dick Eger** enjoyed the Brown Bag lunch at the Girl Scouts



Tom Seidler of the Padres hosted this group at Petco.

FACES IN THE CROWD FROM THE BROWN BAG LUNCHEES cont.



Captain Sean Mahoney guides the tour at the U.S. Coast Guard Sector San Diego.



Todd Jackson of Jackson Design and Remodeling hosted a group of Brown Bag participants.

2014 ROTARIANS AT WORK DAY



SIGN UP NOW
ROTARIANS AT WORK DAY
SATURDAY, APRIL 26, 2014



Online registration is underway at www.rotary33.org

- ◆ Balboa Park Nursery
- ◆ Peace Garden—Jackie Robinson YMCA
 - ◆ Storefront Youth Shelter
 - ◆ St. Paul's Senior Homes & Services
- ◆ Chollas Creek Trail Enhancement and Clean-up with Hoover Interacts
- ◆ Military Affairs Committee at Fort Rosecrans National Cemetery
 - ◆ San Diego Humane Society
 - ◆ Girl Scouts
 - ◆ San Diego Zoo Animal Enrichment
 - ◆ San Elijo Lagoon Restoration