

POSTMASTER: Please deliver before Tuesday.



San Diego Kiwanis Tidings

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MCMXXC USP 479-440 *December 30, 1980 #14*



BIRTHDAYS THIS WEEK

VIC KRULAK, Lt. General, USMC, ret.
Clark Management

WALT WALTON, Commander, USN, ret.
Mission Valley Shopping Center

JOHN LYNCH, Noble Multimedia
Communications

PHIL BENTON, Benton Engineering, Inc.

HANK MONROE, Rear Admiral, USN, ret.

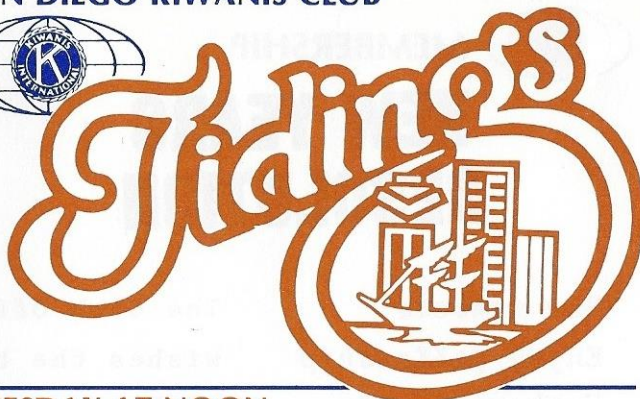
SHEP NASH, Crescent Wharf and
Warehouse Company

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TABLE TALK CONT: We were honored to have a good looking, young MARINE as our guest.... BILL TOWNSEND introduced his as his son.....

WHEN your mate isn't talking to you, he or she is usually in no mood to be interrupted.

SAN DIEGO KIWANIS CLUB



TUESDAY AT NOON January 6, 1981
SCOTTISH RITE CENTER, SAN DIEGO, CALIFORNIA

PROGRAM

Topic:

"WHERE IS CREATIVITY!"

Speaker:

TOM LOWEY, President, ret.
Clinton E. Frank, Inc.

Chairman of the Day:

ROGER CONLEE
San Diego Chamber of Commerce

Invocation by:

KENT PEDERSON
San Diego Municipal Court



THE PROGRAM

TOM LOWEY, ex-marketing and advertising executive, retired in 1973 as President of Clinton E. Frank, Inc., the 22nd largest advertising agency of the world (at that time) having nine domestic offices and fifteen foreign countries.

During his business career he was deeply involved in the marketing of color television while working on the RCA account and supervised field advertising for the Lincoln Mercury Division of Ford Motor Company while with Kenyon and Eckhardt Advertising.

In 1959, Mr. Lowey discovered an automobile manufacturer with U.S. headquarters in Hollywood by the name of Toyota Motor Sales, Inc., USA. They were trying to sell and market an automobile called a Toyopet. The urge to conquer was just too strong for Tom, and along with an ex-Ford Motor Company executive and the Japanese head of Toyota in the U.S., they set out to make Toyota the largest volume imported vehicle in America.

They changed the name of the vehicles from Toyopet to Toyota, formulated a long range marketing plan, discovered the slogan "Get your hanks on a Toyota, you'll never let go.", and by a boot strap operation developed a program that today ranks as one of the market success stories of the century.

Tom Lowey, who is not a San Diegan, takes only a small portion of the credit for Toyota's success story, but he was the creative head of their advertising and marketing arm for 14 years.



PREZ SEZ

The San Diego Union

SAN DIEGO, CALIFORNIA

a Coplay News

WEDNESDAY MORNING, DECEMBER 24, 1980

ive To Play Again — For Kiwanis Title

No. 2 Henry Battles Scottie
For Unlimited Champions

.....MEDIA RECOGNIZES K-EVENT.!

The 34th ANNUAL KIWANIS BASKETBALL tournament is now history. AGAIN, our Club rose to the occasion and provided the stage for 32 local high schools, the teams, students and coaches to finish their year in style.

Led by tournament Chairman DEAN THOMPSON (Leaf & Cole, CPAs) the following members "took time to care" and made this success happen: RICK BARRETT (V.P. Investments) GALEN COFFMAN (3MCo.), TERRY DOUGHERTY (S.D. Gas/Elc), HARRY FRELS (Realty World), JOHN IHRIG (In s), JOE MADDOX (ret.), ED 'Ole' SCOTT (Heritage Leasing), GAGE SLUSSER (Zellerback Ret.), SEPH TORRES (Educ. Ret.), and CHUCK WILLIA MS (Cty. ASSESSOR) with Club Treas. BILL WINTERBOURNE. Thanks, fellwos....!

A SPECIAL THANK YOU to TRUDY AND BOB NEVENESCH for many, many long hours spent, originating, creating composing, etc. the beautiful program. and four other local Clubs, TIERRASANTA, EAST SD., NORTH PARK and LA MESA provided over 50 fellow Kiwanians to help. A GREAT SHOW..!

Some recent Bd. of Director actionever increasing costs have led to an increase of 50¢ to luncheons.



TABLE TALK

...DON DAVENPORT reported book sales were very good this past year. Speculates: slow economy, people stay home and read.

...KENNY WILSON is spending the Christmas holidays painting his house. "And it's rough cedar," he sighs.....

HENRY BONEY and wife JESSIE, just back from Missouri, were there setting up Airstream Caravan stops for next years international rally at Ames, Iowa. HENRY is on the committee for U.S. Caravans for Airstream.....

DICK SHAW states that there is a bill before the State Legislature that would exempt all people over 62 years of age from payment of taxes (income, property and sales). A goodly number of Kiwanians are all for it...!!

Snowbird EARL LaNOUETTE will be coming to San Diego January 15th!

...JUNIOR TODD gave all the family members money for Christmas, but drew the line on contributing to unborn grandchildren... (Moderd Day Scrooge!)

.....JACK O'NEILL reports that after about two days in Tahiti a fellow doesn't even notice the topless sunbathers - (honest...)...!!

DAVE HOLBO, qualified accountant and former business manager for the San Diego Sockers, is seeking a challenging accounting position. DAVE says he knows a dentist who married a manicurist and they've been fighting tooth and nail ever since..

..MAC McCUISTION says he has enjoyed Kiwanis for 25 years -- 1,300 lunches worth...!! GENE AGENO says (along with almost everybody else) he's starting tomorrow after midnight, 31st, to take off the 6 lbs. he's gained..... The Kiwanis Club of Coeur d' Alene, Idaho, awarded the most outstanding student award to GAGE & MARG SLUSSER's GRAND DAUGHTER!!!



GALEN COFFMAN has an 1864 State of Alabama \$100 bill. He needs an evaluation or an offer. He claims it was not his G.I. bonus from the Civil War....

Out of the goodness of our heart, our Club awarded the Legion of Honor, 25 year certificate to LOVABLE GEORGE PALMER...

We have missed his dulcet whisper for many months...!!.. DAVE GALLOP -- From the

Gospel according to the Book of Hesitations two thoughts for the new year:

Hesitations 17:9 - The Lord helps those that help themselves. Hesitations 14:1 - Blessed is the man who sitteth upon a tack for he shall rise again.....

ED SCOTT spent a week-end in Salt Lake City attending another Board of Directors meeting of Silver King Mines, Inc.. It was 25 degrees and snow over streets and mountains. . . .

MARTIN FRAZIER entertained his first great grand daughter at a dinner party for the Frazier clan...

TED DIXON'S son surprised him with an invitation to the Charger-Buffalo play-off game. Ted is carefully considering the offer!!!

"TIDINGS SPONSOR THIS WEEK"



SEA WORLD®

DONALD J. HALL

DIRECTOR OF OPERATIONS

1720 South Shores Road, San Diego, Ca. 92109

(714) 222-6363



MEMBERSHIP

NEW YEARS RESOLUTION

New members	The Club Office
Enjoy fellowship	wishes the best
Work willingly	of happiness,
	health, success
Your Committee	and the full-
Every Tuesday	fillment of all
Availability	your prayers
Render time	in 1981....!

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The following is credited to
Rev. Martin Niemoller, German
Theologian:

"In Germany, the Nazis first came for the communists, and I didn't speak up because I wasn't a communist. Then they came for the Jews, and I didn't speak up because I wasn't a Jew. Then they came for the trade unionists, and I didn't speak up because I wasn't a trade unionist. Then they came for the Catholics, and I didn't speak up because I was Protestant. Then they came for me, and by that time there was no one left to speak for me."

Contributed by BILL GIBBS

CLUB OFFICERS

S. JACK TEMPLETON President
 PAUL R. PULLIAM.....First Vice President
 ROBERT A. SHUMAKE..... Second Vice President
 O.W. TODD, JR. Secretary
 WM. D. WINTERBOURNE Treasurer

EXECUTIVE OFFICE

1895 Camino del Rio South
 San Diego, California 92108
 Telephone 295-2137

Rose M. McKinlay, Administrative Secretary



COMMITTEE ACTION

MAJOR EMPHASIS

Tuesday, January 6 - 11:00 am
 Scottish Rite Center

MEMBERSHIP

Wednesday, January 7 - 7:30 am
 Cheverton/Bach Board Room
 (NOTICE CHANGE OF MEETING DATE)

SUPPORT OF SPIRITUAL AIMS

Wednesday, January 7 - 12 Noon
 Salvation Army Center
 (CHANGE OF MEETING DATE FOR JANUARY ONLY)

ENVIRONMENT & CONSERVATION

Tuesday, January 13 - 7:30 am
 Gourmet Room - Town & Country Hotel

PUBLIC & BUSINESS AFFAIRS

Tuesday, January 13 - 7:30 am
 525 B St., Union Bk., El Cerro Room

RECEPTION & FELLOWSHIP

Tuesday, Jan. 13 - 1:30 pm - Kiwanis Office
 Call MIKE COOK (459-0691) if you are a new member or wish to join this committee...

THE CLUB BOARD OF DIRECTORS HAS CHANGED ITS MEETING DAY FROM THE THIRD WEDNESDAY TO THE SECOND WEDNESDAY OF THE MONTH.

The next Board of Directors meeting is:

Wednesday, January 14 - 7:15 am
 Scottish Rite Center

FOUNDATION BOARD MEETS THURSDAY, JAN. 15