



**LIVE A DIFFERENCE
FOUNDATION**

“LIVE A DIFFERENCE SAN DIEGO”

A Leadership Think Tank

22 February • 8:30 am – 5:00 pm • Hotel Del • San Diego

OBJECTIVES

- < Create growth experiences for future leaders
- < Promote living, learning, leading, and helping
- < Leverage potential of people from diverse backgrounds
- < Publish results in the new leadership book, *Live a Difference*
- < Identify ways to replicate live a difference behaviors in San Diego

CHILDREN’S SESSION

What is the best thing about being a kid?

- < You get to play outside.
- < I like school. My favorite thing is doing science – we are making planets in the classroom and we are writing a book about it. Everyone has their own planet and we are entering a competition.
- < I like my friends to treat me nicely like good friends.
- < I like going to school and having a lot of friends that like to play with me and having nice people around.
- < I like science. It is fun.
- < I like science about planets.
- < The best thing about being a kid is I get to go to school.
- < I like having a family.
- < My favorite part is getting to make friends and to learn new stuff.

What is the worst thing about being a kid?

- < What I don’t like is to see people killing other people and kidnapping other people.
- < The toughest thing is having older people to boss me around.
- < The toughest thing is doing chores.
- < It is tough going to school.

What would you like San Diego to look like when you grow up?

- < I would like smaller schools
- < I would like to see lots of nice people and lots of trees and parks with children playing and less buildings.
- < When I grow up, I want everyone to be nice to each other.

- < I would like to have smarter schools.
- < I would like to see smaller schools.
- < When I grow up I would like there to be habitats for the animals.

What do you like about your neighborhood?

- < It is a safe neighborhood.
- < People in my neighborhood help to keep it clean.

What would you like to be when you grow up?

- < I would like to be a geologist and discover a new kind of rock.

What do we need more of on earth?

- < The whole earth needs more kindness. Be kind to others so they will be kind to you.

What do we need less of on earth?

- < We need less of people who kill others.

If you were a grownup for a day, what would you do?

- < If I were a grownup for a day, I would do science.
- < I would help other people if they were sick.
- < I like to help others by giving money to poor people.
- < I like to help others and do fun things when I am little.
- < When I am older, I want to take care of others.
- < I would like to help find homes for people from the street and help other kids go to school. I would do this by caring about other people.

If love were a color, what color would it be?

- < It would be red – hearts are red.

What is the worst thing that happens in the world?

- < People get killed.
- < When dinosaurs took over. When the Twin Towers collapsed, I didn't like that.
- < Wars and people fighting – be nice to others.
- < People get kidnapped. Tell the police and they will try to find them like the little girl missing today.
- < Wars – I don't know how to stop that.
- < Wars – Don't know how to stop.
- < People having wars. I feel sad because people try to kill each other.
- < People having disease and dying – I would do my best to try to help them and find a cure.
- < Wars – I feel sad about other people being killed.
- <

What is the Live a Difference Factor?

- < **Assessment of members around the table:**
- < Use strengths and weaknesses
- < Active, not lounge around, get out a lot, pretty serious thinker
- < Happy person, giving, smart
- < Senior citizen with wisdom, many choices in life, a winner who has made a difference, taken an issue.
- < Reasonable, nice people.
- < Amicable, won't take no for an answer.

- < Good guy.
- < Take time to retreat:
 - Read, scuba diving and golf to get away from what is stressful.
 - Basketball and surf to remove me from a situation so can have a good time and come back to it. Achilles heel injury.
 - Non-sports – sit on deck and watch the world go by.
 - Pet the cats.
 - Search for honest beautiful smile, listen to the ocean, and look for positive things.
 - Stretch muscles-meditate.
 - Love nature, beautiful things, love parks, Balboa and local.
 - Watch sports .
 - Lunch in park near a school.
 - Look at beauty around you.
 - Play with friends.
 - Help mom.
 - Play soccer.
 - Play football.
 - Read, lose self in a book.
 - Prayer-go on retreats.
 - Handy work - knitting, sewing.
 - Run.
 - Pray.
- < Dress for Success -
 - Professional contributions for clothing.
 - Clothes don't make a person, but the impression makes a difference.
- < Books to children, constantly given to children, collecting 5000 books per year
 - Marriott Hotels having book drives.
 - Get school children involved.
 - Take one step further, approach Mr. Marriott to collect nationwide.
 - America Network drive.
 - Donate books to Children's Hospitals.
 - Marriott hotels philanthropic, suit drive.
 - What Mr. Marriott has is the "Spirit to serve".
- < Character building.
- < Books for Annie - Children learn from books.
- < Get involved with Navy personnel, families that might be on the hurting side – food, tutoring children, coordinator.
 - Active duty
 - There are ministries that do that kind of work.
 - Children off the street.
 - Encourage families to meet.
 - Navy Society.
 - Family Resource Center.

- Helping spouses get work, people don't know where to go in a new area.
- Channel 10 had a furniture drive for military families.
- Pat/Oscars making a donation to Navy Society.
- Family units as a whole.
- Somebody caring about you makes a difference.
- Even though may seem minor, just knowing that someone is wishing you well is encouraging.
- A volunteer wife, ombudsman, while ship is overseas.
- Very hard to provide the ombudsman the tools needed.
- How would someone go about adopting a ship.
- Contact base and they could you put in contact with a ship that is need.
- Navy Relief Society.
- Each school adopted a ship and exchanged gifts.
- Where would she go, who would she talk to.
- The teacher, go to the base, like 32nd St.
- Teacher act as bridge between command and class.
- People forget how lonely the sailors get when they are at sea. You just don't know how lonely and isolated you feel.
- Children's letters, cards are welcome.
- Smallest ship 150 – 200 up to air craft carrier.
- Make families feel welcome here – cost of living.
- Make them feel welcome here, sacrifices, cost.
- Invites marines for thanksgiving, encourage with loving spirits.
- It's hard for people to go to a strange places, reluctant even to go to churches – scared and nervous.
- Military personnel, new in Navy, feel it the hardest financially, geographic separation, have to leave a young mom, financially difficult.
- E-3, E-4 will qualify for food stamps.
- Why don't they start at the bottom to spend the money rather than at the top? The young ones should be paid a living wage.
- Could make the same argument in the private and public sector.
- Wouldn't it be nice to change that?
- Let's start with the bottom, give the pay raise to the lowest, military and private.
- Military housing in San Diego – why don't they build more?
- Competition with developers – shortage of places to build affordable housing.
- Housing affordability in San Diego County, enough affordable housing.
- Development of ball park.
- Needy families in El Cajon – renovation of neighborhoods causes eviction – people are living month to month
 - Those with the least pay are first to suffer.
 - Veteran's benefits allow the purchase of home.
 - See a lot of people we work with struggle, giving up medical benefits to feed families.
 - Wanting profit sharing to pay rent.

- < How do we provide incentive to landlords to keep rents low?
 - o Subsidize.
 - o Real estate is so lucrative.
 - o Caring for community,
 - o Should be a cap on rent increases.
 - o Affordable housing will be a big issue.
 - o Food stamps does not include toothpaste, soap, lotion, deodorant.
- < What motivates people to become “stars”?
 - o Personal experience.
 - o Something happens in someone’s life, remember life events and want to return the gift.
 - o Patience.
 - o Helpful.
 - o Gives of herself, her time.
- < Books for Annie – Books for needy children and Children’s Hospital.
 - o Mother educated herself through reading, one of the most brilliant people I know.
 - o When she died, started the book collection in memory of her mother, it helped to ease the pain and memorialize her.
- < Genuine caring for fellow man.
- < Real sincerity makes you feel good.
- < Good things come out of good.
- < Free legal services to anyone over the age of 60.
 - o 4000 seniors a year.
 - o 5 locations, San Diego and Imperial Counties.
- < San Diego Coalition for Homeless.
- < Jesus is motivator – because of him I do what I do.
- < Food is a by-product, the privilege to pray for the person, to bring Jesus to them. He is the reason I do what I do.
- < See people turn their lives around.
- < He leads me to the people who can make a difference.
- < Loving people.
- < Tenaciousness, won’t let go of something until it’s finished.
- < Believe strongly in civil rights, fight for rights of homeless constantly.
- < I have a good life and lots of talent that I want to share.
- < Every penny we receive buys a book.
- < Can’t afford to pay anyone.
- < I believe that we meet the people we are meant to meet.
- < Norma Rossi and Sister Claire – gives and gives –
 - o Nothing promised in return, really feels for homeless and children.
 - o Done a lot of things for people that people don’t know about.
 - o No one earns money.
 - o Feed on street, 7 days a week.

- < Huge impact in San Diego County, making a tremendous difference on a boot string every day, to continue doing, continue to make impact.
- < Have to be tenacious.
- < Small organizations in San Diego are making a big difference.
- < Started a newsletter monthly on giving, should let people know the difference they make, when people are informed they are led to give.
- < Behooves all of us to continue to invest and give of ourselves because the people we are taking care of today will be taking care of us in the future.
- < Mentally ill – so many are on the street.

If you can identify anybody in the world that you feel is a leader, who is it and what do you most admire about that person?

- < Mother Teresa- inner strength, provide for others, courage, great values.
- < Princess Diana, model for all people, moral, ethical qualities, humble, not seek attention. With loving heart.
- < Jackie Robinson, Martin Luther King-stepping up to the challenge, consistent, tireless in his commitment. No thanks for his work in the moment. Tirelessness, saw the big picture of what could be done. Dream came true. Classroom does not recognize race.
- < President Kennedy- Visionary, advances for the world, cared and made a difference. What for you ...his attitude that he could get things done, or getting things done.
- < Faceless teachers that give day in and day out. Care for their students, Sam Or, Anna Gillingham, innovators of education, want their students to learn. Tenacity, dedication to helping the next generation to grow and to be all they can be.
- < Here at this table. Helping people. Admire that they leave personal things to help others. Selfless.
- < Baseball coach – standalone guy, WWII, work for colleges, backup to Phil Rizzuto of NY Yankees. Invest in others success. Win people over. Win as a team not as an individual.
- < Mother Teresa inspires us all to act. No fear in helping kids, adults, those in need. Woman of action.
- < Advisor at Michigan insisted that you call him by his first name. Broke protocol to ensure good dialogue. Built confidence in self/others. Experience and learning affects DNA.
- < Alumni mom – helps the school after her child left
- < Nelson Mandela – maintains sense of dignity and forgiveness, and is not bitter or vindictive.
- < People that give nonstop, 24/7, who put everything that's personally important to them on the back burner for children
- < Mother Theresa – she does what she does without thinking about it, it just flows through her.
- < Gandhi – gave of himself for the rest of the world.
- < Kathy – gives of herself 24 hours a day for children. I have a difficult time with people who can't seem to give of themselves at all.
- < Kids we work with – they do things selflessly.
- < Mother Teresa – because she serves a higher purpose – motivates me to want to do the best for the world.
- < Winston Churchill – I admire his leadership in the most challenging and difficult of times – his respect didn't come until many years later, so he stood true to his course in the

face of conflict and criticism -- exhibits leadership in adversity – he exudes confidence and guts.

- < President Bush --- I admire him for speaking from the heart and for believing in what he's doing – I think he's trying to show a good sense of leadership, but there are also traits of him that I'd like to change – I think he needs to speak more to the common man.
- < Princess Diana – she was selfless in the face of adversity and did it with grace.
- < Michelangelo or Mozart – a contributor in the arts, so much sacrifice for what he did, admire his passion, what he felt so strongly about, he had such a gift, gave so much and he created something that is still so beautiful today.
- < Gandhi – a gentleman with compassion and peace, those are the best tools to win any war, the two best traits to be a leader.
- < Mother Teresa – totally gave of herself, an example
 - o Lived humbly
 - o When you have no food to share, but you share and totally give that is the greatest gift of all
 - o Gave of herself, inspiration
 - o Stands up for me, good friend, nice to you and other people
 - o Does not back down
 - o Good things being done,
- < Patty Gomez, Hispanic heritage, speaks broken English
 - o Patty Works at Dress for Success
 - o Admire – she goes to three to four churches for food, blankets, she drives to Tijuana
 - o Wants nothing in return
 - o Has nothing, but gives of herself, 100%
 - o Patty is teaching prostitutes to read, glasses for elderly, soap, Woman's/Men's
 - o Going to the worst places
- < Sister Stamps, went to places where no one has gone,
 - o Looks for resources to give continually
 - o Filled with spirit, takes in things, children help her
 - o Continual river of giving
 - o May have been a recipient of giving
 - o Contagious spirit
 - o Energy, someone who catches the momentum of giving
 - o Kind, caring people
 - o Active in church
 - o Gives and gives and gives to everyone around her
 - o Non-judgmental

What motivates people to be innovators, selfless...

- < Frustration with status quo.
- < Need to change
- < Need to improve

- < Awareness for mutual responsibility for each other - each has certain strengths to share with others.
- < Passion to support empathy for people or groups- see beyond their own wants, helps others help themselves.
- < People may gain for themselves when they help others.
- < Passion to help others.
- < Gratitude to help others.
- < Give so much to get back.
- < True to themselves and true to their beliefs. Believe in what you're doing and care. Selfless intentions.
- < You might not start with a passion, but at some point a passion comes.
- < Everyone has a call at some point, but sometimes we ignore it.
- < We have to nurture character. We are not born with it.
- < They have people that they can talk to, vent with, etc. It is very hard to give in a vacuum.
- < Lets help kids give without thinking about what they will get out of it. The reward is that it feels good.
- < What motivated me was that I was concerned about racism. I decided to do something to help break down racism. I used sports because that's what I knew.
- < Personal discomfort with a reality motivates you. You can't live with it. You just have to act.
- < You have to realize that your world is not what other people live in. They don't buy into it.
- < Striving for ideals. Not accepting that something can't happen.
- < Being able to envision something that would make the world a better place. We create new realities.

<

Composite of Impressions of each leader...

- < (Bold attributes were selected by some at the table as words that could stand on their own. Others thought the words were a composite.)
- < Active
- < Serious
- < Wisdom
- < **Giving**
- < Outgoing
- < Characteristics of a leader
- < Responsible
- < Want to change
- < Fortitude
- < Risk Takers
- < Helping
- < Unstoppable
- < Need for improvement
- < Grounded

- < Good communicator
- < Love-Unconditional, loving others as you would love yourself
- < Teaching-mentor ship
- < Giving without expecting to receive
- < There is a guilt factor.
- < People who care about other people
- < “People who have more energy” but I don’t think it’s energy that starts you, I think you get the energy from the motivation, compassion.
- < Experience level of pain in own life.
- < People who are willing to take a risk. Strength, courage.
- < Religion, trauma, guilt, have money, release serotonin (giving high), hard time saying no, who else will do it.
- < They struggle with down moments, maybe I should just enjoy my life.
- < Some people are people people, but some aren’t. Some people are busy with their families.
- < It really helps to have others who you can talk to.
- < I’m becoming more intolerant of people who don’t value others.
- < I always feel like I’m running out of gas.
- < I really prefer my time to be used positively and not wasted.
- < Why spend time with people that don’t share.
- < Can’t pass the Salvation Army bell ringer – Cares about others.

How does trust play into the issues in our communities?

- < How to enhance trust? Be open, honest and earnest.
- < Be you, don’t put on airs.
- < Put away pride and ego and get your hands dirty.
- < Need to have basic ability to trust.

What are the experiences of trust that you relate to since in order to trust you must have experience to base trust on.

- < What opportunities are we missing?
- < How to support everyone getting the American dream...
- < Start small.
- < We treat the symptoms vice identifying the problem.
- < Ask the question in order to get an answer.

Commonalities in People Living a Difference:

- < The award recipients are role models, they help us to realize that anybody can help others and we can do the same thing by reaching out.
- < Anyone who gives of their time; fellow volunteers, parent, teachers are role models.
- < Characteristics of fellow volunteers or role models: provide hope, feel things can get better, things will get better. They operate on some level of encouragement. They see the reality and recognize that it can have meaning and give direction in people’s lives.

The hope is in the potential that things will be better or different. Their passion motivates us.

- < Our parents are role models. They offer support and they teach us.
- < Shared common experiences motivate us to help others.
- < Helping people to make a difference in someone's life is a motivation. Everyone has an opportunity to help and reach out, making friends.
- < There is so much that brings unhappiness and we need to reach out and give happiness.
- < Everyone can benefit someone else in one way or another.
- < Seeing a need and wanting to fill it; recognizing a need that is out there and doing something about it.
- < People feel they have been blessed and they want to give back to the community.
- < An issue was raised and there was a need to fill the gap.
- < If someone has been given to it's a point of gratitude to return a good to others. As one has been given to, one wants to give back; a reciprocal kind of motivation. Contribute benefits or advantages to another.
- < It's God that makes the difference in whether or not you feel the need to give back to others; parents make the difference by showing examples in giving to others.
- < Love and encouragement always provide hope
- < When you get to a point where you are successful, you want to give back because you know what it feels like to hurt. Because you know the experience of hurt, you want to give back.
- < Pay It Forward. Variation – people who want to help others because they don't want to see someone go through the painful situation without having help.
- < People have a surplus. There are givers, takers, and hoarders. When you recognize you have a surplus you give back. When one has more love, for example, you want to give because you still have enough for yourself. You can't go to heaven with a u-haul.
- < We want to have a bond between us and someone else – so we give. That resource that is shared becomes a concrete expression and joins us. It creates a memory because you gave something. It's a way to connect with others and makes for personal happiness. It's having a friend and enjoying friendship.
- < Giving makes us feel good.
- < Things we admire in people who give: caring, generosity, dependability, consistency, sense of humor to shrug off the hardest emotions, loving, kindness, discipline – organized effort, energetic, knowledgeable, willingness to give time - most people hoard time or waste it.
- < People live to retire but if they don't have anything to do they shrivel. They don't have any energy. It's the people who stay involved who make a difference. Involvement keeps the body going.
- < Some don't have but still give anyway. Some are over committed in many areas but they still carve out a piece of time to give to the community. We tend to use our time for the things that are most important to us.
- < Courage.
- < Strength.
- < Overcoming Adversity.
- < Physical challenge.
- < Diversity.
- < Personal.

- < Interpersonal diversity.
- < Status quo.
- < Facing Fear.
- < Overcoming injustice.
- < Attitude.
- < Innovators.
- < Sacrifice.
- < (Relative Sense)
- < Natural thing to do.
- < Can be learned.
- < Doers.
- < Men of action who lead by example.
- < Never give up, persevere.
- < Ability to inspire.
- < Treat everyone the same – people are valuable for who they are.
- < Take risks.
- < Make an individual personal connection “one to one”.
- < Caring and sensitive “tough love”.
- < Courage to be different.
- < Strong sense of self, dedication, passion.
- < Need to make it work better. Just do it!
- < Bargain for self.
- < Recognize that you and everyone are equal in being.
- < Need to make things happen, attitude to give credit to others.
- < The focus is on everyone else. Credit goes to others.
- < “Whatever it takes” attitude to accomplish the job.
- < They get folks to stretch beyond their normal abilities.
- < They give what they have away – while accepting responsibility.
- < Persistence, focused, predictable.
- < Give back what we learn from our mentors.
- < I do it because I know it works! Doing what I do makes me feel good.
- < Generosity and compassion.
- < Someone who’s dynamic, energetic.
- < Has a very positive outlook on the world, no cynicism.
- < The most successful people are the busiest people in the world, they somehow make time for everything -- is that good time management? Some at the table aren’t sure, but others say, Yes, there is an element of good prioritization to the time that is dedicated to serving others.
- < There is a sense of prioritization that is based on issues of the heart, family, and time
- < Someone who Can’t Say No To Any Request
- < Someone who enjoys networking and putting people together – this is a personality trait that you are born with

- < Someone who's a risk taker, who does what they think is right regardless of what others think, or works for what they believe in the face of criticism
- < Someone who takes calculated risks
- < Persistent
- < Won't Take No for an Answer
- < Does things for a higher purpose, not for your own personal gain
- < Because they want to help others
- < Has a good, strong support system (team) around them
- < Integrity
- < Selfless
- < Loyal
- < Confident
- < Self Sufficient
- < Work ethic
- < Pride
- < A team player – a cooperator
- < Generosity, Positive Outlook, Energetic
- < Persistence
- < Risk Taker
- < Integrity
- < Selfless
- < Team Player – Cooperator
- < Values
- < Work Ethic
- < Believing in What You're Doing

How did you start your leadership initiative, how did you develop it?

- < Leaders must have the ability to unite and organize people into action. Then, to educate people on the WHY and HOW they can help. First, you find the need and then find the people who share the vision and together create the steps to create the solution....must have good planning ability and organizational skills.
- < Live By Example.
- < Networking with other Organizations.
- < Marketing your cause – either by word of mouth, PSAs, PR.
- < A leader needs vision, perseverance, positive outlook, etc. but it's difficult to replicate a leader, so it becomes necessary to “teach the baby birds how to fly” – let them grow on their own and find their own dream.
- < Whatever the needs were that I saw, I recognized, we just tried to respond and meet them...then I was approached by others who asked me to make contributions in other organizations – thereby growing the vision and contribution.
- < Every letter that I write, the salutation is a consistent, unifying message, “Together, we can make a difference.” – thus bringing the audience into my vision.
- < My daughter committed suicide, prompting me to recognize that others were probably going through the same thing --- so I outreached to them to offer a solution to the very problems I was facing – I wanted to give them hope – so I created the Survivors of Suicide

group -- this created a bonding with others that had the same need, let them know that they weren't alone

- < We've subsequently grown the Survivors of Suicide organization with a hotline and several facilitators for several neighborhood groups, from Chula Vista to Oceanside, CA.
- < Train The Trainers; work through others and empower individuals with knowledge and skills.
- < Share Best Practices with others and other groups.

What are the lessons you learned from your family that created the Make A Difference Factor within you? Where do you get this trait(s)? What are the seeds of leadership for you?

- < It's formed early, we are raised to be generous and compassionate and then we raise children to be generous and compassionate.
- < Becoming a parent teaches you to be selfless – once you become a parent, it changes your entire outlook on life – you never think in terms of your own self again.
- < We raise our children to be generous and compassionate by example.
- < I was raised with Support, Love, and Attention.
- < My mother holds a very positive outlook, believes in her children 100%, and sees the best in every situation.
- < My community and neighborhood – everyone knew everyone else, it was a tight knit group.
- < My mother & father taught us right from wrong – illustrated the difference by helping others, teaching equality and fairness, and setting boundaries, wouldn't step over the line and wouldn't let their children step over the line of what was right vs. wrong.
- < Father never stepped over the line in business – had good morals, good values.
- < Grandfather taught us to always work for the 4 Ps: Profit, Protection, Pleasure, and Pride.
- < Grandmother always approached life with optimism – glass is half full vs. half empty.
- < Had a big family – very strong family values, family comes first, which created a sense of loyalty -- this gives you the confidence to become a leader and pass it on from generation to generation.
- < Watched parents go through hard times in life.
- < Acts as a driver for a hard work ethic.
- < There's a story in our family of bigotry -- neighbors finding out that we were Catholic and subsequently isolating us.
- < This story stays in the back of my mind and remains a driver to choose a business that is socially driven (Other family stories also serve as drivers in life or seeds of leadership).
- < Mother tells a story of my Grandfather who was a firefighter in Chicago, almost lost his home in the Depression before a wealthy neighbor supported the family by helping to pay the bills.
- < Lesson: You don't depend on the government, you make it yourself, and if you do, you help others.
- < Pay It Forward concept.
- < There's a rule of thumb in Hakim's Iraq (home) community, "Before you eat, you'll make sure that the 7 neighbors to the left and the 7 to the right are not hungry or needing food." Created a sense of community and giving.

- < Grandfather said, “Never eat alone” – go outside and find someone to share the food with.

How to replicate the Live a Difference Factor in San Diego:

- < You have to provide an opportunity for service. Many want to be involved but they don't know where to start. They need to be involved in something that is of interest to them. You have to provide training that will allow them to do the job.
- < Education, Training, Mentoring.
- < Volunteering is associated with menial tasks but in actuality there is much more involved. Meaningful involvement for maximum personal satisfaction/success of volunteers.
- < Interview volunteers as a candidate for a paid position. Try to bring youth into our programs to mentor model and show them what service really is because they will be the future. Train people to be servant leaders.
- < Encourage people who have been helped by the service or organization to come back and mentor others because they have the life experience.
- < To activate your dormant group have the active people talk to others in their circle of friends – word of mouth.
- < Send monthly newsletters to make people aware of what's going on and recruit help; speak to groups.
- < Job satisfaction to keep people to in your organization, more upbeat fun tasks, interactive tasks.
- < Parents and kids working together: creates role modeling, mentoring and exposes youth to making a difference in their communities.
- < Coming from a hard situation encourages you to make the path of rebuilding achievable to others.
- < If you rebuild a life successfully, your children will get value out of the experience.
- < Creating opportunities: There has to be something in place.
- < Identify needs; if you find an unidentified need there is potential to fill the gap.
- < Illustrate needs by advocacy, raising consciousness. You first have to see the need and match it with resources.
- < Encourage people to look for new opportunities to provide a service that is not there.
- < Showing appreciation, positive reinforcement and rewarding service keeps people.
- < Recruitment, retention and recognition.
- < Recipients of service have to promote the service to others, becoming advocates and ambassadors for the organization.
- < Mandating community service in education.
- < Sitting down with the youth and asking them what they want in their future. Have them take on a team project and monitor the group. Kids need to be heard.
- < Corporations in the county are looking to get involved in organizations – we need to take advantage of these resources.
- < Tap in on senior citizen organizations.
- < University interns to help in writing business plans, marketing plans etc.
- < Institutional sponsors or benefactors to help in continuing the service you provide.
- < Assess internal needs prior to looking for additional volunteers so that we are clear on what the needs are before we start the recruitment process.

- < The key to growth is not growing too fast.
- < Something more can happen beyond this meeting. Levels of accomplishment may exceed today's meeting. How would we grow the community to live a difference?
- < Need for a sponsor/project to lend credibility to the works of these individuals (similar to that of Channel 10 recipients). This would facilitate and promote networking between similar charitable organizations. It would also allow community volunteers to dedicate their time to these activities by publishing the works of these individuals.
- < Create a "shopping list" of volunteer opportunities / volunteer "want ads". List who they are and what they do. Use the school system to distribute this shopping list to make information available to volunteers.
- < Create "keyword" categories or codes to search for synergies among groups/causes.
- < The Pipeline - Churches, Schools, Universities, Youth Associations
- < Create a brochure that describes the web site and describe each charitable activity plus value of volunteerism.
- < Create a steering committee for the project from the 10 Leaders.
- < Engage High School kids as project staff support.
- < Use court system for directing individual's (adults/juveniles) to contribute their time "community service" supporting local efforts identified in the directory.
- < Create a 1000 "Link" campaign.
- < Opening up places for homeless kids to have places to be housed.
- < As a country, we need to spend 20 years doing things for kids, some kids go to bed hungry, some without a place to sleep.
- < Break the cycle, quit running around taking care of other kids.
- < We will wake up when other countries come and want to help our kids.
- < Too bad there are no loving institutions, small community, churches or schools that care about kids, give them a chance to grow up.
- < Need to have Hope.
- < Is part of the problem the legality?
- < The problem is it isn't news.
- < Kids enjoy helping kids.
- < No way to exaggerate what happens to street kids.
- < Children do not have a voice.
- < Kids don't feel safe.
- < Our kids face terrorists on the street everyday...foster homes.
- < Where does all the abuse come from?
- < There are a lot of negative influences today.
- < Turn on the TV.
- < We all have choices, parents may not make the right choices for their kids.
- < Need courage and guts to stand up and do a something for themselves.
- < You do what you can that's right in front of you and do something about that, that little bit of something will make a difference
- < You carry a burden of that kind of pain all your life, how do you deal with all the emotional pain of the children.
- < See all the men involved in survival sex, adult males picking up males.
- < What would you do if you couldn't eat tomorrow?

- < Boys are more at risk than girls. Girls are more likely to be taken in.
- < No one is looking out for street kids.
- < They're safer in groups or crowds, they don't hang in the gangs or with the druggies.
- < You can only help the ones who want to be helped.
- < How do you break through the government bureaucracy?
- < It's better to do without government assistance.
- < They need love, need to know that someone cares.
- < If you had a family, this is what they would be looking for.
- < We need to look at our foster care.
- < Need to look at education, poverty, and health care.
- < We need to look at our children and do what we can.
- < Sound bytes don't solve problems.
- < What if you adopt a couple thousand kids and you find
- < No one chooses to live on the street.
- < Who would want to be there?
- < Make a change, treat them like they're individuals.
- < Kids need to know that they count, that they matter.
- < Street kids have less choices than others.
- < We've thrown away 1.3 million kids.
- < These are kids who have fallen through the crack.
- < We are not trying to fix the cracks.
- < If 13 lawyers, doctors, pilots were dying on the street each day something would be done about it.
- < My brother adopted 6 abused kids in LA.
- < Incredible man, those kids are sheltered by him.
- < It does make a difference, but one at a time.
- < How do you make the news palatable? How do you make the difference?
- < If the city started to accounting for the number of homeless...
- < All have insurance.
- < Listen to what our children saying.
- < Find one other city, that believes the same that we do, and partner with them.
- < Not just more people, but more cities.
- < Now that we are a large organization that works with kids, we need to do more.
- < What would the budget be, take the next one and the next one and the next one.
- < Need to convince politicians to support kid programs for the next 20 years.
- < Have to find some kind of cause that makes you say "oh my God".
- < Educate people. We created a database and website that you can find information you need.
- < Print page from web and give to kids.
- < Virtual bus, CD-Rom – 5 street kids, how they got there, what they do to survive – as an educational thing.
- < SDSU is starting a kids' club, college kids and high school kids can make presentations to kids.

- < All the people are volunteers.
- < Wanted enough money to hire someone all day...we can see the kids 4 hours per day, the elements get them 20 hours per day.
- < There's nothing to do between nothing and nothing, you walk the streets all day, look for food.
- < Root of the problem, the parents.
- < 20 years with them.
- < Teaching kids how to care more, you're there, building those kind of programs for 20 years.
- < Are we ever going to start?
- < I think if more people knew they would do something.
- < They care about kids but they just don't get it.
- < They don't have the desire.
- < My thing is with the animal shelter, the arts.
- < Other charities don't want to help because you might give your next check to them.
- < Networking.
- < I believe that together we can do this, but it will be hard.
- < Go to junior high/high schools for lost and found clothes, getting blankets.
- < Where do you store it? We ask for storage.
- < How do we collaborate?
- < Exchanging e-mail lists with the people.
- < Can't some of our corporations volunteer media skills to help get your message out?
- < Is there a San Diego coalition?
- < There's a homeless coalition.
- < Sometimes you empower by giving them the privilege of feeling needed.
- < Get kids who are needy and turn them into someone who is needed.
- < The most important thing is time, this has to be solved by time.
- < We tell homeless kids we care about them and then we go to the streets and prove it.
- < We don't have the choice anymore, we have to take the time.
- < We have a saying, when things are at their worst, we are at our best.
- < If time is it, do you have a list of things that someone could do?
- < This is stepping out of your box, out of your safe world.
- < People ask if I'm afraid to go out there, it's amazing that I am not afraid.
- < Not in gang areas, drug areas, they're not gangsters.
- < That's not understood.
- < There is a way to make a difference in a kid's life.
- < Think of little things that will make a difference.
- < Take a picture of a kid's family and frame it for Christmas.
- < We hold children to standards that we don't expect from adults.
- < How do I get the message out that what I want is time, it's a time commitment?
- < How do you get the leaders in other cities to join forces?
- < We recruit on the web – volunteermatch.org.
- < You have to be responsive to those people, we recruit to positions.

- < Identify services through a survey of the city.
- < That's where your colleges come in, your high schools.
- < It takes time and money.
- < I want to have my finger on the pulse.
- < Community service should be required by the schools.
- < How many people can we get signed up to get 2000 hours of community services?
- < Children should be representative from every area.
- < You have to find them, they don't come to you.
- < Takes a lot of courage to talk about themselves.
- < We need parenting classes – parents don't go to them.
- < Has to start in the schools, there should be training in the schools.
- < Chris McKnight – San Diego Cares - probably has the largest database of services needing volunteers.
- < Volunteers feel blessed being able to do the work.
- < Find one little thing that you have passion for.
- < How to embrace the individualization of the school – how to make a difference with a person or persons and how to avoid that.
- < Question of why something happened as a result of gangs or racial issues. Why isn't there anyone here? No one here from all classes. Solution- more people involved.
- < How to interrupt the cycle to prevent the violence.
- < Not having something to get what you need.
- < Lack of awareness – create a venue of experience.
- < Kids learn about life in San Diego from roots in Old Town.
- < Kids come together for 5 days.
- < Classroom site is missing resources.
- < Kids learn that you cannot make a difference in a community.
- < Kids volunteer together to learn together.
- < Capture the thoughts about San Diego as a community that are so multi-cultural (Tribal heritage, limited resources for books to read).
- < Prejudice that exists as to how we value human beings.
- < How do you gain understanding unless you put yourself in others shoes.
- < Issues.
- < Get corporations to donate and get something also.
- < Acknowledge corporate accountability vice Government lack of accountability.
- < Aims of organization vice charitable causes.
- < Intension based on integrity.
- < Example "Make a Wish " Foundation. Kids who know they are going to die.
- < Recommend \$ be better spent on kids to treat symptoms of problems vice for a philanthropic investment.
- < How are we going to create possibility?
- < Give equal value to every being – avoid labeling.
- < Must have equity.
- < Missing the view of the lower income to support diversity.

- < Missing ways to represent the diversity of San Diego.
- < Experience frustration.
- < Where is the \$ for these project.
- < Prop 10 \$ are not available.
- < Differences with disabilities are capable.
- < How to generate more volunteerism.
- < Compulsory volunteerism is not effective.
- < Generate ability to tolerate others.
- < Generate culture.
- < What in San Diego are in greatest need? Charities.
- < Not prioritize any group.
- < Educating Kids.
- < Hampered by politics, competing organizations.
- < You cannot force everyone to get along.
- < Hopeless.
- < Problems of society are many and varied.
- < Do what you want to do.
- < Take the first step.
- < Moment of calling that you act on.
- < How to improve awareness – get your hands dirty.
- < Spend the time in order to make a difference.
- < Demographic contrasts to balance.
- < How to get people to contribute.
- < Blame – based on causes (i.e. Bad neighborhood, don't deserve).
- < Not valuing all people as having value.
- < Equity of resources- are we obligated to share.
- < Social impact of the word give.
- < Gift of mentality (no reason to be responsible).
- < Careless with property.
- < How to appreciate what you don't own.
- < Need to support functionality.
- < How to get skills to support transition to improve their lives?
- < Make problems known to people who can make a difference.
- < Not give things to people that can do it on their own.
- < Actions speak louder than words.

What are examples of “if someone had done only stepped up to the job”?

- < When kids get arrested
- < Identifying the symptom rather the cause.
- < Juvenile shot by police running away – no sanction from police internal affairs.
- < Parents who bring or allow their children to come to school late.
- < Giving time to kids after school teaching reading skills.

- < Free legal assistance to seniors “dealing with the legal system”,
- < Work-study options for student in trouble.
- <

What are some of the opportunities to develop future leaders?

- < Have older kids mentor younger kids.
- < Teach “character” - it is not inherent.
- < Teach appreciation of diversity, cultural and physical (disabilities, orientation).
- < No single example, small things make a difference.
- < Recognize the teaching profession - teachers who are able to push children ahead.
- < Give teachers/educators salaries that are commensurate with the value they’re providing (give them a raise!)
- < Link Volunteer Opportunities with kids, schools and other community organizations, i.e. integrate the kids with the Police Department and give them another perspective on leadership.
- < Implement Required Community Service in the school systems --- i.e. for poor grades or poor behavior marks.
- < Offer Diversity Training and Awareness.
- < Study/Travel Abroad or host international visitors for cultural/ diversity education.
- < Teach our youth “Life Skills”
- < Coping, Stress Management, Decision Making, Communication

What must one do to encourage others toward making a difference?

- < Significant life events can serve as wake up calls to what’s important in life and can serve as driving motivators that make you want to make a difference
- < An illness
- < Unhappiness in a career
- < Be a good role model, live by example
- < Encourage others to find their passion, live their passion, and align passion and self with work
- < Ask them, “If you could do anything you wanted to do (especially in terms of work), what would it be?” Then ask them, “What steps can you take right now to get on the path toward getting there?”
- < Encourage others to live their dreams and not give up
- < Work through their circle of influence
- < Bring the issue to key decision makers or influencers / Get their attention
- < Mentor others, especially children
- < Encourage others to count their blessings – make them aware that things could be much worse and perhaps motivate them to make contributions that make a difference, motivate them to find their generosity
- < When Mayor O’Connor was Mayor of San Diego, at first she was against working on the homeless situation across the board, so I kept persistently writing her letters to address the situation; then, I organized a march on City Hall with the homeless that culminated with a sleepover at the Community Concourse. Eventually, one day Mayor O’Connor asked me to accompany her on a tour of the San Diego streets to count the number homeless and start to address the problem. Ultimately, she became my partner in mitigating the homeless challenges in San Diego.

- < Therefore, educate them on the problem, remained consistent and persistent until there's a recognition of the problem and a motive to address it and find a solution.
- < Be relentless to advocating for others to join in.
- < Start people at a young age to be involved.
- < Parents leading by example.
- < Pass on the bounty to others as it was passed on to us.
- < Lack of focus by media on issues that better define the community – push them to give back.
- < Capture the experience of seniors.
- < Show people that they can make a difference.
- < Explain the rewards.
- < Put people in positions that let them succeed, and make a contribution.

(Note: This discussion led one participant to ask the following question...) How do you get people (volunteers) to STAY involved in making a difference?

- < Those that have an engaged interest in the cause are the ones that are going to stay involved – if it touches their hearts or is an issue they have personal experience with, they will stay engaged.
- < Find the right people – find people who share your ideals – compassion, generosity, etc.

What kinds of sacrifices must be made before a person can make a difference?

- < TIME is sacrificed.
- < Sometimes, you sacrifice your reputation.
- < The participants also noted that, at certain times, negative press plays a role here.
- < Sacrifice is a matter of perspective – much of what we do, we do willingly, so others might consider it a sacrifice, but we don't.
- < Physical Health (we push it too much).
- < I'm giving to and helping others, so I don't feel like my work is a sacrifice.
- < Mental Health (sometimes we suffer burnout).
- < Personal well being is put behind others' well being.
- < Because I work with (controversial) probationers and gang members, I've lost my friends that don't share my vision (the people I work with are the outcasts of society.)
- < You have to give up your comfort zone and get “out of the box”, become visible with influential people, organizations and key decision makers to make things happen.
- < We give up worrying about what people think of you, give up looking for others' approval, give up the need to “look good” in front of others.
- < I've experienced the burnout of physical & mental health and therefore two years ago decided to put myself first, take care of myself first, before I can give to others ---- I can't provide help to others if I am not taking care of myself first.
- < Lesson: If I'm squared away, I still serve as an excellent role model to others.
- < Time and personal life.
- < Energy.
- < Money.
- < Family.

- < Your personal goals.
- < Responsibility.
- < Open and vulnerable.
- < Take time away for other pursuits.
- < Being prepared to be opposed – swimming against the tide.
- < Personal safety.
- < Liability, criticism.
- < Sometimes it is not as hard or as challenging as feared.
- <

Final Exercise

The participants were asked to close their eyes and think about what a city full of “10 Award” winners would look like:

- < City of angels – A place I would like to live.
- < Heaven on earth.
- < A large family.
- < A city of people concerned with betterment of community and nation
- < A city where you could leave doors open, no crime, no hurtfulness.
- < Hell is the longest banquet table filled with delicacies surrounded by people with arms too short to feed themselves – heaven would be everyone feeding each other.
- < Multicolored balloons released into the air and flying freely – able to reach wherever they can.
- < Everyone respects each other.
- < Children are happy and healthy.
- < Compassionate and generous and caring.
- < City that cares, loves, and hopes and solves problems.
- < City where people are smiling and enjoying success. Literacy rates are rising.
- < Warm bright and happy, people are motivated, and celebrating successes. They have turned lives around and are holding hands and singing.
- < Strength of caring people.
- < City of caring people who care not who gets the credit.
- < A loving people giving all the help they can.
- < City where people are appreciated, comfortable and safe.
- < If we work together as a community we can help each other out instead of bickering.
- < Close, caring neighborhood. Personal wellness is given to all.
- < Half of the people would be unemployed because they have done what they had to do to make the city a better place. The services they provide would no longer be needed
- < Community where we have always been – hardworking people.

Keynote Address: Dr. Al Siebert

- < Dr. Siebert gave a brief history of his background. He trained with paratrooper survivors. Finished service, graduated from college at University of Michigan. He felt something was wrong. At that point he had had no courses on mental health. All the focus was on mental illness. At that time he went back to Oregon and got a job as a gardener – he then made a decision to use his training to interview people who had been through very difficult times and had overcome them. He was interested in what kind of people they were and how they were able to survive. How the people with the worst experiences could be the best people.
- < Dr Siebert introduced Dr. Edie Eger. Dr. Eger was taken to Auschwitz at the age of 16. She was trained as a ballerina and the guards kept her alive to dance for them. After the war, she went to school and became a psychologist. She was keynote speaker at a conference honoring Victor Frankl. He was able to help her face her experiences and put them into words. He helped her to see that Auschwitz helped her become the person she is today.
- < Al met and talked with Bernie Siegal. He was a doctor who worked with cancer patients who had been told by doctors that they had very little time left to live, but had lived far longer. He did research on what qualities make the difference. There is a different kind of person emerging in our society. Some of the things we teach our children actually stifle our ability to be resilient.
- < Resilience is the ability to absorb high levels of disruptive change, bounce back and excel in times of change and uncertainty, without acting in dysfunctional ways.
- < Things such as pressure in the workplace, constant change, and changes in technology can cause overwhelming problems. People react in many different ways. Some people explode while some implode. The healthy people are able to express their feelings. There are those who revolve, rather than evolve or set up housekeeping in their misery. They become lifetime victims. Healthy people come back stronger than beforehand.
- < We need to respect that it is healthy to become upset and to cry and to be able get it out of our systems. It is not the situation that causes problems, it is how we react to it. We need to be resilient and to tell others about it. We need to be role models. The challenge is to cope effectively while inspiring others.
- < The IQ test results depend on age. IQ actually goes down with age so raw scores are handicapped according to age. It is EQ that gives us the edge and EQ goes up with age. Abraham Maslow wrote a book about companies – *Eupsychian Management* – where the companies are so well managed that people are actually gaining psychological health from working in the companies. Synergistic management is a term used in the book. Managing with questions is a different way of doing things, not giving job descriptions, but having each person figure out what the job description is. Some supportive questions: “How do you feel about what is happening?”, “What are you doing to take care of yourself?” “What are your expectations for the future?”
- < There are five levels of resiliency to master. These things actually expand your cognitive skills and resiliency. Laughing is very important to accomplishing this.
- < There is an optimal level of strain that varies from person to person. It comes back to “how am I handling it?” There is research that shows that the most resilient people are those who focus outward and work on problem solving while those who are least resilient are those who focus inward. These people have more illness than those who are more resilient.
- < We are all born with both right brain and left brain skills. We have been trained to suppress one or the other and we need to be able to use both. The roots of resiliency are

healthy self-esteem, optimistic self-confidence and strong self-concept of professionalism. Children who don't have this are more likely to become involved in drugs, violence, etc.

- < We learn from instruction, imitating role models and learning from experience. Have you ever had an intuition and talked yourself out of it? Some people get into self-talk that is self-defeating. People who are most resilient are very complex. They are selfish and unselfish both at the same time. This inner complexity is what gives us adaptability. Those who are most successful are able to balance optimism with pessimism.
- < We need to learn to accept others as they are even if they are negative and let the universe deal with them.
- < An example of a talent for Serendipity is Lance Armstrong. He has said that if he had to choose between having cancer and winning the Tour de France, he would choose cancer.
- < There are many benefits to being resilient. Humans are born with the ability to keep learning.