

# La Rueda

S E R V I C E   A B O V E   S E L F  
THE ROTARY CLUB OF MONTEREY, RI DISTRICT 5230

## Dan Coughlin

### Joby Aviation – How To Save People A Billion Hours A Day



Dan Coughlin is the Special Projects officer for Joby Aviation. His primary focus is assisting the company lay the foundation for the company's future production phase of the S4 electric Vertical Take Off and Landing (eVTOL) aircraft. This includes production location scouting, facilities development, long-lead equipment sourcing and procurement as well as a large assortment of other tasks.

After earning a Bachelors and Masters of Science in Aerospace Engineering from Georgia Tech, Dan began his career at NASA's Marshall Space Flight Center. His primary focus through his 17-year NASA career was the development and flight test of advanced

technologies and experimental space flight vehicles including X-34, X-33 and X-37, as well as other NASA efforts to replace the Space Shuttle with the next generation of launch vehicles.

After completing his Sloan Fellowship at Stanford University's Graduate School of Business, Dan became the Director of Business Development at NASA Ames Research Center's 'Space Portal' – an organization created to directly support the entrepreneurial space sector. Dan led the efforts to create formal relationships (Space Act Agreements) with the nascent space industry with the intent of lending credibility and technical assistance so these companies could better attract investor capital.

In 2011, Dan took a position at Virgin Galactic (VG) where he directly assisted raising \$100 M in capital for VG to establish a new product line – the LauncherOne launch vehicle, and then led the proposal team to win a DARPA contract worth over \$5M and a NASA contract worth millions more. Dan spent most of his time at VG managing an engine development program culminating in a successful full-scale demonstration of a new combustion technology.

Dan became director of QuakeFinder, a technology to forecast earthquakes with two weeks of advanced notice, in 2015 to manage the project from its R&D state to an operational capability. This included obtaining outside technical assistance and financial support. Dan joined Joby in June of 2018 and currently spends most of his time in Marina, CA preparing the company for aircraft production.



A long time ago, I was born at the old Monterey Hospital on Hartnell Street. A lifelong resident of Monterey, I attended local public schools including “good old” Monterey High School. I began my post-secondary education at Monterey Peninsula College (Go Lobos!) before transferring to San Jose State University to earn a Bachelor of Arts degree in Industrial Education with a Master's degree in Educational Leadership.

My educational career started at the Monterey Peninsula Unified School District where for thirteen years, I taught Industrial Arts and Social Science, along with coaching multiple sports at my alma mater Monterey High School. After a couple of years as the Assistant Principal, I became MHS's Principal for eight years. Though I felt I was at the pinnacle of my career, much to my

surprise, the superintendent moved me to the District Office where I served ten years until my retirement as the Associate Superintendent of Business Services. In my various roles as an educator, I have been involved in all aspects of the community from sports and recreation to facilities and property management, as well as business and finance, but I'm probably best known by the community for my role as a teacher and the principal of Monterey High School, which was the most fulfilling role for me.

After my retirement in 2016, I was elected to Monterey's City Council, where the past four years has truly been an honor and a privilege to serve as a member of the Monterey City Council. Monterey will always be my “forever home” which I share with my wife, Sharon, who is a community college administrator of Career Training and Workforce Development. Together we have a daughter, Ava, who last year graduated from Monterey High School and is currently attending San Francisco State University. My son, Brice, currently lives in Los Angeles and is working as a land surveyor and a musician. I have been a member of THE Rotary Club of Monterey since 2001.

## President Matt Nelson's Rotary Interview

### 1. What motivated you to become involved in Rotary?

Rotary has been a part of my life since I was a child. My parents were both Rotarians, and I was always inspired by my grandfather who was an avid Rotarian through his 90s. For me, Rotary gave me a sense of community and service when I was unable to continue my career as a pilot. By giving me an outlet to meet new friends and stay involved in the community, Rotary has enriched my life and the lives of those we serve. It is truly an honor to serve this community with my friends.

### 2. In your view, what is the mission of the Monterey Rotary Club and how does it fit into the large Rotary International mission?

Rotary International is creating a world where people unite and take action to create lasting

change. The best way for us to support that global mission is to create lasting change in our own community. Our Monterey Rotary Club is creating lasting change by focusing on our youth – our future leaders. For example, we have been proactive in supporting the Youth Arts Collective (YAC) which is an after-school art studio and mentorship program for high school and college artists. Additionally, we have financially supported MPUSD through the purchase of musical instruments. We are also engaged in the Nanao Youth Exchange, which is part of a broader Rotary program that enables youth to learn a new language, discover another culture, and truly become global citizens.

### **3. In what ways will Covid-19 change Rotary on a permanent basis?**

We are all eager to get back to normal, but we are still in the midst of the pandemic and some opportunities have arisen as a result of Covid-19. In the immediate future, when permitted to do so, we plan on hosting hybrid, socially distant in person meetings in which members may choose to eat with others or sit nearby and enjoy the program with a mask. We will also continue our Zoom meeting platform, which will be recorded, and allow members to join the meetings by computer or phone. More permanently, we'll continue to use our technological capabilities (thanks to Gregg Wutke) and engage with others outside of our community on a more regular basis.

### **4. As our new President, what is your vision for the year ahead, and what goals or objectives do you have for your tenure?**

There's a lot of great things this Rotary club already does and we still have the capacity to broaden and strengthen our service in the future. However, my main goal for the club this year is simple and fundamental: we all need to stay connected and engaged through this pandemic. This starts with our weekly Zoom meetings. Although nothing can compare to face-to-face engagement, I'm proud of how our membership has stayed connected on a weekly basis, and my goal is to make these meetings as engaging, fulfilling, and fun as possible.

### **5. Being the club President is never an easy task; what are some of the challenges you have faced with assuming this role on short notice?**

One thing that comes to mind is the level of training I received before stepping into this role. Although I was unable to take advantage of the normal training resources available to incoming presidents, I have had the luxury of relying on our Club's past presidents. The comradery of this club is second-to-none, and I wouldn't be able to lead such a committed membership without all of your support. It's all of your work that has made this quick transition possible.



### **6. What are you most proud of as a Monterey Rotarian?**

Age has no boundaries for friendship in our group. Although we come from different generations and walks of life, we are a group that has bonded through Rotary and beyond. It is truly a pleasure to serve on Rotary with members that I consider friends outside of Rotary.

*Interview conducted by Rotarian Marco Lucido*

# **NOVEMBER**

**Thursday – 11/19 Tom Platenberg – Cruise From Paradise To Pariah**

**Thursday – 11/26 No Meeting – Thanksgiving**

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and scholarships for students.

For More Information:  
<http://www.cfmco.org/about-us/fund-list/rotary-club-monterey-martinhurd-fund/>

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