



Award Winning

Malibu Rotary Club Surfwriter

September 30, 2009

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President Holmes Osborne III

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Malibu Rotary Club Website: www.MalibuRotary.org

Rotary International Website: www.Rotary.org

Rotary District 5280 Website: www.rotary5280la.org

Rotary District 5280 “Rotarians Doing Business With Rotarians” Website: <http://yp5280.org/>

[RI President \(2009-2010\) John Kenny](#)

Rotary District 5280 Governor (2009-2010): Susanne Sundberg

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Last Week’s Malibu Rotary Club Meeting Rotary District Governor Susanne Sundberg Talks About the State of the District



Rotary District 5280 Governor Susanne Sundberg, Executive Aide and District Governor Nominee Brad Robinson and Zone 4 Assistant Governor Glenn Mitchell Tell the Malibu Rotarians RI President John Kenny’s Theme “The Future of Rotary is in Your Hands”

Rotary District Governor Susanne Sundberg joined the Rio Hondo-Bell Gardens-Commerce Rotary Club in 1995 as the club's first female inductee and has served as President (the club's first woman president), Secretary and chaired numerous club programs before and while she served Rotary District 5280 as Assistant Governor of Vocational Service, Vice Chair and Chair of the Paul Harris Dinner, District Directory Vice Chair, Senior Assistant Governor of Membership, District Conference Chair, member of the District Policy & Guidelines Committee, and Marketing & Hospitality Vice Chair of the Host Organizing Committee for the 2008 RI

Convention in Los Angeles. Susanne's community involvement includes past Secretary/Treasurer of the California Association of Community Centers, Elder at St. Peter's by the Sea Presbyterian Church, Advisory Council member of the Rio Hondo Boys & Girls Club, and Vice President of the Downey YMCA. The Rio Hondo Boys & Girls Club recognized her with the "Woman of the Year" award in 2000 and the Downey YMCA acknowledged Susanne with the Community Service Award in 2004. Her husband Dennis is a member of the Rotary Club of Huntington Beach, which is in a different Rotary District. She has 5 children and 14 grandchildren.

When addressing the Malibu Rotary Club on September 30, she said that when she went to District Governor Elect's Training seminar with 26 others in her class of District Governors she and the other District Governors were worried that the jacket selected by Rotary International President John Kenny of Scotland for all the District Governors to wear was a cause for concern. They were worried that the coats would all be plaid, and the male district governors would have to wear kilts. It turned out the jacket was a dark solid color, with only the lining and scarf plaid. We thought that Susanne was an airline pilot because of the flight theme that has come from the district. She isn't a pilot. Besides the RI President's motto "The Future of Rotary is in your hands," the district governor's at their training seminar created their own theme, a Flight Plan for the year.

The emphasis for the Rotary year will be put on providing clean water for those that don't have, various health projects, and literacy. In fact, the governor wants all club to participate in some sort of community literacy project, and for more information on this she recommended contact the District Literacy Chair Olivia Patterson.

She recommended that people get involved with the district's international projects in Ecuador. There are 10 projects, and a trip is planned for local Rotarians and their families who would like to go to see these projects. Susanne is planning a side excursion to the Galapagos Islands. Trip, including air and lodging for this trip March 18-22 is \$1400.

For community service the district has a new Peace and Understanding initiative to eliminate gang violence. An Anti-Gang Forum is planned for May 1.

Lew Bertand, Senior Assistance Governor in charge of Communication, has information on a grant that the district has for P R for Rotary, both for district and clubs. This can be for TV, radio and print to get the word out about Rotary.

Susanne emphasized supporting youth. They are the future of Rotary.

Susanne talked about the importance of contributing to the Foundation for continuing the water, wheelchair and malaria nets, et al. She recommended becoming a Paul Harris Bequest Society member.

She talked about the End Polio Now program, trying to end polio in the 4 existing countries that have by 2013. This is supported by Bill Gates \$2 million challenge.

She also recommended that all the Rotarians in the district try to get to the Omni Hotel on January 15, 2010 to see RI President John Kenny speak.

The Rotary District Conference will be held in May 2010 at the La Quinta Resort and Spa. There will be golf on Thursday and the hospitality night on Friday will be around the pool.

The Rotary International Convention will be in Montreal, Canada in June 2010.

A major emphasis both of Susanne's talk, and the meeting with Malibu Rotary Club board members following the regular meeting, had to do with membership. She said that RI President John Kenny calls for both quantity and quality in new Rotary members. It is important that all current members ask qualified people to consider Rotary membership. Susanne noted that surveys have shown that on 10% of the Rotary members of asked someone to join Rotary. In 2008 Rotary District 5280 had its largest decrease in membership. Besides getting new members it is important retain qualified new members. To this end Susanne recommended that mentor be assigned to each new member, to keep track of that member, and call them if they are not at a meeting

At the meeting with DG Susanne, AG Glenn Mitchell, and Executive Aide Brad Robinson talk about techniques various Rotary Clubs have used for increasing membership were discussed. Among these ideas are having meetings at different times, different places, requiring fewer meetings, trying to keep dues as low as possible. Clubs that have been successful at using these techniques are the Rotary clubs of Hollywood and Wilmington. Also, welcome Rotaract input because they are the future of Rotary.

Other News and Guests from the Last Malibu Rotary Club Meeting

The visit of District Governor Susanne Sundberg brought several guests to the Malibu rotary Club meeting of September 30. In addition to Executive Aide **Brad Robinson** and Assistant Governor **Glen Mitchell**, Malibu resident and Santa Monica Rotary Club President-Elect Santa Monica veterinarian **Frank Levac**, as well as Malibu Rotary honorary Rotarian and faculty sponsor of the Pepperdine Rotaract Club **Connie James** and Pepperdine Rotaract President **Maurice Collins** and Pepperdine Rotaract Vice President **Rachel Williams**. At a special Board meeting following the regular meeting each of the directors of avenues of service of the Malibu Rotary Club presented an oral report as well as written reports which had been sent to and compiled by **Chris Bauman** for distribution to the District Governor and Assistant District Governor at the meeting.

Malibu Rotary Representation at Foundation Dinner and Casino Night

Malibu Rotary Club was represented by 10 people at the Paul Harris Rotary Foundation Celebration Dinner & Casino Night at the Carson Community October 3rd. Chris Bauman was entered into the Texas Hold 'em competition.

\$\$\$ Syvertsen Deal A Success! \$\$\$

The Syvertsen deal is an idea of Malibu Rotary Club Budget Director Bob Syvertsen to help Members of the Malibu Rotary Club pay for the minimum Rotary Foundation \$100 minimum contribution per member by buying Foundation raffle tickets.

For each club member who has paid the entire amount of dues to the club by September 30 the club sent \$100 and the raffle ticket stubs to district 5280. By the close of the meeting September 30, 2009, 10 of the 11 members of Malibu Rotlary Club had taken advantage of the Syvertsen Deal.





Project TRIUMPH program was conceived by Ilan Magdali of the Newbury Park Rotary Club. The program brought 10 teenage Arab and 10 teenage Jewish students from Israel to a leadership camp in Simi Valley where they all learned to work together, develop leaders skills before returning

to Israel to use what they learned back home. Most of us feel helpless in trying to find a solution to the constant war in the Mid East, but at least this program is trying to do something. Sponsorship of this program has been mostly from the Newbury Rotary Club and Rotary Clubs in District 5240. Malibu Rotary Club was the first Rotary Club in Rotary District 5280 to support this project. One of Project TRIUMPH chair people, Frances Fuji, wrote about the status of the program for this year

“In light of the current economic climate and more challenging environment for securing grant monies, instead of hosting students this year, we are taking the opportunity to strengthen infrastructure in Israel and to establish collaborative relationships with aligned organizations.

Upon our request, Shaul, from the Rotary Club of Haifa, provided us with a budget and proposal to hire a part-time facilitator to be responsible for year-round support of both new Project TRIUMPH students and alumni. We are sending money to contribute to the facilitator’s salary, and she has already begun meeting with the kids there.

We are excited about prospects for 2010 and beyond (the plan is to resume bringing kids over in 2010, assuming that we can raise enough funds in 2009) and believe we will emerge from this fallow year with an even stronger, more well-rounded and promising program than ever before.”

Calendar

Oct 7 2009

Dr. Lee Kats
""Solar Frogs""

Oct 14 2009

Dr. Eric Savitsky
""Current Challenges to Global Healthcare""

Oct 28 2009

Sanda Alcalay
"Polio & Rotary's Goal to End it Once & For All""

Sanda is a Realtor and a member of the Pacific Palisades Rotary.

The Malibu Rotary Club Surfwriter is sent weekly to members of the Malibu Rotary Club and friends of the Malibu Rotar Club, those interested in the work of Malibu Rotary. This e-mail is sent to you at no charge. If you wish to opt out of our mailing list send an e-mail to maliburotary@hotmail.com with the subject: Take Me Off Your Mailing List