

The Award Winning
Malibu Rotary Club Surfwriter

April 16, 2014

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President William Wishard

Edited by Dr. John W. Elman
Pictures by Dr. John W. Elman

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Next Regular Malibu Rotary Club Meeting Wednesday April 23 at noon at Pepperdine University Drescher Graduate campus in LC 152 (with fellowship starting at 11:30 a.m.) Speaker is Madhava Dasa of the Cornell University & T. Colin Campbell Foundation Certified In Plant-based Nutrition Founder Who Will Talk About "How Eating Young Plant Parts Keeps You Young & Healthy For Life "

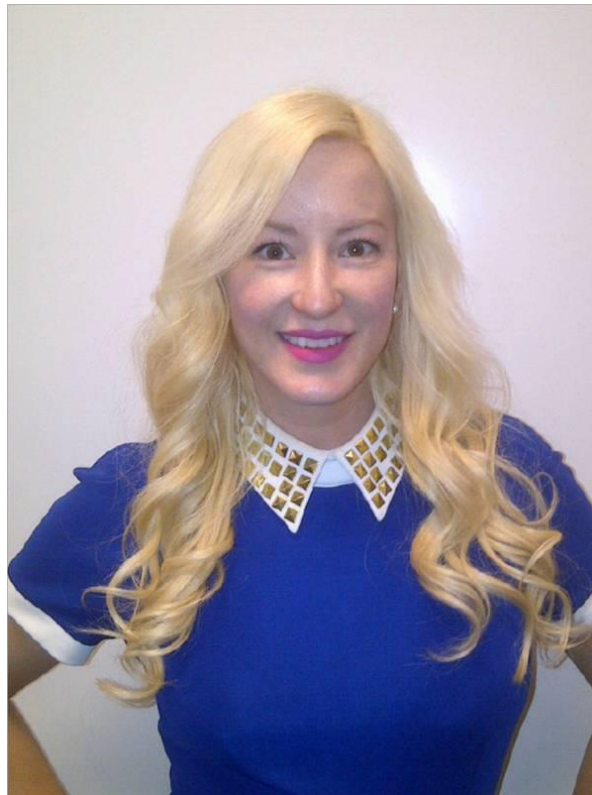
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- Check **Calendar** on Malibu Rotary website www.maliburotary.org
- Rotary International Website: www.Rotary.org
- Rotary District 5280 Website: www.rotary5280.org/
- RI President (2013-2014) Ron D Burton
- Rotary District 5280 Governor (2013-2014): Doug Baker
- Assistant Governor for Malibu Rotary Club: Alice Muntean (2013-14)

Canon Wing “Name and Grow Rich”



Canon Wing discovered that she has a special knack—the knack for naming things. She has turned that knack into a successful business. Her web site www.cannonwing.com shows that she has helped name things for some pretty impressive companies: Honda, Johnson & Johnson, Samsung, Wendy’s, Hanes, Hershey, Georgia-Pacific, Capital One, Puma, Kodak, Canon, Best Buy, Bayer, XM radio, she has come up with a name for all of them.

In her dynamic presentation at the Malibu Rotary Club on April 16th, Canon pointed out the do's and don'ts of naming, giving examples of each.

What's in a name? A name is a call to a greater future.

“The only reason we buy anything is that it promises us a greater future.”

“The 4 Attractions Of A Name Worth Millions

1. Emotion
2. A Wish Fulfilled
3. Memorable
4. New But Familiar

“Consider names I've created like: The Baconator, Flipz Pretzels, and recently I'mStanding.com

“Can you see how each of these names hit all four attractions?

“There has never been a civilization ever found in all of humanity that didn't name everything in their environment in order to thrive.

Naming is our Survival Instinct as humans.

Naming is our path to a greater future.

A name is so powerful it's essential for our survival. If you are not taking naming this seriously then you are missing out on your birthright. You're missing out on the secret power of putting your thoughts into another human's heart – into the hearts of millions. Snap yourself out of the haze of name candidates and into the power of naming.”

There is an emotion in naming that must connect to people. A great name works for you 24/7. A bad name works against you. Think big—call to a greater future. Canon used the example of Martin Luther King's “I have a dream” speech.

Canon also talked about inspiration from words that were part of the medical recovery of her fiancé, who she calls her “Miracle Man.” An ER doctor told her that he had no chance to walk, to live. She didn't tell her fiancé the negative words of the doctor, only positive words. He survived and they are happily married.

Canon and her website give a wealth information about considerations to be made when naming things. If her online videos and coaching don't give you the inspiration to come up with a name, then you'll have to ask Canon to do it.

Robert Hayman and Michael and Kim Bonewitz ask for Malibu Rotary Club to Fiesta Malibu 2014 on May 4 at Juan Cabrillo Elementary School



Robert Hayman (R) explains to members of the Malibu Rotary Club the booth locations at the Fiesta Malibu May 4th at Juan Cabrillo Elementary School, while Juan Cabrillo PTA Vice President Kim Bonewitz and her husband Michael hold the festival schematic map.

To help fund the items and teachers a Juan Cabrillo Elementary School the PTA had begun an annual festival. It was called a Fiesta, because the Hispanic families who couldn't afford to donate money donated food for the event.

This year the Fiesta is not just the Juan Cabrillo Elementary School Festival but is being expanded to encompass the whole community and is call Fiesta Malibu, with several sponsors, including Vintage Grocers, AAMP, the SMMUSD, local vineyards (no alcohol at the event) and non-profits, who will have booths to tell what they do. There will also be games for kids and adults, continuous live entertainment and fun for all.

Fiesta chair this year is Robert Hayman. He said that the booths the business rent at the Fiesta are sold for \$1000. For non-profits it is \$800. Hubert noted that we have not budgeted



to donate to this event this year. I believe, however, Robert made us an offer we can't refuse. He will give us the \$800 for the booth, to give back to him, so we can be one of the sponsors.

If that's the deal, then the Malibu Rotary Club is one of the sponsors. And of course Maggie will be recruiting Malibu Rotarians to work the booth on May 4.

(L) Kim Bonewitz Shows the Fiesta Malibu Juan Cabrillo Shirt

The Bonewitz Family Get Check From Malibu Rotary Club From the Fundraiser



Pictured: Malibu Rotary Club Treasurer Hubert Luckerath (L) presents check for \$8,817.62 to Kim and Michael Bonewitz (R) from funds raised at benefit held March 28th at Chipotle Restaurant. Maggie Luckerath organized the event.

The Bonewitzes, who have 3 children of their own, took in the 5 children of Marie Jordanau, who requested they do so before she died of cancer. The community has helped with the financial burden that fulfilling this request has entailed.

The Malibu Rotary Club would like to thank the community for coming out in large quantities to help support the Bonewitz/Jordanou family fundraiser. The evening of the event Chipotle donated 50% of their receipts to the fund raiser. Most of the money was raised from private donations mailed to the Malibu Rotary Club.

Other News and Guests at Last Malibu Rotary Club Meeting

Malibu Rotary Club President Bill Wishard announced that since President Elect Margo Neal has opted out of going to the Rotary International Convention in Australia Margo suggested the money that was allocated for that could be used to pay for Malibu Rotary Club member registration at the District Convention in Indian Wells May 15-18.

Carlye Rudkin was again a guest at the Malibu Rotary Club meeting April 16.

Rotary Social Event at Gulls Way- Friday, April 25th - 11:30

Price:\$15

Reservations on a first come basis (can only take 12 people). This will be considered a "Rotary Social Event"!

So RSVP ASAP.

Thanks

Maggie

Address is 26800 PCH, Malibu

A catered lunch starts at 11:30

We will have a tour given by the Property Manager, Heidi

BYOB - other non alcohol beverages provided

Travelling East/South - just before Latigo Canyon you turn right into the gated area. If you go to Latigo Shore Drive you have gone too far!

Travelling West their is a small left hand turn lane provided and you will see that shortly after Latigo Canyon...

2002-06-30 04:00:00 PDT Los Angeles -- [Dick Clark](#) has purchased a 12-acre Malibu home known as Gull's Way for close to \$15 million.

The multiple Emmy-winning producer and TV host, whose hit rock 'n' roll show "American Bandstand" marked its 50th anniversary in May, bought Gull's Way as an investment, sources said.

The oceanfront property has been described as one of the best building sites in Malibu. It is bordered on three sides by the ocean.

The property also has a 6,600-square-foot main house, built in the early '70s, and an 1,800-square-foot guest house, built in 1956. The main house is habitable but has been neglected. There is also a caretaker's cottage, a beach house and a pet cemetery on the grounds.

Gull's Way belonged to Pepperdine [University](#) before Clark bought it. The property was given to the school when [Luella "Billie" Ulrich](#) died at age 99 in 1996. She had hoped that the university could build a conference center on the site, but Pepperdine couldn't get city approvals.

Ulrich lived on the grounds for more than 50 years, much of it with her husband, Rick, who died earlier. The couple, who owned several mobile home parks, bought the site in the '40s and lived there in a trailer until they built the guest house. When the guest house was completed, they moved into it until the main house was built.

The main house, which has a fountain and several murals made with Malibu tiles, has been used as a set for many movies and such TV series as "Fantasy Island" (1978-1984). Few weddings have been held there, but the late [Herve Villechaize](#), who played Tattoo in "Fantasy Island," was married in front of a fireplace in the house.

The property had been on the market, at \$15 million, since June 1999.

Proceeds from the Gull's Way sale will go to the [Graziadio School of Business](#) on the new Drescher campus at Pepperdine in Malibu, according to public information.

Upcoming Speakers (yet to be confirmed)

- Randy Klingensberg, Performing Arts Studio West (who trains disabled artists to perform--school attended by blind autistic musical savant Rex Lewis)
- Malibu High School Principal Jerry Block
- Founder of the National Veterans Foundation, Floyd 'Shad' Meshad
- Dana Sherman of the Fleet Street Bike Project
- Dan Wise on history of the 25,000 acres from Marina del Rey to PV Peninsula to Western Ave

Please see Malibu Rotary Club Website www.maliburotary.org for latest Calendar and future speakers and facebook pages for other news.

Like Rotary Club of Malibu on

facebook

Calendar

Apr 23, 2014

Madhava Das

"How Eating Young Plant Parts Keeps You Young & Healthy For Life "

Madhava Dasa -- Madhava Das - Cornell University & T. Colin Campbell Foundation Certified In Plant-based Nutrition Founder and Chief Researcher at Nutritional Research Maui Health & Kindness Motivator, Author, Speaker Author of - Eat Your Way To Health: Healing, Kindness & The Plant Life Cycle (Five Star book review by Maynard Clark, Research Administrator at the Harvard School of Public Health) - Soon to publish: Younger Plant Part, Younger You: How Eating Young Plant Parts Keeps You Young & Healthy For Life

The national health news is that animal protein is linked to early death.

<http://www.cbsnews.com/news/meat-dairy-may-be-as-detrimental-to-your-health-as-smoking-cigarettes/> Being certified by Cornell University in Plant-based nutrition, Madhava

Das will tell you how to avoid early death, with the vegan diet former President Bill Clinton, Steve Wynn of Las Vegas hotel fame, and John Mackey founder of Whole Foods Market have adopted.

Apr 30, 2014

Bill Wishard

"Club Assembly"

This will be a club assembly in which club future plans will be discussed.

May 07, 2014

Linda Montellano Werner and Sourena Vassegh

" Big Dreams Take Small Sacrifices"

May 14, 2014

Michael A. Smith, Principal OLM School

"Our Lady of Malibu School"

May 21, 2014

Silva Mirzolan
"Releasing the Genie Within"

Silva Mirzoian knows a thing or two about releasing one's inner power in order to turning one's ideas into reality. Silva is a self-made entrepreneur, best-selling author, philanthropist and lifestyle expert who transformed her challenges into a successful property development company which became a framework for attaining one's personal financial independence.

Silva is the leading expert to extracting your inner Genie which will lead you to turning your ideas into reality and live a triumphant lifestyle. As author and publisher of the book "Jump-Start Your Life"® and producer of Passions & Dreams For Success Institute, Silva has been recognized as the "Dreamweaver" by Entrepreneur Magazine for having the unique ability to weave together past & present to develop a perfect (and wealthy) lifestyle for women.

May 28, 2014

Carl Christman
"Carl Reads Minds"

Carl Christman is a mentalist at the Magic Castle in Hollywood. His Rotary presentations are educational and entertaining. Rotarians and guests at this special meeting will learn about the power of their own mind and have a once in a lifetime experience. You can find out more about Carl and see a demo video at www.CarlReadsMinds.com. This should be a fun Rotary meeting. Come and bring a friend.

Jun 25, 2014

Doug Kmiec
"Why Aristotle and Jimmy Stewart were both right – AMB"

Former U.S. Ambassador to Malta Douglas W. Kmiec explains Why Aristotle and Jimmy Stewart were both right – AMB.

Jul 23, 2014

Jo Anne Books
"Life After Polio"

Jo Anne Books, from Laredo, Texas, and now living in Northern California, contracted polio at age 4 and became paralyzed in both arms. She did not let that stop her, becoming a probation officer and the mother of 2 children. She has spoken at many Rotary clubs about polio and will

be in Malibu this week attending the Malibu Arts Festival, taking time out to share her experiences with the Malibu Rotary Club.