



Reach Within to Embrace Humanity

The Award Winning

Malibu Rotary Club Surfwriter

April 25, 2012

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President of the Month David Baird
Malibu Rotary Club President of Record William Wishard

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

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- Check [Calendar](#) on Malibu Rotary website MalibuRotary.org
- 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 \(2011-2012\)](#) Kalyan Banerjee
- Rotary District 5280 Governor (2011-2012): Brad Robinson
- Assistant Governor for Malibu Rotary Club: Kevin Smith
- Rotary District Newsletter—see it on Rotary District 5280 site or click [here](#)



Malibu Rotary Club Welcomes New Malibu.Patch Editor Jessica E. Davis

Jessica E. Davis is the new editor of Malibu.Patch, replacing Malibu.Patch original editor Jonathan Friedman, who is now in Massachusetts, and interim editor Brantley Watson.

She and her husband Peter were introduced at the Malibu Rotary Club meeting Wednesday, April 25, in the Fireside Room of Pepperdine University.

Jessica is neither a stranger to Rotary nor being a Patch editor. She was wearing a shirt with Rotary emblem that she was given as a member of the Rotary Club of Indio. Until her new assignment Jessica was editor of PalmDessert.Patch and has been a news reporter and multimedia journalist in the Coachella Valley since 2008. Like Jonathan, she's the type of

reporter who likes to go beyond the surface level.

Jessica is from Anaheim, California and graduated from Wentworth University in Spokane, Washington, which has a strong journalism program and has a lot of similarities to Pepperdine University. Like Pepperdine, it has just under 3,000 students, is Christian based (Presbyterian), and encourages its students to study in other countries. For Jessica this led her to continuing her education in Hong Kong, and she was considering a career as an international journalist. She also started up a blog while living in Asia and freelanced photographs of Cyclone Nargis in Myanmar, which were published in The Christian Science Monitor and CBS.com. Jessica's international experiences made her appreciate how some of the most generous people are in some of the poorest places.

Before joining Patch, Jessica worked as a wire service reporter in Southern California, where she wrote about everything from celebrities to crime (and especially celebrities who committed crimes).

She met her husband Peter Davis when both were students at Wentworth University. Until recently he was working for a TV station in the Palm Springs area, which recently ceased to exist, along with his job. He is about to return to graduate school at Pepperdine. In the meantime he is assisting Jessica, who is mostly running a one woman operation as the Malibu affiliate in the Patch network. She said she liked the concept of the community online news service that has been the model of the Patch.com network that Adrianna Huffington started in 2009. AOL bought the Huffington web business for \$315 million last year so now Jessica and all the other community Patch editors work for AOL.

At the time of her visit Jessica had only been Malibu.Patch editor for 13 days, but has been very busy as late breaking stories have hardly after her time to unpack. Of course she covered planned events such the City Council election, the changing of city council people, the Planning Commission, the opening of the new library, Malibu Lagoon Protests. But in the past 4 days there have been several late breaking non planned events: the stolen van that went off the cliff in Malibu Canyon Road that led to city lockdown and multi-hour man hunt, fiery head on fatal crash Tuesday night on PCH west of Tuna that closed the highway for about 5 hours, and the drug bust on boats off Latigo canyon also on Tuesday night.

Jessica said she usually finds out about the late breaking stories from e-mails, posts, and calls from people in the community, but the Friday night manhunt story was different. She and her husband Peter were in Malibu Friday about to return home to their Santa Monica apartment when they heard and saw a Sheriff's helicopter. This was definitely a late breaking news story. She instructed Peter "Follow that helicopter!" With iPhone camera at the ready she took the passenger seat as Peter followed the helicopter to Malibu Canyon Road, where the road had already been closed. She got out and on foot got as close to the action as she was allowed to go, and was able upload the earliest pictures of the Town and Country Van in the ravine, and sheriff's manhunt effort for a man who allegedly was an ex-con who decided to go down the ravine rather than be arrested by the sheriffs.

How does she do it? How can she be everywhere? And how can she post her stories online as they are happening? Can she really work 24-7?

Her main tools are her smart phone camera and the patch mobile computer—not sure if it was an iPad or Tablet. For sure it needed an always on Internet connection. It also helps to have her husband's support and what essentially is the interested volunteer support of the community who feed her stories and comment on them after she writes them. She encourages people to e-mail (Jessica.Davis@patch.com) or text her (760.277.7888) about community news events and comment on stories online (www.malibu.patch.com) The Patch process is almost, but not quite, instantaneous. Besides occasional technical glitches, which may slow things down, Jessica monitors everything in Malibu.Patch and tries not to censor anything as long as it is not profane or racist. If your posts do not show up immediately, just wait a minute or two. Differing opinions and debate are welcome.

Advertising revenues for Patch come from both national and local sources. Some of the local advertisers contribute columns and pieces.

This editor (John) finds Patch.com in general , and Malibu.patch in particular, an indispensable community resource for getting instant news about road conditions and local emergencies. And for planned events it has been one of the few local new sources that publishes Malibu Rotary weekly speakers and events.

News and Guests from Last Malibu Rotary Club Meeting

Malibu Rotary Club President Bill Wishard represented Malibu Rotary Club at the Rotary District Conference this weekend at Hilton Resort in Mission Bay and brought back 4 awards that the Malibu Rotary Club won, all in the area of Communications and Public Relations (see **Rotary Club of Malibu Wins Awards at Rotary District Conference in San Diego** story below) and also passed out the Calendar of Events for the Rotary year 2012-2013 given to him by Governor-Elect Lew Bertrand. Bill said it is important that several officers of the Malibu Rotary Club attend the Rotary District Assembly the morning of June 2 at the Carson Center. The theme for the new Rotary year will be "Peace Through Service."

Maggie Luckerath talked about the Fund Raiser Polo Match for Safety Harbor Kids that will be held June 9th at the Will Rogers Polo grounds in Pacific Palisades. **Bob Syvertsen** noted that the \$500 that the Malibu Rotary Club donated to the new Malibu library can be seen on the shelf for "New Arrivals." Malibu Rotary Club was NOT listed among the "Special Thanks" contributors on the back of the April 22 Malibu Grand Opening printed program.

There were three guests at the April 25 Malibu Rotary Club meeting, the speaker's husband **Peter Davis**, Past President of Malibu Rotary Club **Rex Levi**, who works in the Pepperdine University Real Estate office and also **Mike Hebert**, an active Rotarian member of the Thousand Oaks Rotary Club who was wearing the Rotary jacket he used while being part of Rotary polio eradication effort in northern India. He told us that the week he was there 172 million children

were immunized against polio. Mike has a business in western Malibu in the Trancas center Postal Annex. He will return to the Malibu Rotary Club to talk about his experience leading a Rotary team of volunteers in India.

Rotary Club of Malibu Wins Awards at Rotary District Conference in San Diego



The Rotary Club of Malibu won four awards for excellence and achievement in Communications and Public Relations for 2011-12 at the Rotary District 5280 Conference held at the Hilton Resort in Mission Bay on April 20th. The awards were for best newsletter, website, using social media, and Overall Achievement in Communications and Public Relations. The Malibu Rotary Club is one of 47 Rotary Clubs in Los Angeles Rotary District 5280 and one of the smallest. Each club has a weekly newsletter which chronicles the weekly club meeting, charity events and the weekly guest speaker. This year the editor of each club newsletter was sent examples of newsletters of the other clubs, and 47 editors voted on the top 3. The Malibu

Rotary Club was the only one to receive the Overall Achievement award.

John Elman is the editor of the Malibu Rotary's newsletter, *The Malibu Rotary Club Surfwriter*, as well as webmaster of the club's websites www.maliburotary.org and Rotary Club of Malibu on facebook.

Bless the Beasts & the Children

What: First Annual Bless the Beasts and the Children fundraiser with food, drink, entertainment, both live and silent auctions and special emcee Dick Van Dyke.

When: Saturday, May 19, 2012 from 6:00 p.m. to 10:00 p.m.

Where: Private estate in Malibu, CA.

Why: To honor Dave Woods for a lifetime of Rotary Service projects and Malibu Coast Animal Hospital for years of service to homeless animals.

Who: Sponsored by Woodland Hills Rotary Club Charitable Foundation and Malibu Pet Companions.

Special Note: The event will be held outdoors and the attire is dressy casual.

For more information about **Malibu Pet Companions**, please go to:
www.MalibuPetCompanions.org

For more information about **Rotary Club of Woodland Hills**, please go to:
www.WHRotary.com

Contact:

Bless the Beasts and the Children

5737 Kanan Road, #339
Agoura Hills, CA 91301-1601

E-Mail: BlessTheBeastsAndTheChildren@rcwh.org

Web: events.rcwh.org

Phone: 818-483-4228

The event will be held at a private Malibu estate and jointly hosted by the [Rotary Club of Woodland Hills](#) and [Malibu Pet Companions](#), the event will raise money for local and international service projects benefitting children, as well as for the medical care for sick, injured and un-weaned homeless pets at the [Agoura Animal Shelter](#).

Malibu Rotary Club International Projects in Puerto Rico



With matching grants from The Rotary Foundation, Rotary District 5280 (District Designated Funds [DDF]), and in partnership with other Rotary clubs in Rotary District 5280 and host clubs in Puerto Rico, the Malibu Rotary Club is involved in two humanitarian international projects in Puerto Rico in 2012. Barbara Riley (front row third from left) represented the Malibu Rotary Club at the *Centro Geriátrico San Rafael*, Arecibo, PR Rotary Project in February, 2012. Malibu Rotary was one of the lead sponsors of the project, along with 4 other Rotary Clubs from Los Angeles, CA Rotary District 5280 who also sent representatives.

Malibu Rotary Club was also a sponsor of a second project, *Hogar Santísima Trinidad (HST)* in Barrio Macarabones, Toa Alta, Puerto Rico which involves rehabilitating alcohol and drug abusers at the HST Center to train for job skills and also educate in recycling and train in solid waste management.

More on Rotary District 5280's humanitarian trip to Puerto Rico can be seen at <http://www.facebook.com/PuertoRico5280>.

In the *Centro Geriatrico San Rafael, Inc* in Areciba, Puerto Rico project the Malibu Rotary Club is the PRIMARY INTERNATIONAL PARTNER. 5 Rotary Clubs from Los Angeles along with Rotary Foundation and the host Arecibo Rotary Club has helped the senior residential center purchase needed maintenance and repair tools, 8 energy efficient air conditioning units and a commercial sliding gate opener. This is a geriatric home for indigents founded in 1925. The Arecibo Rotary Club has been supporting them since 1935. This project costs \$15,585.00 of which the Malibu Rotary Club and the Westchester Rotary Club have given \$1170.00 each. Other partner clubs are Culver City, Wilmington, along with the host Rotary Club of Arecibo.

The most ambitious project (*Hogar Santisima Trinidad* [HST] in Barrio Macarabones, Toa Alta, Puerto Rico) involves rehabilitating alcohol and drug abusers at the HST Center (who are also highly likely to have HIV) to train for job skills and also educate in recycling and train in solid waste management. HST is a private community based non-profit organization, offering a safe residential rehabilitation and treatment program to 35 young males addicted to drugs and /or alcohol, established in 1993. HST depends on income from their semi-industrial aluminum and metal recycling and processing program. As part of their rehabilitation program, the HST implements occupational, physical and work therapies through their Mobile Recycling Center Program (MRCP). It consists in the training of patients in the use of a fixed industrial recycling unit permanently located at the Center, where they learn how to process and recycle aluminum, car batteries, diverse metals and other materials under the close supervision of trained supervisors. They also pickup recyclable materials in nearby communities to process at the center. The project also addresses a problem of waste management in Puerto Rico. Studies done by the US Environmental Protection Agency have revealed that improper or insufficient capacity to dispose of solid waste in Puerto Rico has created public health problems. The management and disposal of solid waste in the Island has long been a challenge, aggravated by the limited space available due to its geographical size, roughly 100 mi by 35 mi, and its delicately balanced ecosystem and the large amount of solid waste generated, at 4,000,000 tons per year. Puerto Rico's residents generate more waste than people living on the mainland and recycling rates are lower. Much of Puerto Rico's waste ends up in landfills, most of which do not comply with local and federal governments' landfill requirements. The cost of HST Rotary project in Puerto Rico is \$22,570. The primary international club sponsoring this project is the Westchester Rotary Club. Malibu Rotary Club is an equal share holder with the Westchester Rotary Club, with each club contributing \$1570.00. Besides the host Rotary Club of Santurce, the Rotary Club of Torrance-Lomita is a partner in this project.

Malibu Rotary Club is [Official Sponsor of Smile Trek](#)



Marine Sargent Winston Fiore Started his 5,000 mile Cross Country Motorcycle Trip in Malibu. His purpose is to bring awareness of children's cleft palate and raise money for the International Children's Surgical Foundation. The organization provides surgery, training for 3rd world surgeons, plus follow-up care for surgical correction of children's cleft palate disease. The US trip was in preparation for a 5,000 mile walking trip across Southeast Asia which he began in September. Before he

left he explained " My route will take me through eight different countries, beginning and ending in Singapore, and the yearlong trek will be an ongoing effort to raise funds for the ICSF and awareness for children living with clefts in the developing world. I chose to base this trip in Southeast Asia because of the region's high prevalence of cleft births."

Malibu Rotary Club is one of his sponsors. One surgery costs \$240.

See Winston's blog at <http://www.smiletrek.org> (which includes multiple videos) as he travels across the world. As of April 11th he had collected \$40,404 for ICSF, over 81% his goal of \$50,000.

An e-mail from Winston on April 11 :

Hi everyone,

Happy belated Easter. Here is [my latest blog post](#). I'm 80% of the way to my fundraising goal, woo-hoo! All the best,

Winston Fiore
Sgt/USMC
smiletrek.org

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 

Calendar

(all Malibu Rotary Club meetings are held at 7:30 a.m. Wednesdays in Fireside Room of Pepperdine University unless otherwise noted)

May 2 2012

Malibu Rotary Club Assembly

"Malibu Rotary Club Assembly Lunch meeting at Tra di Noi Restaurante (NO MORNING MEETING)"

This is a special noon Malibu Rotary Club Assembly Lunch meeting at Tra di Noi Restaurante, 3835 Cross Creek Rd, Malibu, CA 90265 in Malibu Country Mart. All inclusive Lunch price of \$20.00 is by cash only (no credit cards) to be paid with reservations and RSVP to Maggie Luckerath e-mail:hubsden@aol.com or (310)457-6822

Restaurant phone is (310) 456-0169

May 9 2012

Cynthia Colburn Ph.D

"The Art and Archaeology of Ancient Sicily"

Cynthia Colburn Ph.D, Pepperdine Associate Professor of Art History will present an illustrated overview of The Art and Archaeology of Ancient Sicily from the Iron Age through the Medieval era.

May 16 2012

Tomas Martinez Pepperdine Professor of Psychology

"My Life as a Polio Survivor"

Rotary has all but eliminated polio in the world, but millions of people were afflicted with the disease before the polio vaccines became available in the 1950s. One of those afflicted was Tomas Martinez Pepperdine Professor of Psychology. Professor Martinez will talk about his life as a polio survivor at the May 16 meeting of the Malibu Rotary Club.

Jun 2 2012

Rotary District Assembly at Carson Center.

Jun 20 2012

Barbara J Riley

"Rotary District Humanitarian Trip to Puerto Rico"

The Malibu Rotary Club is a co-sponsor in two humanitarian projects in Puerto Rico. Barbara Riley represented the Malibu Rotary Club at Rotary District 5280 Humanitarian Trip to Puerto Rico in February to visit these projects and will describe her experience at the Malibu Rotary Club meeting June 20.