



Award Winning

Malibu Rotary Club Surfwriter

April 29, 2009

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President Bow Bowman

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Edited by Dr. John W. Elman

Pictures by Dr John W. Elman

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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 \(2008-2009\) D.K. Lee](#)

Rotary District 5280 Governor (2008-2009): Chuck Anderson

**Identity Theft and Compliance with FACTA (Fair and Accurate Credit Transaction Act)—
An enlightening and entertaining presentation by Gus Searcy**



The April 29th program of the Malibu Rotary club featured an enlightening and entertaining presentation by Gus Searcy.

Gus spoke fast, but assured me that he would give me a printed hand out so I didn't have to take notes. The printed sheet was from his company TBS (Total Business Solutions) and explains that because of new federal laws, that every company, from large to small (with as few as

one employee) has a large hole in its insurance coverage regarding financial liability due to identity theft. Even if the employee of the company has not disclosed information about a customer, a delivery person, or maintenance person might see some piece of information on someone's desk or in the trash that could make the company liable for any identity theft problems incurred by its customers.

Because of losses of banks and other financial institutions, who were protected by previous consumer laws that made individuals who were victims of identity

theft not liable for debts that have been rung up on credit cards, loans and mortgages, lobbyists for these financial institutions have created a new set of federal laws that are going into effect May

1, 2009. These new Federal laws, passed by congress when we weren't looking, are scary for every one of us.

The Federal FACTA (Fair and Accurate Credit Transaction Act) is neither fair nor accurate. It makes all companies liable for civil and criminal damages for non-compliance, and to have compliance, all companies must have a Compliance Officer, as well as a written statement on file as to who in your company is the Information Security officer, a written NPI policy in place, and a mandatory meeting about NPI with all employees.

You can order the Federal Trade Commission's Report free of charge by calling 877-IDTHEFT and/or visit the website www.consumer.gov/idtheft, or www.ftc.gov/os/statutes/031224fcra.pdf.

To see a summary of FACTA got to www.avsi.us/facta1 for a short 5 minute informative presentation.

Gus became interested in identity theft when he was a victim of identity theft himself 10 years ago. Someone assumed his identity when he received a bill for \$25,000 for purchases he never made he found out how hard it was to make things right again. 3 years later someone tried to bill a mortgage loan for \$175,000 using his identity. He explained that identity theft is one of the fastest growing crimes. We all know about the credit bureaus that have all our financial information, but there is also information contained about us by the DMV, medical records, and other places where thieves try to break security measures to gain access.

Besides the interest in identity theft Gus has an interesting background in many areas. At the age of 16 he was a stock trader. He is a magician, and inventor, and great speaker

and motivator. There are multiple internet entries about him, such as this 1990 reference about his *Butler In A Box* invention:

Butler-In-A-Box is a voice-activated controller that can be used to turn your home into an ad hoc smart home . It can control your heat, lights, and phone, and be controlled via voice, timer, and keypad.

It's an eccentric piece of technology; inventor Gus Searcy is "a professional magician and computer buff" and clearly has a good grasp of showmanship. Bonding with your BIAB begins immediately as you must name your unit before using it. Future Stuff names theirs "Godfrey" "Godfrey can be programmed to be charming or cantankerous, as you wish, and can respond in a foreign accent or a foreign language."

Gus explains that his current company provides a no cost solution to assist any company to resolve the compliance issues with these new federal laws(including FACTA, HIPAA and GLB, while showing the company employees that the company cares about protecting their best interest. He can be reached by phone at 714-757-2976 or by email at mastervoice@mail.com. His entire calendar is online at: <http://www.easycalendar.biz/Appointments> (You can see when and where he will be speaking as well as where he has spoken).

Other News and Guests from Last Malibu Rotary Club meeting

Guest speaker Gus brought with him 2 guests who work with him in his business, **Shay Torres** and **Ian** (didn't last name).

Next Malibu Rotary Meeting: May 6 At Camp Bloomfield (no meeting at Pepperdine)

We meet and breakfast at Camp Bloomfield, the camp for the Junior Blind. This Rotary club built an "outhouse" there several years ago. Perhaps we will inspect it. Here's an opportunity not only to get an update on the camp and the Junior Blind, but also to view the miracles of Spring—new wild flowers, insects, birds, etc., etc., etc. It would be great to car pool, so contact someone and hitch a ride or offer a ride. To get there:- take PCH west to Mulholland (just past Neptune's Net at County Line), turn right and go to 35375 Mulholland Hwy (on left), Malibu, CA 90265

Who Will Step Up to Write Malibu Rotary Club Surfwriter from May 6 through June ? (see message from John)

Dear Malibu Rotarians,

Lee Ann and I are going to be out of town for 2 weeks starting May 9th, while we drive to my daughter Shana's graduation from medical school in Wisconsin. In addition I am flying back to Milwaukee June 3rd to drive with Shana from Milwaukee to Seattle where she will begin her residency in surgery. I WILL NOT BE WRITING THE MALIBU ROTARY CLUB SURFWRITER THESE DATES. I am hoping somebody will step in and write the bulletin during this time because if they don't there will be no Malibu Rotary Club Surfwriter those weeks.

John W. Elman

Editor,

Malibu

Rotary

Club

Surfwriter

Musical Malibu Rotary Club Fund Raiser

Margo Neal and **Geoff Ortiz** reported on the possible fund raiser at Malibu Stage featuring the singing talents of Malibu Dolphin winner and popular Ralph's employee **Debra Caraway**. The Malibu Rotary Club members decided to go ahead with this event at the meeting of April 15.

The event would also feature an auction and the first auction item offered was a flight along the coast in the plane piloted by club president Bow. We are all agreed that Malibu Rotary Club fund raiser will take the efforts of ALL of our members we are now considering a date of either July 18th or July 25th (most likely the 19th). Will update this when confirmation date is set. Look for it then on our website: MalibuRotary.org.

Get to Malibu Rotary Meetings on time!

To show respect to speakers and to get a chance to enjoy each other's company we all made a vow to get to the meetings closer to 7:15 a.m., get our food and be in our seats closer to 7:30 a.m. Food lines are also shorter before 7:30 a.m. since students generally have not arrived yet. Meetings will be called to order no later than 7:45 a.m.



Editors Note: Most of you know how strongly I feel about the Project TRIUMPH program 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, In the last issue of The Malibu Rotary Club Surfwriter I had written about e-mail communications I had had with Frances Fuji of the Project TRIUMPH organizing committee. She had written

“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."

In a subsequent e-mail she had written about what some of the student alumni of the Project TRIUMPH program (many of whom we had met when they were here) were currently doing after participating in the Project TRIUMPH program:

"Our greater vision is to inspire leaders of tomorrow by imparting wisdom and broadening the perspective of high school students. Our first year students, who were here in 2006, are now in the army or beginning to build careers. We have stayed in contact with some of them through Facebook. Very soon, their generation will be making pivotal choices that will impact not only their region, but the world.

We're proud of all the young people we've worked with, and we thank you for your belief in them.

La Estanzuela, Honduras Water Project

The Malibu Rotary Club is one of the clubs joining with the Century City Rotary Club to bring clean water to the Village of La Estanzuela in Honduras. There wasn't enough time to complete funding of this project during the past Rotary year. We are hoping to complete the project this year with a Rotary Foundation Matching Grant

Calendar

May 6 2009

Malibu Rotary at Camp Bloomfield
"Malibu Rotary at Camp Bloomfield"

Instead of meeting at Pepperdine University the Malibu Rotary Club will be meeting at Camp Bloomfield. In 1953, Norman Kaplan and a group of dedicated volunteers founded Junior Blind of America (formerly known as Foundation for the Junior Blind) to provide recreational services for children who were blind or visually impaired. In 1958, Henry Bloomfield gave Junior Blind access to a 40-acre campsite in Malibu, California. Since then, Camp Bloomfield has served as a year-round residential camp for youth who were blind or visually impaired and their families. One of the first projects of the Rotary Club of Malibu after its incorporation in 1971 was to build the bathroom for Camp Bloomfield.

May 20 2009

Sterling Long-Colbo of Maverick Fitness
"Staying Fit"

Are you fit? If yes, is there such a thing as "fitter." If no, what can you do to change the situation? Come and find out on this day.

May 27 2009

Brian Gabbard
"I Was a Musher in the Iditerod"

Malibuite Brian Gabbard will be the speaker: "I Was a Musher in the Iditerod." Now this should be a very interesting tale.

Jun 17 2009

Ed Gillespie
"Tales From the Planning Commission"

Ed Gillespie, a member of the Malibu Planning Commission. "Tales From the Planning Commission." Another very interesting meeting.

The Malibu Rotary Club Surfwriter is sent weekly to members of the Malibu Rotary Club and friends of the Malibu Rotary 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