



Malibu Rotary Club Surfwriter

April 4, 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**

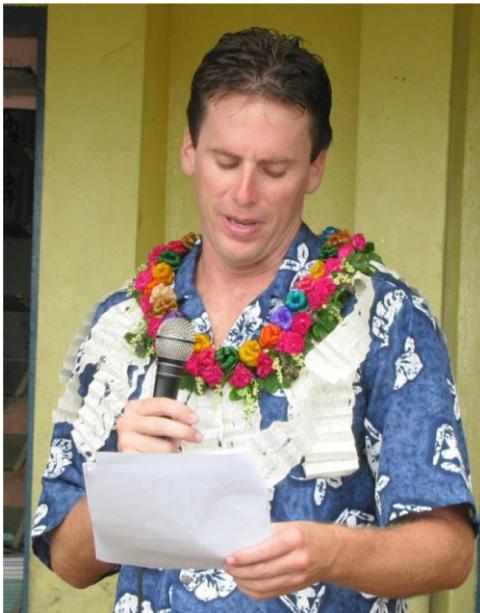
**Edited by Dr. John W. Elman
Pictures by Dr. John W. Elman and Geoff Matlock**

In This Issue (click underlined topics for web link when connected to the Internet)

- **Geoff Matlock, a Peace Corp volunteer who spent over a year in Fiji doing Small Business Development**

- Next Week April 11th at Malibu Rotary Club meeting in Pepperdine University Fireside Room at 7:30 a.m. “Rotary Information Day” hosted by President Pro Tem David Baird. This meeting is especially for people in the community wondering what Rotary is and what Rotary does.
- News and Guests from Last Malibu Rotary Club Meeting
- Malibu Rotarians at Safety Harbor Kids Charity Event
- Malibu Rotary Club International Projects in Puerto Rico
- Malibu Rotary Club is [Official Sponsor of Smile Trek](#) (see postcard from Winston)
- 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](#)

Geoff Matlock, Peace Corp volunteer who spent over a year in Fiji doing Small Business Development



The Peace Corps was established in 1961 by President Kennedy. It is governed by three goals:

1. Helping the people of interested countries in meeting their need for trained men and women.
2. Helping for promote a better understanding of Americans on the part of the peoples served.
3. Helping promote an understanding of other peoples on the part of Americans.

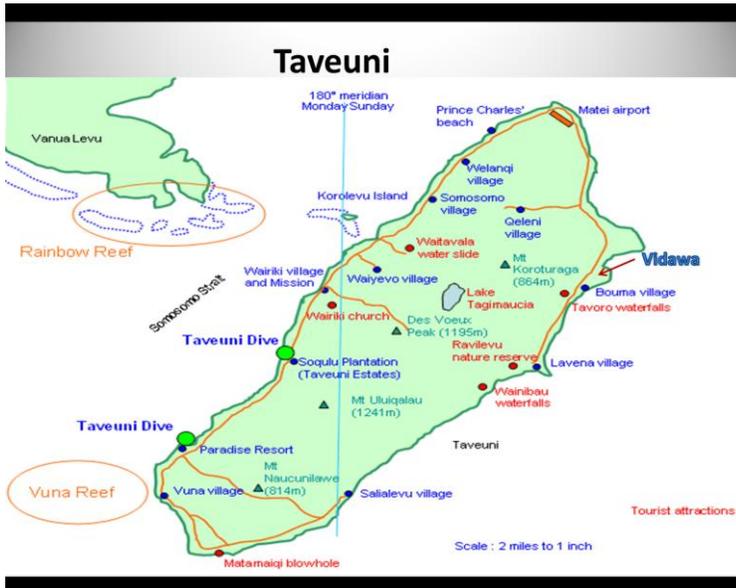
The work is generally related to social and economic development. Each program participant (aka Peace Corps Volunteer) is an American citizen, typically with a college degree, who works abroad for a period of 24 months after three months of training. Volunteers work with governments, schools, non-profit organizations, non-government organizations, and [entrepreneurs](#) in education, hunger, business, information technology, agriculture, and the environment.

There a 9,000 volunteers serving in the Peace Corps each year. Since 1961, over 200,000 Americans have joined the Peace Corps and have served in 139 countries.

Geoff Matlock had grown up on the beaches of Malibu and Santa Monica, serving as a lifeguard and was one of the first graduates of Cal State University Channel Islands in Camarillo, getting a degree in business. He had read about the Peace Corps, wanted to see more of the world, and signed up to be a Peace Corps volunteer. His assignment was to develop the tourism business in a village in Fiji.

Fiji is an [island nation](#), or rather a group of islands, in [Melanesia](#) in the South [Pacific Ocean](#) about 1,100 [nautical miles](#) (2,000 km; 1,300 mi) northeast of [New Zealand's North Island](#). Its closest neighbours are [Vanuatu](#) to the west, [France's New Caledonia](#) to the southwest, [New Zealand's Kermadec](#) to the southeast, [Tonga](#) to the east, the [Samoa](#)s. The country comprises an [archipelago](#) of more than 332 [islands](#), of which 110 are permanently inhabited, and more than 500 [islets](#), amounting to a total land area of circa 18,300 square kilometres (7,100 sq mi). The two major islands, [Viti Levu](#) and [Vanua Levu](#), [account](#) for 87% of the population of almost 850,000.

Over the centuries constant warfare and [cannibalism](#) between warring Fiji tribes was quite rampant and very much part of everyday life. During the 19th century, Ratu [Udre Udre](#) is said to have consumed 872 people and to have made a pile of stones to record his achievement. According to Deryck Scarr ("A Short History of Fiji", 1984, page 3), "Ceremonial occasions saw freshly killed corpses piled up for eating. 'Eat me!' was a proper ritual greeting from a commoner to a chief." Geoff was to learn that the contemporary people of Fiji are friendly and happy.



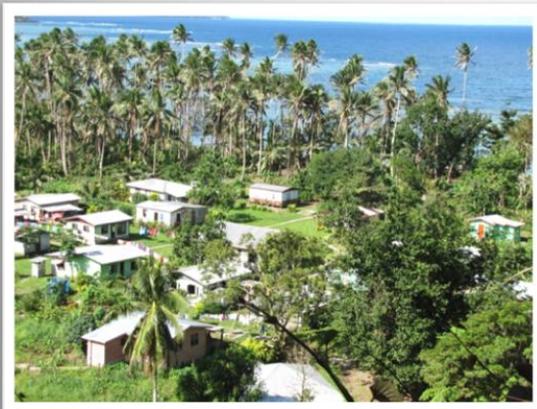
The village to which Geoff was assigned was not on one of the two largest islands where most people lived and where the resorts were. He was assigned a village on the island Taveuni, the third largest of the Figi group. It is considered “The Garden Island.” It has no large hotels, just smaller mom and pop places to stay with very modest accommodations. The small island had only one road, a dirt one, that surrounded it. During his three month training period he started to learn the Fiji language, and became fluent during

his stay.

The people of the village on Teveuni had requested someone from the Peace Corps help them develop the tourist business for their “Vidawa Rainforest Hike.”

He was given a small one room cabin to live in (the interior and exterior of the cabin is pictured below). He was to find that most things that he took for granted did not exist in this place.

The Assignment



There was no money, but there was nowhere to spend it even if you had it. There was also no electricity.

While the people of Taveuni, like the people of other islands, lived near the water, there was an ancient village in the mountains, where the ancient people used to live, so they could see the Tongan warriors coming and prepare for the attack. The Vidawa Rainforest Hike would take tourists up the trail past waterfalls, to the vantage point where the ancient village and relics were.

For 3 months Geoff just observed the Vikawa Rainforest Hike operation. The results from 2010:

Total Annual Visitors -- 82

Total Revenue-----\$3,475

Total Expenses-----\$3,785

Annual Profit (Loss) (-\$310)

He looked at how other businesses were doing in the nearby Bouma Village.

At the Lavena Village 2 miles away the 2010 results were:

Visitors 2704

Revenue \$69,535

Expenses \$61,671

Profit \$ 7,864

And at the Tavarō Waterfalls visitors center, also very close by, the 2010 results:

Visitors 4,368

Revenue \$75,320

Expenses \$45,670

Profit \$29,650

Geoff had several suggestions for the villagers to improve their tourist business. The infrastructure needed to be improved. There was a reception booth that was in disrepair. He

recommended hiring a receptionist. There was a generator in the village that only worked half the time. He recommended that they charge the phone so tourist could reach them. While he was there he noticed that sometimes the designated tour guides were there and sometimes they weren't. Occasionally tourists would come unannounced he had impromptu villagers, who previously never acted as tour guides accommodate the visitor.

Before Geoff left the struggling Vidawa Rainforest Hike business started to increase and turn a modest profit. Most of the people there didn't really care if it did or not.

Geoff found that the way these people did things was much different than the way most people in America do things. They have little regard for money or time. This is not necessarily wrong. For the most part the people of Fiji are happy and do not have the stress and anxiety that many of us feel. He said there are people from the west, who come to Fiji, like the lifestyle and never leave. Although one of the goals the Peace Corps program is to promote the understanding of Americans for other people and to promote other people's understanding of Americans, he felt that some of the Americans in the Peace Corps program were frustrated that the people of Fiji didn't do things the way the Americans suggested, and their lack of accepting the native people's way of doing things, might leave the Fiji people, and people in other countries hosting Peace Corps volunteers, with a bad impression of the Americans and America.

Geoff was what a Peace Corps volunteer should be—someone who would watch, listen, and make suggestions about how the small business in Fiji might improve. The Fiji people learned from him and he learned from them. He learned the Fiji way: Money is not that important. Less is more. The primary goal is to be happy.

News and Guests from Last Malibu Rotary Club Meeting

Guests at the April 4 Malibu Rotary Club meeting included **Tom Bos**, a Past Rotary District Governor from Holland Michigan and a regular at our winter meetings, **Cliff Mortensen**, Pepperdine grad who works for Northwestern Mutual Life, **Mike Gos**, Pepperdine Professor of Great Books, Pepperdine student **Basil Chung**, from Singapore, and Malibu landscape contractor **Ron Fickland** and his son **Nick**.

Malibu Rotarians at Safety Harbor Kids Charity Event

Safety Harbor Kids (www.safetyharborkids.org) provide Career, Collage, Music and the Arts and Mentor Programs to children **Orphans**, Foster and Homeless Children (ages 13-17) from group homes and shelters within 50 miles of Malibu. Several Malibu Rotarians were at the special Charity Event held last Saturday, March 31st at Dukes Restaurant in Malibu.

Hubert and Maggie Luckerath, Margo Neal, and wife Jane Bos (wife of Holland Michigan Rotarian Tom—a frequent visitor at Malibu Rotary meetings) helped in coloring 400 eggs and giving putting together 75 baskets given to the kids.

Rotary District Breakfast

**Apr 10, 2012 at 07:25 AM Westin LAX Hotel,
5400 W. Century Blvd, Los Angeles, CA 90045**

The April District Breakfast will be led by our New Generations youth, so get ready for an enjoyable and exciting meeting. Our speaker will reflect back on an earlier time and what it was like to be a high school student in 1957.

Terrence J. Roberts, Ph.D. is one of the “Little Rock Nine” who desegregated Central High School in Little Rock, Arkansas in 1957. As a 15 year old eleventh grader, he joined eight other students and became one of the first nine black students to go to a formerly segregated public high school in Little Rock.

Dr. Roberts is CEO of Terrence J. Roberts & Associates, a management consultant firm devoted to fair and equitable practices in business and industry. A graduate of California State University at Los Angeles (BA), and UCLA (MSW), Dr. Roberts obtained his Ph.D. in psychology from Southern Illinois University in Carbondale, Illinois.

Rotary District Conference April 19 through 22nd at the Hilton San Diego Resort & Spa

On Saturday The District Conference will feature some local Rotary service projects, including a clean water project and a Shelter for Women. Reservations for both the conference and the hotel can be made at the Rotary District 5280 site or by clicking [here](#).

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](#). Guests at the Bless the Beasts & Children event will be treated to an extraordinary evening filled with fun, laughter, music and the excitement of both a live and silent [auction](#) while revelers join in festivities to honor [Malibu Coast Animal Hospital](#) and Rotarian Dave Woods for their unfaltering dedication and selfless contributions to animals and children. "These two groups, children and animals, often have no voice and because of that, have no choice. They both depend on us to love and care for them. Together, we illuminate their needs," say event co-chairs Robin [Kahrs](#), Lois Koch and Elizabeth Tilkian.

Malibu Pet Companions (MPC) is a community-based, all volunteer-operated, non-profit 501c3 organization. Its mission is to **fund medical care for sick, injured, and unweaned homeless pets** at the Agoura Animal Shelter (part of LA County Animal Care and Control). Care includes **prescription medicines, surgery** (including spay/neutering if not yet altered) **diagnostic testing, and special food**. It depends on **donations** to provide the medical treatment these animals need so they can be restored to good health and subsequently adopted into loving homes.

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 Santisima 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 Arecibo, 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. He explains, "In late September,

2011, I will set out on a 5,000-mile walk through Southeast Asia. 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 February 22nd he has raised almost \$38,000 for ICSF, over 76% his goal of \$50,000.

A post card mailed by Winston to Malibu Rotary from Thailand on December 31 read "1,000 miles down, 4,000 miles to go...Thanks again for making a difference. Wishing you a happy new year from Bangkok! ---Winston 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)

Apr 11 2012

David Baird

"Rotary Information Meeting--What is Rotary?"

This meeting is especially for people in the community wondering what Rotary is and what Rotary does.

Apr 18 2012

Sam Lagana

"Pepperdine Athletics and Events Center"

Sam Lagana, Pepperdine University Associate Vice Chancellor will speak and show slides of the new Pepperdine Athletics and Events Center

Apr 20—Apr 22

Rotary District Convention-- Hilton San Diego Resort & Spa

Apr 25 2012

Jessica E. Davis

"Meet Jessica Davis, New Malibu.Patch Editor"

Jessica E. Davis is the new editor of Malibu.Patch, replacing Jonathan Friedman, who is now in Massachusetts.

Come meet Jessica and welcome her to Malibu at the Malibu Rotary Club meeting Wednesday, April 25, 7:30 a.m. in the Fireside Room of Pepperdine University.

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.

Following her graduation from the University of Redlands in 2006, she worked for two years as a general assignment reporter for the Redlands Daily Facts newspaper before leaving to attend the Columbia University Graduate School of Journalism in New York City. Since earning her MS in magazine journalism in 2009, Garcia has worked as a freelance writer and reporter, with pieces appearing in the New York Times, Entertainment Weekly, EW.com, the San Bernardino Sun, the Inland Valley Daily Bulletin, the San Gabriel Valley Tribune, and other publications.

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 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.

Jun 20 2012

Barbara J Riley

"Rotary District Humanitarian Trip to Puerto Rico"

The Malbu 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.