



Reach Within to Embrace Humanity

Malibu Rotary Club Surfwriter

April 18, 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](#)

Sam Lasana Envisions the Pepperdine University Events Center: Future Home of the Waves



Sam Lagana was first introduced to Rotary and to Pepperdine when he was a student at Palisades High School. The principal of Palisades High, Jim Mercer, was a Rotarian, and had Sam speak to the Palisades Rotary club when Sam was still in high school. But more significant in his connection with the Malibu Rotary Club and Pepperdine was that Sam was a student athlete on Palisades basketball teams that were in the Annual Malibu Rotary High School Holiday Classic Basketball Tournaments in the 1970's. Malibu Rotary Club sponsored the tournament, which was chaired by the late **Herb Binswanger**. Eight southern California high school basketball teams who came from such places as Santa Barbara, and Dorsey High in Los Angeles, participated in the three day tournament each year during December at Firestone Fieldhouse at Pepperdine. Players included **Leon Wood** of St Monica High (now an NBA referee) and Palisades' **Steve Kerr**, now an NBA TV

analyst and former general manager. The Rotary Club raised money selling ads in the printed program (which was printed in the Palisades High print shop) and edited by **John Elman**. Sam told this editor that he recalled buying his first Pepperdine T-shirt in high school when the high school players were invited to watch a college game between Pepperdine and Kansas in the evening after the high school teams played in the day, another busy day at Firestone Fieldhouse.

Sam has always been interested in sports and is now Associate Vice Chancellor at Pepperdine University, responsible for defining, executing and directing an Advancement effort that benefits Waves Athletics and specialized University-wide programs and campaigns. A primary focus is assisting University alumni, parents and friends with charitable giving that improves the University resources, scholarships, operations and endowment. Interacting on a regular basis with many constituents of the University, bringing new friends into the Pepperdine Family, planning and implementing a number of regular and special activities as well as hosting meetings of the Pepperdine Athletics Board are among Lagana's responsibilities.

The synergized Advancement effort incorporates the entire Pepperdine coaching and athletics staff, key administrators along with team members from the University Advancement & Public Affairs Division and participants in regional Community, Alumni and Parent organizations.

Lagana, who officially arrived back at Pepperdine in 2002, has 25 years of experience in sports administration and executive management expertise in external affairs business specializations such as advancement, development, community relations, marketing, promotions, public relations, television & radio presentation and sponsorships.

During a professional tenure at the historic Los Angeles Athletic Club (1996-2001), Lagana served as the Executive Director of the John R. Wooden Award, directed Athletics and the Sports Marketing & Business Development Division. Lagana served a one year term as National Director of Sports at the renowned Josephson Institute of Ethics in Los Angeles.

He talked about the amazing accomplishments of Pepperdine's sports teams, despite Pepperdine's undergraduate Seaver College enrollment of less than 3,000 students. Since making the move to Malibu in 1972, Pepperdine University's intercollegiate athletics program has carved out a unique niche that is perhaps unmatched by its NCAA Division I counterparts.

No school with an undergraduate enrollment the size of Pepperdine's has achieved such across-the-board athletics success during the past 20-plus years.

The Waves have won nine NCAA championships in five different men's sports, a very rare feat. Pepperdine is one of only 14 schools to accomplish this. Making it even more noteworthy is that Pepperdine is the only non-BCS school and is by far the smallest in terms of enrollment.

In the annual NACDA Director's Cup standings, which measures overall postseason success, Pepperdine finished first among all of its West Coast Conference rivals for 13 straight years (1997-2009).

“Sand Volleyball”, which most of us would call Beach Volleyball, is a newly sanctioned NCAA sport. Sam explains that the reason it is not called “Beach Volleyball” is because most places in the middle of America don't have sandy beaches like Malibu, but they have sand. Of course the

Beach Volleyball players of Pepperdine have been licking their chops to play against national competition and have this sport sanctioned, whatever they call it. The current Pepperdine women's sand volley ball team is undefeated and is in the Final Four. Sam is expecting they will bring Pepperdine yet another NCAA championship.

One frustration is the basketball team. Pepperdine is in a league that includes Gonzaga and St. Mary's, schools that always make it to the March Madness that is NCAA basketball tournament. But Pepperdine, despite its very desirable location, has had trouble luring the best high school players. The elite basketball players want to play at colleges which have the best basketball facilities, the best sports arenas.

Pepperdine's 40-year old athletic facilities are in desperate need of an upgrade to meet NCAA standards and provide increased intramural and recreation opportunities for its students. Firestone Fieldhouse holds about 2800 people. It is too small to hold a major basketball game, and when it is used for the weekly convocations, the sports teams cannot use it. We have copied the following from the Pepperdine website to describe the answer a new University Events Center to be built in the area currently occupied by a parking lot near at John Tyler Dr and the Road to the Grazadio Graduate campus (a parking structure will be built next to the new center):

Envisioning the University Events Center: Home of the Waves



Nothing quite compares to the exhilarating experience of thousands united under one roof—cheering wildly, listening intently, singing in harmony, celebrating happily, applauding

appreciatively. On a thriving college campus, one with a convocation center able to accommodate its student body, faculty, staff, and guests, few moments can match the floor-to-ceiling fellowship of thousands—no matter the occasion.

Pepperdine—75 years since its founding in Los Angeles and four decades now in Malibu—aspire to build such a venue. When the Malibu campus opened in 1972, former ambassador and tire magnate Leonard Firestone provided the funds to build a beautiful field house that has faithfully served as Pepperdine's multipurpose arena. Today, nearly four decades later—as a globally respected university and an NCAA Division I champion and competitor in multiple

sports—it is time to raise a new roof at Pepperdine. Today's Waves yearn for a gathering place massive enough to match their spirit, loyalty, and Pepperdine pride.

Our future events center, a magnet for all of Pepperdine's schools and colleges, will make its home atop the undergraduate campus, inspiring all who enter as the University opens a wide and welcoming door to its community. A perfect match for the distinctive scale of Pepperdine, it will be ample with 5,000 seats and 239,300 square feet, and regulation-sized for Division I competition and tournaments in basketball and volleyball.

As spectacular as it will be for athletic events, it will be just as grand for the keynote speeches of heads of companies and heads of state, and versatile enough for concerts, Founder's Day, graduations, and convocations. The seats will be comfortable, the sightlines clear, the concessions plentiful, and team rooms well equipped. Imbedded technologies will enhance sights, sounds, lights, and action. Assets will include a physical training and rehabilitation complex, team rooms, and technology-rich media resources.

And the best part about the center? There will be no doubt that it is the Home of the Waves—pep bands and pompoms, championship banners, orange and blue pride wafting from the rafters. And everyone who fills the stands—from future freshmen and parents to friends from across the street and across the country—will delight in an expansive, impressive new place to be in community at Pepperdine.

Aspiring to National Prominence in Athletics

While the proposed University Events Center will address goals of both community and competitiveness, our quest is much broader: to ensure that each fully funded sport is positioned to compete in the top 25 in the nation and in several cases, at the pinnacle of Division I teams. Pepperdine enjoys a tradition of competing against much larger schools with phenomenal results, and our aspirations ought to reflect excellence and student-athlete success across all sports and programs.

To build champions on the court and in the classroom, we have set a \$5 million goal to ensure that the nation's elite athletes will choose Pepperdine, thrive in their sport and on campus, and graduate in their field of study.



Endowed athletic scholarships represent the competitive advantage of the very best NCAA colleges where, like Pepperdine, multiple national

championship banners fly proudly. Adequate funding for marketing and effective promotion of Pepperdine's intercollegiate athletic program is part of this comprehensive campaign goal.

Consolidates event venues by relocating and creating one new 5,000-seat Athletics and Events Center away from neighbors in a LEED Silver certified design

Athletics and Events Center will contain 1,600 fewer seats than the facilities previously approved by the County and Coastal Commission in long-term plans

Existing 3,674 spectator seats at Firestone Fieldhouse will be eliminated and facility will be used for student and community recreation. The building will be used a student and community fitness center.

Pepperdine will limit the number of outside events to be held at the new Sports Center to only 26 events per year. For the sport teams using it there will be team rooms with videos (not available a Firestone), a training room (now when playing at Firestone injured athletes have to go to the basement of Heritage Hall to get to training room). Pepperdine has met with community and government organizations to make sure that everyone is onboard with what the University is trying to do, and so far all concerns have met satisfied. I think we all feel this will be an asset not only for Pepperdine University but for the Malibu community as well.

Now the biggest hurdle is to raise the money.

The center will cost \$111 million. The Campaign Goal to raise \$61.5 million. Sam said if you know any potential donors contact him.

News and Guests from Last Malibu Rotary Club Meeting

Bill Wishard will be representing the Malibu Rotary Club at the Rotary District Conference this weekend at Hilton Resort in Mission Bay. **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.

There was only one guests at the April 18 Malibu Rotary Club, **Rick Gibson**, Chief Marketing Officer of Pepperdine University as well as a member of LA 5 Rotary Club, who came especially to hear Sam Lagana's presentation.

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)

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.

May 2 2012

Malibu Rotary Club Assembly

"Malibu Rotary Club Assembly Lunch meeting at Restaurant to be announced (NO MORNING MEETING)"

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 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.