



*The Award Winning*

## ***Malibu Rotary Club Surfwriter***

April 6, 2016

Official Newsletter of the Rotary Club of Malibu  
Malibu Rotary Club President David Zielski

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

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- Last week Yuko Saito-Rodriguez Explains Why California is Still the Best Place to Live and Work
- Other News and Guests at Last Malibu Rotary Club meeting
- Next Regular Malibu Rotary Club Meeting April 6 at Pepperdine Graduate Campus Room LC 152 with fellowship at 11:30 a.m. and meeting at noon. Speaker Will be Financial Adviser Kristofer R. Gray of Integrity Financial Corporation discussing the Malibu Rotary Charitable account
- Malibu Rotary Club Supports RainCatcher.

Check [Calendar](#) on Malibu Rotary website [www.maliburotary.org](http://www.maliburotary.org)

- Rotary International Website: [www.Rotary.org](http://www.Rotary.org)
- Rotary District 5280 Website: [www.rotary5280.org/](http://www.rotary5280.org/)
- RI President (2015-2016) K.R. Ravindran
  - Rotary District 5280 Governor (2015-2016): D.J. Sung

**Yuko Saito-Rodriguez Explains Why California is Still the Best Place to Live and Work**



**Yuko Saito-Rodriguez is a member of the South Bay Rotary Club and the Regional Manager of Velur Enterprises, Inc. a company that specializes in California land investment and landbanking for a profit.**

Yuko presented a very compelling PowerPoint slide presentation on how incredible profits can be made by judiciously buying raw land where public records show that there will be future development and buying the land, or dirt, “dirt cheap,” and after a few years, when the surrounding growth, the industry that is heading in the direction of that formerly dirt cheap land, causes the demand for the land to be worth many times its former value, sell the land for huge profit.

Yuko has a larger than normal business card. Besides having a picture of the beautiful Yuko, there are two aerial pictures on the back of the card of Woodlands Hills. One was taken in 1950 and the other in 2010, and of course you can imagine the difference without even seeing the pictures. Much raw land in 1950 fully developed in 2010. The card also has a quote from General Douglas McArthur, “All a man has to do to become rich in America is to find out where people are going, get there first and buy land.” That is what Velur Enterprises attempts to do. To create wealth by investing in Pre-Developed Land. A quote on the card: “Invest in Real Estate WITHOUT the headache.

Velur Enterprises was started 34 years ago by a couple of immigrants from the Czech Republic. They headed for Southern California and realized that so many others were doing the same thing that real estate in Southern California would be worth a lot more than other places. Industry is moving to southern California faster than anywhere.

Tech companies have created Silicone Beach in the Santa Monica-Venice area. New laws have brought in more industry. AB 32 on climate change and SB 375 on land use redevelopement has encouraged development where people can live and work in the same place

Velour looks for new infrastructure going into a place as signal for more development and a signal to buy the adjacent land.

If California was country it would have the 5<sup>th</sup> highest Gross Domestic Product in the world. This number keeps going up every year. And the #1 economy in the state is in Los Angeles County. California has a population of 38.7 million people and 10 million of these are in Los Angeles County. 12% of all Americans live in California.

Velur Enterprises realizes the potential for growth is no longer in Los Angeles or the beach areas, but in the surrounding areas, and that is where they are investing. Places north, south and east of Los Angeles, the Moreno Valley, .

Important industries going into these areas have to do with solar energy and making battery power for electrical engines. One of the companies that built facilities on Velour owned property is the Chinese company BYD. It announced in 2014 it is building America's first electric articulated bus, fittingly named "The Lancaster" after the city in California where it was designed and manufactured. Lancaster Vice Mayor Marvin Crist proclaimed, "BYD Motors is an American manufacturing company residing in an industrial zone in the city of Lancaster – they have now hired over 60 Americans to build clean-tech Electric Buses and Energy Modules out of Lancaster, California." The Lancaster eBus, a break-through, 60-foot, articulated battery-electric bus, can drive 170+ miles with a passenger load of up to 120 passengers, was in development for almost two years.

Yuko said that in 15 to 30 years most vehicles will not be running on fossil fuels and California is at the forefront at developing alternative energy. She said even the Saudi's have seen the reliance on oil will be waning in the future and they are also working on developing "Solar farms."

The largest solar farm is being developed now on a 5000 acre parcel and the border between Los Angeles and Kern Counties. 5000 acres is the size of the City of Santa Monica.

Another area for growth is in the cultivation of medical marijuana. California is one of 23 states that has legalized medical marijuana. Areas in southern California are being rezoned "Industrial for Cultivation."

What Velur Enterprises, Inc is doing is sometimes called "Land Banking." Wikipedia defines **Land banking** as the practice of aggregating parcels of land for future sale or development. Land banking as an investment, is nothing new to America. Several self-made billionaires started by purchasing large tracts in California where the development opportunities had not yet arisen. People such as [Bob Hope](#) and [Donald Trump](#) have reaped tremendous reward from buying large areas and holding the property until the market commanded a considerable return when sold.

A pdf of the Velur Enterprises slide presentation can be found at <http://www.velurii.com/VELUR-PRESENTATION.pdf>

## Other News and Guests at Last Malibu Rotary Club meeting

Another idea coming out of the March 23 meeting was one suggested by Bianca Torrence for Thanksgiving morning—a Turkey Trot Run. Mark Person had a contact person who might be able to help with the logistics of putting this on—and more discussion will be forthcoming on a planned Thanksgiving morning Malibu Rotary Club sponsored or cosponsored Turkey Trot 5k-10k run and walk at Trancas Beach. There was a special meeting scheduled at the Chamber office with members of Rotary to find out more about having the run

### Rotary District Breakfast April 5

The final Rotary District Breakfast of this Rotary year was on April 5. Several people represented the Malibu Rotary Club at the breakfast. Malibu Rotary Club's newest member **Jack Sherrer** was introduced on stage, among the many new members in the district. Carlye and Margo volunteered to help with Vision to Learn screening at Morningside School in Inglewood. Jack is also getting volunteers from Pepperdine Psi Upsilon fraternity to volunteer with the Vision to Learn program.

### Guests

Guests at the April 6th Malibu Rotary Club meeting included PDG **Tom Bos** of the Rotary Club of Holland, Michigan, who is about to depart back to his other home Michigan after joining the Malibu Rotary Club for the winter. Other guests included the return **Allan Manheim** from Malibu and Bianca Torrence's sister **Rita** from Westlake Village.

### Malibu Rotary Club Supports RainCatcher

David Zielski, Executive Director of Raincatcher makes regular trips to Uganda and Kenya for new Raincatcher installations and maintenance of those previously installed. More about Raincatcher can be seen on its website [Raincatcher.org](http://Raincatcher.org). A link to Raincatcher video is on the [Maliburotary.org](http://Maliburotary.org) website. The direct link to the video is at:

<https://www.youtube.com/watch?v=59rzOcM-RL0&list=UUFetq8NgjhXhtkVf0idcQUg>

## Calendar (for details on these programs see Calendar on [maliburotary.org](http://maliburotary.org))

Filter [Kristofer R. Gray,](#)  
[CFP®](#), [CRPS](#), [C\(k\)P®](#)

Apr 13,  
2016

Integrity Financial Corporation discussing the Malibu Rotary Ch  
Kris will be discussing the charitable account and what proper f

[Glenn McConnell](#)

Apr 20,  
2016

A Police Officers's Devotion fo Community and Service to God  
Glenn McConnell has been a police officer for 48 years--he also  
and human trafficking. He also can give us advice on what to d  
this police officer serves the commuity and God.

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- See more at: <http://portal.clubrunner.ca/2529/Speakers#sthash.jvO99BAs.dpuf>