



The Award Winning
Malibu Rotary Club Surfwriter

August 7, 2013

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President William Wishard

Edited by Dr. John W. Elman

Pictures by Dr. John W. Elman and Totems

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

- **Next Malibu Rotary Club Meeting August 7th at noon in LC152 at Pepperdine Drescher Campus. Speaker will be Sandi Turner, new Media Information Officer for the City of Malibu, who will be talking about her experience in Rotary Group Exchange from Athens, Georgia to Australia**
- **Last Week: Florian Gerlach and the Creations of Totems Communication and Architecture-- How designs for brand spaces attract people to world exhibitions.**
- **Other News and Guests at Last Malibu Rotary Club Meeting**
- **Charles "Chuck" Green Memorial Monthly Lecture Series at Malibu**
- 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.rotary5280.org/
- Rotary District 5280 "Rotarians Doing Business With Rotarians" Website: <http://yp5280.org/>
- RI President (2013-2014) Ron D Burton
- Rotary District 5280 Governor (2013-2014): Doug Baker

- Assistant Governor for Malibu Rotary Club: Alice Mautean (2013-14)

Florian Gerlach and the Creations of Totems Communication and Architecture-- How designs for brand spaces attract people to world exhibitions



Florian Gerlach, who like Hubert Luckerath of the Malibu Rotary Club, had just returned from the RI Convention in Lisbon, but was representing his Rotary Club of Stuttgart-Fernsehturm Germany. He was a founding member of the Stuttgart-Fernsehturm Rotary Club in 2008 and it has 44 members. At the August 7 meeting of the Malibu Rotary Florian showed, with slides and

video, how his company Totems Communication and Architecture, creatively designs brand spaces and attracts people to exhibitions around the world.

Totems was founded in 1997 in Amsterdam and is now represented in four cities: Amsterdam, Düsseldorf, Stuttgart and Shanghai. Founding partners are Gerard de Gorter, Florian Gerlach and Peter van Lier.

The process that Totem goes through for each of its high profile customers is very customized and creative. The company's philosophy, as expressed on its website <http://www.totems.nl> is:

“Architecture, Space, or even just a room can have so much more to offer than simply length, width and height. They can reveal something about the user and how it's used. Show attitude. Communicate. This is what all of us at Totems are made of. We design and realise unique spatial concepts. We treat brands like families and establish family emblems. We convert themes into symbols. Thoughts into spatial experiences. Totems.”

“Totems [toh-tuhms] are emblems and symbols, that are capable of expressing the internal nature of a subject every day work. Our aim is to penetrate deep into the true characteristics and values of brands and companies, identities and stories, to discover their innermost nature and translate it into a unique message.”

Their client list is huge, and diverse. It includes such well known corporations as automotive companies Audi, BMW, Daimler, Mercedes Benz, beverage maker Coca Cola, technology companies Bosch, BASF, and VW, several museums, several public and non-profits like Amnesty International, and others that are well known in Europe and Asia.

To represent their client's services and products they attempt to tell a story in 3D—not virtual or movie 3 D but touch and feel 3 D.

“It all starts with a story. Your story. And we take it from there. Our team of specialists comprises of Architects, Interior Architects, Exhibit Designers, Content Developers, Copy Writers, Media and Graphic Designers. All working together to turn stories into spatial experiences.”



Examples of Totems work include the Mercedes-AMG Performance Center in Beijing in 2012.



Another Totems projects was the Belgian Pavillon Expo in 2012.



Totems also designed the open and light architecture of the Stuttgart Public Library



Totem also designed the Ritter Sport Childrens Schokowerkstatt (Chocolate Work Shop. "Create Your Own Square" The creative chocolate workshop for kids: Individual chocolate squares each in its own individual packaging, all designed by young chocolate masters. Room for fantasy, creativity and fun.

It is obvious that Florian enjoys his work. Just as in the Children's Chocolate Workshop that Totem designed, the work of Totem as incorporates "fantasy, creativity and fun," and who wouldn't want to work for a company that does that!

Guests at Last Malibu Rotary Club Meeting

David Baird was back presiding over the Malibu Rotary Club meeting of August 7, and again was able to impress Rotarians and the 9 guests attending the meeting with appropriate historical land marks marking this week in history. Malibu Rotary Club President **Bill Wishard** arrived late, but said he was assured that for the sold out Rotary Foundation Dinner Celebration to be held this year at 6:30 p.m. on November 9th at the California Science Center a table of 10 has been reserved for the Malibu Rotary Club under the wing of the Space Shuttle Endeaver. 9 people from the Malibu Rotary Club have committed so far and the last seat should be taken soon.

There were nine guests at the August 7 Malibu Rotary Club meeting. **Kelly Sagona**, had been at the previous week's meeting. Kelly is a formerly attended the Las Vegas Rotary Club and now living in Malibu. Visiting Rotarians from the international community who visited Malibu at the August 7 meeting included **Dr Jerome P Fouan**, a nuclear physicist from the Rotary Club of Caen in France. Also visiting was his daughter **Dorothee Faun-Huber** from the Rotary Club of Potsdamer Platz (Berlin, Germany), who like several people in **Florian Gerlach's** Totem company is an interior designer. They had not met before this meeting. Another visiting Rotarian was **Rick Gibson**, a member of the Rotary 5 Club of LA. Rick did not travel far attend the Malibu Rotary Club meeting. Rick is Chief Marketing Officer and Vice President for Public Affairs and Church Relations at Pepperdine University. Another returning guest was **Bill Kreuz**, of SoCal Events, who is heading this year's Malibu Music Festival. With him was **Eric Escaros**, who was also working on the Malibu Music Festival. Another guest at the meeting was **Jeanne Custic**

Charles "Chuck" Green Memorial Monthly Lecture Series at Malibu Methodist Church By Larry Jones

Chuck Green was a long time member and a past president of the Malibu Rotary Club. In his memory, we are starting a speaker series in Malibu that will be taught by another long-time Malibuite, Larry Jones. This is free and open to the public. We are hoping you can help get the following information out to your members. If you send me an email address, I can send you an attached flyer with pictures. Thank you. Here is the information: Charles Green Memorial Lecture Series Did you love your history class in school because the teacher had a passion for connecting the past to the present? This series is for you. Did you hate your history class in school because it was presented as a tedious list of dates and irrelevant facts? Then this series is for you, too. If you are interested in learning about current issues as well as local and global

history, in sharing ideas as to how people and ideas of the past are linked to the ongoing struggle for social justice, or in discovering new perspectives about our nation's past, you are invited to a new lecture and discussion series in Malibu. Topics as diverse as the Supreme Court's Voting Rights Act decision, the history of Pacific Coast Highway through Malibu, the human rights lessons we can learn from leaders such as Aung San Suu Kyi in Burma, and how artwork can be used to decipher American history will be part of The Charles Green Memorial Lecture Series, which is free and open to the public. Named in honor of the late Dr. Charles B. Green, a history/current issues lecture and discussion series will be hosted by the Malibu United Methodist Church, with the first session at 7:00 pm on Wednesday, August 21. Chuck Green was a long-time resident of Malibu and Santa Monica, an educator for 72 years, and remained active in politics, drama, civic organizations, and current events until just before his death in 2011 at age 93. Sandy Liddell, pastor of the Methodist Church, said "We are excited to initiate this series in the spirit of Chuck Green's quest to stay informed while helping educate others in the importance of both current issues and historic events. We hope people throughout the community interested in hearing about and discussing social causes and historic events will attend." Larry Jones, nationally recognized educator and Chuck Green's son-in-law, will be teaching the series. Jones, a former history teacher at Malibu Park Junior High School, has ties with Malibu that stretch back to 1951 when his parents Al and Rita Jones moved to Malibu. Jones' teaching career spanned six decades, starting at Our Lady of Malibu and included eight years at Malibu Park Junior High. For 25 years he taught history at Moorpark High School while also coaching the school's Academic Decathlon Team to thirteen Ventura County Championships, five California State Championships, and four U.S. National Championships. He and his Academic Decathlon students were honored during Oval Office meetings in the White House during the Clinton, Bush, and Obama administrations. "I am honored to be conducting a series in memory of my father-in-law Chuck Green," said Jones, who was inducted into the Ventura County Educators' Hall of Fame last year. "To be doing it my hometown of Malibu is extra special. It was while at Webster School in the late 1950s that I knew I wanted to become a teacher and I'm glad to have the chance to impart some of what I've learned through the educational career I had since then. Chuck emphasized the importance of connecting the past to the present and of staying informed and involved, and I'm thrilled to carry on that tradition in his name." The monthly meetings will focus on current issues, local history, and connecting the relevance of the past to the present, and will be in the sanctuary of the Malibu United Methodist Church, 30128 Morningview Drive.

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

facebook

Calendar

(All

Malibu Rotary Club meetings are at 12:00 Noon in LC 152 at the Pepperdine Drescher campus Villa Graziadio Executive Center unless otherwise noted).

Aug 14, 2013

[Sandi Turner](#)

"Being on a Rotary Group Study Exchange from Athens, Georgia to Australia"

Sandi Turner is the new Media Information Officer for the City of Malibu. Prior to her arrival in Malibu Sandi did several things including Athens, Georgia to go on a 2 month Rotary Group Study Exchange to Australia. She will tell us about that at the Malibu Rotary Club meeting.

Aug 21, 2013

[Bill Krenz](#)

"Creating Opportunities"

Malibu Rotary Club knows Bill Krenz as the caterer who provided the food and the entertaining poi fire ball dancers for the successful fundraising event at Chris Bosh's house on May 29th. His company SoCalEvents (see SoCalEvents.com) produces over 200 events including party rentals with various themes. Bill will be producing this year's Malibu Music Festival. He will be the featured speaker at the Malibu Rotary Club meeting and will talk about "Creating Opportunities."

Sep 18, 2013

[William Wishard and Malibu Rotary Club](#)

"Rotary Information Meeting--What is Rotary?"

This is a meeting especially meant for new and prospective members to find out about the Malibu Rotary Club and Rotary International.