



The Award Winning

Malibu Rotary Club Surfwriter

August 1 2018

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President Bianca Torrence

Malibu Rotary Club Vice President for August Margo Neal

Pictures by John Elman

Edited by Dr. John W. Elman

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

- Last Week Joy Arcenas shows her ART of Giving--Flip Flops and More--The ART of Giving from her own foundation and the Malibu Rotary Club
- Next regular Malibu Rotary Club meeting August 8 2018 Room LC 152 on the Pepperdine Drescher Upper Graduate campus Fellowship will begin at 7:30 a.m. with meeting starting at 8:00 a.m. Speaker will be Malibu Rotary Club's newest Member Mark Koller who answers the question "How did I get here?"
- Check [Calendar](#) on Malibu Rotary website www.maliburotary.org
- Rotary International Website: www.Rotary.org
- Rotary District 5280 Website: www.rotary5280.org/
- RI President (2018-2019) Barry Rassin
 - Rotary District 5280 Governor (2018-2019) Joe Vasquez

**Joy Arcenas shows her ART of Giving--Flip Flops and More
--The ART of Giving from her own foundation and the Malibu Rotary Club**



Malibu Rotary Club Treasurer Joy Arcenas founded a private charity in 2014 which gives away backpacks and school supplies and other requested items to needy children in the Phillipines.

This year there was a special request for Flip Flops for the feet, and many members of the Malibu Rotary contributed to help Joy buy these items for a return trip she made to the Phillipines this past May. At the August 1 meeting of the Malibu Rotary Club Joy gave a Power Point Presentation showing the results of her most recent mission to the Phillipines.



Joy Arcenas was one of 12 children growing up in a rural village in the Phillipines. They had no electricity. In fact, they still don't. Joy said her family wasn't always poor, but by the time she was born, with mismanagement of money, they were poor. When she started school she had no school supplies—no paper, pencils—nothing. She just sat there at her desk in first grade trying to remember everything the teacher said. As she got older and started to learn about the rest of the world she vowed she would make lots of money. You need money to take care of yourself and your relatives in need. One of Joy's older sisters was a missionary in Brazil. The sister helped support Joy so she could go to college in the Philippines where she learned to be an accountant and auditor. She was thankful that her older sister could help her and Joy continued the tradition by helping the younger members of the family. Several became nurses, a couple became attorneys and one became a medical doctor. Joy was able to get a job as an accountant in one of the larger cities in

At the March 28th meeting of the Malibu Rotary club meeting Joy Arcenas, first talked about and showed slide of a charity near and dear to her heart, The ART of Giving, a private charity she created in the Phillipines in 2014, bringing backpacks of school supplies and other items asked for by the poor children living in her native country. ART stands for Accountability,

Responsibility, and Transparency, qualities she looked for as a tax auditor for Los Angeles County.

Whatever successes Joy has had in America she has never forgotten her roots in the Philippines. After helping the younger members her family get through school she decided she would help the poor children of her country with their education by giving them some essentials she feels the 1st graders need. This includes a backpack, with the school supplies you can see in the pictures above. The boys are given blue backpacks and the girls red backpacks. In addition to the backpacks with school supplies each student is given a T shirt. Joy said she know if she gave money to the local governments for the school supplies most of the money would go to the government and not to the students. She had the help of her family still living in the Philippines and other volunteers. They contacted 39 schools, which served 2000 first grade children, on several islands that make up the south Philippines area. She said it cost \$10,000 for the supplies when she started the project in 2014. The labor is all free. She said it costs \$3.00 for the backpack and supplies, which are all manufactured in the Philippines. In 2015 she all put in solar panels for electricity (she said the lack of electricity contributes to the lack of birth control—nothing else do at night).

The pictures above show what she has already been supplying to the schools in Milagos, in the municipality of Masbate, Philippines. It is quite a project, and Joy has a large family to help her. All the goods are shipped from Manila. She had to ask permission from the school administration, and get the cooperation of teachers in 39 schools to before distributing the school supplies to 2000 students. The teachers are hard to reach. Internet signals are sporadic or non-existent. The project base in the village of Paraiso, Milagos, Masbate, is about two days drip by land and sea. Transportation is by boats, walking, horses and buffalo. In addition to the school supplies, which cost \$10,000, someone donated 2000 t-shirts. This year there was also a request for footwear—nothing fancy—these kids don't know about Nike and Big Baller Brand—simple flip flops will do—and with a modest donation from some Malibu Rotarians she was able to get 2000 pairs of flip flops for less than a dollar each. Those donations gave Malibu Rotary Club shared publicity with Joy's private ART of Giving charity.

Other News and Guests at the Last Malibu Rotary Club meeting

More on the District Humanitarian Trip to Lima Peru

Last week Malibu Rotary Club President Bianca Torrence spoke in detail about the Rotary District 5280 Humanitarian Trip to Lima Peru April 3-8. Following her presentation Bianca asked the board members of Malibu Rotary Club if they would consider having the Malibu Rotary Club be one of participants in the Rotary Grants contribution to one of the Peruvian projects. The Malibu Rotary Board members were all present at the meeting, and the club members unanimously voted to approve \$1000 to the project in Peru that needed funding. The project that was in most need of funding was **SMILE BARRANCA**.

That project specifically was hosted by Rotary Club of Barranca, District 4465 Serving the marginal urban and rural sectors, and in educational institutions where there are deficiencies in

oral health care in Supe Pueblo, Puerto Supe, Pativilca, Paramonga and Barranca. Needs Assessment Oral Health in Peru is a public health problem, so a comprehensive approach is necessary, applying effective measures to promote and prevent oral health. Poor population, as well as non-poor, presents needs for the treatment of oral diseases. One of the human groups sensitive to such public health problems are minors, including children between the ages of 3 and 6, where the habits of hygiene and oral care are generated and reinforced, which will be sustained during their future development. This need was assessed by visiting the schools and population evaluation by dentists in Barranca. Project Description • Preventive care and education to children who belong to the Non-school Initial Education Program. • Oral health care for beneficiaries of urban and rural sectors. • School and population training in Barranca Area of Focus: Disease Prevention and Treatment Goals The objective of this project is the promotion of oral health and oral hygiene in marginal urban and rural sectors without health coverage and children from Not Standardized Initial Education Programs.

Bianca said her family has had a charity project in Peru for years she has decided to have her family charity project to contribute an additional \$1000 to that project in behalf of the Malibu Rotary Club, doubling the Malibu Rotary Club contribution from \$1000 to \$2000.

Chili Cook Off Yea or Nay—The Nays have it

Bianca said that although there will be a Chili-Cookoff this year, the sponsoring organization, the Boys and Girls Club, is charging \$200 for a table to organizations that want a booth, something that the Kiwanis club had waived in the past when they sponsored the event. This week Bianca confirmed that the B & G Club will not waive the fee, and they would not let us sell watermelon nor even water. In fact, we weren't sure there would be any fund raising thing we could do and, at least for this year, the Malibu Rotary Club will not have a booth at the Labor Day weekend Chili Cookoff—freeing up the week end for Malibu Rotarians to feel free to enjoy the holiday to do whatever they want to do—somewhere else!

Malibu Rotary Club Halloween Fund Raiser

Margo Neal, who was presiding over the Malibu Rotary Club August 1 meeting, gave a preliminary report on the Malibu Rotary Club Halloween Fund Raiser to be held October 26 at the Calamigos Beach Restaurant (formerly Beaurivage) on PCH just east of Corral Canyon. She said that she is co-chairing the event with past Malibu Rotary Club President Dave Zielski. Dave is no longer an active member of the Malibu Rotary Club, but on August 1 he was made an honorary member of the Malibu Rotary Club for his continued assistance with this important event. Margo announced that details of this year's will be decided in the coming weeks. She said that a DJ with a sound system and lighting will be part of this year's event. Because alcoholic drinks will be sold it was decided not to have student volunteers this year. Ticket price will include food and 2 drinks. 4 Lakers tickets have already been donated for the auction, and also Dodger tickets. Everyone should be on the lookout for items to add to auction. The limit of

number people attending is 150. Exact ticket prices have not been decided, but may be \$100 per person.

Rotary District Governor Joe Vasquez will be visiting the Malibu Rotary Club on August 29th. Assistant Governor Paul Gross has e-mailed what is expected of the club for the Governor's visit. Typically reports are given to the DG from the club officers and the District Governor is the main speaker of the day. This meeting will undoubtedly either start earlier and/or end later than a normal Malibu Rotary club meeting. These activities will be organized by the Malibu Rotary Club Vice President in charge of August Margo Neal.

The first Rotary District Breakfast of the new year will be August 14 at the LAX Westin, 5400 West Century Bl, in Los Angeles at 7:00 a.m.. If we fill up a table of 10 the price is \$40/person. \$47/person after August 7. Don't miss the surprises and brand new format of the District Breakfast! The keynote speaker is Los Angeles County Sheriff Jim McDonnell. Due to the high profile speaker, this event will surely sell out. Sign up early! **Note the new location of the District Breakfast: Westin LAX Hotel.** Free Self Parking! Questions? Contact event chair Jaimee Baker at jaimeesulbaker@gmail.com

Guests at the August 1 Meeting

Marianne Gisele Bema, who was speaker at July 11 meeting, and soon to become a member of Malibu Rotary was guest at the August 1 meeting and we expect her to soon be inducted as a member of the Malibu Rotary Club. Other returning guest at the August 1 Malibu Rotary Club was *Malibu Surfside News* reporter/photographer **Barbara Burke** who is writing an article on Joy's project in the Phillipines in an upcoming issue of that community newspaper.

MALIBU ROTARY CLUB 2018-2019 CLUB EXECUTIVES & DIRECTORS

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Bianca Torrence

Vice-President

Margo Neal

Vice-President

W. David Baird

Vice-President

John W. Elman

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Bianca Torrence

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Margo Neal

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Bianca Torrence

Youth Chair

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Peace-Co-Chair

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Fundraiser Chair

Margo Neal

Fundraiser Co-Chair

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Malibu Rotary Club Rotating Presidents for 2018-2019

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|-----------------------|-------------------------------|
| July 2018 | W. David Baird |
| August 2018 | Margo Neal |
| September 2018 | Margo Neal |
| October 2018 | Margo Neal |
| November 2018 | W. David Baird |
| December 2018 | W. David Baird |
| January 2019 | Bianca Torrence |
| February 2019 | John W Elman |
| March 2019 | John W Elman |
| April 2019 | John W Elman |
| May 2019 | Teresa LeGrove Cherkas |
| June 2019 | Bianca Torrence |

CALENDAR

August 8 2018 Malibu Rotary Club's newest Member Mark Koller answers the question "How did I get here?"

August 14 2018 First Rotary District Breakfast at LAX Westin Hotel 5400 Century Blvd Los Angeles 90045 The first Rotary District Breakfast of the new year will be August 14 at the LAX Westin, 5400 West Century Bl, in Los Angeles at 7:00 a.m.. If we fill up a table of 10 the price is \$40/person. \$47/person after August 7. Don't miss the surprises and brand new format of the District Breakfast! The keynote speaker is Los Angeles County Sheriff Jim McDonnell. Due to the high profile speaker, this event will surely sell out. Sign up early! **Note the new location of the District Breakfast: Westin LAX Hotel.** Free Self Parking! Questions? Contact event chair Jaimee Baker at jaimeesulbaker@gmail.com

August 15 2018 Danial Fereydani speaking on "Income Planning and Overall Tax Strategies for 2018"

Danial Fereydani, President and Founder of Pendo Insurance Services of Beverly Hills will be the featured speaker at the August 15 2018 meeting of the Malibu Rotary Club at 8:00 a.m. at Pepperding University Upper Drescher Graduate campus Room LC 152. Mr. Fereydani specializes in income planning, tax-advantaged strategies and tax-free legacy planning.

Mr. Fereydani named his company Pendo after the Greek word for value" because he is passionate about adding value to clients. He focuses on helping clients achieve their long-term financial goals by understanding their specific situation and implementing a strategy that will position them for principal protection, minimizing taxes and leaving a legacy for loved ones.

August 22 2018 Nagy Henein, Regional Vice President and Private Mortgage Banker at First Bank, talking about "New Trends in Banking"

August 29 Rotary District Governor Joe Vasquez – DG Joe will give his report on the state of the District and Malibu Rotary Club leadership, led by President of the Month John Elman, will give reports to the District Governor on activities of the Club, past, present and future.

September 19 2018 Jacquie Jordan---"Grounding the Spiritual Into the Material"

Jacquie Jordan is the CEO of TV Guestpert. Celebrity guests she has produced in the past include Steven Spielberg, Dustin Hoffman, Angelina Jolie, and she was producer for TV Show Donnie & Marie Osmond. She is a successful published author of "Heartfelt Marketing" and "Get On TV" and also she has a magnificent publishing company which helps people write their legacy through publishing a book.

*Not sharing, or hoarding, your professional experience or talents is debting the Universe.

*Earning Money is necessary for self sustaining and impacting and reaching more people.

*Running a Principle based business requires a primary purpose or company mission statement; harmonic value exchange (money for product or service or time and talent); aligning with the right clients; finding your marketing expression.

*Discerning an intuitive idea that is yours to actualize and express vs. a collective idea, that may or may not be your own - where to put the focus on time and energy.

*Attention sovereignty - not letting so much information steal your time and attention when you need to focus on creating.

*Living live on purpose not distraction.

*Creating support systems and incubation's around ideas and systems.

September 26 2018 Lou Dennig “Authenticity Made Simple”

Lou Dennig is a four time Emmy nominated Executive Producer and Studio Executive with experience managing Current Programs, Development for Syndication and Cable, Local Broadcasting Schedules, Advertising, Promotion, Research and Business Affairs. This position translates into influencing daytime television in some of the most significant programming content of the last two decades

October 3 2018 Shana Elman, MA MD answers the question “What is Nuclear Medicine”

John Elman's daughter Shana grew up in Malibu, attending Webster School, Malibu Park Middle School, and SaMoHi, before getting a Bachelor's degree at UCLA, and MA in psychology at Pepperdine, and MD at Medical College of Wisconsin in Milwaukee, a Doris Duke Fellowship in medical research at University of Texas in Dallas, and spending 2 years as resident in general surgery at Virginia Mason Hospital in Seattle Washington, and becoming certified in Nuclear Medicine at University of Washington, where she served as Chief Resident in Nuclear Medicine. She recently completed the 4 year Residency in Radiology at UW. She has lectured across the country in Nuclear Medicine and has been an author of 18 Pub Med cited journal articles. In October she will be part of the faculty at the University of New Mexico Medical Center in Albuquerque.

When Shana told her dad she was leaving general surgery to go into Nuclear Medicine he had to ask, "What is Nuclear Medicine?" At the October 3 2018 meeting of the Malibu Rotary Club we will all find out.

October 10 2018 Dr. Patty Durath Cooper tells us HOW TO BE A SUCCESSFUL COMMUNICATOR FOR A SUCCESSFUL LIFE

Dr. Patty Durath Cooper lives in Italy and will be the featured speaker at the Malibu Rotary Club when she comes to Malibu on October 10 20116.

She sent us the following e-mail prior to her visit:

"I am a mind traveller and a doors opener. Follow me in my journey. Open those doors that you would have rather left closed. The specific form of communication you need is between yourselves and your real-selves. Once this channel is viable, you will become the most successful communicator.

Based on my true story, on my own true experience as a scientist, as a journalist, as a mother of three, as a lover, as a wife, as a FIGHTER.

You will learn:

- 1) to open a specific communication channel with your real-self, to better reconnect with family and friends.
- 2) to impact people with the clarity of your reasoning.
- 3) to master your sorrow and loneliness and turn it all into a productive lifestyle.

I look forward to spend some quality time with you all! A warm embrace from Italy,
Yours

Patty”

October 17 2018 Jeffrey Lipsius “Selling to the Point”

Jeffrey Lipsius is the President and Founder of Selling To The Point®, LLC Sales Training and Consulting. He developed the Selling To The Point® sales training method during his 30-years of sales training experience. In the late 1970's Jeffrey pioneered inside selling for the Natural Foods Industry, and trained the first sales force of this type in that Industry. As a result of the success, his selling model is being utilized by many Natural Foods Industry brands. Jeffrey has trained over 100 salespeople, both inside and outside, as well as sales trainers throughout his career. The salespeople trained by Jeffrey are some of the highest commission earners in their respective industries. Salespeople trained by Jeffrey also cultivate great customer relationships and enjoy their careers as salespeople. The salespeople Jeffrey trained have cumulatively sold over two billion dollars worth of products.

His book "Selling to the Point" is available on Amazon in English and Spanish. Tim Galwey says of it "Jeffrey Lipsius may have come up with the most influential book for sales in a decade."

October 24 2018 Margo Neal will lead Club Assembly--Final Planning Session for Halloween Fund Raiser

October 31 2018 Jose Angel Manaiza Jr --"How I Achieved the American Dream" (Winning Toastmast Speech) Jose Manaiza Jr is President of the award winning Malibu Toastmaster's and has given a prize winning speech, How I Achieved the American Dream, which he will share with the Malibu Rotary Club at the October 31 2018.

November 7 2018 Alex Ross The Social Chameleon - A 3D Animated Short Film

The Social Chameleon is an animated short about a chameleon who is good at fitting in with all the other animals, but doesn't know how to be himself. The story follows Cosmo the Chameleon day-by-day as he successfully postures and fits in with each animal group, but ultimately returns home alone and empty. He doesn't know how to change his colors - or even that he can - until one day his fate is turned by another chameleon. Alex Ross will show this animated film at the Malibu Rotary Club meeting on November 7. You can see more at the following websites:

IndieGogo: <https://www.indiegogo.com/projects/the-social-chameleon-animation/x/>

Website: www.thesocialchameleon.org

Facebook: www.facebook.com/TheSocialChameleonShort

Instagram: @the.social.chameleon

