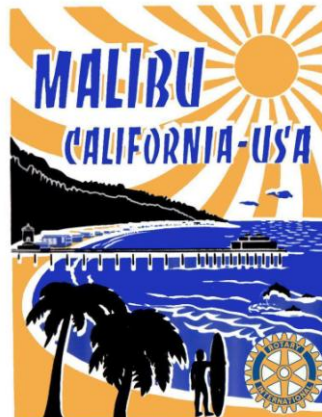




**ROTARY:
MAKING A
DIFFERENCE**



The Award Winning

Malibu Rotary Club Surfwriter

August 16, 2017

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President Bianca Torrence
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 Samuel D. Osborne entertains as he explains the motivation for writing his new book "Pack a Bigger Punch, 7 Steps to Uncover Your Real Message"**
- **Next Week August 23rd Malibu Rotary Club meeting 7:30 a.m. Pepperdine Graziadio Graduate campus meeting in Room EC 108 The meeting will feature a craft talk by one of Malibu Rotary Club's newest members Teresa Le Grove**
- **The latest on the planned Halloween Fund Raiser**
- **Check Calendar on Malibu Rotary website www.maliburotary.org**
- **Rotary International Website: www.Rotary.org**
- **Rotary District 5280 Website: www.rotary5280.org/**
- **RI President (2017-2018) Ian H.S. Riseley**

- **Rotary District 5280 Governor (2017-2018) Cozette Vergari**

Samuel D. Osborne entertains as he explains the motivation for writing his new book "Pack a Bigger Punch, 7 Steps to Uncover Your Real Message"



Australian researcher, educator and speaker Samuel D. Osborne (center in picture) entertained and explained the motivation for writing his new book “Pack a Bigger PUNCH—7 steps to uncover your real potential” to Malibu Rotary Club President Bianca Torrence and John Elman, who introduced Sam at the August 16 meeting of the Malibu Rotary Club at Pepperdine University.

Samuel Osborne was the featured speaker at the Malibu Rotary Club meeting March 29th, when he demonstrated and talked about some of the occupations he had growing up in Perth, Australia. Since the age of 14 Samuel developed the musical art of beatboxing and sound FX created with the voice alone. He has given workshops to school children and teenagers across Australia and later in Los Angeles. He received a bachelor of Arts, double majoring in Philosophy and English, a teaching credential, although he was a teacher of English and Drama in Australia, he never stopped performing and developing skills as a public speaker. He was a DJ, and wrote and published a science fiction novel in 2004 entitled, “The Parashield.” With all these skills related to sound and speaking it is ironic that he also excelled at an occupation which required him to be absolutely silent and still—he is a former professional Living Statue Performer,

Samuel is also a Podcast host and has interviews of over 100 creative thinkers, entrepreneurs, and professional speakers for his blog and podcast projects, “Think Like a Thought Leader” and “Coffee with a Beatboxer.” Sam has honed his speaking skills in The Rostrum Speaking Organisation, Western Australia which taught him to “pray before speaking,” and currently at Club 412 eTostmasters” West Hollywood, where he is an award winning speaker. He has several websites and YouTube videos, including <https://samuelosborne.com.au/>, which has a link to his book, which is available both as a paperback as well as an e-book.

To see Samuel live is always a thrill. He is a great story teller. He has a video <https://www.youtube.com/watch?v=5XoCTRHKgA4> On “How to write and rehearse your signature stories.” He tells us that there is an old Native American Indian proverb that says “Those who tell the stories rule the world.” Samuel usually tells stories about himself. Because of his background in drama, sound, and the fact that he has rehearsed his stories countless times in front of video cameras and live audiences and can tell them while listening to his audience reaction to them, he makes them seem effortless, and makes his audience seem comfortable because he is so confident and comfortable.

Maybe it was because Sam knew that I am an optometrist, that he told this story, about listening to your body. When you look at Sam’s eyes closely you will notice that his left pupil is larger than the right pupil, and does not react to light. Others may not notice this but because of my profession it was apparent to me. I would not have brought it up, but it became a vehicle for one of Samuel’s stories:

In 2008 in Perth, Australia, Sam decided he no longer wanted to be school teacher and instead wanted to do something constructive using his hands, and became an apprentice tiler—someone who lays tiles in homes. Sam explains that to lay tile the floor under the new tile has to be cleared of all remnants of what was on the floor previously (previous tile, glue, carpet, nails). There was something in this doorway that had to be removed, and Sam tried to remove this piece by hitting it a screw driver with a hammer. The piece on the floor did not budge. Sam then wound up and put more strength into whacking the screw driver with hammer and it was like hitting a golf ball perfectly. The offending piece on the floor finally moved, but at that moment Sam felt like I had gotten something in his left eye. He asked the fellow who was working with him if he could see if there was something in his eye. There was a terrified look in the fellows face. “You need to go to the hospital!” Sam said that the vision in the left started to fill with blobs of blood.

The emergency room at the hospital was filled with waiting patients. At the front desk Sam expecting to wait his turn but the reception nurse looked at his eye and he was immediately taken into the exam room and sent for CT scan where is was determined he had a piece of metal imbedded into his retina. The ophthalmologist on call viewed the image and told Sam, “You were lucky—it just missed your optic nerve!”

He was taken into surgery where vitrectomy (removal the vitreous—the major content of the center of the eye) was done. Along with that crystalline lens was removed. When he awoke from the surgery his left eye was bandaged, but even when the bandage came off he had virtually no vision in his left eye, and it was red and swollen. The treatment plan was to have him on topical steroid and topical antibiotic drops for several weeks. Normally the topical steroid drops (Prednisone—an analogue of Cortisone and Cortisol) would bring down the inflammation of the eye within a month. And when the inflammation went down Sam was to have an intra ocular lens implant (IOL) to give him back a good portion of his vision.

Whenever an attempt was made to taper down the dosage of topical steroid drops the inflammation would get worse. Sam became a regular visitor to the ophthalmology section of the hospital. He went there every month for a year. Every attempt at weaning him off the topical steroid drops was met with more inflammation. This continued for a second year, and then a third. On doctor told him he had Behcet's Disease. This is an autoimmune disease which can affect various parts of the body including the eyes, and for which there is no cure—just the use of steroids for inflammation.

Since western medicine was not able to help him Sam started researching and reading with his one good eye, trying to find an answer for how to treat his left eye. He started meditating. He read a book *The Secret Language of Your Body: The Essential Guide to Health and Wellness* by

Inna Segal, whose husband Bernie Segal MD, wrote the foreward. She asks the reader to “listen to your body?”—to listen to each organ, to visualize how it is working, and if it is not working, take responsibility and visualize what you have to do to make it work. So Sam asked his left eye what it was trying to tell him. He said that the message he got back was to “Slow down and live in the moment.” After three months of this type of meditating and self realization the inflammation that had impaired Sam’s left eye for the previous 3 years started to subside while tapering the topical steroid drops that he had been dependent on. Finally he was able to have the lens implant surgery done on the left eye that had to be postponed because of the chronic inflammation.

Sam had another story to tell—about the Lion’s Whisker. Sam tells it so well that you’ll have to be there next time when he speaks and ask him to tell it again.

A theme that occurs in much of Sam’s current work is that we all have talents and special skills that we often take for granted but that if we appreciated what they were and we promoted those skills publicly it can make us happy and commercially successful. The following is an excerpt from the second chapter of Sam’s book *Pack a Bigger Punch: 7 Steps to Uncover Your Real Message*:

5 REASONS WHY DECLARING WHO YOU ARE AND WHY YOU CARE IS IMPORTANT

ONE

You begin to develop a sustaining personal strength, value, self-worth and confidence not based on external circumstances, but from an internal source within yourself. These internal qualities cultivate and bring forth something mysterious within a person. Call it whatever you want, divinity, Self, spirit, character, the unconscious, the x-factor, mojo, or the mystery of being human, it seems to have its own intelligence and can speak to you in thought, emotion, dreams and imagination.

Once recognised within you, you will wonder why you never saw it before. Carl Jung writes in *Man and His Symbols* how our dreams can give us an experience of an incorruptible internal value originating from our unconscious. I will talk more about the usefulness of recording our dreams in this book because dreams and the drawing of them has given me incredible value while uncovering my real message. Drawing my dreams has enriched my business identity, my character and the confidence to speak my real message.

TWO

Declaring yourself begins to develop a strong sense of identity and a higher purpose for life, not based on something external, such as an experience of life, or the inspiration of a mentor, a philosophy or even a religious creed, but from within you. A personal resolve to be who you want to be, informed and directed from internal inspiration, imagination and intuition.

Dr. Rudolf Steiner in his *Knowledge of the Higher Worlds and Its Attainment*, emphasises the importance of simple human endeavour, patience and will power to bring about a strengthening of these qualities or as he calls them, soul forces and non-physical organs of perception; the eyes and ears for the spiritual dimension of life.

Steiner claims that initially, not much can be observed from the outside regarding what a person is like, however after a period of inner work, the results begin to show in a steady re-generation and vitality of one’s entire life. This inner work begins by declaring who you are and what you care about, by making a personal resolve to complete an important deed.

THREE

Declaring who you are and why you care makes you stand out from the crowd, and as a business strategy, it is often said that you need to differentiate from your competitors. Declaring who you are is something only you can do; no one else is

you, no one else can claim or imitate that uniqueness. In *Sell Your Thoughts*, Matt Church, Peter Cook and Scott Stein define a message of a Thought Leader to be relevant, thorough, elegant and unique.

FOUR

Declaring what you care about is the same too; no one will be able to formulate your unique understanding of what matters to you, how you see things or your personal touch. The inner activity mentioned above produces unique expressions of creativity, that is the nature of a human and every little and big thing in the entire universe, nothing is really the same. After a period of inner work, a person will develop their unique identity and uncovers their real message. This contributes to the success of attracting a niche target audience who resonate with you and not someone else. Sometimes in life, like attracts like.

FIVE

Walking your talk, declaring yourself and what you care about positions you as a credible, trustworthy expert. People will say, there goes that guy or gal who knows who they are and stands for something important. That kind of reputation cannot be bought or downloaded, it takes unplugged personal down-time, and open and honest self-examination.

People gravitate towards people who can stand up in a crowd and speak with heart, with resolve and conviction about who they are and what they are all about. We enter a room of people and, by some invisible force we can be captivated by the charisma of someone's personality only to find out, that the secret to their charisma is in being a grounded individual, with incredible value to share and a knowing who they are on a deep level. Become one of those people.

I had planned to take advantage of Sam's beatboxing talent to make a music video of the "Rotary Spirit Hip Hop Rap Song." Besides all of Sam's other talents he is also somewhat of a sound engineer and brought a sound mixing board which he showed me after the August 16 meeting. In fact he may be recruited to help with the Halloween fundraiser. I decided I want to do the music video with a young group so they can shout out the chorus with energy. The rap song has never worked well when there are only older Rotarians present. It works better with people under 30—Rotaract and Interact age participants. Sam and I plan to go to a future meeting of the San Fernando Valley Rotaract Club to record the video.

In the meantime check out Samuel on his website <https://samuelosborne.com.au/>, his book, which will officially be released this week, and his free online training videos. If you get a chance to catch Sam in person do it—you won't be disappointed!

The latest on the planned Halloween Fund Raiser



Picture above is from the 2014 Malibu Rotary Club Halloween Fund Raiser Party at the Malibu West Beach Club. Malibu Rotary Club is planning another Halloween Party Fund Raiser this year.

The beginning of the August 16 meeting of the Malibu Rotary Club was devoted to another discussion of the Malibu Rotary Club Halloween Fund Raiser scheduled for October 27. Our original conception of the Halloween Party was going to be having it similar to the one held at the Malibu West Beach Club in 2014. This involved rental of the Beach Club, catering, security, party rentals, bartender, DJ, valet and other costs. The Malibu West Beach Club was again considered to be the location for the 2017 event until a guest at the August 8 meeting, Pete Allman, said that he was able to host his birthday party at the location we had known as BeauRivage. We all recall the great Beau Rivage Restaurant operated by Daniel La Forge from 1982 until 2012, which was destroyed by a fire. We had never heard of BeauRivage reopening. According to Pete Allman it is opened for private parties, and he believes that it could be used for holding the Malibu Rotary Club Halloween Fund Raiser, and a savings

compared to the cost of the Malibu West Beach Club. Margo and Carlye went to Beau Rivage and said that except for one thing it would be the perfect place. They can provide food, parking, linens and a terrific ambiance, and although they of course can provide alcoholic beverages they will allow the Rotary Club to serve its own wine for a corkage fee. The one thing that was not good is that they charge, in addition to food, a site rental fee of \$6500.

There were a lot of questions by the end of the Halloween Fund Raiser committee meeting. Various club members were assigned tasks to report on at the next meeting. All members are assigned the task of getting auction items for the event. Bill said tht he will talk to Wynne Rich who is used to get auction items for Boy Scout fund raisers.

David Zielski confirmed Brandon and Leah Jenner as entertainment at the event. Hans at KBU radio is excited to be on board. At least part of the funds raised will go to Malibu High School but percentages of gifts to charities will not be released until we know more about costs.

The goal is to have 150 paid attendees and with the estimated expenses of \$45.00 per person, and charge a minimal entrance fee of \$50.00 per person, making the profit with auction and donations, and door prize 50/50 drawing. It is the auction and drawings that will hopefully turn a profit for the fundraiser.

Guests at the last Malibu Rotary Club Meeting

Although we had one of our most entertaining speakers in Samuel Osborne, we had no guests and only 7 members to hear him

Other Malibu Rotary And District News

Every Malibu Rotary member in the district, in addition to their other contributions to the Rotary Foundation, is expected to give another \$20.00 towards the End Polio Now campaign. If each Rotarian contributes \$20.00 then the district goal of \$250,000 to end polio should be met.

David Baird is doing a minor Bill Gates matching grant thing, by matching all the Malibu Rotary Club members donations, and therefore effectively doubling them for the Polio campaign.

-

Rotary District Picnic and Beach Party August 26

This year's District Picnic will be an evening District Beach Party on Saturday, August 26 from 5:00 to 9:00 pm at the Seaside Lagoon in Redondo Beach. We had an evening party last year and it was a blast!

This year we will be charging a small fee to all in attendance. This is to cover the cost of the Seaside Lagoon rental and supplies (it will not cover food costs). The fees are:

- Interactors- Free
- 17 & under - \$2.00
- 18 to 30 - \$5.00
- 31 & older - \$10.00

We will have online registration between July 1 and August 25 with discounted registration fees of:

- Interactors- Free
- 17 & under - \$1.00
- 18 to 30 - \$4.00
- 31 & older - \$8.00

Please urge your club members to register at the "Register Here!" link on the left hand side of this page.

Along with the very popular Cardboard Boat Race, we will have Chili Competition, a Karaoke Competition and DJ Dan Medina will provide music! We will also be collecting new and very gently used baby items for Camp Pendleton.

The Seaside Lagoon will be closed to all water activity after the cardboard boat race at which time we will be selling beer, wine and jello shots! Our Rotaractors (the ones who are over 21) will be serving as our bartenders. All of their tips will go to Rotaract projects.

Even with the entrance fee, we need our clubs to provide the food. We would love to have every club in District 5280 participate! We are sure you'll have fun!

Once again PDG Chuck Anderson will be commodore of the cardboard boat race. Please read the cardboard boat rules carefully. In the past we have gone with the Four Way Test to assume that the rules were followed, unfortunately we have had issues. Boats may be examined before the race to make sure that they are eligible to participate. The cost to enter the cardboard boat competition and/or the chili competition is \$25 per entry.

See the downloadable links for the picnic flyer, a registration form for your club and the cardboard boat rules and instructions. Please complete the registration form and e-mail it to Wendy Clifford. Mail your payment to the District Office indicating that it is for the District Picnic or call Tori to pay with a credit card. Please submit all forms by August 20th.

Wendy Clifford, District Picnic Chair

E-mail: 5280picnic@gmail.com

Home: 323-938-0318; Cell: 213-369-6065

CALENDAR (see up to date calendar on maliburotary.org)

August 23 2017 Teresa LeGrove will give her craft talk



August 26 Rotary District Picnic and Beach Party



August 30 2017 Malibu Rotary Club **President Bianca Torrence Leads Club Assembly/Board meeting—no speaker scheduled**

September 6 2017 Speaker is Arlene Dicky speaking on “Rotary Peace Buddy Bench.”

September 20 2017 Rotary District Governor Cozette Vergari “Make a Dream”

Rotary District Governor Cozette Vergari theme for the 2017-2018 year is "Make a Dream." At this meeting she tells members of the Malibu Rotary Club and their guest about latest news from the Rotary District. Members of the Malibu Rotary Club Board and Committees tell the District Governor and her group what the Malibu Rotary Club plans are for this Rotary year.

