



The Award Winning

Malibu Rotary Club Surfwriter

August 8 2018

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President Bianca Torrence

Malibu Rotary Club Vice President for August Margo Neal

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- Last Week . Malibu Rotary Club's newest Member Mark Koller "How did I get here?" and a lot about "Life before Google"
- Rotary District Breakfast Tuesday August 14 at 7:00 a.m. at Westin LAX featuring LA County Sheriff Jim McDonnell followed next day:
- Next regular Malibu Rotary Club meeting August 15 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 **Danial Fereydan of Pendo Insurance in Beverly Hills** who will be talking about "Income Planning and Overall Tax Strategies for 2018"
- 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

**Malibu Rotary Club's newest Member Mark Koller "How did I get here?"
and a lot about "Life before Google"**



Malibu Rotary Club's newest member Mark Koller gave his craft talk at the Malibu Rotary Club meeting on August 8, telling us not only how he got here but about "Life before Google" and some humorous stories about his beginnings in the advertising industry.

Mark Koller was born in New York City and raised in the Bronx. Later he moved 30 miles away across the Hudson River to Rockland County. Except for two years that he lived in London Mark spent most of his life this area. He went to college at the University of Hartford, only a hundred miles away from Rockland County.

After he graduated he found a job selling advertising for *Thomas Register of American Manufacturers*. It was the biggest directory or combination of directories listing every type of imaginable product and that was made and it was distributed to large companies, governments, organizations, who were looking for these products. What is Thomas Publishing?

Thomas Publishing was started in 1890 by Harvey Mark Thomas. It has been family-owned and -managed ever since. In 1898 Thomas's *American Grocery Trades Reference Book* was launched. It was the predecessor of the *Thomas Grocery Register (TGR)*, and in 1993 it became the *Thomas Food Industry Register (TFIR)*.

When it was first published, the *American Grocery Trades Reference Book* was the first directory of the food industry. Over the years the *American Grocery Trades Reference Book* evolved from a one-volume directory of grocery merchants to a three-volume, industrywide buying guide. The 1998 edition listed more than 30,000 companies and 120,000 suppliers and featured more than 6,000 product classifications. Long before then, of course, it was recognized as the single most comprehensive, nationwide buying guide for the food industry. As the company's original publication, it led to the development of Thomas Publishing's extensive line of industrial buying guides, including the well-known *Thomas Register of American Manufacturers*, which is the company's flagship publication.

In 1915 the *Thomas Register* acquired an eight-person sales force, marking the start of the independent sales contractor system for Thomas Publishing. The newly acquired sales force included Sam Hendricks, a former competitor who had founded the *Hendricks Register*. Over the year Thomas Publishing's sales force grew to over 1,000 independent sales contractors, of which about 600 were devoted to selling the *Thomas Register*. In 1923 Thomas Publishing moved to the Printing Crafts Building on 461 Eighth Avenue in New York City, now known as Five Penn Plaza.

Thomas Regional Directory Company began as a division of Thomas Publishing in 1976. The idea for publishing regional information had been circulating around Thomas for some time, because it spoke to the core of Thomas's publishing mission: to provide industrial purchasing information to buyers and specifiers. During 1976 Philip O'Keefe, who eventually became president of Thomas Regional Directory Company, and a group of Thomas staffers developed a regional publication for northern New Jersey, a heavily industrialized area. In March 1977, Thomas Regional Directory Company published its first regional industrial buying guide covering the North Jersey region. Eventually it would publish 19 regional editions covering much of the United States.

Mark Koller was right there where all this was happening Thomas Directory had a monopoly on the business to business directory market and Mark started his career selling ads in their directories over 30 years ago. Small manufacturers making anything from nuts and bolts to sheet metal who wanted to sell their products to corporations like Grummond, Boeing or government

agencies, embassies or the engineering department of colleges would get their work out by advertising in the Thomas directories and Mark was one of the people who t hese ads. Later Mark would be promoted to be the regional manager for the New York and New Jersey territories. Mark says that 97% of sales are initiated by the buyer—advertising in the directories lets the potential buyers know the seller has the product the buyer wants. While he was in New Jersey Mark was married and became a father to 2 children.

At one time the Thomas Register did \$300 million in annual sales. Besides printed directories they also distributed directories on CD ROM. By 2003 Google replaced Thomas Register in reaching industrial buyers as well as general consumers. Thomas opened digital ad agencies and build websites for their clients, But their gross sales have plummeted down to \$60 million.

How did Mark end up moving to Malibu 3 years ago? One of the people met at Thomas was another sales representative, Pete Sinding, who did on the west coast what Mark was doing on the east coast. Pete was living in Malibu. When Mark visited him he knew where he would go to live when he retired. In addition Mark's youngest daughter decided to go to UCLA, and in fact she just graduated from UCLA this year.

Before Mark finished he told us a story about what must have been the most embarrassing moment of his life. It happened when he had been working as an advertising representative for Thomas Register only 2 or 3 years. He was going door to door in a warehouse area of Hoboken, New Jersey. Most of the warehouses were vacant, but was occupied by a small manufacturing firm called Toni D Distribution. The business was apparently owned by a husband and wife named Toni and Dennis who manufactured bathroom fixtures. Dennis was apparently in another room. Toni started his sales pitch on the benefits of advertising in the Thomas Register. Before Mark finished his presentation he felt nature's call. "Excuse me do you have a restroom I can use?" Toni directed Mark to a bathroom at the end of the large warehouse but warned him the rest room was a bit messy—they sometimes used it for additional storage. Mark thanked her and assured her "I am sure it will be fine" and he really was thankful because he felt he could not have waited any longer to relieve himself. He sat on the toilet he saw in the bathroom and when he finished relieving himself he reached back for the lever to flush. But although the lever moved nothing else happened—there was no sound of water going into the bowel. He then look up across the bathroom and saw another toilet, one that was conneted to plumbing pipes, and when looked down and around he realized that toilet he was using was not connected. He didn't know what to do. He started to sweat and panic. Should he go out and continue his presentation with Toni and pretend that everything was ok? Finally after an eternity of indecision he left the bathroom and to admit his faux pas to Toni. After his confession to Toni she said, "I can understand your confusion. Don't worry. Dennis will clean it up." She called Dennis, who obediently appeared. "Dennis, can you go in and clean up the bathroom?" "Sure, hony>" Dennis went to check out the bath room and immediately came back, ashen, looking like he had just seen a ghost. Mark offered to help him clean up. Somehow they all got through these awkward moments, Mark finished his presentation and they bought the ad for that year's Thomas directory. The epilogue to the story is that when it came time to renew the ad the next year and Mark called to find out when he could make an appointment to come back to have Toni and Dennis sign the contract for the next years, he was told on the phone "Please, you don't have to come here, just send us the contract and we'll sign."

Other News and Guests at the Last Malibu Rotary Club meeting

District Humanitarian Trip to Lima Peru

On July 25 Malibu Rotary Club President Bianca Torrence spoke in detail about the Rotary District 5280 Humanitarian Trip to Lima Peru April 3-8. Via e-mail prior to the August 8 meeting Bianca made a formal proposal to the Malibu Rotary Club Board of Directors: Her proposal was that the Malibu Rotary Club commit to be the Lead club for the grant #10 on the Peruvian Rotary Humanitarian District trip **BARRANCA-Smile Project**.

It takes \$5k to be the lead club on the Global Grant project. Bianca pointed out the Malibu Rotary Club already had committed \$2k for the project and she will work on getting the rest so the Malibu Rotary Club will be recognized as lead club in this project.

Except for Bianca the Malibu Rotary Board members were all present at the August 8 meeting, and the club board members approved the funding of the Peruvian **SMILE BARRANCA** project—the vote was unanimous except for one abstention, from budget director Bob Syvertsen who doesn't believe in spending money unless we are sure it is or will be in the account. Countering that was the faith all the members have in Bianca to get things done. The **SMILE BARRANCA** was the project that was in most need of funding of the eleven humanitarian projects of the Rotary District 5280 Humanitarian trip in Peru. We are sure Bianca will bring a big smile to the people of Barranca.

That project specifically is 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 oral health and prevent the consequences of poor 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 meetings, has been giving a update reports on the Malibu Rotary Club Halloween Fund Raiser to be held October 26 at the Calamigos Beach Restaurant (formerly Beurivage) at 26025 Pacifica Coast Highway just east of Corral Canyon. 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. David set up the online evenbrite ability of ticed purschases, and is also creating graphics for flyer and social media. Margo announced that the Malibu Times will be donating some display ad space and John Elman will be in touch with Lauren at Malibu Surfside News. Teresa LeGrove will be doing an announcement on Malibu Radio KBUU.

A DJ with a sound system and lighting will be part of this year's event. Ted Silverbergu will again be the emcee and auctioneer, Because alcoholic drinks will be sold it was decided not to have student volunteers this year. Last year ticket prices were \$75.00 per person and \$125.00 per couple.. Exact ticket prices have not been decided for this year but have been tentatively set at \$85.00 per person, with no discount for couples or larger groups. Ticket price will include all you can eat taco buffet and 2 beer or wine drinks. Mixed cocktails will be available at the bar are not included in ticket price . . There is limit of 150 people that can buy tickets.

Carlye Rudkin is in charge of donations for both the silent and live auctions and has prepared letters to be given to potential donors. Everyone should be on the lookout for items to add to auction. Do you have an item that you are trying to get rid of that might be value to someone else? Can your business donate an item or service. Use your imagination. All donors will be recognized in the event handouts and each donor will be sent an individualized letter acknowledging the donation, which can used by the donor for taxes. By giving to the Malibu Rotary Club which is a 501(c) 3 charity the donor be eligible for a tax deduction.

Sports tickets are always popular items at auctions, as well as sports m memorabilia.

4 Lakers tickets have already been donated for the auction, and also Dodger tickets, and Clippers tickets.

Another popular item is restaurant vouchers. Margo already has some of these, but the more the better. Check with Margo so you don't overlap what she is doing. Teresa LeGrove is working on donations from sports shops, and Carlye is working on local wineries. The parent company of First Bank (the bank Nagy works for) owns a vineyard in Santa Barbara County and Nagy is working on a donation from them.

More details of this year's Halloween Fundraiser will be decided in the coming weeks

Rotary District Governor Joe Vasquez will be visiting the Malibu Rotary Club on August 29th. Assistant Govenor 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.. 8 members of the Malibu Rotary Club have signed up to go to this. The keynote speaker is Los Angeles County Sheriff Jim McDonnell.

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 was Malibu Toast Master **President Jose Angel Manaiza Jr.**

**MALIBU ROTARY CLUB 2018-2019
CLUB EXECUTIVES & DIRECTORS**

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Bianca Torrence

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Margo Neal

Vice-President

W. David Baird

Vice-President

John W. Elman

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Teresa Le Grove

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Peace-Co-Chair

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Margo Neal

Fundraiser Co-Chair

David Zielski

Malibu Rotary Club Rotating Presidents for 2018-2019

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 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”

Jacque 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 2018.

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

