



The Award Winning

Malibu Rotary Club Surfwriter

February 15, 2017

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President of Record Bill Wishard
Malibu Rotary Club President of the Month (February) John Elman
Malibu Rotary Club President Elect Bianca Torrence
Pictures by John Elman and Rotary District 5280

Edited by Dr. John W. Elman

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

- **Last Week:— Ken Chong, Rotary District Sr. Assistant Governor of Membership Talks about Why People Join Rotary Clubs**
- **Malibu Rotary Club Decides on New Meeting Time Starting in March**
- **Next Regular Malibu Rotary Club Noon Meeting Feb 22 in LC 152 on the Pepperdine Drescher Graduate Campus. Speaker is Sarah Braddock from Searchlight Financial-“ Economic Forecast for 2017”**
- **Reactivation of the Pepperdine Rotaract Club—Come to March 8 meeting**
- Check [Calendar](#) on Malibu Rotary website www.maliburotary.org
- **Rotary International Website: www.Rotary.org**
- **Rotary District 5280 Website:www.rotary5280.org/**

- **RI President (2016-2017) John F. Germ**
- **Rotary District 5280 Governor (2016-2017) Greg O'Brien**

**Ken Chong, Rotary District Sr. Assistant Governor of Membership Talks
about Why People Join Rotary Clubs**



Ken Chong is Executive Vice President with BRC Investment Company and oversees the investor capital group, with responsibility for raising investor funds for the BRC Commercial Bridge Fund. In addition, Ken is EVP of BRC Bellaire Holdings, a real estate private equity company specializing in multifamily real estate investments and EVP of BRC Advisors, a Sperry Commercial Global Affiliate. Ken earned a B.S. in Microbiology & Molecular Genetics with a specialization in Business Administration from UCLA. Ken is active in his community and alumni network. He is a Past President (2013- 2014) of the Los Angeles Rotary Club (LA5), the 5th oldest and one of the largest Rotary Clubs

in the world and currently serves as Club Treasurer and LA5 Foundation CFO. He is also the Senior Assistant Governor and Membership Chair of Rotary District 5280 which includes 62 Rotary Clubs and 2500 Rotarians in the Southern California area. Ken is a Vice Chair and 14-year member of the Pasadena Tournament of Roses Association which organizes New Year's Rose Parade and Rose Bowl Game. Ken is the Vice President of Scholarship & Charitable Giving for Bruin Professionals and Founding Chair of the Bruin Professionals Scholarship Fund. Ken is a graduate of the UCLA Alumni Academy. He is a Past President of Bruins in Business, past board advisor on the UCLA Professional & Academic Council and UCLA Business Economics Council.

When Ken talked about his early experience as a member of LA5 Rotary Club when he joined as a 28 year old in 2004. It was rather intimidating. The club initiation was \$3,000, there were 700 members in the and many were celebrities like Judge Lance Ito and Fritz Coleman, and recognizable local politicians and successful business people. Most of the members were much older than he. Ironically Ken was inducted into the Los Angeles Rotary Club by Rotary International President (2007-2008) Wilfrid J. Wilkinson, uncle of Malibu Rotarian Teresa LeGrove. When Ken joined the club there were less than 20 people of the 700 who were under

40 years old. The club president at the time went out of his way to solicit younger members and was anxious to hear Ken's ideas on how to get more young professionals to join the Rotary club. The young people formed their own young professionals group. They would meet with people in their age group for Happy Hour socials. To encourage the success of this the club president bought the food. More young people joined the club.

In 2008 during the recession many of these young people lost their jobs and dropped out of Rotary. The Los Angeles Rotary Club, as other clubs, lost members. In fact they have lost about 75% of the members that they had when Ken joined, going from 700 to only 250. This trend has impacted Rotary and other service clubs across the nation. Houston has gone from 700 to 150. Washington DC has only 90 members. Chicago 1, the first Rotary Club, started in 1905 by Paul Harris and his friends, now has only 50 members.

Ken said that when he joined Rotary as a young man he did it as an investment in himself. He did it to grow is network meeting influential people. When you ask people why they join a Rotary Club or other service organization they might say they do it "to give back" to the community. Ken points out you can give back and give community service by volunteering at many worthwhile organization—the Boys Club, Red Cross, Church groups. You could provide service and money to these organizations without also paying dues.

So what is the incentive to join Rotary? Ken says that it has to do with social component. You have to be with like minded people who you like to be with. People don't come to Rotary unless they like the people, and want to be there.

When you consider what people might do with their discretionary income there had to be a value associated with it. What is the value for an individual of paying Rotary dues? Ken says he has found that value as an individual in Rotary. When he became President of LA5 Rotary he had a business, a wife, a 2 year old child, yet he sill managed to be active with the Tournament of Roses Committee and the Boys and Girls Club.

When people say they are "too busy" to be involved in Rotary Ken does not put much credence in that. When you want something done ask a busy person, one that sees the value in Rotary.

Some tips that Ken left us with for attracting new members includes making sure that at any Rotary event (such at the recent Malibu Rotary Club Middle and High School Singing Contest) get the names of the people who attend, tell them what Rotary does, and invite them to meetings, especially one where we know there will a great speaker.

E-mail from Assistant Governor Richard Miller “Topics for meeting with Greg Feb 25

Editor’s Note: AG Richard Miller had sent this e-mail to me about topics for people meeting with DG Greg at District office this week. #1 on list is membership retention.

Looking forward to seeing all who can attend to our meeting with Greg on February 25 at 9:00 at the District Office.

What would you like us to discuss during our time together or get feedback on? Your ideas will help craft the agenda.

I asked Greg what he would like to discuss and he said the following two things. If you can possibly come prepared to discuss this that would be great. I realize the time may get in the way. Do what you can.

1. The biggest topic in Rotary right now is membership retention. I would like every AG to contact their club presidents and discuss how they are doing on this topic before the meeting.
2. I also would like to discuss "Imagine Awards" for clubs that have tried something new and innovative this year. AGs should touch base with presidents before the meeting on this topic as well.

Malibu Rotary Club Decides on New Meeting Time Starting in March 1

The February 8 meeting of the Malibu Rotary Club was a club assembly-board meeting presided over by President of the Month John W Elman, who is also Club Secretary. He has been a member of the Malibu Rotary Club since 1977 and has noted many changes in the club.

Since its charter in 1971 the Malibu Rotary Club has had both a noon and morning meetings. Both Bill Wishard and Bianca Torrence had been to recent breakfast meetings of the Malibu Chamber and at least 3 people they met there said that if the Malibu Rotary Club didn’t meet at noon they would join the Malibu Rotary Club and come to meetings. In addition to people who work in Malibu who find it difficult to leave their business midday to attend Malibu Rotary Club meetings, there are people who live in Malibu and work somewhere else, who can not make noon meetings, but could attend breakfast meetings in Malibu.

Based on the above a vote was taken at the February 8 meeting of the Malibu Rotary Club about meeting time and place. John Elman sent an e-mail to 260 people, (club members, bulletin subscribers and Rotary District leaders) on February 12;

Starting March 1 2017 the Malibu Rotary Club will change the meeting time for its regular weekly meetings from noon to 8:00 a.m. on Wednesday mornings. Those wishing to have breakfast at the meeting can choose from a variety of items in the Pepperdine Waves Cafeteria starting at 7:30 a.m. The cafeteria is adjacent to the meeting room, which is LC 152 in the Villa Graziadio Executive Center on the Pepperdine University Drescher Graduate Campus, 24255 Pacific Coast Hwy in Malibu. This is the same place the club has been meeting for the past 4 years.

For changes in time or place for each meeting and for list of guest speakers visit the Malibu Rotary Club website www.maliburotary.org.

Other News and Guests at Last Malibu Rotary Club Meeting

Guests

Our soon to be member **Michelle Santamaria** and regular winter guest PDG **Tom Bos** were both at the February 15 meeting of the Malibu Rotary Club.

Reactivation of the Pepperdine Rotaract Club—Come to March 8 meeting

It has been several years since the Malibu Rotary sponsored Pepperdine Rotaract Club has been active. Early edition of the Pepperdine Rotaract Club with faculty advisor Constance "Connie" James, Ph.D, Pepperdine Professor of Management, won honors for its service and was invited to an RI Convention in Europe. Connie encouraged students in her business management classes to participate in the Pepperdine Rotaract Club, which became one of the biggest clubs on campus. Michael J Gose, Ph.D, Pepperdine Professor of Humanities, has agreed to be the faculty advisor for a new edition of the Pepperdine Rotaract starting in 2017. He has ideas of how to make the new Pepperdine Rotaract club flourish. At the March 8

Malibu Rotary Club meeting Connie will hand over the reins to Michael, and Michael will introduce the 4 new student officers of the Pepperdine Rotaract Club.

Rotary District Events

February 28 Rotary District Breakfast -- Angela Perez Baraquio Grey "Amazing Win, Amazing Loss, Miss America Living Happily, EVEN After."

At least 4 people from the Malibu Rotary Club will be attending. Final head count at February 14 meeting. Cost for breakfast is \$40.00.

- **Forum on Commercial Sexual Exploitation of Children, March 4 8:00 a.m. at Loyola Marymount Life Sciences Auditorium** Presenters will include law enforcement, legislators, judiciary, rescue and recovery. This is event is free but reservations are required (limited seating). Register by clicking the "Register" link on this page, or contact the District Office at 310-670-9792 or Tori.Hettinger@rotary5280.org. Malibu Rotarians Margo Neal and Carlye Rudkin will be going to this.

Rotary District Pageant of the Arts, March 11 2017 Students sponsored by Rotary Club Clubs from through out Rotary District 5280 present visual arts, speech and performing arts (dance and music) • Areas for competition: Art, Dance, Music and Speech Prizes for each category: 1st place \$1,000 | 2nd Place \$500 | 3rd Place \$250. Malibu Rotary Club has sponsored winner of Malibu Rotary High School Singing competition as an entrant into the music competition. Malibu Rotary entrant has come in 2nd at the Rotary District Music competition each of the last 2 years.

- **Potential Rotary Leadership Skills (PRLS) --**YMCA, 2900 Sepulveda Blvd., Torrance, Ca 90505 in Torrance on March 18; cost \$50.00. RSVP to Tori at district office office@rotary5280.org or call 310-670-9792
- **March 18—3-2-1 Color Go To End Polio Run 5K & Peace Festival/Picnic at Griffith Park**

Rotarians, Families & Friends are invited to the

3rd Annual Run End Polio & Picnic
This will be a 5k COLOR RUN with an optional one mile turnaround

A color run is a fun run where participants will have colored cornstarch tossed on them as they run the course. You will end up with a tie-dyed looking shirt.

Adults - \$35.00 (before March 18, \$45 day of event)

17 & Under - \$15.00

With your registration you will receive a t-shirt, sunglasses, one raffle ticket and food/carnival tickets.

100% of net proceeds go to PolioPlus

Win a **CRUISE TO MEXICO** for two! Every participant in the 3-2-1 GO Color Run to End Polio will receive one raffle ticket to win a cruise, a big screen television or one of dozens of other great door prizes. Winners must be present at the run to win.

Schedule of Events:

8:00 am	Registration opens
10:00 am	Fun Run begins
	Carnival Games & Food Vendors open
12:30 pm	Door prize drawing
2:00 pm	Event ends

- **February 28 Rotary District Breakfast -- Angela Perez Baraquio Grey**
"Amazing Win, Amazing Loss, Miss America Living Happily, EVEN

After." (see more information in our Calendar below—at 6 people from Malibu Rotary Club are attending.

Malibu Rotary Club Presidents of the Month (2016-2017)

Malibu Rotary Club President of Record (2016-17) Bill Wishard

August 2016-----Margo Neal

September 2016—David Zielski

October 2016-----John Elman

November 2016—W. David Baird

December 2016—Bill Wishard

January 2017-----Robert "Bob" Syvertsen

February 2017-----John Elman

March 2017-----W. David Baird

April 2017-----Margo Neal

May 2017-----Robert "Bob" Syverstsens

June 2017-----David Zielski

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

- **February 15 Ken Chong on “Membership”**-- Ken Chong is Past President of LA 5 and membership chair Rotary District 5280. He was featured speaker at Governor Elect Seminar in San Diego because of his creative ideas.
- **February 22 --Sarah Braddock from Searchlight Financial--“ Economic Forecast for 2017”**

Sarah Braddock is a financial adviser at Searchlight Financial. How will the changes in our country this year affect the economy? Sarah's firm has researched this and she will tell us their predictions at the February 22nd meeting of the Malibu Rotary Club at Pepperdine.

She will include her company's outlook for *interest rates, stock and bond markets, energy and real estate* projections, and of particular interest this year, what we can expect from the new *Trump administration* in 2017. Her goal is to provide clear, interesting and actionable financial and economic information. Rotary members and their guests should walk away with an idea of what to expect, what to look for, and what they can do to protect themselves in this ever changing economic climate.

- **February 28 Rotary District Breakfast -- Angela Perez Baraquio Grey "Amazing Win, Amazing Loss, Miss America Living Happily, EVEN After."**

Make reservations for Rotary District Breakfast Tuesday, Feb 28 7:00 a.m. at Westin LAX 5400 West Century Blvd. LA. Malibu Rotarians pay \$40.00 to treasurer prior to Feb 21. See more at [Rotary District website](#).

Angela Perez Baraquio Grey, Miss Hawaii 2000 and Miss America 2001 (the first teacher, first Asian Miss America, and the first and only Filipina-American to win the title since the pageant's inception in 1921) is a former TV host for Telly-Award winning statewide show in Hawaii, "Living Local with the Baraquios". She is a published author, who recently released a faith-based inspirational memoir called, "Amazing Win, Amazing Loss, Miss America Living Happily, EVEN After." Angela is also a wife of 14 years, a teacher, a Catholic School Principal here in Southern California, a former Presidential appointee, professional speaker and a mother of five.

- **March 1, 2017—Margo Neal Speaks at first Malibu Rotary Club morning 8:00 a.m. Pepperdine Graziadio meeting in LC 152.**

Malibu Rotarian Margo Neal was with a group of Rotarians who were part of a trip to show how Rotary projects contributed to by Rotary District 5280 (the district Malibu is in) were benefiting

the people in Merida, Mexico. Margo will show pictures and talk about Rotary projects she visited on the trip occurring January 25-30, 2017 including the following:

Emmanuel Day Care--Provide a play area and kitchen equipment

- ADN—After school Program --- Provide musical equipment and art supplies Merida---- Living with Diabetes Provide, furniture, computer devices, medical devices A/C and promotional materials
- Ticul---Sewing machines for economic growth 8 machines, rent for a year and materials
- Muaro—Environmental Museum—Planting trees Trees
- Merida Montejo---Water filtration for families
- Tizimin---Special needs student school Baking table and kitchen equipment

- **March 8 2017-- Michael Gose & 4 officers of Pepperdine Rotaract Talk About the Reactivation of Pepperdine Rotaract Club in 2017**

It has been several years since the Malibu Rotary sponsored Pepperdine Rotaract Club has been active. Early edition of the Pepperdine Rotaract Club with faculty advisor Constance "Connie" James, Ph.D, Pepperdine Professor of Management, won honors for its service and was invited to an RI Convention in Europe. Connie encouraged students in her business management classes to participate in the Pepperdine Rotaract Club, which became one of the biggest clubs on campus. Michael J Gose, Ph.D, Pepperdine Professor of Humanities, has agreed to be the faculty advisor for a new edition of the Pepperdine Rotaract starting in 2017. He has ideas of how to make the new Pepperdine Rotaract club flourish. At the March 8 Malibu Rotary Club meeting Connie will hand over the reins to Michael, and Michael will introduce the 4 new student officers of the Pepperdine Rotaract Club.

- **March 15 Speaker is Juan Alvarez on Credit Card Options For Non-Profits as Malibu Rotary Club**

Juan Alvarez is Market Manager for the west Los Angeles credit card processing of US Bank's Elavon. There are times when non-profits such as the Malibu Rotary Club may have fund raisers such as Turkey Trot Run, auction, or other events where participants may want to use credit cards, or it may also apply to paying dues and other revenue sources. Juan Alvarez will explain the most prudent options for accepting credit cards by our organization.

- **March 22 –Speaker is Malibu City Manager Reva Feldman who will be giving an update on the City of Malibu**
- **April 25—Rotary District Breakfast**