

The Award Winning

Malibu Rotary Club Surfwriter

February 8, 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

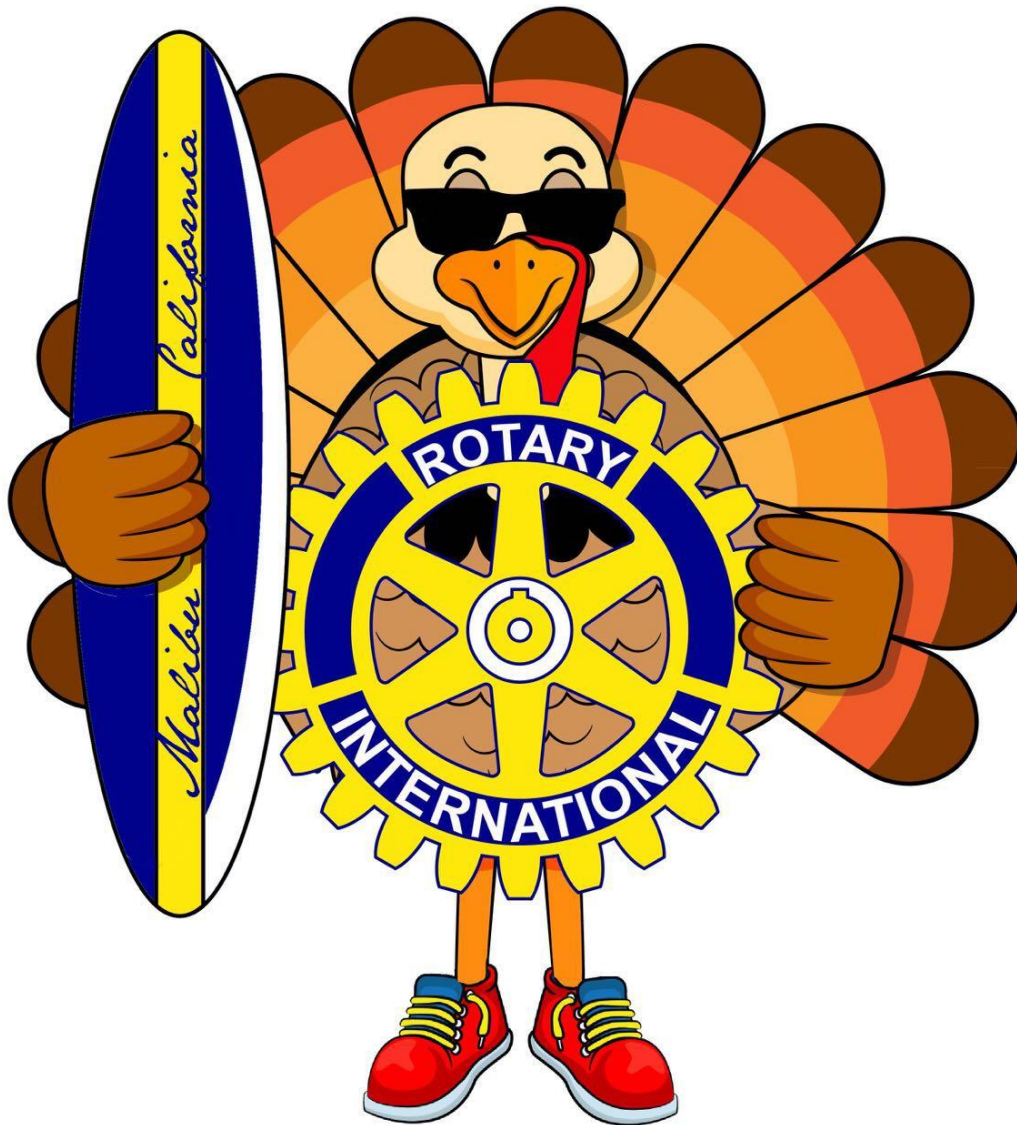
Edited by Dr. John W. Elman

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- **Malibu Rotary Club Decides on New Meeting Time Starting in March**
- **Next Regular Malibu Rotary Club Noon Meeting Feb 1 in LC 152 on the Pepperdine Drescher Graduat. Speaker is Ken Chong, Past President of LA 5 and membership chair Rotary District 5280 who be talking about Rotary Club membership**
- **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

**Malibu Rotarians and Erica MacVittle again discuss the Possibilities of Having
A Malibu Rotary Sponsored 2017 Malibu Turkey Trot**





Speaker at January 25 2017 Malibu Rotary Club meeting was Erica MacVittle . She returned on February 8, to Field Questions from Malibu Rotarians on the possibility of helping with a Malibu Rotary Turkey Trot.

Erica MacVittle of Malibu Race Series, LLC, completely plans and puts on races

She is the Race Director for Malibu Half Marathon and 5k. She and her Malibu Marathon Company have successfully organized and put on the Malibu Half Marathon and 5 k. From facebook page "Now in its 8th year the Malibu Marathon continues to attract a loyal set of both local and international athletes. Rocky bluffs, sandy beaches and plenty of rugged hills await the runners in the point-to-point route along the Pacific Coast Highway. This year's race will take place on November 6th, 2016. The out and back Half-Marathon & 5K course starts and ends at north of Point Mugu beach." About 1600 runners participated in the 2016 run.

Malibu Rotary Club President-Elect Bianca Torrence, mother of Olympic runner David Torrence, had asked Erica to speak to the Malibu Rotary Club on January 25th and February 8 about the possibility of having Erica's company produce the first Malibu Rotary Club Turkey Trot on Thanksgiving morning, November 23, 2017.

Previously Erica had prepared a complete a complete on a proposal for Erica's company to produce the Malibu Rotary Turkey Trot ([see Malibu Rotary Club Surfwriter January 25 2017](#)).

The proposal was all inclusive, with branding, marketing, social media and ad campaigns, sponsors and vendors, and all the things needed for a race. For Erica's company to do it to this scope would cost \$71,000

The Malibu Half Marathon is November 5. People come to Malibu from around the world to participate in the Half Marathon. To run half Marathon takes months of training for the athletes involved. Erica's company also does a smaller 5 K race the same day as the Half Marathon. 5 K events are more local community events, and that's what a Malibu Rotary Club 5k Turkey Trot would be. Preparation time for a 5 k, both for runners and producers, is much less than a marathon or half marathon.

Erica pointed out that most the money raised from runs is not from the entry fee from runners, it is from run sponsors. These are not only the large corporate sponsors, but from the runners who have friends and their families sponsor them. Team In Training is the flagship fundraising program for The Leukemia & Lymphoma Society, and many people training for marathons use their services. The runners have to find their own sponsors. When we hear of the thousands of dollars made by a charity on a race, it is all these individual runners that have raised money for someone like Team in Training. The money goes to the Leukemia and Lymphoma Society, not to the organization sponsoring the run. Erica said that because 5 k runs are local in nature corporate sponsors are much less interested in putting as much money in them as the larger longer events like marathons and half marathons.

Erica said that most new running events do not make money the first several years. The cost of putting on an event, advertising, costs for materials, etc. may indeed mean that the event may lose money the first several years.

Erica had several ideas for the Malibu Rotary Club to consider if they want to have a Thanksgiving Day Turkey Trot. Since the Malibu Rotary Club does not have enough members to do an event itself they could do it jointly with another organization, such as the City of Malibu, other nearby Rotary Clubs or other service organizations. Erica also suggested that the Malibu Rotary Club could be the sponsor for her November 5 K Run. Sponsorship would be \$10,000-\$20,000. She said that while she is already preparing for the Half Marathon event preparation for the 5 k event does not have to start until 3 months before the event.

Malibu Rotary Club Decides on New Meeting Time Starting in March

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

Condolences to the John Johannessen Family

John Johannessen's son 35-year-old Jesse Johannessen lost his life unexpectedly on Saturday February 4th for reasons unknown. Funeral services were February 11 in Laguna Woods, Ca.

John Johannessen is the finance of Malibu Rotary Club President-Elect Bianca Torrence. Bianca checked in at the President-Elect Training Seminar (PETS) held February 10-12 at the LAX Marriott Hotel in Los Angeles, but had to miss most of Saturday's seminar while attending the funeral and consoling John. Bill Wishard went to PETS on Saturday to substitute for Bianca at meetings and took notes for her. Among those speaking at PETS on Saturday was Ian H.S. Riseley, Rotary International President (2017-2018) from the Rotary Club of Sandringham, Australia. Bill says that there are many changes that are apparent in Rotary this year and he and Bianca will be telling us about them in the near future.

Guests

In addition to **Erica MacVittle** regular winter guest PDG **Tom Bos** was at the February 28 meeting.

Other 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.

- **PRLS** --..n Torrance on March 18; cost \$50.00. RSVP to Tori at district office office@rotary5280.org or call 310-670-9792

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

Februay 2017-----John Elman

March 2017-----W. David Baird

April 2017-----Margo Neal

May 2017-----Robert "Bob" Syverstsen

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 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**