

*The Award Winning*  
**Malibu Rotary Club Surfwriter**

January 9, 2013

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President William Wishard

Edited by Dr. John W. Elman

Pictures by Dr. John W. Elman

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

- Next meeting: Malibu Rotary Club Inducts New Member At Next meeting Jan 16<sup>th</sup>, 7:30 a.m. at Pepperdine Fireside Room
- Malibu Rotarians see LMU President David Burcham Talks about “The Cost and Value of Higher Education—Is It Worth It?” at Rotary District Breakfast January 9th
- Other News And Guests from Last Malibu Rotary Club Meeting
- Check [Calendar](#) on Malibu Rotary website MalibuRotary.org

- Malibu Rotary Club Website: [www.MalibuRotary.org](http://www.MalibuRotary.org)
- Rotary International Website: [www.Rotary.org](http://www.Rotary.org)
- Rotary District 5280 Website: [www.rotary5280.org/](http://www.rotary5280.org/)
- Rotary District 5280 “Rotarians Doing Business With Rotarians” Website: <http://yp5280.org/>
- RI President (2012-2013) Sakuji Tanaka Rotary District 5280 Governor (2012-2012): Lewis Bertrand
- Assistant Governor for Malibu Rotary Club: Julie Jenkins (2012-13)

**Malibu Rotarians see LMU President David Burcham Talks about “The Cost and Value of Higher Education—Is It Worth It?” at Rotary District Breakfast**



Before becoming the 15th President of Loyola Marymount University in West Los Angeles in 2010 David W Burcham was senior vice president and dean of the law school in 2000, and in 2008 was named LMU’s executive vice president and provost. He graduated first in his class from Loyola Law School in 1984 and, after seven years in public and private practice, he returned to Loyola Law School and his first love – teaching.

As LMU’s chief operating officer, Burcham has strengthened the university for the long term by overseeing the current \$380 million capital fund drive and the 20-year Master Plan for future growth.

To that end, he reconfigured the university budget during the recent economic downturn, transferring funds from various support functions to ensure that

academics remained fully funded. He also charged the chief academic officer with modernizing the core curriculum and academic requirements.

Speaking at the Rotary District 5280 Breakfast on February 8<sup>th</sup> his background as the university as the chief operating officer he addressed the question that many university students and their parents along with the rest of society asks, “Is the cost of a college education, the hundreds of thousands of dollars of student debt, worth the value of having a higher education?”

Higher education is sometimes considered a waste because of its cost. Is the value really there?

Comparing the cost of a college education in the academic year 1999-2000 to the academic year 2012-2013 adjusted for inflation the cost has gone up 39% in private universities and 68% in public universities. Higher education is big business.

Burcham argues that competition has driven the costs up. He acknowledges that this seems like a paradox. Economists would argue that competition should drive costs down. But he says that in trying to attract the best students, the best athletes, the best faculty and the most supportive alumni, that universities are all spending millions in capital improvements—the most technologically advanced science buildings, theaters, sports complexes, and other facilities. There is also an attempt to lower the faculty to student ratio. Striving for top of the line physical facilities has doubled the debt for those facilities. Administrative fees have increased as more regulatory reports have to be written each year. He said he has had to hire staff to write the 79 reports due last year for various governmental and academic agencies.

Burcham believes the mission of the university to train tomorrow’s leaders in ethics. It is not to train for a trade. Therein lies the value of higher education. He says we live in a society of “digital overload.” Research is more than a Google search. Friends are more than you’re your *facebook* “friends”.

David Burcham’s father was a president of the Long Beach Rotary Club. As a child he saw the motto “Service Above Self” and was exposed to the 4 Way Test. He has tried to bring that to Loyola Marymount University. LMU was founded in 1911 as a premier Catholic university rooted in the Jesuit and Marymount traditions. The previous 14 presidents of LMU were all Jesuits, whose goal has been the education of the whole person. Although not a Jesuit Burcham adheres to their values and traditions.

Burcham quoted Fr. Adolfo Nicolás, Superior General of the Society of Jesus (aka Jesuits), who spoke to Belgian Jesuits in September 2010 about a “globalization of superficiality,” a result of a surfeit of information derived from the internet.

[Editor’s Note: Other references stressing this point are T. S. Eliot who in *Choruses From the Rock* wrote: **Where is the wisdom we have lost in knowledge? Where is the knowledge we have lost in information?** And Nicholas Carr’s book *The Shallows* which asks *Is the Internet the greatest technological gift to humankind since the invention of the printing press? Or is it rewiring our brains, turning us into distraction-prone, screen-addicted [infovores](#) incapable of deep, imaginative thought?*]

Burcham reiterates what others have said, "Information is not Education." Education is the antidote for a "globalization of superficiality." Education is to encourage students to think deeply. Civil discourse should be by people in live classroom, where you can look into a person's eyes, not a virtual image on a smart phone or computer monitor. In the Jesuit tradition education integrates the intellectual, physical, and spiritual person.

Among the projects that Burcham has stressed at LMU is the community service projects that students must do. He has tried to raise money for student aid to make the college experience more affordable and has tried, at the same time, to keep class size low to insure a better learning environment. Average class size at LMU is 20 students per classroom.

### **Other News And Guests from Last Malibu Rotary Club Meeting (at Rotary District Breakfast)**

The Malibu Rotary Club table at the Jan 8<sup>th</sup> Rotary District Breakfast included **Margo Neal, Hubert Luckerath, John Elman, Bill Wishard, Peter Formosa** and **Tom Bos**. This meeting was in lieu of the regular Malibu Rotary Club meeting and there was no club meeting on January 9<sup>th</sup>.

At the District Breakfast several people had special recognition:

1. The Southwest Los Angeles Rotary Interact Club raised \$2000 for PolioPlus with a WalkATHon.
2. A fellow named Jerry sold 130 raffle tickets for the Paul Harris Dinner and
3. **JT Waring**, who since 2005 has been building water projects for orphanages in Myanmar (Burma). So far there has been 26 water projects at a cost of \$8600 per water project. Beside the accomplishment of building the water projects in this country which JT describes as "having the harshest dictatorship on earth," the accomplishments of Rotary have been changing the country. JT was there when Hilary Clinton and President Obama was there, and it looks like Rotary, which had clubs in Burma from 1929 through 1977, may be readmitted. Rotary representatives have met with the cabinet minister.

Several district events were talked about at the District breakfast: On February 9<sup>th</sup> all are invited to celebrate the Chinese New Year at 5:00 pm at the Empress Pavilion on 988 North Hill St in Los Angeles. There is a multicourse dinner and entertainment and a parade.

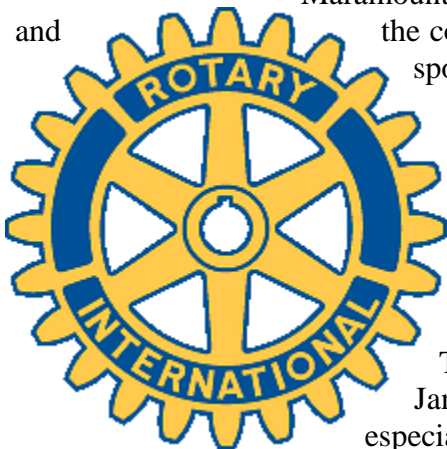
On Saturday March 9<sup>th</sup> there will be a special Rotary tour of Camp Pendleton to honor the Marines. A free bus has been chartered which will hold 60 people and leave from the Hawthorne Recreation Center.

February 4<sup>th</sup> is the deadline for the District Speech, Music, Art and Dance Competition (see below).

Torri Hettinger spoke about the Wine Tour that will precede the Rotary District Convention at The Fess Parker Resort in Santa Barbara the weekend of May 3-5. The wine tour will be on May 2. Information and reservations are on the [Rotary District 5280 website](#).

## Rotary District News New Generations

The Rotary District 5280 high school Speech, Music, Art and Dance Competition will be held March 9 and prizes of \$1,000, \$500, and \$250 will be awarded in each category. Entries are due in by February. Members of Rotaract can win \$1500 at an Ethics Forum to be held at Loyola Marmount University March 29. RYLA camp will be held April 26-28 and the cost is \$190.00 per student. The Rotary Club of Malibu is again sponsoring 2 students.



### Other Rotary District Events:

April 6<sup>th</sup> will be a Rotary Day of Service. Melody St John, President of the Hollywood Rotary Club, is heading up this event. .

The Rotary Global Peace Forum Conference will be held January 25<sup>th</sup> through 27<sup>th</sup> in Honolulu. Young adults are especially encouraged to attend, and Rotarians who can afford it are encouraged to sponsor young adults. Malibu Rotarians Barbara Riley and President Bill Wishard are planning to attend, along with Rotary International Ambassadorial Scholar Livia Giovania.

Rotary District 5280 is having a Group Study Exchange (GSE) this year with Rotary District 2620 in Japan. The Rotary Foundation's Group Study Exchange (GSE) program is a unique cultural and vocational exchange opportunity for businesspeople and professionals between the ages of 25 and 40 who are in the early stages of their [careers](#). The program provides travel grants for teams to exchange visits in paired areas of different countries. For four to six weeks, team members experience the host country's culture and institutions, observe how their vocations are practiced abroad, develop personal and professional relationships, and exchange ideas.

Please see Malibu Rotary Club Website [www.maliburotary.org](http://www.maliburotary.org) for latest Calendar and future speakers and facebook pages for other news.

Like Rotary Club of Malibu on 

## Calendar

(all Malibu Rotary Club meetings are held at 7:30 a.m. Wednesdays in Fireside Room of Pepperdine University unless otherwise noted)

Jan 16, 2013

[Induction of Peter Formosa \(Fireside Rm\)](#)

Jan 23, 2013

[to be announced \(noon meeting at Tra di Noi Rest.\)](#)

Jan 30, 2013

[Criminal Defense Attorney Doug Ridley](#)

"The Consequences of 1st Time DUI"

Criminal Defense Attorney and former Ventura County Deputy DA Doug Ridley will talk about the Consequences of 1st Time DUI at the Malibu Rotary Club 7:30 a.m. meeting in the Pepperdine Fireside Room.