

The Award Winning

Malibu Rotary Club Surfwriter

January 25, 2017

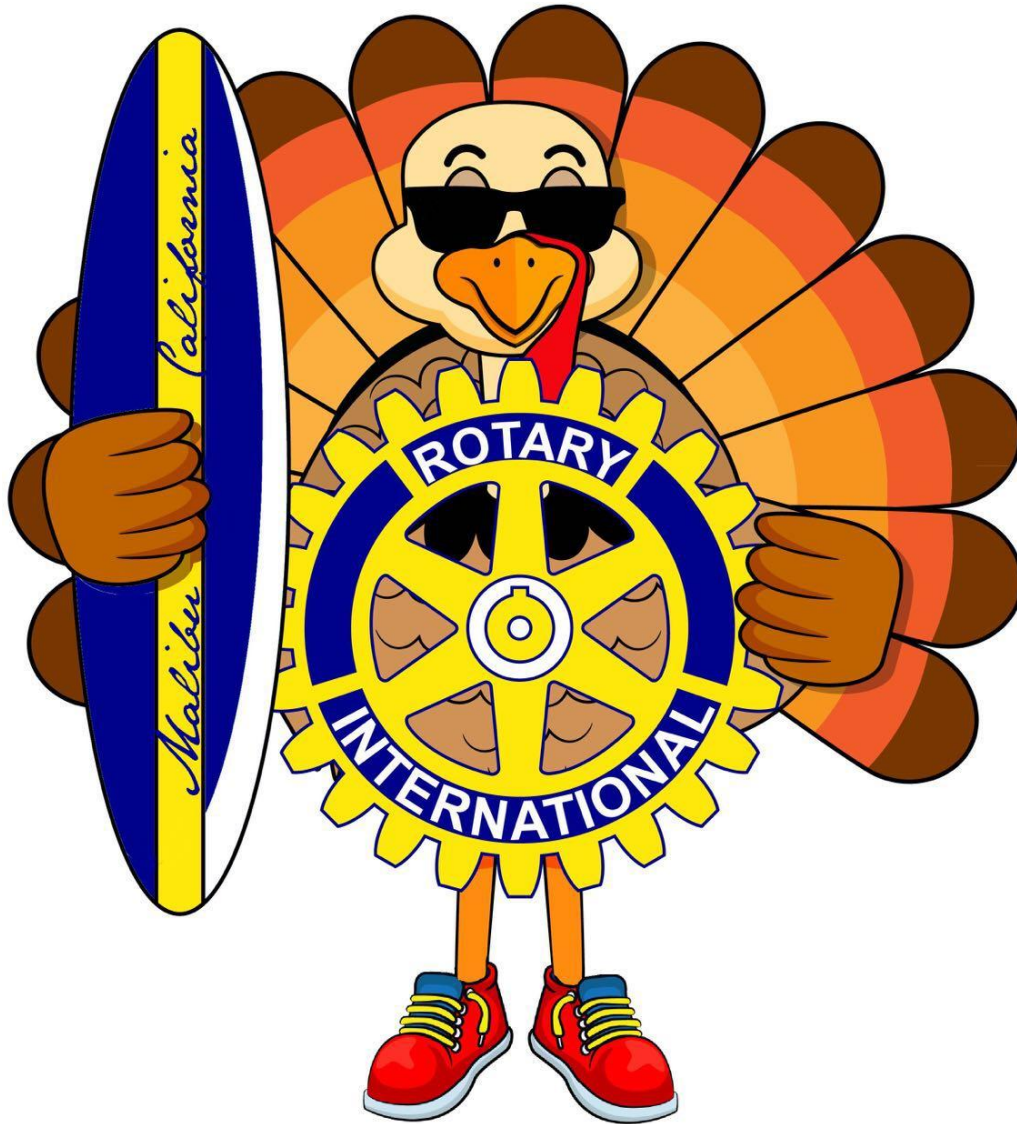
Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President of Record Bill Wishard
Malibu Rotary Club President of the Month (January) Bob Syvertsen
Malibu Rotary Club President Elect Bianca Torrence
Pictures by John Elman and Margo Neal

Edited by Dr. John W. Elman

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

- **Last Week:— Speaker Erica MacVittle on Proposal for Malibu Rotary Club Turkey Trot 2017**
- **Next Regular Malibu Rotary Club Noon Meeting Feb 1 in LC 152 on the Pepperdine Drescher Graduat campus John Elman "Tell Me Again, John--How Does the Rotary Website Work?"**
- **Margo Report from Humanitarian Trip to Merida, Mexico**
- **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 discuss the Malibu Rotary Sposored 2017 Malibu Turkey Trot





Speaker at January 25 2017 was be Erica MacVittle.

Erica MacVittle 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 years 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.

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

Bianca has been working with various run companies to find out who can put on the Turkey Trot run that the Malibu Rotary club wants to sponsor. She had been in touch with the people who put on the Malibu Half Marathon and others. .

Much of what Erica had to say and show in her PowePoint Presentation was previously sent by Bianca as an e-mail to members. It conatains proposal from Erica MacVittle of Malibu Race Series, LLC, which completely plans and put on races.

Scope of Work

- 1.Brand strategy workshop [Highly recommended for a new event];**
- 2. Visual story, copy, content plan;**
- 3. Marketing plan;**
- 4. 90-day social media activation;**
- 5. Facebook campaign, including ad buy;**
- 6. Event activation concepts;**
- 7. Sponsor / vendor relationship;**

PROCESS

- 1. IN PERSON GROUP BRAINSTORM WITH MALIBU ROTARY CLUB TEAM;**
- 2. CREATE BRAND PLATFORM DELIVERABLES**
 - DEVELOP AN UNDERSTANDING OF KEY BRAND OBJECTIVES.**
 - MISSION STATEMENT AND CORE VALUES FOR THE EVENT**

PROCESS

1. REVIEW MALIBU TURKEY TROT VISUAL ASSETS
2. CREATE KEY COPY POINTS BASED ON BRAND PLATFORM
3. CREATE A WEBSITE
4. IDENTIFY REGISTRATION PLATFORM + SET-UP
5. CREATE SOCIAL CHANNEL GRAPHICS

DELIVERABLES

- DEVELOPMENT OF WEBSITE, SOCIAL ICONS, REGISTRATION PROCESS
- COPY POINTS SUMMARY FOR WEB, SOCIAL, PRESS RELEASES
- KEY ART ASSEST INCLUDING COLLATERAL, T-SHIRT AND MEDALS

MARKETING PLAN

PROCESS

1. MARKETING CHANNEL AUDIT, INCLUDING WEBSITE, SOCIAL, EMAIL, EXPERIENTIAL, GRASSROOTS, AMBASSADOR, ETC.
 2. EVALUATE BUDGET AND SALES FUNNEL FOR HIGH-ROI OPPORTUNITIES
 3. CREATE ACTIONABLE 90-DAY PLAN & COMMUNICATIONS CALENDAR
- DELIVERABLES • MULTI-CHANNEL MARKETING ROADMAP

They search for sponsors, work up marketing, social media, and put on the event

SOCIAL MEDIA ACTIVATION

PROCESS

1. HIRE & SUPERVISE A SOCIAL MEDIA EXPERT
 2. CRAFT SOCIAL STRATEGY AND COMMUNICATIONS CALENDAR.
 3. CREATE STORYLINES & RELATIONSHIPS WITH SOCIAL INFLUENCERS
- DELIVERABLES • MULTI-CHANNEL SOCIAL ACTIVATION FOR 90 DAYS. • SPECIFIC CHANNELS TBD • SOCIAL STRATEGY PLAN & CALENDAR

FACEBOOK CAMPAINS

PROCESS

1. RESEARCH LOOKALIKE AUDIENCE AND DEVELOP TARGET PROFILES
2. GENERATE FACEBOOK PIXEL
3. CREATE FACEBOOK CONTENT STRATEGY
4. DEVELOP CONTENT
5. EXECUTE LASER-FOCUSED CAMPAIGN AD BUY

6. ANALYTICS & REPORTING DELIVERABLES • AD CAMPAIGN MESSAGING AND EXECUTION • DOES NOT INCLUDE MEDIA FACEBOOK AGENCY FEE

1. HIRE EVENT PRODUCTION COMPANY - JIVE LIVE
2. COURSE DESIGN AND PERMITS
3. CREATE A PRODUCTION, SECURITY, PARKING AND STAFFING PLAN

DELIVERABLES

- BUDGET REVIEW AND ASSISTANCE
- START LINE, FINISH LINE AND COURSE MANAGEMENT
- EQUIPMENT RENTAL + VENDORS DOES NOT INCLUDE EVENT AND SECURITY STAFF OR A VOLUNTEER COORDINATOR

EVENT IDEAS

PROCESS

1. IDEATE CONCEPTS FOR RACE DAY EXPERIENCES
2. RESEARCH CURRENT BEST PRACTICES AT EVENTS AROUND THE WORLD
3. CREATE MESSAGING AROUND IDEAS DELIVERABLES • EVENT ACTIVATION PLAN WITH MESSAGING POINTS

SPONSOR / VENDOR RELATIONSHIP

PROCESS

1. ENGAGING NEW POTENTIAL SPONSORS & VENDORS ON BEHALF OF MALIBU ROTARY CLUB
2. USE MY CONTACTS WITH BRAND
3. MANAGE PARTNERS ACTIVATIONS DELIVERABLES
 - CREAT A LEAD LIST INCLUDING NAMES AND CONTACTS
4. CREATE A LEAD LIST OF SPONSORS INCLUDING CONTACT DETAILS

EVENT PRODUCTION

PROCESS

1. HIRE EVENT PRODUCTION COMPANY - JIVE LIVE
 2. COURSE DESIGN AND PERMITS
 3. CREATE A PRODUCTION, SECURITY, PARKING AND STAFFING PLAN
- DELIVERABLES
- BUDGET REVIEW AND ASSISTANCE

- START LINE, FINISH LINE AND COURSE MANAGEMENT
- EQUIPMENT RENTAL + VENDORS DOES NOT INCLUDE EVENT AND SECURITY STAFF OR A VOLUNTEER COORDINATOR

FEE SUMMARY EVENT MANAGEMENT

- January - February: 10 hrs weekly @ \$50 = \$4,000
- March - April: 5 hrs weekly @ \$50 = \$2,000
- May - June - July : 5 hrs weekly @ \$50 = \$3,000
- August - September: 10 hrs weekly @ \$50 = \$4,000
- October - November: 15 hrs weekly @ \$50 = \$6,000
- TOT= \$19,000 PRODUCTION COMPANY
- JIVE LIVE • Management Fee: \$20,000

MALIBU ROTARY CLUB TURKEY TROT DRAFT BUDGET PREPARED BY ERICA MACVITTIE 12/30/2016

EXPENSES

Marketing and Advertising Cost Notes Discounts & Refunds 20% Special Holidays, Running clubs etc. Facebook Ads \$5,000.00 Min for a first year event.

Facebook Ad management TBD Normally 30% of what is spent on FB ads Google Adwords TBD Social Media Management [Twitter, FB, Instagram] \$4,500.00 \$1500 monthly - possibly can reduce depending client's expectation Grassroots Marketing \$5,000.00 3-months leading up to the event Flyers \$1,000.00

Professional emails TBD Graphic Designer for Key Assets \$2,000.00

Brand style guide, t-shirts, medals and collateral Copy points TBD

Other Events Expos \$1,000.00 at least 5 expo at an average of \$200

Website \$3,500.00 estimate Graphic Designer Developer Hostin Service Event capture [video and photos] \$1,500.00 estimate Permits Cost Notes TBD Race Direct Costs Cost Notes Portable Toilets TBD Approx \$50 per unit [including supplies, and trash boxes] Timing depending on # participnats \$2.75 per participant + staff costs Medals depending on # participnats ~ \$1.78 per medal Bibs depending on # participnats ~0.19 per bib Medical \$1,000 Normally ~\$1000 Finisher T-shirts depending on # participnats \$5 per unit + shipping costs Volunteer / Staff T-shirts TBD \$5 per unit + shipping costs Start / finish set-up TBD Est \$5000

Barricades TBD \$9 per barricade + delivery VIP Lounge TBD

Dumpster - Waste \$300

PA System \$2,500
Dj \$500
Rental Trucks \$1,000
Top Female / Male Trophy \$500
Runners Food \$500
Supplies \$1,000
Signage / Backdrops \$2,000
Vehicle Rental TBD
Water [cost per 6 gal] \$6 TOT TBD
Water cups [per sleeve - 100 cups] \$2.99 TOT TBD
Electrolyte Water TBD EVENT STAFF
Event Management \$19,000.00
Details Below Production Management \$20,000.00
Race day staff TBD
Approx \$5000 Volunteer coordinator TBD Approx \$1500

**OK so what's the bottom line on expenses?
Would you believe \$71,000?**

Erica said that she would not expect this sort of venture to turn a profit the first few years. She said that a lot of the revenue quoted by various other races may include individual runners getting personal sponsors from running clubs such as Team in Training which raises money for the Leukemia and Lymphoma Society training amateur runners across the country. The point is we cannot expect this kind of support for an unsanctioned race and if we want this to be an affordable community event might need to be unsanctioned (.A USATF **sanction** is an official designation issued by USATF, through a local Association, which approves and licenses the holding of a competitive track & field, long distance running or **race** walking event in the United States.)

Other News and Guests at Last Malibu Rotary Club Meeting

The January 25 Malibu Rotary Club meeting was presided over by **Malibu Rotary Club President of the Month Bob Syverstsen**. The previous week the Malibu Rotary Club held its annual Middle and High School Singing Competition. Bob said that he felt this year's event was one of the best ever and wanted to commend Teresa and David Zielski for their efforts putting this year's program together but neither was at this meeting.

Guests

There was only one guest at the January 25 meeting, **Jay A. Saltzman**, who Rotary District 5260 Governor 2009-2010, which was a district in the San Fernando Valley that is now the northern part of our District 5280. He was at our meeting to tell us about the **Rotary District 5280 PRLS (Potential Rotary Leadership Skills)**. There are 2 training sessions available. One in Torrance on March 18 and the in Northridge on March 25. They are each half day sessions and cost \$50.00. RSVP to Tori at district office office@rotary5280.org or call 310-670-9792..

Other Rotary District Events

Margo on Humanitarian Trip to Merida, Mexico

This Rotary District Humanitarian Trip to Merida, Mexico was taking place January 25-30 2017, featuring Rotarians participating in 7 different humanitarian projects. Margo is on trip and posted this to facebook



Margo Neal

Yesterday at 8:19 PM · 

Day 3 in Merida. Rotary gave \$12,000 worth of medical/dental equipment to this rural clinic.....including this BP cuff I'm using.



- **Rotary District Leadership Skills Courses**.will take place February 4 and 11th
- **February 28 Rotary District Breakfast -- Angela Perez Baraquio Grey "Amazing Win, Amazing Loss, Miss America Living Happily, EVEN After."**
- **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
February 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 1 John Elman "Tell Me Again, John--How Does the Rotary Website Work?"**

February 1 John Elman has been the webmaster of the Malibu Rotary Club ClubRunner website since the Malibu Rotary Club first subscribed to it at least half dozen years ago. He keeps it updated with the speaker calendar and information about club members, and has told new members how to log into the site for information and communication. Despite this he is always asked how members can log in and where information is found on the site. On Feb 1 2017, a day in which John will again begin a stint as Malibu Rotary Club President of the Month, he will also be speaker of the day, talking about essentials that everyone should know about the website and answering questions again from club members on how they can use the site when booking speakers, getting contact information about other club members, and communicating using the website.

- **February 8—Club Assembly—Malibu Rotary Club discusses future**
- **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."**

Maker 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.