

The Award Winning

Malibu Rotary Club Surfwriter

January 4, 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

Edited by Dr. John W. Elman

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

- Last Week Malibu Rotary Club Plans for 2017 Events and Budget
- Next Regular Malibu Rotary Club Noon Meeting January 11 in LC 152 on the Pepperdine campus—Rotary District representative Robert Ryans Power Point Presentation on Human Trafficking
- January 18-Malibu Rotary Middle and Hi School Singing Competition 7:00 p.m.at Rait Recital Hall (no noon 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

Malibu Rotary Club Plans for 2017 Events and Budget

The first Malibu Rotary Club meeting of 2017 was presided over by Malibu President of Record **Bill Wishard** while Malibu Rotary Club of January Bob Syvertsen was AWOL in Mazatlan.



Had Bob been there he would have been impressed by the work of Malibu Rotary Club Treasurer **Carlye Rudkin** in trying to balance the Rotary Operating Budget. Carlye told us that there was enough in the charity budget (due to the Charity Trust account) to pay for the causes we are committed to, such as student scholarships, and the awards at the Singing Competition.

It was obvious that Carlye had worked hard and long trying to pay the club expenses with the minimal revenue of the small club with 13 official “Active Members” and several of those not so active. The club derives most of its operating budget from dues of each member, and to keep the dues at the current \$100 per quarter, which is probably the lowest in the district; some draconian measures would have to be made to shave the expenses as much as possible and still allow the club to exist. Items on the budget such as supplies, Demotion Party, paying for speaker lunches, and the club partial subsidy for members to attend Rotary District breakfasts were all set to be cut. Additionally there had been budgeted \$1500 for President Elect to attend the RI Convention in Atlanta this year and also \$500 for members to attend District Convention. Current President Elect Bianca Torrence represented club last year at RI Convention in Seoul Korea and she and Bill, who turned out to be this year’s president or recrod again, both plan on attending the next RI convention in Atlanta. It was decided to eliminate the Rotary District subsidy (in the past Rotary members have generally gone to the District Conventions without subsidy) and divide \$2000 for Bianca and Bill to split for costs to the 2017 RI convention. Paying for the speakers lunches was debated, and it seemed that to balance the budget the club is not going to pay for this, that individual members, such as the one who invites the speaker, can offer to pay for the speaker. Until revenues increase (by increasing membership or dues) the club will no longer subsidize Rotary District breakfasts for its members. Members will have to pay the full \$40.00 to attend Rotary District Breakfasts. The club will, however, continue to pay once for a new member to attend a Rotary District Breakfast. The reasoning here is that the payment for the breakfast will be coming out of the new member’s \$60.00 initiation fee.

Among the items on the budget was the Malibu Rotary Club dues to belong to the Malibu Chamber. The amount was \$200 but it may be more than that. There was some discussion about the Malibu Rotary Club being in the chamber, whether it was beneficial. Because the networking possibilities it was decided that the Malibu Rotary Club should stay in the Chamber, and that someone from the Malibu Rotary Club should attend the Chamber breakfasts, which are called Connctions, and held at the Paradise Cove Café, and the next one is the morning of the next Malibu Rotary Club meeting, January 11 frn 8:00 a.m. to 9:30 a.m. David Zielski said he will attend representing the Malibu Rotary Club.

Annual Malibu Rotary Sponsored Middle and High School Singing Competition



Above is Maggie Reenee Valdman winner of the 2016 Malibu Rotary Singing Competition

Maggie was sponsored by the Malibu Rotary Club to compete in District Competition

Where she placed second in music, but was the top vocalist.

She is now at Julliard School of Music in New York.

Students from Krysta Sorensen's vocal classes at Malibu Middle School and Malibu High School compete for prize money at special concert program at Raitt Recital Hall at Pepperdine University at 7:00 p.m. on January 18.

A panel of judges from the music industry will score student performances and the Malibu Rotary Club will award cash prizes for the first, second, and third place finishers in both the middle school division and the high school division.



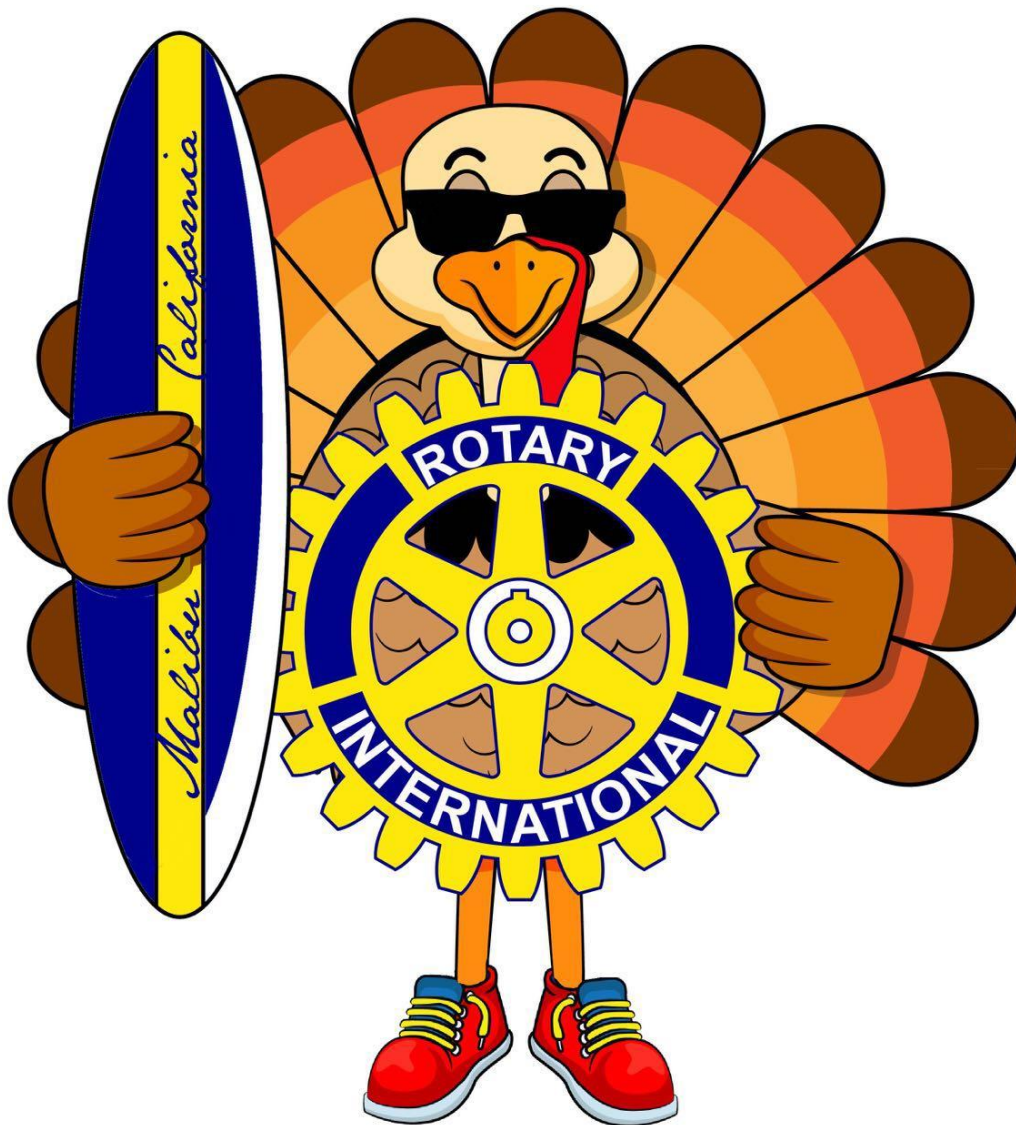
Winner of the High School division contest will be sponsored by the Malibu Rotary Club to Rotary District Pageant of the Arts Competition held March 11th at Loyola Maramount University in Los Angeles. At the district competition Malibu Rotary's singer will compete against student musicians sponsored by other Rotary Clubs.

Malibu's entrants have taken second place at the district competition the past 2 years competing with instrumentalists. Each of the Malibu entrants were accepted to Julliard School of Music, pursuing careers in music. Pictured at top is 2016 winner Maggie Renee Valdman.

David Zielski has stepped at the last minute to be event chair when Teresa Le Grove announced she Had to return to Ontario, Canada because of family illness.

David was able to get Tris Imboden, drummer with the band Chicago to be one of the judges. In addition to the cash awards of \$200, \$100, and \$50 that are given to the 1st, 2nd, and 3rd places Winners in the competition Carlye said there is enough money in the charity budget to give each Winner an engraved plague. The plaque without winners name will be presented the night of the Performance and plate with engrave name will be mailed to the recipient.

Malibu Rotarians discuss the Malibu Rotary Sposored 2017 Malibu Turkey Trot



Bianca Torrence 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. Bianca sent an e-mail to members a proposal from **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**

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

- 1. HIRE EVENT PRODUCTION COMPANY - JIVE LIVE**
- 2. COURSE DESIGN ADN 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

Obviously this is not an inexpensive venture. From what we've heard these raised have had large revenues, but will the revenues be enough to turn a profit.

Bianca was to try get someone from the run management team to speak to our club, hopefully at January 25 meeting.

Rotary District Events

Humanitarian Trip to Merida, Mexico will take place January 25-30 2017, and will feature Rotarians participating in 7 different humanitarian projects. Margo is going on trip. She said that the district is asking each Rotary Club in the Los Angeles district to contribute something towards a Rotary project in Merida.

Rotary District Leadership Skills Courses.will take place February 4 and 11th

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" Syversten

June 2017-----David Zielski

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

- **January 11 2017 Robert Ryans Speaking on Human Trafficking**
- **January 18 2017 -- Annual Malibu Rotary Sponsored Middle and High School Singing Competition at 7:00 p.m. at Rait Recital Hall on Pepperdine main campus (set up and sound checks at 6:00 p.m.)—No noon meeting at Pepperdine Drescher campus**
- **January 25 2017 to be determined**
-
- **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.