



Reach Within to Embrace Humanity

## Malibu Rotary Club Surfwriter

July 13, 2011

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President (2011-2012) Kevin Boling

Edited by Dr. John W. Elman

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

- **July 13 Club Assembly Features Ideas From Guests**
- **The next Malibu Rotary Club regular meeting will be held 7:30 a.m. Wednesday, July 20th, in the Fireside Room of Pepperdine University in**



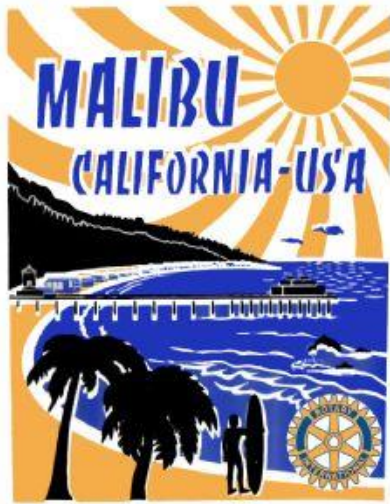
**Malibu. Program will be a craft talk by one of Malibu Rotary Club's newest members-- Maggie Luckerath. In 1991 Maggie was presented an award from the Rotary Club of Denville, New Jersey as "Citizen of the Year" for her services to that community through living the Rotary motto "Service Above Self." Living in Malibu for a short time Maggie has**

**continued to involve herself with many worthwhile community causes. Learn more about her at the next Malibu Rotary Club meeting.**

- **Other News and Guests from Last Malibu Rotary Club Meeting**
- **Message From Malibu Rotary Club President Kevin**
- **“Like” Rotary Club of Malibu Facebook Page**
- **Check Calendar on Malibu Rotary website [MalibuRotary.org](http://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.rotary5280la.org](http://www.rotary5280la.org)**
- **Rotary District 5280 “Rotarians Doing Business With Rotarians” Website: <http://yp5280.org/>**
- **[RI President \(2011-2012\)](#) Kalyan Banerjee**
- **Rotary District 5280 Governor (2011-2012): Brad Robinson**
- **Assistant Governor for Malibu Rotary Club: Kevin Smith**
- **Rotary District Newsletter—see it on Rotary District 5280 site or click [here](#)**

### **July 13 Club Assembly Features Ideas from Guests**

The Malibu Rotary Club meeting of July 13<sup>th</sup> was supposed to be a club assembly led by Malibu Rotary Club President Kevin Boling, who was going to lead the club in discussions about what



the Malibu Rotary Club is doing during the new Rotary year. There were many topics to be discussed, including membership development, Malibu Rotary Club participation in the annual Labor Day weekend Malibu Kiwanis Club Chili Cook Off event, a Malibu Rotary participation in a showing of new General Motors cars, a contribution from the Malibu Rotary Club for the International Children's Surgical Foundation to be listed as a contributor on the <http://smiletrek.org/> website as last week's speaker Marine Sgt Winston Fiore travels across the country, where the Malibu Rotary Club is going to meet in August, since the only day the normal meeting place of Pepperdine Fireside Room will be available is August 10<sup>th</sup>.

As it turned out President Kevin never made it to the meeting, and for the second week in a row Malibu Rotary Club Immediate Past President Chris Bauman presided over the meeting. Chris also handed out large grapefruit that he had brought back from his grandfather's ranch in Sonoma County when he was there over the July 4<sup>th</sup> weekend. He explained that the dark spots on the outside peel are from sun exposure, the fruit is still good inside.

Most of the meeting was devoted to ideas about membership recruitment. Some of the best ideas and discussion came, not from club members, but from the two guests, who attended this club assembly. One of the guests was a familiar face, **Nichola Lenehan**, who has come to many of our recent meetings, but who has not committed herself to actual membership because she is looking for a job in her field of Information Technology, and she isn't sure where a new job might take her. She said it was important to have membership goals. When we thought about a number, it seems that at least 20, was a number that people felt reasonable. That seems to be the minimum for a small Rotary Club. There was a time when the Malibu Rotary club had 40 or 50 members, but it was generally felt that that number was currently not realistic in today's world. Nichola also said one needs to be careful how potential membership candidates are referred to—not to call them targets as much as someone we would like to engage or invite to a meeting. Their invitation to join would be to “Revitalize our organization.”

The other guest, who had a lot of input was **John Miller**, who is Vice Chancellor in charge of Advancement at Pepperdine University, as well as a member of L.A. 5 Rotary Club and a former member of the Rotary Club of Santa Monica. He talked about the differences between membership in both of the two larger district clubs--LA 5 and Santa Monica. He said the membership in LA 5 has been falling. It has about 450 members on the roster, but only about 110 attend meetings. The Santa Monica Rotary Club has had a rather constant number of members, much less than LA 5, but the same number of members attend meetings as LA 5, about 110. He said that the Santa Monica Club looks at various classifications, occupations, that are currently not in the club. Then they seek to fill the vacant classifications. When they identify someone in that business classification in the community they ask their current members who knows that business person. They have the member who is familiar with that person ask the potential member to come to a meeting, and if it is agreed be the membership committee and the members at large that this person would be a good member the members say, “How would you like to be our [fill in name of classification].” It is the traditional Rotary business networking

approach, with only one business classification, in each club—one banker, one newspaper publisher, one family practice physician, one elementary school principal, etc.

Once the candidates for membership are determined there was a consensus that there should be a specific event that the potential new members should be invited to that would describe what the club does, and what Rotary International does. Certain materials, media, that Rotary International has already put together could be used for such a presentation. Senior Assistant DG Dean Reuter, who is the District Membership Chairperson, should be contacted for ideas and materials. In addition, David Baird volunteered to check the RI website for appropriate membership material that could be downloaded—PowerPoint presentations, videos.

## **Other News and Guests from Last Malibu Rotary Club Meeting**

The Other News and Guests were the news. See **July 13 Club Assembly Features Ideas From Guests**

### **Rotary District 5280 Newsletter Available online**

**Marc Leeka** has done a fantastic job putting the Rotary District 5280 Monthly Newsletter—it's actually more like a little magazine—on line. If you have the latest version of the free Adobe Flash software installed on your computer the on line publication does amazing things, much more than online documents in .pdf format. You can turn pages, zoom in on text and pictures, and feel like you are holding the document in your hands. The news in it is succinct and useful, telling about District events, views of District Governor Brad Robinson and each of his assistant governors. You can link to it on the homepage of the Rotary District website [www.rotary5280la.org](http://www.rotary5280la.org) or by [clicking here](#) if viewing the Malibu Rotary Club Surfwriter on line.

### **Message From Malibu Rotary Club President Kevin Boling**



Kevin

What a week. I have been working on a new business venture that has taken me away from the Los Angeles area. So please accept my apology for not making it to the meeting. I am starting a Gourmet Food Truck called Kingpinz BBQ that will be based in Orange County. Fear not, I am still committed to Malibu and the Malibu Rotary Club. Keep up the great work that each of you are doing and together we will endure.

FIDENS



## **“Like” Rotary Club of Malibu Facebook Page**

We need 25 "likes" to become a registered facebook page! Log into your Facebook account and “Like” the Rotary Club of Malibu Facebook page.

By July 13th number of “likes” on Rotary Club of Malibu Facebook = 17 (same as last week).

Of the 17 “likes” only 8 are members of the Malibu Rotary Club and the others are friends and relatives.

Therefore of the 15 regular members of the Malibu Rotary Club 7 have not “liked” the Rotary Club of Malibu Facebook Page yet!

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.

## **Calendar**

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

- **July 13, 2011 The next Malibu Rotary Club regular meeting will be held 7:30 a.m. Wednesday, July 20th, in the Fireside Room of Pepperdine University in Malibu. Program will be a craft talk by one of Malibu Rotary Club's newest members--Maggie Luckerath. In 1991 Maggie was presented an award from the Rotary Club of Denville, New Jersey as "Citizen of the Year" for her services to that community through living the Rotary motto "Service Above Self." Living in Malibu for a short time Maggie has continued to involve herself with many worthwhile community causes. Learn more about her at the next Malibu Rotary Club meeting.**
- **July 26, 2011 7:00 a.m. Rotary District Breakfast at Westin LAX Hotel featuring LAUSD Superintendent John Deasy. Prior to joining the Los Angeles Unified School District in August 2010, Dr. Deasy served as Deputy Director of Education for the Bill &**

Melinda Gates Foundation. Previously, he served as superintendent of the Santa Monica-Malibu Unified School District

- **August 3, 2011 Fireside Room Not Available—meeting in Faculty Dining Room next door to Fireside Room.**
- **August 10, 2011 This will be the only meeting of the month in the Fireside Room at Pepperdine. Rotary District Governor Brad Robinson to Hear Reports from Malibu Rotary Committee Heads and to Report on the State of the District**
- **August 17, 2011 Fireside Room Not Available—meeting place and time to be determined**
- **August 24<sup>th</sup>, 2011 Fireside Room Not Available—meeting place and time to be determined**