

The Award Winning
Malibu Rotary Club Surfwriter

July 31, 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 and Margo Neal

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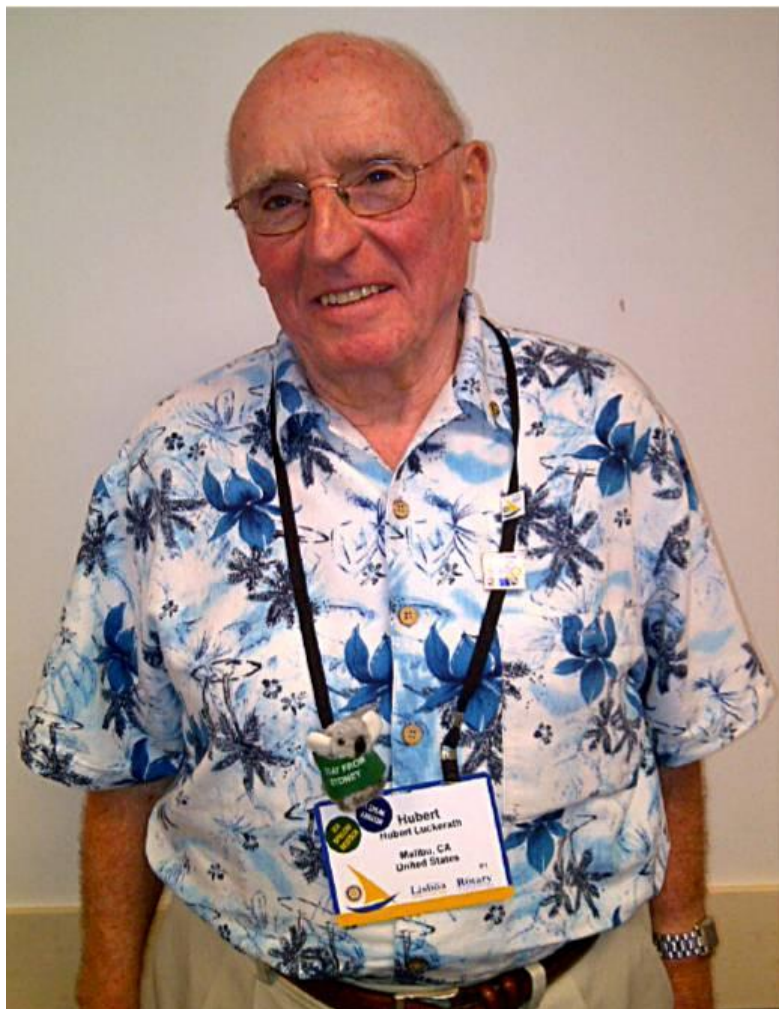
- **Next Malibu Rotary Club Meeting August 7th at noon in LC152 at Pepperdine Drescher Campus. Speaker will be Florian Gerlach, a founding member of a Rotary Club in Stuttgart, Germany.** His company, Totems Communication and Architecture, plans events for Global companies based in Stuttgart, such as [Daimler AG](#) (Mercedes Benz), [Porsche](#), [Bosch](#), [Celesio](#), [Hewlett-Packard](#) and [IBM](#) – all of whom have their world or European headquarters there.

Stuttgart is home to Germany's ninth biggest exhibition centre, [Stuttgart Trade Fair](#), and at the August 7th Malibu Rotary Club meeting Herr Gerlach will talk about how he designs brand spaces and attracts people to world exhibitions.

- **Last Week: Hubert Luckerath Who Reports on his Participation at the Rotary International Convention in Lisbon, Portugal**
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- Check [Calendar](#) on Malibu Rotary website MalibuRotary.org
- Malibu Rotary Club Website: www.MalibuRotary.org
- Rotary International Website: www.Rotary.org
- Rotary District 5280 Website: www.rotary5280.org/
- Rotary District 5280 “Rotarians Doing Business With Rotarians” Website: <http://yp5280.org/>
- RI President (2013-2014) Ron D Burton
- Rotary District 5280 Governor (2013-2014): Doug Baker
- Assistant Governor for Malibu Rotary Club: Joe Vasquez (2013-14)

Hubert Luckerath Who Reports on his Participation at the Rotary International Convention in Lisbon, Portugal





Hubert Luckerath (L) represented the Malibu Rotary Club at the 2013 Rotary International Convention held June 23-28th in Lisbon, Portugal. Tom Bos (R), a Past Rotary District Governor from Holland Michigan, and a regular visitor to the Malibu Rotary Club, joined Hubert and thousands of other Rotarians from more than 225 countries and geographic areas at the annual event, held in a different country each year. Hubert talked about his experience visiting his first RI Convention when he was the feature speaker at the July 31 Malibu Rotary Club meeting. Maggie Luckerath received a message from Hubert while he was in Europe: "going to this Rotary International Convention in Lisbon, Portugal was the best thing I have ever done in my entire life except for marrying you"!

Hubert Luckerath has only been a Rotarian since May, 2011. The German-born member was impressed what Rotary International has done in the world. From the very beginning he has attended Rotary District events and when he heard Malibu Rotary Club President **Bill Wishard** the 2012 RI Convention in Bangkok, Thailand, he decided at that time, only one year after he became a Rotary member, that he was going to go to the next Rotary International Convention, the one to be held in June 2013 in Lisbon, Portugal. It was a special opportunity to visit the Shrine Our Lady of Fátima, located in Fátima, Portugal. It is a holy place, a place of pilgrimage for many Catholics, and a place that Hubert had always wanted to visit.

Originally Hubert was going to be one of several Malibu Rotarians intending to go to the RI Convention in Lisbon, but when Malibu Rotary Club Bill Wishard had his heart surgery he was unable to go, and others who were planning on attending also cancelled. One other

Rotarian that the Malibu Rotary Club members are familiar with was still going on the trip—Tom Bos, a Past District Governor from Holland, Michigan, who, along with wife spends winters with his daughter in Malibu. Tom and Hubert stayed in the same hotel in Lisbon.

Despite the fact that he only knew Tom at the RI Convention, when he got there, he felt very comfortable and assured that he was part of an organization a tremendous amount of fellowship. With 21,000 Rotarians attending the Convention it was apparent wherever he went, wearing his Rotary name badge, that he would soon be friendly conversation with Rotarians from around the world. The plastic name badges contained, in addition to the name, with the first or nickname prominently displayed, the name of the members club, a color coded language designation (Hubert's badge showed that he spoke English and German) and there was also electronic encoding on the badge for events that attendee had signed up for. Most of the events that didn't involve food were covered as part of convention registration.

Hubert sent to an orientation on Saturday went to the first Plenary Session on Sunday in a huge hall. He and Tom went to the convention from their hotel on a subway. Hubert was impressed by all the fellowship of the Rotarians on the subway trains. After the Plenary sessions Rotarian attendees could choose to go to breakout sessions—there were many to choose from and two that he chose were ones on “Membership” and “Rotary Foundation,” which were two of largest.

Several of the points made at the “Membership” session were that new club members selected should be engaged, involved and responsible. Also, he said every Rotarian should be able to answer the question “What is Rotary?” with a short answer even though a complete answer would be long and complicated. You should have your short answer ready for prospective members.

To make a club viable you should have good programs. For this you should find out what members want in their programs.

It is also important to make the club meeting visible in the community with publicity. There was a recommendation that although clubs typically meet on the same day and time each week, having it occasionally at a different day and time may allow people who cannot attend the regular day and time to attend some meetings and get involved.

(Editor's note: The Malibu Rotary Club has done all these things and attendance has not changed. The only thing that brings people into meetings, whenever or wherever they are, is when Maggie prods them enough).

The other breakout session Hubert went to was one on the Rotary Foundation. Of course it is the Rotary Foundation that pays for all the large projects that Rotary does around the world. Each member should give at least \$100 per year to the Rotary Foundation. In our district buying book of Raffle tickets will satisfy that requirement, although the District would like the commitment to be closer to \$250 per members.

Another event Hubert attended was a special dinner arranged for members of Rotary District 5280 which was led by Elsa Gillum, who Rotary District Governor-Elect and will be visiting the Malibu Rotary Club on October 23 representing Rotary DG Doug Baker.

A major part of every Rotary International Convention is the House of Friendship. In Lisbon this was held in 2 big halls, with hundreds of booths, many by individual Rotary clubs showing what they were doing. Others were booths about other Rotary Projects like Shelter Box, and Rotary support companies, like ClubRunner, and supply companies.

Each Rotary Convention always has world class entertainment, world class music, and the passing of the leadership baton with change of RI president and theme. The 2012-2013 Rotary International President was Sakuji Tanaka whose theme was "Peace Through Service." The 2013-2014 Rotary International President Ron D Burton from Oklahoma sworn in at the Lisbon RI Convention has the current theme of "Engage Rotary—Change Lives."

Other News and Guests at Last Malibu Rotary Club Meeting

Malibu Rotary Club President **Bill Wishard** presided over his first meeting of the year, after taking the train from Carlsbad. Bill has been at our meetings when he could make it, sometimes was hooked into our meetings via speaker phone, but he hadn't taken the podium. **David Baird**, who had been presiding over the meetings for the past couple months since Bill had, and has been recovering from, his open heart surgery, was not able to attend the Rotary Club meeting July 31. David had hosted (along with Hubert and Margo) the Rotary youth group from Japan earlier in the week (see story below), so he will get credit for makeup attendance for this meeting in the July 31 attendance report to the district for that Rotary event. Members should remember that attending any Rotary event during the week of a meeting will count toward the Rotary club attendance, so report those activities to club secretary John.

Guests at the Malibu Rotary Club meeting included **Florian Gerlach**, who like Hubert, had just returned from the RI Convention in Lisbon, but was representing his Rotary Club of Stuttgart Germany. He was a founding member of the Stuttgart club in 2008 and it has 44 members. We will be hearing more from Florian at the next Malibu Rotary Club because he will be speaking about how he and his company Totems Communication and Architecture design brand spaces and attracts people to world exhibitions. Another guest at last week's Malibu Rotary Club meeting was **Sandi Turner**, the new Media Information Officer for the City of Malibu. She also is quite familiar with Rotary, having participated in a Rotary Group Study Exchange from Athens, Georgia, USA to Australia. She is still learning about the City of Malibu and has agreed to get several department heads become future speakers at our club.

In the mean time we have already booked Sandi to come back to our club on August 14 to tell us about her experience with Rotary GSE. Another familiar face at the last Malibu Rotary Club meeting was that of **Bill Krenz**. His face was familiar because he was both the caterer and entertainment producer for the successful May 29th Malibu Rotary Club Brazilian Bash Blowup Malibu Rotary fundraiser at Chris Bosh's house in Pacific Highlands. Bill is not only an Event Planner, but is the new head of the Malibu Music Festival. He will be our speaker on August 21, with the topic of "Creating Opportunities." There were two other guests at least at part of the meeting. One was **Kelly Sagona**, whom Maggie Luckerath had met the previous weekend while working at the Malibu Playhouse booth at the Malibu Arts Festival. Kelly is a former member of the Las Vegas Rotary Club now living in Malibu. Briefly at the meeting was John's wife **Lee Ann Elman** who was checking Rotary Ambassadorial Scholar **Livia Giordano's** ill cat while Livia was taking the California Bar Exam—it's a long story.

Malibu Rotarians Host Japanese Students at Pepperdine and Getty Villa

By Margo Neal



Monday, July 29, **David Baird**, **Hubert Luckereth** and **Margo Neal** (who isn't shown in the picture above because she was taking the picture) spent the day hosting the exchange students

from Japan...one 17-year-old boy and four 14-15-year old girls from two towns north and south of Tokyo. Their hosts brought them to us and we were able to greet them with "Ohayoguzaimasu" (Good Morning). David led a terrific tour around Pepperdine—first around the lower campus, in and out of buildings and classrooms, including the art museum, stopping to look at the great views to the ocean; then to lunch in the busy cafeteria. After lunch, a stop at the Heroes' Garden on the upper campus, which is a tribute to a Pepperdine graduate who was a hero on one of the 9/11 airplanes. The students took pictures of everything and all indicated they want to go to university here.

In the afternoon it was the Getty Villa. The young man (with the unpronounceable name whom I nicknamed "Joe") seemed quite interested in the villa but the girls less so, which seemed age-appropriate. The kids were tired and sleepy—they had arrived in LA only on Saturday and had been on the go ever since—some took a cat nap in the car. After the Getty, we took the kids back to their host families. Joe said he had never been to a Starbucks---he knew about them but there isn't one in his hometown so I provided him a "first" visit to Starbucks (from ancient Greece to corporate America in one afternoon).

Their English was very limited, though two of the students knew quite a bit of it. I suspect it will be greatly improved after their three weeks here. I looked at their schedule for their time here; it looks exhausting. It's a good thing they are young.

Charles "Chuck" Green Memorial Monthly Lecture Series at Malibu Methodist Church

In an e-mail **Geoff Ortiz** informed this editor that he was speaking with **Larry Jones, Chuck Green's** son-in-law, after mass at Malibu Methodist Church. Larry told Geoff he is conducting the Charles "Chuck" Green Memorial Monthly Lecture Series at Malibu United Methodist Church, commencing on Wednesday, August 21 at 7:00 pm.

Larry is nationally recognized history and Academic Decathlon teacher. He has some very interesting, Malibu related subjects that he will be discussing.

At Geoff's suggestion Larry sent the following e-mail to the *Malibu Rotary Club Surfwriter*:

Chuck Green was a long time member and a past president of the Malibu Rotary Club. In his memory, we are starting a speaker series in Malibu that will be taught by another long-time Malibuite, Larry Jones. This is free and open to the public. We are hoping you can help get the following information out to your members. If you send me an email address, I can send you an attached flyer with pictures. Thank you. Here is the information: Charles Green Memorial Lecture Series Did you love your history class in school because the teacher had a passion for connecting the past to the present? This series is for you. Did you hate your history class in school because it was presented as a tedious list of dates and irrelevant facts? Then this series is

for you, too. If you are interested in learning about current issues as well as local and global history, in sharing ideas as to how people and ideas of the past are linked to the ongoing struggle for social justice, or in discovering new perspectives about our nation's past, you are invited to a new lecture and discussion series in Malibu. Topics as diverse as the Supreme Court's Voting Rights Act decision, the history of Pacific Coast Highway through Malibu, the human rights lessons we can learn from leaders such as Aung San Suu Kyi in Burma, and how artwork can be used to decipher American history will be part of The Charles Green Memorial Lecture Series, which is free and open to the public. Named in honor of the late Dr. Charles B. Green, a history/current issues lecture and discussion series will be hosted by the Malibu United Methodist Church, with the first session at 7:00 pm on Wednesday, August 21. Chuck Green was a long-time resident of Malibu and Santa Monica, an educator for 72 years, and remained active in politics, drama, civic organizations, and current events until just before his death in 2011 at age 93. Sandy Liddell, pastor of the Methodist Church, said "We are excited to initiate this series in the spirit of Chuck Green's quest to stay informed while helping educate others in the importance of both current issues and historic events. We hope people throughout the community interested in hearing about and discussing social causes and historic events will attend." Larry Jones, nationally recognized educator and Chuck Green's son-in-law, will be teaching the series. Jones, a former history teacher at Malibu Park Junior High School, has ties with Malibu that stretch back to 1951 when his parents Al and Rita Jones moved to Malibu. Jones' teaching career spanned six decades, starting at Our Lady of Malibu and included eight years at Malibu Park Junior High. For 25 years he taught history at Moorpark High School while also coaching the school's Academic Decathlon Team to thirteen Ventura County Championships, five California State Championships, and four U.S. National Championships. He and his Academic Decathlon students were honored during Oval Office meetings in the White House during the Clinton, Bush, and Obama administrations. "I am honored to be conducting a series in memory of my father-in-law Chuck Green," said Jones, who was inducted into the Ventura County Educators' Hall of Fame last year. "To be doing it my hometown of Malibu is extra special. It was while at Webster School in the late 1950s that I knew I wanted to become a teacher and I'm glad to have the chance to impart some of what I've learned through the educational career I had since then. Chuck emphasized the importance of connecting the past to the present and of staying informed and involved, and I'm thrilled to carry on that tradition in his name." The monthly meetings will focus on current issues, local history, and connecting the relevance of the past to the present, and will be in the sanctuary of the Malibu United Methodist Church, 30128 Morningview Drive.

Please see Malibu Rotary Club Website www.maliburotary.org for latest Calendar and future speakers and facebook pages for other news.

Like Rotary Club of Malibu on

facebook

Calendar

(All Malibu Rotary Club meetings are at 12:00 Noon in LC 152 at the Pepperdine Drescher campus Villa Graziadio Executive Center unless otherwise noted).

Aug 07, 2013

[Florian Gerlach](#)

"How to design Brand Spaces and attract people on World Exhibitions"

Florian Gerlach is a founding member of a Rotary Club in Stuttgart, Germany.. His company, Totems Communication and Architecture is based in Stuttgart , such as [Daimler AG](#) (Mercedes Benz), [Porsche](#), [Bosch](#), [Celesio](#), [Hewlett-Packard](#) and [IBM](#) – all of whom have the

Stuttgart is home to Germany's ninth biggest exhibition centre, [Stuttgart Trade Fair](#), and at the August 7th Malibu Rotary Club meeting he will talk about how he designs brand spaces and attracts people to world exhibitions.

Aug 14, 2013

[Sandi Turner](#)

"Being on a Rotary Group Study Exchange from Athens, Georgia to Australia"

Sandi Turner is the new Media Information Officer for the City of Malibu. Prior to her arrival in Malibu Sandi did several things including going to Athens, Georgia to go on a 2 month Rotary Group Study Exchange to Australia. She will tell us about that at the Malibu Rotary Club meeting.

Aug 21, 2013

[Bill Krenz](#)

"Creating Opportunities"

Malibu Rotary Club knows Bill Krenz as the caterer who provided the food and the entertaining poi fire ball dancers for the successful fundraising event at Chris Bosh's house on May 29th. His company SoCalEvents (see [SoCalEvents.com](#)) produces over 200 events including party rentals with various themes. Bill will be producing this year's Malibu Music Festival. He will be the featured speaker at the Malibu Rotary Club meeting and will talk about "Creating Opportunities."

Sep 18, 2013

[William Wishard and Malibu Rotary Club](#)

"Rotary Information Meeting--What is Rotary?"

This is a meeting especially meant for new and prospective members to find out about the Malibu Rotary Club and Rotary International.