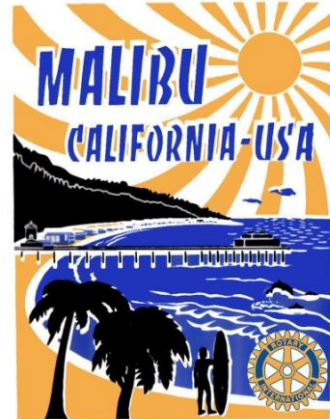




**ROTARY:
MAKING A
DIFFERENCE**



The Award Winning

Malibu Rotary Club Surfwriter

July 19, 2017

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President 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 Next Malibu Rotary Club Meeting Joy Arcenas is jubilantly inducted as Malibu Rotary Club's newest member and is featured speaker with Power Point Presentation of "The Greatest Shift of Wealth in the History of the World and The Greatest Land Rush"**
- **Next Week July 26 morning 7:30 a.m. Pepperdine Graziadio Graduate campus meeting in Room LC 152 Malibu Rotary Club President Bianca Torrence and Past President Bill Wishard Talk About the 2017 Rotary International Convention they attend last month in Atlanta**
- **Check [Calendar](#) on Malibu Rotary website www.maliburotary.org**
- **Rotary International Website: www.Rotary.org**
- **Rotary District 5280 Website:www.rotary5280.org/**
- **RI President (2017-2018) Ian H.S. Riseley**
- **Rotary District 5280 Governor (2017-2018) Cozette Vergari**

Joy Arcenas is jubilantly inducted as Malibu Rotary Club's newest member



Joy Arcenas (L) is jubilantly inducted and introduced as Malibu Rotary Club's newest member by Malibu Rotary Club President Bianca Torrence (R) as Joy's sponsor Bill Wishard looks on

Joy Arcenas Talks About “The Greatest Shift of Wealth in the History of the World and the Greatest Land Rush”



Joy Arcenas was born in the Philippines, is a former senior tax auditor with the City of Los Angeles, and has a background as real estate broker and numbers cruncher.

At the July 19 meeting of the Malibu Rotary Club she showed those who attended a very informative and well organized Power Point presentation on what she described as the greatest shift of wealth in the history of the world and the greatest land rush.

Topics she covered include:

- The Laws, Global warming solutions act 2006, AB32 and California mandates
- How shift in energy sources from oil to renewable has created a shift in wealth for investors and
- How the solar revolution has created a land rush in

California.

Joy, who lives in Villa Park, CA, a city in Orange County, just east of Anaheim, joined Velur Enterprises, Inc, of Van Nuys Ca in 2006.

It takes her 2 hours to get to Van Nuys from Villa Park. It also takes her 2 hours to get from Villa Park to the Malibu Rotary Club meeting in Malibu. It takes even longer for her get from Villa Park to the place where most of her business is—land in the area around Lancaster. She doesn't go to the office every day, nor to Malibu. Joy feels her life choices are worth the extra effort needed to fulfill them.

Some people say follow the money. Where is the smart money going?

In the world in general, and in California in particular, there is a major trend in having less reliance on consumable energy sources such as oil and coal, and more on alternative sources of energy such as solar and wind. Besides issues of global warming and the fact that there is a finite supply of oil and coal, renewable energy sources from the sun can ultimately bring down the cost of energy, whether it is to heat a house or power a car.

The Kyoto Protocol is an international treaty which extends the 1992 **United Nations Framework Convention on Climate Change (UNFCCC)** that commits

State Parties to reduce greenhouse gas emissions, based on the fact that (a) global warming exists and (b) human-made CO₂ emissions have caused it.

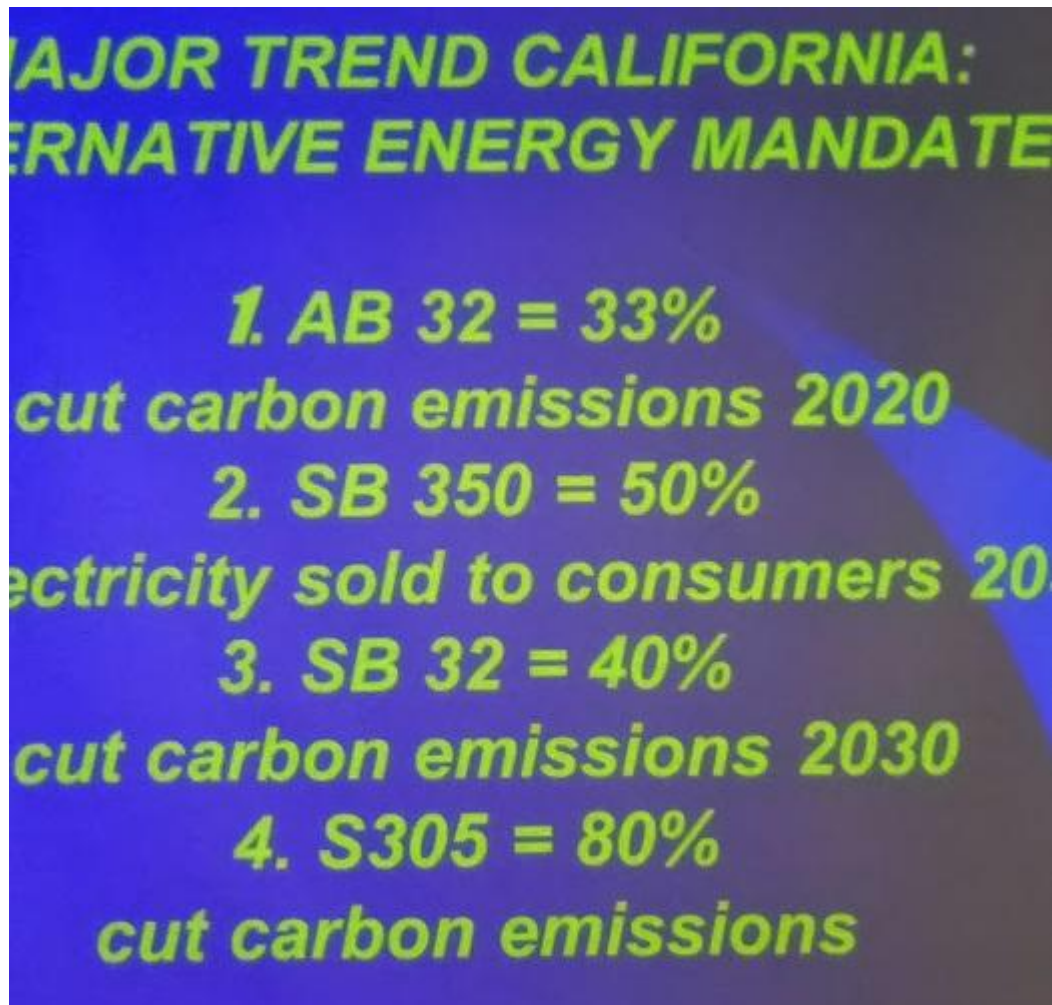
The passage of **AB 32**, the California Global Warming Solutions Act of 2006, marked a watershed moment in California's history. By requiring in law a sharp reduction of greenhouse gas (GHG) emissions, California set the stage for its transition to a sustainable, low-carbon future. AB 32 was the first program in the country to take a comprehensive, long-term approach to addressing climate change, and does so in a way that aims to improve the environment and natural resources while maintaining a robust economy.

AB 32 requires California to reduce its GHG emissions to 1990 levels by 2020 — a reduction of approximately 15 percent below emissions expected under a “business as usual” scenario.

Pursuant to AB 32, ARB must adopt regulations to achieve the maximum technologically feasible and cost-effective GHG emission reductions. The full implementation of AB 32 will help mitigate risks associated with climate change, while improving energy efficiency, expanding the use of renewable energy resources, cleaner transportation, and reducing waste.

On October 7, 2015, Senate Bill 350: Clean Energy and Pollution Reduction Act (de León, Chapter 547, Statutes of 2015) (SB 350) was signed into law, establishing new clean energy, clean air and greenhouse gas reduction goals for 2030 and beyond. SB 350 codifies Governor Edmund G. Brown Jr.'s aggressive clean energy goals and is a key part of California's strategy to address climate change as represented by Governor Brown's “**Climate Change Pillars.**”

Below is Joy's Power Point slide summarizing these laws which mandate our sources of energy in the near future.



The result of this. In 2009 there were 100 acres of solar farms in the area around Lancaster, CA. In 2014 there were 4000 acres.

The January 2 2013 issue of *Forbes* magazine notes

“Making a big bet on solar energy, [Warren Buffett](#)’s MidAmerican Energy Holdings Company has acquired two SunPower solar photovoltaic power plant projects in [California](#) for between \$2 billion and \$2.5 billion, the companies said Wednesday.

The adjacent Antelope Valley Solar Projects will be built in [Los Angeles](#) and Kern counties and will generate 579 megawatts of electricity for utility Southern California [Edison](#). At peak output that’s the equivalent of a big fossil fuel power plant.

SunPower, the Silicon Valley solar panel manufacturer and developer, will build and operate the projects for MidAmerican Renewables, a division of MidAmerican Energy, which is controlled by Buffett’s [Berkshire Hathaway](#).

"We are excited about these projects because they support our core business principle of environmental respect," Bill Fehrman, president of MidAmerican Renewables, said in a statement. "We are very proud to add SunPower technology to our portfolio of projects,"

It's just the latest solar deal for Buffett. MidAmerican Energy also owns the 550-megawatt Topaz Solar Farms built by First Solar in San Luis County, Calif., and holds a 49% stake in a 290-megawatt solar power plant in Yuma, Ariz.

Construction of the Antelope Valley Solar Projects was set to begin in 2013 with the power plants going online at the end of 2015.

As Buffet was investing billions in solar energy he was selling all his oil stocks.

"The Stone Age didn't end for lack of stone, and the oil age will end long before the world runs out of oil." -- The quote is usually attributed to Saudi oil minister Sheik Ahmed Zaki Yamani in the 2005 New York Times article ["The Breaking Point."](#)

Joy points out we are at the beginning of "The Greatest Shift of Wealth the World has Ever Seen!"

In 2005 85% of energy was produced from traditional sources and only 15% from alternate energy sources. By 2050 85% of the energy will be produced from alternative energy sources and only 15 % from traditional sources.

In the Paris Agreement of 2015 48 countries have committed to having 100% of their energy from alternative sources by 2050.

Traditional producers of oil such as Saudi Arabia, Venezuela, and the state of Texas in the U.S are committing to solar energy. In fact Texas has become the second largest market for solar energy after California. Boulder, Colorado will be 100 % alternative energy by 2030. Las Vegas, NV is another city committed to 100 % alternative energy. 53 % of Stanford University is powered by Solar Energy produced on solar farms in Kern County.

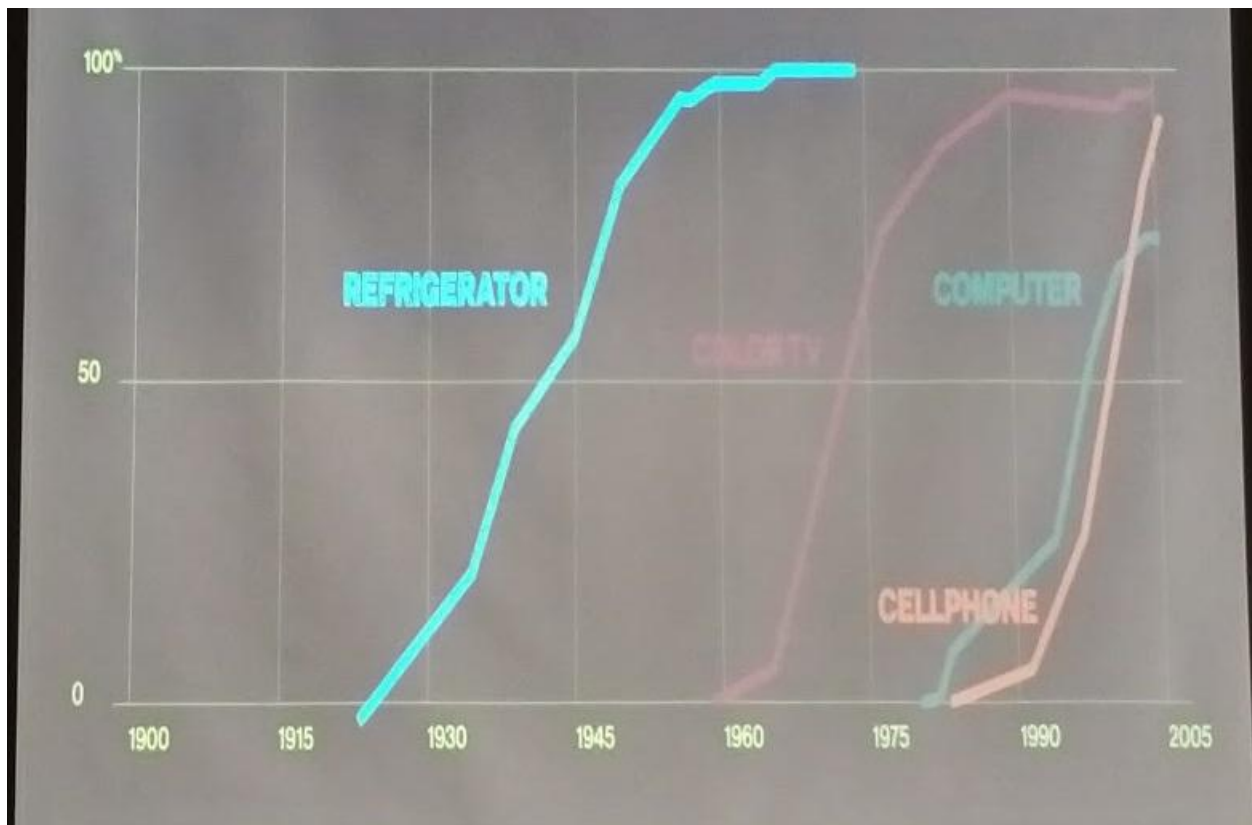
Besides energy for buildings, the auto industry is making a dramatic changes in how it powers its cars. In 2016 only 0.1% of vehicles on the road are powered by electricity. By 2040 50% of the vehicles will be electronically powered.

Southern California Edison is committed to shift its ability to generate power to solar and wind. In fact part of today's electric bills has a surcharge tax to help pay for public utilities to shift to alternative energy.

Tesla, General Motors, BMW are all developing improved range and shorter charging times for batteries used in their vehicles. Electric busses are now less expensive than Diesels. Planes, helicopters, bikes, and nearly every form of transportation powered by an engine is shifting from petroleum to electricity. Volvo Cars on July 5, 2017 became the first mainstream automaker to sound the death knell of the internal combustion engine, saying that all the models it introduces starting in 2019 will be either hybrids or powered solely by batteries.

The paradigm shift in how we produce energy affects every section of our economy—both locally and globally.

Joy showed several “S Curve” graphs to illustrate how various innovations slowly gained popularity when they were introduced, had meteoric rise and then flattened out in sales as the market became saturated.

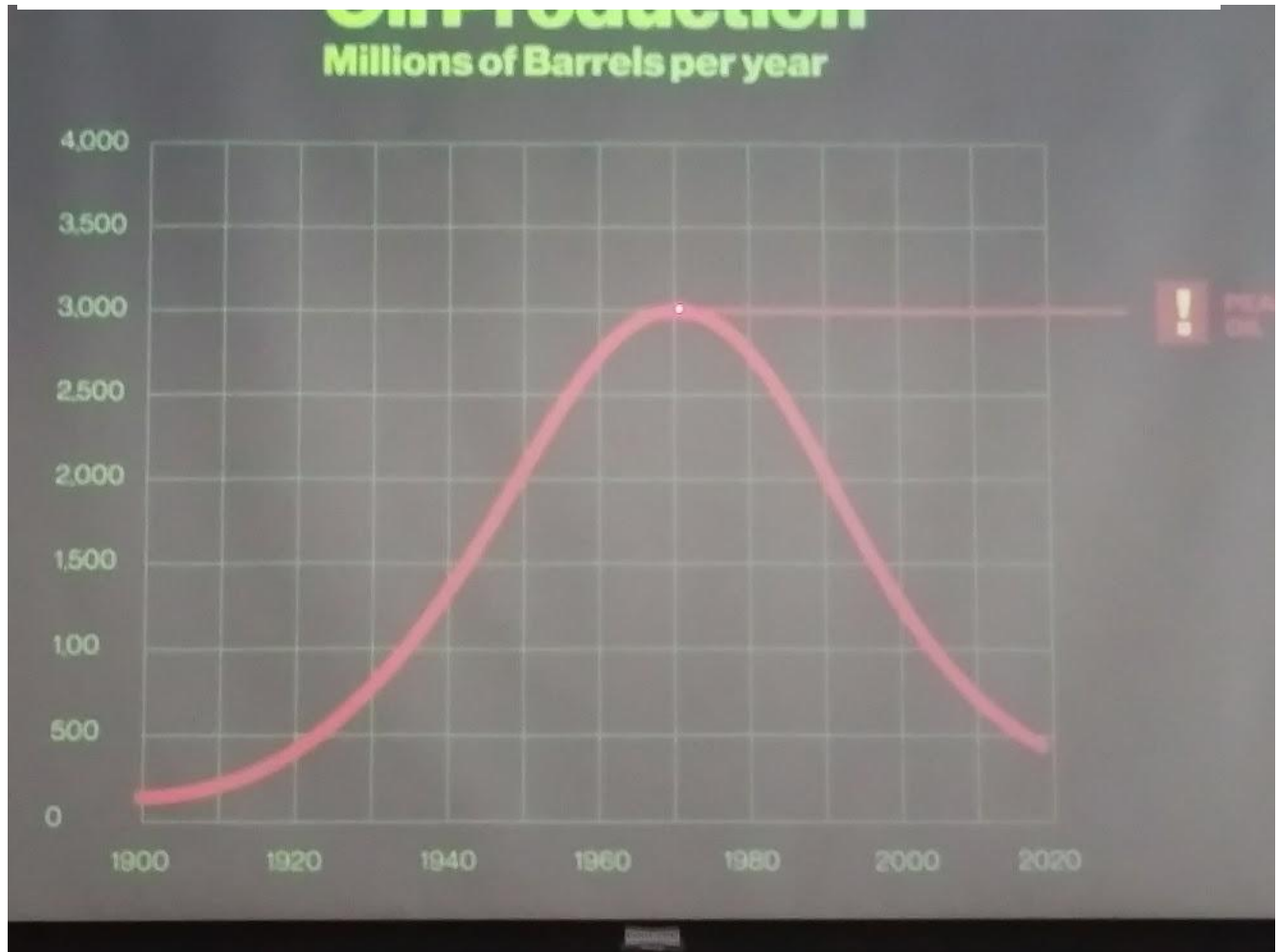


The graphs above show how the refrigerator started gaining popularity in about 1920, color television in 1960, computers and then cellphones in the late 1970's.

A different graph, a bell shaped curve graph shows how oil production (measured in barrels of oil) started to increase in the early 1900's with the production of the first gasoline power internal combustable engines, like the Model T Ford and the General Motors cars that dominated the 20th

century, and how the production of oil peaked in about 1950 at about 3 billion barrels per year and has been falling ever since. This phenomenon is illustrated in the graph below.

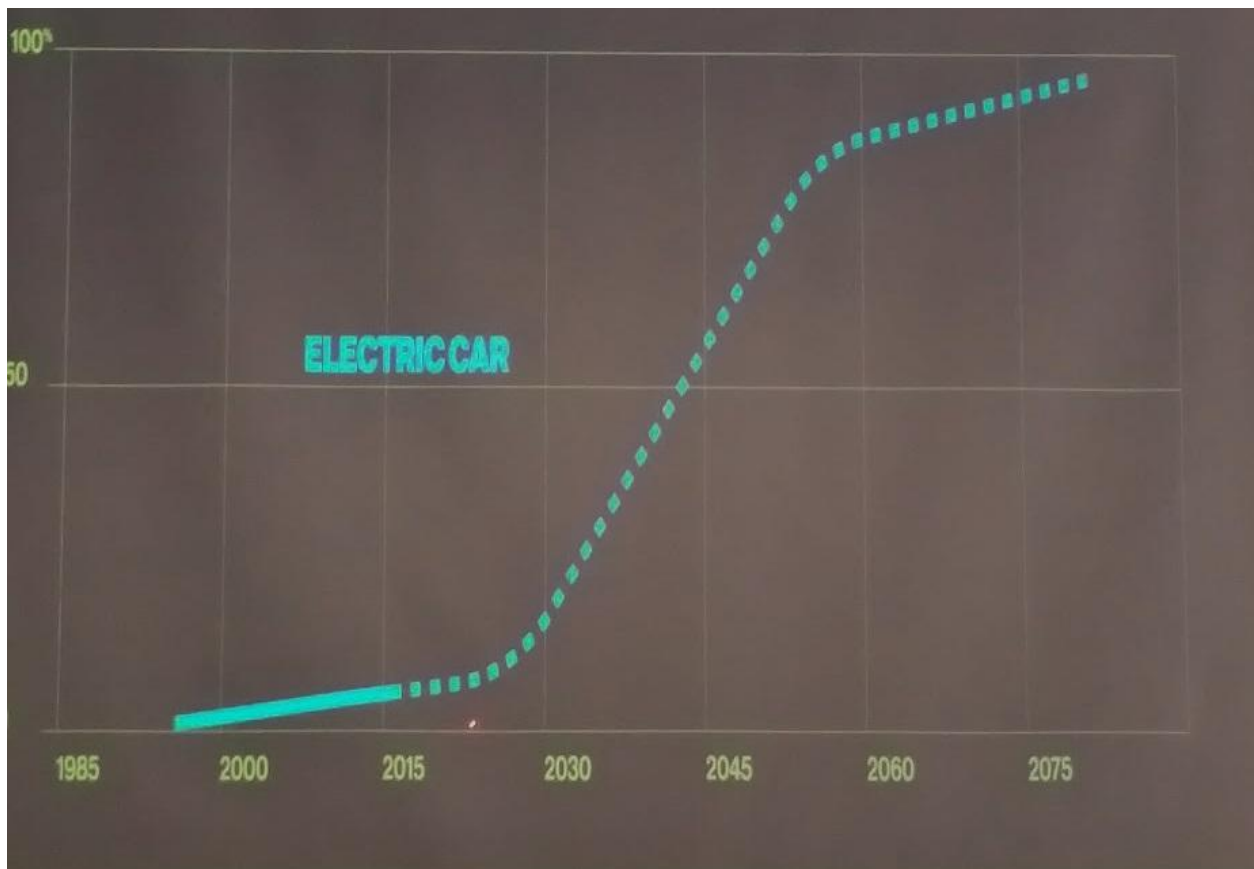
Oil Production (Millions of Barrels per year)



It is not surprising that another projected S shaped curve is resulting, and that is shown in the graph below. This is the graph that shows percent of market share of Electric cars, that started as

less than 1 percent in the late 1990s, and in 2017 is still a small but growing percentage. The right side of the graph is speculation, base on the trends we had alluded to earlier—laws demanding fewer carbon emissions and worldwide commitment to alternative energy. Before 2075 the electric cars will be nearly 100% of the market.

Projected Market Share of Electric Cars in This Century



Joy’s company Velur Enterprises Inc has been acquiring land in the Lancaster area where solar farms are being built. It is also an area being considered for legalized marijuana cultivation.

Velur is in the Land Banking business. According to the company website <http://www.velurii.com>, it’s “core competency is providing the unique opportunity of **Landbanking** to individuals as a long-term real estate equity investment, an alternative to retirement programs, 1031-Exchange, or simply investing for generational legacy.”

For more information you can contact Joy by e-mail at joy8land@gmail.com. Velour Enterprises is located at 5990 Sepulveda Blvd # 610, Van Nuys, CA 91411. The company phone number is (818) 786-0024

Other News from the Last Malibu Rotary Club Meeting

Bianca Torrence, Bill Wishard, Joy Arcenas, Margo Neal and David Baird, as well as **Pete Allman and Alex Ayzin** represented the Malibu Rotary at the Rotary District Breakfast on July 18. Bill and Bianca briefly reported on the breakfast. Bill said there is another \$250 million commitment from Rotary to end polio with the help of Bill and Melinda Gates foundation. Besides the other giving each Rotary member in the district is supposed give \$18.26 (similar to your Happy Dollars contributions) which when matched by Gates will help Rotary reach its goal. From August 6 to August 7 Playa Venice Rotarian Rob DeCou will be running from Death Valley to the portal of Mt. Whitney in support of End Polio Now. There will be viewing parties across District 5280 to see Rob's run live, as well as the opportunity to cheer him on in person! More information to come on this "Run, Rob, Run" event. When Joy Arcenas was inducted as member at the Malibu Rotary July 19th meeting, in addition to dues and induction fee, she kicked in another \$20.00 for the End Polio Now campaign.

Malibu Rotary Club President Bianca Torrence said she would like to have the monthly meeting of the Malibu Chamber be attended by Malibu Rotarians and have it be our meeting of the day. We would be dark on days of the Malibu Chamber meeting and post that the Malibu Rotary Club is meeting at the time and place of the Malibu Chamber meeting. Posting it this way should make it count as a make up for visiting Rotarians. Details of this have yet to be worked out. In addition Bianca would like the last Wednesday of each month be a Club Assembly Board meeting. Bianca and Bill are scheduled to speaker on the last Wednesday of July (July 26) about the Rotary International Convention in Atlanta that they attended. In an e-mail following our meeting Bianca changed the board meeting scheduled for that day to the following week, August 2nd at 9:00 a.m., immediately following the regular meeting, but on future end of month Wednesdays there will be no speakers scheduled and those meetings will be reserved for Club Assembly Board meetings.

Guests at the last Malibu Rotary Club meeting

There were two guests at the July 19 meeting of the Malibu Rotary Club who came to see Joy Arcenas speak and become a member of the Malibu Rotary Club—**Alexandra Bowlay** and **Alden Audije**

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

July 26 2017 Bianca Torrence and Bill Wishard Report on the 2017 Rotary International Convention in Atlanta—Bill will also talk about the Peace Conference that preceded the Convention.



August 2 2017 Michelle Santamaria, Malibu Rotary Club's Newest Member Gives Her Craft Talk (tentatively)



There will be a Malibu Rotary Club Board of Directors meeting at 9:00 a.m. on August 2 following the regular Rotary Club meeting

August 9 2017 Sarah Furie Talks about Rotaract Club of the San Fernando Valley

August 16 2017 Samuel Osborne

“Pack a Bigger Punch, 7 Steps to Uncover Your Real Message”

Australian Samuel Osborne is a Researcher, Educator, Speaker & Author. As we learned when he first spoke to the Malibu Rotary Club Sammy has many other talents and is very entertaining.



He has just published a new book, "Pack a Bigger Punch, 7 Steps to Uncover Your Real Message"? Due for release Aug 21st. He is having a book launch on Monday 21st August at 730pm in North Hollywood.

Sam explains, "The central idea of my book is, 'you have a message within.' A message to share with the world in your own unique way. The book is written with Entrepreneurs and Speakers in mind. My talk will preview the 7 steps to uncover your real message.

"In the talk, I refer to 'a real message' as a musical instrument played by master. The musical instrument can express into sound the depths of the master for an audience. Similarly your real message expresses the depths of your value for your audience. "

Prior to commencing his speaking career, Samuel was a Living Statue Performer, an elementary School Teacher, and Professional Beatboxing and Sound FX Artist. Has published a science fiction novel, interviewed over 100 creative thinkers for his podcast, Think Like a Thought Leader. In 2015, Samuel was a Finalist for Arthur Garvey Speaker of the Year Competition in Australia. Samuel's personal interests are astrophysics, comparative mythology and dream interpretation. In his spare time, he bakes banana bread.

Following Samuel's program about the book he and John Elman plan to video record John's "Rotary Hip Hop Rap song. Rotarians and guests are invited to participate in this video recording which will take place immediately following the meeting at 9:00 a.m.

August 23 2017 Teresa LeGrove will give her craft talk



August 30 2017 Malibu Rotary Club President Bianca Torrence Leads Club Assembly/Board meeting—no speaker scheduled

