

The Award Winning

Malibu Rotary Club Surfwriter

July 6, 2016

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President Delvin Glymph
Malibu Rotary Club President Elect Bianca Torrence

Edited by Dr. John W. Elman

Pictures by Dr. John W. Elman and Delvin Glymph

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

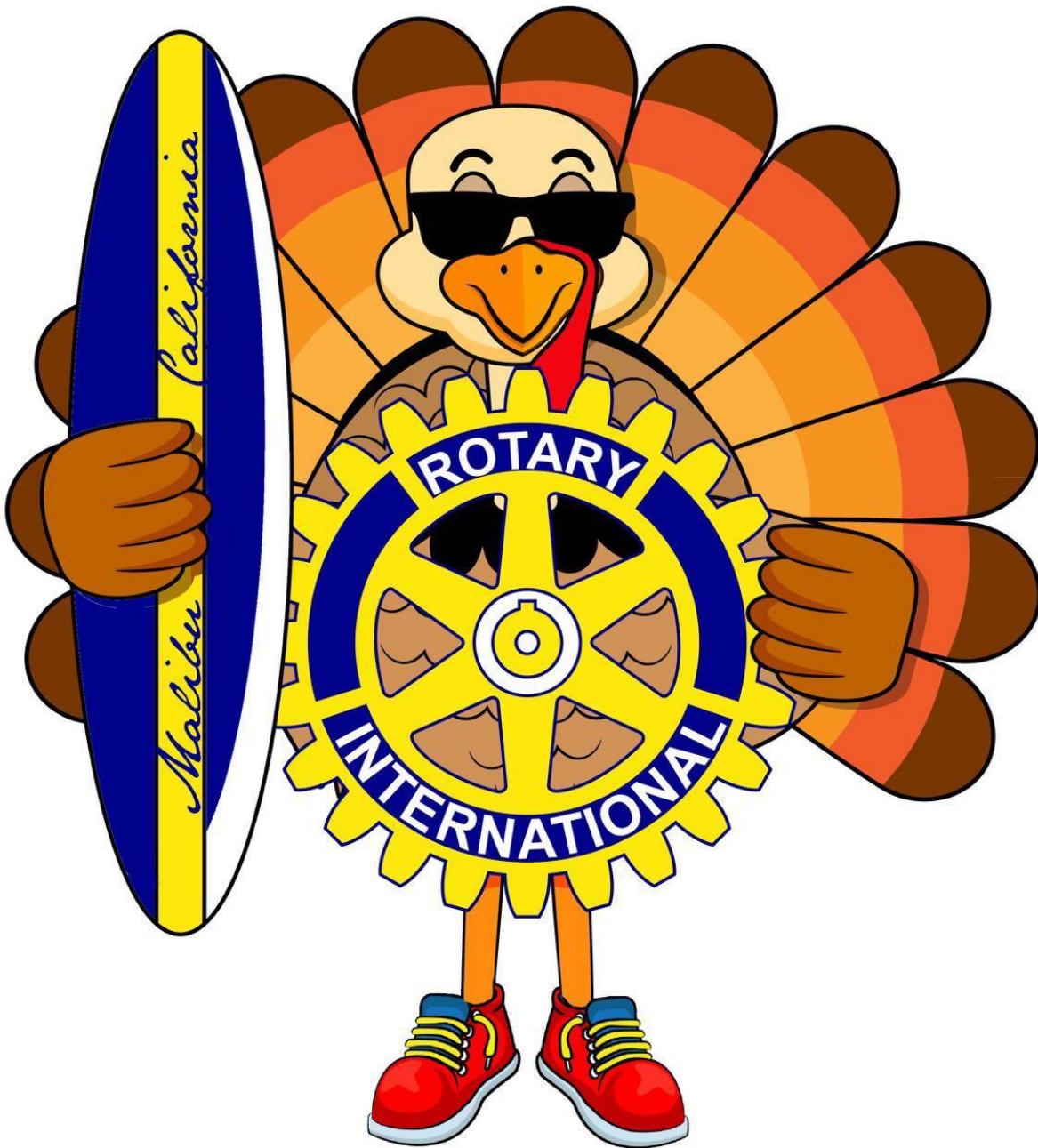
- Last week : Delvin Glymph and David Zielski lead a workshop on latest details and progress of the Malibu Turkey Trot
- Other news from last Malibu Rotary Club meeting
- Next Regular Malibu Rotary Club Meeting July 13 at Pepperdine Graduate Campus Room LC 152 with fellowship at 11:30 a.m. and meeting at noon. John Elman will show and talk about how Changes made in 2016 by Rotary International Have Made it Easier to Maintain 30 years of Perfect Rotary Attendance
- Malibu Rotary Club Supports RainCatcher.

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 Turkey Trot Fundraising Event



The July 6th meeting of the Malibu Rotary Club was to be a workshop on the First Annual Malibu Turkey Trot. -- a fundraising, and health promoting event on Thanksgiving morning, November 24 at Trancas Beach. It will be a 5 K Run and Walk, with the 5K run starting at 7:00 a.m. and a shorter family walk starting at 8:30 a.m. Money raised from the event will be split between Malibu Rotary Club charities and Malibu Urgent Care Center.

The July 6th meeting of the club was the first meeting of the Rotary year led by Malibu Rotary Club President Delvin Glymph. After costs and other factors about the logistics of the event were revealed the workshop raised more questions than answers.

New costs seemed to be added each day. In addition to the costs of printing run T-Shirts, publicity, and factors previously discussed, there were permits for the department of Beaches the exact amount of which were unknown and which included not only about \$1000 down payment but a percentage of proceeds, a City of Malibu permit, which had to be obtained before the department of Beaches would give its permit. On July 6 the city permit would cost \$600 for a non-profit such as the Malibu Rotary Club, but this fee was purportedly going up the next day.

In order to put on a run the Rotary Club would have to hire a professional run company, to mark the track and take care of run logistics. Bianca Torrence had contacted such a company and the cost for its basic package is \$5,000.

It is estimated that costs involved might be \$10,000 to start. Although it is hoped that much of this cost would be paid for by sponsors this is not assured and much of the expense costs must be paid up front.

There was also much discussion of the beneficiary of the Turkey Trot. The Malibu Rotary Club had decided to find a worthwhile cause to split the proceeds with and it had been decided in the beginning that the cause was going to be the Malibu Urgent Care Center. On June 1 Friends of Malibu Urgent Care Center President Helene Eisenberg and Vice President Jack Evans spoke at the Malibu Rotary Club. Friends of Malibu Urgent Care Center is a non-profit that supports the for profit Malibu Urgent Care Center. When asked how the Friends of Malibu Urgent Care Center would help the Malibu Rotary Club in putting on the Malibu Turkey Trot the indication was they would give little help or volunteers, and they informed us that they did not do fund raisers and raised most of their money by donations from people who had used the MUCC facility.

At the July 6 meeting of the Malibu Rotary Club many wondered if Malibu Rotary should partner with another worthwhile charity for the Turkey Trot rather than Friends of the Malibu Urgent Care Center. The ideal charity would be a group that could provide volunteer help and publicity with the Turkey Trot.

There was a feeling among club members that there might not be enough time to do a Turkey Trot in 2016, and that perhaps it should not be done until 2017. The only way it could be done this year is if we have sponsors lined up to cover all the upfront expenses.

Preliminary discussions about the event are below.

Delvin had contacted Beth Pearcey Neal, who was Chair of the Malibu Chamber of Commerce in 2013 and is Director of Sales and Marketing for the Malibu Golf Club and has knowledge about how to do a 5k or 10k run. She gave Delvin and outline of jobs that needed to be assigned in doing a fundraiser such the planned Turkey Trot.

In June Delvin had sent the following assignment sheet to Malibu Rotary Club members who are all part of the Malibu Turkey Trot Committee:

Budget (Carly / Mark)

- Need someone to manage the tickets sales and budget for the event.

Sponsorship (Jack/David Z/ Delvin)

- Create a sponsorship sheet that outlines all the opportunities for financial or in-kind commitment.

Sell the Turkey Trot in town! (All)

- Get swag for the goodie bags! Get the actual bags as well!

Advertising and Marketing (David / Mark)

- Design the logo.
- Get a media sponsor.
- Post advertisements on and off line.

- Get editorial.
- Signage for the route!

Registration (Carly / Bianca)

- Handle the entire registration process, including Eventbrite management, liability waivers, check in, goodie bag distribution

Volunteers (Jack / Delvin)

- Recruit Volunteers and manage their schedule for race day. Some of those responsibilities may include registration, race docents, clean up, help with sponsor set up, etc.

Other news from last Malibu Rotary Club meeting

The July 6 Malibu Rotary Club meeting was in fact a club assembly led by Malibu Rotary Club President Delvin Glymph starting out the new Rotary year 2016-17. There was discussion about changing the time of club meetings for breakfast or dinner or staying with lunchtime. Since the club has had both breakfast and lunch meetings the reality seems to be that the time matters less than the commitment of people. Most of its recent history the Malibu Rotary Club has been a breakfast club. The advantage of a breakfast club is to hopefully have people go to the meeting before work. For most people this is probably an advantage, because it hard to get to a lunch meeting if you are working. Since Malibu has people who live in Malibu and work somewhere else as well as people who work in Malibu and live somewhere else, both of these groups of people would probably benefit from a breakfast meeting, especially those who don't work in Malibu.

Bill Wishard believes it important to have an Administration Committee to oversee all the committees of the club, and that much of the administration of the club should be done in committee so that our meetings can run smoothly and offer ample time for speakers.

It was brought up by several people that the reason that people come to Malibu Rotary Club meetings is to hear interesting speakers. We need good speakers to attract new members and we need members to be at meetings to attract good speakers.

Dave Zielski said that one of the business networking groups he was in made it a requirement that every new member bring in 2 new members. In the case of the Malibu Rotary Club it was also suggested that every member be responsible for at least one program or speaker for that year.

Speakers Needed

John Elman pointed out that the dates of all the speakers are shown on our website maliburotary.org. One can click on either the Calendar or Speakers. If there is no speaker shown on any Wednesday it means that no speaker has been booked for that date. If you know a good speaker you can either log into Maiburotary.org and book the speaker yourself or e-mail John to do it. John booked himself as speaker next week. He will be talking about 2016 changes in Rotary bylaws that have eased attendance requirement and make it easier to do what John has done-- have 30 years perfect Rotary attendance.

Although Bill and John are working on getting speakers there are no speakers booked beyond next week.

Malibu Rotary Club Supports RainCatcher

David Zielski, Executive Director of Raincatcher makes regular trips to Uganda and Kenya for new Raincatcher installations and maintenance of those previously intalled.. More about Raincatcher can be see on it website Raincatcher.org. A link to Raincatcher video is on the Maliburotary.org website. The direct link to the video is at:

<https://www.youtube.com/watch?v=59rzOcM-RL0&list=UUFetq8NgjhXhtkVf0idcQUg>

Calendar (for details on these programs see Calendar on maliburotary.org)

July 13, 2016

- **July 13 at Pepperdine Graduate Campus Room LC 152 with fellowship at 11:30 a.m. and meeting at noon. John Elman will show and talk about how Changes made in 2016 by Rotary International Have Made it Easier to Maintain 30 Years of Perfect Rotary Attendance**