

*The Award Winning*

## ***Malibu Rotary Club Surfwriter***

**June 1, 2016**

**Official Newsletter of the Rotary Club of Malibu  
Malibu Rotary Club President David Zielski**

**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 Helene Eisenberg and Jack Evans Explain why they are Friends of Malibu Urgent Care Center and Why the Malibu Urgent Care is Needed in Malibu**
- **Latest Reports on the Malibu Rotary Club Sponsorship of Turkey Trot 5 K Run-Walk to be held Thanksgiving morning at Trancas Beach**
- **Other News and Guests at Last Malibu Rotary Club meeting**
- **Next Regular Malibu Rotary Club Meeting June 8 at Pepperdine Graduate Campus Room LC 152 with fellowship at 11:30 a.m. and meeting at noon. Speaker will be newest Malibu Rotarina Allan Mannheim Who Will Be Explaining in His Craft Talk How his Clients Have Taken Him Around the World**
- **Malibu Rotary Demotion Party Set for June 29<sup>th</sup> at Tra di Noi**
- **Malibu Rotary Club Supports RainCatcher.**

**Check [Calendar](#) on Malibu Rotary website [www.maliburotary.org](http://www.maliburotary.org)**

- **Rotary International Website:** [www.Rotary.org](http://www.Rotary.org)
- **Rotary District 5280 Website:**[www.rotary5280.org/](http://www.rotary5280.org/)
- **RI President (2015-2016) K.R. Ravindran**
  - **Rotary District 5280 Governor (2015-2016): D.J. Sung**

**Helene Eisenberg and Jack Evans Explain why they are Friends of  
Malibu Urgent Care Center and Why the Malibu Urgent Care is  
Needed in Malibu**



**Friends of Malibu Urgent Care Center President Helene Eisenberg and Vice President Jack Evans tell members of the Malibu Rotary Club why there is a need for the Malibu Urgent Care Center when the two spoke at the Malibu Rotary Club meeting on June 1.**

Helene Eisenberg has been a lifelong volunteer for health care non-profits, working for the Red Cross and for 30 years with the City of Hope. Jack Evans has been involved with youth sports activities in Malibu for many years, working with Malibu AYSO soccer and was President of Malibu Little League in 2002 when the California Department of Parks and Recreation tried to close the ball fields in Bluffs Park and evict the Little League.

It is purpose there that Jack could see the need for emergency medical for Malibu on weekends and after hours. The Malibu Urgent Care Center (MUCC) is located at 23656 PCH adjacent to the Chevron station at Webb Way It is the only local medical facility that offers walk-in service, is staffed by trained emergency room doctors and is open every day from 9 AM to 7 PM, 365 days per year.

Friends of Malibu Urgent Care is a tax exempt, nonprofit organization that was formed in 2001 by local residents who strongly believe in the necessity of raising funds to prevent Malibu Urgent Care Center from closing. Every dollar donated to Friends of MUCC helps to keep the Malibu Urgent Care Center's doors open for extended hours and staffed with board-certified emergency room (ER) physicians. Friends of MUCC also purchase new state-of-the-art medical equipment as needed and continually work to upgrade the existing facility.

In 1996, the City of Malibu's Community Task Force conducted a Health Assessment Survey that revealed the following from local residents:

- 74% were concerned about **personal emergencies**
- 72% were concerned about **natural emergencies**
- 66% were concerned about the **lack of medical services on weekends**
- 61% were concerned about the **lack of medical services on weekdays after 5 PM**

**The Malibu Urgent Care Center has existed to fill these health care needs.**

In fact, almost half of their patients are cared for after 5 PM on weekdays, during the daytime on weekends and over holidays. But the cost of providing this extended care has always been a struggle for the Center to fund.

In 1982, Dr. Susan Reynolds (a past President of the Malibu Rotary Club) opened the original Urgent Care Center at this site. She depended upon contributions from patients and the proceeds from annual benefit concerts held at Pepperdine University. Hours were often sporadic and

insurance plans were not accepted.

In 1994, Dr. Walter O'Brien, an orthopedic specialist, took over what is now Malibu Urgent Care Center. Then in 1997, St. John's Health Center provided operating funds that enabled what became known as St John's Malibu Urgent Care Center to operate during extended hours both on weekdays and weekends. St John's contributed over \$700,000 in subsidies to keep the Center open during these five years.

During this time period, ER physicians Dr. David Frankle and Dr. Jill Furgurson came on board to help staff and operate St. John's Malibu Urgent Care Center. ■

In 2000, they assumed the clinical and business management of the Center from Dr. O'Brien, who remained on the staff as their orthopedic specialist. Then in June, 2001, St. John's Health Center discontinued funding the extended hours of operation. Dr.'s Frankle and Furgurson turned to local residents for help to prevent closure of the facility.

The outcome was the creation of Friends of Malibu Urgent Care Center, a new non-profit 501(c)(3) organization. ■

Friends of Malibu Urgent Care Center has designated a Board of Directors (see Contact Us) to oversee funding for afterhours operations and all fundraising activities for Malibu Urgent Care Center. Their long-term goal is to develop a state-of-the-art urgent care center that offers urgent care, diagnostics, lab and imaging services in Malibu.

Most of the major support of Friends of Malibu Urgent Care Center has come from private donors. In fact, since they found fund raisers to be so expensive they have not had any recently. When told of the plan of the Malibu Rotary Club to have the Turkey Trot fund raiser on Thanksgiving morning and sharing the proceeds with Friends of MUCC and how many of that organizations would participate as volunteers and participants, Helene did not think many would, but they could help provide medical aid there and also give each runner a canvas bag like the one that she and Jack Evans are holding in the picture..

More information about the Friends of Malibu Urgent Care Center can be found on the organizations website [www.friendsMUC.org](http://www.friendsMUC.org).

## **Other News and Guests at Last Malibu Rotary Club meeting**

Approval letters needed from the state in order to hold the Malibu Rotary Club sponsored Turkey Trot at Trancas Beach had not yet been received at the time of this meeting.

**Bianca** Torrence had not yet returned from the Rotary International Convention in Korea at the time of this meeting but we expect a report from her at a future meeting.

**Bill Wishard** had just returned from the 100<sup>th</sup> Indianapolis 500 Auto Race. It was a very exciting and unusual race. Winner Alexander Rossi, a 25 year old from Auburn, California, was in his first Indy 500 race, but was part of a veteran Andretti team. When several other drivers including pole sitter James Hinchcliffe, Tony Kanaan, Josef Newgarden and Munoz had to stop for fuel in the closing laps, Rossi took the point on Lap 197.

That's when co-owner and race strategist Bryan Herta told Rossi to conserve fuel, gambling Rossi could go a seemingly impossible 36 laps (90 miles) on the 18.5 gallons of Sunoco E85R fuel he had to make it to the end. Rossi's car started sputtering shortly after he took the white flag for the final lap. By the time he exited Turn 4 and headed to the finish line, he was coasting. How slow? Rossi's final lap speed was just 180 mph. But he had built such a huge lead that he still managed to cross the start-finish line with a 4.4975-second margin of victory. By comparison, the last-lap speed of runner-up and teammate Carlos Munoz was 219 mph. It took a while for him to get to the winner's circle because he had to be towed—it's good that he had an Auto Club card!

The day after the race there is a special dinner where top finisher's get their checks. The VIP dinner is not easy to get into, but of course our Bill not only got in but had his picture taken with the surprise winner Rossi, who received of check for \$2.5 million for his day's work. Bill passed the picture around and will post it later.

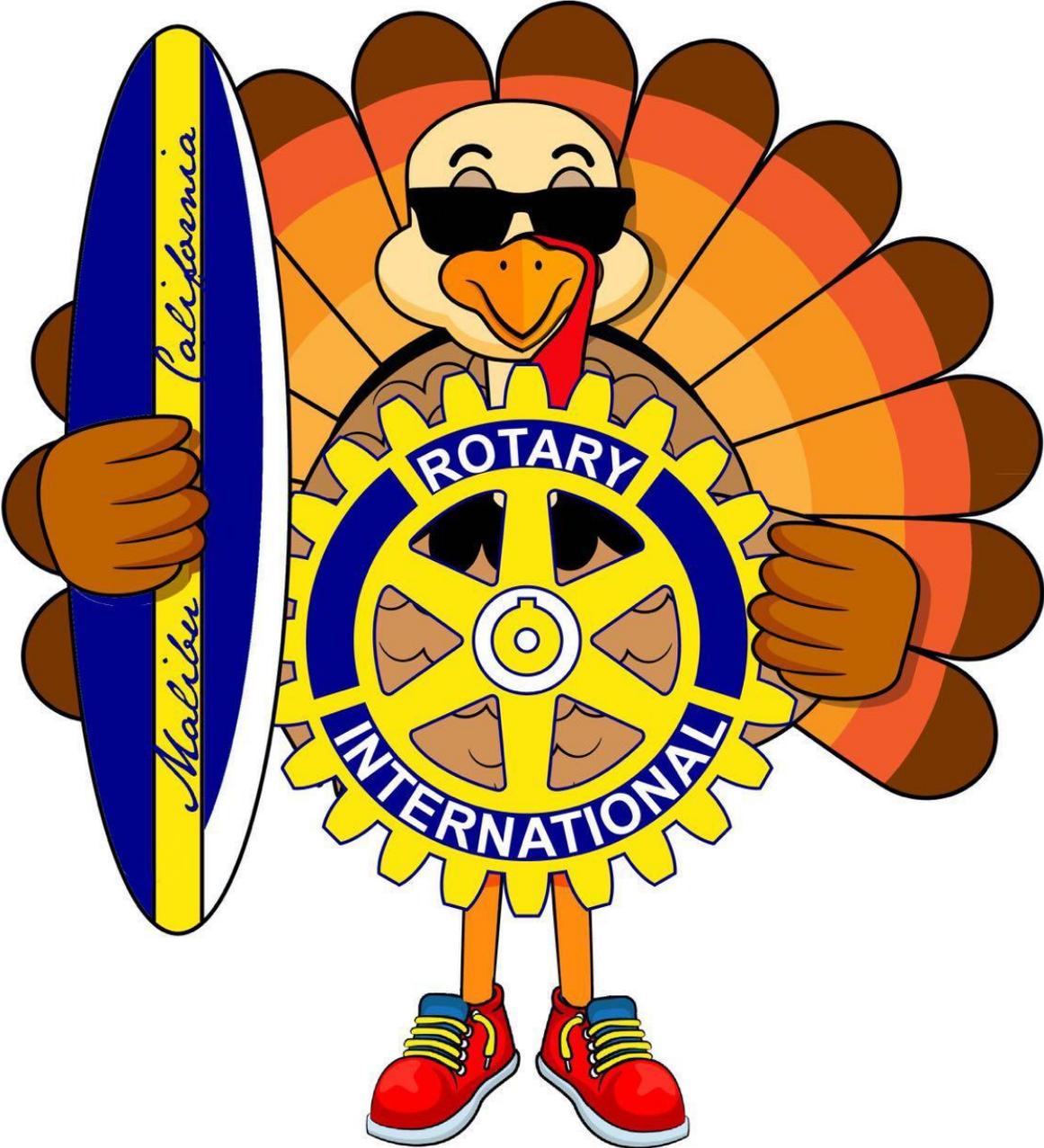
## **Guests**

**The Rev.Dr. Joyce Stickney** Rector at St. Aidan's Episcopal Church was guest at the June 1 Malibu Rotary Club meeting. Her daughter Grayce, a student at Malibu High School, is being sponsored by Rotary District 5280 to be a summer exchange student in Tokyo July-August 2016. A Japanese student will be coming to Malibu as part of the exchange. Dr. Stickney said that during part of the time the student will be here she is not going to here to host the student and is looking for someone in the Malibu Rotary area to help with this. You can contact Joyce at [Joyce@staidanschurch.org](mailto:Joyce@staidanschurch.org).

**Malibu Rotary Demotion Party Set for June 29<sup>th</sup> at Tra di Noi**

The Demotion Party for Malibu Rotary Club President David Zielski will be June 29<sup>th</sup> at 6:00 p.m. at Tra di Noi Restaurant Wine Room in the Malibu Country Mart. RSVP to Delvin Glymph or John Elman.

**Malibu Rotary Rotary Club Turkey Trot FundRaising Event to be Held Thanksgiving morning at Trancas Beach**



The Malibu Rotary Club is planning a fundraising, and health promoting, event on Thanksgiving morning, November 24 at Trancas Beach—The First Annual Malibu Turkey Trot. 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.

The Malibu Rotary Club meeting April 27 was led by Malibu Rotary Club President-Elect Delvin Glymph, who contributed a rough draft of a logo that might be used for publicity and event T-Shirts. More recently Delvin has been updating the logo. The graphic above is one of the versions

At the Malibu Rotary Club meeting various jobs for club members and others were discussed. Several people would be looking into T Shirt prices (Delvin, Jack Sherrer) and Jack would work on getting sponsors, and Delvin and Carlye (who wasn't present) in charge of volunteers—any many volunteers are needed for such an event. Bianca said that she would work on getting water donated by such places as Vintage Grocers, CVS and Pavillions. Fees charged to participants were tentatively going to be \$40.00 for adults and \$20.00 for children

Rotarians attending the April 27<sup>th</sup> Malibu Rotary Club meeting felt that sponsoring the Malibu Turkey Trot was a viable idea and with everyone doing his/her job, and with the right publicity this should be a successful event.

Although we agreed that at least half the proceeds from the event should go to Malibu Rotary Club charities a cause that has been brought to our attention is the Malibu Urgent Care. If they can provide volunteers and support they may be partner with Malibu Rotary Club. Helene Eisenburg of the Malibu Urgent will be speaking to the Malibu Rotary Club on June 1.

Delvin presented the following overview of Malibu Turkey Trot as 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.

## **Overview**

- **Suggested route** will be in the Zuma/Westward area
- No budget, costs will be paid from the guest tickets

- Route will have a 5k and then a Family Fun Run (1 mile)

- Timing

- 7am Registration
- 8am 5K begins
- 8:30am Fun Run begins
- 9:30am Post Race Party in the Vendor Village
- 11am Wrap

Budget

Goals

200 runners - \$8000.00

\$6000 in sponsorship dollars

Total revenue - \$14,000

Costs - \$7,000

Net - \$7,000

## **REVENUE**

- Estimated Entries and Registration Cost per entry - \$40pp, under 18

\$20pp

- Estimated Sponsors and Cost per sponsor

## **COSTS**

- T-Shirt Cost Per Entry
- Bag Cost Per Entry

- Race Number Cost Per Entry
- Portable Restroom Cost
- Traffic Control Cost
- Water Cost
- Timer/Chip Cost
- Insurance Cost

### **Needs**

- Identify a Charity who will benefit from the TT, how much will we give that charity from the ticket?
- Route design
- Logo design
- Rotary website with a page covering all the TT details
- Sponsorship ‘Sell Sheet’
- In-Kind
- Water, promo items, energy bars, fruit
- Financial
- Cover the costs of the vendors.
- Goes to Rotary and 2016 selected Charity
- Vendors
- Registration with Eventbrite -outline of the process and training for Team Lead!
- Waste Management

- Porta Potties
- Event Rentals
- Beaches and Harbors permitting
- Chip Timing
- Insurance (done)
- Event photographer/video
- Race numbers

**Job Descriptions - Need a Board Member to manage each category!**

### **Budget**

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

### **Sponsorship**

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

Sell the TT in town!

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

Advertising and Marketing

- Design the logo.
- Get a media sponsor.
- Post advertisements on and off line.
- Get editorial.
- Signage for the route!

### **Registration**

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

## **Volunteers**

- 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.
- Race route, budget, meeting management, event management, permits, event vendors, installation, clean up, First Aid/EMT.
- I will train each Board member on their category! Each meeting we will get reports from the team leads!
- I will create a contract of my services for you to sign. This will overview all of the items that I will provide as a donation. I would want to add to that contract that if you plan on doing the Turkey Trot in 2017 then I will be brought on as a paid consultant. This will include handling the above tasks so the team does not have to execute.
- I will need you to send the job descriptions to the team and have them respond with they job that they are interested in.
- Permit fees, rentals, t-shirts, etc, all will come out of the ticket prices. There may be other fees.

## **MALIBU ROTARY TURKEY TROT SPONSORHIP**

**Malibu Rotary (MR)**

**Turkey Trot Sponsorship**

**Become A Sponsor - 2016**

PRESENTING - \$3,000

-Sponsor Plaque Booth at Expo (table & chairs)

-Offer/Advertisement & Logo in Virtual Goodie Bag

-Starter of the race

-Awards presenter

-Premium Placement of Logo on Race Bib, Event Banner, Runner Shirt, Entry Form, ALL

Promotional E-mail Blasts, & MR website

-Bib number logo

-Ten (10) Event Shirts -Race route signage

TITLE - \$2,000

-Sponsor Plaque

-Booth at Expo (table & chairs)

-Offer/Advertisement & Logo in Virtual Goodie Bag

-Premium Placement of Logo on Event Banner, Runner Shirt, Entry Form, Promotional E-mail

Blast, & MR website

-Ten (10) Event Shirts

-Start and Finish signage

MAJOR - \$500

-Sponsor Plaque

-Booth at Expo (table & chairs)

-Offer/Advertisement & Logo in Virtual Goodie Bag

-Logo on Event Banner, Runner Shirt, Entry Form, Promotional E-mail Blast, & MR website -Five (5) Event Shirts

COMMUNITY - \$250

-Booth at Expo (table & chairs)

-Logo in Virtual Goodie bag

-Name on MR website

FAN - \$25

— Name on MR website

### **Virtual Race Packet**

The virtual race packet has many benefits: it gets the information out to more people, helps the advertising businesses save on cost, and reduces waste. In the past, the only people that took physical packets were the racers that did early pickup the days before the race, about 15% of racers. On the day of the race most park their car, pick up their race number and go run. A vast majority declined a race packet or tossed it in the garbage. With the virtual race packet we are able to promote through email multiple times before AND after the race giving the business advertiser more exposure. Virtual Race Packet cost per company/sponsor, \$50 plus offer.

### **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](http://maliburotary.org))

Filter records:

Speaker	<u>Date</u>	Topic
<a href="#">Allan Mannheim</a>	Jun 08, 2016	Newest member Allan Mannheim gives his Craft Talk Newest member Allan Mannheim gives his Craft Talk tells
<a href="#">Delvin Glymph</a>	Jun 22, 2016	Malibu Turkey Trot Workshop
<a href="#">David Zielski</a>	Jun 29, 2016	Malibu Rotary Club Demotion Party (Dinner meeling-no n Z

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- See more at: <http://portal.clubrunner.ca/2529/Speakers#sthash.7vjE2y2V.dpuf>