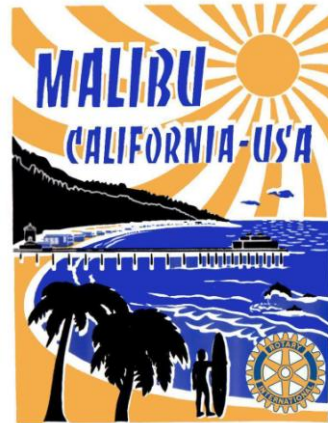




**ROTARY:
MAKING A
DIFFERENCE**



The Award Winning

Malibu Rotary Club Surfwriter

June 6 2018

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President Bianca Torrence

Pictures by John Elman, Ellen Shane and Linh M. Nguyen

Edited by Dr. John W. Elman

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

- **Last meeting Alberto Perusset Explains Why He Advocates Running Barefoot**
- **Next Week June 20 2018 there will be no Rotary meeting at Pepperdine. That evening the Malibu Rotary Club will hold is Demotion Party Dinner honoring Malibu Rotary Club President Bianca Torrence at 6:30 pm at Tra di Noi Restaurant. There is limited space. Only those who have RSVP'd to Margo Neal will be able to attend.**
- **Next regular Malibu Rotary Club meeting June 27 2018 Room LC 152 on the Pepperdine Drescher Upper Graduate campus Fellowship will begin at 7:30 a.m. with meeting starting at 8:00 a.m. Speaker will be Malibu Rotary Club announces goals and leadership for Rotary year 2018-2019**
- **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**

Editor's note: Because Malibu Rotary Surfwriter Editor John Elman will be out of town this weekend attending his daughter Shana's graduation from Residency in Radiology from the University of Washington Medical Center in Seattle and prior his performance with the Malibu Jazz Ensemble at Malibu United Methodist Church at 7:30 he getting the newsletter out early

Alberto Perusset Explains Why He Advocates Running Barefoot



Pictured above Malibu Rotary Club President Bianca Torrence and guest speaker Alberto Perusset, aka the "barefoot runner."

Alberto Perusset was the guest speaker at the June 13th meeting of the Malibu Rotary Club. Alberto tells us that he did not become a barefoot runner to be famous or be some form of oddity. He started running barefoot because he believes there are true health benefits to be derived from running without shoes.

He tells us that people running with shoes strike their heels first. This causes leg and ankle injuries. "Barefoot corrects everything," says Alberto. Running barefoot causes the runners to use the sole of the foot, where there is more there is a natural cushion. Since he has been running barefoot he has suffered no injuries.

Alberto was not always a barefoot runner. He was born in Argentina in 1958. He was a long distance swimmer there. In fact he swam across Río de la Plata, which is so wide many people don't consider it a river but a gulf or a sea. For those who consider it a river—as is the case mostly in Argentina—it is the widest river in the world, with a maximum width of about 220 kilometres (140 mi). And among the feats of Amazing Alberto is that he swam across it. It took him 19 hours and he did have support crew next to him in a boat to give him fluids to drink every 2 hours. Alberto was also a sky diver and is a pilot and a professional scuba diver.

Prior to running marathons barefoot Alberto ran 40 marathons wearing shoes. In 2010 he considered the benefits of running barefoot, and after training with barefoot running has been running marathons barefoot ever since. Alberto has run 146 marathons barefoot, including one at the Great Wall of China during 100 degree weather on a course that combined the hilly Great Wall with running on gravel in villages next to the wall. He also ran the Triple Marathon in Lake Tahoe, which combines three successive marathons (26 miles each) on three successive days—that's 78 miles in 3 days.

Originally only men were allowed to run marathons. Fifty one years ago, in 1967 a runner officially entered as K.V. Switzer participated in the Boston Marathon. When a race official recognized a female was in the race he tried to shove her off the track, but the woman Katherine Switzer, was running with her boyfriend who threw down the race official. She became the first woman to be registered in the Boston Marathon, finishing in 4 hours 20 minutes. At age 70 she is still running and finished the 2017 Boston marathon in 4:44:31.

Alberto tells us that the half marathon (13 miles) has become more popular than the full marathon. Alberto also tells us that there are more women entering these races than men.

People of all ages participate in marathons. The oldest man running a marathon was 101. Alberto said that he ran in the San Diego marathon last year with a woman who was 91.

Alberto's training regimen has him running a marathon each week on Sunday. The weekly routine has him resting on Saturday on Monday.

He tells us, "Listen to your body." Too much physical activity leads to injury. Too little physical activity will cause you to lose shape and conditioning.

Alberto stays on a strict vegan diet. He says he gets much of his protein eating Quinoa plants which come from Peru and also tofu.

Among Alberto's ambitions to run a barefoot marathon in every state of the union and also on every continent including Antarctica.

He is looking forward to the Mount Everest Marathon and well as the Kilimanjaro Marthon. He has been in 3 Mexico City marathons but want to do it at least 3 more, because each time he completes the Mexico City marathon he is given a letter of the alphabet and he has an M, E, and X. He wants to get the I, C and O.

There a 6 Major Marathons, but it is hard to get entered into some of them. For example the New York Marathon only allows 55,000 entrants and 300,000 may apply. Entrants are picked by lottery.

Albert has says

"I run to inspire people to be healthy. I want to help motivate others to get involved in running so they can reap the physical and emotional benefits. On a personal level, I also love being outside every day, keeping in shape and staying ready for the next marathon. "

What's your favorite running fuel?

"I drink a lot of water during the day and if I have a long run I pack Lava Gel; when I finish I like to drink a Zico Coconut Water. For my carbohydrates, a big pasta dinner the night before a marathon is mandatory."

Alberto is promoting the Malibu Half Marathon and Five Kilometer Walk Run. Alberto started the Malibu Marathon 10 years ago.

About 30 people have entered the David Torrence Team in the 5k race. You can register for this race at <http://www.malibumarathon.com> . Currently registration is \$45.00 and includes all kinds of goodies. Check it out

Malibu Rotary Club sets goals and leadership for the new Rotary year 2018-2019

Following the regular Malibu Rotary Club meeting on June 6 the Malibu Rotary Club held a Board meeting led by Malibu Rotary Club President Bianca Torrence. Bianca announced that Carlye Rudkin, who had been President Elect, had informed her that for personal reasons, having to do with family health and other reasons, Carlye was not able to assume her role as President of the Malibu Rotary Club for 2018-2019. We all know the Bianca has plans that will take her out of Malibu, and out of the country during the coming year. She will be the official Rotary District 5280 Ambassador to Peru for the district 5280 humanitarian trip to Peru in March 2019.

Despite her commitments for the next Bianca has agreed to stay on as acting president for the next year, but in a limited roll. She called on several past club presidents of fill in for her and be responsible for months when she cannot be in Malibu. In addition, Teresa LeGrove Cherkas, has agreed to be President-Elect for the next year, and will become the Malibu Rotary Club President in 2019-2020.

The duty of the President Elect is to set goals for the next Rotary year. Bianca had set goals last year for this year, and was prepared to set goals for the upcoming year and was ready to appointment club members to fulfill those goals.

MALIBU ROTARY CLUB **2018-2019 Club GOALS**

Goal No. 1 Increase club membership, diversity & engagement

- Invite new members with different perspective, business and backgrounds, this will fuel innovation, will give our club a broader understanding of our community needs and will strengthen our club in a positive way.
- Engage new members young professionals under 50, and increase female membership.
- Encourage current members in activities outside club meetings.
- Plan and organize 2 social mixers per year. Invite community & young professionals.
- Attend the connection breakfast with chamber of commerce one Wednesday per quarter instead of having a regular meeting.

Goal No. 2 Increase awareness in humanitarian service

- We must make a difference in our community and across the globe by engaging young people, rotary alumni and the public in rotary programs.

- Inform everyone about our 6 areas of focus and get more involvement in Rotary Foundation opportunities.
- Carry out at least one project focused on the environment.
- Collaborate with other Rotary clubs to increase focus scope and visibility.
- Learn and use Rotary's crowdsourcing platform, Rotary ideas to contribute to our project we are seeking.

Goal No. 3 Enhance Rotary Public Image

- Host and/or promote a community event to support World Polio Day
- Engage community by hosting at least one VIP networking event for local professionals & community organizations by doing a "Meet and Greet" inviting a VIP or dignitary that will draw attendance from the community.
- Establish a partnership with the local government or city entity, collaborate with other service clubs or non-profits us to create an event that community will truly enjoy.
- Increase and optimize our social media presence by using twitter, Instagram Facebook. This will enable to share context and promote our club activities
- Improve and update our club website to be user friendly and more innovative, so it will captivate people that are searching the web.

Below are the 2018-2019 Malibu Rotary Club Executives and Directors as well as the rotating acting presidents for the coming year:

MALIBU ROTARY CLUB 2018-2019
CLUB EXECUTIVES & DIRECTORS

President of Record

Bianca Torrence

Vice-President

Margo Neal

Vice-President

W. David Baird

Vice-President

John W. Elman

President Elect

Teresa Le Grove

Immediate Past President

Bianca Torrence

Treasurer

Joy Arcenas

Assistant Treasurer

Bob Syvertsens

Secretary

John Elman

Club Service

David Baird

Joy Arcenas

Community Service

Bianca Torrence

Mark Koller

Vocational Service

Margo Neal

International Service

Allan Mannheim

Bianca Torrence

Youth Chair

Teresa LeGrove

Rotary Foundation

David Baird

Club Administration

William Wishard

Membership

Carlye Rudkin

Margo Neal

Editor Malibu Rotary Surfwriter

John Elman

Webmaster

John Elman

Assistant Webmaster

Mark Koller

Programs

John Elman

Advertising & Marketing

Mark Koller

Social Media

Bianca Torrence

Teresa LeGrove

Public Relations

Margo Neal

Bianca Torrence

Historian

David Baird

Bob Syverstein

Peace Chair

Carlye Rudkin

Peace-Co-Chair

Alex Ayzin

Fundraiser Chair

Margo Neal

Fundraiser Co-Chair

David Zielski

Malibu Rotary Club Rotating Presidents for 2018-2019

July 2018	W. David Baird
August 2018	Margo Neal
September 2018	Margo Neal
October 2018	Margo Neal
November 2018	W. David Baird
December 2018	W. David Baird
January 2019	Bianca Torrence
February 2019	John W Elman
March 2019	John W Elman
April 2019	John W Elman
May 2019	Teresa LeGrove Cherkas
June 2019	Bianca Torrence

Other News and Guests at the Last Malibu Rotary Club meeting

.Bill Wishard said that each of the Rotating Monthly presidents for the Malibu Rotary Club 2018-19 will have a special PETs after the July 11 meeting.

Guests

Besides our speaker **Alberto Perusset** guests at the June 13 meeting of the Malibu Rotary Club included **Nagy Henein**, Regional Vice President and Private Mortgage Banker at First Bank. Nagy has applied for membership in the Malibu Rotary Club. Nagy will be the featured speaker at the August 1 meeting the Malibu Rotary Club talking about “New Trends in Banking.” Another guest at the meeting was Terah Tidy, Prorietor, Creator, and CCO of Glamifornia Style Lounge “Come for the style. Stay for the lounge.” It is at 21323 Pacific Coast Highway, #103 in Malibu.

CALENDAR

June 20 2018 Demotion Party Dinner Honoring Bianca Torrence at Tra di Noi

Demotion Party Dinner honor Malibu Rotary Club President Bianca Torrence will be held at 6:00 p.m. at Tra di Noi Restaurant in Malibu There will no morning meeting that day

June 27 2018 Simon Treselyan on “How Special Forces Techniques Has Helped My Business and Personal Development”

Simon Treselyan was trained in Special Forces for Great Britain. At the June 27 meeting of the Malibu Rotary meeting Simon will tell how the techniques he learned in Special Forces helped him in business and personal development.

July 4 2018 Independence Day—No Rotary Club Meeting—Enjoy the National Holiday!

July 11 2018 Marianne Gisele Bema on “Bantu Arts Atelier For Kids”

July 18, 2018 Claire Fullerton, “A Novelist Discusses her Path to Publication”

Claire Fullerton will be speaking to the Rotary Club July 18th about the process of writing a novel and the road to traditional publication. In this day and age of so many self-publishing, she will provide insight into how to enter the arena of the traditionally published, beginning with writing a novel.

According to Clair the good news is it's not as daunting as many assume.

Claire Fuller grew up in Memphis, TN and now lives in Malibu, CA. She is the author of contemporary fiction, "Dancing to an Irish Reel," set in Connemara, Ireland, where she once lived. Dancing to an Irish Reel is a finalist in the 2016 Kindle Book Review Awards, and a 2016 Readers' Favorite. Claire is the author of "A Portal in Time," a paranormal mystery that unfolds in two time periods, set on California's hauntingly

beautiful Monterey Peninsula, in a village called Carmel-by-the-Sea. Both of Claire's novels are published by Vinspire Publishing. Her third novel, Mourning Dove, is a Southern family saga, to be published in June, 2018 by Firefly Southern Fiction. She is one of four contributors to the book, The South in All Seasons, with her novella, Through an Autumn Window, to be published in October, 2018 by Firefly Southern Fiction. Claire is represented by Julie Gwinn, of The Seymour Literary Agency, and can be found on WordPress, Twitter (cfullerton3) Goodreads, Instagram (cfullerton) as well as the website under her name.

July 25 2018 Jose Angel Manaiza Jr –“How I Achieved the American Dream”

(Winning Toastmast Speech) Jose Manaiza Jr is President of the award winning Malibu Toastmaster's and has given a prize winning speech, How I Achieved the American Dream, which he will share with the Malibu Rotary Club at the July 25 2018.

August 1 2018 Nagy Henein, Regional Vice President and Private Mortgage Banker at First Bank, talking about **“New Trends in Banking”**

August 8 2018 Malibu Rotary Club’s newest Member Mark Koller answers the question “How did I get here?”

August 15 2018 Danial Fereydani speaking on “Income Planning and Overall Tax Strategies for 2018”

Danial Fereydani, President and Founder of Pendo Insurance Services of Beverly Hills will be the featured speaker at the August 15 2018 meeting of the Malibu Rotary Club at 8:00 a.m. at Pepperding University Upper Drescher Graduate campus Room LC 152. Mr. Fereydani specializes in income planning, tax-advantaged strategies and tax-free legacy planning.

Mr. Fereydani named his company Pendo after the Greek word for value” because he is passionate about adding value to clients. He focuses on helping clients achieve their long-term financial goals by understanding their specific situation and implementing a strategy that will position them for principal protection, minimizing taxes and leaving a legacy for loved ones.

August 29 2018 Jacquie Jordan---“Grounding the Spiritual Into the Material”

Jacquie Jordan is the CEO of TV Guestpert. Celebrity guests she has produced in the past include Steven Spielberg, Dustin Hoffman, Angelina Jolie, and she was producer for TV Show Donnie & Marie Osmond. She is a successful published author of "Heartfelt Marketing" and "Get On TV" and also she has a magnificent publishing company which helps people write their legacy through publishing a book.

*Not sharing, or hoarding, your professional experience or talents is debting the Universe.

- *Earning Money is necessary for self sustaining and impacting and reaching more people.
- *Running a Principle based business requires a primary purpose or company mission statement; harmonic value exchange (money for product or service or time and talent); aligning with the right clients; finding your marketing expression.
- *Discerning an intuitive idea that is yours to actualize and express vs. a collective idea, that may or may not be your own - where to put the focus on time and energy.
- *Attention sovereignty - not letting so much information steal your time and attention when you need to focus on creating.
- *Living live on purpose not distraction.
- *Creating support systems and incubation's around ideas and systems.