

The Award Winning

Malibu Rotary Club Surfwriter

June 27-July 1 2018

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President Bianca Torrence
Malibu Rotary Club Vice President for July W. David Baird
Pictures by John Elman

Edited by Dr. John W. Elman and Simon Treselyan

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

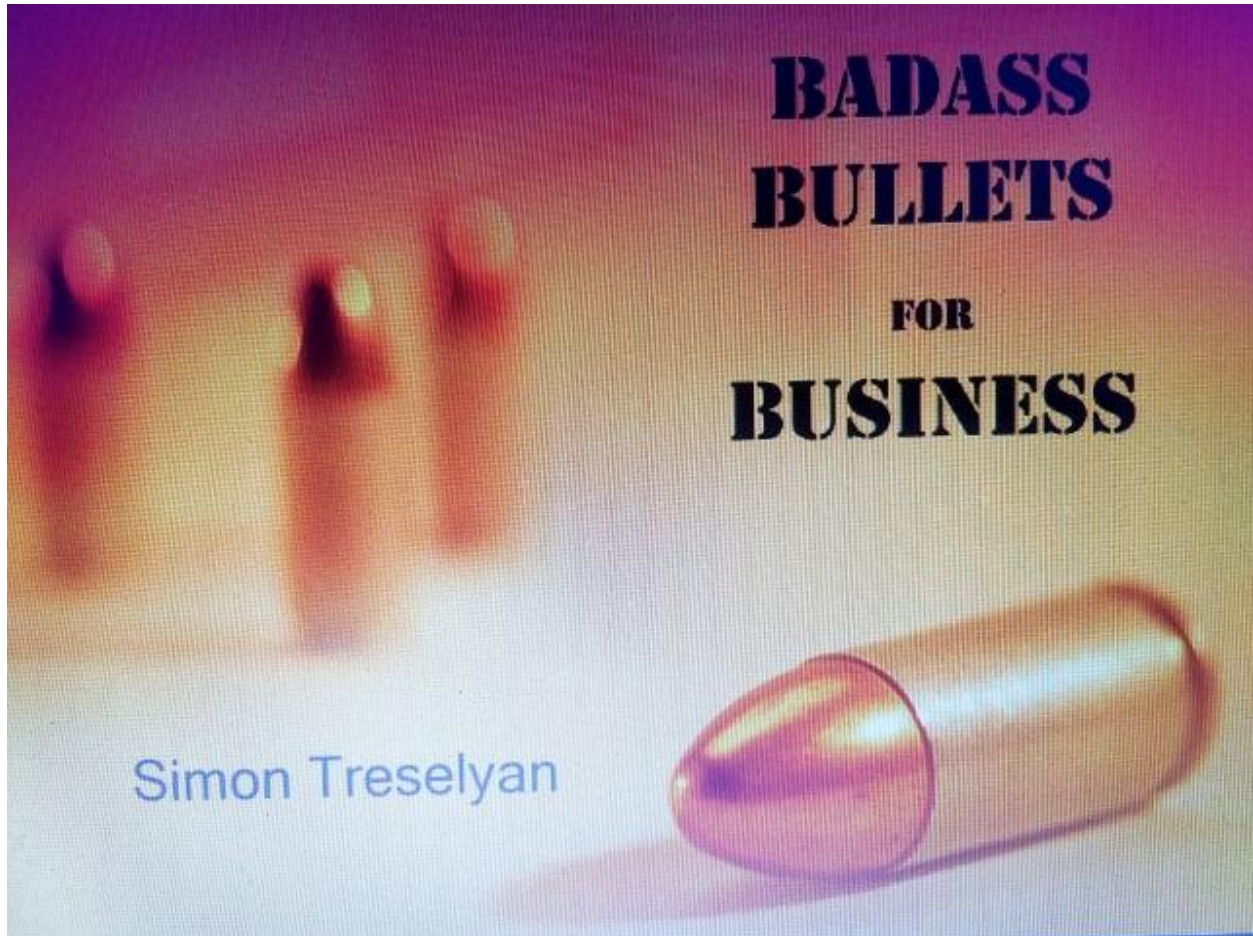
- Last Week Simon Treselyan on How Special Forces Techniques Has Helped My Business and Personal Development or “Badass Bullets for Business”
- No meeting on July 4---Have a Happy and Safe Independence Day!
- Next regular Malibu Rotary Club meeting June 11 2018 Room LC 152 on the Pepperdine Drescher Upper Graduate campus Fellowship will begin at 7:30 a.m. with meeting starting at 8:00 a.m. Speaker will be Marianne Gisele Bema on “Bantu Arts Atelier For Kids”
- Check [Calendar](#) on Malibu Rotary website www.maliburotary.org
- Rotary International Website: www.Rotary.org
- Rotary District 5280 Website:www.rotary5280.org/
- RI President (2018-2019) Barry Rassin
- Rotary District 5280 Governor (2018-2019) Joe Vasquez

Simon Treselyan on How Special Forces Techniques Has Helped My Business and Personal Development or “Badass Bullets for Business”



Malibu Rotary Club President Bianca Torrence presides over her last meeting of the Rotary

year as she welcomes guest speaker Simon Treselyan, whose topic was How Special Forces Techniques Has Helped My Business and Personal Development or “Badass Bullets for Business”



Simon Treselyan was a child prodigy in karate with a black belt when he was 13 years old, as a youth growing up in England and Australia. He wanted to be a warrior and help his country and by age 17 he was already involved with covert operations. He later became a commander in Special Forces, an operations interrogator, where, he points, he always had a “captive audience.”

In his talk he makes several points. **WHEN A PERSON WITH MONEY MEETS A PERSON WITH EXPERIENCE... TWO THINGS HAPPEN..... THE PERSON WITH EXPERIENCE GETS THE MONEY AND THE PERSON THAT HAD THE MONEY GETS AN EXPERIENCE!**

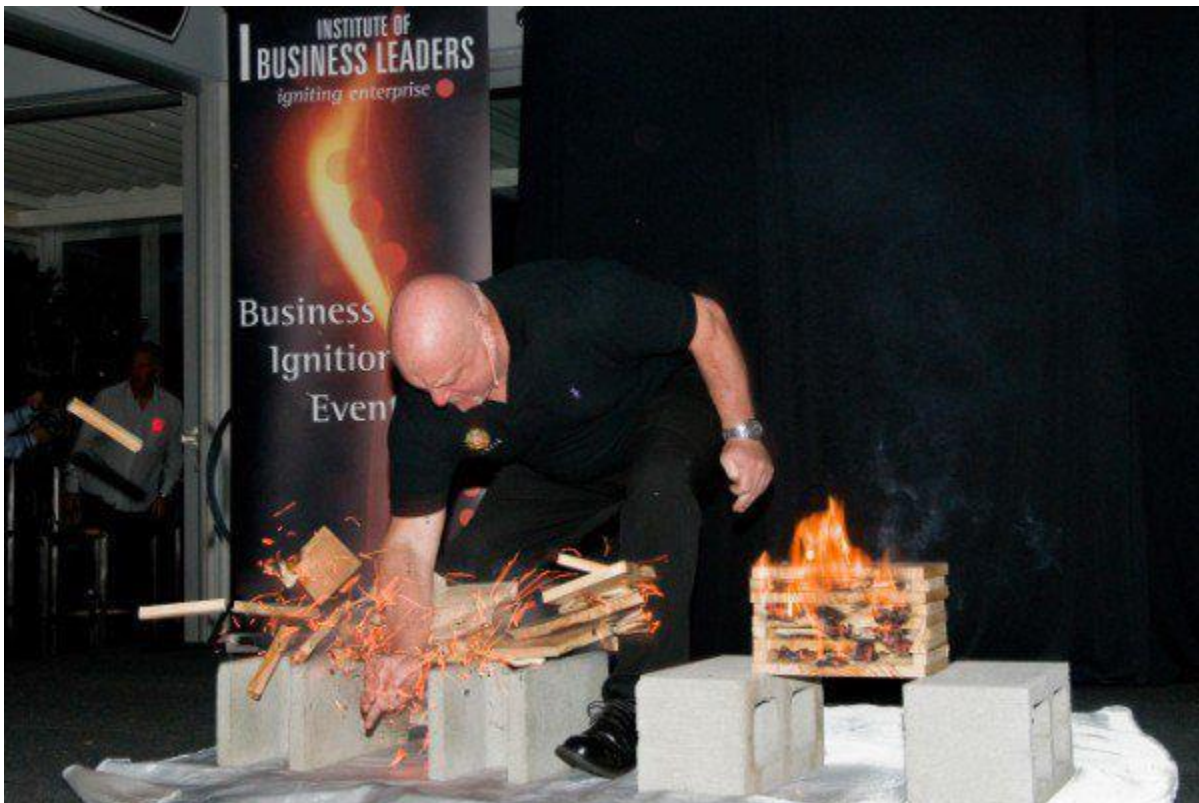
He shows us the picture of 3 people we have heard of but few of us could identify. The explorer Magellan, physicist Sir Isaac Newton, and the richest man in the world Carlos Slim Helu of Mexico.

Next he shows us pictures of 3 historical figures we all could identify. They were statues of Julius Ceasar, Napoleon Bonaparte, and George Washington. These three, Simon points out, were all warriors. Simon also points out that 26 of the US Presidents were warriors. They not only have the power. Warriors have the ability to protect people. Simon made the decision to be a warrior early in life. To the left is a picture of him when he was 22, when he was young warrior working under cover, looking pretty much like a younger version of himself today.



But he has always retained those skills that he developed as young warrior. The picture below taken more recently shows him doing a karate demonstration at a seminar for business leaders.

In Simon's slide presentation of "Badass Bullets for Business" he illustrates how techniques he developed in the British Special Forces are transferable skill that can be applied to our business and personal lives.



WHAT ARE SPECIAL FORCES?

SPECIAL: (/ˈspeSHel/. Adj.) Distinguished, set apart from, or excelling others of its kind

FORCES: (/ˈfɔːs/. n.) Degrees of power exerted to create outcomes over counter energies that resist them.

Simon points out that to be able to be engaged in Special Forces you must get properly prepared. To become prepared Simon gives us “Ten Badass Bullets” to consider and learn:

FIRST ROUND

BE PROUD TO BE ELITE Only surround yourself with highly selected, skilled and motivated individuals.

SECOND ROUND

MORE SWEAT SPENT ON THE TRAINING GROUND MEANS LESS BLOOD SPILLED ON THE BATTLEGROUND

THIRD ROUND

THERE IS NO TIME LOST IN “RECCE”

Recce /ˈrɛki:/ may refer to: Reconnaissance, military scouting. SEAL Recon Rifle, a rifle used by US Navy SEALs also called the Recce Rifle. Recce (film), a pre-shoot reconnaissance of a film location. South African Special Forces Brigade, nicknamed the Recces. Intelligence is power.

FOURTH ROUND

NO PLAN SURVIVES FIRST CONTACT WITH THE ENEMY

FIFTH ROUND

STRATEGY DEFINITION: THE ABILITY TO ENGAGE AN OPPONENT AT A TIME AND PLACE OF YOUR CHOOSING

SIXTH ROUND

THE LAW OF REQUISITE VARIETY: THE PERSON WITH THE MOST OPTIONS AVAILABLE TO THEM WILL INVARIABLY WIN THE CONFLICT

It is important to be flexible and if Plan A does not work be ready to go to Plan B, C, D, E, or Plan F

SEVENTH ROUND

ALWAYS DO THE ONE THING TO INFLUENCE THE SITUATION IN YOUR FAVOR ... THEN THE NEXT...THEN THE NEXT.

EIGHTH ROUND

FEAR IS MERELY A LACK OF KNOWLEDGE. COURAGE CONQUERS ALL THINGS.

NINTH ROUND

ACTION TRUMPS WORDS ANYONE WHO SAYS “THE PEN IS MIGHTIER THAN THE SWORD” HAS NEVER BEEN IN HAND-TO-HAND COMBAT

TENTH ROUND

ALWAYS TRUST YOUR INSTINCTS MAKE A DECISION AND MAKE IT HAPPEN

**FINAL THOUGHT AMATEURS PRACTICE UNTIL THEY GET IT RIGHT
PROFESSIONALS PRACTICE UNTIL THEY CAN'T GET IT WRONG**

When applied to business Simon points out that the seller must prepare him or her self by knowing the buyer. It is best to sell by *allowing* the buyer to buy. What is the most important to the buyer now and why.

Simon has written a book *Who Dares for Success—Special Forces Excellence* and invited those attending the Malibu Rotary Club on June 27 to text him for a copy.

Simon, who now lives in Malibu, is still involved in global Special Forces activity. He is working with a group of volunteers who infiltrates sex trafficking places and rescues girls around the world. We have invited him to the Malibu Rotary Club meeting on September 5 to talk about “Hard Rescue-Countering the Scourge of Sex Trafficking.”

We may see him before that, because Simon will probably be at the Malibu Rotary club Halloween Fund Raiser on October 26. He was at the 2017 Malibu Rotary Club Halloween Fund Raiser and one prize for best costume. But when you are used to working undercover that is what you'd expect!

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

August 2018

September 2018

October 2018

November 2018

December 2018

January 2019

February 2019

March 2019

W. David Baird

Margo Neal

Margo Neal

Margo Neal

W. David Baird

W. David Baird

Bianca Torrence

John W Elman

John W Elman

April 2019
May 2019
June 2019

John W Elman
Teresa LeGrove Cherkas
Bianca Torrence

Other News and Guests at the Last Malibu Rotary Club meeting

Malibu Rotary Club President **Bianca Torrence**, presiding over her final meeting of the Rotary year thanked members for the gifts at her Demotion Party the previous week. She had 2 of the gifts with her: scarf with the 2017-2018 theme, which will keep her warm, and the electric fan, which will keep her cool. Bianca announced that she, Teresa and Alan will be going to the Rotary seminar to learn about the Rotary global grant process. She also reminds us that for next year the Malibu Rotary Club will be having a joint meeting members of the Malibu Chamber the last Wednesday of each quarter.

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. Rotary District Governor Joe Vasquez will be visiting the Malibu Rotary Club on August 29th and the Club evaluation form will have to be filled out and given to the Governor at that time, along with reports from the club officers. These activities will have to be organized by the Malibu Rotary Club Vice President in charge of August John Elman, who has yet to change the date of the speaker scheduled for that day. The first Rotary District Breakfast of the new year will be August 14 at the LAX Westin, 5400 West Century Bl, in Los Angeles at 7:00 a.m.

Guests at the June 27 Meeting

Guests at the June 27 meeting of the Malibu Rotary Club included our soon be member **Nagy Henein**, who just opened the First Bank in the Malibu Village on Cross Creek in Malibu. Nagy will be the speaker at the August 22 Malibu Rotary Club meeting. Other guests at the meeting were **Marianne Gisele Bema** who will be speaking at the next Malibu Rotary Club on July 11 talking about "Bantu Arts Atelier For Kids", and **Marie Wexler**, and also **Tameron Keyes**.

CALENDAR

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 Joy Arcenas shows her ART of Giving--Flip Flops and More

Malibu Rotary Club Treasurer Joy Arcenas founded a private charity in 2014 which gives away backpacks and school supplies and other requested items to needy children in

the Philippines. This year there was a special request for Flip Flops for the feet, and many members of the Malibu Rotary contributed to help Joy buy these items for a return trip she made to the Philippines this past May. At the August 1 meeting of the Malibu Rotary Club Joy will give a slide presentation showing the results of her most recent mission to the Philippines.

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

August 14 2018 First Rotary District Breakfast at LAX Westin Hotel 5400 Century Blvd Los Angeles 90045

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 22 2018 Nagy Henein, Regional Vice President and Private Mortgage Banker at First Bank, talking about "New Trends in Banking"

August 29 Rotary District Governor Joe Vasquez

September 19 2018 Lou Dennig "Authenticity Made Simple"

Lou Dennig is a four time Emmy nominated Executive Producer and Studio Executive with experience managing Current Programs, Development for Syndication and Cable, Local Broadcasting Schedules, Advertising, Promotion, Research and Business Affairs. This position translates into influencing daytime television in some of the most significant programming content of the last two decades.

September 26 2018 Jacquie Jordan----"Grounding the Spiritual Into the Material"

Jacque 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.