

The Award Winning

Malibu Rotary Club Surfwriter

June 7, 2017

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President of Record Bill Wishard

Malibu Rotary Club President of the Month (June) David Zielski

Malibu Rotary Club President Elect Bianca Torrence

Pictures by John Elman, and Bianca Torrence

Edited by Dr. John W. Elman

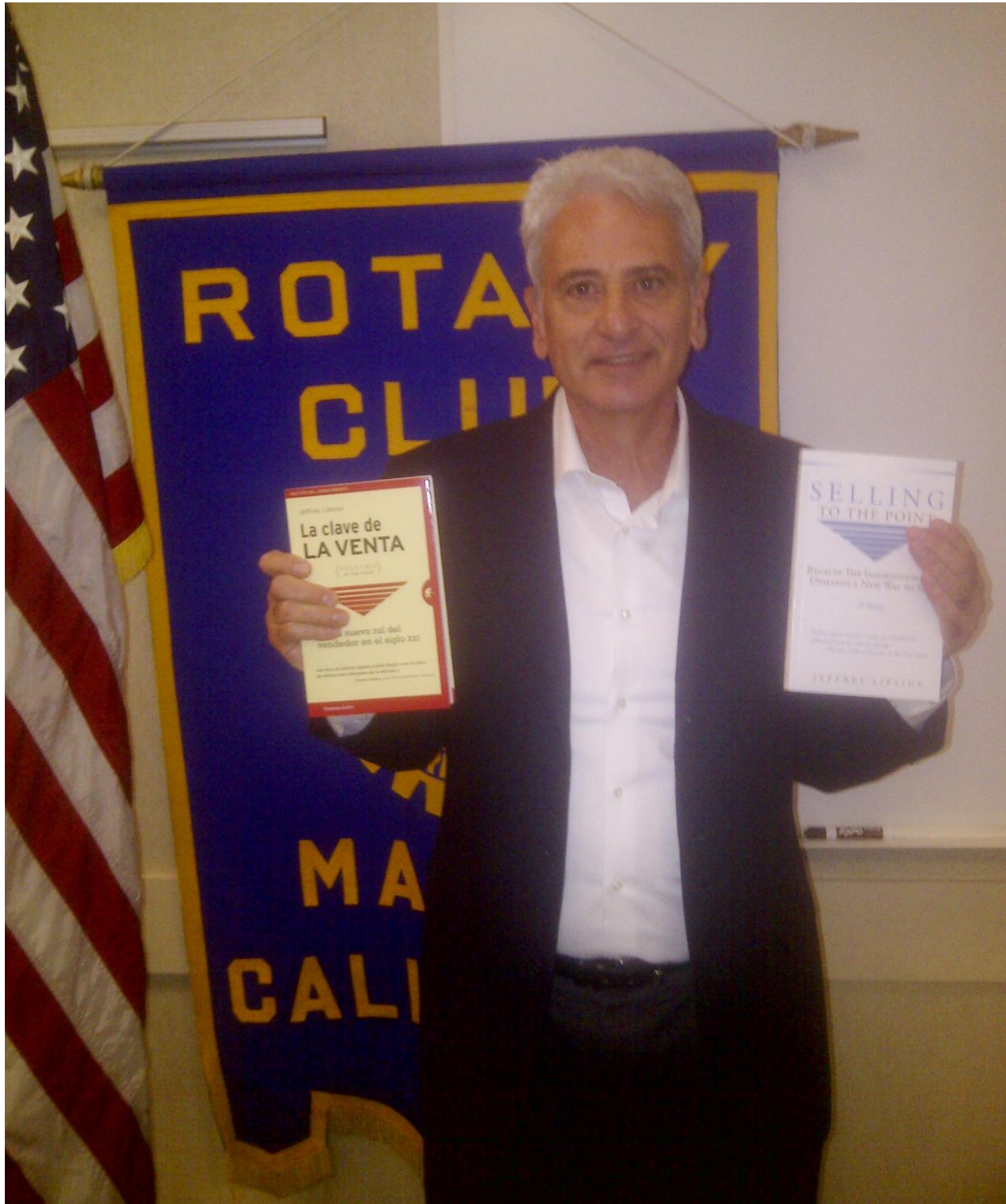
In This Issue (click underlined topics for web link when connected to the Internet)

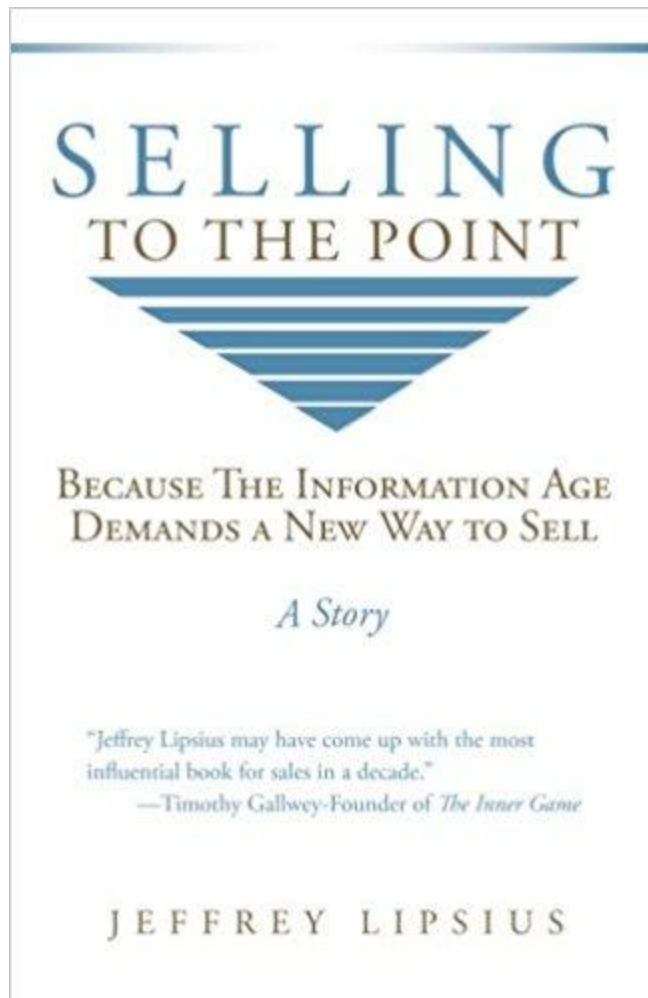
Last Week Jeffrey Lipsius Talks and Writes About Selling To The Point®

- **Next Week (Jun 14) no Malibu Rotary meeting-News from RI Convention in Atlanta (see picture of Past Pres Bill and Pre Elect Bianca)**
- **Next Malibu Rotary Club Meeting June 21 morning 7:30 a.m. Pepperdine Graziadio Graduate campus meeting in Room LC 152 Malibu**
- 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**

Jeffrey Lipsius Talks and Writes About Selling To The Point®





Speaker at the June 7 meeting of the Malibu Rotary Club was Jeffrey Lipsius was introduced by Bill Wishard, whose brother-in-law is author Tim Galwey an author who has written a series of books in which he has set forth a new methodology for coaching and for the development of personal and professional excellence in a variety of fields that he calls "the Inner Game". Starting with the *The Inner Game of Tennis*, written in the 1970's. When Galwey spoke at a Malibu Rotary Club meeting several years ago it drew a huge crowd.

If athletic excellence can be achieved by a mental approach what a about something that is mental to start with, like selling. Lipsius admits that Galwey influence him in approaching how to achieve success in selling.

He explains that most sales people approach selling entirely wrong. The true goal of selling is buying. You must concentrate on the buyer. It is the buyer that makes the deal. The job of the seller is to be a decision coach. What is going on in the buyer's head is a mystery to the seller—it is a black box.

The decision of the buyer should be a natural process once the seller has coached him correctly.

Jeffrey Lipsius is the President and Founder of Selling To The Point®, LLC Sales Training and Consulting. He developed the Selling To The Point® sales training method during his 30-years of sales training experience. In the late 1970's Jeffrey pioneered inside selling for the Natural Foods Industry, and trained the first sales force of this type in that Industry. As a result of the success, his selling model is being utilized by many Natural Foods Industry brands. Jeffrey has trained over 100 salespeople, both inside and outside, as well as sales trainers throughout his career. The salespeople trained by Jeffrey are some of the highest commission earners in their respective industries. Salespeople trained by Jeffrey also cultivate great customer relationships and enjoy their careers as salespeople. The salespeople Jeffrey trained have cumulatively sold over two billion dollars worth of products.

His book, available in English and Spanish, is available on Amazon for \$16.95. It is there that the synopsis of the book is written

"Selling To The Point begins by showing that the whole idea of "selling" something to someone is over, finished, dead. Yes, it might be true that using your old ways, your buyer might eventually purchase something. But have you noticed how hard that's getting?

"The problem is not about you. The fact is, this is a new world. In *Selling To The Point*, Jeffrey Lipsius reveals what your buyers really need from you in this new world--even if they don't know how to ask. Lipsius removes most of the old unquestioned assumptions basic to traditional sales training. Instead, you will learn to see your professional life in a new and refreshing way. Before long, you too will think of "selling" as a completely outmoded way of working. Instead, you will be focused on the *Point* of selling. And what is the *Point* of selling? It's amazingly simple.

"Unlike a lot of boring 'how-to' books, *Selling to the Point* is fun to read because it's told as a story. Here you will meet real people, people who may be quite a bit like you and your customers. You'll experience how they go through the transformation of becoming better buyers, with the help of their salespeople. And as soon as you have read only a few chapters, you'll be able to put Lipsius's powerful new concepts right to work. It's actually that easy, and maybe even fun to change your understanding of the selling process".

There are 23 reviews of the book on Amazon and most are 5 star. In fact the reviews are 4 star. Whether selling people a product or idea Jeff Lisius approach seems to be very successful.

Other News and Guests at Last Malibu Rotary Club Meeting

David Zielski is the President of Malibu Rotary Club for June. There was some discussion by he and President Elect Bianca Torrence about having the Malibu Rotary Club meet with the Malibu Chamber each month, instead of having a regular Malibu Rotary Club meeting. If we did that the Chamber meeting would simultaneously be a Rotary meeting. Bianca was going to talk to people at the Chamber about the feasibility of that.

Malibu Rotary Club Sends 2 Students to RYLA Camp



Malibu Rotary Club President of the Month W. David Baird announced that the Malibu Rotary Club has chosen the 2 local students the Malibu Rotary

Club is sponsoring to attend RYLA (Rotary Youth Leadership Assembly) Camp at the Alpine Conference Center in Blue Jay, CA in the Big Bear Lake area of San Bernadino Moutains April 21-April 23.

The two students sponsored by the Malibu Rotary Club at this year's RYLA camp are **Morgan Perlmutter** of Malibu High School and **Amir Mohiuddin** of Calabasas High. We hope to have reports from them at the July 12th meeting of the Malibu Rotary Club.

Guests

Returning guest at the June 7 Malibu Rotary Club meeting was **Joy Arcenas** who will be our speaker July 19

Peace Conference Attended Alex Ayzin, Bil, Bianca, Bernice King



Bill Wishard and Bianca Torrence of the Malibu Rotary Club invited Alex Ayzin to attend the peace conference that was part of the Rotary District Leadership Assembly in Torrence June 2 2017. Martin Luther King Jr's daughter Bernice King, CEO of Marthin Luther King, Jr Center, seated in this picture, was keynote speaker. Bernice spoke to Alex about his film *Winds of Freedom* which was premiered at last week's Malibu Rotary Club meeting. Also at table is Marine Dennis of Carson. His great grandfather was Pastor at Montgomery Alabama home where where MLK Jr stayed.

Bill Wishard and Bianca Torrence at the 2017 Rotary International Convention in Atlanta





Malibu Rotary Club Past President Bill Wishard, Ray Klinginsmith (RI President 2010-2011) and Malibu Rotary Club President-Elect Bianca Torrence at RI Convention in Atlanta

Malibu Rotary Club Presidents of the Month (2016-2017)

Malibu Rotary Club President of Record (2016-17) Bill Wishard

August 2016-----Margo Neal

September 2016—David Zielski

October 2016-----John Elman

November 2016—W. David Baird

December 2016—Bill Wishard

January 2017-----Robert "Bob" Syvertsen

Februay 2017-----John Elman

March 2017-----W. David Baird

April 2017-----Margo Neal

May 2017-----Robert "Bob" Syverstsens

June 2017-----David Zielski

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

June 14 2017 ==There will be no meeting—President Elect Bianca and Bill will be attending RI Convention in Atlanta and we weren't sure there would be enough members present in Malibu to have a meeting

June 21 2017 Kathleen Ronald “Clutternomics, How to Clear Your Way to Profits, Productivity and Peace!!

Kathleen Ronald has more than 30 years of experience providing custom, inspirational keynotes, training seminars and consultancy to Fortune 500 companies, small business, direct sales organizations, and professional associations. She has also appeared on *The Doctor's* show and *The Dr. Phil* show!. In this session Kathleen will talk about Clutternomics and how clutter affects our lives in a negative way..

Clutter affects 19 areas of your life and business! Organizations are losing tens of thousands, and some cases millions, over a year's time due to their business clutter and the clutter each of their employees brings in. *In this session: **Discover** why de-cluttering is one of Kathleen's top business strategies for “instant” abundance; **Learn** “one” easy rule and “get back” 7 hours per week; **Explore** the steps to increase your productivity by lowering your work clutter; and **Learn** the “De-Clutter System” to get your life back*

June 28 2017 Demotion Party Dinner Tra di Noi (Tentative) 5:30 p.m. -7:15 p.m., followed by Jazz Concert 7:30-8:30 p.m. at Malibu Civic Theater. John Elman invites Rotarians and their families and friends to attend a special performance of the Malibu Jazz Ensemble from 7:30 pm to 8:30 pm at the Malibu Civic Theater 23825 Stuart Ranch Road, (where the Malibu City Council meets). It is a free concert for “Family and Friends” and will be conducted by Dr JB Dyas, VP of the Thelonious Monk Institute of Jazz at UCLA, feature local jazz musicians and singers, including Darryl Winseman on sax and flute (who has played with Tito Puente and the Clayton-Hamilton Band), and Rotarian John Elman on drums.



July 5 2017 No meeting—A relief for people celebrating July 4 Holiday All Night

July 12 2017 Morgan Permuter and Amir Mohiuddin Share Their RYLA ExperienceMalibu Rotary Club sponsored 2 students to the 2017 RYLA camp. At this meeting all the students Morgan Perlmutter and Amir Mohiuddin will talk about their experience at the leadership camp.



July 19 2017 Joy Arcenas Talks About “The Greatest Shift of Wealth in the History of the World and the Greatest Land Rush”

Joy Arcenas 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 will be talking about the greatest shift of wealth in the history of the world and the greatest land rush.

Topics covered will 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
- How the solar revolution has created a land rush in California

July 26 2017 Michelle Santamaria, Malibu Rotary Club's Newest Member Gives Her Craft Talk (tentatively)



July 12 2017 Morgan Perlmutter and Amir Mohiuddin Talk About Their Experiences at the RYLA camp. Malibu Rotary Club sponsored 2 students to the 2017 RYLA camp. At this meeting all the students Morgan Perlmutter and Amir Mohiuddin will talk about their experience at the leadership camp.

August 23 2017 Teresa LeGrove will give her craft talk