



*The Award Winning*  
**Malibu Rotary Club Surfwriter**

March 12, 2014

Official Newsletter of the Rotary Club of Malibu  
Malibu Rotary Club President William Wishard

Edited by Dr. John W. Elman  
Pictures by Dr. John W. Elman and Monarch-Butterfly.com

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

- Pat Healy and the Malibu Monarch Project (MMP) --local organization hoping to make Malibu hospitable to monarch butterflies once again
- Next Malibu Rotary Club Meeting at noon at Pepperdine University Drescher Graduate campus in LC 152 (with fellowship starting at 11:30 a.m.) Speaker will be **Malibu Chamber of Commerce Director Mark Persson** who will tell us what's new at the Chamber.
- Malibu Rotary Club Domain [www.maliburotary.org](http://www.maliburotary.org) back on line
- 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 (2013-2014) Ron D Burton

- **Rotary District 5280 Governor (2013-2014): Doug Baker**
- **Assistant Governor for Malibu Rotary Club: Alice Muntean (2013-14)**

## **Malibu Monarch Project**

### **Got Milkweed?**



Pat Healy (pictured above R) with Malibu West neighbor Maggie Luckerath. Pat started the **Malibu Monarch Project (MMP)**—a local organization hoping to make Malibu hospitable to monarch butterflies once again by encouraging people in the community to grow Milkweed.

Malibu Rotary Club President Bill Wishard has known Pat Healy since he was President of the Malibu West Home Owners Association at least three decades ago. Bill has since moved. Now Pat is a neighbor of Malibu Rotarian Maggie Luckerath, and when Pat told Maggie about a project she was working on Maggie thought it was something that the Malibu Rotarians would like to hear about—the Malibu Monarch Project (MMP).

It started for Pat when she innocently remarked to people around her in the Malibu West area,



including the dog groomer at Sherman’s Place, and at the Trancas Nursery, that she sees fewer Monarch butterflies in recent years. Everyone she talked to had also noticed the decrease in the Monarch butterflies. Investigating this Pat found out that those who actually keep track of these things are reporting that there has been a decline in butterfly migration, not just in Malibu, but across North America. Doing

an internet search will bring up articles from news sources across the country, like this one in the Washington Post: <http://www.washingtonpost.com/blogs/wonkblog/wp/2014/01/29/the-monarch-butterfly-population-just-hit-a-record-low-heres-why/>

Every November, millions of monarch butterflies arrive at the Oyamel fir forests in central Mexico, where they migrate to survive through the winter. Or at least that's what's supposed to happen.

In recent years, however, scientists have noticed a disturbing trend: The number of butterflies migrating to Mexico has been dropping sharply. In 2012, just 60 million monarchs arrived at their overwintering habitats, a record low. And fresh data from WWF Mexico suggests that the current winter's numbers are even lower — down to just 33 million butterflies across 0.67

hectares (1.65 acres).

That's the lowest area on record. There are Monarch butterfly migrations on the east coast and the west coast of the United States. And the decrease Monarch butterfly migrations seems to be universal. The 1 million that migrate on the west coast is 90% less than it had been in the past decade.

So why are the monarchs vanishing? Last December Brad Plummer of the Washington Post interviewed Lincoln Brower, a professor of biology at Sweet Briar College who has studied the monarch migrations for decades. In a 2012 paper, he cited three big reasons the populations are dwindling: Deforestation in Mexico, recent bouts of severe weather, and the growth of herbicide-based agriculture destroying crucial milkweed flora in the Midwest.

So is it too late to stop them from vanishing altogether? Or are there still things we can do to reverse the decline? The full text of the article can be seen in the online article cited above.

### **Milkweed (Asclepias)**



Monarch larvae appear to feed exclusively on milkweeds in the genus *Asclepias* and several other genera of viny milkweeds in North America. Milkweeds are perennial plants, which means an individual plant lives for more than one year, growing each spring from rootstock and seeds rather than seeds alone. In the Midwest, milkweeds were historically common and widespread on prairies, but habitat destruction has reduced their range and numbers.

Milkweeds belong to the family *Asclepiadaceae*, derived from *Asklepios*, the Greek god of medicine and healing. Though most members of the genus *Asclepias* are tropical, there are approximately 110 species in North America known for their milky sap or latex contained in the

leaves. Most species are toxic to vertebrate herbivores if ingested due to the cardenolide alkaloids contained in the leaves and stems. When Monarch larvae ingest milkweed, they also ingest the plants' toxins, called cardiac glycosides. They sequester these compounds in their wings and exoskeletons, making the larvae and adults toxic to many potential predators. Vertebrate predators may avoid Monarchs because they learn that the larvae and adults taste bad and/or make them vomit. There is considerable variation in the amount of toxins in different species of plants. Some northern species of milkweed contain almost no toxins while others seem to contain so much of the toxins that they are lethal even to monarch caterpillars



**Monarch Caterpillar Becoming a Chrysalis**



**Monarch Emerging from a Chrysalis**

**What is the Malibu Monarch Project?** Essentially the Malibu Monarch Project involves 2 things:

1. Making people aware of dwindling population of Monarch butterflies and
2. Encourage people to plant Milkweed.

The mission statement of the Malibu Monarch Project is: “Bring Back the Beautiful Monarch Butterfly to Malibu—a traditional nesting location.

For generations, tens of thousands of Monarch Butterflies have “over wintered” in Malibu.

But today, their population is drastically diminished because of:

over-trimming and cutting down of sycamore and eucalyptus roosting sites;

use of pesticides; and,

elimination of milkweed -the plant on which Monarch Butterflies lay their eggs.”

Pat and her group have been giving out milkweed seeds to school groups and anyone else who will listen. For more information go to <http://malibumonarchproject.com/> or to <http://www.monarch-butterfly.com/> or <https://www.livemonarch.com/free-milkweed-seeds.htm>. The latter site is from Live Monarch – Seed Campaign 2014 in Boca Raton, Florida. This website will send you Milkweed seeds and we’ve copied the main action page on the side

:

*Plant Milkweed everywhere!*

*Send a self addressed, stamped envelope for Milkweed or mixed seeds appropriate for your area to:*

*Live Monarch - Seed Campaign 2014*

*3003-C8 Yamato Road #1015*

*Boca Raton, Florida 33434*

*Cash or Check payable to "Live Monarch" 50+ seeds per dollar*

*Please request the type of seed you want. Instructions included.*

## **Other News and Guests at the last Malibu Rotary Club meeting**

Malibu Rotary Club President Bill Wishard called on **PDG Tom Bos** to report on the meeting that he and Tom attended the previous Tuesday, March 11, 2014 at the Woodland Hills Country Club when Rotary International President-Elect Gary Huang addressed the Rotary Club of Woodland Hills and district guests. The theme for the new Rotary year starting in July is “Light up Rotary.” Tom handed out a gifts to each person attending our meeting which were given to him at the previous day’s meeting from the RI President Elect: little electric flickering candles. The idea is that for years Rotary has been in the background doing good service--it’s time to shine a light on the good things that Rotary does.

*Happy Dollars:* Malibu Rotary Club President **Bill Wishard** made “Happy Dollars” contributions for several reasons which included the success of the Malibu Rotary Club the previous week in hosting the Malibu City Council Forum and the discovery of the Woodland Hills Country Club, which he lived near but never knew existed until the Woodland Hills Rotary club hosted the Rotary International President-Elect Gary Huang the previous day.

There were several guests at the Malibu Rotary Club meeting March 12. **Beth Mohiuddin**, of Beth Travel Advisors, was back. She is a board member of the Malibu Chamber of Commerce and is responsible for having Chamber director Mark Persson speak next week. **Tom Bos** is technically a guest but the Past District Governor from Michigan is more like a winter time member. In addition there were several people who came specifically to hear **Pat Healy’s** presentation. **Chris Bashaw**, assistant Editor of the *Malibu Surfside News*, **Vivian** who is also making Pat with the Mlaibu Monarch Project, and **Harold Doughorn**.

## Malibu Rotary Club Fundraiser at Chipotle Restaurant Friday, March 28



Make dinner a selfless act by joining the Malibu Rotary Club for the Bonewitz-Jordanou Fundraiser.

Just come into the Chipotle at 3822 Cross Creek Rd., Malibu at Cross Creek Rd and PCH. Friday, March 28th - 5:00pm to 8:00pm and bring flyer which you can download and print by clicking on [link](#). Attached pdf will also be sent with e-mailed *Malibu Rotary Club Surfwriter*.

The story about this family “And Then There Were Eight” appeared in the [November 6, 2013 Malibu Rotary Club Surfwriter](#)



Those presenting the printed flyer or showing it on their smartphone or just mentioning it to the cashier at restaurant that day will have 50% of their bill donated by restaurant to this Malibu Rotary Club charity. There will be no regular Malibu Rotary Club meeting at Pepperdine University on Wednesday March 26. There will be an attempt to have a meeting at the restaurant at on March 28th. Anyone Rotarian getting to the restaurant any time that day and contributing to the event will be counted as having been at attendance at a Rotary meeting--it will be an official makeup. Show your receipt to club secretary John and get a weekly “makeup” for your Rotary attendance.

#### **Upcoming Speakers** (yet to be confirmed)

- Randy Klingensberg, Performing Arts Studio West (who trains disabled artists to perform--school attended by blind autistic musical savant Rex Lewis)
- Malibu High School Principal Jerry Block
- Founder of the National Veterans Foundation, Floyd ‘Shad’ Meshad
- Dana Sherman of the Fleet Street Bike Project
- Dan Wise on history of the 25,000 acres from Marina del Rey to PV Peninsula to Western Ave

Please see Malibu Rotary Club Website [www.maliburotary.org](http://www.maliburotary.org) for latest Calendar and future speakers and facebook pages for other news.

**Like Rotary Club of Malibu on**

**facebook**

# Calendar

Mar 19, 2014

## **Mark Persson**

"What's New at the Malibu Chamber of Commerce"

Malibu Chamber of Commerce Director Mark Persson will tell us what's new at the Chamber.

Mar 26, 2014

## **No meeting**

"No meeting--Go to Chipotle Restaurant on March 28"

Mar 28, 2014

## **Fundraiser at Chipotle**

"Malibu Rotary Club Fundraiser 11:30 a.m. at Chipotle Restaurant in Malibu"

In lieu of having normal Malibu Rotary Club meeting at Pepperdine on Mar 26 Malibu Rotary Club is sponsoring a Fundraiser at Chipotle Restaurant in Malibu on March 28. Those providing flyer of event at Chipotle this day will have 50% of the bill graciously donated by Chipotle Restaurant to Malibu Rotary Club Charity to raise money for the Bonewitz-Jordanou family. For more information see event on [Maliburotary.org](http://Maliburotary.org) events Calendar

Apr 02, 2014

## **John W Elman**

"Malibu Rotary on the Web--What Members Need to Know"

Malibu Rotary Club Webmaster John W Elman will show and tell how to find all the information of Malibu Rotary Club's ClubRunner and facebook websites.

Apr 23, 2014

## **Madhava Das**

"How Eating Young Plant Parts Keeps You Young & Healthy For Life "

Madhava Dasa -- Madhava Das - Cornell University & T. Colin Campbell Foundation Certified In Plant-based Nutrition Founder and Chief Researcher at Nutritional Research Maui Health & Kindness Motivator, Author, Speaker Author of - Eat Your Way To Health: Healing, Kindness & The Plant Life Cycle (Five Star book review by Maynard Clark, Research Administrator at the Harvard School of Public Health) - Soon to publish: Younger Plant Part, Younger You: How Eating Young Plant Parts Keeps You Young & Healthy For Life

The national health news is that animal protein is linked to early death. <http://www.cbsnews.com/news/meat-dairy-may-be-as-detrimental-to-your-health-as-smoking-cigarettes/> Being certified by Cornell University in Plant-based nutrition, Madhava Das will tell you how to avoid early death, with the vegan diet former President Bill Clinton, Steve Wynn of Las Vegas hotel fame, and John Mackey founder of Whole Foods Market have adopted.

Apr 30, 2014

## **Kim Bonewitz**

"Juan Cabrillo Elementary School Fiesta 2014 "

Kim Bonewitz V.P. Of Fundraising, Juan Cabrillo Malibu and mother of 8, will come with a group from Juan Cabrillo Elementary School to tell us about Fiesta 2014 event for the school.

May 07, 2014

**Linda Montellano Werner and Sourena**

"To be announced"

May 14, 2014

**Doug Kmiec**

"Why Aristotle and Jimmy Stewart were both right – AMB"

Former U.S. Ambassador to Malta Douglas W. Kmiec explains Why Aristotle and Jimmy Stewart were both right – AMB.