



The Award Winning
Malibu Rotary Club Surfwriter

March 19, 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

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 - **Next Regular Malibu Rotary Club Meeting Wednesday April 2 at noon at Pepperdine University Drescher Graduate campus in LC 152 (with fellowship starting at 11:30 a.m.) Speaker will be [John W Elman](#) on the "Malibu Rotary Club Websites—What Every Member Should Know"**

- Malibu Rotary Club Domain www.maliburotary.org back on line
- Check [Calendar](#) on Malibu Rotary website www.maliburotary.org
- Rotary International Website: www.Rotary.org
- Rotary District 5280 Website: 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 Chamber of Commerce Director Mark Persson Tells Us
What's New at the Chamber**



Pictured (L to R) Malibu Chamber of Commerce Executive Director Mark Persson, Chamber Board Member Beth Mohiuddin of Beth Travel Advisor, Malibu Chamber Office Administrator Rhea Rogers, and Chamber Member Jim Herz of Prolific Business Solutions

Before Mark Persson became interim Director and then full Director of the non-profit Malibu Chamber of Commerce he worked in for profit businesses, most recently for gaming businesses in Las Vegas. He said his father worked for Caterpillar tractor in Illinois and then the family moved to Japan when Caterpillar sent his father there to head its operation.

He had not directed a Chamber before, but enjoys the challenge and the mission of the Chamber. Much of the information about the Chamber can be found on it's website, www.Malibu.org. There is also a link to the Malibu Chamber website on Malibu Rotary Club's website www.maliburotary.org.

Building a Strong Local Economy

The Malibu Chamber of Commerce is dedicated to helping local companies grow their businesses by taking the lead in programs to create a strong local economy. The Chamber holds several events that directly impact the economic progress of the city, such as the Malibu Arts Festival held annually.

Promoting the Community

The Malibu Chamber promotes the community by assisting businesses to grow and develop, participating in efforts to improve our quality of life, and advocating our community as a great place for people to live and do business. The Chamber hosts several events which bring the Malibu community closer together and highlight our unique lifestyle. Some of our events contributing to a strong "sense of community" are the Malibu Arts Festival, Zero Impact Malibu, Veterans Day Celebration, Mayor's Luncheon and more throughout the year. The networking opportunities provided by the Malibu Chamber give members the chance to interact with other business professionals and exchange ideas and referrals. The Chamber's Malibu Networking Breakfasts and Luncheons, and Malibu Sunset Networking Mixers provide excellent networking opportunities in a relaxed, social environment.

Representing the Interests of Business to Government

The Malibu Chamber works year-round on your behalf to ensure local and state elected officials are educated on the impact their decisions will have on our economy. We communicate our concerns to legislation and the business community through the Malibu Chamber News, e-mail and fax alerts, and editorials in local newspapers.

Engaging in Political Action

The Malibu Chamber positions itself “in the heart” of politics by working with City Council members and taking positions on state and local ballot measures. It is the Chamber’s job to analyze the impact each issue will have on local businesses, and to relay this information to our members and the community.

Legislative/Environmental Advocacy

The Malibu Networking Breakfasts feature government representatives to whom you may express your views and learn first hand information. The Chamber represents your business and fights for pro-business legislation on your behalf from City Hall to Sacramento. Through the Chamber’s Environmental Committee, the Chamber actively promotes ways to make Malibu ‘green’ and provide information to the public.

The chamber has a 20 member volunteer board and only 2 staff people, Director Mark and office administrator Rhea Rogers.

Each year the Chamber elects one of its members to be the Chairman of the Board, and the current one is Beth Pearcey Neal, who is Director of Sales and Marketing for the Malibu Golf Club.

There are monthly committee meetings, and the committees are quite active.

The Malibu Chamber of Commerce organizes a number of great special events, educational programs, business connection events and community enhancements.

Regular Chamber Committee Meetings fall on the third Thursday of every month with the following schedule:

1:00PM - Business Development Committee

2:00PM - Ambassador Committee

3:00PM - Governmental Affairs Committee

4:00PM - Enviro-Sustainability

Monthly Chamber Committees

Ambassdor	Business Development
Enviro-Sustainability	Governmental Affairs

Special Events	Emergency Preparedness
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They offer seminars on their website. The website also has a directory of all the Members of the Chamber, and there are currently 357 members.

Dues of membership depends on the size and type of business. The Malibu Rotary Club was a member of the chamber until recently.

The biggest fundraiser of the Chamber is the Malibu Arts Festival. Next month on April 27 the Chamber will be celebrating earth day.

The chamber invites everyone in the community to attend their events.

Other News and Guests at the last Malibu Rotary Club meeting

Happy Dollars: Malibu Rotary Club President **Bill Wishard** made “Happy Dollars” contributions because Rotary Ambassadorial was at the meeting. Guest **Jim Herz** also made a contribution, as did **Maggie Luckerath**, because of being able to go the Dolphin Awards where Kim Bonewitz was a winner and Kim recognized Maggie for helping here and when Kim’s story was told, there wasn’t a dry eye in the house.

There were several guests at the Malibu Rotary Club meeting March 19. **Beth Mohiuddin**, of Beth Travel Advisors, was back, and she was responsible for inviting speaker Chamber director **Mark Persson**. Also from the chamber were Malibu Chamber Office Administrator **Rhea Rogers**, and Chamber Member **Jim Herz** of Prolific Business Solutions, is responsible for providing credit card processing for many local companies. Other visitors were **Leigh Murray**, and our friend Rotary Ambassadorial Scholar **Livia Giordano** from Switzerland who is hoping to find a position working in the area after completing the Pepperdine University Strauss Institute of Dispute Resoltion. **Tom Bos** is technically a guest but the Past District Governor from Michigan is more like a winter time member. **Chris Bashaw**, assistant Editor of the *Malibu Surfside News*, was also back, covering the speaker’s presentation.

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 for latest Calendar and future speakers and facebook pages for other news.

Like Rotary Club of Malibu on 

Calendar

Mar 26, 2014

No meeting

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

Mar 28, 2014

Fundraiser at Chipotle

"Malibu Rotary Club Fundraiser 5:00-8:00 pm 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 Bonowitz-Jordanou family. For more information see event on 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.