



*The Award Winning*

## ***Malibu Rotary Club Surfwriter***

May 24, 2017

**Official Newsletter of the Rotary Club of Malibu**

**Malibu Rotary Club President of Record Bill Wishard**

**Malibu Rotary Club President of the Month (May) Robert Syvertsen**

**Malibu Rotary Club President Elect Bianca Torrence**

**Pictures by John Elman**

**Edited by Dr. John W. Elman**

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- **Next Malibu Rotary Club Meeting May 31 morning 7:30 a.m. Pepperdine Graziadio Graduate campus meeting in Room LC 152 Malibu, Pete Allman and Alex Ayzin present 49 minute video ""The Winds of Freedom"" which they produced**
- 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 (2016-2017) John F. Germ**
- **Rotary District 5280 Governor ( 2016-2017) Greg O'Brien**

**Malibu High School Senior Sarah Brand, Recipient of Malibu Rotary Club Scholarship, Tells Rotarians About Her Plans**



**Malibu High School Senior Sarah Brand was the speaker at the Malibu Rotary Club meeting on May 24. She was the recipient of a Malibu Rotary Club Scholarship and will be a freshman at University of California at Berkeley this fall.**

It is the second week in a row the Malibu Rotary Club featured a recipient of a Malibu Rotary Club scholarship as a speaker. Last week a vocational scholarship was given by the club to Anthony Marron who will be using it to help pay his tuition at the Fire Fighting Academy at El Camino College.

Sarah Brand was born in Madison, Wisconsin when her mother was a student at the University of Wisconsin. Sarah's mother is now a Professor of Sociology at UCLA and Sarah said that she spent most of her earlier years going to various schools across the country as her mother went to graduate schools and took positions at various colleges. Moving around has given Sarah a sense of family. She didn't know what school she would be going to or her new friends at a new school but her family would always be there for her. She has lived in Malibu since she was in 6<sup>th</sup> grade.

At Malibu High School Sarah was Captain of Cheerleaders, ASB treasurer, and has been an outstanding student. Being Cheer Captain has helped her being a leader and being ASB treasurer has helped her in drafting a budget.

At Cal Berkley Sarah hopes to major in Sociology of Religion. She has always had an interest in sociology because of her mother, and has recently developed an interest in religion because of her boy friend, Keaton Brewster, who was one of the students the Malibu Rotary Club sent to RYLA camp in 2015 (see [Malibu Rotary Club Surfwriter May 20 2015](#)).. Keaton's father Jay is Professor of Biology at Pepperdine University and Keaton will be attending Abilene Christian University in Texas, which is an affiliate of Pepperdine University.

Malibu Rotarians were impressed by Sarah's poise and maturity and felt assured and proud that the club's scholarship budget went to a deserving young lady.

## **Other News and Guests at Last Malibu Rotary Club Meeting**

### **Rotary District Leadership Assembly**

**Malibu Rotary Club President Elect Bianca Torrence** was asking all them members of the Malibu Rotary Club board 2017-2018 to attend the Rotary District Leadership Assembly being held June 3 7:00 a.m. to 1:00 pm at the Carson Community Center, 801 E. Carson St. Carson, CA 90745. Information is on the Rotary District website: <https://portal.clubrunner.ca/50010/Event/district-assembly-1>

**Wanted: Club Leaders! All incoming club and District leaders are encouraged to attend the Club Leadership Assembly (formerly District Assembly).**

- Come away with the tools you need to be an effective leader and build a successful Rotary club.
- Focused sessions for all club positions and Avenues of Service
- Special guests from Rotary International
- A surprise or two in store!

Register by May 26 and save! Cost is \$40/person by May 26 and \$45/person after May 26.

Click on the "Register Now" link to sign up today!

Your login on the Rotary District site is the same as on our club website [www.Maliburotary.org](http://www.Maliburotary.org). Our site also has a link to the Rotary District site near the left top of the home page.

### 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 Perlmuter** of Malibu High School and **Amir Mohiuddin** of Calabasas High. We hope to have reports from them at the July 12<sup>th</sup> meeting of the Malibu Rotary Club.

### Guests

The only guest present was **Joy Arcenas** who is business partner of **Yuko** who gave a presentation to our club about the value of land in Lancaster where solar panel farms are being constructed. Joy commuted to the club from her home near Anaheim, and even without traffice that is about 90 minutes away. Joy has been to more Malibu Rotary Club meetings than some of hour members. She will by our speaker July 19, speaking on "The Greatest Shift of Wealth in the History of the World and The Greatest Land Rush."

## **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**

**February 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](http://maliburotary.org))

### **May 31 2017 Pete Allman and Alex Ayzin present 49 minute video “The Winds of Freedom” which they produced.**

Peter Allman is a film producer, journalist, talk show host, author of " Messages" and owner of Celebrity Scene News. This film about the peace process has intro by Leonardo Di Caprio

**June 3 2017 Rotary District Leadership Assembly in Carson** Rotary District Leadership Assembly being held June 3 7:00 a.m. to 1:00 pm at the Carson Community Center, 801 E. Carson St. Carson, CA 90745.

### **June 7 2017 Jeffrey Lipsius Talks about Selling To The Point®**

Jeffrey Lipsius applied his 35-years of experience in the selling profession to develop an new sales approach called "Selling To The Point". His award winning book, "Selling To The Point", teaches how salespeople can be coaches to improve their customers' decision process. He trains salespeople, presents keynotes, and conducts workshops about his new method for decision coaching.

"Be Your Customer's Decision-Coach"

Although I work primarily with salespeople, this talk is for anyone who desiring to elevate the decision-making quality of people we care about. Few experiences are more frustrating than when we give people perfectly good advice, but they don't take us up on it. This scenario has financial implications if you happen to be a salesperson. I have good news, the problem isn't always you.

Customers can get in their own way and their decision-making suffers. This presentation teaches the art of "decision coaching." You'll learn the elements of a good buying process and how to best influence it.

Topics this talk covers:

- The elements of higher quality decision-making. Common ways customers interfere, and what salespeople can do to improve it.
- How to apply performance-coaching principles to decision-making performance.
- How to increase customer receptivity and interest.
- Learn a new system for creating motivated customers who will follow through and remain loyal over time.

**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, featuring 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 Experience**

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.

**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.