



Malibu Rotary Club Surfwriter

November 3, 2010

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President Christopher Bauman

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Pictures by Dr John W. Elman

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- **Next Week Wednesday, November 10th, speaker will be Gary Darakjian at Malibu Rotary Club Meeting at 7:30 a.m in the Pepperdine University Fireside Room. Gary will talk about the SOS (Standing On Stone) organization headed by the Daniel and Hollie Packman, and the yearlong service they provide the community**
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- **Malibu Rotary Club Website:** www.MalibuRotary.org
- **Rotary International Website:** www.Rotary.org
- **Rotary District 5280 Website:** www.rotary5280la.org
- **Rotary District 5280 “Rotarians Doing Business With Rotarians” Website:** <http://yp5280.org/>
- **RI President (2010-2011) Ray Klinginsmith**
- **Rotary District 5280 Governor (2010-20 11): Doug Baker**

Jason VanaderPal
shows “how to improve your public speaking”



Jason VanderPaul began his career as a top salesperson for Guitar Center in 1997, when his ambition as a rock guitarist didn't make him the rock star he dreamt of being as a youth. In 2007 he became the manager of the flagship Guitar Center on Sunset Blvd, and recently has been moved up to the corporate office, which runs the Guitar Center's 200 stores nationally. When he is not doing that, he enjoys speaking, with his audiences ranging from the dozen or so attending the Malibu Rotary Club meeting on November 3rd, to audiences of over 30,000. The Malibu Rotary Club is the 101st Rotary Club he has spoken to.

He learned and honed his speaking ability attending Bill Gove Speakers Workshops, joining Toastmasters, and doing what musicians who want to be good do—Practice, practice, practice. Bill Gove (1912-2001) was known around the world as the father of professional speaking. He served as a corporate executive with Beechnut Manufacturing in the 1930's, and later joined the 3M corporation in the 1940's. Mr. Gove's extraordinary success created a strong demand for him as a speaker at corporate meetings and conventions around the world and encouraged him to develop “How to speak” workshops, which is where Jason VanderPaul learned the craft. The Bill Gove Speech Workshop, began in 1947 and continues to boast the most successful graduates in the history of the professional speaking industry, run since Bill Gove's death by his business partner, Steve Siebold.

“According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy.” –Jerry Seinfeld

Jason said he was forced into making a public speech in front of a national convention by his boss. At the time he didn't know what to do or say. Given time to prepare, he sought the help of professionals, which caused him to join Toastmasters and take the Bill Gove courses. He said the techniques he learned could be applied by anyone.

The speech should make a point—Tell a story. The technique with which to accomplish this is to recall several vignettes from your life that will help illustrate the point you are trying to make. You should practice reciting these vignettes over and over again, in front of a mirror, in front of friends, and wherever else you can, asking for critiques to refine these little stories. There can be one or more vignette to illustrate points you are trying to make in your speech, but practice several.

Jason said that often speakers are asked to speak for a certain length of time, and then the person who preceded them runs over. If, you were scheduled to speak for 30 minutes and you are only given 15 minutes, what do you do? Many people will deliver the same written speech, and just talk faster. This is not effective and does not connect well with an audience. Jason says that by using the vignette modules in a speech, each vignette is going to be delivered in the same rehearsed way not matter how long the allotted time for the speech. If there is less time he merely uses fewer vignettes, but what he does say is going to be delivered with the same practiced timbre, drama, tone, and speed, that he would have used for a longer talk.

Jason gave an example of the vignette style to make a point. When giving a presentation to employees of Guitar Center about how the company values integrity and honesty, and told the story (and it was delivered with much drama) about a lady that walked into the guitar store with an old guitar case a few years ago. She asked if she could speak to Jason privately, and they went into his office and opened the case, exposing a vintage Gibson guitar in excellent condition. The guitar had belonged to her father who had just died, and she wanted to sell the guitar, hoping to get \$1500 to help cover the funeral expenses. Jason tried to comfort her, and told her he would have to call his superiors to find out what he could do, and told her to wait in the next room while he contacted the person who knew about vintage guitars. When he reached the vintage guitar expert he was told to get out a screw driver and take the neck off the guitar. Then the voice at the other end directed him through a series of steps, performing a delicate surgery on the guitar which ultimately exposed a series of unique numbers and letters. Each time the voice on the phone asked about the position and identification of these serial numbers Jason replied affirmatively. The vintage guitar expert put Jason on hold while he talked to others in the corporation, finally coming back to tell Jason the value of the guitar and authorizing Jason to cut a check in that amount to the lady who was still waiting in the store. Finally, when the guitar was put back together, Jason called the lady to come back into his office and told her, “I have been authorized by my company to give you a check in the amount of the guitar's true value, \$35,000.” She cried and they hugged..

There is an addendum to the story. Years later a guitar collector was looking to complete his collection with that very guitar, and paid Guitar Center \$50,000 for it!

Jason said that top two mistakes people make when giving speeches are 1)they don't practice (rehearse), and 2) the speakers think they are teach when they should be entertaining.

When Jason changes from being a musician in a band to speaking in front of audiences large and small, many things remain the same. On the bandstand the musician has a list of songs he plans to perform in that set. When speaking on stage Jason has a list of vignettes he will recite to make a point. Some of the songs on the list might not be played by the musicians because of time constraints. Some of the vignettes in the speech might be deleted because of time constraints. In either case, the songs or vignettes will well rehearsed, and therefore the audience will be entertained.

Other News and Guests from Last Malibu Club Meeting

Malibu Club President **Chris Bauman** talked about upcoming Rotary Foundation Celebration at the House of Blues "House of Rotary" at the House of Blues Sunday November 7 at 2:00 p.m. In addition he passed around the food signup sheet for the SOS (Standing On Stone) Malibu Rotary Club Sponsored Thanksgiving Dinner at Webster School scheduled for 6:30 p.m. Thursday, November 18.

There was one visiting Rotarian **AJ Jackson**, who is an entertainment producer based in Salt Lake City, and who is a member of e-Rotary Club.

Jack Corrodi again introduced his daughter **Theresa Corrodi** and her friend **Kip Miles**, and Jack's son **Benjamin Corrodi**, who helped get Jack to the Rotary meeting.



Project TRIUMPH (Today's Revolution Is Understanding; Make Peace Happen) is a grassroots effort to bring Arab and Jewish teenagers together in the spirit of collaboration to build a shared vision for a peaceful future. The program was conceived by Ilan Magdali of the Newbury Park Rotary Club. It brought 10 teenage Arab and 10 teenage Jewish students

from Israel to a leadership camp in Simi Valley where they all learned to work together, develop leaders skills before returning to Israel to use what they learned back home. Most of us feel helpless in trying to find a solution to the constant war in the Middle East, but at least this program is trying to do something. Initially sponsorship of this program had been mostly from the Newbury Park Rotary Club and Rotary Clubs in District 5240 and private and corporate donors. Malibu Rotary Club was the first Rotary Club in Rotary District 5280 to support the project.

Pictured above are the students who were hosted in 2008 as they visited Malibu on their way to the leadership camp. Today the program no longer is bringing the students to the US. There is a partnership with the Rotary Club of Haifa and one in Italy to get Jewish and Arab students out of Israel to a place where they can learn to work together and apply this when they return to Israel. A new Pilot TRIUMPH project is being developed. It concentrates it's efforts on the students in the City of Acre in Israel as a year long program with Jewish and Arab students working together making a video documentary that strives for lifelong results. The new Pilot TRIUMPH project is a non-profit organization with Leon Berg, as its CEO.

If you would like to help with Project TRIUMPH you can contact Shoshana Brower at shobrower@gmail.com or Leon Berg at Leon.Berg@gmail.com.



Malibu Rotary Club Supports BioSand Filters in Ecuador

Malibu Rotary Club voted to send \$500 to the Rotary Club of Pontiac Michigan to help build and install BioSand Filters in Santo Domingo De Los Colorados, Ecuador. As was noted by Carol Cousineau, who, along with husband Ron brought the project to our attention, after installing the first BioSand filters in Ecuador (and pictured left), "That money would be matched by the next District Grant, which we have been assured we will get. So, for instance \$500.00 would become \$750.00.

The filters and two 5 gallon safe water containers per unit, cost around \$60.00 each, so a donation of \$500.00 would provide 12 families of five or more with 20 gallons of water each day - enough for drinking, cooking, brushing teeth, bathing and washing clothes! The filters are expected to last at least 50 years

without the need to add any expense except chlorine - available and inexpensive. That means each family will have more money to provide more nutritious food for their families, since they don't have to pay for propane to boil their water. It will mean more time to spend with their children, rather than boiling or foraging for firewood. With great improvement in the health of all the family members, fewer cases of diarrhea and stomach flu from bad water and parasites, the parents will better be able to hold down a job and provide for their families, children will be able to attend school more days and have a better future.

We are excited about this project because we anticipate that this is just the beginning. All over Ecuador, there are families struggling to survive, with a high infant mortality rate, because of bad water. This successful project will be a shining example and model. Rotary is the perfect vehicle for getting the word out about BioSand and accomplishing the goal of providing safe drinking water for the world. **BioSand** is one of the four methods of purifying water recommended for Third World Countries by the World Health Organization. (We have researched the others. Since they provide only a small amount of water for drinking, are small and ceramic, so more susceptible to breakage or deterioration, or adding so much chlorine that the people won't drink it, the concrete BioSand is by far the best choice for all but mountainous areas, where a more expensive plastic version of BioSand is an alternative.)”

For a while it looked like the matching grant process was not going to happen. When Malibu Rotarian Bill Wishard visited Ecuador in March, 2010, he was able to meet with Ecuador Past District 4400 Governor, Juan Prinz, to get project back on track.

Calendar

**Nov 7, 2:00 p.m. Rotary Foundation Celebration and Fund-raiser
“House of Rotary” Mardi Gras Event held November 7, at 2:00 pm at the
House of Blues, 8430 Sunset Blvd in Hollywood. \$75.00 per person**

**Nov. 18 , (Thursday 6:00 p.m.) Malibu Rotarians in conjunctions with SOS
(Standing On Stone) Sponsor, prepare, serve Thanksgiving Dinner for
homeless at Webster School.**

**January 11th (Tuesday, evening) The Malibu Rotary Middle and High School
Singing Competition will be held the evening of Tuesday, as a yet to be
determined location.**

More Calendar Next Page

Future Speakers at Malibu Rotary Club Meetings:

- **Nov 10 2010**
- **Gary Darakjian**
- **"SOS"**
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- **Nov 17 2010**
- **Jean-Marie Bontous**
- **"The Social Media"**
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- **Dec 8 2010**
- **Otis Bradley**
- **"Building "Green""**

Please see Malibu Rotary Club Website www.maliburotary.org for latest Calendar and future speakers