



*Award Winning*

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

**October 28, 2009**

Official Newsletter of the Rotary Club of Malibu  
**Malibu Rotary Club President Holmes Osborne III**

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

**Pictures by Dr John W. Elman and Rotary.org**

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- **Next Malibu Rotary Club Meeting in Fireside Room November 4: Sgt. Martin C. Fentress, Officer in Charge of the West Valley Community Relations, LAPD, speaking on " Future Growth of the Department and the Programs it Provides to Youth" at 7:30 a.m. Pepperdine Fireside Room**

- **Malibu Rotary Club Board Meeting November 11, 12:30 p.m. at Guido's Restaurant**
- **Check Calendar on Malibu Rotary website [MalibuRotary.org](http://MalibuRotary.org) for varied Rotary Activities in November—Only One Regular Rotary Meeting (Nov 4)**
- **Malibu Rotary Club Website: [www.MalibuRotary.org](http://www.MalibuRotary.org)**

**Rotary International Website: [www.Rotary.org](http://www.Rotary.org)**

**Rotary District 5280 Website: [www.rotary5280la.org](http://www.rotary5280la.org)**

**Rotary District 5280 "Rotarians Doing Business With Rotarians" Website: <http://yp5280.org/>**

**RI President (2009-2010) John Kenny**

**Rotary District 5280 Governor (2009-2010): Susanne Sundberg**

**Sanda Alcalay from Palisades Rotary Club: "Polio & Rotary's Goal to End it Once & For All"**



**Sanda Alcalay** was born in Milano, Italy and is a realtor for Sotheby's with an office on San Vicente Blvd in the Brentwood area. After she joined the Palisades Rotary Club in 2005 she jumped in with both feet, and is not only the Club President for 2009-2010, she'll do it again next year if no one else in her club steps up next month (sound familiar Malibu Rotarians?).

She was so impressed with Rotary's commitment to Polio eradication and the importance of the current last push effort "End Polio Now" campaign that she decided share her passion with others.

She is pictured here presenting an *End Polio Now* cap to Chris

Bauman, who was presiding over the Malibu Rotary Club meeting for Holmes Osborne.

Her presentation was interactive, with prizes awarded to correct answers that she asked, as well as for a drawing that she held (Fred won the drawing).

As most of us knew, Rotary's commitment to polio eradication started in the 1970's, when it was a major world problem, with millions of new cases each year. Now it has almost been wiped out, with only 642 cases reported in the world last year. Those cases were in 4 countries: Pakistan, parts of northern India, Nigeria and Afghanistan. In some of these areas leaders in the countries did not allow Rotary volunteers and the polio immunizations to take place for a variety of reasons, including the thought that immunization was a "Western conspiracy."

Now a combination of people and organizations are involved to finally rid the world of this disease. Besides Rotary International, the World Health Organization, UNICEF, the Bill and Melinda Gates Foundation, and various heads of state, including President Obama and the heads of state of the 4 countries involved with the immunization effort. In addition, while there are 3 strains of polio virus there is now one vaccine that protects against the 2 most common strains.

Sanda passed out a brochure about Rotary's \$200 Million Challenge (2008-12), and much of the most recent information can be found on the Rotary International website at [www.rotary.org/endorpolio](http://www.rotary.org/endorpolio). Some of that information is contained below.

Creative Rotary club and district fundraisers, together with the generosity of individual Rotarians, have propelled [Rotary's US\\$200 Million Challenge](#) almost to the midpoint in funding. As of 21 October, \$99 million has been raised for Rotary's challenge through efforts like these:

- The [Concert to End Polio](#) will take place 2 December, featuring world-renowned violinist Itzhak Perlman and the New York Philharmonic. Perlman is a polio survivor.
- An auction of more than 90 paintings in New Delhi raised \$40,000 for the challenge. District 3010 and India PolioPlus Committee Chair Deepak Kapur organized the event in collaboration with the Swiss Embassy and Dhoomimal Gallery.
- A concert organized by District 5230 (California, USA) featured eclectic jazz trumpeter and Grammy Award-winner Chris Botti. The event raised \$30,000 for Rotary's challenge, drawing about 1,400 Rotarians and others, including actor and director Clint Eastwood and his wife, Dina.
- Fourteen Major League Baseball teams provided support during the regular season, many donating portions of ticket sales. A game hosted by the Los Angeles Angels of Anaheim resulted in a \$20,000 contribution, a Cincinnati Reds game \$10,000, and a Kansas City Royals game \$7,500.
- The Rotary Club of Ry, Denmark, offered a car as first prize in a community raffle that garnered about \$8,000.

- District 3400 (Indonesia) organized a family fun day that featured a blood donation drive, aerobics workout, children's games, music, and a food and fashion bazaar, raising about \$5,800.
- Put Polio on Ice, a fundraiser sponsored by the Ontario Reign professional hockey team and District 5300 (parts of California and Nevada, USA), netted more than \$5,000.
- Posies to End Polio, sponsored by the Rotary Club of Saratoga Springs, New York, USA, garnered \$4,050 through sales of red roses at \$20 per dozen. The effort was preceded by a community forum featuring the Academy Award-nominated documentary *The Final Inch*; a talk by Ann Lee Hussey, chair of the [Rotarian Action Group for Polio Survivors and Associates](#); and a panel discussion involving local Rotarians who served during National Immunization Days in India and Nigeria, two polio survivors, and a health official.
- Members of the Rotary Club of Cheltenham, Gloucestershire, England, raised about \$2,110 by parking cars for visitors attending a vintage railway exhibition that featured the Hogwarts Express steam locomotive of Harry Potter fame.

"In the face of difficult economic times, Rotarians are heartily commended for their steadfast commitment and resourcefulness in reaching this milestone of support for global polio eradication," says Rotary Foundation Trustee Chair Glenn E. Estess Sr. "Rotary's challenge ends 30 June 2012. Let's push confidently ahead to reach our goal and help ensure that all the children of the world will be forever safe from this devastating disease."



**The government of Pakistan issued a postage stamp on 10 October promoting polio eradication.**

Rotarians and other members of the family of Rotary joined health workers in carrying out Pakistan's National Immunization Days (NIDs) 12-14 October, reaching a record 35 million children.

"It is the grassroots volunteer service that led United Nations Secretary General Ban Ki-moon to call Rotary the heart and soul of the polio eradication initiative," said International PolioPlus Committee Chair Robert S. Scott at a 10 October ceremony in Islamabad to inaugurate the NIDs. "Rotarians here in Pakistan are proud to be playing an active role in supporting the essential immunization activities that will lead us to victory over polio."

Rotary also helped promote the NIDs on billboards in several cities in a joint effort with Coca-Cola Pakistan.

Rotarians have encouraged the government to give strong support to ending polio. This advocacy effort helped lead to the decision in early 2009 to launch the Prime Minister's Action Plan for Polio Eradication. On behalf of Rotary International in August, Scott recognized President Asif

Ali Zardari with the Polio Eradication Champion Award for his outstanding support of a polio-free world. In October, President Zardari became an honorary member of the Rotary Club of Karachi Bay.

On 10 October, the government issued a postage stamp to help promote a polio-free Pakistan. The stamp depicts the late Prime Minister Shaheed Mohtarma Benazir Bhutto giving polio vaccine to Aseefa Bhutto Zardari, the daughter of Pakistan's president and Bhutto. Now UNICEF's ambassador for polio eradication in Pakistan, Aseefa Bhutto Zardari was the first child immunized in the country when it began its campaign against the disease in 1994. That year, 23,000 Pakistani children were paralyzed or killed by polio. In 2009, 62 cases were reported as of 20 October.

## **Highlights of Malibu Rotary Club Assembly October 21**

The October 21<sup>st</sup> meeting of the Malibu Rotary Club was a planning session for the club. There are several special dates in November and December which Malibu Rotary Club members are encouraged to attend and as a result there are going to be fewer regular Wednesday morning Malibu Rotary Club meeting.

The special dates and activities include the following District events:

### **District Breakfast November 10**

The second District Breakfast of the year will feature guest speaker Jean Irwin, a 1989 Ambassadorial Scholar and educator. The Ambassadorial Scholarship Jean received allowed her to research reading and deafness and receive her Master's Degree from Nottingham University, England. Not only has Jean been teaching reading skills to deaf children from pre-school through Grade 12, but also she coordinated a grassroots effort that led to the passage of state-wide Nevada legislation requiring testing of hearing mandatory before a baby leaves the hospital. Come hear Jean talk about how Rotary not only changed her life, but also changed the lives of so many others.

**Event Details:** Tuesday, November 10, 2009. 7-9:00am, Westin LAX Hotel, 5400 W. Century Blvd., Los Angeles

**Early Registration: \$30 (by November 2, 2009)**

**Late Registration: \$35**

Register today by sending the [REGISTRATION FORM](#) and payment to the District Office.

## Christmas Train Toy Collection

The Christmas Train is in need of donations of gifts for children. This annual project, headed by the Rotary Community Alliance (RCA) and District 5280 youth, will be collecting and sorting toys to send on the Christmas Train to Tecate, Mexico and Camp Pendleton.

**Please bring unwrapped items to the November 10th District Breakfast.** For more information, contact Pat Bennett at 310-645-9610 or Marie Fremd at 323-262-1101 x228. Thank you for helping to light up the lives of children!

[Toy Collection Flyer](#)

[Christmas Train Wish List](#)

## P.R.L.S. November 14

Save the Date! P.R.L.S. - "Pathways to Rotary Leadership Seminar". Saturday, November 14 at the Hacienda Hotel in El Segundo. Learn from District 5280 Rotary Leaders: Basic Public Speaking, Communications, Effective Meetings and Goal Setting, Leadership with Vision, Rotary, Your Club and You and The Rotary Foundation. This session is especially for Presidents-Elect. PRLS is an educational forum for District and Rotary Club leaders, new Club members and ALL Rotarians.

[PRLS Flyer](#)

Malibu Rotary Club President Holmes Osborne will be attending this activity.

## USC/UCLA Rally Nov. 20

The 59th Annual USC-UCLA Rally is set for 11:00am on Friday, November 20, at the Bonaventure Hotel downtown. Pete Carroll will accept the District 5280 partnership award for A Better LA from Governor Susanne and Vicki Radel.

Your four hosts encourage clubs to go dark and hold their weekly meeting at the rally. If a club goes dark and purchases at least one table (10 seats), the club president will be included in the program.

Reservations begin on October 20-exactly one month before the event. Stay tuned next week for details on how to make reservations and the cost per person.

Join your friends, bring your camera and have a blast. Everyone will be there, including the USC Marching Band, cheerleaders and players. If you've attended before, you'll know why this is the most popular Rotary Meeting all year. And you'll rub your eyes in disbelief when you see Traveler gallop through the hotel. Yep! Traveler will be there.

Link to [USC/UCLA Rally flyer](#)

On November 11<sup>th</sup> Malibu Rotarians are invited to attend the Veterans Day Celebration event at 11:00 a.m. at Pepperdine's Hero's Garden in front of Grazedio Business Center.

At 12:30 p.m. on November 11<sup>th</sup>, there will be a special Malibu Rotary Club Board lunch meeting in the private back room of Guido's Restaurant on Cross Creek Road in Malibu.

In addition on November 19<sup>th</sup>, the members of the Malibu Rotary Club in conjunction with honorary Rotarian Holly Packman and her SOS group sponsors a Feed The Homeless Thanksgiving Dinner the week before Thanksgiving at Webster School. Malibu Rotarians and other volunteers prepare and serve food.

As a result of all these November events there will only be one Malibu Rotary Club meeting held during the month of November. There will a Malibu Rotary Club meeting on November 4<sup>th</sup>, but no other Malibu Rotary Club meetings for the remainder of the month.

There were several other topics discussed at the Malibu Rotary Club meeting of October 21<sup>st</sup>.

### **Coffee Fund Raiser**

John Elman received a bag of coffee and literature from the Rotary Club of Cape Girardeau, MO about an ongoing fund raiser offered by an organization whereby Rotary clubs can raise money for the local club as well as Rotary Foundation Donor Advised Fund for Clean Water for Coffee Producing Countries. John gave the bag of coffee to Geoff Ortiz, who was give it to his wife Michelle, who was designated as the official Malibu Rotary Club Coffee Taster, for her experienced palette for this beverage. More information on this program can be found at the website: <http://www.fiveforwater.org>;

*The site indicates: Five for Water and Green Mountain Coffee are pleased to announce an opportunity to raise money for your local Rotary Club and clean water initiatives worldwide. The program is specifically designed so that a significant percentage of the proceeds go to Rotary.*

*Featuring a selection of Fair Trade Certified and organic coffees, this program will provide revenue for your local Rotary Club, Rotary International and The Rotary Foundation's Clean Water for Coffee Growing Countries Donor Advised Fund.*

*Rotary Clubs can purchase coffee at a wholesale rate and then use the coffee for a club fundraiser, sell it to club members for personal use or both!*

*If purchased online, these coffees (with shipping costs) would be approximately \$10.50 per bag. Through this program, a bag is available for \$10 and provides:*

- \$3 to your individual Rotary Club*
- 25¢ to the Donor Advised Water Fund at The Rotary Foundation*
- Approximately 32¢ to Rotary International*

*More information is available on a brochure that can found at the following link:*

<http://www.fiveforwater.org/files/FUNDRAISING%20OPPORTUNITY.pdf>

### **Malibu Rotary Club Joing Biosand Filters in Ecuador Project**

Malibu Rotary Club President Holmes Osborne discussed the possibilities of Malibu Rotary Club getting involved in Rotary International projects. Discussion went to the presentation given to the Malibu Rotary Club the previous month by Ron and Carol Cousineau from Bloomfield Hills, Michigan brought a Biosand project back from Ecuador in October 2008. Information about this can be found on the Malibu Rotary Club website at

<http://www.clubrunner.ca/CPrg/home/storyitem.asp?cid=2529&iid=116486>

The Cousineaus, who are members of the Pontiac Michigan Rotary Club, and have partnered with Rotary Club Tsachilas of Santo Domingo de los Colorados, Ecuador (District 4400), and were looking for more US Rotary Club partners. Following the Malibu Rotary meeting of October 21, Margo Neal e-mailed, Ron and Carol and received the following reply:

**Hi, Margo, and John and William and Club Malibu members,**

**What wonderful news! We are delighted to have you join us with great hopes for the future of Rotary/ Biosand in Ecuador! We are leaving for Ecuador, as I said, in two weeks (Nov. 5 - 16) One or both of us will be returning to CA January 23 - Feb. 6 to help with the two babies when Allison's husband Matt returns to Myanmar for two weeks. (He has his airline tickets). So I (we?) will be able to show you what we did on this trip in late January early February!**

**Some of things we plan to do while there:**

**1. I will oversee the training of, hopefully, 115 families including children four years old and up, and teachers and maintenance persons from 35 of the 70 rural schools, who will be receiving filters shortly. The monitors we trained will conduct the training which includes complete Biosand ownership information and extensive hygiene and sanitation education with my introductions and conclusions. I edited my CAWST training material intended for trainers for them with great Hispanic graphics. CAWST is The Center for Affordable Water and Sanitation Technology in Calgary Canada, which is the center for all BioSand training and information. I will be there to make sure they have everything they need (projector etc.), it goes well and meet the people. To keep their attention focused on the material, I give away prizes to children and adults if they know the answers to questions we ask periodically throughout the presentation.**

**2. We hope to meet the other Rotarians from Club Los Chillos, Quito, the capitol of Ecuador, who agreed to act as contacts for our grant. One is el Presidente and the other, a woman member of his club. Rodrigo Ortiz is from Santo Domingo Club Rotario Tsachilas. We know there are seven Rotaries who would like to have Biosand projects. We would like to meet as many as possible and find out how we can help them.**

**3. We want to visit homes and find out how the health has improved of the families and schools which have received filters (about 40 - 50 by the time we arrive). We will meet with Dr. Meno and Diana Moncayo, the director of the university clinic, who has contacted us that she is willing to**

help us when we arrive, to see what they have observed and how they can help in the future, after we leave.

4. Ron will be setting up the book keeping necessary to keep careful records of all expenditures so that Rotary's demands will be met. The charity in Ecuador has received partial payment of the grant and our micro business is now building filters for Rotary!

5. We made many friends there who are helping with this project and it will be good to see them again and reconnect with them, strengthening our project.

As far as what you can do to join our project:

First, I guess you need to decide how much money you are able to donate to the project and then how involved a member(s) of your club might like to get. If anyone would care to join us on this trip, they would be able to learn first hand what is going on. Perhaps they could make contact with another Ecuadorian club, or we could for you, and you could become lead club champions for a new project. (One of your members asked us to find out about adopting an Ecuadorian child to join his large happy family! He could accomplish both!) If no one is so inclined, you can join us in our Santo Domingo project. We are fundraising now for the second half of our project, another 150 filters for the second half of the schools and families.

Thank you for your confidence in us. We won't disappoint you.  
Your new Rotary Partners,  
(Ron) and Carol, Club Pontiac

## Other News and Guests from the Last Malibu Rotary Club Meeting

**Chris Bauman** said he had been contacted by member of Pepperdine Rotaract and other student organizations about a Live Art Show Auction, in which local artists create art at the event and then auction it off charity. Chris suggested having the Malibu Rotary Club sponsor 2 Malibu High School art students to enter the event.

**Geoff Ortiz** told us that Pepperdine **Rotaract President Maurice Collins** attended the Rotary District Youth Seminar the previous Sunday. Geoff also announced the opening of a new musical that opened at Malibu Stage. **I LOVE YOU, YOU'RE PERFECT, NOW CHANGE** opens **October 30, 2009** at the Malibu Stage Company in Malibu, which runs through **Sunday, November 22, 2009**. Shows are Fridays and Saturdays at 8 PM and Sundays at 5 PM. Tickets for all shows are \$35.00. RESERVATIONS via credit card at Brown Paper Tickets: [www.brownpapertickets.com](http://www.brownpapertickets.com)

Only guest at Malibu Rotary Club meeting of October 28 was **Kevin Bolling** who manages Universal Waste Systems ([www.uwscompany.com](http://www.uwscompany.com)) that serves a large area extending from Riverside County to Ventura County, including the San Fernando Valley and Malibu in Los Angeles County. He lives in Newport Beach in Orange County. He was making his third visit to the Malibu Rotary Club, and was formerly a member of a Rotary Club in Riverside.

# PROJECT TRIUMPH



*Project TRIUMPH program was conceived by Ilan Magdali of the Newbury Park Rotary Club. The program 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 Mid East, but at least this program is trying to do something. Sponsorship of this program has been mostly from the Newbury Rotary Club and Rotary Clubs in District 5240. Malibu Rotary Club was the first Rotary Club in Rotary District 5280 to support this project. One of Project TRIUMPH chair people, Frances Fuji, wrote about the status of the program for this year*

“In light of the current economic climate and more challenging environment for securing grant monies, instead of hosting students this year, we are taking the opportunity to strengthen infrastructure in Israel and to establish collaborative relationships with aligned organizations.

Upon our request, Shaul, from the Rotary Club of Haifa, provided us with a budget and proposal to hire a part-time facilitator to be responsible for year-round support of both new Project TRIUMPH students and alumni. We are sending money to contribute to the facilitator’s salary, and she has already begun meeting with the kids there.

We are excited about prospects for 2010 and beyond (the plan is to resume bringing kids over in 2010, assuming that we can raise enough funds in 2009) and believe we will emerge from this fallow year with an even stronger, more well-rounded and promising program than ever before.”

# Calendar

**Next Malibu Rotary Club Meeting in Fireside Room November 4:  
Sgt. Martin C. Fentress, Officer in Charge of the West Valley  
Community Relations, LAPD, speaking on " Future Growth of the  
Department and the Programs it Provides to Youth" at 7:30 a.m.  
Pepperdine Fireside Room**

**For rest of November:**

November 2009						December
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b> Sgt. Martin C. Fentress, LAPD	<b>5</b>	<b>6</b>	<b>7</b>
<b>8</b>	<b>9</b>	<b>10</b> Rotary District Breakfast	<b>11</b> Malibu Rotary Board Meeting at Guido's No Rotary Meeting	<b>12</b>	<b>13</b>	<b>14</b>
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b> No Malibu Rotary Meeting Today	<b>19</b> Thanksgiving Dinner for Homeless	<b>20</b> Rotary USC- UCLA Lunch at Bonaventure	<b>21</b>
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b> No Malibu Rotary Club Meeting Today	<b>26</b>	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b>					