

The Award Winning
Malibu Rotary Club Surfwriter

October 30, 2013

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, Kate Rosloff and Rotary Rose Float Committee

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

- **Next Malibu Rotary Club Meeting November 6 at noon (with Fellowship starting at 11:30 a.m.) in LC152 at Pepperdine Drescher Campus. Speaker will be Kim Rusell in a program we are calling “And Then There Were Eight.” Kim and her husband Michael Rusell have 3 children of their own. The number of their children grew suddenly to 8 when they agreed to take care of the 5 children of a single mom who died shortly after being diagnosed with lung cancer.**
- **Last Week Meeting Oct 30 Kate Rosloff Tells Us About the Rotary International Float in for the 2014 Rose Parade (and those before)**
- **Letters to the Editor**

- **November 13, 2013 Speaker will be Karen Farrer and Advocates for Malibu Public Schools**
- **Malibu Rotary Club Holiday Party December 11, 2013**
- Check [Calendar](#) on Malibu Rotary website MalibuRotary.org
- Malibu Rotary Club Website: www.MalibuRotary.org
- Rotary International Website: www.Rotary.org
- Rotary District 5280 Website: www.rotary5280.org/
- Rotary District 5280 “Rotarians Doing Business With Rotarians” Website: <http://yp5280.org/>
- RI President (2013-2014) Ron D Burton
- Rotary District 5280 Governor (2013-2014): Doug Baker
- Assistant Governor for Malibu Rotary Club: Alice Mantean (2013-14)

Kate Rosloff Tells Us About the Rotary International Float in for the 2014 Rose Parade (and those before)



Kate Rosloff has 30 years of experience, with her business KR Associates, a non-profit consulting practice, assisting charitable organizations and non profit consultants develop their capacity and expand their reach through targeted and strategic support with such diverse issues as the arts, health, homelessness, and higher education.. She has been a member of the Rotary Rose Parade Float Committee for four years and is Secretary and chair of the Media and Public Relations sub-

committee. She is also a member of the Culver City Rotary Club following membership in the LA 5 Rotary Club where she served on numerous committees and as a Sergeant at Arms.

Kate was at the October 30th meeting of the Malibu Rotary Club to show, via slide presentation, and tell, with her experience working on 18 Rotary Rose Parade floats, not only about the 2014 Rotary Rose Parade float, but about the history of Rotary floats in the parade, why Rotary has a float in the Rose Parade, how volunteers participate, how floats are designed and built, how much they cost, and who pays for them.

Much of what Kate had to say and the pictures she showed can be seen on the Rotary Rose Parade Committee's

website

<http://www.rotaryfloat.org>.

The Committee has entered a float in the Rose Parade every year since 1980. Floats were also entered in 1966, 1946, 1942, and 1927. The 1942 Parade was cancelled due to the start of World War II.

The image to the left is



the first Rotary Float, appearing in the 1927 Rose Parade.

Each year the parade has a theme, and the float has a theme. The 1927 theme of the Tournament

of Roses was "Songs in Flowers".

At the 2013 parade the float theme was "All the Places We Go", and featured a central world globe representing the community and global service contributed by



Rotary's

international network of 1.2 million volunteers. As the globe spun and gears turned, lotus and cherry blossoms and giant origami "peace cranes" informed the millions of parade viewers around the world of Rotary's commitment to peace.

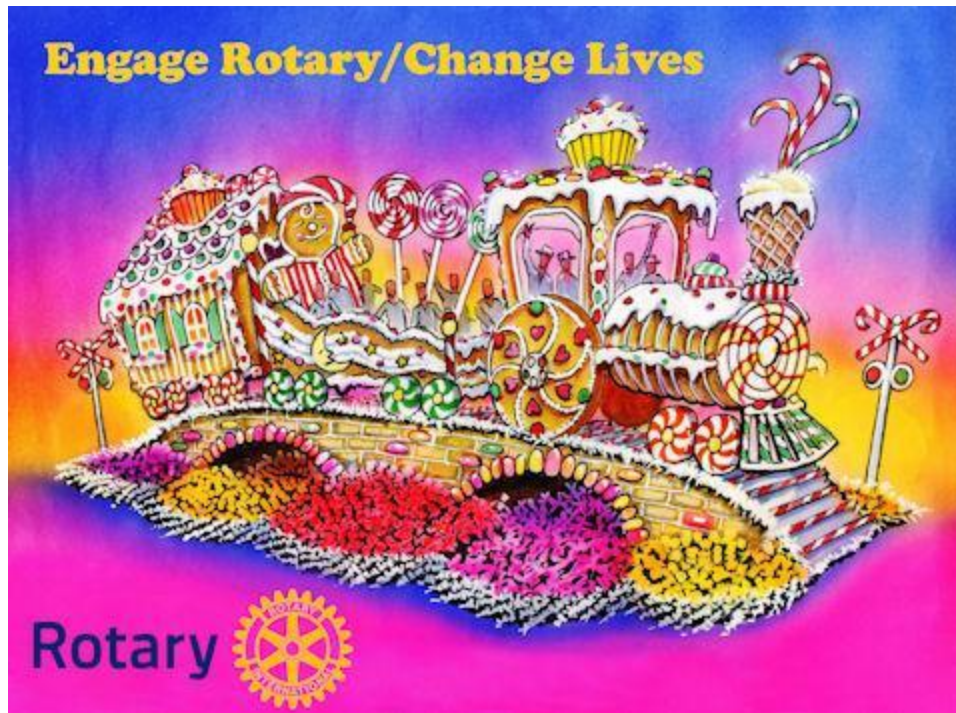
Float riders were chosen as recognition of their outstanding humanitarian service. This year's participants include Rotary International President Sakuji Tanaka; Rotary member Paul Geisel from Texas, whose late grand uncle Theodore Geisel (Dr. Seuss) authored *Oh, the Places You'll Go*, which is the basis for this year's overall parade theme; and retiring Los Angeles County District Attorney Steve Cooley. In addition to people riding on the float there are also several "out walker," people walk in the street next to the float. They Out Walkers are all Rotary volunteers from the 13 Rotary Districts that support the float.

The annual entry of a Rotary Float was a local idea. While watching the 1979 Pasadena Rose Parade on Television, [Jack Gilbert](#), who was President of the Wilshire Rotary Club, in Los Angeles, California, and subsequently chairman of the Rotary Rose Parade Float Committee, had an idea. Rotary would be celebrating its 75th Anniversary in 1980. Jack believed that by entering a float in the 1980 New Year's Day Rose Parade, Rotary could communicate its message, "Service Above Self" to millions of people worldwide.

Jack shared his vision with other Rotarians, who supported the idea. Seven Governors in Southern California agreed to underwrite the cost of the float and make up any shortfall not covered by Club contributions. Fortunately, the Clubs contributed \$35,000 which covered the full cost of the original float.

This first Tournament of Roses experience lead to the formation of the Rotary Rose Parade Float Committee which now receives contributions each year from approximately 8 Rotary Districts and an additional 700 Individual Rotary Clubs to fund the float. The Committee has entered a float every year since 1980. The Rotary float always has been and will continue to be a self funded project, separate from any funds that go to Rotary International or the Rotary Foundation.

Over 300 million people see the Rose Parade New Year's Day. The Rose Parade is seen by an estimated U.S. audience of 39 million people and an estimated international audience of millions more. The Pasadena Police Department estimates that approximately 700,000 spectators view the Rose Parade in person. Another 160,000 visit the Parade Float Decorating Sites and/or the Post Parade Float Viewing Area where the floats are on display for two days.



About half the floats in the Rose Parade are designed and constructed by one professional float building company, Phoenix Decorating Company, and that is the one that the Rotary Rose Parade Float Committee uses.

Using the RI President's theme of "Engage Rotary/Change Lives": and the Rose Parade Theme of "Make Dreams Come True" the 125th Rose Parade will do this for Rotary by achieving its dream of ending polio. The professional floater maker does the float design based on these themes, engineers the float, the scaffolding. This is done by July. Kate describes the Rotary float done by Phoenix Decorating Company as a modest float, and costs about \$85,000. Sign ups start for the volunteer final decorations start on September 10 and are filled in 2 weeks. Thousands of Rotary volunteers come to Pasadena from around the world to help with the final decorations, gluing flowers and sticking little vials of flowers on to the paper mache like base of the float.

. Besides the publicity the day of the Parade, KTLA which always has continuous broadcasts of the Rose Parade on New Years Day with Stephanie Edwards and Bob Eubanks as commentators, also has morning stories about the floats the week before the parade.

On the Rose Parade Committee's website there is a message from Ron Burton, Rotary International President 2013-2014:

“The Annual Tournament of Roses Parade provides a great opportunity to reach millions of people with the message of Rotary's commitment to service and dedication to peace. This is a unique public relations opportunity and one that depends on your support.

Rotary's participation in the Rose Parade depends entirely on upon the voluntary contributions of Rotary clubs in the United States, Canada, and the Caribbean to the multi-district Rotary Rose Parade Float Committee. The members of this committee and all the volunteers who participate are to be commended for their dedication and talents who have made this effort so successful year after year.

The 2014 Tournament of Rose theme is "Dreams Come True." The Rotary float will be designed to blend this idea with the 2013-14 theme "Engage Rotary – Change Lives" in a way that captures the ideal of Rotary service. The Pasadena Tournament of Roses estimates that the parade is seen by 40 million people in the United States and 300 million people internationally in more than 150 countries. What a wonderful audience to reach with Rotary's message!

I ask you to support this effort in whatever way you can.”

--Ronald Burton

Guests

Guests at the October 30 meeting included several returning visitors. From the Rotary Club of Pontiac Michigan were **Ron and Carol Cousineau**, who were in town visiting their daughter and newest grandchild. The Malibu Rotary Club had contributed to a BioSand Water Filter project in Ecuador that was arranged by the Cousineaus. Another active visiting Rotarian who has visited us many times before is **Mike Hebert**, a member of the Thousand Oaks Rotary Club, and owner of the Postal Annex on Trancas in the west end of Malibu, who told us that when he was visiting China, he was surprised when he found a Rotary club there--a communist country. Visiting that Rotary club he discovered that people who lived there were not allowed to be Rotarians, but the Rotary club was created for the people who worked there who were from other countries, and other visiting Rotarians like Mike. The final guest was **Michael Omary**, a local building contractor, who like RainCatcher, has a rain water

collection and storage system, Michael's water Wells System, to use in homes that he builds in Malibu.

Letters to the Editor

Editor's Note: Following Receipt of the October 23, 2013 issue of The Malibu Rotary Club Surfwriter which announced the induction of new members of the Malibu Rotary Club by Rotary District Governor Elsa Gillham, who gave everyone "End Polio Now" pins as she described Rotary's final polio eradication push, I received the following two e-mails.

From Julie Jenkins Last Year's Rotary District Assistant Governor--a polio victim- and was in charge of having clubs get the word out that October 24 was World Polio Day

Thank you for continuing to send me the Malibu Club's weekly newsletter, which I always enjoy reading.

5 new members! Fantastic!

I also would like to share a little information on the current status of polio:

Year to date: 301 cases (nearly 80 more than all of 2012)

Endemic countries only 103

Non-endemic countries 198.

The outbreak in Somalia (174 cases) has bled into Ethiopia (6), Cameroon (1), S. Sudan (3) and Kenya (14).

So close—but much left to be done.

Best,

Julie

From Rotary District Governor Doug Baker

John,

While I enjoy all issues of the newsletter, the emphasis and obvious pride of inducting your new members was particularly wonderful to see. Sounds also like DGE Elsa did an excellent job in her presentation (no real surprise there, but kind of you to note)!



Doug Baker

District 5280 Governor 2013-2014 & 2010-2011

Paul Harris Society Chair 2012-2014

dgdougbaker2013-2014@dwbaker.us

Malibu Rotary Club Holiday Party December 11, 2013

Maggie Luckerath has worked with Bill Krenz for a place and menu for the Malibu Rotary Club Annual Holiday Party to be held at 6:00 p.m. at the Malibu West Clubhouse, on the beach at the corner of Trancas and PCH in Malibu

Price of \$35.00/person not including alcohol BYOB includes the following dinner menu and amenities:

Besides a personal RSVP to Maggie at Malibu Rotary Club, e-mail or phone call, and giving check to Hubert for \$35.00 per person, you can also RSVP for you and your guest(s) on www.Maliburotary.org and mail check.

Karen Farrer and Advocates for Malibu Public Schools at Malibu Rotary Club Meeting November 13, 2013

Please join us for an informational presentation from Advocates for Malibu Public Schools (AMPS) about the movement toward an independent, locally controlled Malibu Unified School District.

Much progress has been made to date. Come learn about the process, the timeline and the benefits of forming and controlling our own school district.

Please bring your questions, concerns, ideas. Hoping you can attend and learn more about AMPS.

Editor's note: Neither the editor of the Malibu Rotary Club Surfwriter nor the Malibu Rotary Club takes a position on the separation of the district but are for open debate and providing a public forum so the facts can be stated by all parties involved.

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

(All Malibu Rotary Club meetings are at 12:00 Noon in LC 152 at the Pepperdine Drescher campus Villa Graziadio Executive Center unless otherwise noted)

Nov 06, 2013

Kimberly Rusell

"And Then There Were Eight"

Kim and Michael Rusell have 3 children of their own. The number of their children grew suddenly to 8 when they agreed to take care of the 5 children of a single mom who died shortly after being diagnosed with lung cancer. Kim's moving story will be told at the October 2 Malibu Rotary Club meeting at noon in LC 153 of the Pepperdine Malibu Graadio Graduate campus.

Nov 13, 2013

[Karen Farrer](#)

"Advocates for Malibu Public Schools (AMPS) "

Please join us for an informational presentation from Advocates for Malibu Public Schools (AMPS) about the movement toward an independent, locally controlled Malibu Unified School District.

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Please bring your questions, concerns, ideas. Hoping you can attend and learn more about AMPS.

Nov 20, 2013

[Susanna Brisk](#)

"Malibu Mom"

Author, actor and blogger Susanna Brisk, will stop by to discuss her book "I'll Be The

Death of Me." A funny, raw and searingly honest memoir, Susanna will address topics including parenting with a mental illness, surviving your family of origin and finding your creative self, even while there are small people in your midst who require lunch.

For more information about Susanna and her book visit www.malibumom.com and <http://amzn.to/13y1tjq>.

November 21, 2013

Malibu Rotary Club Sponsors Thanksgiving Dinner for Homeless with SOS at Webster Elementary School 6:00 p.m.

Malibu Rotarians prepare and serve dinner for homeless in conjunction with SOS at John L Webster Elementary School, 3602 Winter Canyon Road, Malibu, CA 90265.

Dec 11, 2013

Malibu Rotary Club Holiday Party (no meeting at noon)

"Evening Holiday Party at Malibu West Club House PCH at Trancas in Malibu (no meeting at noon)"

Dec 25, 2013

Christmas Holiday (no meeting)

"Christmas Holiday (no meeting)"

Jan 01, 2014

Happy New Year (no Rotary meeting)

"Watch the Rotary Float in the Rose Parade"

Jan 14, 2014

To Be Announced

"Rotary District Breakfast"

District 5280 Breakfasts are held at the Westin LAX Hotel, 5400 W. Century Blvd., Los Angeles, CA 90045. Registration opens at 7:00 a.m. Free self-parking is available in the hotel parking structure. Valet parking at Westin Hotel rates.

