

*The Award Winning*

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

October 26, 2016

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President of Record Bill Wishard

Malibu Rotary Club President of the Month (October) John W Elman

Malibu Rotary Club President Elect Bianca Torrence

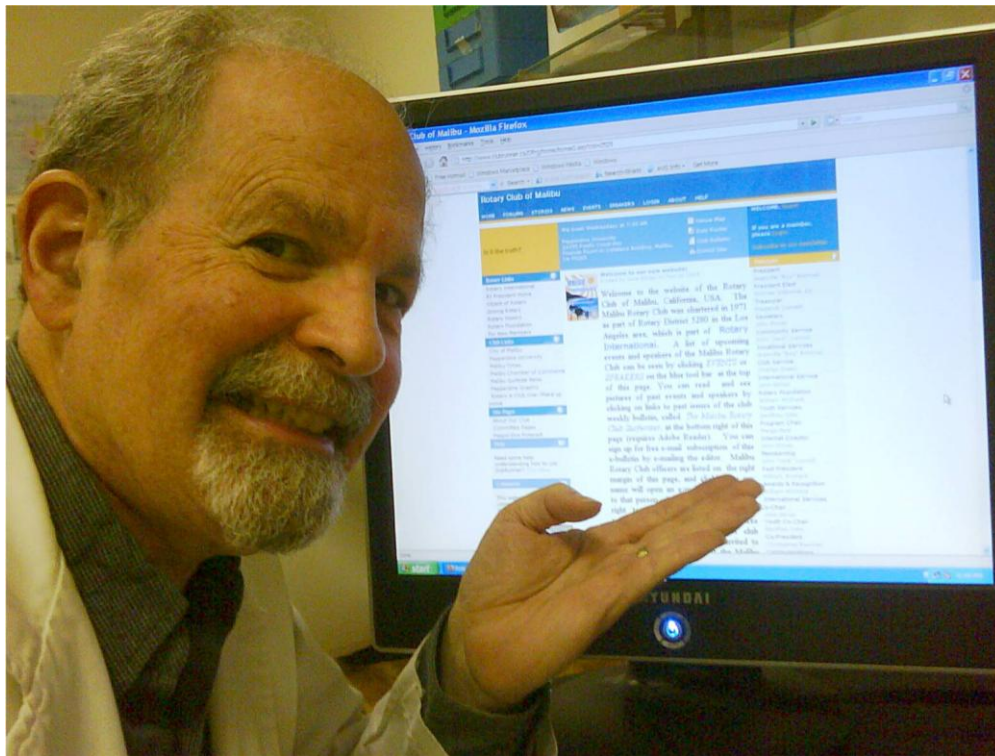
Edited by Dr. John W. Elman

Pictures by Dr. John W. Elman, Bianca Torrence, Carlye Rudkin and Teresa LeGrove

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

- Last Week: John Elman tells club members “Don't Ask Me Again--Use ClubRunner for Communication and Answering Club Questions”
- Next Week: Regular Malibu Rotary Club Noon Meeting in LC 152 on the Pepperdine campus—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

## **John Elman tells club members “Don't Ask Me Again--Use ClubRunner for Communication and Answering Club Questions”**



**John W. Elman is the President of the Malibu Rotary Club this month. He also has been the webmaster for the Malibu Rotary Club ClubRunner website, which can be accessed at [www.MalibuRotary.org](http://www.MalibuRotary.org). At the October 26 meeting of the Malibu Rotary Club John showed and explained how the ClubRunner site is an invaluable tool that can be used to correspond to other Rotary Club members and district leaders.**

John Elman has addressed the Malibu Rotary Club members several times about the usefulness of the Malibu Rotary Club ClubRunner website, both for visitors inquiring about the club, and for members. It tells when and where the club meets, and the first story in the middle section always talks about the speaker of the next meeting. John showed how anyone in the world can see the Malibu Rotary Club events and speakers calendar by just going to the Malibu Rotary Club website (by typing “MalibuRotary.org” into his/her browser address bar). “MalibuRotary.org” is the website domain name and typing that in the browser will forward to the website hosted by ClubRunner, and the address bar will be changed to <http://portal.clubrunner.ca/2529> and take the user to the Malibu Rotary Club Home page. The home page is important to visitors and members alike and an image of it is below:



**Figure 1-Malibu Rotary Club Home Page**

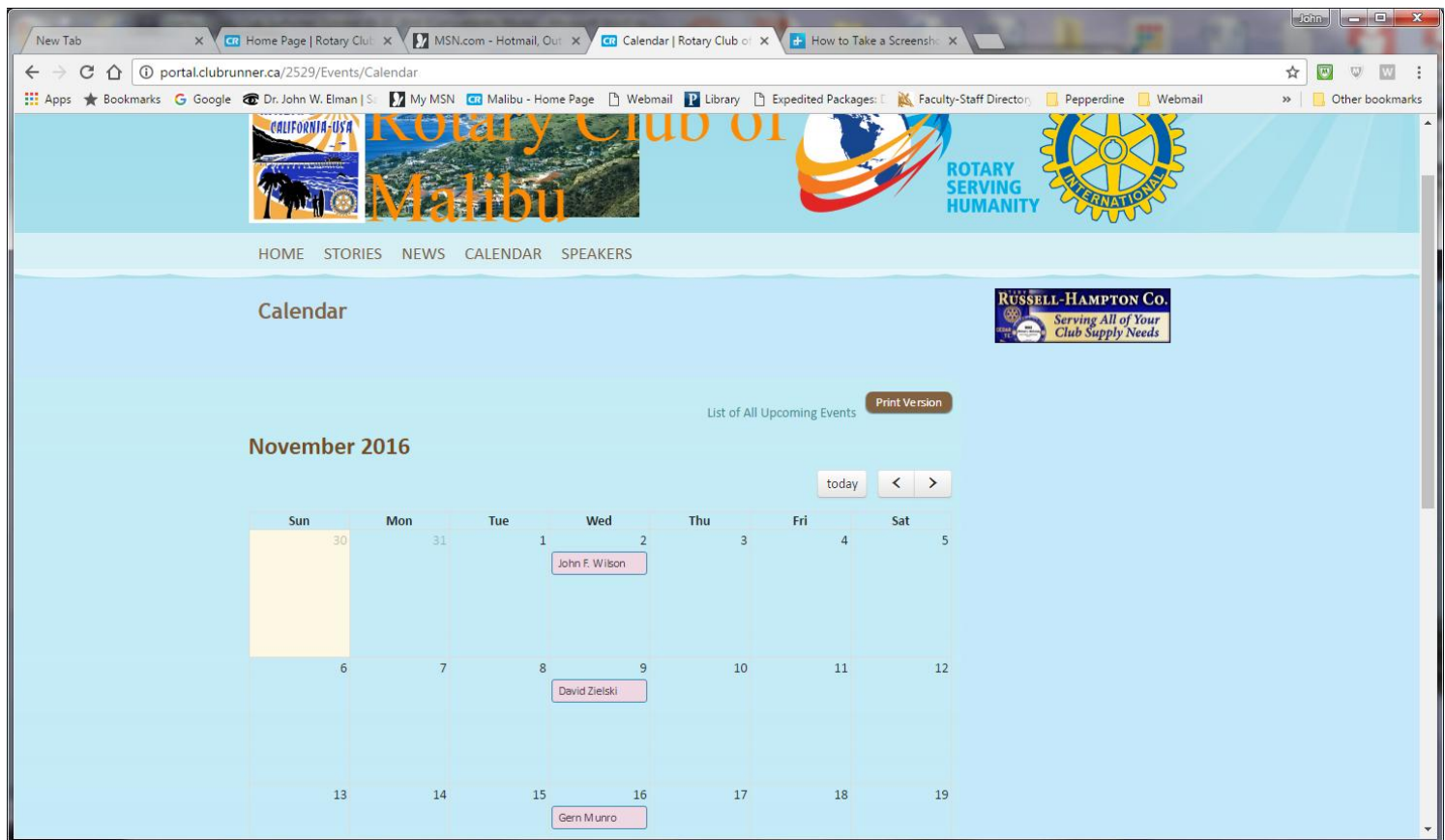
The right side of the home page has a list of all the Club Executives and Directors. Any visitor to the website can send an e-mail to any list Club Executive or Director by clicking on the person's name and filling out an online form. The visitor contacting the Club Executive or Director does not see the Club Executive or Director's e-mail address, but when the Club Executive or Director receives the e-mail they will see and can respond to the sender's e-mail address.

John says that members who have potential speakers often ask him "Which days are available for him to speak?" John typically replies "Just go to the Calendar on the Malibu Rotary Website and they can have the first available Wednesday."

For years the question has been the same and the answer has been the same.

There are some parts of the website that aren't easy to use, but finding and using the calendar is not one of them. Everyone should be able to see and use the Calendar.

Just below the large letters “Rotary Club of Malibu” on the home page, are the words “HOME” “STORIES” “NEWS” “CALENDAR” and “SPEAKERS”. Clicking on “CALENDAR” will take you to the present month’s Malibu Rotary Club speakers and events Calendar. The CALENDAR November 2016 is in the image below.



**Figure 2—Malibu Rotary Club Calendar**

On the right side of the calendar there is the word “today” and the symbols “<” and “>”. Clicking the “<” takes you to past months and click “>” takes you to future months. While most dates on the calendar are blank all the Wednesday dates for the month of November have names on them. Those are the speakers scheduled to appear on those dates and clicking on the names will (if more information was given to John while booking the speaker) details about the speaker’s topic.



Clicking on “SPEAKERS” instead of “CALENDER” will show details of the speaker for each date, but won’t show blank dates. Something new of the top of the home is “Search bar.” John has found the Search bar isn’t as valuable and accurate as the “Archive” link.

On the left of the home page is also this paragraph:

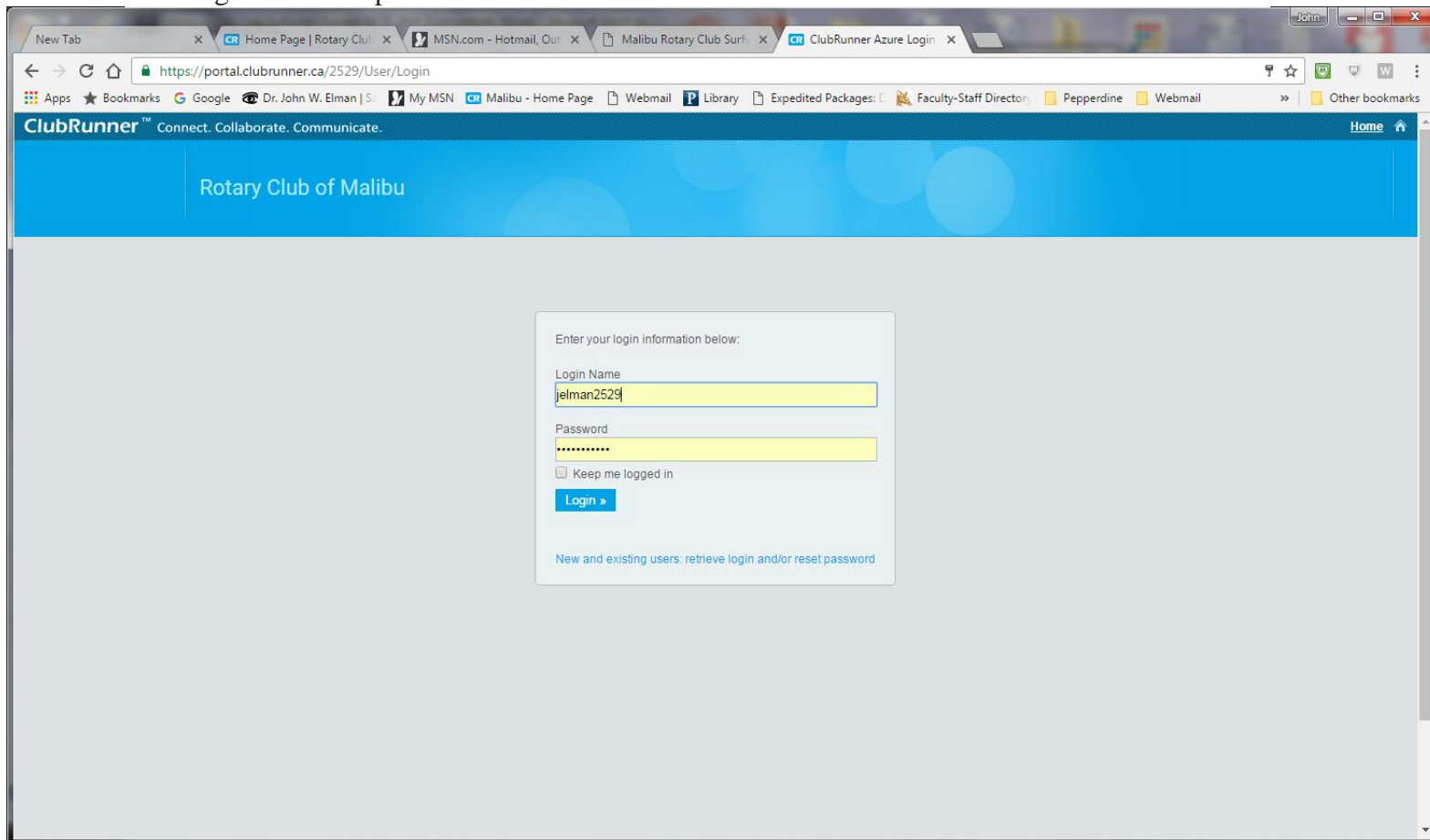
### **Weekly Speakers and Their Stories**

For pictures and stories about past weekly speakers at the Malibu Rotary Club meetings match the date of the speaker with that day's issue of the *Malibu Rotary Club Surfwriter* under the **Home Page Download Files** in the right hand column of this page. Click [Archives](#) to search any event or speaker back to 2009. A few speakers have asked that their stories not be made public. The issues of the *Malibu Rotary Club Surfwriter* containing stories about these speakers are available to members only who log in to this website and go to the "View Club Documents" section of the Administration page.

The “Archives” link will default to the present year, but if you write in any year back to 2009, this resource will show who the speaker or event was, and if you go to the Archives of the Malibu Rotary Surfwriter on the lower right portion of the home page in section called “HOME PAGE DOWNLOAD FILES, the picture and stories of every Malibu Rotary Club speaker and event can be found.

All the above was covered in earlier talks by John. What he wanted to emphasize it is talk on October 26 was the part of the website that can only be accessed by Malibu Rotary Club members, who must log in to use it, unlike the calendar section, the archives, and front page stories.

Going back to the home page (Figure 1) at the very right top of the screen is “Member Login.” Clicking on that on opens a screen similar to the one below:

The image is a screenshot of a web browser displaying the ClubRunner login page. The browser's address bar shows the URL "https://portal.clubrunner.ca/2529/User/Login". The page has a blue header with the ClubRunner logo and the text "Rotary Club of Malibu". In the center, there is a white login box with the heading "Enter your login information below:". It contains two input fields: "Login Name" with the text "jelman2529" and "Password" with masked characters. Below the password field is a checkbox labeled "Keep me logged in" and a blue "Login" button. At the bottom of the login box, there is a link that says "New and existing users: retrieve login and/or reset password". The browser's tab bar shows several open tabs, including "Home Page | Rotary Club", "MSN.com - Hotmail, Out", "Malibu Rotary Club Surf", and "ClubRunner Azure Login".

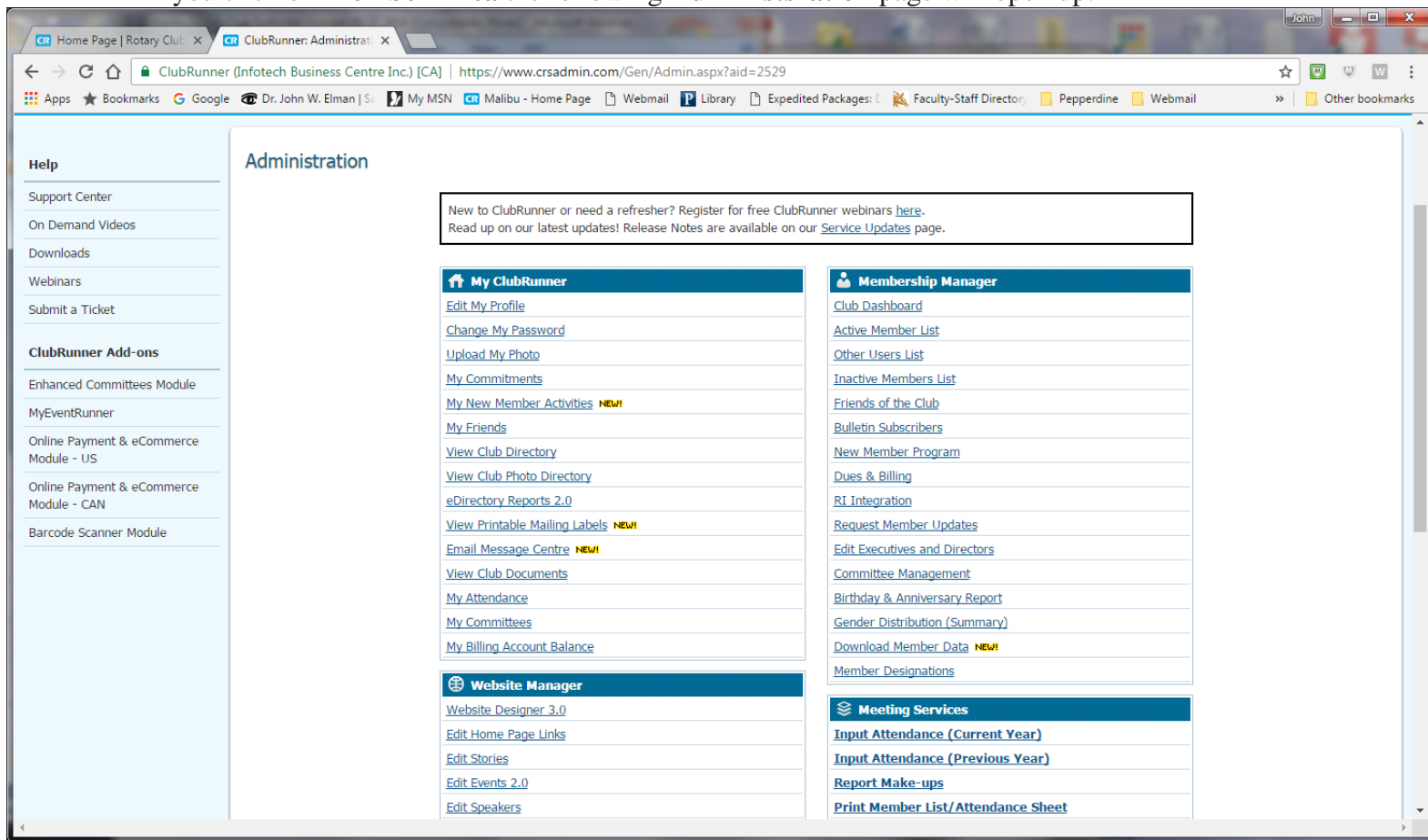
### Figure 3-Login Screen

There are two fields to be filled in to login as a Rotary Club member. ClubRunner has changed some of its Login requirements over the years. Initially members login name was first initial, followed by last name and the number 2529. The number “2529” is the number that ClubRunner assigned the Malibu Rotary Club and if you look at the address bar at the screen you will find that number on all the Malibu Rotary Club pages. Newer members login names are first name.last name.2529. In other words, if a member was named John Doe, his login name would be “john.doe.2529”. A password was assigned and given to each member, and if you forget what that is you can reset your password when you sign in.

After a member logs in the top of the home page will change so that were if originally said “Member Login” that part of the page will have been changed to showing

**Member name | Member Area | Logout**

If you click on **Member Area** the following **Administration** page will open up:



**Figure 4—Administration Page**

The upper left column a heading **My ClubRunner** in which members can update their profile and have access to the important E-mail Message Center. On right side of the Administration page there are various links, the most important of which is the “Active Member List”. Clicking on the the Active Member List will open the following screen:

**Active Members List**

Members per Page: 25

[All](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

[Add New Member](#)

Email	<input type="checkbox"/> By First Name	Name	Type	Access	Action
	<input type="checkbox"/>	Baird, W. David	Active	40	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Bauman, Christopher	Active	80	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Elman, John	Active	30	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Formosa, Peter	Active	70	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Glymph, Delvin	Active	40	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	LeGrove, Teresa	Active	70	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Mannheim, Allan	Active	40	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Neal, Margo	Active	40	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Persson, Mark	Active	70	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Rudkin, Carlye	Active	40	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Sherrer III, Jack	Active	70	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Syvertsen, Bob	Active	40	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Torrence, Bianca	Active	40	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Wishard, William	Active	40	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>
	<input type="checkbox"/>	Zielski, David	Active	30	<a href="#">Mark Ex</a>   <a href="#">Reset Password</a>

Total Members: 15 (15 Active)

[Go Back](#)

**ClubRunner**™ © 2002-2016 All rights reserved. [Privacy Statement](#) | [Online Help](#) | [System Requirements](#)

## Figure 5—Active Members List

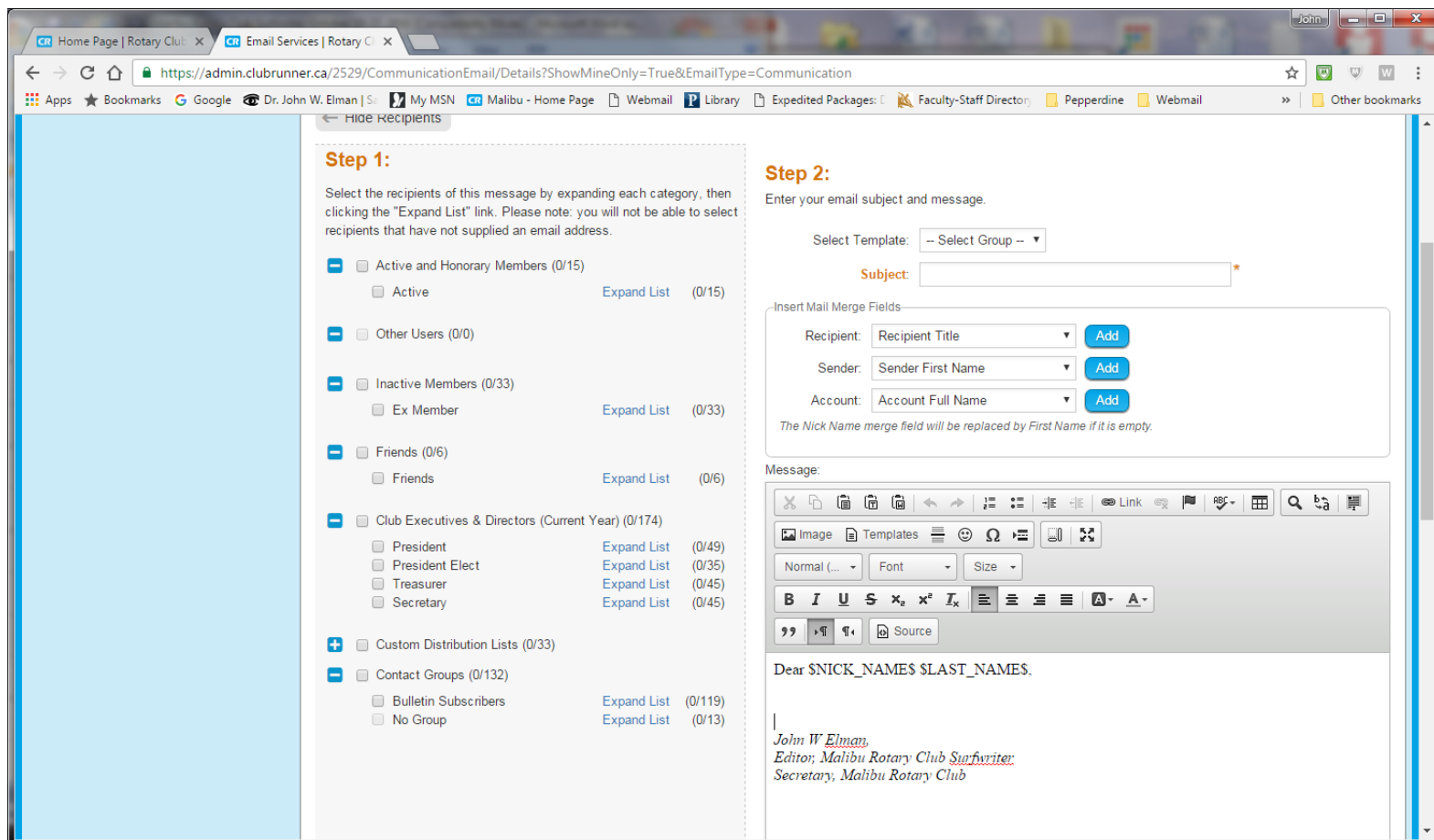
This shows a roster of all the members and clicking on each name shows more detailed information about each member, including their phone numbers, street and e-mail addresses, occupation, and any other information that they have put in and/or edited in the **My ClubRunner** section. Also in the **Membership Manager** section is a list of e-mails for “Bulletin Subscribers” and “Friends of the Club.”

One of the most important tools in the **My ClubRunner** section is the E-Mail Message Center.

Unlike normal e-mail programs this one comes preloaded with not only all your own club members’ e-mail addresses, but the names and addresses of all the Rotary District Presidents, President-Elects, Secretaries, Treasurers, the names a e-mail addresses of the 119 Bulletin Subscribers, and plus user created other lists. You can use it to send an e-mail to one or hundreds of people, and each recipient can have a personalized salutation, and not see or know that the same e-mail is being sent to anyone else (its default bcc).

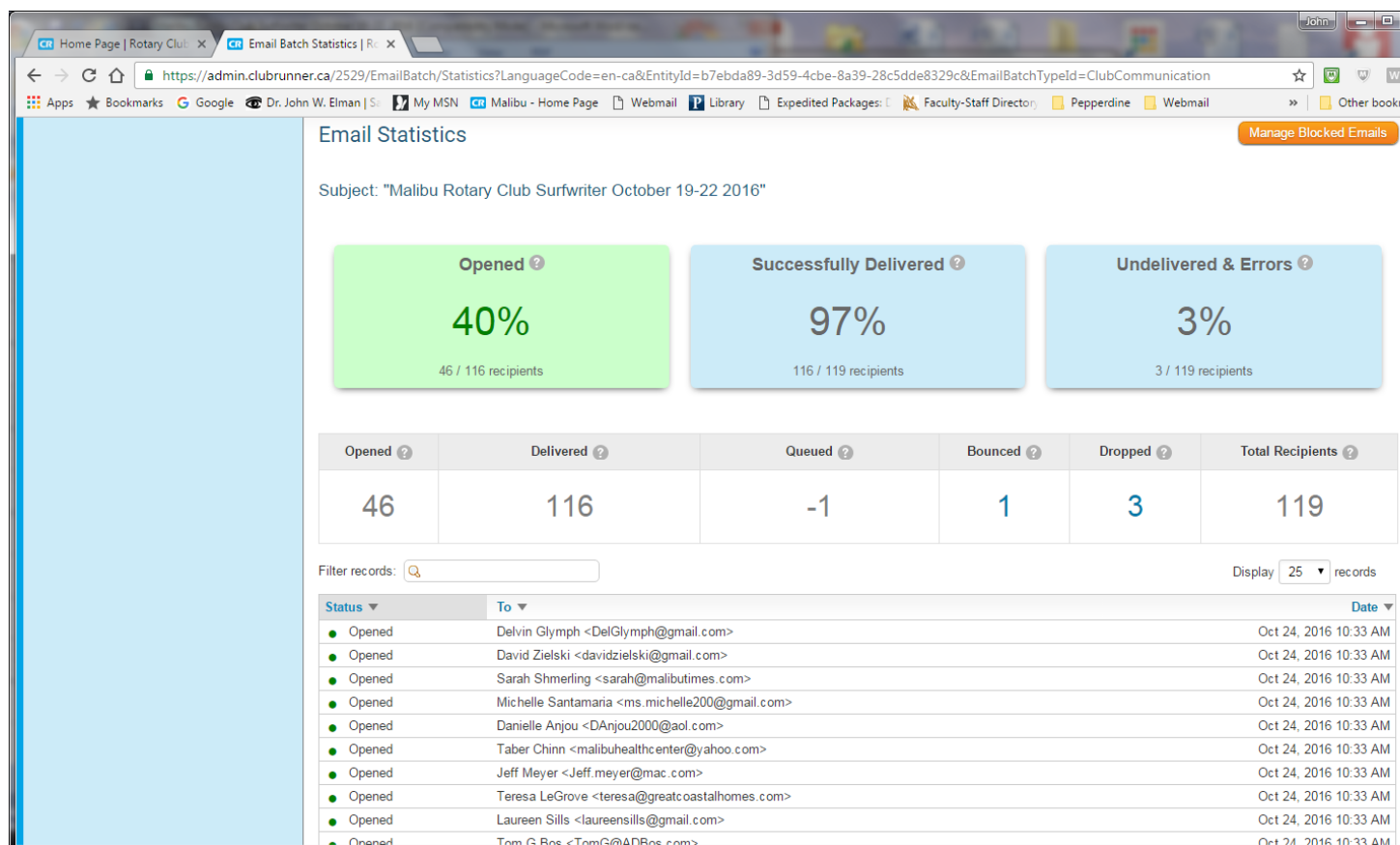
A typical template for creating and e-mail looks like this:





**Figure 6— ClubRunner E-mail Creation Templet**

An aspect of the ClubRunner e-mail service that John especially likes is the stats screen you can see with each e-mail sent. With other e-mail programs you are not really sure if those you send e-mails to received and opened your e-mail, unless they have responded to it. With the ClubRunner e-mail there is a stats screen available so you can see who received and opened your e-mail and gives you the number and percentage of successfully delivered and opened e-mail as seen in the screen below:



**Figure 7—ClubRunner e-mail Stats Screen**

In summary, John showed how valuable the Malibu Rotary ClubRunner site is for providing useful information, and in e-mail communication with people in and outside of Rotary.

## Other News From the Last Malibu Rotary Club Meeting

Much of the Malibu Rotary club meeting of October 26 was a review of the significant events of the prior week, namely the Malibu Rotary Club sponsored Malibu City Council Candidates on Oct 19 at the Malibu Rotarians participating in the Rotary Foundation dinner on Oct 22.

## Malibu Rotary Club Sponsors Malibu City Candidates Forum on Oct 19



**Pictured above (L to R) moderator Pete Peterson, Dean Pepperdine School of Public Policy addressing Malibu City Council Candidates: Jennifer deNicola, Skylar Peak, Carl Randall, Laureen Sills, and Jefferson “Zuma Jay” Wagner. The Malibu Rotary Club sponsored the special Malibu City Council Candidates Forum Wednesday Oct 19 in the Pepperdine University Fireside Room in front of about 70 people.**

We talked about the successful Malibu Rotary Club Malibu City Council Candidates forum at the Malibu Rotary Club meeting October 26. We had written about it in the previous issue of the *Malibu Rotary Club Surfwriter* but since Malibu Rotary Club President of the Month John Elman was working with Allan Mannheim timing each speaker when the candidates were speaking he didn't have the opportunity to write what moderator or candidates said. Fortunately there was a freelance write, Barbara Burke, at the forum who later wrote a story about the event in the *Malibu Surfside News*. Elman was able to combine his recollection of the event Barbara Burke's comments to add to his previous remarks, which are shown here as well as the Malibu Rotary Club website, [Maliburotary.org](http://Maliburotary.org)

The forum was open to the public. Six candidates were running to fill three Council seats that were currently held by Joan House, Skylar Peak, and John Sibert. The city election would be part of the General Election on November 8.

All 6 candidates accepted the Malibu Rotary Club invitation to participate in the Malibu City Council Candidates Forum on October 19 but Rick Mullen, a Malibu Fire Captain was on duty because of the Santa Ana winds fire danger that day. Candidates talked about why they chose to run for City Council and their vision for Malibu in the future.





The October 19 event in the Pepperdine Fireside Room, in addition to being a Malibu City Council Candidates Forum, was a Malibu Rotary meeting. Malibu Rotary Club President of the Month John Elman co-chaired the event with Allan Mannheim. He called on W.David Baird to deliver and invocation.





The Candidates were given 1 minute for opening statement and then 3 minutes to answer questions posed by moderator. Moderator Pete Peterson acknowledged that the candidates had ample opportunity to state their positions in previous forums and interviews in the Malibu Times.

The following is a complete list of qualified City Council candidates as their names would appear on the ballot:

**Jefferson "Zuma Jay" Wagner**

**Laureen Sills**

**Jennifer Blue deNicola**

**Carl Randall**

**Skylar Peak**

**Rick Mullen**

All 6 candidates accepted the Malibu Rotary Club invitation to participate in the Malibu City Council Candidates Forum on October 19 but Rick Mullen, a Malibu Fire Captain was on duty because of the Santa Ana winds fire danger that day. Candidates talked about why they chose to run for City Council and their vision for Malibu in the future.

The Candidates were given 1 minute for opening statement and then 3 minutes to answer questions posed by moderator. Moderator Pete Peterson acknowledged that the candidates had ample opportunity to state their positions in previous forums and interviews in the Malibu Times.

Indeed, it appeared that the positions of all the candidates were the same on nearly the same all issues. They all wanted to preserve the rural character of Malibu. They favored Measure R, passed in 2014, which put citywide restrictions on formula retail establishments. They all thought that the City of Malibu should set an example of water and energy conservation. They all favored the dark sky movement to reduce night light pollution. They all favored measures to increase safety on PCH, the City buying land to create parks and playing fields, discourage big box stores and they all favored the creation and city support of an independent Malibu school district.

Moderator Pete Peterson praised the candidates for their commitment to run for public office and serve and asked questions about the candidates motivation to run for Malibu City Council. He also acknowledged that there will be challenges and issues they'll face while serving as city council members which they may not be aware of now. How do they make their decisions?

"Understanding that many of the policy questions have been covered in previous debates, my hope here is to provide the public with more of a sense of what makes you tick, more of your personal side, what drove you to run for public office and how you think about policy," Peterson said.

They all seemed to indicate they would want to always find out how their fellow Malibu residence felt, and pass ordinances that would demonstrate the will of the people.

Moderator Pete also asked them how they will deal with the city staff. They all said that it was important to get to know the City Manager and the City Attorney. It is up to the City Manager to execute the plans of the city.

Although only Skylar Peak and Jefferson Wagner are or were City Council members in the past, all the candidates had experience in working with governments to try to make change they thought were necessary.

Jennifer deNicola focused on the need to improve congestion and traffic on the PCH, noting it is the “artery of our town.” She also mentioned the need to ensure that there is good water quality in Malibu, and opined that Malibu needs its own school district.

Skylar Peak noted that one of his primary focuses concerns environmental issues, and in his opinion, the City of Malibu should go solar by 2020, and herbicides should not be legal. When pressed by Peterson on how much going solar would cost the City, Peak said it would cost approximately \$1 million to transition to solar and the investment would pay off that after seven to eight years, given the City’s annual cost of electricity.

Jefferson “Zuma Jay” Wagner noted he will take on necessary tasks and see them through to closure.

Laureen Sills noted that for 30 years she has worked on community issues, and she is concerned about purchasing land to avoid lawsuits against the City, and that she would like to find ways for Malibu local businesses to profit more from expenditures by tourists.

Carl Randall noted that he is concerned about short-term rentals and rehabilitation centers impacting neighborhoods.

Peterson also inquired about the “Malibu Team,” the slate of Peak, Mullen and Wagner.

“One of the more prominent political questions in this year’s race is the ‘Malibu Team’ of candidates Peak, Wagner and Mullen. Focusing this question on you three, Jay, in a recent interview on this issue, you said, ‘we felt that we were similar enough in understanding of where we stood that the familiarity drew us together.’ My question is what single issue do the three of you most agree on, and which one do you see as there being a diversity of opinion?”

Peak and Wagner responded that their foci were symmetrical. The trio is concerned about public safety, safety issues relating to PCH, development in Malibu being done sensibly, and having black and white standards controlling when variances are granted so as to avoid favoritism.

They each noted that they differed in their approach. Wagner noted he uses a “nuts and bolts” approach to implementing actions, while Mullen is the type to want to press and get things done.

Peak agreed, noting that he has a strong environmental focus and that he studies an issue and assesses risk and then takes action.

Peterson then addressed the three individual candidates, asking: “Do you see an issue that the three candidates agree on that you would see as problematic?”

DeNicola said she focuses on getting things done and, after the research and background studies are completed, one needs to take action. She also noted that there should be no cronyism in City politics and every citizen should operate under the same parameters.

Randall noted that he advocates Malibu having an independent school district, and he thinks that, overall, the will of the people should be followed.

Sills said she feels changes to Malibu Village shopping center allowing big box vendors was done as a “deal in the back room by lawyers and that is not how to legislate zoning laws in this City. That was not done for the people of Malibu.”

“Looking forward, what particular policy success would you look forward to claiming at the end of your term should you be elected?” Peterson asked.

DeNicola said she would like to see an ordinance for Malibu to be a sustainable green city that protects wildlife.

Peak said he hopes to see California ban harmful, disposable products that don’t break down.

Randall said he would like to see improvements in PCH safety.

Sills stated that in her mind, there should be local control exercises such that the City supports a viable, healthy school district that nurtures children.

Wagner stated he would like to see City Hall move from a LEED (Leadership in Energy and Environmental Design) silver status to a LEED gold or platinum status.

The fact is that all the candidates running for city council seemed more qualified for their role than candidates for national office chosen by major political parties seem for theirs

As a community event the Malibu Rotary Club sponsored Malibu City Council Forum was an overwhelming success. 70 to 75 people attended the City Council Forum--a remarkable achievement since it occurred the same time as the National Presidential debate, a Dodger playoff game and a Laker game..

Besides the candidates and their supporters the Malibu Rotary Club owes a debt of gratitude to Dean Pete Peterson for the time and expertise he gave us , for the staff at Pepperdine University including facilities manager Maureen Manning, the set up crew, and AV Presentations sound engineer Jordan Seah and his crew.

*--Barbara Burke and John Elman Contributed to this story*

**October 22nd is the Rotary Foundation Celebration Dinner aboard the Battleship USS Iowa.**



**Eight people represented the Malibu Rotary Club at the Rotary Foundation Dinner aboard the USS Iowa on October 22. (Back Row L to R) W. David Baird, Jon Cherkas, Teresa LeGrove, Bill Wishard, Don Rudkin, Carlye Rudkin, (Front row) Margo Neal and LaVern Schenkelberg.**



**Teresa LeGrove and Paul A. Netzel (Current Rotary Foundation International Trustee & Rotary Foundation Chairman for 2017 – 18 Elect) at Rotary Foundation Dinner aboard USS Iowa October 22, 2016**





**Fly over USS Iowa**

### **Special 6 Club Rotary meeting November 30**

November 30 6:00 p.m. Rotary District Assistant Governor Richard Miller has arranged for Special Dinner Meeting of 6 Rotary Clubs (including Malibu RC) at the Sagebrush Cantina, 23527 Calabasas Rd, Calabasas, CA 91302. Cost is dinner is \$25.00. (no Malibu Rotary noon meeting at Pepperdine that day). Malibu Rotarians should RSVP and pay to our Treasurer Carlye Rudkin.

## **Malibu Rotary Club Holiday Party**

- Carlye has confirmed December 14 Holiday Party in Wine Room in Tra di Noi Restaurant at Malibu Country Mart at 6:00 p.m. (no noon meeting)—Cost of \$37.00/person includes tax and tip. Menu is salad, entrée choice of Chicken Marsala or Salmone, and Tiramisu for desert. Carlye may throw in a bottle or 2 of her Malibu wine. RSVP to Carlye Rudkin. Space limited to first 20.

## **Rotary District Events**

**Humanitarian Trip to Merida, Mexico** will take place January 25-30 2017, and will feature Rotarians participating in 7 different humanitarian projects. Margo is going on trip. She said that the district is asking each Rotary Club in the Los Angeles district to contribute something towards a Rotary project in Merida.

**Rotary District Leadership Skills Courses**.will take place February 4 and 11th

## **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

**Februay 2017**-----John Elman

**March 2017**-----W. David Baird

**April 2017**-----Margo Neal

**May 2017**-----Robert "Bob" Syversten

**June 2017**-----David Zielski

**CALENDAR (see up to date calendar on [maliburotary.org](http://maliburotary.org))**

- **November 2 John F. Wilson Does Archaeology Prove the Bible?** John F. Wilson is a field archaeologist, writer and lecturer on archaeology in the Middle East, and Professor of Religion, Emeritus at Pepperdine University.
- **November 3 W. David Baird Book Release Signing in the Fireside Room at 3:30 p.m.**
- **November 9 Divid Zielski will Talk About Using Social Media**
- **November 10-13 will be Zone Institute at Fess Parker Resort**
- **November 15 will be USC/UCLA Tailgate Lunch**
- **November 16 Speaker at the Malibu Rotary Club will be Gern Munro. Gern is Director of Amarok Society, a registered Canadian charity that provides education programs to the very poor in Bangladesh, Pakistan and Nigeria.**  
**November 30 6:00 p.m. Rotary District Assistant Governor Richard Miller has arranged for Special Dinner Meeting of 6 Rotary Clubs (including Malibu RC) at the Sagebrush Cantina, 23527 Calabasas Rd, Calabasas, CA 91302. Cost is dinner is \$25.00. (no Malibu Rotary noon meeting at Pepperdine that day). Malibu Rotarians should RSVP and pay to our Treasurer Carlye Rudkin.**
- **December 7 Teresa LeGrove Craft Talk**
- **December 14 Holiday Party in Wine Room in Tra di Noi Restaurant at Malibu Country Mart at 6:00 p.m. (no noon meeting)—Cost of \$37.00/person includes tax and tip. Menu is salad, entrée choice of Chicken Marsala or Salmone, and Tiramisu for desert. Carlye may throw in a bottle or 2 of her Malibu wine. RSVP to Carlye Rudkin. Space limited to first 20.**