



The Award Winning

Malibu Rotary Club Surfwriter

October 3 2018

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President Bianca Torrence

Malibu Rotary Club Vice President for September Margo Neal

Pictures by John Elman and Jose Angel Maniza Jr

Edited by Dr. John W. Elman

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

● Next regular Malibu Rotary Club meeting October 2018 Room LC 152 on the Pepperdine Drescher Upper Graduate campus Fellowship will begin at 7:30 a.m. with meeting starting at 8:00 a.m. . Speaker will be Dr. Patty Durath Cooper on HOW TO BE A SUCCESSFUL COMMUNICATOR FOR A SUCCESSFUL LIFE

- Last week John's daughter Shana Elman MD MA answering her dad's question "What is Nuclear Medicine?"
- Malibu Rotary Halloween Fund Raiser coming up October 26
- Malibu Rotary website www.maliburotary.org
 - Rotary International Website: www.Rotary.org
 - Rotary District 5280 Website: www.rotary5280.org/
 - RI President (2018-2019) Barry Rassin
 - Rotary District 5280 Governor (2018-2019) [Joe Vasquez](#)

Malibu Rotary Halloween Fund Raiser

**CALAMIGOS BEACH CLUB &
THE MALIBU ROTARY CLUB PRESENT
FRIDAY OCT 26TH**



HALLOWEEN
KBUU-FM MALIBU SURF TEAM **PARTY** MALIBU SCHOOL SCHOLARSHIPS

MASTER OF CEREMONIES - TED SILVERBERG

MUSIC PROVIDED BY DJ "RAINBOW"

AUCTION ITEMS - LAKERS, KINGS, DODGERS, CLIPPERS AND INDY 500 TICKETS

\$85 PER PERSON | 7 - 11 PM | FOOD & DRINK & VALET

CALAMIGOS BEACH CLUB - (FORMERLY BEAURIVAGE)

26025 PACIFIC COAST HWY ~ MALIBOO

CAN'T ATTEND? MAIL DONATIONS TO PO BOX 716, MALIBU 90265



FOR MORE INFORMATION CONTACT: JOY 714-875-4127 TICKETS: WWW.MALIBUROTARY.ORG

**Shana Elman MD answers her dad's question:
“What is Nuclear Medicine?”
By John Elman**



Left top: Shana Elman MD speaking at the October 3 meeting of the Malibu Rotary Club meeting at Pepperdine University in Malibu. Bottom right: Shana Elman MD speaking as part of an international panel of experts at the October 4 conference of the North American Neuroendocrine Tumor Society symposium at the Westin Hotel in Seattle.

It has been a whirlwind week for Shana and me. After the Rotary meeting we went to the airport and flew to Seattle, where she prepared for the presentation she would be giving the next day in front of international group of oncologists, surgeons, nuclear medicine radiologists and physicists. Then I helped Shana pack up all the belongings she had accumulated in Seattle over the past 10 years, and we went on a scenic road trip to her new home near Albuquerque New Mexico where she will be assistant professor of radiology in the Nuclear Medicine division of the University of New Mexico Medical Center.

Shana grew up in Malibu (Webster School, Malibu Park Middle School, SaMoHi) before graduating from UCLA and getting a Masters degree from Pepperdine. But then she left the area, doing medical research at the University of Texas Southwestern in Dallas, getting an MD from Medical College of Wisconsin, and doing residencies in general surgery, Nuclear Medicine, Diagnostic Radiology and PET Fellowship at Virginia Mason Hospital and the University of Washington Medical Center in Seattle. Since she left California about 20 years ago we had hardly seen her. When she went to medical school and was training as a general surgeon we knew what she was doing, but when she decided to specialize in Nuclear Medicine we weren't sure what that was, we took this opportunity, at a time she finally had finished her training to have Shana explain to her dad and everyone who attended the October 3 Malibu Rotary Club meeting what Nuclear Medicine is and why it is important in our lives.

In nuclear medicine, radioactive materials known as radioisotopes, or radiopharmaceuticals, are introduced into the body. Nuclear medicine takes advantage of the fact that certain chemicals go to certain parts of the body. There are receptors in organs that attract certain chemicals. If people have too much or too little of these chemicals it can cause disease.

The most common example is the fact that Iodine goes to the thyroid gland. If people have an over active thyroid gland it goes an increase in metabolism, increased heart rate, blood pressure, loss of weight—the condition known as Grave's disease. An underactive thyroid causes opposite symptom—slowed metabolism, weight gain, sluggishness. If the iodine is made radioactive certain cameras can see where the iodine is and how much there is. When a larger dose of the radioactive Iodine is given it can be used therapeutically reduce the size of the thyroid gland. This was first done in 1943 and that began the science of Nuclear Medicine.

Various different radioactive elements can be attached to the chemical to be studied to give the desired effects. The nuclear medicine physicians work closely with physicists and chemists to determine what radioactive materials can and should be used and the proper dosage for each procedure.

Nuclear medicine is used to diagnose a wide range of conditions.

The patient will inhale, swallow, or be injected with a radiopharmaceutical. This is a radioactive material. After taking the substance, the patient will normally lie down on a table, while a camera takes pictures.

The camera will focus on the area where the radioactive material is concentrated, and this will show the doctor what kind of a problem there is, and where it is.

Types of imaging techniques include positron emission tomography (PET) and single-photon emission computed tomography (SPECT).

PET and SPECT scans can provide detailed information about how a body organ is functioning.

This type of imaging is particularly helpful for diagnosing thyroid disease, gall bladder disease, heart conditions, and cancer. It can also help diagnose Alzheimer's disease and other types of dementia and brain conditions. In the past, diagnosing internal problems often needed surgery, but nuclear medicine makes this unnecessary.

After diagnosis, and when treatment starts, PET and SPECT can show how well the treatment is working.

PET and SPECT are also offering new insights into psychiatric conditions, neurological disorders, and addiction. . Shana first became interested in nuclear medicine when she was doing medical research in the psychiatry department at UCLA and was a co-author on a paper showing how PET scans show brain activity, and how they differ in various mental diseases.

Other types of imaging involved in nuclear medicine include targeted molecular ultrasound, which is useful in detecting different kinds of cancer and highlighting blood flow; and magnetic resonance sonography, which has a role in diagnosing cancer and metabolic disorders.

Using different combined scanning techniques it is possible to find small metastatic cancer cells that might be missed by surgeons who only see the primary tumor.

At the NANETS symposium in Seattle Shana was on a panel that talked about the role CT, MRI, and PET in locating and treating tumors. I was privileged to attend several speaker sessions at

the conference. A very popular topic was the new Peptide Receptor Radionuclide Therapy (abbreviated PRRT). It uses the radioactive material Lutathera (lutetium Lu 177 and was approved earlier this year as the first FDA approved PRRT. It has been used for several years in Europe and Australia PRRT enables doctors to treat multiple neuroendocrine tumors at the same time. It has been especially effective in treating gastroenteropancreatic neuroendocrine tumors. PRRT is comprised of a targeting molecule that binds to specific receptors (somatostatins) on the tumor cell surface and a radioactive particle that can kill the tumor cell. To determine if tumors have the necessary receptors the Nuclear Medicine physician uses diagnostic gallium 68 dotatate PET/CT scan.

This therapy is not available everywhere but it is going to be available to patients at the University of New Mexico. I am very excited for Shana who jokingly said she is going to UNM—University of Nuclear Medicine.

Malibu Rotary sponsored Project *BARRANCA*-Smile Project in Peru

On July 25 Malibu Rotary Club President Bianca Torrence spoke in detail about the Rotary District 5280 Humanitarian Trip to Lima Peru April 3-8. Via e-mail prior to the August 8 meeting Bianca made a formal proposal to the Malibu Rotary Club Board of Directors: Her proposal was that the Malibu Rotary Club commit to be the Lead club for the grant #10 on the Peruvian Rotary Humanitarian District trip **BARRANCA-Smile Project**.

It takes \$5k to be the lead club on the Global Grant project. Bianca pointed out the Malibu Rotary Club already had committed \$2k for the project and she will work on getting the rest so the Malibu Rotary Club will be recognized as lead club in this project.

Malibu Rotary Board approved the funding of the Peruvian **SMILE BARRANCA** project at the August 8 meeting. The **SMILE BARRANCA** was the project that was in most need of funding of the eleven humanitarian projects of the Rotary District 5280 Humanitarian trip in Peru. We are sure Bianca will bring a big smile to the people of Barranca.

Bianca spoke at the Pacific Palisades Rotary Club September 20 and was persuasive enough to have the Palisades Club join the Malibu Rotary Club in sponsoring the Peruvian **SMILE BARRANCA** project.

That project specifically is hosted by Rotary Club of Barranca, District 4465 Serving the marginal urban and rural sectors, and in educational institutions where there are deficiencies in oral health care in Supe Pueblo, Puerto Supe, Pativilca, Paramonga and Barranca. Needs Assessment Oral Health in Peru is a public health problem, so a comprehensive approach is necessary, applying effective measures to promote oral health and prevent the consequences of poor oral health. Poor population, as well as non-poor, presents needs for the treatment of oral diseases. One of the human groups sensitive to such public health problems are minors, including children between the ages of 3 and 6, where the habits of hygiene and oral care are generated and reinforced, which will be sustained during their future development. This need was assessed by visiting the schools and population evaluation by dentists in Barranca. Project Description • Preventive care and education to children who belong to the Non-school Initial Education Program. • Oral health care for beneficiaries of urban and rural sectors. • School and population training in Barranca Area of Focus: Disease Prevention and Treatment Goals The objective of this project is the promotion of oral health and oral hygiene in marginal urban and rural sectors without health coverage and children from Not Standardized Initial Education Programs.

Bianca said her family has had a charity project in Peru for years she has decided to have her family charity project to contribute an additional \$1000 to that project in behalf of the Malibu Rotary Club, doubling the Malibu Rotary Club contribution from \$1000 to \$2000.

MALIBU ROTARY CLUB 2018-2019
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Margo Neal and David Zielski

Malibu Rotary Club Rotating Presidents for 2018-2019

July 2018	
August 2018	W. David Baird
September 2018	Margo Neal
October 2018	Margo Neal
November 2018	Margo Neal
December 2018	W. David Baird
January 2019	W. David Baird
February 2019	Bianca Torrence
March 2019	John W Elman
April 2019	John W Elman
	John W Elman
May 2019	Teresa LeGrove Cherkas
June 2019	Bianca Torrence
	Bianca Torrence

CALENDAR

October 10 2018 Dr. Patty Durath Cooper tells us HOW TO BE A SUCCESSFUL COMMUNICATOR FOR A SUCCESSFUL LIFE

Dr. Patty Durath Cooper lives in Italy and will be the featured speaker at the Malibu Rotary Club when she comes to Malibu on October 10 2016.

She sent us the following e-mail prior to her visit:

"I am a mind traveller and a doors opener. Follow me in my journey. Open those doors that you would have rather left closed. The specific form of communication you need is between yourselves and your real-selves. Once this channel is viable, you will become the most successful communicator.

Based on my true story, on my own true experience as a scientist, as a journalist, as a mother of three, as a lover, as a wife, as a FIGHTER.

You will learn:

- 1) to open a specific communication channel with your real-self, to better reconnect with family and friends.
- 2) to impact people with the clarity of your reasoning.
- 3) to master your sorrow and loneliness and turn it all into a productive lifestyle.

I look forward to spend some quality time with you all! A warm embrace from Italy,
Yours

Patty”

October 17 2018 Jeffrey Lipsius “Selling to the Point”

Jeffrey Lipsius is the President and Founder of Selling To The Point®, LLC Sales Training and Consulting. He developed the Selling To The Point® sales training method during his 30-years of sales training experience. In the late 1970's Jeffrey pioneered inside selling for the Natural Foods Industry, and trained the first sales force of this type in that Industry. As a result of the success, his selling model is being utilized by many Natural Foods Industry brands. Jeffrey has trained over 100 salespeople, both inside and outside, as well as sales trainers throughout his career. The salespeople trained by Jeffrey are some of the highest commission earners in their respective industries. Salespeople trained by Jeffrey also cultivate great customer relationships and enjoy their careers as salespeople. The salespeople Jeffrey trained have cumulatively sold over two billion dollars worth of products.

October 24 2018 Margo Neal
Club Assembly--Final Planning Session for Halloween Fund Raiser

October 31 2018 Jose Angel Manaiza Jr
How I Achieved the American Dream (Winning Toastmast Speech)

Jose Manaiza Jr is President of the award winning Malibu Toastmaster's and has given a prize winning speech, How I Achieved the American Dream, which he will share with the Malibu Rotary Club at the October 31 2018.

November 07, 2018 Alex Ross

The Social Chameleon - A 3D Animated Short Film

The Social Chameleon is an animated short about a chameleon who is good at fitting in with all the other animals, but doesn't know how to be himself. The story follows Cosmo the Chameleon day-by-day as he successfully postures and fits in with each animal group, but ultimately returns home alone and empty. He doesn't know how to change his colors - or even that he can - until one day his fate is turned by another chameleon. Alex Ross will show this animated film at the Malibu Rotary Club meeting on November 7. You can see more at the following websites:

IndieGogo: <https://www.indiegogo.com/projects/the-social-chameleon-animation/x/>

Website: www.thesocialchameleon.org

Facebook: www.facebook.com/TheSocialChameleonShort

Instagram: @the.social.chameleon

November 14, 2018 Scott Houston West Basin Municipal Water District
The Malibu SMART Program for Water Conservation

West Basin Municipal Water District Board Member Scott Houston. will talk about the Malibu SMART program for water conservation at the Malibu Rotary Club meeting November 14.

With increasing temperatures, persistent drought conditions and a prolonged fire season, it continues to be important to save water. To address these important environmental issues, the City of Malibu, Los Angeles County Waterworks, and West Basin Municipal Water District are launching a comprehensive water conservation program. The Malibu Smart and Topanga Smart water savings programs will help both residential customers and businesses reduce water use.

The program aims to save 28 million gallons of water annually in Malibu and Topanga Canyon through the installation of water-saving measures. This will be achieved through

a guided water-efficiency concierge program that helps customers get rebates for installing the latest watering technologies.

November 21 2018 No Meeting—Enjoy Thanksgiving

December 12, 2018 Malibu Rotary and Malibu Chamber

Malibu Rotary Club meets with Malibu Chamber (Paradise Cove Cafe)

December 26 2018 No Meeting—Happy Holidays

January 09, 2019 --Reese Halter Saving the Earth

