



Malibu Rotary Club Surfwriter

September 14th, 2011

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President (2011-2012) Kevin Boling

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

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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 \(2011-2012\)](#) Kalyan Banerjee**
- **Rotary District 5280 Governor (2011-2012): Brad Robinson**
- **Assistant Governor for Malibu Rotary Club: Kevin Smith**
- **Rotary District Newsletter—see it on Rotary District 5280 site or click [here](#)**

Dean Reuter, who is the Membership Chairperson for Rotary District 5280, Gives His Perspective On What Can Be Presented to Potential New Rotary Members at Malibu Rotary Club meeting on September 28th.



Dean Reuter is an architect by profession. He said that when he first gets together with his clients it starts with a lot of BS. The “BS” stands for Brain Storming. A meeting should find out what the objectives are of the people involved. He talked about the subject of membership from the district viewpoint, but said increasing membership of each club is ultimately the responsibility of individual people—the current members of the club.

Much of what Dean had to say about membership was simple common sense. There are essentially two steps that everyone in the club must do to bring in new members:

1. The First Step is to recognize those people we come in contact on a daily basis through business and/or socially that we feel are qualified to make good Rotarians. They are all around us. Great pool of these people are members of the Chamber of Commerce, those involved with community, churches, schools.
2. The Second Step is to Ask these people to come to Rotary meeting and join the club. We have all heard stories of people who would have become Rotary members but no one asked them. Dean told the story of someone he had worked with for years and someone else asked the person to join another Rotary club, or another service club. Dean said he taken this business associate to Rotary meeting to hear a specific speaker once but never asked him to become a member.

Malibu Rotary Club President Kevin Boling has made increasing membership a cornerstone of his administration. Even before he started his term he talked about the plans of Rotary International to consolidate districts and clubs. Dean Reuter told us he was at a meeting in Woodland Hills recently at a joint meeting between leaders of Rotary District 5260, which represents the northern part of Los Angeles County and Rotary District 5280, which represents the southern part of Los Angeles County including Malibu. Starting next year there will be no Rotary District 5260. It will be divided up, with half of its Rotary Clubs being absorbed into Rotary District 5280, and half of its clubs being absorbed into Rotary District 5240 north of the San Fernando Valley. When Lew Bertrand becomes District Governor in 2012 Rotary District 5280 will add 23 Rotary Clubs and grow from 46 clubs to 69 clubs.

So the membership of our district is definitely going to grow next year. If it weren't for that consolidation of districts and the absorption of another district's clubs, the growth is not so spectacular. According Dean, there are almost as many members leaving Rotary as joining. The net growth of Rotary District 5280 was only 5 members! Based on that what the Rotary Club of Malibu has done is astounding. But it turns out it is the small clubs in general that are gaining members, while the larger clubs are losing members.

Dean said that each Rotary club has its own personality and individual clubs can differ a lot. He said that although he working across the street from where the large LA 5 club met, he found their meetings to be a bit too formal for his taste. No one has ever called the Malibu club too formal.

In addition to the consolidation of districts there has of course been consolidation of individual Rotary Clubs. Rotary International feels that a Rotary Club should have at least 20 members. Dean pointed out that if a 3 clubs of 15 members each are consolidated into one club, although that club may have 45 members after the consolidation process, in a short time it is likely to become a 15 member club again, for a variety of reasons—the distance that the members of the disbanded club have to travel to get to the new club they find themselves in, and the personality of new club might not be to their liking.

When polled at the beginning of the Rotary year the members of Rotary Club of Malibu indicated they wanted to remain a club and not be absorbed into another club and then President-Elect vowed to increase membership to make the club viable. Dean was here to make suggestions about things that might be done as part of the program the Malibu Rotary Club was planning on September 28th to encourage invited guests to take the plunge and become Rotarians.

Dean said that there is plenty of PR for Rotary available from Rotary International and our local Rotary District, videos of Bill Gates giving \$350 million toward Rotary Polio project, and pictures of various other Rotary projects worldwide.

Dean said that typically Rotary clubs have the top people in the community—the managers of banks, the police chief, corporate executives. Often these people may leave the community and the local Rotary club to take another position. Whoever takes their position should then be asked to join Rotary—as if the chair for the position is reserved for whoever becomes the new bank manager, police chief or corporate executive.

Some specific points that Dean made about the proposed Malibu Rotary Club membership meeting on September 28: He said do not fill the room with Rotary District people, but rather bring back your own members. Everyone should talk to as many people at the meeting as possible. Make sure you have a list of your future events.

He said do not use those acronyms that longtime Rotarians throw around like RI, PETS, DG, RYLA, GSE, or even the name Paul Harris. Instead talk about those easy to understand projects that Rotary does both internationally and in the community. He recommended showing pictures of such things as international water projects, the club's own community projects, etc., and have members talk about their "Rotary moment," when doing something as part of Rotary project gave them that special feeling.

The power and prestige of Rotary can be illustrated by what Rotary did in its Polio eradication efforts in Sri Lanka. They wanted to inoculate the children in the middle of civil war. They went to the head of the rebel forces and then to the government forces and negotiated them to stop the war for 3 days while Rotarians were able to inoculate 45,000 kids.

A local event worth mentioning is the 4 clubs of the South Bay having a meeting prior to the SC-UCLA football game featuring the coaches of each team.

Other News and Guests from Last Malibu Rotary Club Meeting

Malibu Rotary Club President Kevin Boling was unable to get to the meeting and again, although Maggie was the official Vice President for the month of September, she deferred to **Bill Wishard** to preside over the meeting, and introduce guest speaker **Dean Reuter**.

Guests

The only guest at the September 14 Malibu Rotary Club meeting was Assistant Rotary District Governor **Kevin Smith**, Fire Chief of City Segundo and member of Rotary Club of El Segundo.

In the past several weeks Kevin has talked about several upcoming Rotary District 5280 events, and the fact that he had raffle tickets (12 tickets for \$100) for the Paul Harris event below. Reminded us that the next Rotary District breakfast is Tuesday, September 27th at 7am at the Westin LAX Hotel. Be sure to make your reservations to the District Office before September 20th for the early bird price of \$34. The special guest speaker is Val Zavala who is the anchor of SoCal Connected and also serves as KCET's Vice President of News and Public Affairs. For the registration form and more information click [form](#) on the [district site](#)

The Paul Harris Foundation Event this year will be a special Rotary performance of **Circus Vargas** in Del Amo on November 6. The whole family is invited to this event which will involve having fun watching a circus while raising money for the Rotary Foundation. Malibu Rotary Club has bought a block of adult tickets for the event. Members can buy some of these tickets at our meeting. Details of the Paul Harris Foundation Event are as follows:

Circus Vargas for Rotary on November 6

Doors open at 11:00 am 🕒 Pre-Show begins at 12:10 pm

Tickets: \$65 adult ☐ \$35 children under 16

Includes: **Children and adults get one hot dog or nachos, one cotton candy or popcorn, and two beverages.**

Plus, each Adult ticket also gets one deli sandwich.

Del Amo Fashion Center Torrance

3 Del Amo Fashion Square, 3525 Carson Street, Torrance 90503

If you click on the following link you can print out a flyer for the event in pdf format:

[http://www.clubrunner.ca/Data/5280//HTML/133016//CircusVargasFlyer\[1\].pdf](http://www.clubrunner.ca/Data/5280//HTML/133016//CircusVargasFlyer[1].pdf)

Rotary Club Vice Presidents of the Month

August: **Bill Wishard**

September: **Maggie Luckerath (who usually had deferred to Bill Wishard to preside)**

October: **McKade Marshall**

November: **David Baird**

December: **Bob Syvertsen**

Week 11 Message From Malibu Rotary Club President Kevin Boling



There are four types of people in the world. Those you know, those you don't know, those who are your friends and those who are your family. Wow that's deep. Which of these people are the most important? I'm going to say that your family is most important, but I think that those you don't know are a close second.

People that you don't know could be the answer to your prayers, the solution to your problem or your best friend. But how are you ever going to meet everyone? Join Rotary! You will have the chance to meet people from every walk of life, from every country and maybe even your next door neighbor. As a Rotarian you have the entire world at your disposal. Local events, district events and international trips will expand your vision.

District Breakfast: September 27, 2011

District Picnic: October 2, 2011

Paul Harris Celebration: November 6, 2011

District Trip to Puerto Rico: February 12, 2012

Let's Go! Lets make a difference. Meet some new people. Who knows who it might be.

FIDENS

Kevin

Malibu Rotary Club is [Official Sponsor of Smile Trek](#)



Marine Sgt Winston Fiore Started his 5,000 mile Cross Country Motorcycle Trip in Malibu. His purpose is to bring awareness of children's cleft palate and raise money for the International Children's Surgical Foundation. The organization provides surgery, training for 3rd world surgeons, and followup care. Malibu Rotary Club is one of his sponsors. One surgery costs \$240. So far he has raised about \$12,000, almost half his goal of \$25,000.

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

facebook

Calendar

(all Malibu Rotary Club meetings are held at Wednesdays 7:30 a.m. in Fireside Room of Pepperdine University unless otherwise noted)

Sep 14 2011

Dean Reuter

"Membership Ideas from Rotary District & RI"

Dean Reuter, who is the Membership Chairperson for Rotary District 5280 will present material such as media aids offered by Rotary International that can be shown to people who are interested in becoming members and which can be presented at potential "why I should join Rotary" meeting on September 28th.

Sep 21 2011

Braden Moglar, Rotary Ambassadorial Scholar to Uruguay

Braden Moglar, Pepperdine University grad who accepted a Rotary Ambassadorial Scholarship to study public health in Uruguay, returns to give us update on his experience. He originally spoke to the Malibu Rotary Club March 11, 2009 (See [Malibu Rotary Club Surfwriter March 11 2009](#)).

Sep 28 2011

Kevin Boling et al.

""why I should join Rotary""

Special meeting highlighting accomplishments of Malibu Rotary Club and Rotary International to be presented to potential members.

Oct 26 2011

Colin Macfarlane

"Bangladesh Clubfoot Program"

Colin Macfarlane, a member of Rotary e-Club One in district 5450 and an honorary member of RC Dhaka Buriganga in Bangladesh. his home bases are Melbourne Australia and Dhaka Bangladesh. He will talk about the Bangladesh Clubfoot Project: These children have a future because Rotarians care.

5000 children (maybe 7000 feet) a year are born with clubfeet in Bangladesh : before the program started most went untreated. In just two years we are now approaching 4000 feet under correction by the Ponseti Method. This method involves no invasive surgery and has a 95% success rate in children under 12 months old.



