



The Award Winning

Malibu Rotary Club Surfwriter

September 19 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 September 26 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 Emmy Nominated TV Producer Lou Dennig speaking on “Authenticity Made Simple”
- Last week Jacquie Jordan---”Grounding the Spiritual Into the Material”
- Malibu Rotary Halloween Fund Raiser coming up October 26
- Malibu Rotary Club inducts Jose Angel Manaiza Jr
- 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 ~ MALIBU

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



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

September 19 Malibu Rotary Club meeting features report by Margo Neal on the Halloween Fund Raiser (ticket sales and auction items rolling in, including 2 framed prints from the famed Malibu artist who previously lived in Carlye Rudkins house), induction of Jose Manaiza as Malibu Rotary's newest member, and the program of the day presented by Emmy Nominated TV Producer Jacquie Jordan



Pictured above are Nagy Heinen, Teresa LeGrove, Jacquie Jordan, Margo Neal, John Elman, Marianne Bema, Carlye Rudkin, Joy Arcenas and Jose Manaiza Jr. Also at the meeting but not shown is W. David Baird.

September 19 2018 Jacquie Jordan---"Grounding the Spiritual Into the Material"



Jacquie Jordan is a *New York Times* best-selling publisher and Two-Time Emmy Nominated TV Producer. She is the CEO of TV Guestpert. Celebrity guests she has produced in the past include Steven Spielberg, Dustin Hoffman, Angelina Jolie, and she was producer for TV Show Donnie & Marie Osmond. She is a successful published author of "Heartfelt Marketing" and "Get On TV" and also she has a magnificent publishing company which helps people write their legacy through publishing a book.

Although her clients are varied, in the companies she has started TVGuestpert, TVGuestpert Publishing and TVOnCameraTraining.com Jacquie aims to give TV exposure to people, especially experts on various subjects, and authors, who want to get their ideas out. Jacquie gets her clients on TV as guests on various shows that will allow the guests to pitch their products.

Television's accessibility factor has been radically altered since its initial 1950's boom. Most important, the very face of television has changed in recent decades. Once costly technology is now available for home usage. Anybody with a camcorder and a home computer can make a movie, documentary, or a "TV Show" of their own. Jacquie helps match her clients with the most popular TV shows to maximize their exposure

Jacquie gave out a handout entitled *Get on TV!—The Insider's Guide to Pitching the Producers and Promoting Yourself—Behind the Scenes of TV*

Once the domain of the few, television is now open to literally *anyone* with an interesting story to tell. Now more than ever, television of all faces. It has become every person's birthright to experience his or her fifteen minutes of fame on television.

When you get your chance in the spotlight don't blow it. According to Jacquie learning skills to get on TV is a necessity for modern-day living. What used to be a random accident, being discovered is an essential part of life today, and if you master the skills to get on TV, you can elevate yourself, your career, and your hopes and dreams to an accessible level never before imagined. And, according to Jacquie, it begins with understanding the television terrain and how to negotiate the business that impacts every part of your life, whether you are aware of it or not.

Why would you want to be on TV anyway?

- It can raise your profile.
- It's a vehicle for telling your story, your message. It can reach millions.
- The publicity is worth millions of dollars if you know how to position yourself.
- Almost all TV hosts were TV guests first!
- It can bring attention to a cause, a charity, a company, a consciousness.
- It can give you access to other worlds, people, economic classes, and status.

Pitching in the Bullpen

The pitch meeting is when the creative staff members gather with their newspaper and magazine clippings from the weekend to pitch a dozen or so show ideas in nondescript, often open office spaces known as bullpen. Some are accepted. Many are not. It's a competitive environment.

What Producers Do

Producers' responsibilities include the following:

- Flushing out the show or segment ideas
- Researching the topic.
- Booking the guests
- Producing the beginning, middle and end of the show or segment
- Writing the scripts
- Briefing the hosts
- Selecting the music, props, wardrobe
- Acquiring clearance permission and rights
- Staying within budget
- Executing the idea of the show
- Making sure the intention of the idea makes the television screen

Reasons Potential Guests Get Turned Down

- Inarticulate
- Not enthusiastic or passionate
- Uncooperative
- Lack professionalism
- Inconsistencies in their experience or story.

Pitches, Hoods, and Branding: Who are You?

Put a Hook on Your Pitch

No matter how compelling your pitch is, you simply have to develop a strong hook that will enable you to attract interest of producers time and time again. And not just one hook. No Sir. Television shows change focus along with the seasons. They roll with current events and trends. You need hooks for all manner of "weather," from rain to snow to shine.

Practice Developing Your Hook

Before you run out the door with your hook, stop and ask yourself these three important questions:

1. How does your pitch sound when it's attached to a news hook?
2. Is your pitch timely or out-of-date?
3. Can you attach any interesting statistics to validate your pitch?

Building a Solid Platform

- Platform: Your platform is the action behind your business plan that backs what you do and what you claim you can do.
- Building your platform, shaping the media profile you are seeking is going to take a lot of trial and error and time. Is imperative that you remember this: You need to show us what you've got, not just what you do.

Building Credibility and How to Market Yourself: The Five-Finger Brand Hand

- The Five-Finger Brand Hand should answer the question: "what is my presence in"
 1. The Internet?
 2. Speaking?
 3. Print?
 4. Radio?
 5. Television?
- Begin to build your repertoire as an expert in all these areas. Offer your services and practice what you preach.

Other parts of Jackie's guide included **Online Presence and Show Reels: The Importance of Your Materials, Your Online Presence: The Image you Choose to Reflect You, Your Bio, Press Releases, Space: the Final Frontier---What Show is Right for Your?, Seven Tips to Help you Perfect Your Performance, Do's and Don'ts: Tips for a Successful Segment,**

Some of the Dos and Don't include:

- DO: Energy is important, so *smile* as much as possible provided the material is appropriate.
- DON'T: Sound like an advertisement. Strategically plug your book (or product or service) during the segment. You are on TV to provide information in a conversational manner. Do you prefer chatting to new people in social environments, or when they come knocking at your door with invitation? You need to sell yourself without obnoxiously pushing book, etc.
- DO: Prepare anecdotes that you can use to rein in a runaway segment, or for when you drift off topic.
- DON'T: Throw off a conversation. Behave as you would as if you were in somebody else's house. If a host strays off-topic, do not bulldoze your way back towards the scripted beats; be gracious. If or whatever reason another guest becomes unexpectedly confrontational, keep a cool head. Shouting may not show you off in the best light!
- DO: Get your message out early and use examples to illustrate your point, product, etc. Time flies during a segment, so make sure you get your main point across.

Some random quotes and ideas from Jacquie:

"Not sharing, or hoarding, your professional experience or talents is debting the Universe."

"Earning Money is necessary for self sustaining and impacting and reaching more people."

"Running a Principle based business requires a primary purpose or company mission statement; harmonic value exchange (money for product or service or time and talent); aligning with the right clients; finding your marketing expression."

"Discerning an intuitive idea that is yours to actualize and express vs. a collective idea, that may or may not be your own - where to put the focus on time and energy."

"Attention sovereignty - not letting so much information steal your time and attention when you need to focus on creating."

"Living live on purpose not distraction".

"Creating support systems and incubation's around ideas and systems."

Jacquie Jordan's websites include:

www.TVGuestper.com

www.TVOnCameraTraining.com

www.TVGuestpertPublishing.com

www.GuestpertPublishing.com

Malibu Rotary Club inducts Jose Angel Manaiza Jr



(previous page) Jose Angel Manaiza Jr has Rotary pin attached to his shirt by Carlye Rudkin who was acting on behalf of Jose's sponsor Bianca Torrence at the induction ceremony at the September 19 2018 meeting of the Malibu Rotary Club. Malibu Rotary Club's senior member W. David Baird read to Jose the expectations of Rotary membership as Jose joins 1.2 million Rotarians in more than 33,000 club worldwide.



About Malibu Rotary Club's newest member—Jose Angel Manaiza, Jr.

Jose's vocation is math tutor and CEO of MALIBU A PLUS TUTOR, LLC in Malibu. We love the story he tells about how flattered he was when he arrived in this country from Honduras and they sang him the song "Jose Can You See?"

When Jose first came here he was able to get a job tutoring student athletes at UCLA.

His LinkedIn page says:

"Hi, my name is Jose! I take a great honor working for Malibu A Plus Tutor, LLC. I help students achieve straight As (4.0 GPA) and succeed inside and outside the classroom.

Our services include:

1. One-on-one personalized tutoring in Arithmetic to Differential Equations
2. Specialized individual & group instruction in Statistics
Strengthening of basic math skills
3. Real Estate Math
4. Preparation to pass mid-terms and final exams
5. Multi-subject tutoring
6. Spanish lessons
7. Effective Speed Reading"

Jose is President of Malibu Toastmasters. He has received several awards from that organization. Club Ambassador is an award given to Toastmasters who visited at least three clubs (outside their home club) to gain ideas for club improvement and serve as Ambassadors. "I was honored to visit more than 50 clubs and crowned with this HONORARY ACHIEVEMENT Award by Toastmasters District ONE. District ONE celebrates Toastmasters who earned five or more communication or leadership awards during the 2012-2013 term. I earned more than 30 educational awards in a year breaking world's records in Toastmasters International worldwide. "Each ONE, Reach ONE" was our year's theme in District ONE."

The meetings of Malibu Toastmaster are Wednesday noons at Sunset Restaurant. Each week they feature guest speakers. We are grateful to Jose for referring several speakers to the Malibu Rotary Club, including this week's speaker Jacquie Jordan, and next week's speaker **Lou Dennig**. Jose also documents much of his life with his iPad camera, including some group selfies with timer, which we were able to use in this week's *Malibu Rotary Club Surfwriter*. Welcome Jose and thank you for all your help past, present, and future!

District Humanitarian Trip to Lima Peru and Malibu Rotary sponsored Project

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.

Except for Bianca the Malibu Rotary Board members were all present at the August 8 meeting, and the club board members approved the funding of the Peruvian **SMILE BARRANCA** project—the vote was unanimous except for one abstention, from budget director Bob Syvertsen who doesn't believe in spending money unless we are sure it is or will be in the account. Countering that was the faith all the members have in Bianca to get things done. 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.

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
CLUB EXECUTIVES & DIRECTORS

President of Record

Bianca Torrence

Vice-President

Margo Neal

Vice-President

W. David Baird

Vice-President

John W. Elman

President Elect

Teresa Le Grove

Immediate Past President

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Treasurer

Joy Arcenas

Assistant Treasurer

Bob Syvertsens

Secretary

John Elman

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Joy Arcenas

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Bianca Torrence

Mark Koller

Vocational Service

Margo Neal

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Allan Mannheim

Bianca Torrence

Youth Chair

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Rotary Foundation

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Programs

John Elman

Advertising & Marketing

Mark Koller

Social Media

Bianca Torrence

Teresa LeGrove

Public Relations

Margo Neal

Bianca Torrence

Historian

David Baird

Bob Syverstein

Peace Chair

Carlye Rudkin

Peace-Co-Chair

Alex Ayzin

Fundraiser Co-Chair

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

September 26 2018 Lou Dennig “Authenticity Made Simple”

Lou Dennig is a four time Emmy nominated Executive Producer and Studio Executive with experience managing Current Programs, Development for Syndication and Cable, Local Broadcasting Schedules, Advertising, Promotion, Research and Business Affairs. This position translates into influencing daytime television in some of the most significant programming content of the last two decades

October 3 2018 Shana Elman, MA MD answers the question “What is Nuclear Medicine”

John Elman's daughter Shana grew up in Malibu, attending Webster School, Malibu Park Middle School, and SaMoHi, before getting a Bachelor's degree at UCLA, and MA in psychology at Pepperdine, and MD at Medical College of Wisconsin in Milwaukee, a Doris Duke Fellowship in medical research at University of Texas in Dallas, and spending 2 years as resident in general surgery at Virginia Mason Hospital in Seattle Washington, and becoming certified in Nuclear Medicine at University of Washington, where she served as Chief Resident in Nuclear Medicine. She recently completed the 4 year Residency in Radiology at UW. She has lectured across the country in Nuclear Medicine and has been an author of 18 Pub Med cited journal articles. In October she will be part of the faculty at the University of New Mexico Medical Center in Albuquerque.

When Shana told her dad she was leaving general surgery to go into Nuclear Medicine he had to ask, "What is Nuclear Medicine?" At the October 3 2018 meeting of the Malibu Rotary Club we will all find out.

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

