



The Award Winning

Malibu Rotary Club Surfwriter

Sept 21, 2016

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President of Record Bill Wishard

Malibu Rotary Club President of the Month (September) David Zielski

Malibu Rotary Club President Elect Bianca Torrence

Edited by Dr. John W. Elman

Pictures by Dr. John W. Elman and Rotary District Website

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

- Last week: Malibu Rotary Club Prepares for DG Greg O'Brien
 - Next Week: September 21 Malibu Rotary Club Executive Board meets with Rotary District Governor at 11:00 a.m. at Pepperdine Graduate Campus Room LC 152 Followed immediately by Next Regular Malibu Rotary Club Meeting at Noon which is opened to all and which will feature DG O'Brien as speaker and Induction of Malibu Rotary Club's newest member
 - Other news and guests from last Malibu Rotary Club meeting
- Check [Calendar](#) on Malibu Rotary website www.maliburotary.org
- Rotary International Website: www.Rotary.org
 - Rotary District 5280 Website: www.rotary5280.org/
 - RI President (2016-2017) John F. Germ

- **Rotary District 5280 Governor (2016-2017) Greg O'Brien**

DG Greg O'Brien Tell How Early Rotarians Could "Imagine Rotary"



Rotary District Governor 2016-2017) Greg O'Brien and his wife Carolyn



Rotary District 5280 Governor Greg O'Brien is visiting all 62 Rotary Clubs in his district. On September 21 he visited the Malibu Rotary Club, and after listening to Malibu Rotary Club board members tell him what the club was doing, it was his turn to tell club members and visitors the message he has been bringing to each club he visits. His message is to "Imagine Rotary."

Greg explains that his inspiration for this came when he was at the training session for District Governors that all district governors attend before they become district governors, just as all Rotary Club presidents must attend PETS (President Elect Training Seminar) before they become Rotary Club presidents.

In the lecture hall in the hotel where the District Governor Elects had convened there was a large sign on the wall with just one word "imagine." During the days that seminar lasted Greg asked people about the sign. Was this something made for the District Governors? Where did it come from? One of the hotel workers said it may have been left over from a previous group having an event at the hotel.

Greg couldn't get the "imagine" sign out of his mind. What was he supposed to imagine? He thought about how previous Rotary leaders imagined. He decided to adopt it as his personal theme when he became Governor of Rotary District 5280. He used it when he addressed PETS, has used it each month in the District newsletter, and each club visit.

In the July Rotary District newsletter Greg wrote under his *Imagine Rotary* column: “In 1919, a young artist sat at his desk in Kansas City, Missouri, where he had been practicing drawing animals. One day, he fancifully drew a picture of a mouse. Then he imagined the mouse standing upright on two legs. He then dressed his upright mouse in a pair of red shorts with suspenders, a pair of oversize tan shoes, and white gloves. The artist imagined a pet for his mouse, and he drew a picture of a dog with a long skinny tail. Then he imagined a girlfriend to keep the mouse company, so he drew a female mouse in a polka dot dress and a big bow on her head and oversize red high heel shoes. The artist, of course, was Walt Disney. From this one man’s imagination came a motion picture company. Then he imagined theme parks, and, well, you know the story. Disneyland and Walt Disney World employ an entire department of engineers, artists, and designers who are called the Disney Imagineers. they would bring to millions touched by their boundless creativity and perseverance. There is no Rotary club in this district with only four members. Yet that is what Paul Harris and his friends started with in Chicago. Their club grew because it invented itself from the ground up.

“In Rotary, we talk about growing membership as though it is some complicated and daunting task that few are lucky enough to achieve and sustain. Membership is not a task at all. It is the result that happens when clubs continue to reinvent themselves with new activities, creative programs, and attention to the satisfaction levels of their own current members. When current members are happy, they bring guests to Rotary. When they are not happy, or are embarrassed to share their club with a friend because they think the meeting may be poorly organized or boring, they don’t bring guests.”

Greg told President-Elects: “Out of our imaginations, we have the power to do what Walt did with a mouse wearing red pants and suspenders, and what Paul did by inviting three friends to have lunch. Simple things created and executed well by people who understand the power of imagination remain at the heart of all progress. Let us Imagine Rotary together. Start today. Keep it going. Disney believed “if you dream it you can build it.” In *A Field of Dreams*, Kevin Costner was told, “Build it and they will come.” I promise you that this is true. Imagine Rotary and then start building.”

Greg told us how each generation of Rotarians could imagine and build on the successes of the early Rotarians.

The first gathering of the young businessmen who were to form what became the first Rotary club happened at the office of attorney Paul Harris on [Thursday evening](#), 23 February 1905 in Chicago, Illinois, U.S.A. Young Harris, fresh from a wild five years as a reporter, actor, cowboy, seaman, granite salesman, fruit picker and hotel clerk, five years building a successful law practice, then had an idea. It was regarding observations of success and respect which could

come from organizing professional acquaintances. More years past. He had given this much thought by the time he and Silvester Schiele walked over to Gus Loehr's office, in [Room 711](#) that cold winter night in 1905, almost 9 years from his arrival in Chicago. Several weeks later, Schiele was elected the first president of Rotary when the meeting was held in his office. Harris [suggested several names](#), one of them being "Rotary." In 1907 they had their first community service project, building a "public comfort station" in Chicago near City Hall for men and women.

In 1908 a second Rotary club was formed in [San Francisco](#) California, U.S.A. by businessman Homer Wood. Paul Harris had asked Chicago Rotarian, Manuel Munoz, who was being sent to San Francisco by his employer, to "spread the word" about Rotary. The timing was perfect. San Francisco businessmen needed a boost. It has been just two years since the devastating earthquake of 1906 which nearly destroyed the city.

By 1910 there were 16 Rotary clubs and the first Rotary convention was held in Chicago where The National Association of Rotary Clubs was formed. Paul Harris was elected president of the Association and served two terms. Rotary "principles" were adopted in the form of five objectives. This was later changed to four:

These principles have been developed over the years to provide Rotarians with a strong, common purpose and direction. They serve as a foundation for our relationships with each other and the action we take in the world.

OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- **FIRST:** The development of acquaintance as an opportunity for service;
- **SECOND:** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- **THIRD:** The application of the ideal of service in each Rotarian's personal, business, and community life;
- **FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

By 1912 50 Rotary Clubs meet in [Duluth](#) with delegates from [Winnipeg](#), Manitoba, Canada and the organization becomes "The International Association of Rotary Clubs." [London](#) joins the same year as the 50th club. 5,000 members. Paul Harris is named President emeritus.

In 1917, Arch C. Klumph, Rotary's sixth president, proposed to the Rotary International Convention in [Atlanta, Georgia](#), USA, the creation of an "[endowment fund for Rotary](#)". . . for the purpose of doing good in the world in charitable, educational, and other avenues of community service." A few months later, the endowment received its first contribution of \$26.50 from the Rotary Club of Kansas City, Missouri, USA. This was the beginning of the Rotary Foundation.

In 1932, Herbert J Taylor, a member of the Chicago Rotary Club, was CEO of the Chicago Jewel Tea Company, which delivered packaged groceries in house to house sales. This business was successful when others weren't. A company that was about to go bankrupt, Club Aluminum, asked Herb to help them. He decided to leave the successful company to help the company that was going under, even though it meant he was only going to be making one fifth the salary he was currently making. He felt sorry for all the people at Club Aluminum who were going to become unemployed.

Herb was to write later: "To win our way out of this situation, I reasoned we must be morally and ethically strong. I knew that in right there was might. I felt that if we could get out our employees to think right they would do right. We needed some sort of ethical yardstick that everybody in the company could memorize and apply to what we thought, said, and did in our relations to others.

So one morning I leaned over on my desk, rested my head in my hands. In a few moments, I reached for a white paper card and wrote down that which had come to me – in twenty-four words."

When a company advertisement was placed before Herb, declaring his aluminium product as "the greatest cooking ware in the world", Herb simply stated "We can't prove that". The advert was rewritten simply stating the facts.

Herb's heads of department belonged to different religions and all found no incompatibility with their respective faiths. Thus, the test was "for any man to take as arises".

The most significant and practical example of the test in action concerned an incident involving a Printing contract. One local printer won an order from Herb's company beating all other tenders. The printer, however, soon realised that he had under-estimated his quote by \$500. Legally, Club Aluminium could ignore the printer's appeals and compel him to fulfil his side of the contract. Club Aluminium was deeply in debt and had acted in good faith but Herb asked his board to reconsider and pay the printer the extra \$500. Remember the second line of the test, he told his fellow directors, - "is it fair to all concerned?"

Club Aluminium's future grew brighter and brighter and in five years had pulled itself out of the red. Perhaps, the test had real, practical benefits.

What Herb came up with is the 4 Way test, which adopted by Rotary International January 1943:

THE FOUR-WAY TEST

The Four-Way Test is a nonpartisan and nonsectarian ethical guide for Rotarians to use for their personal and professional relationships. The test has been translated into more than 100 languages, and Rotarians recite it at club meetings: Of the things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Greg told us about what happened to Rotary in Germany in the 1930s when the Nazis took over. Because of the things that Rotary stood for, such as “The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service,” was not compatible with Hitler’s Nazi doctrine Rotary district 71 in Germany was dissolved.

During the war period Rotary clubs not only met and served their countries and mankind, they not only responded to the challenge of war, but farseeing Rotary leadership in all lands knew the war eventually would come to an end. There was no question but aggression would be repelled and freedom re-established. While helping to accomplish this, Rotarians were giving thought to constructive post war activities. The first world war opened our eyes to the futility of emotionalism. Far more dependable grim determination has now taken its place. There must be a better world organization than the League of Nations. There must be less selfishness; more of the Rotary ideal of thoughtfulness of and helpfulness to others.

So for several years Rotary International has had a committee on post-war activities, studying the problems that divide men and those that unite men and what must be recognized in every country as the rights and the duties of its citizens. This has been done so that Rotarians may be better prepared to make their contribution to what must be done by mankind to prevent future wars.

In 1945 Forty-nine Rotarians help draft the United Nations Charter in San Francisco. Many of the delegates from around the world were also members of Rotary clubs.

The first meeting of the UN took place in London on the 16th January 1946, hosted by Rotary District 13 at the Caxton Hall, presided over by RI President Tom Warren, who declared it to be the 'touchstone for a gesture of international goodwill unique in the history of Rotary'.

President of RIBI, Tom Benson said 'UN is a new beginning in international co-operation to make peace; Rotary, wherever established, is pledged to the ideal of service to mankind in international affairs'

In 1947 Rotary started the Rotary Ambassadorial Scholarship program which allows college graduate students to study abroad for cultural exchange and to build goodwill, and better international peace and friendships.

The object of Rotary can be summed up in service, ethics, international understanding and world peace.

High on the list of Rotary objectives is peace and conflict resolution. After 9-11 RI President Rick King asked the Secretary General of the UN "What can Rotary do?" We speak Rotarian. Greg asks us to talk about what unites us. The 4 Way Test defines us. We want to build better goodwill and better friendships.

The world needs more Rotarians!

District Governor Inducts Malibu Rotary Club's Newest Member



Teresa LeGrove was inducted into the Malibu Rotary Club on September 21 by Rotary District Governor Greg O'Brien and Malibu Rotary Club President of the Day Margo Neal. Teresa and Margo were both born in Canada and settled in Malibu. Teresa is a Realtor with California Coastal Real Estate and the niece of Wilf Wilkinson of Trenton, Ontario, Canada, who was President of Rotary International (2007-2008) when the Rotary International Convention was held in Los Angeles.

District Award Given to Malibu Rotarians



Bill Wishard was presented 2 awards from Rotary District Governor Greg O'Brien, one for being the club member who sponsored the most new members and another for the being the club member who was most active in district events.



W. David Baird was presented an award for Rotary District Governor Greg O'Brien for being the cub member who has been in Rotary the longest.



Bob Syversten was presented an award from Rotary District Governor for being the club member who has made the largest contribution to the Rotary Foundation

Other news and guests from last Malibu Rotary Club meeting

Prior to the regular noon Malibu Rotary Club meeting Rotary District Governor Greg O'Brien spoke to Malibu Rotary Club officers who gave oral reports to the governor. Malibu Rotary Club President of the Day Margo Neal presided over both meetings.

At the earlier meeting John Elman, Carly Rudkin, Bill Wishard, David Baird, Bianca Torrence and Margo Neal gave oral reports to the governor on activities and goals of the club for the year. Carlye had written copies of the Malibu Rotary Club Operating Budget and Charities Budget. David Zielski had sent in three goals of the Malibu Rotary club for the 2016-17 Rotary year which were handed out by Margo:

Malibu Rotary 2016/2017 Club Goals

Goal #1 – Membership

Recruiting new members and engaging current members.

We understand that new members and current members both need to feel engaged in our club and Rotary as a whole to ensure they feel a part of something. We also realize that we need to engage new members and older members in different ways.

New members

•Orientation

We would like to have a new member orientation that gets them the basics; Rotary policies and procedures, giving them an overview of Rotary history and achievements.

•Assign to a committee

We are looking to assign new members to a committee so they have an opportunity to serve their new club and feel included. By getting new members involved right away, we engage them and make them feel part of the team.

•Assign new members to a mentor

We can also assign an older club member as a mentor. This serves not only to engage the new club member but also engages the established member of the club.

Engaging current members

•Mentorship Program

We also understand the need to engage our experienced Rotarians. One way is to assign them as a mentor to new members. They can use their knowledge and experience to help

these newer members and feel a sense of significance and at the same time. They can also listen to and help flush out some new ideas from these new eager members.

- **Attend a meeting at another club once a year**
- **Attend at least one district breakfast a year**
- **Participate in a Service trip**
- **Select Projects they want to be involved with**

Goal #2 – Create a long term fundraising strategy

We are aware that our club does not have a sustainable way to raise funds for our club needs. We have done many successful one off events, but realize that in order for the long-term success of our club and the people and programs we support, we need to find something we can do year after year and make an initial commitment to that will build into something bigger.

We are looking at the Malibu Turkey Trot as a decade long (and possibly longer) fundraising event that will be able to grow into something big and be able to support the needs of our community and Rotary.

Goal #3 – Find Partner Club

Since we are a small club, we realize the fact that by partnering up with a larger club will enable our smaller group to make a bigger impact. We already have plans to do this on November 6th where we will be attending a dinner with 6 other clubs. We have also set aside some charity money to hopefully partner up with another club.

Guests

DG Greg O'Brien brought with him his **Rotary District Executive Aid Jerry Brown** (not the state governor) and newly inducted Malibu Rotarian **Teresa LeGrove** brought with her guest **Karen Stadden**. Bianca Torrence introduced her guest and new fiancé **John Johannsessen**. Two other guests had been at previous meetings, **Sir Alain Daisy de Villargennes** and **Anne de Brower**.

October 19th Malibu Rotary Club Sponsors Malibu City Councils Forum 6:30 p.m. in Fireside Room

John Elman and **Allan Mannheim** have been working on the Malibu Rotary Club sponsored Malibu City Council Form for the last couple weeks:

October 19th Malibu Rotary Club Sponsors Malibu City Council Candidates Forum in Fireside Room of Pepperdine University main campus at 6:30 pm (no noon Malibu Rotary meeting at Pepperdine)-- This is a special forum opened to the public and moderated by **Pete N.. Peterson**, Dean and Sr. Fellow, Pepperdine School of Public Policy and will be held at 6:30 p.m Oct 19. 2016 in the Fireside Room of Pepperdine main campus.

The next General Municipal Election will be held, and consolidated with Los Angeles County, on November 8, 2016.

Three Malibu City Council seats will be open and are currently held by Joan House, Skylar Peak, and John Sibert. The following is a complete list of qualified candidates as their names will appear on the ballot:

Jefferson "Zuma Jay" Wagner
Laureen Sills
Jennifer Blue deNicola
Carl Randall
Skylar Peak
Rick Mullen

All the candidates have confirmed acceptance of Malibu Rotary Club's invitation to participate.

John is asking for help from other club members for this event. Jobs include, timekeeper, making place holder signs for candidates, bringing water, room set up (bring Rotary banner), Rotary table info.

Rotary District Events

October 11 the second Rotary District Breakfast of the year will be held at the Westin LAX at 7:00 a.m. The breakfast will include an Olympic panel featuring 5-time Olympic medalist Janet Evans, Jeff Millman (Chief Communications Chair for the LA2024 Olympic Committee

October 22nd is the Rotary Foundation Celebration Dinner aboard the Battleship USS Iowa. This is a sold out event, but Margo, David Baird, and Bill Wishard have verified tickets.

Margo announced that Rotary district World War II veterans will be honored in the event program. Malibu Rotarian Fred Cornett qualifies for this and will be so honored.

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

February 2017-----John Elman

March 2017-----W. David Baird

April 2017-----Margo Neal

May 2017-----Robert "Bob" Syvertsen

June 2017-----David Zielski

CALENDAR (see up to date calendar on maliburotary.org)

- **September 28** David Zielski will be answering questions about iPhones, iPads and Social Media.
- **October 5** Dan Maughan will be talking about real estate programs to mitigate capital gains taxes
- **October 11** the second Rotary District Breakfast of the year will be held at the Westin LAX at 7:00 a.m. The breakfast will include an Olympic panel featuring 5-time Olympic medalist Janet Evans, Jeff Millman (Chief Communications Chair for the LA2024 Olympic Committee).
- **October 12th** Club Assembly Preparing for Candidates Forum

- **October 19th Malibu Rotary Club Sponsors Malibu City Council Candidates Forum in Fireside Room of Pepperdine University main campus at 6:30 pm (no noon Malibu Rotary meeting at Pepperdine)--** This is a special forum opened to the public and moderated by **Pete N.. Peterson**, Dean and Sr. Fellow, Pepperdine School of Public Policy and will be held at 6:30 p.m Oct 19. 2016 in the Fireside Room of Pepperdine main campus.

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Rick Mullen

These candidates have been invited to participate in the Malibu Rotary sponsored Malibu City Council Forum on October 19 and we expect confirmation of all by September 21

- **October 22nd is the Rotary Foundation Celebration Dinner aboard the Battleship USS Iowa (sold out).**
- **November 9 John Elman and Divid Zielski will talk and show how to use Rotary websites for communication**
- **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 Rotary District Assistant Governor Richard Miller has arranged for Special Dinner Meeting of 6 Rotary Clubs (including Malibu RC) in Woodland Hills(no Rotary noon meeting at Pepperdine that day)**
- **Deember 14 Holiday Party at Tra di Nni Restaurant**

