



*The Award Winning*

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

September 26 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 3 2018 Room LC 155 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 John's daughter Shana Elman MD MA answering her dad's question "What is Nuclear Medicine?"
- Last week TV Producer Lou Dennig on "Authenticity Made Simple"
- Malibu Rotary Halloween Fund Raiser coming up October 26
- 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 (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 26<sup>TH</sup>**



**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](http://WWW.MALIBUROTARY.ORG)**



**Lou Dennig on “Authenticity Made Simple”**



**Emmy nominated TV Executive Producer Lou Dennig was the featured speaker at the September 26 meeting of the Malibu Rotary Club.**

Malibu Rotary Club speaker the previous week was Jacquie Jordan Lou Dennig is one of Jacquie's TV "Guestpert." Lou is Jacquie's expert in various aspects of TV programming. He is the one she refers to when needing an expert on producing TV shows, Court Shows, Talk Shows, Daytime TV, Syndicated Programming, TV for Women, and "Creating Authenticity."

Lou 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.

Dennig is the man behind the gavel of some of the most successful Court Shows in unscripted television including Judge Judy, Judge Joe Brown, Swift Justice with Nancy Grace, and as the Co-Executive Producer of JUDGE JOE BROWN, Dennig produced over 3000 episodes of the series. Following the cancellation of JJB, Dennig served as EP on DIVORCE COURT where he shot a court show with authentic litigants to time; an unprecedented achievement that cut post production costs in half. In Dennig's first season at DIVORCE COURT, the program delivered a 10% larger audience than the prior season and garnered an Emmy nomination.

Following two seasons on DIVORCE COURT, Dennig developed or produced a number of projects including the podcast ON THE AIR with Judge Lynn Toler, THE MEDIATOR for Endemol, HIGHER COURT for Propagate, PALIN RULES with Governor Sarah Palin, THE RAW WORD, DIVE FOR CASH, CASH OR CAR and THE KILLER SPEAKS. During his tenure, he participated in the development and launch of the game show Pictionary, the talk show JIM J. & TAMMY FAYE, the daily production on LEEZA, MAXIMUM EXPOSURE, REAL TV and DR. LAURA in addition to others. Most recently, Dennig was Co-EP on the Comedy Central project THE HIGH COURT.

Dennig holds a Master of Arts degree from Northwestern University and a Bachelor of Arts degree from Haverford College. He is a member of the Producers Guild of America (p.g.a.) and the Television Academy. Husband, Father, Dog Lover, Kayak enthusiast and world traveler, Dennig has homes in LA and DC.

At the Malibu Rotary Club Lou's main topic was creating authenticity. The main characters in each of the court TV shows that Lou produced had to be authentic and consistent. The audience can tell if someone isn't authentic. Each of the court TV judges were actually judges. And the way they acted was consistent in each episode.

The rise of Judge Judy is an only-in-America story that began in 1982 when Sheindlin, then a prosecutor in New York City's Family Court, was appointed to the Family Court bench by Mayor Edward I. Koch. She became Supervising Judge of the Manhattan court in 1988 and heard more than 20,000 cases. During her years on the bench she earned a reputation for tough, no-nonsense jurisprudence, and established an "open court policy" which let the public and media view the family court process.

Judge Sheindlin's outspoken leadership became the subject of a Los Angeles Times profile in

February 1993, and that caught the attention of "60 Minutes," which led to a segment on the iconic broadcast. After her appearance, Sheindlin was approached about the possibility of presiding over a courtroom on her own TV show. **JUDGE JUDY** premiered in national syndication on September 16, 1996, and the rest is history.

As Judge Judy on TV she could just be her authentic self. Judge Joe Brown was a former Shelby County, Tennessee, Criminal Court judge. Brown was thrust into the national spotlight while presiding over James Earl Ray's last appeal of Ray's conviction for the assassination of Martin Luther King, Jr. Brown was removed from the reopened investigation of King's murder due to alleged bias—former Congresswoman Cynthia McKinney of Georgia wrote that Brown told her and the Congressional Black Caucus, unequivocally, that the so-called murder rifle was not the weapon that killed Martin Luther King, Jr. <sup>1</sup>It was during this time that Judge Brown caught the attention of the producers of *Judge Judy*. He was an authentic personality when he was considered as star of the new court TV show.

Lou said that Judge Joe Brown would often veer off subject so in each episode he would have to edit out a lot. But the basic authentic personality always showed through.

And that common thread is what has made these various shows that Lou has produced stay popular over the year. They all contain authentic sustainable personalities.

Lou also says that being real with a special personality and special background story is how people get on TV either as a game show contestant or other types of shows.

Lou brought his friend, Miguel Enciso (Director for The Insider and Home & Family) to shoot the event. After the meeting several Rotarians were had recorded interviews about Lou's presentation. Although usually Lou is behind the camera it was obvious he is very comfortable in front of the camera, and the meeting was enjoyed by all who attended.

*Editor's Note: When Miguel Enciso's video of Lou's presentation becomes available I will post it on the Malibu Rotary Club website. I lost my notes from this meeting and what I wrote is from my unrecorded recollection. The other thing I remember about the last meeting was Bianca's success in getting the Palisades Rotary Club to partner with the Malibu Rotary Club in the Barranca-Smile Project in Peru. That story is below. Readers of the Malibu Rotary Club Surfrider should know that after my daughter Shana speaks at the next meeting of the Malibu Rotary Club she and I will be leaving for the airport, travelling all week and I will not be at the October 10 meeting. Unless someone else writes this newsletter there will be none the week of October 10--John*

## **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.

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## **Malibu Rotary Club Rotating Presidents for 2018-2019**

**July 2018**

**August 2018**

**September 2018**

**October 2018**

**November 2018**

**December 2018**

**January 2019**

**February 2019**

**March 2019**

**April 2019**

**May 2019**

**June 2019**

**W. David Baird**

**Margo Neal**

**Margo Neal**

**Margo Neal**

**W. David Baird**

**W. David Baird**

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**John W Elman**

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**Bianca Torrence**

**Bianca Torrence**

## CALENDAR

### **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](http://www.thesocialchameleon.org)

**Facebook:** [www.facebook.com/TheSocialChameleonShort](https://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**





