

*The Award Winning*

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

January 11, 2017

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President of Record Bill Wishard

Malibu Rotary Club President of the Month (January) Bob Syvertsen

Malibu Rotary Club President Elect Bianca Torrence

Pictures by John Elman and Los Angeles Sentinel

Edited by Dr. John W. Elman

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- Last Week: Robert Ryans, Ast Dist Gov and Past President of Crenshaw-Watts Rotary Club, on Child Sex Trafficking
- January 18-Malibu Rotary Middle and Hi School Singing Competition 7:00 p.m.at Rait Recital Hall (no noon meeting)
- Next Regular Malibu Rotary Club Noon Meeting January 25 in LC 152 on the Pepperdine campus— Speaker will be Erica MacVittle on Proposal for Malibu Rotary Club Turkey Trot 2017
- Check [Calendar](#) on 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 (2016-2017) John F. Germ

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

## **Robert Ryans on Child Sex Trafficking**



**Robert Ryans is Immediate President of Crenshaw/Watts Rotary Club and currently an Assistant District Governor District Designate Peace Representative. He has been speaking on Child Sex Trafficking for the past year and urging as many members as possible to join Rotary Action Group and to support the District-wide forum on Sex Trafficking held March 4 at Loyola Marymount University.**

Every year more than 300,000 children becomes victims of these sex traffickers.

In 2013, Homeless count, LA Homeless Authority (LAHSA) found a 121.9% increase since 2013 in unaccompanied homeless youth. There are over 5,000 homeless youth in Los Angeles County alone and LAHSA reports 88% of homeless youth as unsheltered each night. About 80-90% of victims of sex trafficking have been sexually abused by parents, family members, neighbors and friends.

The pimp see's these children and because of their condition or situation, lure them into prostitution. Nothing is being done to the pimps. They get caught, they do their time and when they come out, they continue their business again.

It is estimated that human trafficking generates \$40 billion annually. That's more than McDonald's, Google's, and Wal-mart's profits combined.

Human trafficking, especially the commercial sexual exploitation of children, is a major problem.

According to a 2012 [International Labour Organization report](#), a staggering three out of every 1,000 people worldwide are engaged in forced labor. Globally, an estimated 27 million people are enslaved, of whom 4.5 million are victims of sex slavery.

At the Rotary International Convention in São Paulo, Cokkie Eaker, a member of the Rotary Club of Roswell, Georgia, USA, explained how Rotary can play a major role in ending human trafficking in the United States and worldwide. Eaker is the executive director of the End Human Trafficking Now campaign, which was created to fight human trafficking by promoting awareness of the issue.

"The problem is that people don't realize this can happen in their own community," Eaker said. "But the fact is that human trafficking is a very local problem and it's probably happening right before your eyes without you even realizing it."

Eaker explained that one of the campaign's primary goals is to train Rotary members, city officials, and community members in how to spot signs that a child is stuck in the human trafficking system. "When you get people talking about something like human trafficking, all of a sudden you realize these signs are all around you. You begin to know what to look for, and that in itself can save a life," she said.

Commercial sexual exploitation of children can take many forms. Not all affected children are kidnapping victims or runaways. Victims may come home to their families every day. Often, children are lured into trafficking without ever realizing what's happening.

The campaign has already gained momentum. Eaker explained that they have partnered with the [National Center for Missing and Exploited Children](#), [Shared Hope International](#), and [Polaris](#). They're also working with law enforcement and lobbying politicians for harsher penalties for those who participate in human trafficking.

“In the same way that Rotary has fought to end polio, I think we can mobilize members to help end human trafficking,” Eaker said. “We need to start a movement.”

The Malibu Rotary presentation was to include a 10 year old video, which is on YouTube, “The Making of Girl.”

<https://www.youtube.com/watch?v=ZvnRYte3PAk&t=76s>

There are many YouTube videos on the subject of Child Sex Trafficking. ABC produced “Inside the Lives of American Sex Slaves”

<https://www.youtube.com/watch?v=kvGGUsdDjB0>

Los Angeles Fox11 News Reporter Christine O’Donnell posted a YouTube video interview of a teenager named Bianca who escaped from her pimp

“Teen sex trafficking victim tells her story”

<https://www.youtube.com/watch?v=ZxmKltVxsNg>

One of the best documentaries is CNN Video “Selling the Girl Next Door”

<https://www.youtube.com/watch?v=Rb4IkP8BNtI>

The Rotary International Convention this year will be in Atlanta, GA. One of the topics being discussed there is the problem of child human sex trafficking. This story appears in the Rotary International website (<https://www.rotary.org/en/blown-away-realities-human-trafficking>):

At the age of 17, Jennifer was sleeping on the streets of Atlanta.

She'd felt abandoned most of her life, unprotected from her brothers and her mother's boyfriends, who physically and sexually abused her since she was five. And now, kicked out of her house, Jennifer - whose last name is withheld for privacy - was alone and vulnerable. She was soon lured into sex trafficking and was unable to escape for two years. Then she found Covenant House.

"Studies have shown that if a young person ends up on the street, within 48 hours someone is going to approach them with the intention of exploiting them, typically for sexual exploitation," says Allison Ashe, executive director of Covenant House Georgia, one of 22 facilities in the U.S., Canada, Mexico, and Latin America. "But a lot of the time it happens so quickly that they come to us already exploited. Our work is then to help them heal and build a future for themselves."

The Rotary Club of Atlanta is helping young people like Jennifer through a \$4.1 million campaign to expand the Covenant House, the city's only crisis center for homeless youth. At the start of the campaign two years ago, the house had just 15 beds and two bathrooms. Another 10 youths slept on floor mats, while others were on a long waiting list.

In June, the shelter moved into its new campus, which includes a 45-bed crisis facility and several outbuildings that make up an independent-living unit. A school building on

the property provides space for an art therapy program, a library, a health care clinic, and recreational activities.

"When you walk onto the campus, it doesn't feel like a crisis shelter," says Ashe. "It feels like a college campus where kids can come and heal, learn, grow, and move toward their future."

Clark Dean says his club became interested in the issue after inviting U.S. Attorney Sally Yates as their speaker, who explained that Atlanta is a major hub of child sex trafficking.

"It took the oxygen out of the room," Dean says of Yates' presentation. "When our club hears something like that, we want to act. Fortunately, we are blessed to have members who are in a position to make things happen."

The Atlanta Rotary Club is well connected in the community. Dean, a real estate executive, found and brokered a deal on a property in foreclosure for the new facility. The Atlanta Hawks basketball franchise, whose president is a club member, has contributed tickets and items for the club's silent auction. And Tad Hutcheson, an executive at Delta Airlines, organized more than a hundred volunteers to assist in cleaning up and renovating the new campus during a citywide volunteer service day. Delta also contributed \$100,000 to the campaign. Atlanta Rotarians have reached \$3.6 million of their fundraising goal.

The campaign will also fund an expansion in counseling services. The center has a general mental health program and employs specialists in sexual abuse, substance abuse, and addictions. An education program aims at putting kids back in high school, if they are still at an appropriate age, or helping older kids earn a GED, as Jennifer is doing. Kids can also learn vocational skills, résumé writing, and interview skills, and are placed in jobs when they are ready through a partnership with certain employers in the city.

In November, Atlanta Rotarians took part in an Executive Sleep Out, an event where business leaders toured the facility, met with kids, and spent the night outside in solidarity with them.

Ashe is overwhelmed by the support Rotary has provided.

"We were able to get the facility up and running for very minor costs because so much was done by volunteers," she says. "Rotary is an incredible example of what happens when a community of leaders comes together around an issue."

On Saturday, January 23, 2016, Holman United Methodist Church (HUMC) hosted Not in Our Backyard, an important community forum highlighting the perils of child sex trafficking and the preventative steps needed to eradicate the worldwide issue, also prevalent in South L.A. The conversation, sponsored by HUMC, the Crenshaw/Watts Rotary Club and the Coalition to Abolish Slavery Trafficking (CAST), was moderated by HUMC Senior Pastor Kelvin Sauls and

featured a series of well-versed panelist, speakers and community activists in the area of trafficking.

Keynote speaker Avis Ridley-Thomas, wife of 2nd District Supervisor Mark Ridley-Thomas, kicked-off the conversation, describing her extended families' personal experience with the widespread issue, and how the typical trafficker isn't always so typical. Thomas said referencing a CEO, who received 10 years jail time after caught trafficking over 9 young women in Atlanta. Thomas, also the Co-Director of the Institute for Nonviolence and Days of Dialogue, continually works to empower to circumvent the re-occurrence of child sex trafficking in South L.A.

Panelists for the community forum included Jane Creighton, Deputy District Attorney for Los Angeles County, Sergeant Jeffery Walker, 26-year L.A. County Sheriff Department veteran, Gabriella Lewis, Supervising Case Manager for CAST, and Rev. Deborah Manns, an ordained minister and Founder of The Virtuous Woman Ministries Inc.

Creighton, who has been assigned to the Sex Crimes Division since April 2011 and appointed the Human Trafficking Coordinator for the Los Angeles County District Attorney's Office since 2014, is responsible for a range of awareness and prevention, including prosecution, outreach and legislative proposals. Creighton says that "vertically prosecuting" is a key to better controlling trafficking cases, allowing the victim to remain with one caseworker from beginning to end. Creighton also says that Prop 35 was essential to putting traffickers behind bars, sentencing some attackers to "15 to life and some add-ons" if the predators use force, violence or duress.

Sergeant Walker, appointed to the Major Crimes Bureau's Human Exploitation and Trafficking Taskforce, says that prior to the Bureau's creation, it was difficult finding detectives willing to work in the field of child sex trafficking. "It really takes a different type of detective to do this kind of stuff. It's not just something you just pull somebody of the street and say 'investigate these cases'," he said. "These are way different cases, they're harder than child abuse cases," he continued.

Lewis, who mentioned her interaction with CSEC victims and social work with downtrodden youth, says she developed a prescription model designed to identify human service agencies throughout South L.A. and provide training on how to address child sex trafficking and CSEC victims. "I came up of a list of well over 400 agencies that are all in District 2. I began to then site visit these agencies, trying to understand who knew about trafficking and who didn't, because all of us need to know," Lewis declared. Kay Buck, human rights expert and executive at CAST, says the goal with the pilot project is to "mobilize our community here in South L.A. and District 2 to receive, support and help these kids and transition aged youth."

Rev. Manns spoke about the Virtuous Woman Inc. 13-week long curricula called the "Butterfly Journey". "When we first meet a girl, we just meet them exactly where they are, and that's where I'm able to keep the A-Wall rate down on the girls that I service," she said. Manns said her strategy is to provide the girls with structure and accountability, something often times lacking in the girls' families, even those with traditional families but have parents who work all the time. Manns went so far as to take—in a 15-year old CSEC victim, an experience she says has taught her a lot after raising 4 children of her own. "So many of these children have no parent



representation, and that is how I became an advocate,” referencing her work with district attorneys and juvenile judges throughout Southern California.

Other speakers included Emily C. Williams, policy liaison and Assistant Senior Deputy for Human Services, Child Welfare and Education for Los Angeles County. Williams said that “many youth run away from home because they are not accepted for who they are, and they begin to trade sex for food or shelter on the streets.” “That is a form of child sex trafficking,” she said. Williams says that District 2 developed the CSEC Integrated Leadership Team, a taskforce designed to provide curricula and training materials to schools, families and human service agencies.

Robert Ryans, President of the Crenshaw/Watts Rotary Club, spoke about the nuances in public policy that lead to pathways for continued child sex trafficking. Ryan says that in some cases, mandatory reporting rules are being eased, allowing a “girl 14 years of age to have sex with a 21-year old.” Ryans proclaimed that while still illegal, it doesn’t have to be reported, and that decision makers have a tendency to “redesign the problem,” as opposed to working to solve it.

According to reports by justice.gov, 7 years is the average life expectancy of trafficked girls. Reports also show that 1 in 3 teens are recruited into the sex trade within 48 hours of leaving home. CAST, the Crenshaw/Watts Rotary Club, Virtuous Woman Inc. and HUMC are committed to providing resources and working to end the cycle of child sex trafficking in South L.A. and abroad.

A website that deal with solutions for this problem is

<http://endhtnow.com/>

Education seems to be a major part of combating this problem. Making everyone aware that human sex trafficking and especially child sex trafficking exists everywhere. Although it is more likely in poor neighborhoods in can happen anywhere, including Malibu. Parents should council their children, We need to have community forums and support programs.

Everyone is urged to attend the “End Child Sex Trafficking in Southern California” forum on March 4. Information on this is below.

Mar 04, 2017 8:00 AM – 12:00 PM



Loyola Marymount University  
Life Sciences Auditorium  
1 LMU Drive  
Los Angeles, CA 90045  
United States

It's happening here. Join Rotary for this important forum, and learn what you can do to "End Child Sex Trafficking in Southern California." Presenters will include law enforcement, legislators, judiciary, rescue and recovery.

This event is free but reservations are required (limited seating). Register by clicking the "Register" link on this page, or contact the District Office at 310-670-9792 or [Tori.Hettinger@rotary5280.org](mailto:Tori.Hettinger@rotary5280.org).

Link below for Human Trafficking flyer:

<https://www.crsadmin.com/gen/Accounts/50010/EventPlanner/4b27c140-9788-474e-b806-3779d591c555/9075/HumanTraffickingflyer.pdf>

## **Annual Malibu Rotary Sponsored Middle and High School Singing Competition**



**Above is Maggie Reenee Valdman winner of the 2016 Malibu Rotary Singing Competition**



**Maggie was sponsored by the Malibu Rotary Club to compete in District Competition  
Where she placed second in music, but was the top vocalist.  
She is now at Julliard School of Music in New York.**

Students from Krysta Sorensen's vocal classes at Malibu Middle School and Malibu High School compete for prize money at special concert program at Raitt Recital Hall at Pepperdine University at 7:00 p.m. on January 18. There will be no noon Malibu Rotary Club that day.

A panel of judges from the music industry will score student performances and the Malibu Rotary Club will award cash prizes for the first, second, and third place finishers in both the middle school division and the high school division.



Winner of the High School division contest will be sponsored by the Malibu Rotary Club to Rotary District Pageant of the Arts Competition held March 11th at Loyola Maramount University in Los Angeles. At the district competition Malibu Rotary's singer will compete against student musicians sponsored by other Rotary Clubs.

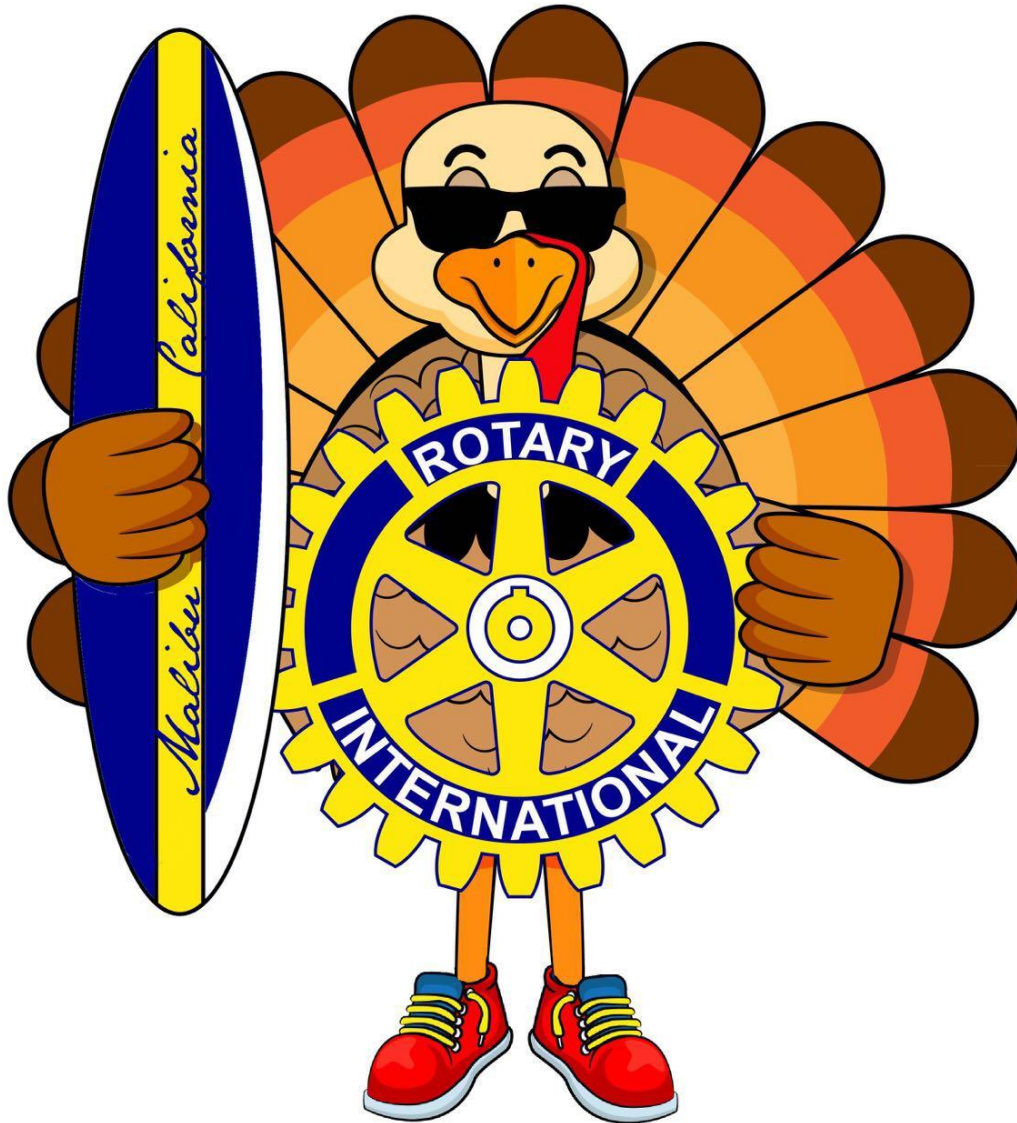
Malibu's entrants have taken second place at the district competition the past 2 years competing with instrumentalists. Each of the Malibu entrants were accepted to

Julliard School of Music, pursuing careers in music. Pictured at top is 2016 winner Maggie Renee Valdman.

David Zielski has stepped at the last minute to be event chair when Teresa Le Grove announced she had to return to Ontario, Canada because of family illness.

David was able to get Tris Imboden, drummer with the band Chicago to be one of the judges. In addition to the cash awards of \$200, \$100, and \$50 that are given to the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> places. Winners in the competition Carlye said there is enough money in the charity budget to give each Winner an engraved plaque. The plaque without winners name will be presented the night of the Performance and plate with engrave name will be mailed to the recipient.

**Malibu Rotarians discuss the Malibu Rotary Sposored 2017 Malibu Turkey Trot**



**Speaker at January 25 2017 will be** Erica MacVittle. Erica MacVittle is the Race Director for Malibu Half Marathon and 5k. She and her Malibu Marathon Company have

successfully organized and put on the Malibu Half Marathon and 5 k. From facebook page "Now in its 8th year the Malibu Marathon continues to attract a loyal set of both local and international athletes. Rocky bluffs, sandy beaches and plenty of rugged hills await the runners in the point-to-point route along the Pacific Coast Highway. This year's race will take place on November 6th, 2016. The out and back Half-Marathon & 5K course starts and ends at north of Point Mugu beach." About 1600 runners participated in the 2016 run.

Malibu Rotary Club President-Elect Bianca Torrence, mother of Olympic runner David Torrence, has asked Erica to speak to the Malibu Rotary Club on January 25th about the possibility of having Erica's company produce the first Malibu Rotary Club Turkey Trot on Thanksgiving morning, November 23, 2017.

Bianca has been working with various run companies to find out who can put on the Turkey Trot run that the Malibu Rotary club wants to sponsor. She had been in touch with the people who put on the Malibu Half Marathon and others. Bianca sent an e-mail to members a proposal from Erica MacVittle of Malibu Race Series, LLC, which completely plans and put on races.

### **Scope of Work**

- 1. Brand strategy workshop [Highly recommended for a new event];**
- 2. Visual story, copy, content plan;**
- 3. Marketing plan;**
- 4. 90-day social media activation;**
- 5. Facebook campaign, including ad buy;**
- 6. Event activation concepts;**
- 7. Sponsor / vendor relationship;**

### **PROCESS**

- 1. IN PERSON GROUP BRAINSTORM WITH MALIBU ROTARY CLUB TEAM;**
- 2. CREATE BRAND PLATFORM DELIVERABLES • DEVELOP AN UNDERSTANDING OF KEY BRAND OBJECTIVES. • MISSION STATEMENT AND CORE VALUES FOR THE EVENT**

### **PROCESS**

- 1. REVIEW MALIBU TURKEY TROT VISUAL ASSETS**
- 2. CREATE KEY COPY POINTS BASED ON BRAND PLATFORM**
- 3. CREATE A WEBSITE**
- 4. IDENTIFY REGISTRATION PLATFORM + SET-UP**
- 5. CREATE SOCIAL CHANNEL GRAPHICS**

### **DELIVERABLES**

- DEVELOPMENT OF WEBSITE, SOCIAL ICONS, REGISTRATION PROCESS**



- COPY POINTS SUMMARY FOR WEB, SOCIAL, PRESS RELEASES
- KEY ART ASSEST INCLUDING COLLATERAL, T-SHIRT AND MEDALS

They search for sponsors, work up marketing, social media, and put on the event

1. HIRE EVENT PRODUCTION COMPANY - JIVE LIVE
2. COURSE DESIGN ADN PERMITS
3. CREATE A PRODUCTION, SECURITY, PARKING AND STAFFING PLAN

#### DELIVERABLES

- BUDGET REVIEW AND ASSISTANCE
- START LINE, FINISH LINE AND COURSE MANAGEMENT
- EQUIPMENT RENTAL + VENDORS DOES NOT INCLUDE EVENT AND SECURITY STAFF OR A VOLUNTEER COORDINATOR

#### FEE SUMMARY EVENT MANAGEMENT

- January - February: 10 hrs weekly @ \$50 = \$4,000
- March - April: 5 hrs weekly @ \$50 = \$2,000
- May - June - July : 5 hrs weekly @ \$50 = \$3,000
- August - September: 10 hrs weekly @ \$50 = \$4,000
- October - November: 15 hrs weekly @ \$50 = \$6,000
- TOT= \$19,000 PRODUCTION COMPANY
- JIVE LIVE • Management Fee: \$20,000

Obviously this is not an inexpensive venture. From what we've heard these raised have had large revenues, but will the revenues be enough to turn a profit.

Bianca was to try get someone from the run management team to speak to our club, hopefully at January 25 meeting.

### **Rotary District Events**

**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 11<sup>th</sup>**

## **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" Syversten**

**June 2017-----David Zielski**

**CALENDAR (see up to date calendar on [maliburotary.org](http://maliburotary.org))**

- **January 11 2017 Robert Ryans Speaking on Human Trafficking**
- **January 18 2017 -- Annual Malibu Rotary Sponsored Middle and High School Singing Competition at 7:00 p.m. at Rait Recital Hall on Pepperdine main campus (set up and sound checks at 6:00 p.m.)—No noon meeting at Pepperdine Drescher campus**
  - **January 25 2017 Noon Meeting January 25 in LC 152 on the Pepperdine campus— Speaker will be Erica MacVittle on Proposal for Malibu Rotary Club Turkey Trot 2017**
- **February 15 Ken Chong on “Membership”-- Ken Chong is Past President of LA 5 and membership chair Rotary District 5280. He was featured speaker at Governor Elect Seminar in San Diego because of his creative ideas.**

