

The Award Winning

Malibu Rotary Club Surfwriter

January 18, 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 Bianca Torrence

Edited by Dr. John W. Elman

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

- Last Week: January 18-Malibu Rotary Middle and Hi School Singing Competition
- 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
- 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

2017 Malibu Rotary Middle and Hi School Singing Competition



Pictured are participants in the 2017 Malibu Rotary Club Middle and High School Singing Competition.

Bottom 2 rows are the high school student participants.

The middle school singers are standing in second row from top.

Members of the sponsoring Malibu Rotary Club are standing in the top row.

24 Students from Krysta Sorensen's vocal classes at Malibu Middle School and Malibu High School competed for prize money at special concert program at Raitt Recital Hall at Pepperdine University on January 18. They were accompanied by pianist Joellen McNaughton.



Pictured above are winners of Malibu Rotary Club Middle and High School Singing Competition.

L to R: Middle School 3rd place winner Sinan Taylor who sang Ben Howard's "Gracious" while accompanying himself on guitar; Middle School 2nd place winner Lauren Reed who sang "Part of your world" from Little Mermaid; Middle School 1st place winner Camille Anneet who sang "Popular" from Wicked; 1st Place High School Winner Claire Anneet who sang "If I ain't got you" by Alicia Keys; 3rd Place High School Winner Willam Hammond who sang Smokey Robinson's "Who's Lovin' you"; 2nd Place High School Winner Ife Houzell who sang Anthony Newley-Leslie Bricusse's "Feeling Good", music industry judges Zoe Scott, Armand Sabal-Lecco, and Tris Imbodden and Event Master of Ceremonies Ted Silverberg.

The annual Malibu Rotary Club sponsored event was held at Pepperdine University Raitt Recital Hall.

The 124 seat theater was filled to capacity. The panel of judges from the music industry scored student performances. In addition to the cash awards of \$200, \$100, and \$50 that were given to the 1st, 2nd, and 3rd place finishers in both the middle school division and the high school division, the winner of the high School division contest Claire Anneet is being sponsored by the Malibu Rotary Club to participate in the 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 60 other Rotary Clubs.

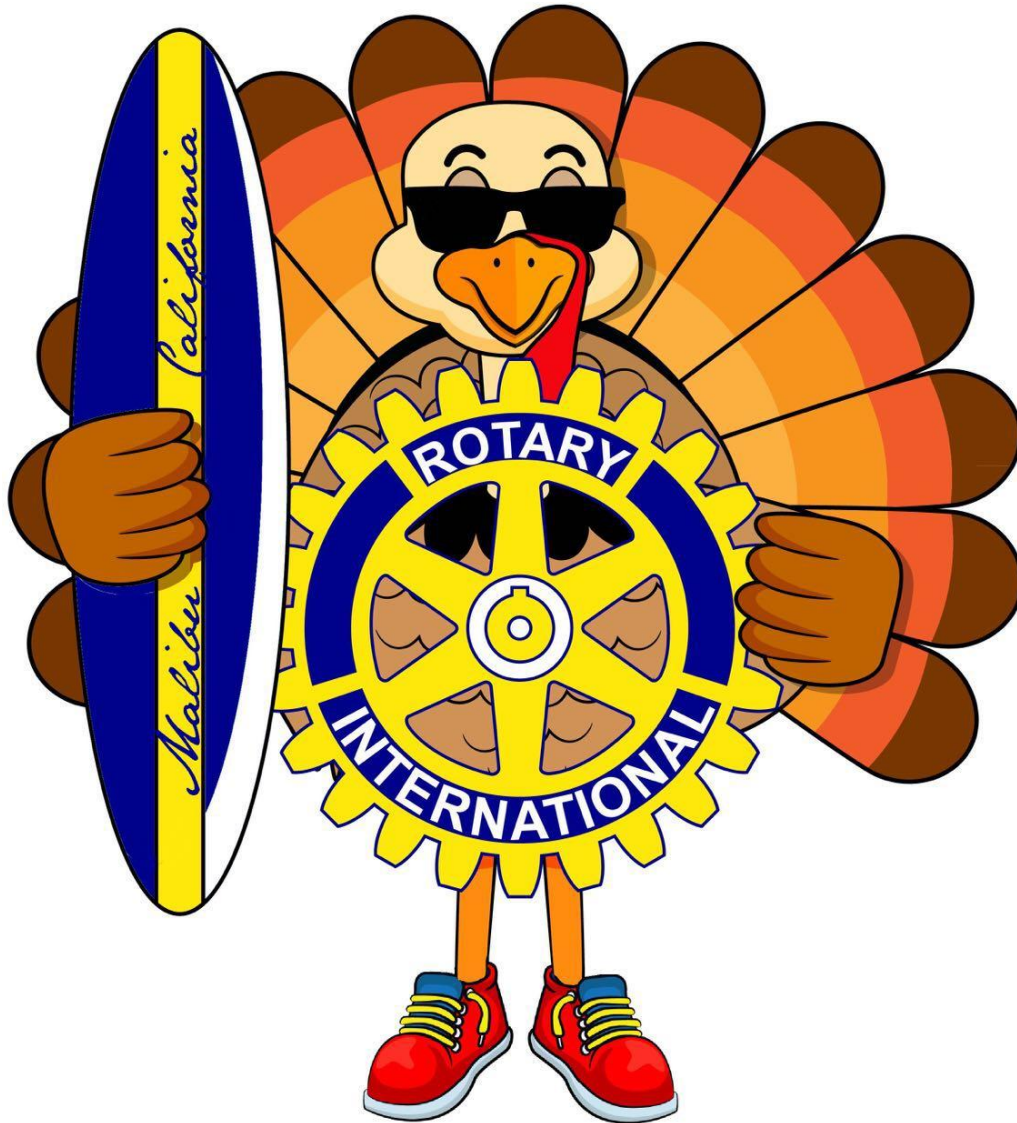
Malibu's entrants have taken second place at the district competition the past 2 years competing not only singers, but with instrumentalists. Last year's Malibu entrant Maggie Renee Valdman was accepted to and is now attending Julliard School of Music, pursuing her career in music.

Malibu Rotary Co-chair for this year's event were Teresa LeGrove and David Zielski.

Pictured below are judges Zoe Scott, Armand Sabal-Lecco, and Tris Imbodden.



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 on trip. We hope to get a report from Margo in February.

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)

- **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.**