

The Award Winning
Malibu Rotary Club Surfwriter

May 30, 2012

Official Newsletter of the Rotary Club of Malibu

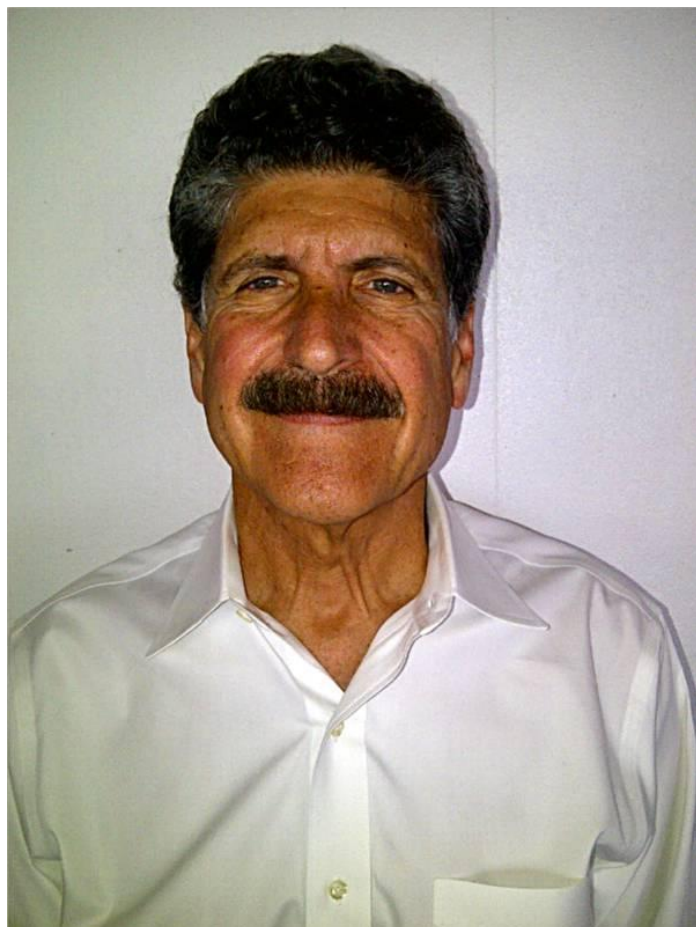
Malibu Rotary Club President of the Month David Baird
Malibu Rotary Club President of Record William Wishard

Edited by Dr. John W. Elman
Pictures by Dr. John W. Elman

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

- **Last Week: Malibu Rotary Club Past President and current Executive Director of Real Estate and Adjunct Professor of Negotiation, Dispute Resolution and Critical Thinking at Pepperdine University Dennis Torres on “The Art of Negotiation”**
- **News and Guests from Last Malibu Rotary Club Meeting**

- **Geoff Ortiz of Malibu Rotary Club Presents Senior Awards at Malibu High School**
- **Next Week June 6— Malibu Rotary Club President-Elect Bill Wishard Talks About 2012-13 Newest Rotary Plans for Club, District and International at Malibu Rotary Club meeting 7:30 a.m. in Pepperdine Fireside Room**
 - **Jun 13 2012 (no morning meeting at Pepperdine University) Malibu Rotary Club Special Noon Lunch meeting at Tra di Noi Restaurant in Malibu Country Mart**
- **Malibu Rotary Club International Projects in Puerto Rico**
- **Malibu Rotary Club is [Official Sponsor of Smile Trek](#)**
- **Check [Calendar](#) on Malibu Rotary website MalibuRotary.org**
- **Malibu Rotary Club Website: www.MalibuRotary.org**
- **Rotary International Website: www.Rotary.org**
- **Rotary District 5280 Website: www.rotary5280la.org**
- **Rotary District 5280 “Rotarians Doing Business With Rotarians” Website: <http://yp5280.org/>**
- **[RI President \(2011-2012\)](#) Kalyan Banerjee RI President (2012-2013) Sakuji Tanaka**
- **Rotary District 5280 Governor (2011-2012): Brad Robinson (2012-2012): Lewis Bertrand**
- **Assistant Governor for Malibu Rotary Club: Kevin Smith**
- **Rotary District Newsletter—see it on Rotary District 5280 site or click [here](#)**



Malibu Rotary Club Past President and current Executive Director of Real Estate and Adjunct Professor of Negotiation, Dispute Resolution and Critical Thinking at Pepperdine University Dennis Torres on “The Art of Negotiation”

Dennis Torres is still a member of the Malibu Rotary Club, but we hardly see him at a meeting. Even though his office as Executive Director of Real Estate Operations at Pepperdine University is only steps from the Malibu Rotary Club meeting place in the campus Fireside Room, his position as the University’s Real Estate executive director also sends him to other campus properties. He helped set up the new Pepperdine campus in Washington DC,

on Pennsylvania Ave, three blocks from the White House. When he is in his office he is usually on a conference call with people all over the world.

Besides his position as Pepperdine's real estate executive director Dennis is an Adjunct Professor of Dispute Resolution at Pepperdine University's School of Law, Straus Institute for Dispute Resolution, which is rated number one in the country. His background in negotiation and arbitration includes a Master's Degree in Dispute Resolution and a Professional Graduate [Certificate](#) in Dispute Resolution. In 2006, he completed the Program On Negotiation (PON) at Harvard Law [School](#). Dennis has his own company Dennis Torres Inc (www.DennisTorres.com) which specializes in mediation and arbitration.

At the Malibu Rotary Club May 30th Dennis gave us a glimpse of the knowledge and philosophy he imparts to students taking the class he teaches (LEGL 631 "Introduction of Interest Based Negotiation"). It could be called the "Grand Adventure of Negotiation", but simply it is Dennis' "Art of Negotiation", and it has validity to all of us no matter what we're negotiating, whether it is in our business, real estate, or marriage.

In explaining the topic Dennis asks us to define *Negotiation*.

Is it collaboration or a battle?

Is it based on *interest* (which is collaborative) or *position* (which is adversarial).

According to Wikipedia

Negotiation is a [dialogue](#) between two or more people or parties, intended to reach an understanding, resolve point of difference, or gain advantage in outcome of dialogue, to produce an agreement upon [courses](#) of action, to bargain for individual or [collective advantage](#), to craft outcomes to satisfy various interests of two people/parties involved in negotiation process. Negotiation is a process where each party involved in negotiating tries to gain an advantage for themselves by the end of the process. Negotiation is intended to aim at [compromise](#).

In the art of negotiation that Dennis uses it is definitely collaboration and compromise that are used so that everyone involved gets what's important to him/her. Neither side should have an advantage—ideally both sides get what they want and both sides win!

Courts and lawyers send cases to Dennis to avoid having these cases go a court where they'll be decided by a judge or jury. Before the opposing parties have been brought to Dennis they often don't even know exactly what the other side wants. Their attorneys have forbid them from talking to anyone, especially the other side. The plaintiff and the defendant have not spoken since one decided to sue the other. It is possible months and years have gone by with neither side directly communicating to the other.

Before actually going into the negotiating room Dennis researches each side meticulously. What does each side really want? What is NOT really important to each side, and therefore something that that side would be willing to give up?

While some arbitrators and negotiators might caucus each party separately Dennis insists on a joint session. He prefers to have all the principals in the room at the same time, sitting at a table with the plaintiff and his attorney on one side and the defendant and his attorney on the other, with Dennis in the middle. He wants to talk directly and indirectly to the plaintiff and defendant and wants each to hear each other.

Dennis said that disrespect usually drives the negotiation. One party feels slighted by the other. Dennis tries to find out what the disrespect is before sitting down with them. He said don't assume people know what they want. They just want to stick to the other side because they have been disrespected.

Dennis said it is sometimes difficult to get people to talk about what they want because their lawyer might not let their client speak. He describes the "Bulldog" lawyer who intimidates and barks, standing in the way of Dennis directly asking questions of his client. Dennis directs the questions so that only client, not the lawyer, would know the answer, until ultimately, he is talking directly to the client and finding out what the client really wants.

When attorneys bring the clients to people like Dennis for arbitration and dispute resolution Dennis typically settles the case in less than 4 hours. If the case goes to court to be settled by judge or jury, there is no guarantee that either side will win, only that it will be very expensive if they don't.

News and Guests from Last Malibu Rotary Club Meeting

Maggie Luckerath talked about the Fund Raiser Polo Match for Safety Harbor Kids that will be held June 9th at the Will Rogers Polo grounds in Pacific—several Malibu Rotarians will be volunteering (see announcement on next page).

Veera Mahajan, publisher of *Malibu Chronicle*, formerly a printed local paper, but now an online local news service at www.malibuchronicle.com, was a first time guest at the Malibu Rotary Club meeting on May 30th. The back of her business card also lists her as a writer, actor, speaker, advocate, and Mentor Against DV. I will invite her back as a speaker to find out more. Real estate agent (and musician) **Yuri Katz**, who works with **Donna Bohana**, was again guest at the May 30th Malibu Rotary Club meeting, as was **Michael Hebert** of the Thousand Oaks

Rotary Club who owns the Mailing and Packaging store in the Malibu Trancas center. New construction at the center will have Michael moving to a different building in the center.

Geoff Ortiz of Malibu Rotary Club Presents Senior Awards at Malibu High School

Editor's Note: Geoff Ortiz e-mailed the following story after presenting 2 \$500 Scholarship awards from Malibu Rotary Club to graduating seniors at Malibu Rotary High School Tuesday evening May 29th.

I just returned from the MHS Scholarship awards, and was so very impressed with the caliber, excellence, and camaraderie exhibited by all of the students there. My guess is that there were about 200 students, and almost as many parents. Our 2 awards went to Phillip Gabales and Kimberly Watson. There were many, many scholarships awarded, and deservedly so. Tanner Porter seemed to win just about every other award, (she was one of our annual singing comp winners also), but what impressed me the most were the awards given to the two students that exhibited the most improvement and determination throughout the school year. These awards were given to two special needs students, but was most impressive was the genuine outpouring of support and love that was shown by all of the students when these two were announced. We have a very special group of young adults at that school and we should all be very proud of what genuinely good people they have become.

--Geoff

Safety Harbor Kids May Fundraiser at the Polo Grounds

To Benefit Orphans, Foster and Homeless Children

Join Safety Harbor Kids at [Will Rodgers Polo Field](#) to watch the game of kings while indulging in spectacular food generously provided by [Taste at the Palisades](#).

2012 Event to be held at Will Rogers State Historic Park

1501 Will Rogers State Park Road

Pacific Palisades, CA 90272

1:00am Red Carpet and Goodwill Ambassador Awards Ceremony

2:00pm Polo Match, Dinning & Wine Tasting

Join, attend or sponsor a child click [here](#) or call today 800.277.0497

“In seven years at the home, I have never seen such a dramatic change upon these children after they attended your events”

JC Mazdar, director at Hathaway-Sycamores

ADVANCED DISCOUNT PURCHASE AVAILABLE MAY 12th-19th only!

Ticket Type	Sales End	Price
<i>Reserved Admission</i> <i>Admission to Polo Club & Match</i> <i>take your picture on the Red Carpet,</i> <i>live Jazz music. Lunch, Wine, Cocktails</i> <i>Parking not included \$12 to State Park</i> <i>Event from 1-6pm.</i>	<i>June 8th by 5pm</i>	\$95 <u>Buy Tickets</u> \$75.00 before 5/19

Malibu Rotary Club Special Noon Lunch meeting at Tra di Noi Restaurant in Malibu Country Mart

Note from Maggie Luckerath:

Malibu Rotary meeting on Wednesday, June 13th will be a Club Assembly luncheon at 12:00 Noon at Tra di Noi.

Price will be \$20 and I ask that you bring \$20 cash as we told them we would pay cash.

Please RSVP to me so I can give them an exact head count.

-- *Maggie Luckerath (hubsden@aol.com)*

Malibu Rotary Club International Projects in Puerto Rico

With matching grants from The Rotary Foundation, Rotary District 5280 (District Designated Funds [DDF]), and in partnership with other Rotary clubs in Rotary District 5280 and host clubs in Puerto Rico, the Malibu Rotary Club is involved in two humanitarian international projects in Puerto Rico in 2012. Barbara Riley (front row

third from left) represented the Malibu Rotary Club at the *Centro Geriátrico San Rafael, Arecibo, PR Rotary Project in February, 2012. Malibu Rotary was one of the lead sponsors of the project, along with 4 other Rotary Clubs from Los Angeles, CA Rotary District 5280 who also sent representatives.*

Malibu Rotary Club was also a sponsor of a second project, *Hogar Santísima Trinidad (HST)* in Barrio Macarabones, Toa Alta, Puerto Rico which involves rehabilitating alcohol and drug abusers at the HST Center to train for job skills and also educate in recycling and train in solid waste management.

More on Rotary District 5280's humanitarian trip to Puerto Rico can be seen at <http://www.facebook.com/PuertoRico5280>.

In the *Centro Geriatrico San Rafael, Inc* in Arecibo, Puerto Rico project the Malibu Rotary Club is the PRIMARY INTERNATIONAL PARTNER. 5 Rotary Clubs from Los Angeles along with Rotary Foundation and the host Arecibo Rotary Club has helped the senior residential center purchase needed maintenance and repair tools, 8 energy efficient air conditioning units and a commercial sliding gate opener. This is a geriatric home for indigents founded in 1925. The Arecibo Rotary Club has been supporting them since 1935. This project costs \$15,585.00 of which the Malibu Rotary Club and the Westchester Rotary Club have given \$1170.00 each. Other partner clubs are Culver City, Wilmington, along with the host Rotary Club of Arecibo.

The most ambitious project (*Hogar Santísima Trinidad [HST]* in Barrio Macarabones, Toa Alta, Puerto Rico) involves rehabilitating alcohol and drug abusers at the HST Center (who are also highly likely to have HIV) to train for job skills and also educate in recycling and train in solid waste management. HST is a private community based non-profit organization, offering a safe residential rehabilitation and treatment program to 35 young males addicted to drugs and /or alcohol, established in 1993. HST depends on income from their semi-industrial aluminum and metal recycling and processing program. As part of their rehabilitation program, the HST implements occupational, physical and work therapies through their Mobile Recycling Center Program (MRCP). It consists in the training of patients in the use of a fixed industrial recycling unit permanently located at the Center, where they learn how to process and recycle aluminum, car batteries, diverse metals and other materials under the close supervision of trained supervisors. They also pickup recyclable materials in nearby communities to process at the center. The project also addresses a problem of waste management in Puerto Rico. Studies done by the US Environmental Protection Agency have revealed that improper or insufficient capacity to dispose of solid waste in Puerto Rico has created public health problems. The management and disposal of solid waste in the Island has long been a challenge, aggravated by the limited space available due to its geographical size, roughly 100 mi by 35 mi, and its delicately balanced ecosystem and the large amount of solid waste generated, at 4,000,000 tons per year. Puerto Rico's residents generate more waste than people living on the mainland and recycling rates are lower. Much of Puerto Rico's waste ends up in landfills, most of which do not comply with local and federal governments' landfill requirements. The cost of HST Rotary project in Puerto Rico is \$22,570. The primary international club sponsoring this project is the

Westchester Rotary Club. Malibu Rotary Club is an equal share holder with the Westchester Rotary Club, with each club contributing \$1570.00. Besides the host Rotary Club of Santurce, the Rotary Club of Torrance-Lomita is a partner in this project.



Malibu Rotary Club is Official Sponsor of Smile Trek

Marine Sargent Winston Fiore Started his 5,000 mile Cross Country Motorcycle Trip in Malibu. His purpose is to bring awareness of children's cleft palate and raise money for the International Children's Surgical Foundation. The organization provides surgery, training for 3rd world surgeons, plus follow-up care for surgical correction of children's cleft palate disease. The US trip was in preparation for a 5,000 mile walking trip

across Southeast Asia which he began in September. Before he left he explained " My route will take me through eight different countries, beginning and ending in Singapore, and the yearlong trek will be an ongoing effort to raise funds for the ICSF and awareness for children living with clefts in the developing world. I chose to base this trip in Southeast Asia because of the region's high prevalence of cleft births."

Malibu Rotary Club is one of his sponsors. One surgery costs \$240.

See Winston's blog at <http://www.smiletrek.org> (which includes multiple videos) as he travels across the world. As of April 11th he had collected \$40,404 for ICSF, over 81% his goal of \$50,000.

Please see Malibu Rotary Club Website www.maliburotary.org for latest Calendar and future speakers and facebook pages for other news.

Like Rotary Club of Malibu on 

Calendar

(all Malibu Rotary Club meetings are held at 7:30 a.m. Wednesdays in Fireside Room of Pepperdine University unless otherwise noted)

June 6 2012

Malibu Rotary Club President-Elect Bill Wishard Talks About 2012-13 Newest Rotary Plans for Club, District and International at Malibu Rotary

Jun 13 2012 (no morning meeting at Pepperdine University) Malibu Rotary Club Special Noon Lunch meeting at Tra di Noi Restaurant in Malibu Country Mart

Jun 20 2012

Barbara J Riley

"Rotary District Humanitarian Trip to Puerto Rico"

The Malibu Rotary Club is a co-sponsor in two humanitarian projects in Puerto Rico. Barbara Riley represented the Malibu Rotary Club at Rotary District 5280 Humanitarian Trip to Puerto Rico in February to visit these projects and will describe her experience at the Malibu Rotary Club meeting June 20.

Jun 27 2012

Prof. dr. George Pavlakos

"Global Law: obligations of justice beyond the borders of the nation state"

Dr George Pavlakos is Research Chair in Globalisation and Legal Theory, Universiteit Antwerpen/Belgium, Director Centre for Law and Cosmopolitan Values <http://www.lcv.ua.ac.be> as well as Professor of Globalisation and Legal Theory, University of Glasgow/Scotland. He is taking a sabbatical year lecturing and studying at UCLA and the Malibu Rotary Club is fortunate to have this international scholar of law speak at our club June 27 on Global Law: obligations of justice beyond the borders of the nation state.