



LA ROTACIÓN

Rotary Club of Palos Verdes Peninsula · April 3, 2009

If You Missed Us On March 27

PVPSD JOB #1: CONSTANT IMPROVEMENT

—by Greg Sparkman

I need only tell you the Song of the Day, led by our talented songbird, **Dian Ashley**, for you to know the state of day that surrounded today's meeting: "America the Beautiful." As we entered the hallowed expanse of PV Golf Club's Grand Ballroom we grabbed our "stinking batches" and waded through rows of silent-auction items. No, they weren't for us to bid on. They were for some later function that evening. There was little disappointment, however, because just a few more steps took us to see

wonderful **Phyllis Pelezzare**, who was offering the near equivalent in the form of weekly raffle tickets. Two dolloars is a bid I can handle! With **Phyllis** were **Carolyn Lehr** and **Len Danryd** providing the 'official' welcomes.

Inside were more welcomes and a buffet table to plunder. As the gathered were getting settled in, **President Bruce** rang the bell to kick of the meeting. He invited **Bob Johnson** to set the mood with the invocation, followed by **Paul Rubincam** with the Pledge of Allegiance. *(continues)*

UPCOMING PROGRAMS

APRIL 3: Allison Clay-Duboff. Her life as an expatriot in Saudi Arabia.

APRIL 10: DARK. Good Friday.

CLUB CALENDAR

APRIL 3! Dictionary give-away. Barton Hill Elementary School, San Pedro. Immediately following our lunch. **NOTE CHANGE OF DATE.**

APRIL 30–MAY 3: District Conference, Costa Mesa. Watch for details.

PICTURED ABOVE: Educator of the Year Committee members, Julia Parton, Harry Kitter, Inga Liden.



PVP PENINSULA · ROTARY CLUB LEADERSHIP 2008–2009

District #5280
**ROTARY CLUB OF
 PALOS VERDES PENINSULA**
 Chartered March 26, 1962

ROTARY NEWS ON THE 'NET

PVP CLUB: www.Rotarypvp.com

DISTRICT 5280:
 www.ROTARY5280LA.org

ROTARY INTERNATIONAL:
 www.rotary.org/

08–09 RI PRESIDENT:
 Dong Kurn Lee

**08–09 DISTRICT 5280
 GOVERNOR:** Chuck Anderson

DIRECTORS:

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- PRESIDENT-ELECT: John Polen
- SECRETARY: Keith Deisenroth
- TREASURER: Rita Bhatia
- CLUB SERVICE: Debra Deitch & Liz Fitzgerald
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- INTERNATIONAL SERVICE: Gustavo Demoner
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- YOUTH SERVICE: Inga Liden

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- COMMUNICATIONS: Hal Lazar
- MEMBERSHIP: Greg Sparkman
- PUBLIC RELATIONS: Julia Parton
- PHOTOGRAPHER: Chris Stillian

- LA ROTACIÓN* EDITOR: Steve Day
- SERGEANT-AT-ARMS: Phyllis Pelezzare
- PAST PRESIDENT: Harry Kitter
- RI FOUNDATION: Jim Hartman
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- CONCOURS LIAISON: Shuja Oberoi
- HISTORIAN: Marcia Haber

SUNSHINE COMMITTEE:

- Please let one of these Rotarians know if you have news about a fellow member.
- LIZ FITZGERALD
 (310) 373-8060, lizfitz@earthlink.net
- KJELL HELLBERG
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We learned all about the PVPUSD from speaker Susan A. Liberati, Ed.D.

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Paul made a return visit to the podium after the nosh break to receive his official Blue Rotary badge, having completed his 'break-in' list of tasks (thanks for the wash on my Mini, **Paul**. Next time no Armor-All on the tires.). **Paul** also received his Rotary Membership Certificate, which was being held hostage 'til his initiation check cleared.

Past President Harry Kitter announced that our club would be the official, and only, host of the 2009 annual Educators of the Year Awards Dinner this fall. The PV Chamber of Commerce co-hosted the event with our club in past years, but has decided now to no longer participate. Rotary's support of education, both on the Peninsula and in our surrounding neighborhoods, goes on unabated. As

sole host for the event, our club is now looking for businesses and individuals who want to provide continuing support for what has become the most meaningful evening of the year for those who daily shape our children as teachers and mentors. Would you, your company, or someone you know want sponsor this "Thank You" to quality teachers? Contact **Harry**. He'd love to hear from you.

Bruce reminded us of the upcoming District Conference, and sent around the sign-up sheet for the weekend's activities. This year's conference is just a short drive to the Westin Hotel-South Coast Plaza. It runs April 30 through May 3. Don't miss the Plenary Sessions!

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CLUB NEWS

AN APPLICATION FOR MEMBERSHIP . . .

has been received from Arthur (Art) Yoon, director of public affairs for Cox Communications in Palos Verdes. He is sponsored by **Carolyn Lehr** with a proposed classification of Public Affairs. His application has been approved by the club's Board of Directors. If you have any objection to Art's induction into our club, please state the reason(s) in writing and had to any Director within 10 days. ●

CALL FOR PHOTOS

Marcia Haber, our club historian, requests any digital photos members may have taken since June 2008. Please send them to her at marciahaber@verizon.net or hand deliver to her at one of our Friday meetings. ASAP in March is appreciated. ●



Thanks to **Gary Tossell** for submitting this photo of honorary club member **Ed Clay**, taken when Gary and Sherrie (on the right) were in Seattle a week or so ago. On the left is Ed's daughter Martha. **Gary** reports that **Ed's** sight is deteriorating and that to read his e-mail he uses a "Magnifying Reader." We are encouraged to pick up the phone and **give Ed a call at 425 453 7786.** ●

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Paul Rubincam received his blue badge and certificate of membership from our club president, **Bruce Attig**.

Jackie Igon announced that this year will see a fresh Art Contest, featuring students from our peninsula high schools. The theme for the art pieces is "Make Dreams Real" (did you make that up, Jackie?). The first-place winner will take home a \$250 prize. **LATE BREAKING NEWS: Regarding student competitions**, the news hot off the wire is that Joseph Levenson, the winner of our club's 4-Way Test Speech contest, took third place at the District competition on March 21. Congrats, and great job representing the Peninsula!

Guests introductions were masterfully carried out by the very capable **Keith Deisenroth**, who rushed back from his Caribbean cruise for this very purpose. He was disappointed to learn that there were no visiting Rotarians, BUT we had two very special guests: Suzy Zimmerman, who is now coasting towards induction as a member, was with her sponsor, the irrepressible **Shawn Nejad**; and **Carolyn Lehr** once again hosted Art Yoon from Cox Communications. Art and **Carolyn** worked feverishly during lunch to complete Art's membership application. Other than a slight butter stain, all looked in order.

5 Minutes of Fame — The Mary Jane Schoenheider Story

(a Quinn Martin® Production)

This began so well . . . **MJ** reminded us that she is the first woman admitted to our club, and a past president as well. She went on to tell us about her position as publisher of *Peninsula People* magazine, her work with the Chamber of Commerce and many community projects. So far, so good. But then **MJ** took a turn that broke the rules and got her in trouble with our segment sponsor, **Linda Elliott**. It began so harmlessly as **MJ** segued into describing her current project with the The Circle, a fund-raising auxiliary of the PV Art Center (they are legion). Her description of the annual Homes Tour Extraordinaire (see page 5 of this issue) subtly slid into what was deemed to be an event promo. **Linda** informed **MJ** that such a blatant 'plug' did not qualify for her \$1-per-minute pledge to our Foundation for these mini-craft talks. **Linda** claimed **MJ** owed her a dollar a minute for the plug! If you weren't there on Friday, you really missed it. The back and forth between **MJ** and **Linda** escalated. For a minute, I was visualizing a knock-down, drag-out fight materializing between two of our most

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CONGRATULATIONS TO . . .

. . . LAST WEEK'S RAFFLE WINNERS



Keith Diesenroth, above, and Harry Kitter.



. . . THOSE CELEBRATING IN APRIL

ROTARY INDUCTIONS

John Schuricht _____	April 1, 1987
Julia Kay Parton _____	April 1, 1996
Hal Lazar _____	April 11, 1997
Alexis Jensen _____	April 28, 2000

BIRTHDAYS

Ron Stankey _____	April 2
Donna Duperon _____	April 11
Charles Elias _____	April 20
Bob Johnson _____	April 21
Hal Lazar _____	April 26

WEDDING ANNIVERSARIES

Suzy & Bob Gulcher _____	April 12
Liz & Greg Sparkman _____	April 25

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illustrious members when **Julia Parton** bumped my arm and asked, "What are they saying?" I came out of my reverie and realized I had no idea. Not a clue. Seems **MJ** and **Linda** were bantering jokingly, and simply having fun sport. Well, it was almost dramatic. **MJ** wound up raffling off a pair of tickets the Homes Tour Extraordinaire, which were won by **Chris Stillians**. For more info on touring some of the more exquisite homes in Palos Verdes, go to www.homestour.info.

Our guest speaker of the day was Susan A. Liberati, Ed.D., of the Palos Verdes Unified School District. Ms. Liberati began by letting us know that she is a past Rotary scholarship recipient. She went on to describe her tasks in regards to evaluating curriculum effectiveness in our local school system. Budgets were also touched upon, with Ms. Liberati noting that just 7-10% of school system operating funds come from local revenues, and that California's budget crunch will translate into a \$6-9 million shortfall over the next couple of years. She noted that the Superintendent and much of the staff have already taken pay cuts as a result of the deficit.

Ms. Liberati explained how standards are set, and how they are implemented and measured. Her goals are to evaluate curriculum effectiveness and to determine what changes can best enhance student achievement. She is instrumental defining focus areas of what is called the Master Plan. This encompassing plan includes such subjects for refinement as Standards-Based Instruction, Data-Driven Instruction, Visual & Performing Arts, Early Primary Programs, and How to Keep Gifted Kids Engaged. An example of the type of refinement seen is the enhancement of 'shop' classes to include more practical engineering instruction. She explained that while Palos Verdes has an excellent reputation for its education system, there is much to be learned by methods used in other districts; looking beyond PV is part of the tasks being tackled to keep our schools top notch.

A few interesting statistics to leave you with:

- The past year saw 1452 student take 3217 tests with a 73% pass rate
- 99% of PV seniors passed the California High School Exit Exam (all but two students, who passed after making up classes during summer session)
- 97% of 10th graders in PV schools were able pass the same test (editorial: maybe we can save some money by eliminating 11th and 12th grade. Just a thought.)
- 99% of PV high school graduates go on to college.

Ms. Liberati finished answering questions by an interested crowd at 1:27 p.m., leaving **President Bruce** just enough time to present our speaker a Rotary flashlight (to shine a light on the answers she is looking for) and to relate a story about a butterfly and its cocoon. If you had been here you would know what it all means. Don't miss this week!

(Okay, just to prove to our President that I was listening . . . you can't truly fly without a little struggle in your life. There, I said it.). Signing off. ●

PRESENTED BY THE CIRCLE • PALOS VERDES ART CENTER

Homes Tour Extraordinaire 2009

Experience three distinctive

Palos Verdes Lifestyles

Friday, April 17 and Saturday, April 18
10 a.m. - 4 p.m.

Beautiful Homes • Expanded Boutique Extraordinaire
Fabulous Raffle • Patio Lunch

For information & to preview the homes visit us online at
www.HomesTour.info

Tickets \$40 Pre-Sale; \$45 on Tour Days

Ticket includes Lunch

Reserve your tickets by April 9, 2009

Use the coupon below or call **310-541-2479**

All orders after April 9 will be held at the Palos Verdes Art Center

*Homes are not handicapped accessible and
Please, flat shoes only, no large purses or backpacks,
cameras, cell phones or children under 12 years of age
No Refunds*

Homes Tour with Lunch

\$40 per ticket - \$45 on days of tour

of tickets: _____ Total \$ _____

On which day would you like to have lunch?

Friday, April 17, 11 a.m. - 3 p.m.

Saturday, April 18, 11 a.m. - 3 p.m.

Name

Street Address

City State Zip

Daytime Phone (include area code)

Credit Card # • Expiration Date

Make check payable to:

Circle Fundraiser

Mail to:

The Circle PVAC

Att: Rita Bayer

3411 La Selva Place

Palos Verdes Estates, CA 90274

*Please enclose a business size
self-addressed stamped envelope
for the return of your ticket.
Thank you!*

