



Rotary Club of Palos Verdes Peninsula · August 1, 2008

If You Missed Us On July 25

## THE ANNENBERG FOUNDATION PROPOSAL: A Complement to the PV Interpretive Center

— by Rick Learned

**Greg O'Brien** and **Phyllis Pelezzare** greeted wandering Rotarians and their guests on an absolutely beautiful day at our incredible Palos Verdes Country Club venue.

Those who arrived early due to hunger pains had to wait; it was a big-time golf day and the food was delayed. **President Bruce** was not flustered; we conducted business, the food arrived and as we ate, we listened intently to the plans for the Palos Verdes Interpretive Center. The invocation was delivered by **John Evans**.

Great to see John. **John LaBella** gave the pledge to our flag, and **Dave Johnsen** led the group in song.

**Debbie Deitch** was asked to introduce our guests. She introduced **Mel Schrier** and he introduced Diane Bassett from Little Company of Mary and Jackie Jaakola from the Annenberg Foundation. **David Buchholz** introduced his son, Mathew, and his father, who was celebrating his 85th birthday. The club sang *Happy Birthday* to Dave's dad; the song was accompanied by the piano magic of

*(continues on the following page)*

### UPCOMING PROGRAMS

**AUGUST 1:** Mark Comon will speak on "The Fun of Digital Photography." A teacher and lecturer, he has taken photo tours of California's major photo spots such as Death Valley, Yosemite, and the Monterey Peninsula. A dynamic and interesting speaker.

### CLUB CALENDAR

**SEPTEMBER 19–21:** Concours weekend.

**OCTOBER 12:** Districtwide Foundation event.

PICTURED ABOVE: *Linda Elliott, left; President Bruce Attig; Debbie Deitch.*



**PVP PENINSULA · ROTARY CLUB LEADERSHIP 2008–2009**

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

**ROTARY NEWS ON THE 'NET**

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 www.ROTARY5280LA.org

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**SUNSHINE COMMITTEE:**

Please let one of these Rotarians know if  
 you have news about a fellow member.  
 TBA



*Our speaker was Leonard Aube of the Annenberg Foundation. He was accompanied by Jackie Jaakola.*

*If You Missed Us Last Week*, continues

**John Schuricht.** **Sofia Lekos** introduced her guest, Maria Ages. And then **Ralph Manuel** led us in a rendition of the *Welcome Song* with help from John, and we welcomed our many wonderful guests.

**Bruce Attig** reminded members about the upcoming Foundation Dinner and referenced Dodgers Night, an event being sponsored by the San Pedro Rotary Club. **Jim Hartman** passed the sign-up sheet for the upcoming Medieval Times, described the fund-raising goals of the District Foundation, referenced the flyers on the tables asking for auction gifts for the dinner, and encouraged people to attend. The event is scheduled for October 12. Jim explained how the District will credit 50% of an auction item value as a contribution toward the \$260 goal per member for the District Foundation.

The food had not yet arrived. Rotarians were amazingly well-behaved even though several stomachs were growling.

The prospect of hearing from the Annenberg Foundation offset the concern about the food.

**Bruce Attig** then introduced Leonard Aube, the managing director of the Annenberg Foundation. Mr. Aube described the assets and goals of the Foundation with particular attention to the decision by the family in 2002 to locate an office in Los Angeles and the impact on funding projects in this area of the country. In 2001, Wallis Annenberg (daughter of Walter Annenberg) was appointed vice president of the Foundation and the family has been allocating about \$300,000,000 per year to worthy projects. They have committed a total of \$1.3 billion to such activities. The Foundation has more than \$2.2 billion in assets. Funding targets include the arts, well-being of habitats and all living things, education, volunteerism, leadership, and excellence and strong civic institutions.





Greg O'Brien and Phyllis Pelezzare greeted us warmly.

Wallis Annenberg was a significant \$1,000,000 donor to the open-space project on the Peninsula and has supported many regional efforts, including Torrance Memorial Hospital, Dapplegrey Elementary, Little Company of Mary Hospital, the Switzer Center, the Peninsula Education Foundation, the Palos Verdes Land Conservancy, the Aquarium of the Pacific, Catalina Island Conservancy, the Cabrillo Aquarium, and the Marine Mammal Center.

And then the food arrived and peace prevailed. We also ate immediately and continued to listen. The Annenberg Foundation proposal includes making a substantial capital gift of \$34,000,000 to \$45,000,000 gift to the Palos Verdes Interpretive Center and the City of Rancho Palos Verdes as well as covering the on-going operating costs of a center that celebrates marine life, peninsula habitat and wildlife, a companion animal center, a discovery trail, a demonstration garden, and a teaching/learning center. The grant would pay for landscaping, educational exhibits, a multi-purpose theater, parking, a multi-use educational building, and lighting, as well as staffing and support costs. Mr. Aube communicated that the plan would be further refined by some of the top architects and design planners in Los Angeles, and that every effort would be made to insure a balanced and ecological approach to the project. He indicated the Interpretive Center would continue to be the main focus of the site, and that the Annenberg project would complement and enhance the existing facilities.

**Carolyn Lehr**, city manager of Rancho Palos Verdes, explained her positive support of the project and announced that there will be an open-space public meeting at 7:30 pm on Tuesday, September 2, 2008, at the RPV City Hall to take public comment on the concept proposal. She asked for a straw vote, and there seemed to be unanimous support for the Annenberg proposal.

**Bruce** thanked Mr. Aube and his staff member, Jackie Jaakola, for their presentation and handed Mr. Aube a special Rotary gift. The meeting ended precisely on time. Good job, Bruce, et al. ●

## PVP ROTARY CLUB NEWS

**AVAILABLE.** Seasoned manager and high-profile professional with 25+ years in the newspaper business seeks new opportunities. Contact **Julia Parton Rosas** at [jkparton@msn.com](mailto:jkparton@msn.com) or telephone her at 310.375.7116 ●

**FOUND!** A big thank you to **Rick Learned** and **Jim Hartman**. The pair picked up **Norton Donner's** camera, which he inadvertently left on his table after last week's meeting, and returned it to him.

**CLUB PINS FOR SALE.** **PHYLLIS PELEZZARE** is now the **PIN LADY**, selling club pins for members to buy. **PHYLLIS**, also the sergeant-at-arms, has the pins available at each meeting at the sergeant-at-arms table, or members can contact **PHYLLIS** directly at [pelezzare@yahoo.com](mailto:pelezzare@yahoo.com) or 310.377.9907. ●

**THE RIGHT DATE FOR THE CONCOURS ROAD RALLYE IS SATURDAY, SEPTEMBER 20.** An incorrect date was published last week. Apologies. Now get out your calendars, jot down the right day, and make a commitment to participate in this really fun adventure. More information coming soon. ●

## CELEBRATING IN AUGUST

### BIRTHDAYS

Jack Gonzalez \_\_\_\_\_ August 7  
 Mary Jane Schoenheider \_\_\_\_\_ August 15  
 Bob Gulcher \_\_\_\_\_ August 26  
 Len Danryd \_\_\_\_\_ August 28

### ROTARY INDUCTIONS

Mary Jane Schoenheider \_\_\_\_\_ August 28, 1987  
 Charles Elias \_\_\_\_\_ August 1, 1979  
 Irwin Gebroe \_\_\_\_\_ August 1, 1993  
 Keith Deisenroth \_\_\_\_\_ August 2, 2002  
 Shuja Oberoi \_\_\_\_\_ August 30, 2005  
 Debbie Richardson \_\_\_\_\_ August 17, 2007  
 Sofia Lekos \_\_\_\_\_ August 24, 2007

### WEDDING ANNIVERSARIES

Kendra & Steve Day \_\_\_\_\_ August 4  
 Dianne & Jeff Parker \_\_\_\_\_ August 5  
 Mary Todd & Peter McCormack \_\_\_\_\_ August 9  
 Wendy & Allen Bond \_\_\_\_\_ August 15  
 Donna & Rck Learned \_\_\_\_\_ August 15  
 Don & Donna Duperon \_\_\_\_\_ August 20  
 Lynn & Bruce Attig \_\_\_\_\_ August 21  
 Cheryl & Kjell Hellberg \_\_\_\_\_ August 30

*Congratulations to all!*