



PALOS VERDES PENINSULA ROTARY:
THE MOST TRUSTED NAME
IN COMMUNITY SERVICE®

August 5, 2011

La Rotación

Departments & Features

PROGRAM THIS WEEK 2

What's the chatter from outer space?
Find out Friday.

PREZ SEZ 3

The Four-Way Test and the
Used-Car Salesman

IF YOU MISSED US LAST WEEK 5

First evening social meeting features
minimum business, good fellowship

DISTRICT NEWS 7

The Circus comes to town
November 6

CHAMBER EVENTS & NEWS 8

Breakfast and evening mixers in
August

YOUR ROTARY LEADERSHIP 11

Club, district and international
leaders



*Linda Elliott and Suzy Seamans at the club's very special and very fun
Wednesday evening meeting.*

Calendar Items

CLUB AND DISTRICT CALENDAR 9

ASSIGNMENTS FOR GREETERS, 9
INVOCATORS, AND REPORTERS

CELEBRATING THIS MONTH 10

Birthdays, wedding and club induction
anniversaries

Dress-Code Alert!
Hawaiian-Dress Day
Friday, August 12
Past prez **John Schuricht** will
preside. As a nostalgic twist, he
requests that everyone wear aloha
shirts or other Hawaiian attire to
our meeting like we did he was
prez in 2001.

Program This Week



What's the Chatter from Outer Space?

This Friday, David Doody, flight operations engineer From NASA's Jet Propulsion Laboratory in Pasadena, will speak about the Voyager program. Launched in 1979 the Voyager I is still sending information to Earth from the edge of our galaxy. Want to know what it's saying? Come find out and bring a friend! •



—Prez David Rowe

The Four-Way Test and the Used-Car Salesman

I recently went with my daughter, Addie, to help her buy a used car from a dealership close to the county border 45 miles from home. She'd been looking for quite some time and while she had had her eyes on the Toyota Prius (she's an environmental-science major, by the way), I encouraged her to expand her consideration and take some advice from Consumer Reports as well as to at least consider American-brand automobiles. After going through the motions of test-driving some great-value new cars, a new Prius was still a bit out of reach, and used ones were not much less. I could see she was getting a bit discouraged, and having the feeling she still wanted the most efficient car available, I checked out usedcars.com and threw in some search criteria, which I thought would result in, "No cars found. Please revise your search crite-

ria." But to my surprise, four used Priuses popped up—under 30,000 miles and less than \$20,000 at one dealership. Something didn't seem quite right and research found my then-prejudice: They were all previous rental cars. I decided to reconsider and my research found many happy drivers of these former foster cars.

So we called and made an appointment with "Steve." We arrived and waited a bit until "Jolly Steve" greeting us with excitement and then guided us towards the one that had the least mileage and preferable color. Addie was more than happy to take the test drive and "Jolly Steve" seemed equally exuberant. As I sat in the back seat, he was more than willing to let her drive wherever and however far she wanted, as opposed to the strictly controlled flight patterns of the dealers in Torrance. That

43 years of being in the business he kept repeating complemented his relaxed attitude about making left turns on a test drive. When we returned to the lot, we heard all about the five years of free maintenance at any Toyota dealership, which quickly changed to five years, but the last three had to be at their dealership; still sounded great. That was the beginning of our association with "Backpeddling Steve," who suggested Addie and I chat about it and then come find him. So we got ourselves a drink from the machine and sat down. I was quiet and thinking (later Addie told me she thought I was upset for some reason) and wondering what I should negotiate for, as I know the price was already way below blue book and comparison prices. We went to "Anxious Steve" and said okay, let's just make it easy and say a hundred off our price and throw in the

mats (which were missing). FOUR mats I emphasized as I started hearing how we would now be getting two free years of oil changes, but only at their dealership. “But don’t worry,” he told my daughter, 40 years his junior; “Sweaty Steve” graciously offered to take her to lunch while the oil change was being done. I saw him writing on his offer sheet the advertised price whilst verbally expressing the price I offered, and asked him to make the correction. “Oh, oh yea,” he bellowed. Still not too discouraged about the slip of the hand and ever-changing service freebies, after we heard him say the proverbial, “I’ll have to go talk to the man upstairs,” we waited for the return of “Cliché Steve.” The car may have been short of mats, but there was no shortage of clichés, as he returned with, “I have good news and bad news.” No surprise there, as we heard him say how many thousands of dollars they are already losing on the car. Paying the ad price was not a deal breaker for Addie. Hundred bucks more for the car she really wanted? No problem.

So deal done. Pretty easy overall as we were taken to wrap up the paperwork, even though I felt uneasy as I had never paid the asking price for a car before.

It was about on document five, of the 13 that need to be signed to buy a car in California these days, when the paperwork lady flipped around the pre-printed form that included the asking price—UGH—and the tax, DMV fees and . . . HEY WAIT, I stopped the process. What is this \$2,550.00 five-year extended warranty and the \$1,299.99 dealer-installed alarm?

She was shocked that those details weren’t discussed. She said in seven years of doing this, never had there been that kind of mistake on this form. I do actually (some would say naively) believe she was telling the truth. So she went to talk to “FlimFlam Steve” and came back a bit perturbed, and reprinted the form with the correct numbers. Document 6, Document 7, Document 8, Document 9, WAIT AGAIN. Why does

this one say there are no additional promises or commitments? What about the mats, the FOUR mats. So off she goes and returns with “Whacko Steve.” Proclaiming he never said he’d throw in the mats and that his \$50 commission wouldn’t even pay for the mats. He was going to lose money on the deal and have to pay taxes on it, too.

At this time I just sat and said nothing as Addie was about to break down as she began to learn another of life’s lessons: buying a used car from a used-car salesman (at least a non-Rotarian one). So in front of the three of us, “Spitting Steve” started spouting into his smartphone to seek out how steep the sacrifice for the mats he’d be forced to succumb to. “Two days of hell,” he responded to the person on the other end of the line. Okay he said, “I’ll send you the mats but I’ll have to trust you to send me the difference between the cost and the \$50 I get. And I still lose because I have to pay taxes on that \$50,” he repeated.

With no other dealings with “Non-Rotarian Steve,” we finished signing the rest of the documents, and now Addie is thrilled with her first car.

After this experience, I couldn’t help but think of the four-way test and that I would try to find a Rotarian car salesman the next time around. It may not be an oxymoron, but my guess it is a rarity.

Is it the TRUTH? Come on Steve, let’s have at least one true statement!

Is it FAIR to all concerned? Not to Addie, not to me, not to his co-worker, and not to his employer

Will it build GOODWILL and BETTER FRIENDSHIPS? Not only none built with us, none will ever build with other potential references.

Will it be BENEFICIAL to all concerned? At least you got your 50 bucks, Steve, except for those taxes. •

If You Missed Us Last Week

By Mel Schrier



*Our evening meeting included generous and hearty appetizers, liquid libations, and great Rotary fellowship. Pictured here from the left are Mrs. Prez, Carol Rowe; famed photog **Chris Stillians**; and financial wizard **Harry Kitter**.*

JULY 27, 2011. The setting was the Palos Verdes Country Club. The women were lithe and gorgeous, wearing sexy, shimmering gowns and the men were strong and handsome dressed in impeccable evening clothes. Four couples tangoed sensually to the throbbing strumming of Marco's guitar. And so the first evening social meeting of the Palos Verdes Peninsula Rotary Club began without the cacophonous tolling of the Rotary gong.

Our new president, **David Rowe**, beamed at the interaction of Rotarians and their [free!] guests. A lavish spread of Mexican-style hors d'oeuvres accompanied by colorful, freshly cut fruits, kept the dinner-time crowd fully satiated. Ladies and gentlemen with wine glasses in hand, circulated freely among the gathering, perhaps whispering about the lacy gown worn by one guest, or the companion of another. It was, indeed, a social evening.



Was good to see **Len Danryd**, who doesn't like to miss a good party. He held court at a well-visited cocktail table.

However, in the true spirit of Rotarianism, there was the weekly raffle of exotic wines, whose qualifications were dramatically recited by David. The happy winners were **Shell Hellberg** and **Greg O'Brien**. Each came away with eager anticipation of downing the contents of the mysterious liquid in the bottle.

Not to be outdone by the president, **Tim Dickins**, our enthusiastic membership chairman, collared all the Rotarians and elicited a

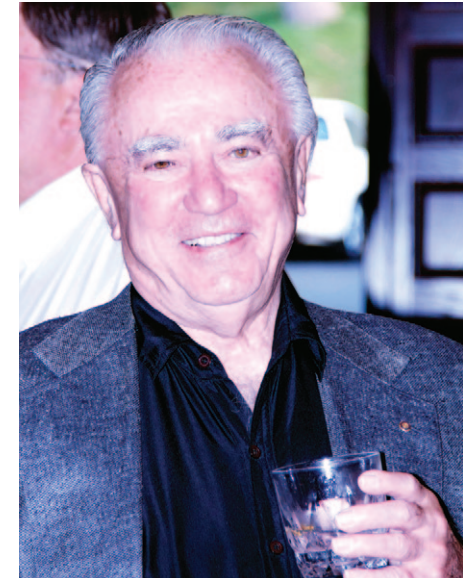


Amused at the enthusiastic performance of (unseen) **Greg O'Brien**, who pitched the upcoming district fundraiser, *Circus Vargus*, were, from the left, guest and CPA Jon Bemis; Jon's host, **Norton Donner**; and **Kjell Hellberg**.

promise to double our membership before the next administration comes aboard. His prayers were answered when Tom Hiatt, a distinguished gentleman in the tradition of Rotary and a former executive with Kodak, became the number-one candidate to join our hallowed ranks.

True to his word, the president kept the business part of the evening to a minimum.

When Babs and I left at midnight, the ladies in the shimmering gowns and the gentlemen in their impeccable evening clothes were still twirling to the voluptuous sounds of the Spanish guitar. Happily we missed the cacophonous [what, again?] sound of the Rotary gong bringing the first social evening to a close. •



Club photographer **Hal Lazar** left his camera in his car. He knew he couldn't enjoy a cocktail and take pics.

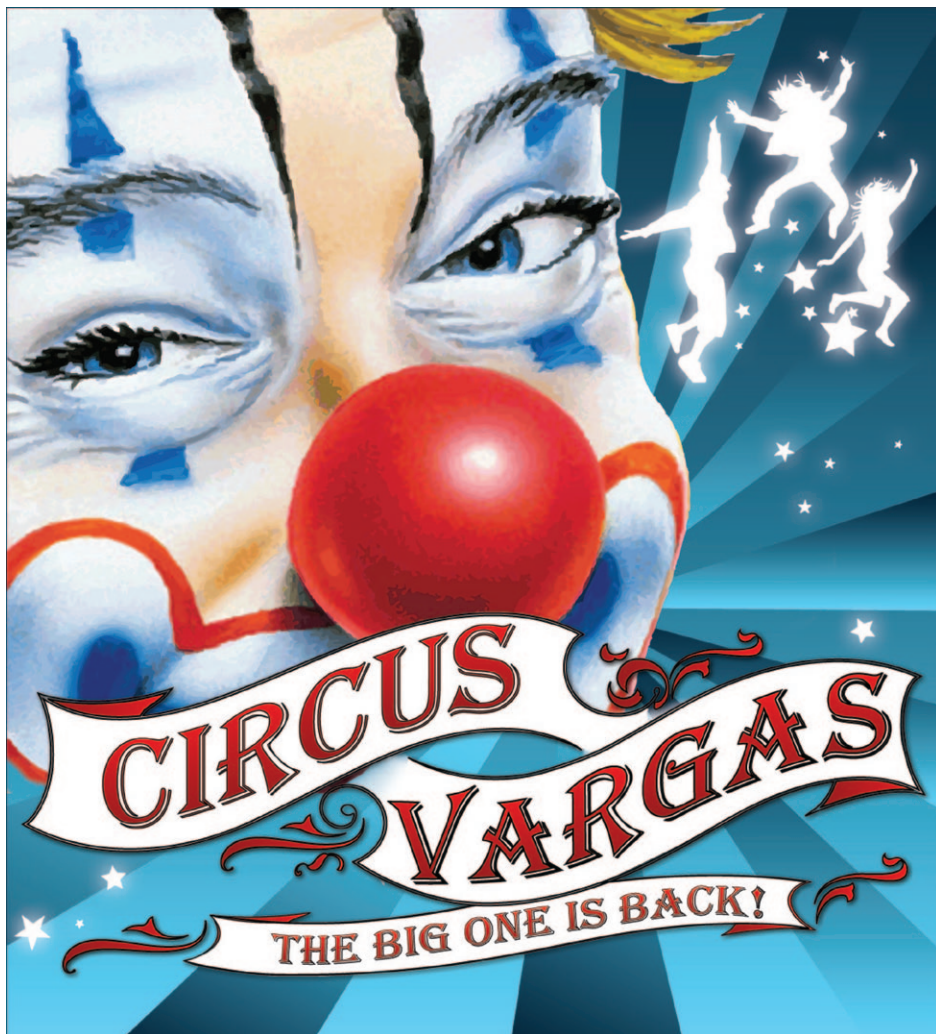
Membership Application Received

The membership application of Tom Hiatt has been approved by the Board. His sponsor is **Keith Deisenroth**. Classification: TBA.

If any member objects to Tom being inducted into our club, please state the reasons in writing and hand to any Board member within 10 days.

District News

The Circus Is Coming To Town! November 6 in Torrance



Rotary Foundation Celebration

Sunday, November 6, 2011

Del Amo Fashion Center Torrance

Doors open at 11 am | Pre-Show begins at 12:10 pm

Tickets are now available:

\$65 adult | \$35 children under 16

Includes: Children and adults get one hot dog or nachos, one cotton candy or popcorn, and two beverages.

Plus, each Adult ticket also gets one deli sandwich.

What a fun, family way to support our Rotary Foundation!

[Click here to go to the District 5280 website for additional news.](#)

Chamber Events & News



<http://palosverdeschamber.com/>



Breakfast Networking Mixer

Wednesday, August 3 | 7:15–9 AM

Belmont Village, 5701 Crestridge Road, Rancho Palos Verdes

Cost: A full breakfast is served. \$15/Members with advance RSVP, \$18/Members without an RSVP reservation and all guests.

RSVP: To help our host determine how much food to have on hand, please RSVP to Debbie Morgan at the Chamber office: 310-377-8111. Or email her at: office@palosverdeschamber.com.



SURF'S UP!
EXHIBITION

Evening Networking Mixer

Thursday, August 18 | 5:30–7:30 PM



PALOS VERDES ART CENTER/Beverly G. Alpay Center for Arts Education

The Promenade on the Peninsula, 550 Deep Valley Drive, Suite 261 (former Border's location),
Rolling Hills Estates

- See the Art Center's new, temporary location
- Surround yourself with creativity while you enjoy the "Surf's Up!" and "Enceladus" exhibitions
- Do some great networking!

Cost: \$10/Members, \$15/Guests and Prospective Members. Includes one complimentary drink ticket.

RSVP: To help our host determine how much food to have on hand, please RSVP to Debbie Morgan at the Chamber office: 310-377-8111. Or email her at: office@palosverdeschamber.com.

Calendar Items

Club and District Calendar

AUGUST 5: David Doody, space-flight operations engineer from NASA's Jet Propulsion Laboratory in Pasadena, speaking on the Voyager Mission and astronomy.

AUGUST 12: District 5280 Literacy Breakfast

AUGUST 12: David Meyer, speaking on the latest discovery from L.A. Biomed

AUGUST 19: David Bauer, speaking on osteoporosis and treatment interventions

AUGUST 26: Carmen Apeltgren, from the Braille Institute, speaking on eye diseases

SEPTEMBER 2: DARK. Enjoy a long and safe Labor Day weekend.

OCTOBER 7: District governor visits our club.

NOVEMBER 6: Paul Harris Celebration at Circus Vargas

NOVEMBER 9: Educator of the Year at PV Golf and Country Club.

DATES IN GRAY indicate district events or other clubs' events. [Click here to go to the District website](#), where you will find additional information about those events.

Greeters, Invocators, and Reporters

| Date | Greeters | Invocation | Reporter |
|-------------|---------------------------------|--------------|----------------|
| August 5 | Norton Donner Harry Kitter | HU Moon | Mel Schrier |
| August 12 | Nicki Nikhakhtar Jeff Parker | Bruce Attig | Greg Sparkman |
| August 19 | Steve Day John Cameron | Joan Behrens | Suzy Zimmerman |
| September 2 | TBA | TBA | Liz Fitzgerald |
| September 9 | TBA | TBA | Jeff Parker |

Celebrating In August



Rotary Inductions

Charles Elias _____ Aug 1, 1979
Mary Jane Schoenheider _____ Aug 28, 1987
Keith Deisenroth _____ Aug 2, 2002

Birthdays

Derald Sidler _____ Aug 8
Mary Jane Schoenheider _____ Aug 15
Bob Gulcher _____ Aug 26
Len Danyrd _____ Aug 28

Wedding Anniversaries

Kendra & Steve Day _____ Aug 4
Dianne & Jeff Parker _____ Aug 5
Mary Todd & Peter McCormack _____ Aug 9
Donna & Rick Learned _____ Aug 15
Don & Donna Duperon _____ Aug 20
Wendy & Allen Bond _____ Aug 21
Lynn & Bruce Attig _____ Aug 21
Suzanne & Paul Rubincam _____ Aug 25

Congratulations to all!

Your Rotary Leadership

Club Leadership *Click on a name below to send that person an email.*

President: David Rowe

International Service: Inga Liden

Programs: Steve Day

Sergeant-At-Arms: Paul Rubincam

President's Asst: Liz Fitzgerald

Club Service: Kimberly Lynch

Membership: Tim Dickins

Educator Of The Year:

President-Elect: Greg O'Brien

Vocational Service: Joan Behrens

Public Relations: Derald Sidler

Joan Behrens & Jim Hartman

Secretary: Suzy Zimmerman

Community Service: Bruce Attig

Communications: Greg Sparkman

Rotary-In-The-Home: Jackie Ignon

Treasurer: Norton Donner

New Generations: Julia Parton

La Rotación: Nicki Nikakhtar



RI Leadership

President: Kalyan Banerjee, from the Rotary Club of Vapi, India
His speeches and news are posted at www.rotary.org/president



District 5280 Leadership

District Governor: Brad Robinson, from the Rotary Club of Beverly Hills

Pictured at left: District Governor Brad Robinson and his wife, Catherine