



# Mid San Fernando Valley

**Service Above Self**

Meeting at Denny's restaurant  
Thursdays, 12:10 p.m.  
16575 Sherman Way, Van Nuys, CA



## June 2, 2011

**Flag Salute:** Clinton Jones

**Invocation:** Judy Rockey

**Attending Members:** PDG John Alexander, Renie D'Auria, Judy Rockey, Robin Kellogg, Richard Miller, Sara Vasquez, Martha Stulman, Frank Santucci, Clinton Jones and Rosielee Jones.

**Guests:** Ana Vardoumian, Principal of Lemay Elementary School, and Max Izenberg, our speaker

### Announcements

#### Lemay Principal Updates Mid SFV on Benefits of Fundraiser

Ana Vardoumian, Principal of Lemay Elementary School stopped by our club to thank us for the fundraiser we held at McDonald's back in March, which raised over \$700. This has afforded the school the opportunity to take rent two buses to transport more than 100 children on a field trip to the Kids Space Museum in mid June. A portion of the money also helped pay for admission tickets to the museum.

#### Mid SFV Presented with Swedish Rotary Flag

On the evening of May 31, Robin Kellogg joined members of the Sherman Oaks Sunset club to spend time with Rotarians Tim and Janice Mason from Great Britain and Karin Janzon from Sweden. The three traveled from the International Convention in New Orleans to Southern California to visit their FaceBook pal and SOS member, Mel Powell. We were given one of their club's banners, along with SOS.

#### Mid SFV Accepted to Run Associate Membership Pilot Program

We have been notified by the General Secretary of Rotary International that our club was chosen to conduct the Associate Member pilot program beginning June 1. There were more than 1,300 applications for the pilot programs with a maximum of 200 clubs being able to participate in each pilot. We are also one of two clubs in the entire 5260 Rotary District to be given this opportunity. The associate program will allow us to offer potential members a chance to join at a reduced membership cost and still be involved with our club activities.

### Calendar

6/16	<b>Jennifer Brent</b> , External Relations Manager for Found Animals Foundation, Inc.
6/23	<b>Wynn Rich</b> , Norman Rockwell
6/30	<b>Maritza de Artan</b> , Casa Esperanza
7/7	<b>DARK</b>
7/10	<b>Martha's Demotion Party</b> , Beth's House, 17426 Napa St., Northridge
7/14	<b>Open</b>
7/16 Sat.	<b>Membership and PR Seminar</b> , New Horizon's Sam's Club, 15725 Parthenia St., North Hills

### District Rotarians Recognized

Several Rotarians in our district received distinguished awards at the district conference, held in Long Beach this past weekend. Glendale Sunrise member Scott Pafford, the District secretary and right-hand man to District Governor Drew Frohlich, and District Treasurer Suzanne Cox (Burbank Sunrise) were named Rotarians of the Year at this year's District Conference. Sheri Polak, a member of the Woodland Hills club, was given Ray Klinginsmith's Club Builder Award, and Woodland Hills club member Bud Cashen won Rotary International's Service Above Self Award.



*Sheri Polak receives her award. Jeffry Cadorette (left) Drew Frohlich (behind Sheri) and Eli Gauna (right).*

**Speaker:** Max Izenberg

Max Izenberg, who has transformed her life and health with simple lifestyle changes, shared some of her tips with us. Here are some startling statistics:

- 75% of health care costs result from unhealthy lifestyles and are preventable.
- 3 out of 4 Americans by age 65 have one or more degenerative diseases.

The solution is easy. "Simple lifestyle changes extend the warranty on your body," Max stated.

Thirteen years ago, Max was 62 years old. She was 25 pounds heavier than she is today, had high cholesterol, and was on numerous over-the-counter medications for constipation, gas, insomnia and pain. Her doctor wanted to put her on even more medications when she put her foot down and decided to do something about it. Here are just a few things she did:

She created a healing atmosphere in her kitchen by removing the junk—the processed foods and sugar. "If it's not there, I can't eat it," she said.



Martha Stulman with Max Izenberg.

"It's interesting that the acronym for the Standard American Diet is S.A.D.," said Max, noting that junk food does not make us feel well and can alter our moods.

Max follows the Mediterranean Diet, which promotes fish, nuts, seeds, whole grains, fruits vegetables, beans and olive oil.

She makes sure she gets her daily dose of Omega 3 by eating fish and a small handful of walnuts, and her vitamin D by sitting out in the sun before 10 a.m. without sunscreen. If you can't sit out in the sun, Max suggests a vitamin D supplement of at least 4,000 milligrams. In addition to the natural sunlight she takes 40,000 mg.—10 times the prescribed dosage.

She exercises by walking at least 10,000 steps a day and dancing around the house. According to Dr. Norling, a physician who established The Mind Body Spirit Center in West Lake and is board certified in OB/GYN, Integrative/ Holistic Medicine and Medical Acupuncture, "People who do no exercise do the same thing to their bodies as those who smoke 10 to 15 cigarettes a day." Dr. Norling is also trained and certified in Functional Medicine and FirstLine Therapy, the study of nutrition,

supplements and specialty testing "Exercising prompts your body to cleanse the cells," Max noted. She added that research has shown that some autoimmune diseases may be a result of the by-products of junk food accumulating in your cells.

Max is the author of *Who Took My Chocolate Cake?* and *Reaching for 100*. She can be reached at: max-2223@hotmail.com or 818-606-4826.

### District Conference in Long Beach

Several members of Mid SFV Rotary club attended District's 5260's Conference this past weekend at the Hilton Hotel in Long Beach. Despite the June gloom, the conference was fantastic. Drew scheduled several dynamic speakers and both he and Tom Hardy, our new District Governor, outlined what they saw as the future of our clubs and how we will transition into our new districts in July 2012.

During the conference, awards were handed out to clubs recognizing the successes they achieved and projects they did over the past year. We were honored with second place, medium-sized clubs, for our membership growth at Friday's dinner, in addition to receiving the RI Presidential Citation. Our club also received several project awards Saturday in the medium size club category, including:

- 3<sup>rd</sup> place in the International category for our eyeglasses collection
- 3<sup>rd</sup> place in the International category for best club overall
- 2<sup>nd</sup> place in Community Service for our Gift Wrap and Fireside Chat
- Honorable Mention in New Generations Service for helping with the Van Nuys Club's track meet.
- 3<sup>rd</sup> place Best Overall in the New Generations category
- 1<sup>st</sup> place in the Vocational category for our Salvation Army Re-entry program
- 3<sup>rd</sup> place for best single project in the Vocational category for helping with the West Valley Police Memorial Motorcycle Ride
- 1<sup>st</sup> place in Vocational as best club overall
- 2<sup>nd</sup> place for best bulletin in Club Service
- 3<sup>rd</sup> place under best single project for our public relations, also Club Service
- Honorable mention for our Bingo Fundraiser
- 2<sup>nd</sup> place Best Overall in Club Service

We were fortunate to have several RI dignitaries in our midst, including RI Director for 2011-2013 PDG Ken Boyd, and PDG Jeffry Cadorette, a member of the Rotary Club of Media, PA and RI President Ray Klinginsmith's representative. Both are recipients of RI's Service Above Self Award and The Rotary Foundation Citation for Meritorious Service. Boyd also received the Distinguished Service Award.

Boyd began by talking about fellowship and how Rotarians are from all different backgrounds and lifestyles but they come together with respect and support for one another. Boyd shared how soon after he joined Rotary he learned just how strong this bond was. His young daughter was having pain for an extended period of time

but the doctor kept sending her home. It wasn't until her parents took her to the hospital that they found she had a serious case of peritonitis. Boyd noted how he appreciated all the calls and cards from fellow Rotarians asking about his daughter and how she was doing. But it was the one Rotarian asked him "How are *you* doing, Ken?" that made all the difference, he said,



*Martha Stulman with other award winners, Governor Drew Frohlich and our RI representatives.*



*Beth Ullman, Barbara Pampalone and Robin Kellogg at the photo kiosk.*

When he spoke of the high ethical standards in Rotary he told the story of Bobby Polasio, who so badly wanted to break his high school's rope climbing record. He practiced and practiced and when he was being tested in his senior year, he climbed the rope in 2.0 seconds, breaking the school's 2.1 second record. The crowd cheered, but Bobby knew it didn't count because he hadn't touched the ceiling plate, and he told the coach so. The coach said that was true heroism because Bobby admitted it, even though the coach and his classmates wouldn't have known the difference. The coach gave Bobby a second chance to prove himself. This time, he climbed the rope in 1.9 seconds.

Rotary has also been a long time participant in world peace holding conferences in Ireland, between Pakistan

and India and Jews and Arabs in the Middle East. Boyd himself has been a participant in several negotiations including one held in Cairo, which included a Jew, a Muslim, a Coptic and Ken, a Mormon, and a conference in Turkey with Armenian, Georgian and Azerbaijan representatives.

Quoting former RI President Cliff Dochterman, Ken spoke of Rotary's commitment to peace. When Cliff Dochterman was asked: "If Rotary believes in peace, what are you doing to stop military conflict?" he answered: "Rotary works with instruments of peace, not weapons of war. Rotary will bring a lasting peace to the world based on rules of friendship, and service."

Ken went on to talk about tolerance, stating that prejudice has its roots in ignorance of what we don't understand. He asked the audience to recommit to tolerance and mutual respect.

Jeffrey continued on with the general theme of Fellowship as well as how our district will respond to the challenging year ahead. He asked us to find the gifts in those challenges. He said, "What won't change is your work as Rotarians. Your traditions will live on."

He spoke to Drew and Tom, noting that the role of the District Governor was critical. The DG is the only officer of RI in a district. The governor is pivotal in leading and moving both clubs and our organization forward. Out of 2.1 million Rotarians only 547 per year have the privilege of serving as District Governor.

He went on to say that Drew's leadership this year has been extraordinary, inspirational and not without personal challenges.

Jeffrey also addressed the Annual Program Fund and its importance. "If you have not thought about the Annual Program Fund, remember your contributions can light the candle that will pierce the darkness of children throughout the world. The work of Rotarians and the Rotary Fund is more important now than ever before.

"If you shrink the human population of the world to 100 people, here is how it would break down:

- 57—Asians
- 21—Europeans
- 14—Would live in the Western hemisphere
- 8—Africans
- 70—Non-white
- 30—White
- 70—Non Christian
- 30—Christian
- 6—Would have 50% of the world's wealth; all would live in the U.S.
- 70—Illiterate
- 50—Malnourished
- 80—Would live in substandard housing
- 1—Would be college educated
- 1—Would own a computer

"There is a need for our product—service—and Rotary has a global delivery system," said Jeffrey. ... "We stand on the shoulders of those Rotarians of the first Rotary Century (1905 to 2005) of service. Those of the second century will stand on your shoulders. In the next decade, Rotary will play a pivotal role in the world being more peaceful. I predict that Rotary will get the Nobel Peace

Prize for the work that it has done. It will happen because of you. You can give no better gift to the children of the 21<sup>st</sup> century than a more peaceful planet. It will happen if you say it should. It will happen if you say, it will. It will happen if you say it must."

Following Jeffry's presentation, Marta Brown, an incoming Assistant Governor and co-chair of the GSE program with Craig Timm then introduced the GSE team from Peru. Marta shared with us that being part of the GSE team that went to Brazil changed her life, and she knows that the Peru team will treasure their own experiences for a lifetime.

Before the team showed us photos of their month in California, team leader Heber Ivan Saavedra Espejo, a member of Peru's District 4460 and Rotary Club of Piura, spoke about how Rotary has become ingrained in his family; his two older children are even members of Rotaract.

"To be a Rotarian," he said, "you must have a spirit to share with other people in need. The Rotary Foundation gets us all working together to build a better place to live."

Victor Jara, a surgeon on the team, was excited that he was able to participate in surgeries conducted at Mammoth and Glendale, CA hospitals.

Christian Garcia Merino, a business professional and professor at the University in Piura, was impressed by the beauty of California and the friendliness of the people he met here.

Human Rights attorney Carmen Moreno Pena commented that she now realizes that "GSE isn't only about visiting tourist places, but promoting understanding between countries. It's important to communicate and learn about each other's cultures," she said. "For peace, we need this understanding."

Leonardo Rosas Vallebuona, who became known for leaving his belongings all over California, spoke of the kindness of his host families and other Rotarians he met on this trip. He reminded us of how lucky we are to be Americans.

"We come from a developing country where there are a lot of poor, a lot of need," said Leonardo. "This experience gave me the hope that the world can be changed.

"Whenever you complain about traffic, remember in some parts of our country there are no roads. When you complain about the quality of food, remember in our country many are starving. When you complain about the public services you receive, remember in our country we can't afford to build hospitals and schools. When I return to Peru, I am going to become a New Generations Rotarian," Leo concluded.

Heber presented Jeffry and Drew with pins from his Rotary District Governor.

Josephina Mayerle, who has been our Ambassadorial Scholar this past year, was then called to the stage by Jeffry. He reminded us that Josephina, who was sent to study at Woodbury University by District 1900 in Germany, will soon join the 120,000 other men and women who are Rotary Foundation Alumni.

When it was Josephina's turn to speak she said: "Everything I learned from you will stay with me. Now that I'm done with my studies, it's my turn to give back."

Josephina presented Jim Miceli, her original host family, and Drew with photos of herself posing with each of them.

In the final ceremonies of the morning, Drew presented the District Governor's Home Club banner to Jeffrey Griffiths, president of Bishop Sunrise, Tom's home club, and the gavel to our new DG Tom Hardy.

Tom introduced us to Lew Bertrand, DGN for District 5280 and his wife, Kathy. Many of our clubs will be entering this district in July 2012.

Tom told a story about how he and Nancy used to be involved in a sport called Endurance Riding. The idea was to ride horses or mules over long distances. When Tom first started the sport, he spoke to Wendell Robie, the man who made it popular again and asked him what it was about taking a very uncomfortable ride over unpaved roads that was appealing to him. Robie told him that if you look down during the ride all you'll see is the rocks, dirt and gravel, and all you will focus on is the discomfort and that is all you'll ever see. But, if you keep your vision above the horse's head, right between the ears, you get a whole different view.

Tom noted that our transition as a district this coming year will be like that. There will be a lot of bumps along the way, but if we focus on Rotary's core values— leadership, fellowship and diversity, then we'll have a totally different perspective.

He reminded us of something Mahatma Gandhi said, "Be the change you want to see in the world." Tom added that this reminds us that we have the ability to make the changes we want to see.

#### **Reminders:**

##### **Jones Chiropractic Offers Body Scans in July**

Drs. Rosielee and Clinton Jones are offering body scans in their offices 16555 Sherman Way, Suite C in Lake Balboa (Van Nuys) on July 9<sup>th</sup>. If interested, please contact them to schedule an appointment. The scans offer early detection of a multitude of ailments.

##### **Northeast Los Angeles Club Sponsors Concert**

The Rotary Club of Northeast Los Angeles is holding its second annual fundraiser, "2011 Enrichment Through Service Youth Concert", Saturday, July 9 at the East West Players in Little Tokyo. The performance, which starts at 7:00 p.m., will feature Vivace students from the Los Angeles County High School for the Arts. Tickets are \$25 each. Proceeds will go toward local charities, Polio Plus and Japan Relief. For more information call (818) 527-NELA, or visit their website at [www.nelarotary.org](http://www.nelarotary.org).



(2011 – 2012 Theme)

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