



Rotary District 5280 Greater Los Angeles Newsletter-Magazine Volume 13 | August 2015

Presidents' Dinner at the Korean Consulate



(from I to r): Yun Jung Cho (SBS Korean TV Station President in LA) and wife, Jennifer Cho, Korean Consul General's wife, Hyun Jung Kim, and Korean Consul General Hyun-Myung Kim. Last, we have Former Los Angeles Councilman, Tom Labonge.



(I to r), Louis Esbin, President of the Rotary Club of Santa Clarita Valley, Barbara Stern, wife of the President of the Rotary Club of Woodland Hills and Michael Turner, SAG Communications.



Jaimee Su Cantrell, Chair District Conference, with Christopher Golden, President of the Rotary Club of Inglewood.

Inside This Issue



DISTRICT 5280 MONTHLY E-NEWSLETTER

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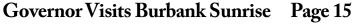
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INSIDE THIS ISSUE:

Governor DJ's Message Page 3 Breakfast at Lawry's Page 4 Fleet Street Page 5 **District Picnic** Page 6 RI Convention São Paolo Page 7 RI Convention São Paolo Page 8 Page 9 RI Convention São Paolo RI Convention São Paolo Page 10 Page 11 Angi Ma Wong Avenue of Vocational Service Page 12 **Foundation Celebration** Page 13 Polio Update Page 14





Be a gift to the world



From Governor DJ ...



ugust is Rotary membership month, which means it's time to celebrate your Rotary club, your members, and the good you do in your community and around the world. It's time to reflect upon Rotary's legacy and commemorate the important work that our organization has done it's time to truly understand the enduring impact of the work you have done in the past while looking forward to the work you will do in the future it's time to be bold, take initiative, and ask ourselves how we might yet do more.

But perhaps most importantly, it's time to maximize your club's potential by continuing to maintain and expand your membership base. There are three particular methods that have proven to be especially effective in achieving this goal:

• Utilize social networking It is important to share the work you are doing with as many people as possible, and this can be achieved by sharing your accomplishments on social media platforms such as Facebook, Twitter, and Instagram. These websites will bring greater attention to your charitable efforts and serve as a vital source for both recruiting and networking purposes.

- Accommodate young professionals Many young professionals are eager to join Rotary and contribute to the work that we do however, their schedules are often far less flexible than those of other members. It is important to encourage and accommodate their membership by allowing them to meet separately at alternate times while still integrating them with the club as a whole. Reach out to young professionals in your family, workplace, and community and encourage them to attend a Rotary meeting or participate in a Rotary event.
- Work with Interact and Rotaract It is critical that you introduce Rotary's missions and values to high school and college students. By investing time in the Interact and Rotaract clubs in your area, you are investing time in Rotary's future membership base. Reach out to your affiliate Interact and Rotaract clubs and work together in a joint event. If there are no Interact and Rotaract clubs in your area, take the initiative to establish them. Many youths would be happy to found and build a new club but lack the confidence and resources to do so. Encourage and aid them.

I am confident that if you employ these goals, you will have much success in continuing to attract and retain new members. Thank you for all that you do to make your communities and the world better places.

Let's be a gift to the world.

DJ Sun





A ROTART LITERACT EVENT

Wednesday, August 12 | 7:00am Lawry's The Prime Rib 100 N. La Cienega Blvd., Beverly Hills

Complimentary continental breakfast



Join Kelly Tyler, Senior Librarian for Adult Literacy, L.A. Public Library, in a stimulating conversation on **The Impact of Adult Illiteracy**

Adult illiteracy...an American tragedy.

For more than half of the adults in Los Angeles County, the hardest part about getting a job isn't the interview-- it's filling out the application.

Los Angeles has the highest rate of functionally illiterate adults of any major city in the U.S.



RSVP by August 7 to: office@rotary5280.org

For more info, contact Literacy Chair Olivia Patterson-Ryans: 310-946-5454 | olivia5280@att.net



Fleet Street

By Michael Turner, SAG Communications, Rotary Club of Woodland Hills

his year, RI President K.R. (Ravi) Ravindran's theme is Be a Gift to the World. This is a simple phrase that has a profound meaning. Ravindran wants us to think how we can utilize our talents, resources and energy to enhance the quality of life for those who may not have adequate opportunity to access schools, clean water, sanitation facilities, transportation, communications, or health and social services.

Children are our future and Be a Gift to the World targets their needs. Through vocational, youth and community service projects, Rotary provides experiences that help children worldwide develop their character and self-esteem, which help them to confidently navigate the many challenges they will face in their lives.

Rotarian In 2009, Steve Musnicky developed Fleet Street, the multiple award-winning bike project, with children in mind. Pacific Lodge Youth Services in Woodland Hills is a residential facility for 51 boys aged 13 to 18, all of whom are in the juvenile justice system. In 2012, Pacific Lodge and Fleet Street established a vocational training program in bicycle maintenance and repair. Using a volunteer team of instructors and supervisors; community grants and donations; Woodland Hills Rotary funds; and District matching funds in cooperation with the Malibu, Downtown and Van Nuys Rotary Clubs, Fleet Street buys new bicycles and parts, but also accepts hundreds of used bicycles, which



the boys from Pacific Lodge repair.

The restored bicycles are then to women's donated shelters, veteran organizations, college students, homeless shelters, foster care, the Make a Wish Foundation, Children's Hospital of Los Angeles, and others who need assistance getting to work or school or running errands. Dozens of bikes are given to low-income families with children through the Coalition on Gangs, which targets areas historically impacted by gang violence. A total of about 300 bikes were given away in 2013 and 525 in 2014.

In addition, in cooperation with the Los Angles Police Department, Kids Are First, and the Los Angeles office of Gang Reduction and Youth Development, Fleet Street and the young men from Pacific Lodge conduct about two dozen free (bikes and labor) community bike repair events each year where as many as 45 bikes were repaired in one evening.

Finally, Fleet Street involves the residents of Pacific Lodge in many bicycle related community events including Bike Week at Union Station sponsored by METRO, Bike In Movie Night, the Amgen Ride of California where Fleet Street provided bike valet services for over 300 bikes, and CicLAvia where over 250 bikes were serviced or repaired by Fleet Street volunteers for these one-day community events.

However, the essence of Fleet Street is not bikes. With very strong volunteer and financial support from the Rotary Club of Woodland Hills, Fleet Street instills a strong work ethic and sense of responsibility in troubled teenagers; develops time management, teamwork and problem solving skills; fosters respect for the environment;

Continued page 11



Rotary DISTRICT 5280 Plantage District 5280 2015

GREAT FOOD!

CARDBOARD BOAT

RACE

SWIMMING!



GAMES!

CHILI
COMPETITION

FUN FOR THE
ENTIRE FAMIL

SUNDAY, SEPTEMBER 20 11:30 AM TO 3:30 PM

THE SEASIDE LAGOON 200 PORTOFINO WAY REDONDO BEACH

FREE TO EVERYONE!

SEATING IS LIMITED. BRING YOUR BEACH CHAIRS AND UMBRELLAS!

We would like every club in the district to contribute food, drinks or \$\$\$ to help cover costs. Club presidents will receive information and forms from Wendy Clifford. Individuals are welcome to bring food for the potluck too!

Questions? Send e-mail to Wendy at 5280picnic@gmail.com or call 213-369-6065.



District Calendar

August 2015

- 3 District Governor's Club Visit (Manhattan Beach)
- 3 District Governor's Club Visit (Thai Town)
- 6 District Governor's Club Visit (Downtown Los Angeles)
- 7 District Governor's Club Visit (Crenshaw/Watts)
- 11 District Governor's Club Visit (West San Fernando Valley)
- 11 District Governor's Club Visit (Calabasas)
- 11 District Governor's Club Visit (Tarzana Encino)
 - 12 Breakfast at Lawry's
- 12 District Governor's Club Visit (Torrence)
- 19 District Governor's Club Visit (South Gate)
- 20 District Governor's Club Visit (El Segundo)
- 23 District Governor's Club Visit (E Club of the Greater SFV)
- 26 District Governor's Club Visit (Santa Clarita Sunrise)
- 26 District Governor's Club Visit (Santa Clarita Valley)
- 27 District Governor's Club Visit (Glendale Noon)
- 30 District Governor's Club Visit (Sunland Tujunga)

September 2015

12 District Leadership Training Seminar 20 District Picnic (Redondo Beach Seaside Lagoon) 26 Rotary's New Focus Seminar

October 2015

3 New Member Orientation 18 Disney's The Lion King A Rotary Youth Outreach opportunity 20 District Breakfast

November 2015

14 Rotary Foundation Celebration 18 Presidents' Dinner

December 2015

11 Deadline To Register for Seoul Tour Guided by DJ 12 Angel City Celebration

January 2016

15-16 RI Peace Conference (Ontario) 27 - Feb. 1 District Humanitarian Trip (Panama)

February 2016

11 District Breakfast 19-21 PETS (LAX Marriott) 23 Viral Day 17 Presidents' Dinner

March 2016

5 Rotary Pageant of the Arts 12 3-2-1- Go 26 New Member Orientation

April 2016

5 District Breakfast 9 Rotaract Ethics Forum 16 Rotary Day of Service 28 - May 1 District Conference (San Diego) 29 - May 1 RYLA

May 2016

4 - 10 RI Convention (Seoul, Korea)



RI Conventions Are "A Transformative Rotary Experience" By Lorne Parks, Editor, Rotary Club of Downey

as that sorcery in the air? Or did that thrill come from seeing the flags of all the nations in Rotary passing in review? Judging from interviews with five District 5280 presidents-elect who went to São Paolo, Brazil for the Rotary International Convention in June, both the ambiance and the participants were responsible for conjuring up a little of both.

"The opening flag ceremony was particularly moving," said Alissa Roston, President- elect of the Beverly Hills club, who attended with husband Warren. "It gives you a visceral appreciation of how far and wide is the reach of Rotary."

Agreeing was Bette Hall, past president of the Calabasas Club. "The part that always stirs me and reaches into my heart is the Flag Ceremony, where all the flags of all the nations that Rotary reaches are brought into the arena," Bette added

Brazil worked its magic just as Melbourne and New Orleans have before. Not just one, not a few, but unanimously, all the presidents-elect and their fellow travelers came back under the mellow spell of meeting fellow delegates from all over the world, gathered for a few special days in one festive place. "It ignited my interest in being a Rotarian, globally, not just locally," said Lou Esbin, incoming president of the Santa Clarita Club.

That is what the fellowship of twenty-two thousand Rotarians can create.

In one word, what was it like, meeting Rotarians from all over the world? "Fascinating," said Lou. "Inspiring," said Colby Smith, the new leader from the Westwood Village Club, and "transformational." "Unforgettable," pronounced Will Medina, the president-elect for the Downey Club.

"Stacie and I were truly inspired by the speakers at the plenary session," Colby said, "including a 10-year-old girl who spoke so eloquently about why we need to involve young people in service. In the convention hall of more than 15,000 people, there wasn't a dry eye in the place."

To get a feel for the flavor, first there was the setting. Colby enthused about "eating delicious Brazilian food every night at the amazing restaurants throughout São Paulo." And, he added, "Driving along the coast highway showed us the beautiful coastline of Ubatuba and the dozens of coastal islands that surround the tranquil bays and beaches of Rio and São Paulo."

A single iconic image of São Paulo might be a photo of luxurious high-rise apartment blocks with pools and exotic flora on their terraces, all set against the favelas (shanties of the poor) and their red roofs. A word of cautious reality: "São Paulo is a very large congested city, said Lou "with traffic that makes Los Angeles traffic look light."



Lou's picture of samba parade at Sao Paolo Convention

"The samba show was a real treat and much fun," said Will. "The dancers were so colorful and the samba schools were really great to watch with their costumes and musical instruments."

"My most outstanding memory of the convention was Carnivàle," Will continued. "It was a once in a lifetime experience, and they created this one just for Rotarians!" Will is pictured being welcomed to Carnivàle by samba dancers in green satin costumes and gold shoes. That's Will in the black tennis shoes. "If given the chance, visit Brazil," says Will.

Bonding with Rotarians from the host city of São Paulo was easy, once California's District 5280 members found they share similar problems. One of the world's largest cities, like Los Angeles, São Paulo is located in a region that averages 145 centimeters (57.3 inches) of precipitation each year, which makes it unlike L A. But since 2014, the city has been gripped by its worst drought in 80 years, leaving millions of residents in the country's most populated metropolis without reliable running water.





Picture of Will with samba dancers costumed in green.

Key initiatives are currently in place: the city is working on a plan for improved residential water usage. Those who can reduce their monthly water use by 20% earn a discount, while residents who use more than their water allotment pay a fine.

But the situation is more complex than that. As Lou says, "São Paulo has serious issues of a widening gap between those who have and those who do not, where the city will shut water off in the poor areas and not in the wealthier areas." This would be an unacceptable way to solve the problem in California. "In countries where the rates of unemployment and underemployment are high, the damage done is to the health care and education of future generations," Lou added.

Talking with the well-travelled and well-educated tour guides, took the learning experience further. Lou remarked that in such areas as education and health care, "the same principle is at work: those that afford it get better care, and those that can't, don't, and must wait to receive attention."

"This experience raised the bar for me," said Lou," and I see the need for reverse Rotary grants in our district and country."

Branching out into the country gave Rotarians a chance to meet more of the beautiful people of Brazil. "I went to the RI Convention with my wife Stacie and one-year old daughter, Laurel" said President-elect Colby. "We flew into São Paulo where the convention was held, but decided to see more of the country before the conference started." Stacy, Colby added, is a past president of the Westwood Village Young Professionals Club.

"We drove to Rio de Janeiro where we took in the beautiful beaches of Copacabana and Ipanema, and the soaring heights of Pão de Açúcar and the Christ the Redeemer statue that towers over the city. It was a short flight from São Paulo to Rio, but driving gave us so many wonderful opportunities to interact with the Brazilian people who were so welcoming and friendly."

"We lost track of how many strangers stopped us on the streets, in restaurants, at the gas station, to coo over our daughter. By the end of the trip, Laurel thought we had changed her name to "Que Linda! (how beautiful)."

As an ambassador for Rotary, Laurel was little, but oh my. "We participated, all three of us, at the convention in packaging 10,000 meals for school children in Brazil," said Colby. Packing the food under the huge ceiling, all the Rotarian workers in plastic hair caps and gloves, Stacie posed with Laurel, who had her own convention badge.

"It was my fifth convention, and no, I'm not an incoming President, I am a Past President, from the Rotary Club of Calabasas," said Bette Hall. "I have been a member since 2007 and my first convention was in Birmingham, England, when I was the President-elect for my Club. I just happened to really enjoy the conventions!" Since then, Bette added, "I have attended the Montreal, New Orleans, Sydney, and São Paulo, and I am already signed up for Seoul!

"I actually went on my own, but met up with and mostly hung out with a bunch of other Rotarians from all over and



Picture of Smith family arriving





Picture of Stacie at service project with baby Laurel.

spent time with them. As I always say, you may travel on your own, but when you are at a Rotary event you are never alone!" Bette went on, "I had an amazing time. The House of Friendship - where you see members in their national costumes; all the new people you meet, new friends you that you make, both at the convention and in your hotel, bump into old friends!"

"The speakers - some of them will stay with you for ever - two 10-year-old girls, individually addressing 15,000 Rotarians, poised and speaking so eloquently!" Bette added. "Oscar Arias Sanchez, past President of Costa Rica and a Nobel Prize winner. Carnivale - exciting, colorful, full of energy! The entertainment, Samba, Fire Dancers, much much more!"

Lou and his partner Prema Wylie traveled on to Iguassu Falls, on the Brazil-Uruguay border. "Spectacular" is how he described the second largest water fall in the world. Will, who made the journey with wife Kari, just had to take a selfie on top of Sugar Loaf in Rio. Not willing to narrow it down, "I loved the country, the food and the people of Brazil," Alissa said.

Take one exotic country, add great educational programs and these are all once-in-a-lifetime experience. But finally,

the consensus of those who attended was, the magic of the convention itself, and the opportunity to meet other Rotarians. Convening means coming together.

As Lou said, "The biggest single moment was meeting and speaking with other Rotarians from around the world and sharing with them ideas about what their clubs are doing to attract members and fundraising. I gained more from individual one-on-one conversations outside of meeting rooms or at meals than at any one breakout session."

Will's inspiration and key take away is that as Rotarians, "We need to educate our own communities about what we are and what we do. Outreach and public relations are essential for growth and sustainably of Rotary."

"I've been a Rotarian for 15 years and very involved in our club's international projects," said Alissa, "and attending the convention did cement my commitment to the purpose of Rotary."

And as Lou put it, "The RI International Convention gave me a greater perspective on how all of Rotary is interconnected and allowed me to evaluate how my goals for the Santa Clarita Valley Rotary Club will be directed toward improving local awareness of global issues, such as poverty and water conservation."

"At the same time, Lou added, "I want to share with the club the resources of RI and District 5280 for personal and professional growth through long-term Rotary friendships."

Colby summed it up: "The RI Convention was a transformative Rotary experience for Stacie and me. Interacting with so many wonderful, motivated people and hearing their stories gave us so many ideas to take back to our club. I highly recommend that every Rotarian make this trip at some point in their life. I promise you'll be back!"





Rotarian Angi Ma Wong Passes Away

Angi Ma Wong, a long-time Rotarian with the Rotary Club of Palos Verdes Sunset, passed away on July 12, 2015 after a long battle. Angi, who was inducted into the Rotary District 5280 Hall of Fame at the District Conference this past May, leaves a long legacy of service in Rotary and the community. Angi is survived by her husband, Norman and their four children.

You are invited to give to the charitable organization of your choice In her honor:

- Rotary International Foundation (c/o Lew Bertrand, 2068 Avenida Feliciano, Rancho Palos Verdes, CA 90275)
- Chinese Historical Society of Southern

California (415 Bernard St., Los Angeles, CA 90012)

- Sisters of Charity of Rolling Hills (28600 Palos Verdes Dr. East, Ranch Palos Verdes, CA 90275)
- Friends of Banning Museum (P.O. Box 1927, Wilmington, CA 90748)



Continued from page 3

emphasizes the importance of a healthy lifestyle; and allows the boys

the opportunity to actively participate in community service, which fosters a sense of social responsibility and demonstrates the importance and true meaning of Service Above Self.

Some of the boys who have completed their Pacific Lodge residency have returned to Fleet Street to serve as examples and mentors to

the younger boys, to be part of the social solution and not a social problem, to, in essence, Be a Gift to the World.



Please share your Rotary experiences with others in District 5280.

Please send your stories to bearsworth@earthlink.net



Avenue of Vocational Service | An Introduction

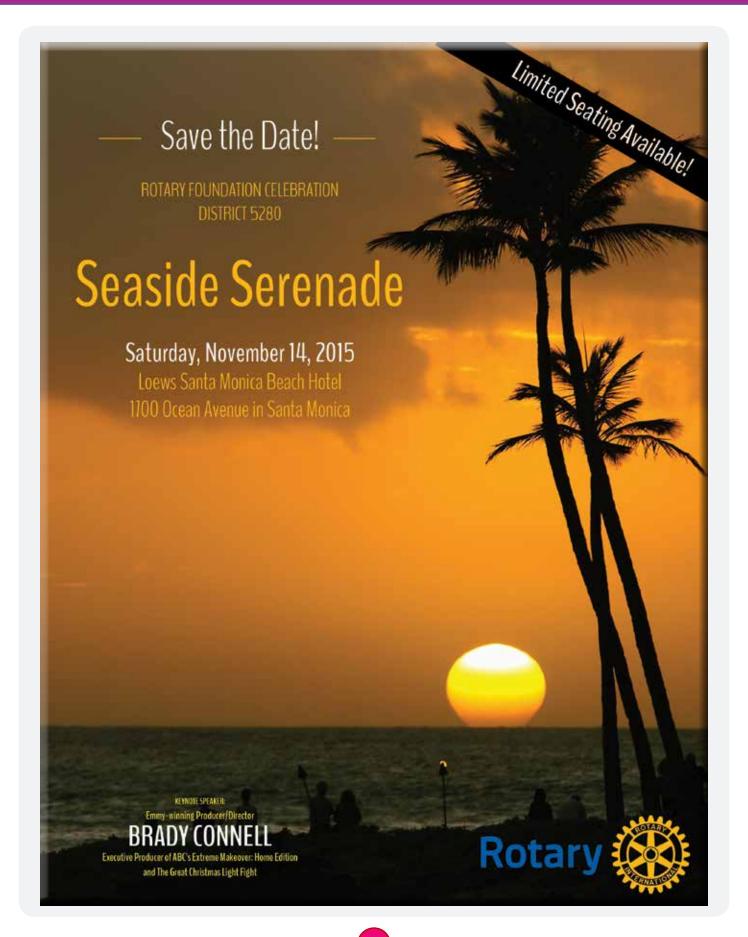
What is vocational service? If you are an active, engaged Rotarian, you probably view vocational service as a way of life, even if you find it difficult to convey a clear definition. This year's Vocational Service Team plans to help you gain a better understanding of vocational service and to provide you with ideas to help you practice it through your club activities and in your career. The District Newsletter will be one of the communication tools used to provide information throughout the year.

All of us are familiar with **The Four-Way Test**. Within the Avenue of Vocational Service, we also find the **Rotary Code of Conduct**. Here it is as follows; As a Rotarian, I will

- 1. Exemplify the core value of integrity in all behaviors and activities
- 2. Use my vocational experience and talents to serve in Rotary
- 3. Conduct all of my personal, business, and professional affairs ethically, encouraging and fostering high ethical standards as an example to others
- 4. Be fair in all dealings with others and treat them with the respect due to them as fellow human beings
- 5. Promote recognition and respect for all occupations which are useful to society
- 6. Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community
- 7. Honor the trust that Rotary and fellow Rotarians provide and not do anything that will bring disfavor or reflect adversely on Rotary or fellow Rotarians
- 8. Not seek from a fellow Rotarian a privilege or advantage not normally accorded others in a business or Professional relationship









World Health Organization Wild Polio Virus Update Week ending 1 JULY

Total cases	Year-to	-date 2015	Year-to-date 2014		Total in 2014	
	WPV	cVDPV	WPV	cVDPV	WPV	cVDPV
Globally	27	0	94	17	359	55
- in endemic countries	27	0	82	17	340	52
- in non-endemic countries	0	0	12	0	19	3

Headlines:

In June, the wild poliovirus outbreaks in Equatorial Guinea, Ethiopia and Kenya were assessed to be over by independent teams, having successfully interrupted transmission of the virus. While this is a sign that supplementary immunization activities and acute flaccid paralysis have been strengthened since all of the outbreaks began in 2013, it is essential for these gains to be maintained and built upon in order to protect children within these countries from the return of the virus. Read more on Equatorial Guinea, Ethiopia and Kenya.

Afghanistan: No new polio cases were reported in the past week. The most recent case had onset of paralysis on 05 May 2015 in Gulestan district, Farah. The total number of WPV1 cases for 2015 remains four.

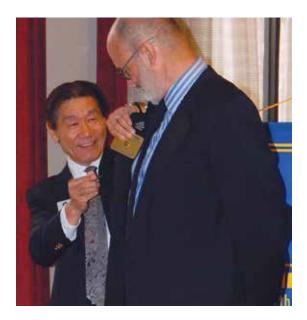
No new case of WPV1 was reported in the past week. Nigeria's total case count for 2014 remains 6. The most recent case had onset of paralysis on 24 July in Sumaila Local Government Area (LGA), southern Kano state.

Pakistan: No new wild poliovirus type 1 (WPV1) cases were reported in the past week. The most recent case had onset of paralysis in South Waziristan in the Federally Administered Tribal Areas (FATA) on the 24 May. The total number of WPV1 cases for 2015 is now 25, compared to 83 at this time last year.

Countries	Year-to-date 2015		Year-to-date 2014		Total in 2014		Onset of paralysis of most recent case	
	WPV	cVDPV	WPV	cVDPV	WPV	cVDPV	WPV	cVDPV
Pakistan	24	0	75	10	306	22	06-May-15	13-Dec-14
Afghanistan	3	0	4	0	28	0	5-May-15	N/A
Nigeria	0	0	3	7	6	30	24-Jul-14	16-Nov-14

District Governor Visits Burbank Sunrise Rotary





A new member pin to Gordon Seyffert



Assistant Governor Lee Stacy receives pin for his seventh Paul Harris Fellow



A Certification of Appreciation to President Janice Lowers



Kelli Lowers receives her first Paul Harris Fellow



Immediate Past President Beth Anderson and Gordon Seyffert present DJ Sun with a check for the Rotary Foundation