



Imagine



Rotary District 5280
Greater Los Angeles
August 2016

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*Pictured: District Governor Greg
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DISTRICT CALENDAR

August

- 9 District Breakfast ([Page 9](#))
- 27 District Picnic: Hot August Night ([Page 4](#))

September

- 9 Annual Literacy Breakfast ([Page 21](#))

October

- 11 District Breakfast
- 22 Foundation Celebration, Battleship *USS Iowa* ([Page 16](#))

November

- 15 USC/UCLA Tailgate Lunch

December

- 10 Angel City Giveaway

January

- 15-21 Rotary International Assembly, San Diego
- 25-30 District Humanitarian Trip to Merida, Mexico ([Page 20](#))

February

- 28 District Breakfast

April

- 18 District Breakfast
- 28-30 RYLA

May

- 4-7 District Conference, Lake Arrowhead

June

- 3 District Assembly, Carson Comm. Cntr.
- 10-14 Rotary International Convention, Atlanta



IMAGINE: "HELP WANTED"

—by District Governor Greg O'Brien

A **"Help Wanted" sign in the window** usually indicates the owner is looking for someone with general skills to fill an entry-level position. Of course, many people who have gone on to successful careers credit their first entry-level job with having set them on a course to life-long satisfaction.

The stories we hear from speakers at our Rotary clubs sometimes leave lasting impressions. Several years ago, the speaker at my club was Arnaud Solandt. As a teenager he was a goat herder in France. Arnaud worked for a cheesemaker. For reasons I cannot entirely relate, he discovered his life's passion. When he asked his employer what he needed to do to become a cheesemaker, he was told, "Well, young man, you need to start with a couple of goats." With the help of his boss, Arnaud set out on his course. Today, he is the owner of Montchevré

Cheese Company. Its millions of pounds of product each year can be found at Trader Joe's and Starbucks, among other popular stores.

This year we have started a District Speakers' Bureau. Our speakers are fellow Rotarians from all walks of life who have interesting topics they are happy to share.

Since the beginning of our organization, Rotary clubs have had speaker programs at almost every meeting. Well-planned programs offer the promise of variety and provide an attraction beyond club fellowship. We learn about our communities, unusual industries, occupations, and other things we may have never otherwise known. Good speakers engage the interest of our members and guests. Over the course of a year we meet community and civic

leaders, members of the chamber of commerce, local writers, artists, and other professionals. Speakers are also eyes through which the community sees us. If they like what they see, they might join Rotary.

Some clubs in our District have a challenge attracting speakers. The reason is almost always a numbers game. When I was a member of the speakers' bureau at Southern California Edison, I had more speaking opportunities than time to fill them and still do my job as a lawyer. As a speaker, I wanted my company to get the most bang for the buck it was paying me to speak. It mattered, therefore, whether the opportunity was to give a talk before 15 or 50 people. Usually, I did not speak before smaller groups.

Of course, on special occasions smaller clubs
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—Imagine: “Help Wanted,”
continues from previous page

can always join forces to entice a prospective speaker with the promise of a larger audience. The need for speakers every week is still present.

This year we have started a District Speakers’ Bureau. Our speakers are fellow Rotarians from all walks of life who have interesting topics they are happy to share. They have joined the bureau because it is an opportunity for “Rotary Service through Public Speaking.” Their mission is to speak at our District’s Rotary clubs. Already 21 Rotarians have added their names to the roster. Our site will be updated shortly. If you are a Rotarian who would like a new way to serve, send me an email: gobrien2012.2013@gmail.com. I promise you more than entry-level work, and you will have the gratitude of many Rotarians.

“Help Wanted.”

Step inside the door.

Imagine Rotary.

“Build it and they will come.” ■

The poster is for a Rotary event. It features a red and yellow sunburst logo with the Rotary International emblem in the top left corner. The background is a dark, moody image of a sunset or night sky with a silhouette of a person's arm. The text is in yellow and white. The main title is 'HOT AUGUST NIGHT!' in large, bold, yellow letters with a red outline. Below it, the event details are listed in yellow: 'A Saturday Evening District Picnic', 'August 27, 2016', '5:00 to 9:00 pm', 'Seaside Lagoon', 'Redondo Beach', and 'Free to Everyone!'. To the right, activities are listed in white: 'Great Food!', 'Music by DJ Dan Medinal', 'Chili Competition!', and 'Karaoke!'. At the bottom, 'Cardboard Boat Race at 6:15 sharp!' is written in white. The footer contains details about where to find more information, also in white.

Rotary District 5280 presents

HOT AUGUST NIGHT!

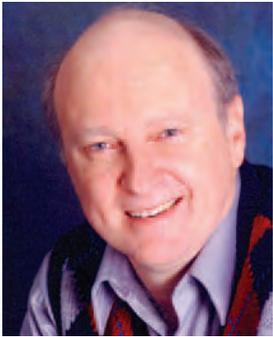
A Saturday Evening District Picnic
August 27, 2016
5:00 to 9:00 pm
Seaside Lagoon
Redondo Beach
Free to Everyone!

Great Food!
Music by
DJ Dan Medinal
Chili Competition!
Karaoke!

Cardboard Boat Race
at 6:15 sharp!

Details will be sent to all club presidents and will be posted on the district website. For more information email [Wendy Clifford at 5280picnic@gmail.com](mailto:Wendy.Clifford@5280picnic@gmail.com)

Event artwork by Wendy Clifford, Wilshire



REACHING MILLENNIALS

—by Michael Turner (Woodland Hills),
Senior Assistant Governor Communications

As Rotarians, we are in a unique role. Our clubs are the connectors that make it possible for other people to get things done. Sure, we have our own events and programs, but our success is measured by the projects we conduct in local and international communities.

Generational change and technology are combining to make much of what we used to do obsolete. So how do Rotarians remain influential in this era? The same way we've been for generations before: innovation and adaptation.

Speak the Language.

One fundamental challenge Rotarians face with millennials is their reluctance to join anything. This generation wants to start things, not join things. Their association with Rotary brings with it lots of baggage they don't want, such as strange greeting rituals, singing, and the same dull programs. So how do you engage millennials?

- Don't talk about "events" they should attend. Instead, promote the **opportunities** and **experiences** Rotary has created for them.
- Don't pitch them a "membership" the way you always have. Instead, ask them for an **investment** and be able to describe the return they can expect on that investment.

- Don't ask for "volunteers" for a committee. Instead, invite them to **collaborate** with fellow Rotarians.
- Think words don't matter? Test these out and see for yourself.

Know Your Audience.

If your Rotary club wants to cultivate the next generation of Rotarians, you need a sophisticated understanding of who they will be. All young

How do Rotarians
remain influential
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technological
change?

professionals are not the same, and what appeals to some could turn others away. How can you know what they want? Ask them! They will be happy to tell you, and after you listen they will probably offer to help make things happen.

A young professionals' club is one way to engage millennials, but beware! They aren't eager to join things and the programs you offer need to cater specifically to them. What aids a young lawyer in climbing the ladder could be useless to the young entrepreneur who needs professional services and investors for her startup. Get creative and target the right people.

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—Reaching Millennials, continues from previous page

Adapt your Rotary club to match the culture and values of millennials.

It's About Culture.

Millennials have an almost subliminal obsession with culture, and with finding people, places, and organizations that match their values. What are they looking for?

- **Collaboration.** They want a place where

individuals can come together and collectively produce something of value. They will give you more in free services than you can imagine, if you can get them excited about the project. How do you get them excited? Engage them in a two-way conversation where they feel like they've helped to shape the project's goals.

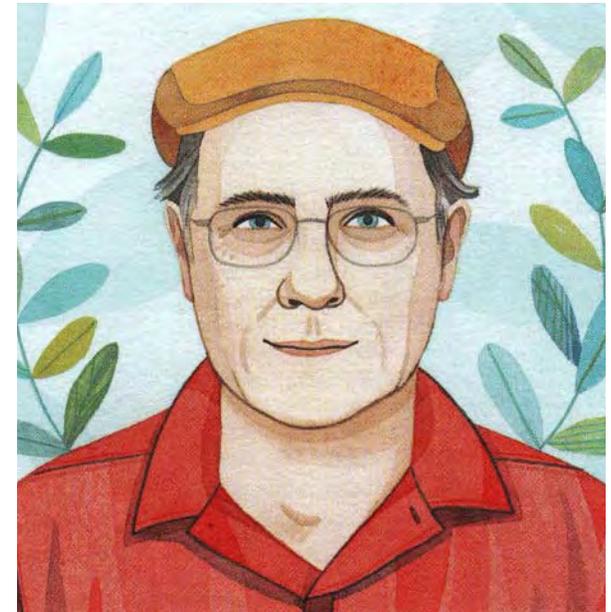
- **Distributed Authority.** Empowering leaders to feel ownership of projects or experiences will drive them to incredible results. In order to feel the comfort and trust necessary to do this, you need to be very careful who you place in leadership positions. But once you've matched the right person with the right project, the rest will take care of itself.

- **Recognition.** After the fun is over you need to spend time thanking those people who made the event or program so great. This does NOT require expensive trinkets (trust me, they don't want the engraved paperweight). It is about a sincere and personal expression of gratitude. This simple gesture will ensure that person is loyal to your Rotary club for their entire career.

Developing a strategy to adapt your Rotary club to match the culture and values of the millennial generation may seem daunting, but it is essential for you to remain influential. After all, influence is about spurring people to action. You can't generate activity if no one is listening! ■

HAWTHORNE ROTARIAN PROMOTES PEACE AT THE GRASS ROOTS

Steven Goldsmith is a mediation and training leader with Mediators Beyond Borders International, an organization that develops local skills for peace building and conflict resolution around the world. Goldsmith was among 150 experts and leaders who gathered at a Rotary presidential conference in Ontario, Calif., to discuss issues related to



resolving conflicts and reducing violence. More than 1,500 people attended the conference, the first of five hosted this year by 2015–16 Rotary President K.R. Ravindran and Foundation Trustee Chair Ray Klingensmith. Each conference was in a different country and highlighted a Rotary area of focus.

Goldsmith is a past president of the Rotary Club of Hawthorne/LAX/Lennox and is the peace chair for Rotary District 5280. ■

Text and image reprinted from the August 2016 issue of the Rotarian magazine

Cover Story

FLEET STREET: A VOCATIONAL CONNECTION TO THE COMMUNITY

—by Michael Turner (Woodland Hills)
SAG Communications

Vocational is one of the five Rotary Avenues of Service, in which Rotarians assist people with learning or refreshing career skills. With children in mind, in 2009 Steve Musnicky (Woodland Hills) developed [Fleet Street](#), the multiple award-winning bike project. [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 the Pacific Lodge repair.

The restored bicycles are then donated to women’s shelters, veteran organizations, college students, homeless shelters, foster care agencies, the Make-a-Wish Foundation®, Children’s Hospital of Los Angeles, and other organizations

and individuals who need assistance getting to work, school, or running errands. Dozens of bikes also are given to low-income families with children through the [Coalition on Gangs](#), which targets areas historically impacted by gang violence.

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THE ESSENCE OF FLEET STREET

Fleet Street involves Pacific Lodge residents in bicycle-related events:

- 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 more than 300 bikes, and
- CicLAvia, where Fleet Street volunteers serviced or repaired over 250 bikes.

With volunteer and financial support from Rotary Clubs and the District, Fleet Street:

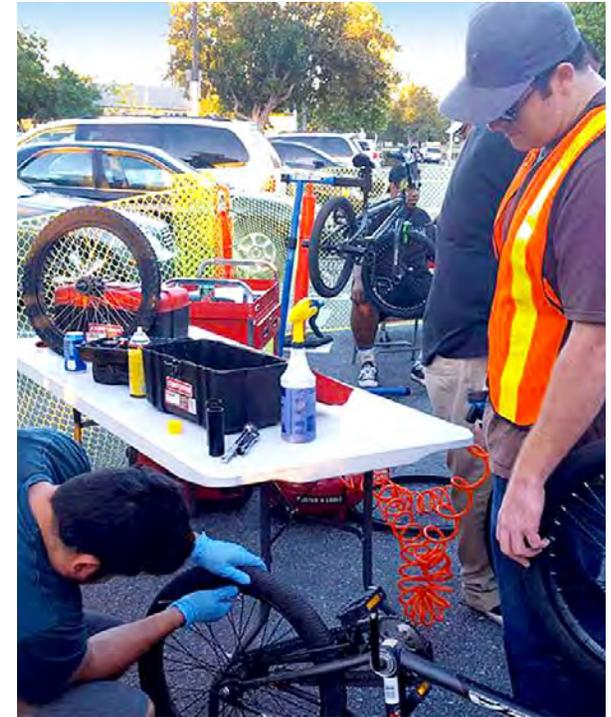
- instills a strong work ethic and sense of responsibility in troubled teenagers,
- develops time-management, teamwork, and problem-solving skills,
- fosters respect for the environment,
- emphasizes the importance of a healthy lifestyle, and
- allows the boys the opportunity to actively participate in community service, which fosters a sense of social responsibility and demonstrates the importance and true meaning of *Service Above Self*.

—Fleet Street, continues from previous page

In addition, in cooperation with the Los Angeles Police Department, [Kids Are First](#), and the Los Angeles office of [Gang Reduction and Youth Development](#), Fleet Street and the teens from Pacific Lodge conduct about two dozen free community bike repair events (parts and labor) each year, where as many as 45 bikes are repaired each time.

Fleet Street has partnered with Los Angeles Mayor Eric Garcetti's [Summer Nights Lite Program](#). Recently, I joined Fleet Street at Jim Gilliam Park to assist in an evening of bike repair. I manned the check-in table. Although the event started slowly, as word spread throughout the apartments surrounding the park there was a line of people, some with decrepit looking bicycles. As the evening wore on each one was repaired and returned in working condition to the delight of the recipients. Their faces lit up like fireworks on the Fourth of July.

Through Fleet Street, Rotary has been a bridge to the community providing necessary services as well as vocational training to hundreds of deserving people. ■



On the cover. Woodland Hills Rotary has partnered with Fleet Street and the Pacific Lodge Youth Services to provide bicycle repair

training opportunities for the teenage boys who live at the facility. In addition, the boys ply their skills at numerous community events.

August 9 District Breakfast Speaker



FORMER RAMS TIGHT END BOB KLEIN

—by Lorine Parks (Downey),
IMAGINE Senior Correspondent

Bob Klein was the man you loved to root for as a tight end blocking for O.J. Simpson in USC's 1967 national championship team and as a first-round draft pick for the Los Angeles Rams. But all that exposure to runs for glory also exposed Bob to vicious tackles and tumbles and painful hours in Saint John's Health Center's emergency room and months rehabbing after big Trojan games. Today, he's still at Saint John's but in a different role.

“For my generation, healthy aging is quickly becoming a high priority.”

—Bob Klein

“**I have had six knee surgeries**, nose, shoulder and hand surgery and a host of other repairs at Saint John's Health Center, resulting from my passion for contact sports and competition,” Bob said. “Now I'm back at St. John's, but as president of the Wellness Foundation, developing a master plan for wellness and health enhancement.” He also is a member of Santa Monica Rotary.

Bob, who is 6-foot-5 and 245, pounds played pro ball as well as volleyball,

—continues on next page



Bob today, hale and healthy.

—*District Breakfast Speaker Bob Klein, continues from previous page*

soccer, lacrosse, football, and just about every other sports for leisure and competition. His son Jim said, “As kids we played everything that was possible: tennis, soccer, golf, basketball, football, you name it.”

Today Bob’s passion is heart health, and he will tell you that nothing takes the place of regular exercise. After being a patient at Saint John’s so many times, Bob is now their chief advocate for health and wellness. “For my generation,” Bob says, “healthy aging is quickly becoming a high priority. Saint John’s represents the future of health care, with fresh emphasis on wellness, total health and prevention.”

Rotarians come in all shapes, ages, and sizes. Bob was asked how one should begin a personal wellness plan. “A personal wellness plan ought to always start with a physical exam to ensure your body is ready for the journey ahead. From there I always solicit help at the beginning from a professional trainer who can get you started on a plan, and set some achievable goals to keep you motivated and progressing.”

“And,” Bob added, “a partner or friend as you begin your journey is always fun to share with and an additional motivation to keep going.”

What words of advice does he have for his children? “My three children all went to Stanford University on athletic scholarships, where they competed and made life-long friends. Two married spouses they met there.

“I now have twin granddaughters going to Stanford this fall and they will be part of the Women’s Volleyball Program. My advice?” Bob commented, “Enjoy your college years as they typically are the best years of your life before jobs and other responsibilities get in the way!”

What was his most thrilling moment playing for SC? “Playing in the 1967 USC-UCLA football game when the Bruins and Trojans were ranked number 1 and 2, respectively. USC won the game with a 64-yard run by O.J. Simpson. And we went on to win the NCAA National Championship. I have a National Championship ring I wear every day!”

What sport works best for retirement age? Bob’s personal favorite sport is golf. “This is where I can walk the course, get exercise and play the most challenging game in the world. In retirement the key is to keep moving, and any sport will work that gets your heart rate elevated and keeps you motivated to keep trying to achieve your personal best.”

What message does Bob want to leave with Rotarians, “God gives us special individual talents that we should strive to discover and develop. As parents and grandparents we can assist our children and grandchildren on this journey. We can be coaches and partners. The best thing we can do is be the best cheerleaders in the world on their road to maturity.” ■

BREAKFAST DETAILS AND RESERVATIONS

DATE: Tuesday, August 9

TIME: 7–9 a.m.

LOCATION: Westin LAX Hotel, 5400 W. Century Blvd., Los Angeles
Complimentary Self-Parking

COST: \$40/person through August 1 and \$45/person after August 1

RSVP to the District Office: office@rotary5280.org | 310.670.9792

Checks payable to Rotary District 5280

Mail to 8939 S. Sepulveda Blvd., #210, Los Angeles CA 90245

A reservation made is a reservation paid.

NEW MEMBERS BRING GREAT MEMORIES

August is Membership Month. In this interview, SAG Membership Ken Chong (LA5) addresses the question of how to succeed in building club membership.

—by Lorine Parks (Downey),
IMAGINE Senior Correspondent

LORINE: What is Rotary’s competition? Other service clubs? A trend toward not joining?

KEN: All membership organizations are struggling. Service clubs, business clubs, country clubs, and private clubs are all trying to recruit new members.

Baby Boomers are the second largest demographic, with 78 million people ages 52–70. When Baby Boomers were in their prime working years, Rotary in the U.S. was strong. Now, the older Baby Boomers are retiring, downsizing, moving, and many are taking care of aging parents.

Rotary can be expensive, and it’s an optional expense not everyone can afford. The younger Baby Boomers are stressed and worried about



“It was a new-member induction I won’t forget,” SAG Membership Ken Chong, far left, said when Ned Colletti, Dodger general manager (2006–2014), next to Ken, was inducted as a member of LA5 at Dodger Stadium in 2014. “We raised \$85,000 that day for our Scholarship Fund, and Ned found his Rotary moment. He subsequently has become a true Rotarian, attending regularly, and has helped raise more than \$200,000 for scholarships.” Pictured with Ken, a past President of LA5, is PDGx2 Doug Baker and Charisse Older, president-elect of LA5.

their retirements while paying for college tuition or taking care of their millennial children.

My generation, Gen X, who are 40–50, is the smallest generation, with 45 million people.

There are fewer people to fill all the spots in all the different organizations. There is a lot of competition to attract this group.

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—*New Members Bring Great Memories, continues from previous page*

Potential Rotary members need to see the value of membership.

has its signature event, project, or meeting that everyone looks forward to. The crowd favorite. Clubs should focus on inviting guests to only those events.

Clubs need to create a sense of urgency, where guests feel they need to be members or they are missing out on something

You have one chance to make that first impression. Having a guest come to a meeting with a boring speaker or only a few members present is worse than not having a guest at all. That guest will likely never come back and may create negative PR by telling others about the bad experience. The guest will be nice to your face and say, “I don’t have time for Rotary because of work,” or family or some other excuse. But the reality is, that person sees no benefit in joining.

Potential members need to see the value of membership. They will ask themselves “what’s

in it for me?” People want to join a club that has members they want to socialize with.

LORINE: What new ideas will you use to attract new members? Specifically what appeals to millennials? To women? Any other new target group?

KEN: Like brings like. If everyone in the club is over 70, it’s difficult to get that first millennial to join unless he or she is related. What if your club has a carrot to offer? Millennials want to make an impact. What if the club had \$5,000 to offer a group of community-minded millennials to make the biggest impact possible? Their choice. Only catch is they have to join Rotary under a Young Professionals’ designation for \$150 annual RI dues. Wouldn’t that be interesting?”

LORINE: Attendance shows commitment, and perfect attendance means a deep commitment. How about getting back to showcasing attendance figures?

KEN: The regularity of Rotary is our greatest strength in these days of social media and virtual meetings. You can only build true relationships in person, over time, and in regular intervals. Showcasing those Rotarians with perfect attendance every year is a great idea, and you have to make it a big deal.

LORINE: What was it about Rotary that inspired you to join? Fellowship? Service? New in town, business/professional advancement, prestige? Jocularly?

KEN: I joined for selfish reasons. As a 28-year-old, I wanted business contacts, and several people I respected told me I should join. I saw the \$3,000 annual cost as an investment in myself.

There were not many young professionals in LA5 when I joined. But when I saw the type of members, I knew I needed to be part of the club. I had fun and made friends. I had a Rotary moment, and then I was hooked.

Fun means something different to each person. Clubs sometimes try to force ‘fun’ on new members or give them a job to get them activated. This sometimes works but can also backfire. People don’t join Rotary to be force-fed a job. Most have a real job already and may not want more work. Take time to know new members, them find a duty/project/job that they will enjoy.

Clubs need to focus attention and energy on getting guests to their best events and creating a sense of urgency to join members so they won’t miss out on something. Once prospects become members they need to have fun and make friends. This will give them enough time in the club to find their Rotary moment. ■



LA5's Jermaine Ee:

THE MODEL OF A MODERN, YOUNG PROFESSIONAL

If Rotary wants to attract younger members, then it needs to tailor new approaches just for them. The percentage of Rotarians under age 40 has remained fairly steady at about 10% in recent years, but now this could be the generation that bucks the trend. Jermaine Ee is the District's Young Professional's chair and a member of LA5. This self-proclaimed millennial talks about how to appeal to young professionals.

—by Lorine Parks (Downey),
IMAGINE Senior Correspondent

Potential
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membership.

The U.S. Census Bureau defines millennials as Americans born between 1982 and 2000, which puts their overall numbers at about 83.1 million. That means there are more of them than any other age group. For Rotary, could the millennial era mean an influx of young, energetic members?

“We’ve talked about attracting young professionals (YPs) for a few years now,” said Jermaine, pictured left. “And the improvement has been slow and that’s okay! Cultural shifts are slow and I’d like to spend my year as YP chair creating events and showing fellow Rotarians that it can be done.”

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—*Modern Young Professional, continues from previous page*

Millennials feel compelled to make a difference in their communities. The Case Foundation’s 2015 Millennial Impact Research Report found that 84 percent of the millennials surveyed had made a charitable donation the previous year and that 70 percent had spent at least an hour volunteering. What does that mean for Rotary?

What are the plans to get and retain this group? What specifically about Rotary would appeal to them?

“The truth is, Rotary has everything millennials want.”
— Jermaine Ee

“Our plan is to create curated events that bring the most value to young professionals. Service-oriented activities to attract service-minded YPs, professional-development events to attract career-focused YPs, and more,” said Jermaine.

“The truth is, Rotary has everything millennials want,” Jermaine added. “Among other things, it offers an opportunity to unplug every once in a while and to connect with people

who share their values, if not our age demographic. It doesn’t matter how bad my week was. I always end it with Rotary, and I always leave with a little more good faith in humanity,” he added. “I’m really excited for the next 20 years to see where Rotary will go.”

Lots of useful marketing research has been done on millennials. It’s also been said that if there is one absolute truth about millennials, it is this: Anyone who says there is an absolute truth about millennials risks being subjected to a collective eye roll. Millennials are individuals, and fiercely so.

“As a marketing professional and a millennial,” Jermaine said, “I do not like the term ‘millennial.’ By generalizing the term, we are assuming



“There are many things in Rotary that would appeal to YPs. However, Rotary clubs need to first be self-aware of the type of club they are, then figure out what adjustments, if any, should be made to attract YPs.” — Jermaine Ee

that people from age 25 to 40 have the same concerns, same priorities, and same buying/giving power. For example, one common misconception about millennials is that they feel entitled; that simply isn’t true. We all know at least 5, 10, or even more millennials who have strong work ethic and excellent values.”

Millennials do tend to share certain traits. A 2014 report characterized them as “unattached to organized politics and religion, linked by social media, burdened by debt, distrustful of people, in no rush to marry, and optimistic about the future. Millennials are also the most ethnically diverse age group.” How do you plan to get their attention?

“Rotary needs to tell its story better, because there are simply too many attractive things to do during one’s spare time,” responded Jermaine. “If

—*continues on next page*

—*Modern Young Professional, continues from previous page*

somebody is looking to advance a specific cause, he or she can easily find numerous groups to join. Other nonprofits that are only tracking one or two causes are simply more effective. We are strongest because of our diverse membership and the established [Rotary] Foundation (TRF). Each club interacts with TRF differently, and there simply isn't one way to market Rotary to YPs.

There are many things in Rotary that would appeal to YPs. However, Rotary clubs need to first be self-aware of the type of club they are, then figure out what adjustments, if any, should be made to attract YPs.

“Rotary’s biggest draw to me is what it does to people around me. Because of Rotary, my family will be going to Mexico with 30+ Rotaractors to build a community center. Because of Rotary, both my brothers are in Interact.”

The District is looking to organize clubs just for YPs or make them “junior” or “adjunct” clubs.

Jermaine believes YPs are not limited because of age or inexperience. Take money for example. The true cost to be an engaged Rotarian (attend district and club events and foundation giving) can be \$1,500 to \$3,000.

“YPs we are looking to attract can easily spend that same money on a new Apple watch, a trip to Las Vegas, or new clothes. We need to make the case that providing 20 kids with glasses, immunizing 50 children with polio vaccination,

or re-building the community park is more valuable than an Apple watch or a Las Vegas trip,” added Jermaine.

The District is looking to organize clubs just for YPs or make them “junior” or “adjunct” clubs. “It will be case-by-case,” admitted Jermaine.

“Each of those options can be successful. For instance, Westchester found that a YP group is a better solution.”

Jermaine also appreciates the opportunity to develop relationships with people who have more life experience than him. “My older Rotarian friends and mentors never fail to help me put things in perspective,” he said.

And their mentorship isn't just about business; they have helped him navigate some of adulthood's subtler skills: drinking Scotch, planning a day at the racetrack, and understanding how to place people on a seating chart. In return, Jermaine likes to coach older Rotarians in mysteries such as how to use social media. As co-founder of a digital marketing agency, he bridges the generation gap at work every day. “I sell Snapchat to 60-year-old executives,” he said. “It doesn't get more resistant than that.”

Jermaine became the youngest member of LA5 when he joined last August. Previously he was Rotaract club president at USC, where he served as our district representative.

“Because of Rotary,” he commented, “my perspective of the world has broadened. I see it as family, mentorship (both upwards and downwards), business and professional advancement and service in that loose order.”

Jermaine considers it his responsibility as a young Rotarian to help facilitate intergenerational conversations. “Millennials are curious,” he said, “and Rotarians in general have many interesting stories.”

It seems like a natural fit, but younger members can feel intimidated by the older adults in the room, and longtime members can get so comfortable in their social routines that they forget to mingle.

Jermaine is drawn to Rotary's in-person interactions and “old school” traditions. “People talk about the Friday lunches that take time out of my schedule,” he added. “I love them. Among my peers, there is a lack of this formality.” ■

ALL HANDS ON DECK! WE'RE GETTING READY FOR THE RI FOUNDATION'S CENTENNIAL CELEBRATION ON THE *USS IOWA*

—by Karen Greenberg (South Bay Sunrise) and Rica Viola (San Pedro), Foundation Celebration Co-chairs

District 5280 will celebrate The Rotary International Foundation Centennial aboard the *USS Iowa* on Saturday, October 22. Very special activities are planned for the event, including a fireboat water display, Tiger Squadron flyby, and a tour of the *USS Iowa*. DJ Matt Beaumont will spin your favorite dance music!

We were thrilled with your response and

Your generosity will help make this celebration worthy of the RI Foundation's centennial anniversary.

are ***sold out!*** Club members can check with their club leadership for wait-list seating.

One of the things we love best about this event are the auctions, live and

silent. Our committee is working on getting fun, one-of-a-kind items, and your club is a big part of this massive effort. Governor Greg humbly requests that all clubs donate at least one auction



“Thank you for your generosity and for all your help in making this a celebration that is worthy of The Rotary International Foundation’s 100th anniversary!”
—Karen Greenberg, left, and Rica Viola, event co-chairs

item valued at \$300 or more. All funds raised from the auctions will go to The District Rotary Foundation. Some of the auction items secured so far include:

- vacations in Puerto Vallarta, Mammoth, Lake Tahoe, and San Felipe,
- African safaris and yacht cruises,
- one-of-a-kind art objects,
- three-hour harbor tour for 12 aboard the historic tugboat *Angels Gate*,

- wine, wine tastings, and premium chocolates,
- Port of LA port pilot and port police boat rides,
- “Staycation,” including a night at a local hotel, meals, and fun activities, and
- an elegant 12-course gourmet dinner for nine.

Please give Governor Greg your auction item(s) when he visits your club. If your governor visit is after October 1, the auction item deadline, your club president will be contacted to make arrangements to secure the auction item(s).

In addition to auction items, this year we are asking all clubs to purchase a page in the event Tribute Program Book. For your club’s page, you can combine member business cards ads. Ads are quarter-, half-, and full-page. A full-page ad is \$700 if purchased before September 1; \$750 thereafter. Individual ads also can be purchased. The advertising and sponsor rates are posted on the District’s website.

For more information, contact Karen Greenberg at KarenInRotary@gmail.com. ■



CELEBRATE THE CENTENNIAL OF THE ROTARY FOUNDATION

Rotary   **In 2016–17
our Rotary
Foundation**

turns 100. With an initial contribution of \$26.50 in 1917, and since then, Rotarians have been changing lives and improving communities all over the world. And that’s definitely something worth celebrating.

Through our Foundation, Rotarians have supported thousands of projects to provide clean water, fight disease, promote peace, provide basic education, and grow local economies. We’ve also been a leader in the fight to eradicate polio worldwide.

The centennial is the perfect time to share this impressive record with the world. Join in making sure that every Rotarian and members

of our communities know about the vital work of Rotary and The Rotary Foundation.

At the Atlanta convention

- Register for the convention in Atlanta, June 10–14, 2017, so you can take part in the Foundation’s 100th birthday party.
- Have your copy of *Doing Good in the World: The*

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Contributions to The Rotary Foundation make it possible for clubs to transform lives worldwide by providing clean water.

—Foundation Centennial Celebration, continues from previous page

Inspiring Story of The Rotary Foundation's First 100 Years signed by its author, David C. Forward. (You can purchase the book at the Rotary Resource Center.)

- Visit The Rotary Foundation centennial exhibit in the House of Friendship.
- Attend breakout sessions for The Rotary Foundation.

Doing good in the world: Mission

The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

Contributions to The Rotary Foundation make it possible for clubs to transform lives worldwide. Your generous support funds projects in six important areas:

- promoting peace,
- fighting disease,
- providing clean water,
- saving mothers and children,
- supporting education, and
- growing local economies.

Next month we'll learn from District Rotary Foundation Chair DJ Sun, PDG, about the many ways you can support The Foundation. In addition, we'll share a moving and uplifting story about a recipient who benefitted from one of our Foundation grants. Stay tuned. ■

WAYS YOUR CLUB CAN CELEBRATE THE CENTENNIAL

- Plan a special Rotary Day and invite members in your community to participate. It can be anything from a concert to a race to a birthday party with a giant cake in the shape of the Rotary wheel.
- Hold a fundraiser in your community to support a Foundation grant project, the Rotary Peace Centers, or PolioPlus.
- Organize or participate in a global grant or district grant project.
- Promote your club or district projects that are funded by the Foundation.
- Dedicate some club meetings to Rotary Foundation topics.
- Challenge members to increase your club's contributions to the Foundation.

Rotary
District 5280



Donations to Camp Pendleton For Mothers and Babies

There are over 70,000 Marines at Camp Pendleton.
More than 160 babies are born there each month!

There are 10,000 children under the age of 5!

Many of the Marines are deployed when their babies are born.
Family and friends may not be near by and with very low pay
most do not have all they need for newborns and small children.

The Rotary Clubs in Rotary District 5280 have been generous in
providing new baby items and gently used household items for
these young families. They select what they need from
Rotary contributions to the Rotary Warrior Warehouse.

Baby or Young Children's Clothing

Diapers Toys Books Bath Tubs

Gently Used Strollers, Car Seats and/or Cribs and Furniture

Dishes, Pans, Furniture and Other Household Items

Gift cards are more than helpful. Everything is Appreciated.

Items are to be collected at the
District Picnic August 27.

Or deliver to Help the Children
5600 Mansfield Way, Building 1B, Bell
Stephanie Stegall, 323-980-9870



Contact Marie Fremd, 310-720-0938 or marie.fremd@aol.com

Ted Jones, 310-809-5380 or tedjonesrotary@yahoo.com

Tom Quintana, 310-666-2394 or quprs@aol.com

Pick up arrangements can be made for larger items and collections.

Event artwork by Alan Bernstein (LA5)

TRAVEL WITH A ROTARY PURPOSE

—by Melody St. John (Hollywood) & Paul St. John (LA5), 2017 Humanitarian Trip Co-Chairs

Work on seven humanitarian projects is on the January 2017 agenda as District 5280 Rotarians travel to Merida, Mexico, where they will partner with District 4195 Rotarians to tackle these tasks:

A hands-on opportunity to put service above self.

- At Emmanuel Day Care we will **finish bathrooms for the children and create a safe outdoor play area;**
- for ADN, an after- school program, we will **provide musical equipment and art supplies;**
- for a diabetes program we'll **provide health education and medical devices** to adults and children;
- for the women in Rotary we will **supply eight sewing machines and materials** to educate and help develop economic stability for this community



Event artwork by Geoff Maleman (Westchester)

- in Merida Montejo, families in need of clean water will receive **water filters;**
- in Tizimin, **special-needs students will receive a baking table and kitchen equipment to help them learn a trade;** and

- for UADY, a dental outreach program in rural areas, we'll provide **dental equipment.**
- We are looking for clubs to participate in these projects. Please contact [Paul St. John](#) or [Melody St. John](#) for additional information. ■

THANK YOU, DJ SUN!

—by Olivia and Robert Ryans (Inglewood)

Immediate Past District Governor, DJ Sun arranged a unique experience as a post tour to the 2016 International Convention in Seoul, Korea. It was quite obvious that DJ and his staff gave a lot of time and attention

His convention post tour was delightful fun, delicious, and informative.

to planning how best to show off his beloved country. He used his resources and contacts to ensure we traveled in comfort and were treated royally everywhere we went.

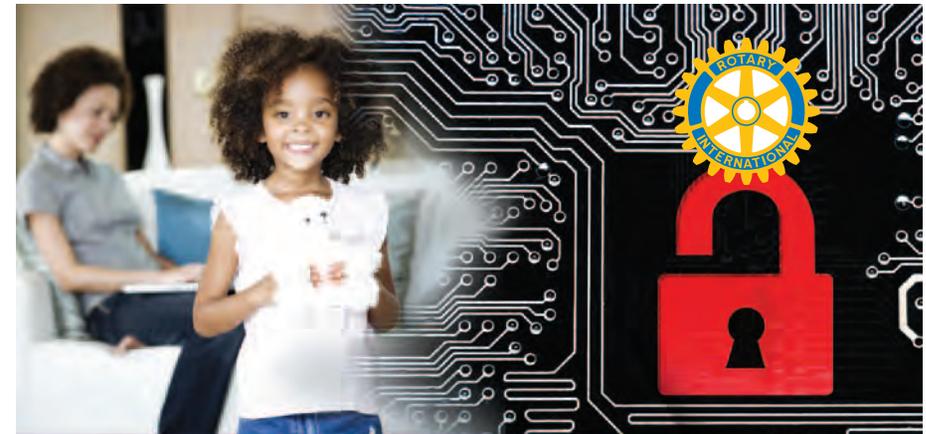
We were delighted to receive tea at the retreat of past RI President DK Lee. The retreat was located in his family’s beautiful village.

We enjoyed a vegetarian feast at a Buddhist temple, and our flexibility was tested as we gorged ourselves on a traditional Korean dinner while sitting cross-legged on floor cushions.

Yes, we did more than eat! We also toured museums, witnessed the changing of the guard, and some visited the DMZ (Demilitarized Zone).

We traveled throughout South Korea, enjoying the lush countryside from our luxury-bus windows. We had opportunities to interact with locals, and, of course, there was shopping. The cities’ landscapes could easily fit into any American city. Seventy percent of the population lives in high-rise buildings.

Thank you, DJ, for such a rewarding opportunity. Your love for and commitment to your Rotary family and the values that Rotary promotes is exemplified in all that you do. *We appreciate you.* ■



BREAKFAST AT LAWRY'S ANNUAL LITERACY BREAKFAST

DIGITAL LITERACY
PROTECTING YOUR IDENTITY,
PROTECTING YOUR CHILDREN FROM PREDATORS

GUEST SPEAKER - DETECTIVE III GIL ESCONTRIAS
 Los Angeles Police Department "Internet Crimes Against Children" (ICAC) section

THURSDAY, SEPTEMBER 8TH • 7 TO 9AM

A full breakfast provided by Lawry's, The Prime Rib 
 100 N. La Cienega Blvd., Los Angeles

RSVP no later than September 5th to Hector Torres at hltlax54@hotmail.com

CLUB 63

News for and about District 5280 clubs

Rio Hondo-Vernon Club Offers Shopping Extravaganza!

Rio Hondo-Vernon is raising money by selling tickets to the Shopping Extravaganza on Saturday, October 1 from 9 a.m. to 7 p.m. at Citadel Outlets, in the Commerce area of Los Angeles. The event is sponsored by the Industry Chamber of Commerce, and the Rio Hondo-Vernon Rotary Club is one of more than 30 non-profits that will benefit.

For \$35 those attending will have a one-day shopping spree with exclusive discounts to more than 80 name-brand and outlet stores, a catered lunch, wine tasting, live entertainment, and opportunities to win over \$90,000 in gift cards and prizes.

For information and to buy tickets, contact Kathy Jurado at kathy@elaviso.com. ■



The Thai Town Rotary Club held its first art show on June 18. Pictured from the left are Sam Hakritsuk, president, Thai Association of Southern California and past president of Thai Town Rotary (2013–2014); Pakorn Ketpongsuda, participating artist (photographer); and Tanee Sangrat, consul general, Royal Thai Consulate General of Los Angeles.



The Woodland Hills Rotary conducted a service project as its meeting program on July 20. Members packed and delivered sack dinners for the homeless. Sandy Rosenholz, front right, shows off the club's handiwork.

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—Club 63, continues from previous page



Redondo Beach Club President Alexis Sheehy, left, congratulates Dr. Nasrin Mogadashian, immediate past president.

After District Breakfast Chair Nora MacLellan spoke at the Hawthorne-LAX-Lennox Rotary, President Leandro Carde presented her with eggs from the chickens he raises.



Sponsored by the Calabasas Rotary Club, members and their guests enjoyed dinner, music, and fellowship on July 3 at CalaBowl, a Hollywood Bowl fireworks spectacular that featured a performance by Chicago.

