



Cliff Dochterman Conversation page 5



clap to Presidents Fellowship Chair Robert Ippolito for a wonderful evening.

As December brings the calendar year of 2014 to a close, it also reminds us that we are almost half way through our year to "Light Up Rotary". Last month, I completed my Official Club Visit to 62 Rotary Clubs of the District and was honored to welcome and present the charter certificate to our 63rd club, the Rotary Club of Compton. During the visits, I heard about the goals, projects and fellowship events of each club. Every club, big or small, has been most welcoming. Each club is so different in their vibrancy and in what they do and how they do it, but their dedication to providing service for their community is strong and consistent. I am confident, during the next seven months, each club will Light Up Rotary by being VIBRANT.

Larry and I wish you and your family good times, good cheer, and a Happy New Year! ●

From Governor Elsa...

December is a joyous month. Celebrations abound, friends and families reunite, carols are sung, trees are decorated, twinkling lights are everywhere, Santas are roaming around with or without their reindeer. During this month, Rotary celebrates the "Family of Rotary". In this season of sharing, let's share Rotary with our family by including them in our activities. My husband, Larry, a proud member of Wilshire Rotary Club will share with me the joy of giving at our District Angel City Giveaway on December 6 at South Park where the disadvantaged are served breakfast, given toys and a day of fun. Come and join us. Share with your family the gift of service by bringing them to the Braille Institute on December 3 and 4 as we sit, serve and socialize with sight-impaired students at their holiday party. My daughter Janice Prior, also a proud member of Wilshire Rotary, brought our grandson Jake to serve the homeless at one of the food pantries where our

club volunteers. Rotary brings families together and makes them grow together as they help maximize our Rotary service to mankind.

District 5280 Rotarians showed their generosity at the "Step Back in Time" Rotary Foundation Dinner at the Biltmore Hotel by purchasing raffle tickets and auction items. Chair Cozette reports we did better than last year in raising funds for The Rotary Foundation. Everyone had fun, dressed in the 1920s fashion, listening and dancing to the 1920s music and show and watching scenes of a Polio victim as portrayed in "Boardwalk Empire" as producer Terence Winter explains. The fellowship and fun everyone had, made this a magical night. Thank you Chair Cozette Vergari and committee for an outstanding job!

Thank you to the Club Presidents and leadership team who braved traffic to attend the second Presidents Fellowship Dinner. The view from Castaways in Burbank, the island décor and fellowship made it so worthwhile. A happy

**Governor
Elsa and
District Rotary
Foundation
Chair David
Moyers, PDG,
presenting
awards.**

*Light Up Rotary
and Be Vibrant!
Elsa Gillham*



Governor Elsa and Chief of Staff Melody St John enjoying a good laugh.



Rotary Foundation Celebration

BY CHAIR COZETTE VERGARI, MEMBER OF WESTCHESTER CLUB

The Rotary Foundation Celebration, held on November 8th in the Crystal Ballroom, and all of its grandeur, at the Biltmore Hotel in Downtown Los Angeles, was a smashing success both artistically and financially.

The guest of honor and keynote speaker, Oscar Nominee and Emmy-Winning Writer/Producer Terence Winter, honored for his creation of the polio-stricken child character, Emily Schroeder, in the HBO Boardwalk Empires television series, spoke to the accomplishments of Rotary in the the eradication of polio. Mr. Winter was introduced by his wife and Oscar Nominated Co-Producer of Dallas Buyers Club, Rachel Winter.

Rotarians got into the spirit and rose to the occasion. Approximately \$35,000 was raised between the Silent and Live Auctions combined. The total donations through the cash raffle drawing are yet to be totaled, however, it is reported that we are ahead of last year's numbers, thanks to the generosity of District 5280 Rotarians.

District Governor Elsa Gillham and District Rotary Foundation Chair David Moyers, PDG, greeted the 450 guests and recognized several clubs for their contributions to The Rotary Foundation.

It was a night to remember!



The Rotary Foundation earns coveted 4-star rating

The Rotary Foundation earned a 4-star rating from Charity Navigator, the largest and most prestigious independent evaluator of nonprofits in the United States.

"Our foundation continues to operate at the highest ethical standard," said Rotary Foundation Trustee Chair John Kenny. "We are proud that Charity Navigator has recognized our commitment to accountability and transparency for the seventh straight year."

The 4-star rating, the highest that Charity Navigator awards, recognizes sound fiscal management, accountability, and transparency. Charity Navigator evaluates thousands of nonprofits each year, and only one of four earns 4 stars.

This year's top distinction marks the Foundation's seventh in a row, placing it in the top 3 percent of U.S.-based charities. In a letter to the Foundation, Charity Navigator President Ken Berger wrote, "This 'exceptional' designation differentiates The Rotary Foundation from its peers and demonstrates to the public it is worthy of their trust."

Upper Photo. Melody St John (right), District Chief of Staff and member of the Hollywood Club, with members of the San Pedro Club.

Lower photo. Crystal Ballroom, Biltmore Hotel, Los Angeles. Rotary Foundation Celebration.

Photos by Allison Knight, member of the Westchester Club.

A special thanks to Vince Rios of Vincent Rios Design for assistance and direction in layout design. For information on design services visit vincentriosdesign.com.

Five reasons to give to The Rotary Foundation

Polio immunization activities in Ethiopia. Your generous giving supports our work to rid the world of polio. Polio immunization in Ethiopia. Your generous giving supports our work to rid the world of polio.

BY ROTARY VOICES STAFF

When you make a donation to The Rotary Foundation, you are helping Rotary members make a difference in the lives of millions of people around the world, by promoting peace, preventing disease, bolstering economic development, and providing clean water and sanitation.

Here are just a few ways your generosity is changing lives.



1. ERADICATING POLIO

Thanks to you, we are This Close to ending polio. Through your generous support, we have helped immunize more than 2.5 billion children against this disease. Only three countries have never stopped the transmission of the live virus. It only costs 60 cents for a dose of the polio vaccine. And every dollar Rotary commits to polio eradication is matched 2 to 1 by the Bill & Melinda Gates Foundation, tripling your impact. Watch our World Polio Day Lives-tream update, and give to end polio.

2. PROMOTING PEACE AND CONFLICT RESOLUTION

Rotary's most significant effort to wage peace is the Rotary Peace Centers program, established in 2002. Each year, the program trains some of the world's most dedicated and brightest professionals,

preparing them to promote national and international cooperation and to resolve conflict. They include graduates of a two-year master's degree program and a three-month professional certificate program at Rotary's partner universities. Watch a video highlighting Rotary Peace Fellows at work.

3. SUPPORTING EDUCATION

Through a Foundation grant and in partnerships with Auckland University of Technology, Rotary members in New Zealand brought tablet technology to students on Taveuni Island in Fiji, creating a digital learning room. Watch a video of the project, and browse other education projects on Rotary Showcase.

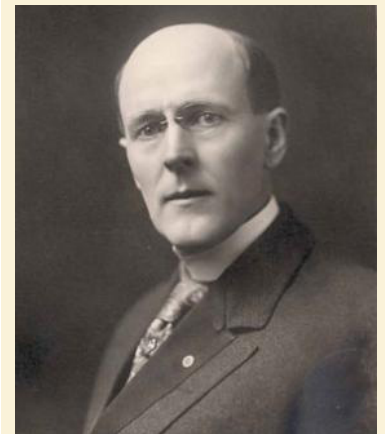
4. FIGHTING DISEASE

In Tamil Nadu, India, two doctors, both members of the Rotary Club of Srirangam, discovered an alarming trend in the remote city outskirts of Trichy, women dying of breast cancer. They partnered with Rotary members in Maryland, USA, to purchase a large van, with the help of a Foundation global grant, and equip it with X-ray equipment. The "mammbus" has administered more than 2,500 free breast cancer screenings, and detected and treated early stage cancer in six women. Read more of the story and browse health-related projects on Rotary Showcase.

5. ENDING HUNGER

In Seattle, Rotary members are diverting millions of pounds of fruit and vegetable from food waste into the hands of those who need it through Rotary First Harvest, a program of Rotary District 5030 (Washington, USA). Watch a video about the program, and browse other hunger projects on Rotary Showcase.

Have you made your Every Rotarian, Every Year contribution to the Annual Fund yet? What better time to do so than now. Learn the many easy ways to give.



"Whatever Rotary may mean to us, to the world it will be known by the results it achieves."

—Paul P. Harris

Our 1.2 million-member organization started with the vision of one man—Paul P. Harris. The Chicago attorney formed one of the world's first service organizations, the Rotary Club of Chicago, on 23 February 1905 as a place where professionals with diverse backgrounds could exchange ideas and form meaningful, lifelong friendships. Rotary's name came from the group's early practice of rotating meetings among the offices of each member.

A Conversation with Past Rotary International President Cliff Dochterman

Recently Bette Hall, District Trainer, accepted the assignment to meet Cliff Dochterman for an exclusive conversation to be printed in our District 5280 Newsletter. Thanks to several District leaders, this was made possible at the recent Rotary Zone Institute held in Victoria, British Colombia. Here is Bette's story in full, uncut, and unedited.



Cliff Dochterman, Past Rotary International President 1992-93.
Photo by Rick Mendoza, PDG and Assistant Regional Rotary Foundation Coordinator Zone 26, member of the Redondo Beach Club.

Oh where to begin, or more to the point, where to end this brief account of a visit with a truly inspiring man!

When first requested to interview the one and only Past Rotary International President (PRIP) Cliff Dochterman, my first thought was what an absolute honor, and then my second was one of - oh my goodness - he is an ICON in Rotary - what am I going to say!! Well, there was no need to worry!

I was joined by Melody St John, District Chief of Staff, as we sat down to share some time with this very special Rotarian. We were made to feel so welcome, so at ease, and of course, he made us laugh. Very few questions were asked as he just sat there and talked to us, with the clatter of the staff clearing up the remains of breakfast, and me scribbling as fast as I possibly could, sometimes getting so caught up in what he was saying and forgetting to take the notes as he shared some of his truly

amazing (a very overused word these days, but in this case, appropriate) life! What we thought would be a few minutes became an hour as the time flew by, listening to his stories. It is hardly surprising that the theme in his year as RI president was "Real Happiness Is Helping Others".

When PRIP Cliff was asked the question "What is that Rotary does not know about you?" the response was somewhat surprising, with PRIP Cliff saying that what Rotary doesn't know is that he is actually quiet and shy, that when he is just around his family he is usually quiet, not saying a lot. But then he did make a point of saying that he always tries to have fun in life and emphasized that Rotary needs to be fun, explaining that he never takes himself seriously, his stories are often an exaggeration of life and that he always tries to treat everyone as a friend, something we can certainly attest to!

When asked how he got started

in Rotary, the answer was that he hardly remembers a time when Rotary was not part of his life. He then recounted that 56 years ago, he had a hard time joining Rotary, that he was turned down three times before he was accepted into Rotary as a member! He was finally accepted into the Berkeley Rotary Club, serving as its President in 1963-64, and he said that he always found it amusing that as someone who had three strikes against him, he was elected as President of Rotary International!

He talked about his first "job" in the Berkeley Rotary Club, heading up the Ladies Day event for Valentine's Day, reminiscing about how he was a new member, and how a long-time member - a very influential man in the Club and the area, just walked up to him and said "I understand you are working on this program - if you need anything just call me" and that is when he came to the realization that in Rotary, name and position meant nothing - we are all Rotarians and are there to help each other out!

PRIP Cliff spoke about the speech that propelled him forward in Rotary, one he had been asked to give at a District Conference over 50 years ago, a spoof called "The Unwritten History of Rotary" that brought him to the forefront in Rotary. An aside, if you have not heard this one, research it - it is hilarious! And this began his progression in Rotary, becoming President of his Club, then District Governor, then a Director for Rotary International, eventually serving in almost every Rotary position in the world.

PRIP Cliff brought up a difficult time in his life, talking about when he was a Director of Rotary International, a time when his wife was very ill, dying with cancer, and finally passing away in 1987. He was sitting with her when she told him that he would have to go out and get married again as one of her biggest disappointments was that he would never be President of Rotary International if he was not married.

Well, he went ahead and interviewed for the position of President of Rotary International (RI) anyway, and following two days of meetings, the Committee voted, saying that a person should not be penalized for their loss. He was elected President of Rotary International for the 1992-93 year, becoming the first RI President to serve in that position as a widower! PRIP Cliff reminisced about how his daughter would travel with him and would fill in, if and when, he needed a "First Lady". ☺

He talked about the opportunities offered by the rare experience of being President of Rotary International, the prestige of the position, how he met Heads of State, how someone was always there to escort you, whisk you through Customs and Immigration (except at home), that the position can get awfully “heavy” if you are not careful and, for some it does! PRIP Cliff also talked about the “very, very high price” paid by Rotary International Presidents – how they are constantly traveling, how the demands are unbelievable on the RI Presidents, that in one year he only slept five nights in his own bed, that he often found himself asking the question “Where am I?”

How the RI President is given so much time and attention, and oh those traditions of Rotary – how at 12:01 a.m. on July 1st your picture is up on the wall and you are now the Rotary International President! Likewise though – the following June 30th – it is all done and the next person takes over! He recounted, laughing, that during his year as RI President he had been issued a phone card – how he went to use it on June 30th and oh goodness, it had been cancelled! The reign was over!

Another achievement that he was really proud of was chartering a new club in Denver Colorado following his move to Denver. At that time, there was only one club in Denver with around 500-600 members. Every time there was a proposal to charter a new Club, it was voted down. When PRIP Cliff was approached for ideas on how to get a new club chartered, his advice included to get a different name for the club that does not include Denver. The proposal to the Denver Club was to call the new club University Hills Rotary Club; to get all new members, taking none of the current members of the Denver Rotary Club.

With the new club underway, PRIP Cliff then wrote to world leaders he knew in the various classifications of the new members and had these leaders in turn write a letter to each of the 32 new Rotarians in the same classification as the person writing the letter. He then photographed all of these letters, printed them in a booklet which he presented to each Rotarian in the Club. Another coup was getting the Immediate RI Past President William (Bill) Walk to be the keynote speaker at the Charter night. PRIP Cliff Dochterman served as the Charter President of the new club– which only goes to show, he DOES know what he is talking about in his speech “If Only I could Be President Again”!



Bette Hall, District Trainer and member of the Calabasas Club.

PRIP Cliff also talked about with pride (and justifiably so) that in 1978 he was a co-chair of a small 3 person committee, the 3 H committee, standing for Health, Hunger and Humanity, which was the brainchild of then RI President Clem Renouf, who had the vision of Rotary doing something bigger, the idea that Rotary could do something never done before, a world project rather than local! PRIP Cliff’s said they knew that if they didn’t get moving with a project soon and show some immediate success then Rotary would probably shut the Committee down.

Among the proposals received was one from Dr. Bennie Santos in the Philippines that at the time had the highest incidences of Polio amongst the children, who wrote that if we would provide the vaccine, then by mobilizing all of the Rotarians in the Philippines, all of the children in the Philippines could be vaccinated. The project was approved with the Committee going to all the pharmaceutical firms to get the six million doses of vaccine needed, and as history has shown, it was a huge success. With this, other vaccines, such as measles, tetanus were also donated for Rotarians to distribute throughout various other areas of the world, such as the Caribbean.

PRIP spoke of how in 1981 in the reign of RI President Stan McCaffrey a new committee, the New Horizons Committee was formed, with the slogan “Be Wise, Immunize” and as the then Executive Vice President to the RI President, he chaired this committee. Sug-

gestions again were coming in from all over the world with the main one being, provide polio vaccine for all the children all over the world, so it was out of this small committee that Polio Plus was eventually born, and when we see where we are today, we see the vision of Rotarians such as PRIP Cliff Dochterman who had the foresight and courage to take on a project that would take many many years to get so close to the end.

When the subject of Women in Rotary arose, PRIP Cliff brought up the fact that there is now a club in Japan that is exclusively female. He talked about how the number of women will continue to grow in Rotary, how they (women) need to invite their friends to join, thereby growing the ranks, and how some of the old traditions do take time to die out. He also spoke fondly of his mother, who at 99 was the oldest member of the Screen Actors Guild, how at 95 she appeared on the Jay Leno show. He spoke of how his mother was originally a school teacher and when she retired, she entered into a new career, one of acting, performing in movies and commercials!

A question was asked of PRIP Cliff who is his favorite speaker, and really without hesitation, the answer came back “Rick King”, that there are many wonderful speakers in Rotary, that we are fortunate to have, or have had, but that Rick King is the best.

There is so much more we could write about, but we have no more space, also we could have listened for hours more but he had to go as he was presenting with PRIP Rick King in “Clash of the Titans”. For those of us who have been fortunate enough to hear PRIP Cliff Dochterman speak, for those of us who have laughed so hard at his speech at PETS “Oh if I only I could be President Again”, especially for those of us who heard it again AFTER we had been Club President, it was with great sadness that we heard he had given his last PETS speech at the 2014 SOCAL/Nevada PETS, as those coming afterwards would not have this opportunity!

Luckily for us there are still his books. What a true humanitarian this man is, and how grateful we were to have this opportunity to share time with such a warm, giving, caring man, a man who has never stopped giving back to Rotary and its members! Thank you PRIP Cliff Dochterman for your time and kindness. We will always treasure the time spent with you. ●

Interact Bowls for End Polio

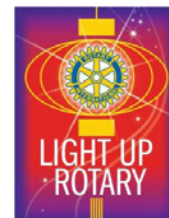
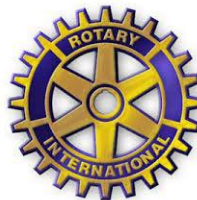
BY PATRICIA MAGALLON,
MEMBER OF THE DOWNEY CLUB

Annually various Interact clubs join the Interact Clubs of Downey High School and Warren High School and host an End Polio Now Bowling Tournament to raise awareness and funds for one of Rotary's signature projects. The 2014 End Polio Bowling Day will be held on Sunday, December 14 from 2:30 pm to 4:30 pm at the Del Rio Lanes in Downey. (Del Rio Lanes 7502 E. Florence Avenue Downey 90240)

In addition to bowling, the District Interact Team is challenging all Interact Clubs in the district to participate in the annual Christmas Toy Drive. Bowling participants are asked to bring in as many new toys to be donated to children at risk through HSA (Human Services Association). HSA serves families and children at risk in the east region of our district. HSA will be on hand at the bowling tournament to accept our donations and answer questions about their services.

If you are unable to join us for bowling we are happy to accept your monetary donations to the End Polio Campaign or for the Toy Drive. Please contact District Interact Representative Tim Fuentes at: scottyfuentesftw@gmail.com to arrange to make your donation.

INTERACT DISTRICT 5280



End Polio Now Bowling Tournament
Hosted by Downey and Warren Interact Clubs
Join us to help fight against polio,
while bowling to win for a great cause and Awesome Prizes Too!!



Where: Del Rio Lanes

7502 E. Florence Ave

Downey, CA 90240

When: Sunday, December 14, 2014

Time: 2:30-4:30pm

\$20 Per Player

Includes: Shoe Rental, Pizza and Drinks

RSVP by Tuesday, December 09, 2014 with Patricia Megallon at patricia.megallon.ir67@statefarm.com or (562) 493-2546 Payment can be mailed or paid at the door. If mailed, please make check payable to Downey

Rotary and mail to
Patricia Megallon/State Farm Ins.
10897 Los Alamitos Blvd.,
Los Alamitos, Ca 90720

Please contact Patricia Megallon to RSVP for the End Polio Now Bowling event. RSVP by December 9th at patricia.megallon.ir67@statefarm.com or (562)493-2546. The cost to bowl is \$20 per person and includes shoe rental, pizza, a drink and fun prizes!

Angel City Celebration

Rotary District 5280 and a number of clubs led by LA5 working together with the LA City Mayor's Office, LA City Recreation and Parks, churches, businesses and community volunteer groups to organize a



Winter Wonderland event for 2,500 underserved young children and their families in South LA.

There will be a pancake breakfast, carnival-like fun activities, health fair, resource fair, book fair along with a toys, books and clothing giveaway. The event will be held at South Park Recreation Center, 345 E. 51st Street, between San Pedro and Avalon St., Los Angeles, CA 90011.

Rotarians and volunteers are encouraged to come with family and friends on December 6.

Volunteers must register in advance. Only 150 volunteer spots are available this year. RSVP by clicking on registration at www.rotary5280.org. Click under the calendar date on the left of the Home Page.

Volunteers are to check in by 6:30 am for orientation and assignment. The event is from 8:30 am until 1:00 pm. Jobs include preparing and serving 1,500 pancake breakfasts or help at the resource, health and book fairs. Volunteers will also be a personal "shopper" for the children. They will also safeguard the children monitoring the waiting line and help with other event-related tasks.

Wear jeans and comfortable shoes. Rotary Cares t-shirts will be provided. Plan to attend or volunteer for this great event.

Please contact Chair Marjorie Heller at 323-463-0304 or at marjorieheller@gmail.com.

Some of the Rotary Couples in District 5280

Mark and Guity Ameli
Rancho Park

Jim and Elyse Beardsley
South Bay Sunrise and El Segundo

Alex and Ginny Brideau
Downtown LA

Nancy and Chat Campbell
Redondo Beach

Tony and Judith Cincimino
Playa Venice Sunrise

Scot and Wendy Clifford
Wilshire of LA

Dick and Linda Cook
Santa Clarita Sunrise

Robert and Carole Donahue
Los Angeles 5

Bob and Hedy Downing
Lawndale

Jerald and Sandy Farrell
Palos Verdes Sunset

Drew and Rahla Frohlich
Granada Hills

Larry and Elsa Gillham
Wilshire of LA

David and Karen Greenberg
South Bay Sunrise

Gerardo and Brenda Jaramillo
Latinos Unidos

Peter Lattey and Vicki Radel
Downtown LA and Redondo Beach

Marc and Pearl Leeka
Los Angeles 5 and Wilshire of LA

Hubert and Maggie Luckerath
Malibu

Dick Moon and Cozette Vergari
Westchester

Dean and Teri Mouren-Laurens
Paramount

Jacques and Astrid Naviaux
Palos Verdes Sunset

Paul and Diane Netzel
Los Angeles 5

Bill and Colette Paul
Redondo Beach

Robert and Olivia Ryans
Crenshaw Watts and Inglewood

Jim and Alexis Sheehy
Redondo Beach

Paul and Melody St. John
Los Angeles 5 and Hollywood

Jim and Gwen Vuchsas
Playa Venice Sunrise

Ferris and Debbie Wehbe
Cedars E-Club

Jeff and Karen Weigel
Redondo Beach

Roger and Judith Wilson
Playa Venice Sunrise

Randy Pote and Beth Anderson
Burbank Sunrise

John and Christa Ramey
Westchester

Chase and Angelique Campen
Wilshire of LA

Raymond and Dia Schuldenfrei
Wilshire of LA

Jay and Ferne Saltzman
Woodland Hills

Braille Institute Annual Holiday Party



For the past 42 years Rotarians have provided support for the Braille Institute Student Holiday Party. This year there will be two Holiday Parties, December 3 and 4, from 10:00 A.M. - 12:00 noon. The theme for this year's celebration is Holiday Cabaret Fiesta.

There will be refreshments and entertainment. To assist each holiday part, 25-35 Rotarian volunteers are needed. Rotarian duties will be to Seat, Serve, and Socialize with the students. To be

a part of the Holiday Cabaret Fiesta, arrive at 9:30 a.m. for a short briefing of the day's activities which begin promptly at 10:00 A.M.

Braille Institute is located at 741 N. Vermont Avenue, Los Angeles, at the corner of Vermont and Melrose. Underground parking is off New Hampshire Street.

RSVP to Coordinator Jim Miceli by Monday, November 24, 2014 regarding club interest in joining the Holiday Party. Call Jim at 818-763-5693, or send an email to jimmi.celi@aol.com.

District breakfast

January 13, 2015

Mark your calendar for the upcoming district breakfast on Tuesday, January 13, 2015 at the beautiful city club in downtown Los Angeles. Club presidents who reserve a table of 12 will receive a complimentary breakfast. Act now because seating is limited. Reservation deadline is Monday, January 5. Tickets are \$35 per person, valet parking is included. Walk in price is \$40 per person. Call Tori Hettinger at 310-670-9792 to make your reservation.



Chair Pearl Leeka,
member of the
Wilshire Club

Rotary Day

3-2-1 End Polio Race
& Picnic

Got your WALKING SHOES ON!!!
We are going to do a 5K/10K WALK
TO END POLIO on March 21, 2015.
Save the date. The walk will be at
Crystal Springs in Griffith Park. After
you walk and earn your lunch there
will be a big family picnic.

Mark your calendars for Sunday,
March 21, 2015



Chair Jim Beardsley,
member of the South
Bay Sunrise Club

The Birds





Telling Rotary's Inspiring Story

BY KATE ROSSLOFF, MEMBER OF THE CULVER CITY CLUB AND SECRETARY OF ROTARY ROSE PARADE FLOAT COMMITTEE

For the past 36 years, the Rotary Rose Parade Float Committee (RRPFC) has promoted the work of Rotary International by entering a float in the renowned New Year's Day Tournament of Roses Parade in Pasadena. The 2015 entry focuses on Rotary projects that allow communities to develop and maintain sustainable water and sanitation systems. Considered by the RRPFC as an enormous public relations opportunity, the Float will be viewed street-side by approximately 750,000 people and by a television audience of 39 million in the US alone and millions more worldwide.

Past floats have honored women in Rotary, featured our polio eradication efforts, our youth activities and our international service to name a few. Tying Rotary International President Gary Huang's theme of "Light Up Rotary" to the Parade theme of "Inspiring Stories," the Float design this year shows a water well with candles lighting the way to clean water. Called "Changing Lives through Clean Water" the Float tells the world about Rotary's inspiring story of providing clean water throughout the world.

United States and Canadian Rotary Clubs independently fund the Float as it is not a project of Rotary International. The fundraising effort is lead by six Rotary Districts, including our own District 5280. Each Rotary Club is encouraged to donate and help promote Rotary's accomplishments to the millions of parade viewers.

Decorated entirely by Rotarians, about 700 volunteers come from all over the United States to toil away in a cold Pasadena warehouse. In addition to live flowers, other materials such as petals, dried flowers, beans, rice, seeds, leaves and vegetables are carefully placed and each year the overall results are stunning.

The official start of the decorating season is December 6 and committee members are finishing their fundraising efforts. Join them, make a donation and follow all the activities on the Committee's website, www.rotaryfloat.org and "like" their Facebook page - Rotary Rose Parade Float Committee. For information or to schedule a program at your club, contact Kate Rosloff at kate.rosloff@gmail.com. ●

2014 Float Entry



Kate Rosloff (left) and President Rosie Riera-Schwartz at the South Bay Sunrise Club



Fellowship Trip to Cuba

Join us on a fun, exciting and educational journey to Havana, Cuba. It is a fascinating time to visit Cuba – Raul Castro is leading significant economic policy changes and preparing for the time when his generation turns political leadership over to the next. It's a time of growing potential; this is an opportunity to see the island as it undergoes a national transformation.

Over the course of five days and four nights we will get an in-depth look at the city of Havana, its colonial architecture and its restoration. We will enjoy Cuban culture and art, visiting a large art market with great diversity of paintings, prints, and other art at reasonable prices. We will also experience the new private sector under recent economic reforms first hand (including its new private restaurants), and we'll have free time in afternoons and evenings for museums and cultural activities, such as ballet, baseball, music, and more.

There is an option of an extended itinerary that departs Havana for a night in the beautiful Viñales valley, a UNESCO World Heritage Site in Pinar del Rio province in western Cuba. Viñales, a verdant, ecologically pristine and protected area, is the home

of unique geological formations that surround small private family farms that grow the island, and arguably among the world's best tobacco. We will have an evening in Viñales, an overnight stay, and a Monday return to Havana. ●

Please contact Val Velasco at vvelasco@aol.com for more information.

Rotary Club of Havana chartered in 1916. First club in Latin America and first non-English speaking club.

Dates: April 15-19, 2015
(Depart/Return Miami)

Dates for Extended
Option:
April 19-21, 2015
(Depart/Return Miami)



District Calendar

December Family of Rotary

- 3-4 Braille Student Holiday Party
- 6 Angel City Giveaway

January Rotary Awareness

- 13 District Breakfast
- 29 Presidents' Fellowship

February World Understanding

- 5-9 Humanitarian Trip Guatemala
- 20-22 PETS
- 21 Rotary Goes Viral

March Literacy Month

- 21 Rotary Day—3-2-1 End Polio Race & Picnic
- 28 District Art, Dance, Music and Speech Contests at LMU
- 31 District Breakfast

April Magazine Month

- 11 Rotary Day of Service
- 11 Rotaract Ethics Forum at LMU
- 16-19 Fellowship Trip Cuba
- 24-26 RYLA
- 30 Presidents' Fellowship

May Promote Int. Convention

- 14-17 District Conference Coronado

June Rotary Fellowships

- 6-9 Rotary Intl Convention—Sao Paulo
- 20 District Assembly

Five Must-Do's to get Your Event Noticed on Social Media

SUBMITTED BY **GINNY BRIDEAU**, SOCIAL MEDIA CO-CHAIR AND MEMBER OF DOWNTOWN LA CLUB

Susanne Rea saw how social media propelled an event to raise money for polio eradication, and figured she could use the same tools to encourage Rotary clubs around the world to hold similar fundraising meals. To date, clubs and districts have raised over \$1 million for Rotary's polio eradication campaign through more than 600 dining events.

"At the peak of our registrations, it became an almost around-the-clock commitment," says Rea, a member of the Rotary Club of Cairns Sunrise in Queensland, Australia. "Social media really gave our project momentum."

In early January, Rea consulted her friend Mukesh Malhotra, a member of the Rotary Club of Hounslow, Greater London, England, and a past governor of District 1140, about her idea to encourage clubs to hold a meal to celebrate Rotary's anniversary on 23 February and benefit the polio eradication campaign. Their clubs agreed on a joint project, which they called the World's Greatest Meal, to spread the word. A Facebook page was launched, then a website, and a video was created for YouTube. As a result, hundreds of individual clubs promoted their own meal events through their Facebook pages.

What Rea did for her event, you can do for yours; all it takes is a little bit of social media know-how. We consulted several Rotary members with the right sort of expertise and came up with this list of "must-do's":

1. CREATE AN EVENT ON YOUR CLUB'S FACEBOOK PAGE.

If you're not using Facebook yet, find someone in your club to serve as page administrator, and follow the easy steps at Facebook.com.

When creating an event page, add some news before inviting friends. Keep the text short and snappy, bearing in mind that social media is designed to entertain. Avoid Rotary jargon and abbreviations. You want your page to sound like what you would say to a friend who doesn't know anything about Rotary.

You can also download Rotary visuals for your page from the Brandcenter (My Rotary login required).

2. USE ACTIVE PHOTOS THAT SHOW PEOPLE DOING THINGS.

Photos of active people having fun will generate the excitement you want to portray far better than check-passing photos or group shots. Get up close for compelling portraits. Five photos provide a good start for a Facebook post or gallery. You can tag people in the photos so they appear on their timeline, but don't go overboard.

3. USE TWITTER AND HASHTAGS OFTEN.

Rotarian Rich Lalley, who manages social media campaigns for District 6440 in suburban Chicago, explains why Twitter is absolutely essential.

"Every reporter in the world uses Twitter; they are addicted to it, and use it constantly to get story ideas," he says. "Why would you not want to use it?"

Hashtags are a way to group social media posts on Twitter, Instagram, Google+, Pinterest, Facebook, and other social networking platforms. A hashtag is created by putting "#" in front of a word.

Using one or two hashtags per post makes your posts visible to anyone who shares your interest. For example, Rotary is using #ricon15 to amplify our message and generate enthusiasm about the Rotary International Convention in São Paulo in 2015. And the hashtags #endpolio and #WorldPolioDay built excitement about polio eradication and Rotary's live-streamed event on World Polio Day, 24 October.

Google pointers on using hashtags for more information.

4. GET ALL MEMBERS INVOLVED IN SOCIAL MEDIA.

Social media works as a public relations tool because likes, shares, and comments spread the original message beyond the creator's immediate network and into the networks of friend's friends. It's much like a stone skipping across a pond: Each bounce produces new ripples. Every member needs to play a role in sharing posts.



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5. SPEND A LITTLE MONEY ON A FACEBOOK AD.

Facebook has made changes over the years that limit the number of people who automatically see your posts. In the past, Lalley explains, posts would be seen by 60 to 80 percent of the people in your network. "Today, you are lucky if 8 percent of your network sees any of your posts," he says.

The good news, Lalley says, is that an investment of as little as \$25 to \$50 can boost your reach significantly. For example, if your club is planning a 5K race, you can take out an ad that targets people who live a certain distance from your community and who are runners, and reach several thousand people.

Once you have set up account information with Facebook, you need only click on the Boost Post button that appears on many of your posts to create an ad.

"If you want people to see your post or if you want to target people who have an interest in your event, a Facebook ad is really an inexpensive way to get results" Lalley notes. ●

Rotary and All That Jazz

What might you ask, do the two have in common? At sunset? Indeed, the two came together on a pleasant outdoor evening in the City of Compton. Attended by some 150 guests, which included 40 plus Rotarians and spouses/guests from various District 5280 clubs, the new Rotary Club of Compton hosted their Charter Celebration on Saturday, November 22. Governor Elsa was joined by her husband Larry, Past District Governors Rick Mendoza, John Colville, David Moyers, and Doug Baker. A number of other District leaders were also in attendance. A well-tuned jazz orchestra from Compton Hill School performed the popular classics for the guests during the social hour held outdoors as the sun set. Later, Emcee Ron Banks, a member of the Inglewood Club, led a lively program indoors. Governor Elsa presented the club charter and a letter from Rotary President Gary Huang to Compton President Willie Jones. All four Past District Governors got their turn at the microphone and participated in the ceremony. Family and friends of the new Rotarians were in attendance and taking photos at every opportunity imaginable. You can visit the club on Wednesday from 11:30am-1:00pm at the Douglas E. Dollarhide Community Center, 301 N. Tamarind Ave., Compton, CA 90220.



Emcee Ron Banks, member of the Inglewood Club, making a point during the evening's program.



All smiles, charter members following their induction.



Governor Elsa placing membership pin on President Willie Jones.

PHOTOS BY LINTON MORGAN, MEMBER OF THE INGLEWOOD CLUB

Governor's Last Club Visit



Right to left, Governor Elsa, new inductee Regina Bette, Pam Rudy, member of the Wilshire Club, and President Greg Gil.

On November 12, the Wilshire of LA Club hosted the last Official Governor's Visit. President Greg Gil and club members put out all the stops to make it a special occasion. District leaders and members from other clubs joined the celebration.

After 62 official club visits, Governor Elsa is welcomed back to her home club.



President Greg Gill and Christa Ramey, District Rotaract Advisor and member of the Westchester Club, pose eloquently for a selfie photo.

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