



Rotary District 5280
Greater Los Angeles
February 2017

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**IMAGINE Our District's
Humanitarian Trip** See pg. 24

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*Pictured: District Governor Greg
and Carolyn O'Brien*

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Read about the District's Day of Service to clean up the L.A. River. [Pg. 18](#).

DISTRICT CALENDAR

February

- 10-12 PETS @ LAX Marriott
- 11 Pageant of the Arts Entry Deadline
- 15 Presidents' Dinner [\(Pg. 14\)](#)
- 28 District Breakfast [\(Pg. 15\)](#)

March

- 4 Forum Against the Commercial Sexual
Exploitation of Children [\(Pg. 16\)](#)
- 11 Pageant of the Arts
- 18 3-2-1- Go to End Polio Run [\(Pg. 17\)](#)
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Skills), Torrance [\(Pg. 15\)](#)
- 22 District Day of Service [\(Pg. 18\)](#)

- 25 PRLS (Potential Rotary Leadership
Skills) San Fernando Valley [\(Pg. 15\)](#)

April

- 8 Rotaract Ethics Forum
- 18 District Breakfast
- 28-30 RYLA

May

- 4-7 District Conf., Lake Arrowhead [\(Pg. 22\)](#)

June

- 3 District Assembly, Carson Community
Center
- 10-14 RI Convention, Atlanta [\(Pg. 6\)](#)



CLOSING THE HOLE

—by District Governor Greg O'Brien

Did you know that worldwide and in this District, Rotary has little problem attracting new members? The fact is that we attract members by the bucket load—more than a million new members in the past decade. Yet over time our international membership remains fairly static at about 1.2 million members, give or take. The problem is that there is a hole in our bucket.

Oh, sure, some members die, some move away, some have a change in finances. But the vast numbers leave for reasons they never really share with us. When I looked at a chart on our own District's membership a few months ago, I was struck by the large cluster of Rotarians who leave within the first seven years of joining. Obviously, at some point along the way, many of them decided that their club was no longer meeting their expectations, if in fact it ever did.

The RI Board of Directors is keenly aware that Rotary has a retention problem. Closing the hole in our Rotary bucket cannot happen at the RI Board level. It has to happen at the club level. A large number of our historically most successful clubs are losing members. No matter how many new members they induct, the Rotarians going out the door are even more numerous. Why?

Rotary attracts members
by the bucket load,
yet membership
remains fairly static.

Though answers may vary, here are some questions we should be asking in our clubs:

1. What happens to new member after they join? Are they assigned a mentor? Are they put on an active committee and given a specific job? Are they made to feel welcome by all the other members, who learn their name and show an interest in knowing more about them? Are they sought after by veteran members as table partners at a meeting? Does the club have a regular program of indoctrinating new members into Rotary, such as quarterly “fireside chats?” Does anyone notice if a new member starts missing meetings? If so, does their mentor, sponsor or membership chair call to say they were missed?
2. If we invite younger members into Rotary, are we assuring that our programs and projects are geared for audiences of all ages? Suppose, for example, you are 35-years old and have just joined Rotary. The next four meeting programs are a) hip replacement surgery, b) elder abuse, c) hospice care, and d) the latest innovations in hearing aids. Unless you work for an assisted living facility or are an estate

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—*Imagine: Closing the Hole, continues from previous page*

- planning professional, you would probably leave that club.
3. Again on the subject of younger members, is our club service well-rounded? Do our social programs include an attractive element for those with an active lifestyle, or do they appeal more to sedentary Rotarians who prefer a seat while having fun, such as bus excursions, dinners, card games, and bingo?
 4. When people stop regularly attending, beware. They are the next ones to leave your club. Why are they not attending? Are the club meetings consistently attractive, or are they hit and miss? Is the food good? Is the venue a place you would not be embarrassed to bring a guest? Are the meetings fun?
 5. What about the leadership structure of your club? Do some people “own” their positions? Is there room for others to move up the ladder?
 6. Are you inviting members who are a good fit for your club? Are they able to afford the cost of membership and meals? Are they able to contribute to The Rotary Foundation? Do they have the time to attend meetings and projects? Do they share a desire to give back to the community? Members who are not a good fit will likely leave at some point, but meanwhile they may negatively influence the satisfaction level of others.
 7. Do you repeat the same projects, social functions, programs year after year? If so, keep this in mind: Disneyland changes a number of major rides and attractions on a 15-year cycle. Space Mountain was closed in 1992 and opened again in 2005. Bear Country Jamboree is gone. Automobile companies make major model changes

every three years. Even the colors are new. Why? Because people like freshness. “Change for the sake of change” is what makes Disneyland, Ford, and GM so successful.

**Get membership-
retention ideas at the
District Conference
May 5–7.**

So, what is your club doing about retention? Here is one interesting idea shared with me by Woodland Hills Rotary Club President Diane Nelson: Every member now has a “buddy.” Henceforth, members are expected to know where their buddy is when absent from a

meeting. At the very least, the club’s members will be contacting each other during the week.

Finally, this may surprise you. The Rotary Club of Downey has 61 members. The club meets at noon at a country club, puts out a big luncheon buffet, sings songs, and imposes fines. Sounds like “your father’s Rotary club,” right? But get this: Nineteen of their members are under the age of 50, including nine under the age of 40. What is their secret? Join us at the District Conference May 5-7 and learn the answer. Meanwhile get to work on closing that hole.

Imagine Rotary. Build it and they will come . . . and stay. ■



ACHIEVING PEACE THROUGH RELIGION

—by Michael Turner (Woodland Hills), SAG Communications

One of Rotary International's initiatives is promoting peace. Through service projects, peace fellowships and scholarships, Rotarians are taking actions to address the underlying causes of conflict, including poverty,

*Religion, from the Latin **religio**, means to show appreciation and respect of and friendship with others.*

inequality, ethnic tension, lack of access to education, and unequal distribution of resources.

In advancing peace and conflict resolution, Rotary is encouraging clubs to have a peace committee that explores these issues in their communities. As part of understanding the issues wrapped

around the peace process, the Woodland Hills Club recently held a panel discussion—*Religion: A Pathway or Obstacle to Peace?*

Three experts explored this highly relevant topic. They were: Rabbi Paul Kipnes, MAJE, who views Judaism through the prism of healing, is the spiritual leader of Congregation Or Ami in Calabasas; Shaykh Suhail Hasan Mulla, who is an active member of the Southern California Muslim community and is a resident scholar at the Islamic Society of the West Valley; and Dr. Ross Porter, who is a teacher, author, spiritual director, and deacon aspirant for the Roman Catholic Archdiocese of Los Angeles.

The word *religion* is taken from the Latin word *religio*, which means to demonstrate your appreciation and respect of and friendship with others. “Christianity provides an introduction for living and creating relationships,” said Porter. It is central to the Christian faith that God desires a world in which justice is done. “Striving for justice and working for peace, particularly for the world’s poorest people, are at the heart of what it means to be a follower of Jesus,” he commented.

“According to Muhammad, the first teacher of Muslims, our purpose is to unify his people and teach them respect toward others,” said Hassan Mulla. An example of this occurred during World War II when Muslims in Paris gave refuge to many Jews fleeing the Nazis. Muslims provided the Jews with ID cards, food, and shelter. “Many of these Jews followed the Muslims to Africa. In the end, the Muslims saved the lives of many Jews and demonstrated the core principle of our religion’s philosophy,” said Hassan Mulla.

“Humans are the same inside,” said Kipnes. “When we say that certain religions are good or bad, we are denigrating the Bible. In the Torah, peace is a concept that is central to Judaism. Along with truth and justice, it is one of the three key Jewish values.”

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—Achieving Peace, continues from previous page



Panelists, from the left, were. Rabbi Paul Kipnes, MAJE, is the spiritual leader of Congregation Or Ami in Calabasas; Shaykh Suhail Hasan Mulla, is a resident scholar at the Islamic Society of the West Valley; and Dr. Ross Porter, is a teacher, author, spiritual director, and deacon aspirant for the Roman Catholic Archdiocese of L.A.

The Jewish people’s desire for peace has been expressed for thousands of years through prayers in the Bible as well as from rabbinic sources. “We should not stand idly as our neighbors bleed,” said Kipnes. “The only way to stop hatred is to love your neighbor as you love yourself.”

In the end, we learned that religion does not kill people, but people kill people. And, religion helps to tie and bind people together as brothers and sisters. Peace will be achieved when we can accept the notion that everyone is the same and that differences in beliefs, customs, and traditions should be respected and fully embraced. ■



**REGISTER
NOW**



Peace and Conflict Resolution:

THE DALAI LAMA, BISHOP DESMOND TUTU, NELSON MANDELA, AND YOU

—by Lorine Parks (Downey), IMAGINE Senior Correspondent



STEVE GOLDSMITH. *Past president, Hawthorne-Lennox. Mediation and training leader for peace-building and conflict-resolution skills.*



MANISHA TAPUBHAI JAVERI. *LA5, 2010 Rotary Peace Fellow / Cal State L.A. professor / peace and conflict resolution certificate, Chulalongkorn U.*



PDG DR. VICKI RADEL. *Redondo Beach. Therapist in private practice, specializing in conflict resolution and anger management.*

Conflict and violence kill and displace millions of people annually. Refusing to accept conflict as a way of life, Rotary projects provide training that fosters understanding and gives communities the skills to resolve conflicts. Here, three professional peace-building Rotarians, pictured above, answer questions about Rotary's Peace and Conflict Resolution Program.

❶ Where to begin in defining Peace and Conflict Resolution?

STEVE GOLDSMITH

"Rotary's approach is that each of the areas of focus contributes to peace, and without peace building we cannot be successful in the other areas of focus. It is a closed circle, may it not be broken."

"The process starts when an individual, a community, or a country decides it will no longer choose violence and conflict as its method for resolving differences.

"President Eisenhower said that every dollar spent in war is a theft from those who are hungry or have no clothes or have no education. When a community decides this is

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—“The Dalai Lama . . . and You”, continues from previous page

unacceptable we begin the road to a world where war becomes a distant memory.”

MANISHA TAPUBHAI JAVERI

“The concept of Positive Peace has driven my work.

“There are two types of Peace: Negative Peace, which implies absence of armed conflict, and Positive Peace, which is related to the attitudes, institutions, and structures in the society that builds Positive Peace. It’s the preventive peace that does not lead to armed conflict. Most of our efforts are concentrated toward ending violence and armed conflict, which is achieving Negative Peace. So personally, I believe that any peace process starts at working toward Positive Peace.

“Some simple examples are:

- a policeman working toward social justice is working for Positive Peace,
- a teacher educating her classroom about effective

and peaceful communication is working toward Positive Peace

- an institution that supports service in the community is working toward Positive Peace, and
- a mother teaching her kids about resolving conflict in an amicable way is working toward Positive Peace.”

DR. VICKI RADEL

“It starts within each one of us. If you don’t cultivate peace in your own heart you won’t have it in your home, community, or the world.

“Yes, we need greater technologies of peace and fewer technologies of war, but we also need to remember ‘Let Peace Begin with Me.’ There is personal power in prayer, meditation, and expressions of gratitude; they help calm the inner spirit.

“It can start as small and close by as a peace-focused district grant for at-risk students participating in

an after-school program or through deterring gang activity in West Athens/Gardena. A Global Reverse Peace Grant funded a vehicle to transport at-risk youth out of South

” . . . remember,
Let Peace
Begin With Me.”

Central
to attend
cultural
and
sporting

events. We also hosted an Anti-Gang Violence Forum and a Shoot Cameras Not Guns photography contest to encourage students to become photojournalists.”

② How fair and wide in the world can Rotary’s efforts reach?

STEVE GOLDSMITH

“By participating in Rotary projects in India and Indonesia, I’ve learned a great deal about putting service above self.

“The International Training Institute for Women Peace Builders in Jakarta was funded by a Global Grant, which our District heavy

supported. I was in a training with peace builders, both Rotarians and non-Rotarians. And the Rotarians were the beginners in the process. One Rotarian woman was brave enough to say, ‘I want to learn peace building but I don’t know how. Please help me!’ And she broke down crying. To me this was a Rotary moment in peace building.

“I also organized the Sixth Congress of Mediators Beyond Borders International (MBBI) in Istanbul, which was attended by more than 250 people from 40 countries, including DG Greg O’Brien, who led a VTT in the area of peace and conflict resolution to that Congress.

“My Rotary-related peace travels are extensive and include leading a group meditation for World Peace at a South African conference opened by the late Nelson Mandela. At the event I was invited to attend a Dali Lama breakout session of 35 people. This experience was a true highlight of my life and Rotary career.”

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—“The Dalai Lama . . . and You”, continues from previous page

MANISHA TAPUBHAI JAVERI

“I have traveled quite a bit all around the world to implement humanitarian interventions. However, I have been to Cambodia and Myanmar to study the role of government, nonprofits, and civil society in post-war reconstruction and redevelopment efforts of a country reeling from conflict and with thousands of refugees. I will be travelling to the Philippines in April to conduct workshops and train women about the role of technology for peace and conflict resolution.

“In late January, I represented Rotary at the U.N. in Building Sustainable Peace for All: Synergies between the 2030 Agenda for Sustainable Development and the Sustaining Peace Agenda. I was a voice for a civil society.”

DR. VICKI RADEL

“Due to my ongoing peace work in the inner city, I was honored as

grand marshal of the Peace Walk for Life. At that event I shared the story of peace advocate Kenneth of PCI (People for Community Improvement), who works as a gang mediator in West Athens in L.A., which also is the same role that George, a former Rotary Peace Fellow and now a Rotarian, fulfills in mediation between two rival tribes in Kenya.

“While DG, I traveled to India to participate in a NID (National Immunization Day), and during that trip I was able to inoculate a 7-day-old child. It was a very humbling experience, with tears running down my face in recognition that I was part of an organization dedicated to saving the lives of children globally.

“On eight separate occasions I’ve chaperoned groups of District 5280 youth to Japan, including a sobering visit to the Peace Memorial in Hiroshima. My second visit to Hiroshima was such a

cathartic experience that I vowed to learn Japanese as a gesture of respect. I have been to Japan 13 times, and each visit happily includes Rotary connections that I greet in their native tongue.

“I flew to New Zealand and gave a keynote speech at a Rotary District

” Listen to what people say, and get them involved by asking them to help.”

Conference about our District’s charter involvement with the Rotary Peace Fellow

Centers. And I’ve served as representative of the District at several international Peace Conferences, including one in Vancouver, Canada, where I had the pleasure of interacting with Archbishop Desmond Tutu, who headed the Truth and Reconciliation Commission after the fall of apartheid, and the Dalai Lama. This was a personal Peace high.”

③ What training does one need to mediate?

STEVE GOLDSMITH

“I’ve learned two important skills:

- Listening to what people say from their heart, and
- The power of asking someone to help me as a way to involve them and use their skills.

“I’ve also learned that sometimes people put self ahead of service and the key to moving things forward is to not let that get you discouraged or hold you back.

“I have been involved in peace building most of my life. As executive director of a highly effective and well-regarded nonprofit in the Los Angeles area, I used mediation to keep young people out of the criminal system. I was trained as a mediator 25 years ago and have trained hundreds of volunteer mediators for that organization.

DR. VICKI RADEL

“I try to help people listen to both

—continues on next page

—“The Dalai Lama . . . and You”, continues from previous page

sides of an issue because, as Nelson Mandela said, ‘If you want to make peace with your enemy, you have to work with your enemy. Then he becomes your partner.

④ How is District 5280 implementing Peace and Conflict resolution? What does coordinating these efforts involve?

MANISHA TAPUBHAI JAVERI

“Life is meaningless only if we allow it to be. Each of us has the power to give life a meaning, to make our time, our bodies, and our words into instruments of love and hope. I am working as an educational technology consultant for a Global Peace Campaign, called ‘Women Seriously,’ that mobilizes women and youth as change agents at different levels and different generations within countries and globally.”

DR. VICKI RADEL

“Raising awareness of the need for Peace and Conflict Resolution Programs in the District and the world. Then encouraging Rotarians to take action to bring the programs to fruition.

“This is done through exposure to the existing programs and assistance in developing new programs. We have peace-oriented club projects, District Grant projects and Global Grant projects, either hosted here in the District or sponsored by the District’s clubs, as the international partner in other countries.

“Peace-focused District Grants have set up computer labs and tutoring/mentoring by Rotarians, established an urban gardening and nutrition program, created an in home health service certification program, among other opportunities for the same at-risk segment of our inner city student population.

“Last year we implemented the idea of a peace chair at every club, since the goal of “World

Peace” is one of Rotary’s basic tenets. Rotary clubs are beginning to see the value of having a peace chair on their boards.

“I authored two of our first reverse Peace Grants with our international partner, Brazil. I was pleased to accept the Los Angeles City Peace Proclamation with Rotarian Katie Butler and spoke on behalf of Peace Now at a special Los Angeles City Council meeting.

“We sincerely believe that all grants are peace grants, because they adhere to the Four-Way Test; they foster local and world understanding while they also strengthen the District’s international bonds of friendship. My Rotary path has been extremely fulfilling and I doubt that these

“Each of us has the power to . . . make our words into instruments of love and hope”

experiences would have been offered to me if I had not been so involved passionately in Rotary.” ■

Note: Peace Fellow Applications are now available. Interested candidates can apply through the RI [online application](#). In addition, send copies of the completed application to [PDG Vicki Radel](#) and [PDG DJ Sun](#). Candidates will interviewed in late April or early May.

SPAIN FROM THE EYES OF A TEEN

—by Emma Naglestad, District 5280 Exchange Student

**Emma is living in Tres Campos, Spain.
She sent this update on her experiences.**

Hi everyone!

Going through the holiday season without my family was not the easiest thing for me to do. Still, the holidays here are celebrated pretty distinctly.

I spent Christmas with my host sister's dad, in another part of Madrid. Their side of the family went to his house for the Christmas Eve dinner, and we had a typical Spanish dinner: jamón, chorizo, lomo (beef tenderloin), cheeses, crackers, olives, small pastries, and lots and lots of shrimp. Although there was no main course, everyone was stuffed, but that's when they brought out the dessert. We had Ferrero Rocher, Lindt, a Spanish chocolate similar to Almond Joy, and cake. I was living out my dreams. After the family left around 1 a.m., I went out with my host sisters, which is a normal thing to do, and hung out on the streets with their friends until 4 a.m. It was cold and I was numb all over.

The next holiday was New Year's, which I spent at a Rotarian's house. He was having a family party and included six other exchange students. This night was by far one of my favorite memories. The room where the party was held had three huge tables filled with food ranging from jamón, tortilla de patatas to turkey with cranberry sauce. Besides —*continues on next page*

Tres Campos, a planned satellite city of Madrid, is 13.5 miles north of the Spanish capital..



—“*Spain From the Eyes of a Teen*,” continues from previous page

the food being amazing, we spent the night dancing. Later, they brought out costumes for us to use, like maracas and traditional hats from around the world. As the night grew nearer to midnight grapes were served, and everyone gathered around the TV to count down to the New Year. It was an amazing night that didn't stop until 5 a.m.

“Nothing comes easy, and nothing is ever going to happen the way you think it is, and these two lessons keep repeating themselves.”

Last on the list was Día de Los Reyes (Three Kings Day). In the evening I went to a parade in my Rotary Club's hometown and walked through the streets with the other exchange students passing out candy to the kids. It seemed like a Halloween parade, because the streets were lined with families, and the children stood waiting with their bags, hats, or umbrellas to be filled with candy.

After the parade, we had a little gathering, where we drank hot chocolate and ate Roscon, which is a type of Spanish pastry or cake in the shape of a large donut. It's delicious and is eaten as a dessert or at breakfast. Inside are one or two little hidden figurines that bring luck to those who find them that year. The person who gets the second figurine has to pay for the Roscon! There were two days during which I ate Roscon for five out of six meals, and that was when I had to stop. The next day, the actual Roscón de Reyes celebration is held, and it is similar to Christmas. We woke up and opened presents, and I got two really nice sweaters from my host parents. I bought them a bag of special edition holiday coffee and a Christmas mug.

I think this update talks a lot about the foods but I really can't explain how amazing it is. My host mom has been making stews, because the weather

has been so chilly, It's nice to eat lentil and beef stew with fresh bread on a cold night. The weather keeps getting colder and colder. When I was in L.A. I thought I knew what being cold was like but apparently I didn't. There were some days my body hurt because I was so cold, and my feet would get numb walking home from school. Luckily, I have become accustomed to the cold and now don't freeze to death every time I go outside.

I've passed the midway point in school, and my Spanish has improved. I can finally sit in class and hold conversations with my friends without asking what they were saying.

My main goal for going abroad was to learn a new language. I can now watch children's movies, like *Tinker Bell* and *Madagascar*, and understand them. I've also have a library card and can check out books for ages 9–12, because they're much easier to read than the books I've been assigned in class. My teachers are very supportive and give me small assignments to read something and write a page explaining what I read, then they correct it. Although the assignments are generally very easy, and I would normally take 30 minutes to do them in English, here I usually spend about three to four hours working on them.

Although I'm starting to live like a Spaniard, there are days when I want to go back home because it would make my life so much easier. But because of those days, I've definitely learned a lot about myself and about living life to the fullest.

Nothing comes easy, and nothing is ever going to happen the way you think it is, and these two lessons keep repeating themselves. I've also learned something about giving and receiving from my host family and although we did have some difficulties, I've ended up being very happy here. I feel that the hardest part has passed and I'm excited to see what happens over the next few months!

Till next time!! ■

A YOUNG ROTARIAN'S VIEW OF PHILANTHROPY

—by Lorine Parks (Downey), IMAGINE Senior Correspondent



At age 24, Jonathan Anderson is not only an entrepreneur.

He wants to be a philanthropist because, as he told it, “I have been incredibly blessed with the gift of travel, and when I was young

I saw parts of the world that not many do. On a month-long tour of eastern China at the age of 13, I saw poverty and suffering on a scale I almost could not comprehend. On a long walk to see a historical pagoda, there were children, men, and women stricken with polio and other ailments that permanently burned an imagine in my mind.

“Being exposed to such cruel suffering,” Jonathan said, “I have always wanted to be able to do something, to help in some way, small or large, and to lessen the suffering of this world.”

After meeting Dr. Ruth Kelsey, a local Rotarian, Jonathan said, “I told her how my family was developing our vision and we wanted to

incorporate philanthropic events so we could give back to the community. She heard this and thought it would be wonderful if we sat in as guest at the South Bay Sunrise Rotary.

“I wanted to join immediately,” Jonathan commented, “because I saw how incredible and essential Rotary is for the community. Through Rotary I have seen my first tangible outlet for positively impacting the community. I believe it’s the first step to achieving my lifelong goal.

“I was not involved with Rotary before I joined the club,” Jonathan added. “I became interested in Rotary when my father, who served the community for 37 years as an orthopedic knee specialist, retired a few years ago. Our family has always had a great passion for music and arts, so we decided the best use of a building he owned was to open a fine arts gallery.”

Jonathan graduated from the University of San Diego in 2015 with a bachelor’s degree in business administration and a focus on supply management. “I would consider myself in the

Young Professionals category, as I am developing business strategies, managing artist and art acquisitions, conducting market research, and a plethora of other responsibilities that come with entrepreneurship.

“My Wednesday mornings, when my club meets, have never been better. I never looked forward to getting up at so early before. The South Bay Sunrise Rotary is a perfect fit for me. I have never felt so welcomed and I truly believe the connections and ideas that can be generated working together with the other Rotarians will contribute to building a better community.

“Joining Rotary,” Jonathan concluded, “gave me a greater purpose and focused my vision. Incorporating the Four-Way Test as an instrument within a business structure will act as a measuring stick to make sure I am keeping up with my goals in a fair, true manner, and promoting good will and friendships while making sure it is beneficial to all who are concerned. I believe with this, I have a greater chance at achieving success.” ■

PRESIDENTS' DINNER



FEBRUARY 15, 2017

Columbia Memorial Space Center

12400 Columbia Way, Downey, CA 90242

6:00-8:30pm

\$40/person

RSVP to Diane Davis:

dianedavis4sc@gmail.com or 562-441-4348



Presidents and District leaders in the District 5280 galaxy are invited to the Presidents Dinner at the Columbia Memorial Space Center.

Explore this unique venue and enjoy an evening with your fellow club presidents and leaders.

Dinner catered by Gaucho Grill Argentine Steakhouse



It will be out of this world!



Rotary

ROTARY DISTRICT BREAKFAST

FEBRUARY 28, 2017

WESTIN LAX HOTEL

5400 W. CENTURY BLVD., LOS ANGELES, CA 90045

TIME: 7:00AM REGISTRATION | 7:30AM PROGRAM

COST: \$40 BY FEB. 21 | \$45 AFTER FEB. 21

RSVP: OFFICE@ROTARY5280.ORG | 310-670-9792

MAIL PAYMENTS TO:

8939 S. SEPULVEDA BLVD., #210, LOS ANGELES, CA 90045



KEYNOTE SPEAKER:

ANGELA PEREZ BARAQUIO GREY

MISS AMERICA 2001

Angela Perez Baraquio, Miss Hawai'i 2000 and Miss America 2001 (the first teacher, first Asian Miss America and the first and only Filipina-American to win the title since the pageant's inception in 1921) is a former TV Host for Telly-Award winning statewide show in Hawaii, "Living Local with the Baraquios." She is a published author, who recently released a faith-based inspirational memoir called, "Amazing Win, Amazing Loss, Miss America Living Happily, EVEN After." Angela is also a wife of 14 years, a teacher, a Catholic School Principal, a former Presidential appointee, professional speaker, and mother of five.

* NOTE: A reservation made is a reservation paid. Clubs are responsible for all reservations, regardless of attendance.

LEARN LEADERSHIP SKILLS AT PRLS

—by Rahla Frohlich (Granada Hills), PRLS Committee

District 5280 is presenting an opportunity for Rotarians and prospective members to learn about Rotary and gain useful leadership skills. You don't have to be a Rotarian to participate in the PRLS (Potential Rotary Leaders Skills) half-day workshops.

Topics presented by four experienced instructors:

- the history of Rotary and the Rotary Foundation,
- running an effective meeting,
- public speaking, and
- leadership of a volunteer organization.

Fee: \$50

Dates/Locations:

- **March 18, South Bay Workshop:** Torrance YMCA, 2900 Sepulveda Blvd., Torrance.
- **March 25, San Fernando Valley Workshop:** San Fernando Rescue Mission, 8756 Canby Ave., Northridge

Time: 8 a.m.–12:45 p.m. Continental breakfast and with a sandwich lunch are included in the fee.

For more information: [Lew Bertrand](#) or [Dean Reuter](#).

Reservation forms: on the [District website](#). ■

STOP CHILD SEX TRAFFICKING

THE TRAGEDY NO ONE SEES

SATURDAY MARCH 4, 2017

8AM - NOON

LOYOLA MARYMOUNT UNIVERSITY

Life Sciences Auditorium

1 LMU Drive • Los Angeles

Free Parking

Reservations Required (Limited Seating)

Tori.Hettinger@Rotary5280.org or 310.670.9792

[portal.clubrunner.ca/50010/Event/coalition-against-youth-sex-trafficking-forum /](http://portal.clubrunner.ca/50010/Event/coalition-against-youth-sex-trafficking-forum/)

It's happening here! Join Rotary for this important forum, and learn what you can do to "End Child Sex Trafficking in Southern California."

PRESENTERS WILL INCLUDE

FBI, Homeland Security, LAPD, County Sheriff's Department, Councilman Mike Bonin, Councilwoman Nury Martinez, Judiciary, Rescue And Recovery

Rotary
District 5280 



Rotary Clubs are invited
to participate in a

CUPCAKE CONTEST!

Bring two dozen decorated
cupcakes to the run for a chance
to take the coveted

Cupcake Trophy back to your
club! The cutest cupcakes win!!

During the run we will be
collecting new and gently used
shoes for [Soles4Souls](#). Bring a
pair of shoes and receive
an extra raffle ticket!

Rotarians, Families & Friends are invited to District 5280's

Run to END POLIO NOW

A 5k Fun Run with an optional one-mile turnaround

Saturday, March 18, 2017, 10 a.m.
Crystal Springs Picnic Area in Griffith Park

Adults: \$35 before March 18 | \$45 day of event
17 & under: \$15 | 5 & under: Free!

Register here

With your registration you will receive a T-shirt, sunglasses,
one drawing ticket, and food/carnival tickets.

100% of net proceeds go to PolioPlus

For information contact:

Wendy Clifford (213.369.6065) or Ruth Kurihara-Kelsey



District Day of Service:

L.A. RIVER CLEANUP

—by Kelly Spirer (Hollywood), Rotary Day of Service Chair

Join Rotarians from other District clubs on our Day of Service as we work with Friends of the L.A. River (FOLAR) on the 28th annual Great LA River Clean Up: La Gran Limpieza. The cleanup encompasses a wide geographical range, which is why this partnership is such a perfect fit.

The cleanup is on EARTH DAY, **Saturday, April 22 from 9 a.m. to noon** in the Middle River/Griffith Park area (exact location to come). Since there are multiple sites available, we would like to gather our Rotarians and one spot will be identified by FOLAR.

[Online signups](#) will begin March 6. One person from each club should be designated to manage this and then send me the names/phone numbers. Rotarians will be provided all the necessary tools for the cleanup, including gloves, bags, pickers, and event T-shirts that include our District logo. All you have to bring is, perhaps, sunscreen and a hat.

For those of you who have other commitments that day, there will be two other opportunities to work with FOLAR: the previous Saturday, April

15 (upper river/Valley) and Saturday, April 29, on the lower river (Torrance/Del Amo).

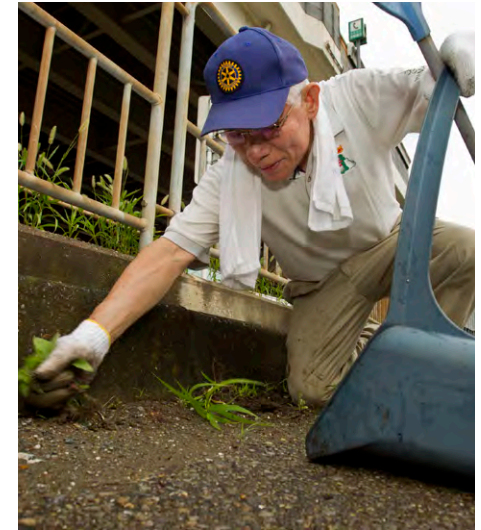
Trash in the river impacts our entire District, and although each year the cleanup volunteers double, so does the trash. Last year 9,000 volunteers at 15 sites collected 70 tons of trash.

This year we are expecting about 10,000 volunteers and a cleaner river. In addition, this is a great way of doing something good for our communities, our environment, and our clubs. We will be working side by side with non-Rotarians. You know what that means: meeting potential members.

There will be cross promotion between Rotary and Friends of the Los Angeles River and we hope participating clubs will join us in getting the word out via their websites and social media.

If your club already has a Day of Service project planned for April 22, please send me the information so it can be publicized as part of what our District is doing to be of service to our communities.

For additional information [contact me](#). ■



COMMUNITY SERVICE CORNER

—by Alan Bernstein, SAG Community Service, LA5

Well Rotarians, if you can believe it, our year is more than half-way complete!

Our District Community Service objectives are also more that 50% complete, but let's not forget that *community service helps us:*

- *Brand ourselves* and enhances the importance of Rotary
- Put the *focus on* the importance of service
- *Provide opportunities* to volunteer
- *Maximize our potency*—there is strength in numbers
- *Increase membership*

Here are our primary objectives for 2016/17.

- **Vision to Learn.** Our goal is to have all clubs support a V2L program in their area. We want to be a 100% V2L District!
- **Camp Pendleton.** This great Halloween event supporting military families with food, diapers, Target gift cards, and entertainment!
- **Angel City.** Our most impactful event of the year, where breakfast is served, toys are distributed, health screenings are given, and, of course, supporting our Community. AMAZING EVENT!
- One MORE UPCOMING EVENT: **Day of Service.** Kelly Bevan Spirer and Jennifer Usyak lead our District in supporting Friends of the LA River on April 22. Please come and show your Rotary SPIRIT!! ■

Imaginative Club Project

A CLEAN LITTLE TOKYO

—by Lorine Parks (Downey), IMAGINE Senior Correspondent

How one community's efforts blossomed into a new Rotary Club.

In spring 2015, almost a year before the Little Tokyo Club was chartered, Makiko Nakasone and other members-to-be had been meeting every other week for lunch. Makiko proposed doing a community service project. Since they did not have any funds at that time, they decided to clean up Little Tokyo every month, to give back to the community.

Little Tokyo is mainly a business community, and tourism is very important, and to present a clean and safe environment is critical for the local business community.

Current president Mike Okamoto recommended the club focus on Frances Hashimoto Plaza, which at the time was neglected and full of garbage. Seven tree planters had become garbage bins. Hashimoto, who died in 2012 at age 69, was one of Little Tokyo's most influential business leaders. She fought

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Charter President Makiko, 2015-16 of the Rotary Club of Little Tokyo, is seated on the right in the picture. "Project members are proudly wearing their blue Rotary t-shirts. Standing on the far left is Toshio Handa, who has been our strongest supporter for chartering the club. The fourth from the left standing is Brian Hashimoto, the son of the late Frances Hashimoto, and his fiancé Sharon Im, standing left of him. Seventh from the left standing is former L.A. City Councilwoman, Jan Perry, who is also our charter member.

**—A Clean Little Tokyo,
continues from previous page**

for the preservation of Little Tokyo. In addition, Hashimoto was the inventor of the rice-cake-wrapped mochi ice cream balls, which have become a popular Japanese dessert.

"After the cleanup, we offer have tea or coffee together with some sweets that members bring, and this is a real good opportunity for friendship."

At the same time the new club was coming into existence, it was already deeply involved in a major community project. As Makiko, the club's charter president tells it, "In the fall of 2013, PDG Elsa Gillham asked me to find out if there may be a need to charter a new club in Little Tokyo. I talked to the head of my Buddhist Temple in Little Tokyo, who was deeply involved in the community. He referred to me Toshio Handa, a retired Japanese businessman who belonged to many community organizations and who was highly respected. I asked him for a 30-minute meeting over Starbucks coffee, which turned into a four hour discussion how we could start attracting members to the club."

Sponsor clubs Glendale Noon, where Makiko

was a member, and Wilshire Rotary Club, where PDG Elsa belonged, provided mentors, and the late PDG Chuck Reinhart and PDG Scott Clifford presented the Little Tokyo Club with a bell, club banner, and a Four-Way Test banner upon chartering. L.A. 5 also gave the club much moral support.

"We made blue and yellow Rotary Club t-shirts," Makiko said, "with our club's name on it, and wore it for the cleanup. Soon the Japanese language publication Nikkan Sun started to feature our project every month. We made flyers to let the local business owners know about this cleanup and invited them to join us. One by one they started to come out."

For the monthly Frances Hashimoto Plaza Beautification Project, the Little Tokyo Club has been working with the Gardeners Association of Southern California (GASC) for their professional support; they recommended we plant drought-tolerant Rosemary. The owner of La Crescenta Nursery, Kazue Nagata, saw a blown-up photo that the husband of a member placed in front of his store window on the plaza, and offered more than 60 pots of Rosemary.

"In addition, the Gardeners Association of Southern California not only give us their

professional support," adds Makiko, "but also manpower. The immediate past president of GASC, Derek Furukawa, has been joining us every month at the cleanups!"

"To commemorate a relative's passing is a most important Japanese Buddhist custom," said Makiko. "The son of late Frances Hashimoto and his fiancée had been coming to clean up the plaza for several months now. They were so happy and thankful for our work that they treated us with a wonderful lunch last November after the cleanup!"

"After the cleanup, we often have tea or coffee together with some sweets that members bring, and this is a real good opportunity for friendship. This project," Makiko concluded, "though small, has become our signature project that a lot of people know as Little Tokyo Rotary's project. We hope to expand it to other parts of Little Tokyo in the coming months."

"By cleaning up the Frances Hashimoto Plaza every month, we received thank yous from passers-by and were offered cold drinks on a hot summer day by someone who wanted to show his or her appreciation for our work, I feel connected and a part of the community," commented the dynamic Makiko. ■

MAY 4-7, 2017 | LAKE ARROWHEAD

2017 ROTARY DISTRICT CONFERENCE

REGISTRATION & HOTEL RESERVATIONS NOW OPEN!

PRICES INCREASE APRIL 6— SIGN UP BEFORE IT SELLS OUT!



CLUB 62

News for and about District 5280 clubs



Westchester's former District Ambassadorial Scholar Cynthia Salim, a graduate of Loyola Marymount U, was named by Forbes as one of the world's "30 Under 30" in 2017. Noticing a lack of high-quality workwear for young women, Cynthia initiated a startup that makes chic blazers sourced and manufactured in Europe without any of the hallmarks of fast fashion. The World Policy Institute has recognized her for leadership in sustainability.



For the 20th year, Playa Venice Rotary was honored to award mini-grants to local public and private schools to help children on the Westside receive a better education. This year the club awarded 70 grants totaling \$17,467.



The El Segundo and Lawndale Rotary Clubs donated gently used books to classrooms at William Green School in Lawndale and families in the El Segundo community. Pictured are Shirley Giltzow, Lawndale Rotary Club; William Green principal Jenny Padilla and Dickie Van Breen from the El Segundo Rotary Club. ■

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IN OTHER DISTRICT NEWS



Rotarios de California apoyan a Yucatán

Visita "histórica" para supervisar proyectos locales

Un viaje histórico humanitario harán 130 socios de clubes rotarios de Los Angeles, California, a esta ciudad y poblados del interior del Estado, desde hoy y hasta el lunes 30 de este mes para conocer, supervisar y ultimar una decena de proyectos de apoyo a la comunidad, con una inversión de dos millones y medio de pesos.

Los rotarios del Distrito 5280, de 42 clubes diferentes, harán por primera vez este viaje a México y en particular a Yucatán, con mensajes de amistad, colaboración y servicio.



Patricia Moreno, Melody St. John, Gregory O'Brien, gobernadora del Distrito 5280; Xochitl Arbesú Lago, gobernadora del Distrito 4195, Paul St. John y Germán Rodríguez, ayer, en la hacienda Misné

Aquí se realizó la subvención global con recursos del distrito rotario estadounidense y del Distrito 4195, del que forman parte los clubes rotarios de Yucatán.

Ayer, en rueda de prensa en la Hacienda Misné, se dieron

a conocer el viaje y los proyectos rotarios que recibirán apoyo y sus montos.

Visita amistosa

Gregory O'Brien, gobernador del Distrito 5280, explicó que este viaje se realiza por

De un vistazo

Otros proyectos beneficiados
■ También se invertirá en donación de materiales médicos para las jornadas de salud que estudiantes de la Uady realizan en varias comunidades, por casi \$300,000; acondicionamiento de un gimnasio de boxeo y sala de estudios para niños y jóvenes del fraccionamiento Flamboyantes, Progreso, y otros proyectos en Tizimin, Ticul y Valladolid, así como en apoyo a la Cruz Roja.

primera vez porque es "sano y normal visitar a los vecinos". El dirigente descubrió que algunos clubes de California están hermanados con los de esta ciudad.

Xochitl Arbesú Lago, gobernadora del Distrito 4195,

comentó que hace un mes tienen los recursos para la realización de diferentes proyectos sustentables.

Los proyectos patrocinados por los rotarios visitantes son: reforestación de varias localidades de Yucatán, en apoyo a Muaro (Museo del Arbol Rotario), con la cantidad de \$39,000; curso "Aprendiendo a vivir con diabetes", con \$350,000.

Casa Emmanuel, con \$278,500; donación de 90 filtros purificadores de agua en comunidades de Yucatán patrocinado por los jóvenes Rotary y los Rotarac por casi \$200,000; proyecto ADN, para jóvenes del sur de la ciudad, con \$239,000.

Los clubes locales son los organizadores y responsables de los proyectos. —CLAUDIA SIERRA MEDINA

On the Cover

(Far left) DG Greg O'Brien helps children plant trees as part of the District's Humanitarian Trip. Read more in the March Newsletter. (Near left) Upon arrival in Merida, the local media interviewed DG Greg O'Brien and other members of the humanitarian trip and printed this article

DG To Be

(Near right) Melody St. John, a member of the Hollywood Club, was selected as the District Governor Nominee for the Rotary year 2019–2020.

(Far right) Melody St. John, left, holding the Mexican flag, along with District Governor Xochitl Arbesú (District 4195) from Mexico holding the American flag.

