



Cover Photo: RI President Gary C.K. Huang and wife Corinna on 2015 Rotary Rose Parade float. Others include Rotary volunteers from various districts. Hollywood's Melody St. John, 5th in front row.

Photo by: Paul St. John, member of LA5 Club.

From Governor Elsa...

Happy New Year! Here's hoping you all enjoyed a well earned break and are energized to face a VIBRANT 2015.

January is Rotary Awareness Month as we focus on the "V" in Vibrant which stands for Visibility of Rotary in our community. Every Rotary Club needs to tell the public what Rotary is and what Rotary does. A Rotary Club without an active public relations program is like waving to a friend in the dark. We know what we are doing, but no one else does. We do many things for our community and we reach around the world to assist those who live in poverty. If we don't let the public know what Rotary service means, qualified men and women will never be attracted to join Rotary. It is both an opportunity and a responsibility for each of us to tell the story of Rotary to our friends and associates throughout the community.

How can you help your club to be visible? One simple thing to do is to wear your Rotary pin often if not daily. When someone asks you about your pin, you can tell them about all the wonderful projects your club has done in the community. You can tell them how close we are in eliminating polio worldwide. You can share your Rotary story. Light up Rotary by publicizing your events in the local media, on your website, on social media. Display your biggest Rotary banners at your club projects and events. Let people know your club exists, what you do and where to find you.

Rotary awareness was there during the Holiday Season. At the Angel City Celebration in South Park, Rotarians, Rotaractors and Interactors from various clubs in the District provided breakfast, gave toys and books, and provided a day of fun entertainment and games to thousands of disadvantaged residents. Rotary Awareness was in the forefront with big Rotary banners and Rotarians wearing their Rotary shirts. Thanks to



Governor Elsa and Alan Bernstein, President of LA 5 Club, at recent visit to club.

Marjorie Heller and Melody St. John for chairing the event and making Rotarians aware that Bigger, Better and Bolder projects is where one can experience their unforgettable Rotary moments. Rotarians brought Holiday cheer to sight impaired students at Braille Institute for two days as they help guide, serve, sit and entertain the students at their annual Holiday party. Thanks to Jim Miceli for keeping Rotary aware and involved in this fun and worthwhile service.

Are you aware that attending information and fellowship events helps strengthen Rotary Awareness within our ranks? One such fellowship event is our District Breakfast on January 13 at the City Club. Chair Pearl Leeka and the committee have done a terrific job bringing us great speakers and this time it will be the President and CEO of the 2015 World Special Olympics, Patrick McClenahan. The 2015 World Special Olympics will be held here in Los Angeles from July 25 through August 2. Let's hear how Rotary can be involved and how we can create Rotary Awareness during this event.

In today's world the use of social media is a must in creating Rotary Awareness. On February 21, we will have the first ever "District 5280 Facebook Viral Day". Chair Ginny Brideau will be sending out information on how we can saturate

Facebook with our Rotary projects and events. I encourage your club to create Rotary Awareness through District 5280 Facebook Viral Day.

President Gary C. K. Huang wants each club to "Light Up Rotary" by having a Rotary Day. A Rotary Day is a day of fun where we showcase Rotary to the non-Rotarian public. District 5280's Rotary Day will be on 3-21 (March 21) at Griffith Park. We will have a "Race to End Polio" and we will invite non-Rotarians to join in a 10K and 5K run/walk race. There will be friendly competition between clubs and the event will culminate in the second District Picnic at Griffith Park. Here we can make the non-Rotary public aware of how much fun we have as we raise funds to eliminate polio in the world. ●

*Light Up Rotary
and Be Vibrant!
Elsa Gillham*

Kids in Kenya are Ending Violent Mistrust Between Tribes

BY ARNOLD R. GRAHL | ROTARY NEWS | DECEMBER 2014

For decades, the small, pastoral communities in northern Kenya have been caught in a cycle of violence. Tribes have shed blood over distrust, scarce resources, and the theft of livestock.

Rotary Scholar Monica Kinyua founded the Children Peace Initiative (CPI) Kenya with her twin sister, Jane Wanjiru, to end the fighting by building friendships between children from different tribes.

Earlier this year, the sisters used a global grant sponsored by Rotary members in San Diego, California, and the Rotary Club of Nairobi to conduct a peace camp for children in Baragoi, Samburu County, one of the most dangerous in northern Kenya. Forty police officers investigating a report of cattle rustling had been killed there a few years prior.

During the peace camp in May 2014, Turkana students from three community schools and Samburu students from three schools along with their teachers mingled for five days of ice-breaking and bonding activities. At the end of each camp, every child is strongly encouraged to make a friend with a child from another tribe.

CPI Kenya volunteers also organized events in Marsabit County where children who had formed friendships with children from neighboring communities invited their parents to meet their friends, and in the process the two families formed friendships.

"In one case, they greeted each other with gifts that ranged from clothing, artifacts, foodstuff, confectionaries, and mostly goats," Monika said.

Before the CPI Kenya activities, resolution happened only in the form of armed negotiations. On one occasion, before delegates from one tribe had even arrived at the other tribe's village, they were met on the road by armed negotiators. The peace camps have reduced violence in the region.

"Children have never before been involved directly in conflict resolution," she says. "This role has been reserved for men. Through the CPI Kenya program, children are directly participating in intercommunity peace and coaching their parents and influencing the communities to live peacefully with each other."

Rotary Scholarship

Monica contacted Rotary for help following a series of serendipitous events that began in 2011. She had just been selected to receive a scholarship to the University of San Diego to pursue a master's in peace and justice, but she had no means of paying her living expenses. Days before she had to decide whether to accept the scholarship, she attended a Rotaract club she was considering joining.

Carol Kurth, a college student from San Diego, was also visiting the club that day as part of a trip she was taking through another nonprofit. Her mother, San Diego Rotary member Janice Kurth, had spent time in Kenya on a Rotary vocational exchange 18 months earlier.

"When Carol left on her trip, I gave her my business card to use while there. So she gave Monica my business card and Monica emails me," Kurth recalls. "Our district has been using grants to sponsor students in the very program she was applying to for the past several years. I went to people in my district and explained the situation, and when she was selected, I said, 'I have to be her host counselor.'"

Kurth said Monica became like another daughter to her during the scholarship. Near its conclusion, Kurth called one of her contacts in Kenya, Rotary Club of Nairobi member Sudish Walia, and they began putting together a global grant to fund Monica's work.

More communities have requested CPI Kenya's help as they hear about the work the sisters are doing. At the end of each peace camp, community leaders recommend other villages that would be helped by the program.

Monica, who serves as executive director of CPI Kenya, says her Rotary scholarship helped her become a better leader and form a wider network of support. She got to know Interactions for Peace, a nonprofit based in San Diego, through a Rotary member, and is now partnering with the group. The University of San Diego has also lent support.

"Rotary exposed me to a world of possibilities and opportunities," she says. "Many of the people I met are even today continuing to mentor me or shape my career. I see Rotary's commitment to education and to world peace as a great asset to peace and understanding in the world."



Monica Kinyua (right) and her sister, Jane Wanjiru, during a visit to Rotary headquarters in October.

**Rotary's tomorrow depends on what we do today.
Give to The Rotary Foundation.**

What Would Rotarian Ozzie Say?

By Steve Young

Argus Leader News | Sioux Falls, SD | Jan 01, 2015

Ozzie Schock, the one-time king of cottage cheese in Sioux Falls, would be so proud.

When the 126th Tournament of Roses Parade kicks off at 10 a.m. CST on New Year's Day in Pasadena, Calif., two of his daughters are going to be right there in the middle of it. In a good way.

As one of the leaders of the Hollywood, Calif., Rotary club, daughter Melody St. John will be waving to the crowds from her organization's Rose Bowl float, whose theme is "Changing Lives Through Clean Water." If you're watching on TV, look for the float with the water well on it, symbolizing Rotary International's commitment to provide clean water through projects launched across the globe, St. John said. "And the candles at the rear of the float represent Rotary's ability to light up people's lives with clean water," she added. Dudley, from Rochester, Minn., is the LifeSource hospital coordinator for Mayo Clinic and represents that organization on a float whose theme, "The Never Ending Story," suggests that donations and the legacies that live on for recipients and donors never end.

Along with 30 float riders all with stories of organ donation, Dudley said she has placed on the float's dedication garden the story of an 8-year-old Hmong child, Christian Mor-Ying Yang, whose organ donations saved five lives. "Culturally, the Hmong don't traditionally offer organs for donation," she said. "But this family, Tony and Priscilla Yang, were very dedicated to wanting to offer their son's life in organ donation. They've also been huge advocates for the Hmong community."

While the causes are honorable enough, what seems amazing to these two sisters is the idea that the trajectories of their lives have brought them together at this place at this time. Their father, Ozzie, and uncle, Al Schock, started Terrace Park Dairy in 1952 in Sioux Falls and spun it into Nordica International, focusing on cottage cheese. But they were more than just businessmen. They were community leaders. Like his daughter, Melody, Ozzie was heavily involved in Rotary, serving as a club president in the 1960s.

Most of us enjoy cottage cheese. We have it with fruit, alone, or sometimes even as a side dish to accompany a good hamburger!

Who amongst us knows of Nordica cottage cheese? Thanks to writer Steve Young, below, we now know there was Nordica cottage cheese. Plus we know more. If you read carefully you will realize and appreciate the legacy of a parent to his children. As this account reveals, it is about the "essence of Rotary". It is about doing good and serving others. The monthly Rotary theme for January is Rotary Awareness. And here writer Steve Young makes us more aware.

So what are the chances, Cathy Dudley asked, that she would be invited to her first Rose Bowl parade and find herself helping to decorate a float right next to the one where her sister was working? And even more, she wondered, what would her father have thought? "I think if he were alive (Ozzie died in 2002), he would just be so proud that we're involved in giving and helping others in ways that were important to him," Dudley said. "And for us, that makes this experience really special."



Sisters Cathy and Melody

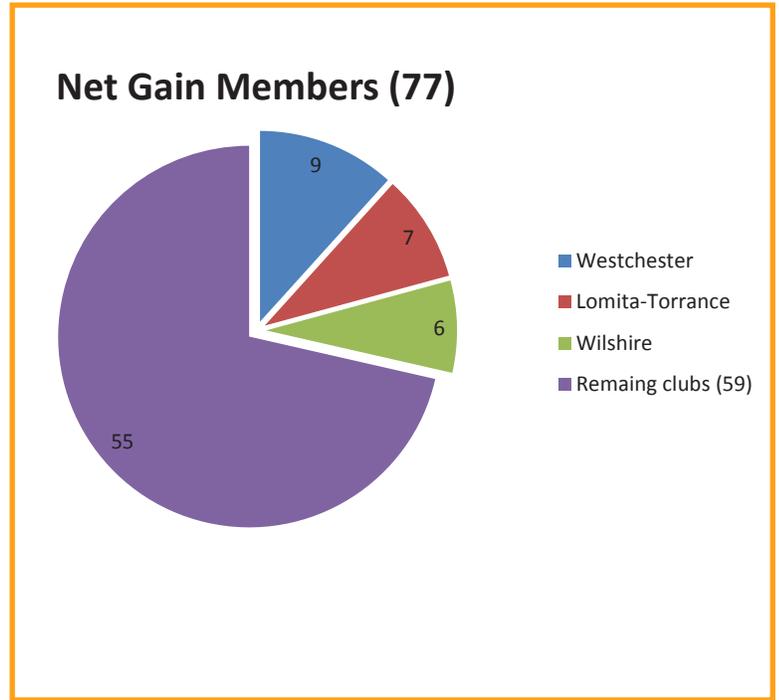
Membership News

Good news on the membership front as reported recently by RI Director Steve Snyder (Zones 25 and 26). Director Snyder says, "Please note that Zone 26 ranks 9th in the world and 1st in the USA for net membership growth as of November 30. AN OUTSTANDING JOB! KEEP UP THE GOOD WORK. We are on our way to the best membership year for our two zones in recent memory."

District 5280 is one of 13 districts which comprise Zone 26. Governor Elsa proudly shares, "District 5280 ranks 6th in Zone 26 for net membership growth. Membership in our district has grown by a net 77 members. A huge "Happy Clap" to everyone's effort in bringing new members into your club and to the world of Rotary. At the District Conference a special recognition will be given to the club with the highest net membership growth. Let's maintain the momentum and be VIBRANT in 2015."

Current membership for the district as of November 30 is 2492. This is up from 2415 on July 01. The goal for net membership growth by June 30 is 2637. At this time we are shy by 145 new members in reaching our goal. To put it another way, if each club recruits a net gain of 2 members (plus a few more each by larger clubs), we can achieve our goal. It begins by inviting a friend or colleague to your club. We can do it!

To the right is a graph which depicts the 3 leading clubs in membership growth and the remaining clubs as a group.



Rotary District 5280 Welcomes Program Speaker



Patrick McClenahan

President and CEO
2015 Special Olympics World Games

The Most Inspirational Sporting Event on Earth
Comes to Los Angeles - Summer of 2015

The 2015 Special Olympics World Games is the largest event hosted by our city since the 1984 Summer Olympics. Over 7000 athletes representing 177 nations will come together to compete for medals and demonstrate the transformative power of sport and how it embraces unity, achievement and dignity. Our program speaker, **Patrick McClenahan**, will share with us the evolution of the Special Olympics from a backyard activity to a powerful global movement that promotes equality, acceptance and inclusion for people with intellectual disabilities around the world.

Reserve your table today by calling *Tori Hettinger* at 310-670-9792 or email office@Rotary5280.org. Deadline is January 5.

TUESDAY, **January 13, 2015** • 7:00 a.m.



Light Up Rotary

The City Club
555 S. Flower Street, 51st Floor
Los Angeles, 90071
\$35 includes valet parking



Rotary Goes Viral

February 21, 2015

By Ginny Brideau, Co-Chair for Social Media and member of the Downtown LA Club

Everyone plan for Viral Day. You'll want to catch this virus!

Join in on Rotary District 5280 "Viral Day" February 21, 2015, as we paint Facebook with Rotary, and pull the curtain back on who's a Rotarian! Visit <http://tinyurl.com/rotaryvirus> for directions on how to help plan, participate, and celebrate!

Starting on Tuesday, February 17, we are asking that Rotarians temporarily change their Facebook Profile picture to the gold Rotary, located here: <http://fullertonrotary.org/images/RotaryWheel.jpg> AND change their Facebook cover to <http://tinyurl.com/rotaryheader>

Spend the week following the District's Facebook page (<https://www.facebook.com/RotaryDistrict5280>), and share all of the Rotary Moment postings, along with your own - and please include #Rotarians so that we can track participation!

Get your postings ready, as each day will have a theme:

#TransformationTuesday: post about a project that you felt had some element of transformation. Even if the transformation is merely transforming an empty food pantry to something more, please post. Transformation can take on many shapes and sizes.

#WellnessWednesday: Looking for projects that focus on health and welfare. You might have a couple of those. >wink<

#ThrowbackThursday: post your oldest Rotary Picture, post one from last week! You have a silly picture of a past president? How about your pictures from District Conferences from the 80's?

#FridayFriday: Post your favorite funny Rotarian story.

#SelfieSaturday: Usually reserved for Sunday, but on Saturday, please post a picture of yourself with your best Rotary garb. Just a pin? Just a scarf? Just a cowboy hat? Just a massive tattoo across your shoulder blades? Just don't forget the hashtag!

Help us plan for this large event by visiting: <http://tinyurl.com/rotaryvirus> and click to attend and participate in the event. Looking forward to seeing Facebook turn Rotary!!!



Co-Chairs Ginny and Alex Brideau with daughter Lolani.

Rotary Day 3-2-1 End Polio Race & Picnic

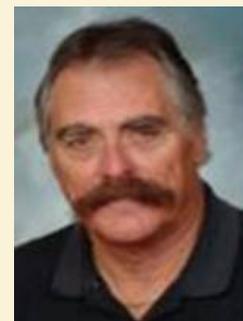
Get your WALKING SHOES ON!!!

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

Santa Enlists Bellflower Rotarians

By Jean Seruntine, member of the Bellflower Club

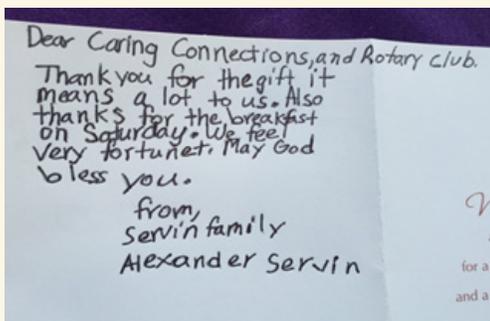


Santa's helpers and residents from the community.

It is Saturday, 8 am, Dec. 20, and Bellflower Rotarians are wearing their best Santa hats and reindeer antlers waiting for families to come to the Hollywood Sports Park in Bellflower. On Friday night those Rotarians had put together 62 bags full of food that could be eaten without use of oven or stove or refrigeration, for families who are mostly homeless, many living in their cars. There were many families from many different backgrounds. (One family consisted of a single mother with breast cancer and her 6 children.)

Rotarian Jean Seruntine noticed one little girl in a red wool coat with a FUR collar. And she is thinking, "How does this child wearing a \$200 coat get in here." She tells the little girl how pretty she looks in her red coat and the little girl preens. Then her mother leans over and says, "Yes, isn't that a beautiful coat and you know, I fished it out of a trash bin and it wasn't even dirty!" Jean was reminded not to judge a book by its cover.

Hollywood Sports Park furnished breakfast for everyone and toys for all the children. Bellflower Rotarians, in their funny hats, passed out food bags to their parents. Santa Claus was there along with Congress member Lucille Roybal Allard and Assembly member Christina Garcia as well as several dignitaries from Bellflower. The fire department with their truck for the children to inspect and the sheriff department with their ATVs, also available for inspection. Nobody seemed to mind the funny hats and it was hard to tell who was more elated--the children with their toys or the parents with the food bags or the Rotarians and volunteers.



A thank you note from a young resident.

My Holiday Gift to "ME!"

By Sheri Polak, member of the Woodland Hills Club

On Thursday, December 4th I, along with several others from my club, went to the Braille Institute to volunteer at their holiday party for their adult students.

HA! Guess who benefited from that experience. Me and my club members. (You already knew that though). All of the students are dressed in their holiday finest. Some of the hats, sweaters, and accessories are a riot. They have the best sense of humor.



The food served is consumed in seconds and some ask for "seconds". This year it was a mix of Mexican appetizers and sugar cookies. My personal choice for a well balanced, all food groups party. The entertainment, as always, is really terrific. It is the students and staff that put on the show. Some sighted and some not. Some of professional quality and some not. The room is beautifully decorated and Anita Wright, commander in chief, describes it in detail with a great sense of humor to the sightless students.

It is not easy to describe this event. You have to be there and feel it. Your emotions run from tears of sadness when you look at these beautiful people and realize they cannot see. To tears of joy. The joy is what they give to us by showing us the way. Amazing! I hope next Holiday season you will consider joining me and the other Rotarians that participate as we renew one of our "Rotary Moments". It is a blast!

Hope you all enjoy a Safe, Healthy, and Happy New Year.

"A very special day becoming a Rotarian!", exclaims Tori Hettinger, 3rd from right. Heather Martillo, president of the Westchester Club (4th from right) joins the Founders of Westchester Rotary Young Professionals. Group inducted December 07 by John Colville, PDG. (Tori is Office Administrator for District 5280.)



Angel City Celebration

By Kelly Bevan Spire, President of the Hollywood Club

The 5th Annual Angel City Celebration was held at the South Park Recreation Center on Saturday, December 06, 2014. The event combined many Rotary District 5280 clubs led by LA5, the City of Los Angeles Department of Recreation and Parks, AT&T, and over 30 other sponsors. The event co-chairs included LA5 members Marjorie Heller, Adam Deragisch, Tim Brown, and Melody St. John, of the Hollywood Club.

Approximately 225 volunteers from at least 25 Rotary, Interact, Rotaract clubs, and partner organizations joined together to serve the residents of South Central Los Angeles. Los Angeles City Mayor Eric Garcetti presented commendations and was on hand to help distribute over 3,000 toys to local area children. Los Angeles County Librarians also volunteered and handed out 3500 books.

Over 1,000 area residents enjoyed a pancake breakfast featuring sausages donated by Farmer John. Afterwards the children and parents began the fun-filled day by participating in a health resource fair, playing in snow, climbing walls, Zumba classes, and meeting Santa. The health resource fair included representatives from Vision to Learn, the House Ear Institute, SOS Mentor, and St. Vincent Medical Center and Foundation. Contributor Fleet Street Bikes and members of the Woodland Hills Club donated new bicycles as raffle prizes.

With the success of this year's event, we are looking forward to the 6th Annual Angel City Celebration in December 2015.



Some of the many volunteers who participated in the Angel City Celebration.

District Calendar

January | Rotary Awareness

- 13 District Breakfast
- 17 International Trip Orientation
- 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 at Lowes Coronado

June | Rotary Fellowships

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