





 $District\,5280\,members\,at\,the\,Rotary\,International\,Convention\,in\,Atlanta.\,See\,photos\,and\,read\,all\,about\,it\,in\,the\,August\,issue$







"Let's celebrate and collaborate to truly make a difference."

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DISTRICT CALENDAR

July

- 8 ClubRunner Website Workshop 9 a.m.-Noon, LAX area (Pg. 12)
- 9 District 5280 Leadership Reception, 2-4 p.m., Marina del Rey (Pg. 12)
- 18 District Breakfast, Crowne Plaza LAX 7/Registration 7:30/Breakfast-Program (Pg. 13)

August

- 1 District grant application window closes
- 5-7 "Rob's Run" to End Polio Now (Pgs. 3-4 and pg. 13)
- 26 District Picnic

September

12 Literacy Breakfast

October

28 Million Dollar Dinner (Foundation fundraiser)

Photo left: Sarah Furie, San Fernando Valley Rotaract Club. Read about Sarah on pg. 14.







"The District's goal is to raise \$83,334 this year for the Help End Polio Now Campaign"

ROB'S RUN TO END POLIO

By Cozette Vergari, District Governor

AS WE KICK OFF THE 2017-18 ROTARY YEAR,

I wish you all a very happy and safe Fourth of July. I hope the spirit of celebration carries each of you into a productive and meaningful Rotary year in your club, as well as our collective efforts as District 5280 Rotarians. Your club presidents, officers, directors, and committee chairs have been working hard in preparing for this year. Let's celebrate and collaborate as Rotarians to truly make a difference, whether it be in one life or many, locally or internationally.

THE 2017–18 ROTARY YEAR HOLDS IMPORTANT **SIGNIFICANCE** for all of us in support of the END POLIO NOW CAMPAIGN. This is the last year of the promised BILL AND MELINDA GATES MATCH for funds raised and donated by Rotarians. The Bill and Melinda Gates match of two dollars for every dollar Rotarians raise expires on June 30, 2018.

The District Breakfast on July 18 will kick off the District's Campaign to raise \$83,334 by supporting Rob's Run To End Polio. Rotarian Rob DeCou (Playa Venice Sunrise) will be running from Death Valley to the portal of Mt. Whitney over three days, August 5–7. Rob will be sharing his goals for this amazing journey at the July 18 breakfast.

We will be streaming Rob's run from start to finish through the District website. Buses will transport Rotarians to the starting line on Saturday, August 5. There will be four locations designated as gathering spots, where Rotarians can meet to cheer Rob on as he crosses the finish line Monday evening, August 7. "End Polio Now/Go Rob Go" T-shirts will be sold at the July 18 Breakfast to wear at the starting line and as we watch Rob cross the finish line.













Cozette's VIP dates to remember:

JULY 8, 9 a.m.-Noon Update your club website. Attend the ClubRunner website workshop. Reservations required.

AUGUST 1

The district grant application window closes.

AUGUST 26 DISTRICT PICNIC!!

(See flyer on page 12)

Start building your boats now for our traditional cardboard boat race.



Step up and support Rob's Run to End Polio. We are so close!

—continues

The District has committed funds and The Rotary Foundation has matched those funds fifty cents on the dollar. With donations already made, we are more than halfway to our goal. Details regarding how to make donations will be shared in the upcoming District Weekly Newsletters. If each 5280

Rotarian donates just \$18.20, we will collectively, with TRF and the Bill and Melinda Gates match, raise a QUARTER OF A MILLION DOLLARS for the END POLIO NOW CAMPAIGN. WE ARE THIS CLOSE. PLEASE STEP UP AND SUPPORT ROB'S RUN TO END POLIO! ★









"Successful clubs achieve their goals by staying vibrant, flexible, and innovative."



By Michael Turner (Woodland Hills) **SAG Communications**

IT'S A NEW ROTARY YEAR and time for your club's board of directors to establish goals in the Avenues of Service and other areas, such as membership, public relations, peace initiative, and fundraising, for the coming year. Goals should be SMART—specific, measurable, agreed upon, realistic, and time-based.

- **S They should be highly focused**. The club will raise \$25,000 this year at the annual Lobster Festival on September 15. The proceeds will be used for the homeless shelter nutrition program, painting the senior activity center, and buying materials for the children's reading program.
- M They should be measurable and easy to monitor. The club's board, on a regularly basis, must assess progress toward reaching the goal of raising \$25,000. Adjustments in fundraising strategies may need to be made.
- A They should be achievable. If this is the third annual festival and last year the club raised \$10,000, is \$25,000 a realistic goal? It's a 150% increase.
- **R They should be relevant.** Is it a wise to earmark \$5,000 for the homeless shelter's nutrition considering it just received a \$100,000 nutrition grant? Many clubs stay with the same projects year after year, whether or not they meet the immediate needs of the community.
- **T They should have a specific timeline.** The club will begin planning for the Lobster Festival on May 1. The second step is to establish —continues









-continues

benchmarks or smaller intermediate goals that need to be achieved for your club to raise \$25,000. Some examples are: June 15, the club will have raised \$5,000 to meet event expenses; July 1 the club will have at least one gold, two silver, and four bronze sponsors.

The established goals should fit within Rotary International's strategic plan, which you find at Rotary.org. In addition, you need to insert your club's 2017–2018 goals into the forms at Rotary Club Central. Current, incoming, and immediate past club leaders—president, secretary, treasurer, executive secretary, Foundation chair, and membership chair—can edit goals and achievements.

All club members can view the club's goals and track them at Rotary Club Central. Successful clubs achieve their goals by staying vibrant, flexible, and innovative. Rotary Club Central provides the opportunity to view and track membership, Rotarian engagement, club communication, and public relations goals. I also recommend that presidents encourage their members to review their club's progress toward meeting goals at least guarterly. Your club may want to devote a part of a meeting for this purpose. *





PURPOSE TO MATCH HER PASSION

Lorine Parks (Downey), **Senior Correspondent**

COZETTE VERGARI PLANS to Make Dreams Come *True* during her year as district governor.

Having been born (she won't say when, but a long time ago) and reared in Los Angeles, she has seen many changes in our region. Cozette is fascinated with the area's history and knows that Rotary has been an important part of that history. She is proud to live in an area rich in cultural diversity, which is reflected within Rotary's membership.

"Rotary membership affords us the opportunity to work with community and business leaders who wish to make a difference, to form friendships with likeminded individuals, and to do business —continues

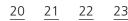


"Let's help Make Dreams Come True," says new DG Cozette Vergari.









"Without purpose, there will be no dreams to make a difference: and without passion, we will not make those dreams come true."

—continues

together in an atmosphere of trust and respect. Rotary welcomes and embraces all spiritual philosophies and diversity of culture, gender, and age," said Cozette

"I am honored to serve with an outstanding district leadership team of more than 100 Rotarians. In the aggregate, District 5280 is a team of over 2,300 Rotarians who are making a difference in our communities. I want to invoke "Making A Difference," which is RI President Ian Riseley's wonderful international theme."

Cozette ardently believes in leading with passion



and purpose. Without purpose, there will be no dreams to make a difference; and without passion, we will not make those dreams come true. These are Cozette's dreams her year as DG.

DREAM NUMBER 1: Raise a quarter of a million dollars for the End Polio Now Campaign.

Just \$18.20 from each Rotarian will make it happen!!!

Supporting Rob DeCou (Playa Venice Sunrise) as he runs to End Polio Now from Death Valley to the portal of Mt. Whitney from August 5–7 will help us reach Cozette's goal.

Rotarians will travel in buses to cheer him on at the starting line and at four locations within the District as he crosses the finish line on Monday evening, August 7. The race will be streamed in its entirety on the district website, so we can all follow his journey.

Contributions will come from the District, The Rotary Foundation, clubs, and Rotarians, as well as the Bill and Melinda Gates Foundation, which will match our contributions 2 to 1.

The campaign will kick off at the first District Breakfast on July 18, which will be at a new location, the Crown Plaza Hotel, just up the block from the previous venue.

See the District Breakfast flyer on page 13.

DREAM NUMBER 2: Cozette wants to dine with at least 750 of her fellow Rotarians, their families and friends, at the Million Dollar Dinner at the JW Marriott L.A. LIVE on October 28.

For this year's Foundation Celebration we will be kicking off Centennial II: the second 100 years of The Rotary Foundation. The emcee will be Fritz Coleman, NBC4's weathercaster and LA5's Honorary Rotarian. The goal is to raise \$1 million dollars through lifetime and testamentary gifts. There will be lots of exciting surprises, and the funds raised will come back to the District through global, reverse global, and district grants.

—continues





"I wish each of you
a great year in
Making A Difference
with passion and purpose
in your own
individual way."

DREAM NUMBER 3: The protection of children against child sex trafficking. This a dream Cozette is most passionate about.

A Child Sex Trafficking Forum, sponsored by our District, was help on March 3 at Loyola Marymount University. It was attended by more than 200 Rotarians and friends. Presenters were from Homeland Security, the FBI, LAPD, and the LA County Sheriff's Department. Representatives from the court system explained how it deals with victims of the commercial, sexual exploitation of children. Also present were elected officials, mental health professionals, and 12 nonprofits working with victims of child sex trafficking.

This is a complex and serious issue that threatens all our children. Youngsters are being brutalized, while monsters profit in the millions from this exploitation.

The purpose of the forum was to raise awareness of this very ugly crime and to set the stage for a collaboration to fight this problem.

Since the forum, Cozette has continued to meet with Homeland Security, elected officials, and nonprofit organizations who are assisting victims. In partnership with Homeland Security, the District is creating a Human Trafficking Task Force as a model for Rotary Districts in California, Nevada, and Arizona. RI is on board with this issue, and Cozette will serve as the state coordinator for California.

DREAM NUMBER 4: Cozette wants all clubs to take advantage of grant opportunities in our District, so that Rotarians and clubs can make dreams come true.

We live in a region that is so rich and yet has so much need. "When my club held a Shopping Spree for needy children I volunteered to pick up a participating family for the event, thinking I would be driving somewhere outside of my neighborhood. When I realized I was picking up a mother and her three children who were living in poverity in a garage in my community, I was stunned. Need is everywhere," commented Cozette.

COZETTE IS THANKFUL FOR her Rotarian husband, Richard Moon, her CPA, for his continuing patience and support of her efforts while she is DG. "And to the Rotary Club of Westchester: I thank you for affording me this opportunity. I truly appreciate each individual member of my club for their friendship and their support," said Cozette.

"I thank you District 5280 Rotarians for the opportunity to work with you in your efforts during 2017–18. My main goal is to assist you, the real force behind our District accomplishments."

Cozette wants Rotary Clubs to remain relevant within their communities and to continue to make a difference in the lives of others, with impact and passion. *





"I love Rotaract for its service and fellowship. I enjoy meeting people from different backgrounds who share similar values about giving back.

"As a high school educator, I also love working with young people. With time, everything changes, and young, intelligent, driven people always have great new ideas of how to bring positive change."

-Edwin Maldonado District Rotaract Representative 2016-2017



District 5280 Rotaractors

INTRODUCING FUTURE ROTARIANS

By Sarah Furie (San Fernando Valley Rotaract), District Rotaract Executive Aide

ROTARACTORS, who are 18 to 30 years old, are young adults in your community who live their daily lives by the motto, "Service Above Self."

It has been a great year for the District 5280 Rotaract's 12 clubs. This year we plan to charter one or two more clubs and introduce

many more young adults to the joys of Rotary. We had the pleasure of not only spearheading our own projects, but also working closely and frequently with Rotarians on District and international projects. We have honed our leadership skills, networked with like-minded individuals, cared for

children, fed the homeless, assisted nonprofit organizations, worked with people with disabilities, fundraised for important causes, made lasting friendships, and promoted peace through our actions.

—continues









From the left, San Fernando Valley Rotaractors Nataly Ruiz, Aaron Van Pelt, Daniel Castro, Kevin Chandra, Chris Reyes (UCLA Rotaract), and Sarah Furie display backpacks they were used to raise funds for their club.

THROUGH ROTARACT, we have helped enhance the quality of life for people in communities locally and globally. Whether it's giving a child a toy during the holidays or providing a meal for the homeless, I believe Rotaractors feel greater happiness than the recipients. It fulfills our meaning of life to give of our time and money to help people who need us. As Mahatma Gandhi said, "Be the change that you wish to see in the world." Let's continue changing the world.

For more information contact us at: facebook.com/RotaractLA. ★

"It fulfills our meaning of life to give of our time and money to help people who need us."

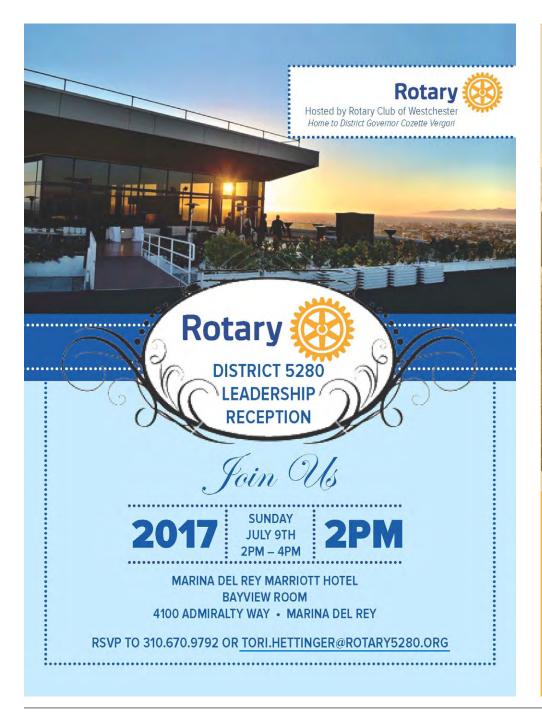


SAG Youth Bette Hall, flanked by Rotactors Chris Reyes, left, and Edwin Maldonado.













CLUB WORKSHOP

Give your Rotary Club the edge to attract younger members by "meeting them where they live."

This District-sponsored workshop will teach you how to update your ClubŘunner website to one of the beautiful, modern designs offered by ClubRunner. It is also a good opportunity to clean up and update your website content.

Bring a laptop, your Club-Runner login details, and any content you want to add to your website, such as pictures and text. Limited number of laptops available to borrow.

Saturday, July 8, 2017 9:00 AM - 12:00 PM

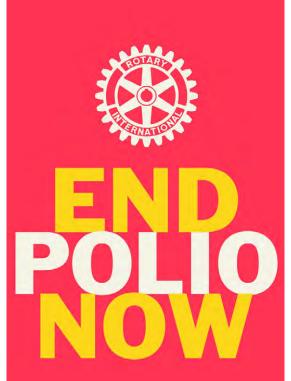
LAX Coastal Chamber of Commerce & Co-working Facility

RESERVATION REQUIRED.









DISTRICT BREAKFAST

FEATURING "ROB'S RUN" TO END POLIO NOW

KEYNOTE SPEAKER: ROB DECOU

Playa Venice Sunrise Rotarian Rob DeCou is mounting a challenge to End Polio Now. Titled "Rob's Run," DeCou will run from Death Valley to the Portal of Mt. Whitney over a two-day period in August 2017. Rob will share the details of this amazing journey at our special "End Polio Now" District Breakfast. This is history in the making!

JULY 18, 2017

Crowne Plaza LAX — note new location 5985 W. Century Blvd., Los Angeles 90045

7 a.m. Registration | 7:30 a.m. Program

\$38 by July 11 | \$43 thereafter | Self-parking is included

RSVP: office@rotary5280.org or 310.670.9792









SARAH FURIE: THE PASSION OF ROTARY'S FUTURE

Lorine Parks (Downey), Senior Correspondent

HOW DID SARAH FURIE, recipient of District 5280's "Rotaractor of the Year" Award, become interested in Rotary?

"My grandfather, Paul Sorbo, was governor of District 7890 in northern Connecticut and western Massachusetts in 1991–1992. He raised our family by the motto, "Service above Self." I was a charter member and vice president of my Interact Club at Windsor High School in Windsor, Conn., to follow my grandfather's legacy.

"Outside of work, I am usually doing something Rotary-related. We have two meetings and one to four service projects per month. I also help with our social media, and I'll be writing a monthly Rotaract column for this year's governor's newsletter. Last year I spoke at the District Conference and District Leadership Assembly about the need for Rotaract and Rotary support.

"I love Rotary because I care about the local community. I want to do good, and Rotary provides me with a team of people who want to do that, too. Rotarians are like-minded. We all want to help. Just with my friendliness and commitment to service, I can change someone's life; I can assist someone. That is what I live for."

FOR THE RECORD, Rotaract clubs bring together people ages 18–30 to exchange ideas with leaders in the community, develop leadership and professional skills, and have fun through service. In communities worldwide, Rotary and Rotaract

"I went to my first RI Convention when I was just one year old! Now I am passionate about making the world a better place."



Sarah Furie's passion for Rotary is in her genes—literally.



—continues











How does Sarah relax amid all these good works? "Knitting is an activity I enjoy because it's stress-relieving and always provides happiness to the recipient! And I love fostering dogs from Muttshack Animal Rescue."

And in her spare time? "I enjoy cooking and baking especially for holidays."



Wonder Woman is a Sarah-fave.



Rotaractors congratulate Sarah, who shows off her award as Rotaractor of the Year.

—continues

members work side by side to take action. Rotaract clubs decide how to organize and run their club, manage their own funds, and plan and carry out activities and service projects aligned with causes that are important to their community. At present there are 9,522 clubs with 291,006 Rotaractors in 177 countries. Many are sponsored by colleges and universities, where members are enrolled.

"I started a Rotaract club at Ithaca College during my freshman year and was president until I graduated," said Sarah. "Then I was a charter member of the San Fernando Valley Rotaract Club in 2015. I was secretary my first year, and his year I am president. I intend to stay in this club a few more years and then join Rotary.

"As president of the San Fernando Valley Rotaract Club. I run the meetings, plan activities and oversee the board. Last year, I was the secretary/social media chair of the club.

"Rotaractors are young professionals in the community who want to do good. But sometimes it is hard for people who are just starting careers to give of their

—continues









Sarah has attended:

- ★ the 2015 Rotary International Convention in Sao Paulo, Brazil,
- ★ the Rotary International Peace Conference in Ontario, Calif., in January 2016,
- ★ the District 5280 Conference in San Diego in May 2016,
- ★ for leadership training, the Big West Rotaract Institute in Oakland in July 2016, and
- ★ she just returned from the Rotary International Convention in Atlanta.



Sarah and her fellow Rotaractors prepared and served meals for The Hope of Valley Rescue Mission.

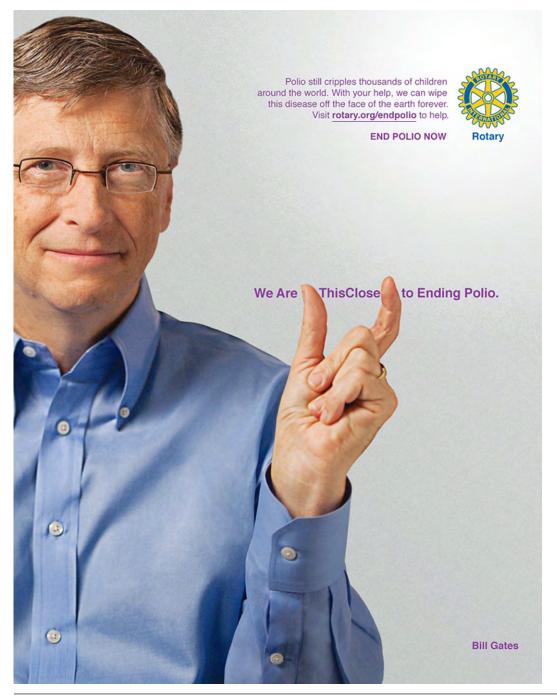
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money. It is easier for us to give of our time. The San Fernando Valley Rotaract Club, where I belong, meets the first and third Sundays at 6:30 pm at Panera Bread in Northridge. This year we helped The Midnight Mission serve food and prepared and served meals at The Hope of the Valley Rescue Mission."









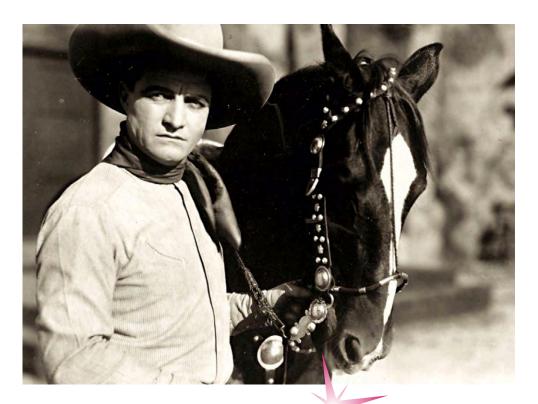


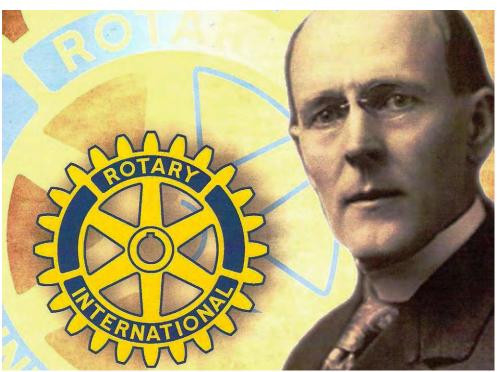
ROTARY IS GETTING CLOSER TO ERADICATING POLIO. Only one new case was reported in Afghanistan, and you are doing all it can to achieve Rotary's goal.

The quest to end polio took center stage at the RI Convention in Atlanta: Addressing Rotarians from around the world, Bill Gates, co-chair of the Bill & Melinda Gates Foundation, said, "People often ask me how I know the world is getting better. I usually point to numbers like this one: Because of efforts to eradicate polio by groups like Rotary International, more than 16 million people are walking today who would otherwise have been paralyzed. That's more than 16 million people who can walk to school. More than 16 million people who are better able to start a business or carry their child to bed. More than 16 million people who are living better lives because a group of health care workers, volunteers, government leaders, and funders devoted themselves to fighting polio. Polio eradication is a testament to the compassion, generosity, and kindness of more than a million Rotarians around the world. You are the people who are making it possible to get to zero. And that will be something worth celebrating. Thank you." *









Imaginative Club Project

FROM TOM MIX TO PAUL HARRIS: WHO KNEW?

By Lorine Parks (Downey), Senior Correspondent

HOW DO YOU CREATE A SENSE OF COMMUNITY for a Rotary Club located on the former ranch of the great cowboy actor Tom Mix, which then became the back lot of 20th Century Fox movie studio? Ask Julian Brew, founder of the Century City Club, the newest Rotary star in District 5280.

Century City is a cluster of skyscrapers that constitute a 126-acre neighborhood and business district on the west side of Los Angeles. And just as the metropolis of Century City was created overnight where no city previously existed, Julian put together a newly chartered Rotary Club.

"Century City is primarily a place where people work, not live, so our members mostly reside outside Century City, all over Los Angeles," Julian said. The daytime population of Century City is about 66,000, but the residential population is

—continues











Julian Brew, founder and president of the new Rotary Club of Century City

"You need to understand your community and figure out what approach works best for your prospective (Rotary) membership."

—continues

approximately 6,000. Because of Century City's demographics, the area is not representative of most cities in terms of age, ethnicity, income, or education.

JULIAN HAD SOME THOUGHTFUL ANSWERS to a few "How-To" and "Why" questions about starting a club. "The first step was to learn what Rotary is all about," he commented. "Then I gathered a core group who share my interest in Rotarian values.

"In talking to fellow Rotary leaders throughout Southern California, I have come to see that clubs come in different sizes and take varying approaches to fulfilling the mission of Rotary International," Julian went on. "You need to understand your community and figure out what approach works best for your prospective membership.

"It also helps," he added, "to have the kind of enthusiastic guidance that we received from our sponsors, long-time Rotarians who took us under their wings and got us on track to getting our new club chartered. We were sponsored by the Rancho Park Club.

"And thanks, too, for the tireless support and efforts of my friends and long-time Rotarians Guity Javid and Mark Ameli and their daughter, Negeen Dehesh," Julian said. "Outgoing and incoming DGs Greg O'Brien and Cozette Vergari also gave us enthusiastic support to get our club chartered so we could get going smoothly.

"We couldn't have succeeded without the efforts of our founding group, including Vice President Kathy Attai, Secretary Jessica Gordon, and Treasurer Mitra Moradifar."

BUT WHAT KIND OF PERSON DOES IT TAKE TO GET A CLUB STARTED?

Julian, is a partner at the Los Angeles law office of Thompson Coburn. He has successfully represented a wide range of clients, from major multinational corporations and Fortune 50 companies to small businesses and entrepreneurs. "The main personality trait for anyone organizing a new club is enthusiasm for the mission and goals of Rotary," said Julian. "That and a lot of hard work, I believe, are the main ingredients for success.

—continues







"I was drawn to Rotary by a desire to add more service to my life. Many of us in Century City are so wrapped up in professional obligations that we forget how rewarding and important it is to give back to the community. But my friends who are heavily involved in charitable and service organizations light up when they talk about their work.

"Rotary has the history, reputation, and resources to help every club make a difference. I know that others in Century City feel the same way and will quickly see the personal satisfaction that comes from pursuing Rotary's mission.

"CENTURY CITY IS A GREAT LOCATION FOR A CLUB," said Julian. "In fact, it once had a Rotary club, so I am not the first to see the potential. Michael Carlin, who was a member of the old Century City Club and publishes the Century City News, also adds his experience and knowledge of Century City.

"I want the projects we pursue to be efforts that will keep our members interested and involved and draw in new members. The specific focus of our club will depend largely on our members and their interests.

"I expect we'll look for community projects that have wider impact than just in Century City. As a new club, we also will be looking to connect with other Rotarians by sharing projects with surrounding clubs as we find our own voice.

"Personally," commented Julian, "I am a big supporter of childhood education. But looking for local schools to support brings up a local paradox. Century City is in the Los Angeles Unified District, but there are no public schools here, only three private schools are located within Century City.

"I'm confident we'll build another great organization," Julian said. "We have a population of smart, hard-working professionals of all ages and backgrounds who have the ability to get things done. Once we decide on projects, we will locate both the resources and volunteers to be a strong contributors to Rotary." *

BTW: If you miss Century City's past, you can see the plaza as it appeared in the early 1970s Fox film, Conquest of the Planet of the Apes.



"We could not have succeeded in getting our club started without the enthusiastic efforts of our founding group, including executive board members, from left above. Vice President Kathy Attai, Secretary Jessica Gordon, and Treasurer Mitra Moradifar."

Rotary Club of Century City Meets

2nd Wednesday

Networking Mixer at a TBA Location

4th Wednesday at Noon

Thompson Coburn Law Office 2029 Century Park East, Suite1900, Century City

















Glendale Sunrise's Field of Honor and Gratitude was unveiled on Memorial Day with 1,000 American flags. The event was featured on ABC 7's News. Click link to access the story: facebook.com/abc7brandi/videos/1815603018455510. Pictured above speaking at the lecturn is Thomas Propst, Glenda Sunrise president.



Hermosa Beach held a Wine Tasting to support projects at Hermosa Beach's South Park.









Santa Monica celebrated Public Service Recognition Day by honoring four outstanding public servants: those who drive us around, teach our children, save our cats from trees and babies from burning buildings, and protect us from the bad guys. Honored from the Santa Monica-Malibu Unified School District was Lora Morn, pictured above with her award. She was congratulated by Rotarians Donna Byrd and Michelle Arellano and her co-workers Gail Pinsker, Tara Brown, Susan Bronstein, Rachel Bressler, and Maya Lindemann.



Burbank Sunrise painted the social hall at the Veterans of Foreign Wars in Burbank. Pictured above from left to right are Lee Stacy, Ian Waterhouse, Juan Guillan, Mary Gilbert, community member Don, Janice Lowers, Phyllis Cremer, community member Lorna, and Dave Carletta. *

OTHER DISTRICT NEWS



Rotary Exchange Students from Southern California recently embarked on a month-long train tour of the United States. *









MAKE A DREAM COME TRUE

Published monthly by Rotary District 5280. Submit material by the 20th of the month prior to publication to Michael Turner at bearsworth@earthlink.net.

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ON THE COVER: Left photo: Richard Moon (Westchester) and DG Cozette Vergari (Westchester). Right photo: Flanking Richard Moon and DG Cozette Vergai are Bette Hall (Calabasas), SAG Youth, and Sarah Furie (San Fernando Valley Rotaract)





