



Rotary District 5280  
Greater Los Angeles  
May 2017

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**IMAGINE: RYLA Adventures!** *See page 16.*

## IMAGINE / MAY 2017



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*Pictured: District Governor Greg  
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*Understanding Ethical Standards and Values (Pg. 5) and Rotaractors Debate Ethical Issues (Pg. 9)*

# DISTRICT CALENDAR

## May

4-7 District Conf., Lake Arrowhead

## June

3 District Leadership Assembly,  
Carson Community Center (Pg. 4)  
10-14 RI Convention, Atlanta (Pg. 6)



# SHARING ROTARY WITH OUR FELLOW MEMBERS

—by District Governor Greg O'Brien

**Must Rotary clubs always grow?** When can a club become satisfied that it is “big enough?”

Oklahoma City has a population of about 700,000, making it 27th in size in the U.S. The greater metropolitan area is roughly twice that large. The Rotary Club of Oklahoma City 29 (“Downtown Rotary”) has more than 600 members. The city of Seattle has almost exactly the same population as Oklahoma City. Oklahoma City 29 and Seattle 4 know they “need to get bigger,” because they compete regularly for the title of “the largest Rotary club in the world.” Both clubs have held that title in the past four years. Imagine the force for good that each club is in its community. Imagine the club pride those Rotarians must feel.

Almost every club in this district has been larger in the past. Some clubs of 15-30 members at one time boasted 80-100 Rotarians or more. When I have asked what their Rotary club was like back then, I invariably receive the same answer. “Oh, back then the club was the ‘who’s who’ of the community, the local politicians, the school superintendent, city manager, chief of police, lawyers, doctors, you name it.” Yet these communities still have local government, law enforcement and school districts. There are still hospitals, courthouses, libraries, car dealerships, dry cleaners, florists, family counseling services, tax preparers, jewelers, paint stores, and owner-

operated restaurants in those communities. Just not enough of them are in Rotary anymore.

**Does every Rotary club need to grow?** There is a saying in business that “if you are not growing you are dying.” It seems obvious that every club that once was two or three times its current size has been heading in the wrong direction. When Rotary International requires a minimum of 20 members

**Rotary is where neighbors, friends and problem solvers share ideas, join leaders and take action to create lasting change.**

to charter a club, it is indisputable that clubs below 20 need to increase their size.

Almost every club is carrying on its rolls members who have not attended meetings for many months, are late on their dues and are not participating in the service and social life of the club. A club of 20 therefore may really be a club of 15 or fewer. Clubs of 100 may actually be clubs of 80. If historical trends are predictive, next month many districts will “lose” scores of members as club boards purge those who have not attended and not paid international dues. Often all the hard work clubs expend in attracting new members is offset by

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—Hamburgers, continues from previous page

a negative net growth because of the annual purge. June is also the month inactive members ask themselves why they are still in Rotary. Not having heard from their club any word of encouragement to participate, they feel neglected and decide to pull the plug.

If for no other reason, this quarter every club in the District needs to stop the potential net loss by engaging those members we do not see regularly. We need to reach out to them, find out why they are not attending. If it is a matter of temporary finances, maybe offer them a leave of absence. If it is a matter of transportation, perhaps we can arrange car pools to meetings. Have we included them in committee assignments and shown that they are valued? If we do not do this, we will likely lose them forever.

**Let us devote the months of May and June** to reengaging and retaining our less visible Rotarians. Remind them they are needed because they are our neighbors and friends. As RI says, “Rotary is where neighbors, friends and problem solvers share ideas, join leaders and take action to create lasting change.” That is why no Rotary club can be too big. Not even Seattle 4 or Oklahoma City 29.

Share ideas. Join leaders. Take action. *Imagine Rotary. Build it and they will come.* ■



**WANTED  
CLUB LEADERS.**

**JUNE 3 | 7:15AM  
CARSON COMMUNITY CENTER**

**CLUB  
LEADERSHIP  
ASSEMBLY**

- Come away with the tools you need to be an effective leader and build a successful Rotary club
- Focused sessions for all club positions and Avenues of Service
- Special guests from RI
- A surprise or two in store!

**REGISTER TODAY!  
WWW.ROTARY5280.ORG**

REGISTER BY MAY 26 FOR EARLY BIRD PRICING!

[Discover why YOU should attend.](#)



# UNDERSTANDING ETHICAL STANDARDS AND VALUES

—by Michael Turner (Woodland Hills), SAG Communications

Many times what appears to be minor ethical transgressions balloon into something much bigger.

**Ethics is defined, simply, as doing what is right or wrong.** Who sets our ethical standards? They are determined individually; however, they are rooted in a person's upbringing; influenced by parents, teachers, peers, and family members; and life experiences. Many of our ethical values are learned instinctively just by watching others' actions and behavior.

There are some exceptions and these are determined by society. They are set forth in our laws and include such violent crimes as murder, armed robbery, sexual assault, and others that would significantly harm people or animals or damage property.

Beyond societal stipulations we are free to establish our own ethical standards. In so doing, we may want to take into consideration one of these ethical theories:

- **Utilitarianism**—taking actions that achieve the greatest good for the largest number of people. An example would be sentencing a convicted felon to prison for the longest time possible for the protection of society.
- **Deontology**—the morality of an action should be based on whether

that action itself is right or wrong according to a series of rules, rather than based on the consequences of the action. It may be illegal to kill someone; however, in certain situations it would be acceptable, such as shooting a home invasion robber in order to protect your family.

- **Virtual Theory**—the moral character of the person carrying out an action is more important than ethical duties and rules, or the consequences of the behavior. It would be heroic and virtuous to rescue a man and his infant daughter trapped in an overturned, burning car.

**In addition, we must navigate the shoals** and murky waters of the gray areas of life. Here we set rules of behavior based on what we consider to be acceptable. Here are a few examples.

- Near the end of the work day your son texts you that your home printer is out of paper. Instead of taking time to stop at an office supply store you grab a ream of paper from the supply room.
- While running errands you stop at Starbucks. The barista rings up the sale and hands you the change and has given you \$5 too much. You stuff the Lincoln in your pocket and head out the door.

—continues on next page

—*Ethical Standards and Values, continues from previous page*

- In completing your income taxes you inflate your charitable contributions by a few hundred bucks and increase your business mileage as well.

Yes, some of us will think these simple actions will not have grave consequences, and we justify them, by saying, "It's no big deal!" "Who will even know about it or even care?" On the other hand, some will view such behavior as egregious and a course of action that should not be taken.

**Many times what appears to be minor ethical transgressions** balloon into something much bigger that do have significant consequences. Maybe this is what happened to Bernie Ebbers, John Rigas, or Dennis Kozlowski. Ebbers, who as CEO of the former Fortune 500 MCI, cooked the books; John Rigas, founder of the now defunct Aldephia Communications, used

corporate funds as his own personal piggy bank; and Dennis Kozlowski from Tyco, used the company's kitty to throw a \$2 million Roman-orgy birthday bash, among other things, to the tune of \$100 million. They might have been smug at the time they started down their treacherous path of ethical misbehavior, but eventually they learned the errors of their ways and retired to federal prison cells.

Recently, the District sponsored an ethics forum, where teenagers debated salient societal issues. This provided the teens an opportunity to establish a position on the topics so they might not only understand them from a societal perspective, but use them as a blue print in solidifying their own ethical standards and values. Now it is your turn to review what you consider to be ethically right or wrong and to designate which path is the righteous one to take. ■





# DISTRICT AND LITTLE TOKYO ROTARY PARTICIPATE IN GLOBAL GRANT PROJECT

—by AG Makiko Nakasone (Little Tokyo)

**Many of you must still remember** the horror of the magnitude 9.1 Great East Japan Earthquake, the 20-foot-high tsunami, and the Fukushima Daiichi Nuclear Power Plant's meltdown in March 2011. After six years, more than 12,700 people are still displaced or cannot return home. A \$200,000 Global Grant project that our District and the Little Tokyo Club received will de-contaminate the farmland so farmers can reuse the land.

The opening ceremony of this two-year, multi-country, multi-District, and multi-club project was held in Koriyama in Fukushima Prefecture on April 2. Pictured below, the ceremony was the top story on the front page of the *Fukushima Minpo* newspaper, the largest local paper.

This project was made possible by eight Districts in South Korea, Taiwan, Japan, and the U.S, in collaboration with the Agricultural Department of the Fukushima University and local municipalities. I was honored to represent my club and District and had the opportunity to visit the project sites.

As I visited different villages and cities, I re-confirmed the importance of this project. At one village, we were told that only 10% of the 200 or so villagers had returned. With this project, we hope that more farmers will be able to return. In all, more than 127,000 people are still displaced and unable to return home. The locals welcomed this project, feeling that six years post-disaster the Japanese government's focus has shifted to the preparations for hosting the 2020 Olympic Games.

Thank you to PDG DJ Sun for initiating the project and inviting my club to participate. This is my club's first Global Grant Project since our chartering in June 2015. One of the three goals of my club is to be the specialist in promoting U.S.-Japanese relations in our District. I believe that our goodwill was much appreciated, not only by Japanese Rotarians but also by the locals in Fukushima. ■



## Exchange Student in Spain

## THE ADVENTURE CONTINUES

—By Emma Naglestad

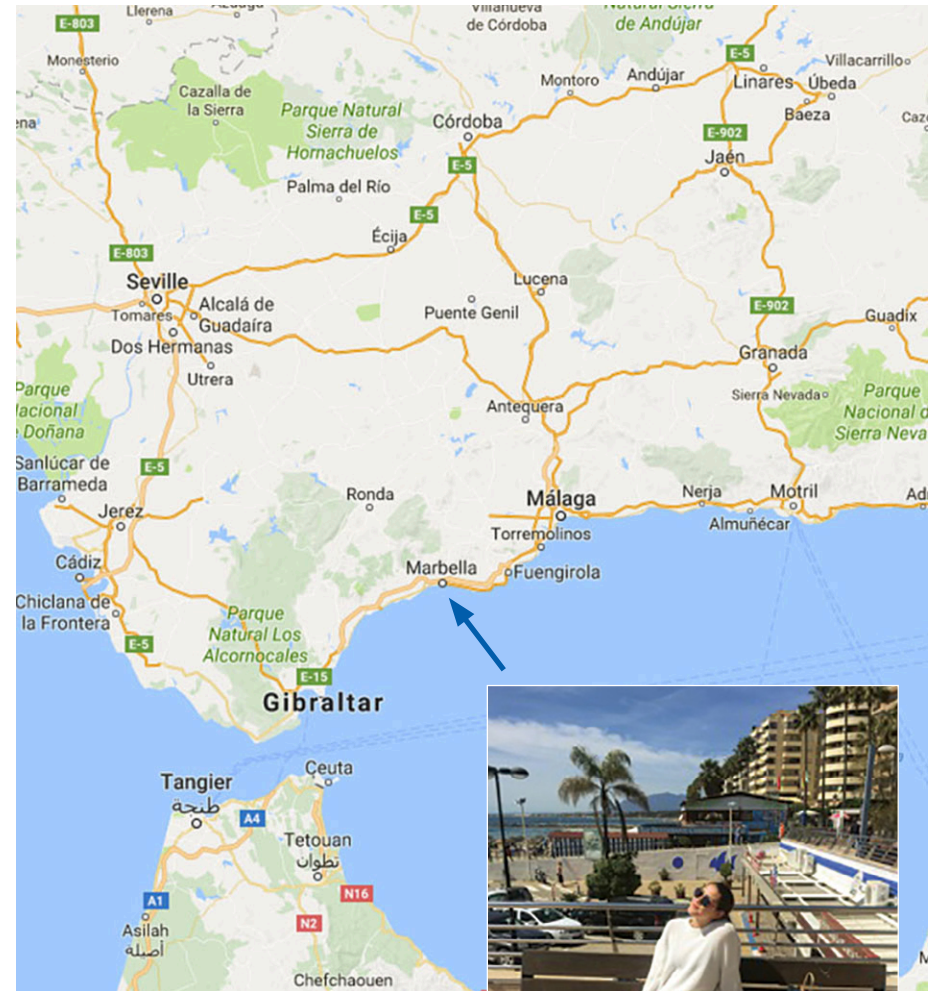
**Hi everyone!** I'm now down to my last two months of my exchange in Spain and I'm feeling great.

I'm now in Marbella, in the south of Spain. I have a great host family, and they live about three minutes from the beach. They hosted another student for the first six months and introduced me to her because we go to the same school. We've become good friends, and she helped me integrate at the new school, and I hung out with her for my first few weeks. Now, I also hang out with the kids from my classes during lunch breaks, and I really like my new friends. All of them have been super sweet and friendly since my first day, when they asked me to sit with them because I was sitting alone.

My life here consists mostly of eating, shopping, and going to the gym. My new host family cooks amazing food, and I think I've gained weight since arriving here.

**My Spanish is still improving**, and I spend my classes reading in Spanish. I've read the Maze Runner series in Spanish, as well as some books my host family lent me. Speaking Spanish with my school friends also helps a lot. It's interesting to make new friends and have a different kind of relationship with them because I don't have a problem communicating and expressing myself.

At the end of the day, I feel like a different person here in Marbella, and I'm happier than I thought I would be, although I'm still getting excited about going home. ■



*Emma is now in Marbella, Spain. Her new host family is a quick three minutes from the beach!*



# ROTARACTORS DEBATE ETHICAL ISSUES

—by Lorine Parks (Downey), IMAGINE Senior Correspondent

**Rotaract teams from Districts 5280 and 5320** competed in the Ethics Forum held at Loyola Marymount University on Saturday, April 8. The event featured spirited debates on a variety of ethical issues and dilemmas.

DG Greg O'Brien gave an interactive presentation, asking audience members how they would handle a real-life ethical dilemma: Is it ethical to open and eat a bag of crackers, giving one to your baby, as you wait in line to pay for groceries?

**The debate teams** were given a list of topics to choose from, to either attack or defend. Included were

- illegal immigration
- gun control laws
- affirmative action
- global warming
- controls on media violence, and
- is there such a thing as a just war?

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*UCLA Rotaract was excited after placing first in Rotaract Ethics Forum. Eddie Garcilazo Hernandez (l to r), Alexa Libro, Daniel Campos, and Josefina Angelica Castro*

—*Ethical Issues Debates*, continues from previous page

The teams were judged on these criteria:

- how well they handled the ethical side of the subject,
- the presentation and use of verbal skills, and
- how well the debaters incorporated Rotary's 4 Way Test—is it TRUE, is it FAIR to all concerned, does it BUILD GOODWILL and BETTER FRIENDSHIPS, and will it be BENEFICIAL to all concerned?

**UCLA was the winning team,**

which was sponsored by the Westwood Village Club, and they presented, "Legalization of Marijuana," a subject dear to the hearts of the debaters.

Placing second was last year's winner, the Cal State Fullerton team, sponsored by Fullerton Rotary; in third place was USC, sponsored by LA 5. Fullerton chose illegal immigration as their subject, while USC selected homelessness.



Judge Robert  
Kawahara

**How did UCLA emerge as the winning team?**

Surprisingly, it's not how important the topic was, according

to Judge Robert Kawahara, a commissioner of the Los Angeles Superior Court. It was about how well the subject was presented by the debate teams. "Presentation," said Judge Robert, "was very important. It helps me empathize, follow the content of the presentation, and ultimately persuaded me on the team's argued position."

So, the winning side is not always the one that is the swiftest but what the team learned in the process. A life lesson here might be, if you want to win, listen to the judges and learn the rules.

"Initially, UCLA was not at the top of our lists when we were judging the first two rounds,"

commented Robert. "But they were always in the mix. As far as issue, analysis, and persuasion, UCLA did well. But the presentation itself was not great compared to a number of other teams.

"But they evolved from their first presentation to the final one and became better and better. One thing the UCLA team did was to slow down their speaking speed significantly. They then presented all the salient information from their initial presentation and in a well-organized final delivery," said Robert.

"In addition to incorporating the

concurred that UCLA was the team that did the best debate, overall," said Robert. "My take away is how hard these young adults worked on their presentations and how mature and smart they were."

"All the teams should be commended for participating in this event," said Robert. "It took time away from busy days to prepare their presentations. I also commend them for doing something that is at times difficult: exposing themselves to being judged and criticized. Getting on a stage and having to perform before



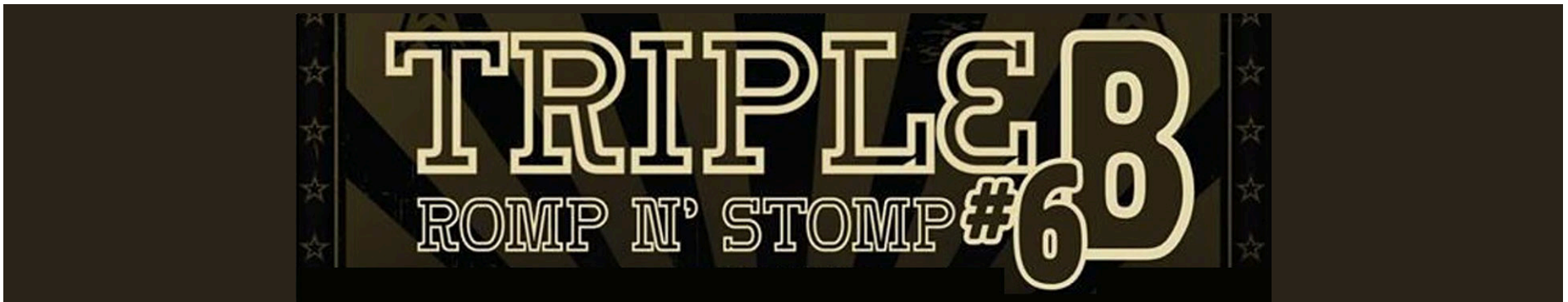
**Rotaract is an organization of young adults between the ages of 18 and 30.**

judges' advice, they listened to what was said to other teams.

"By the final presentation, UCLA was firing on all cylinders. The other teams were impressive with various criteria, but by the end of the final presentations, the judges

an audience is not an easy thing to do."

The Ethics Forum was coordinated by Olivia Patterson-Ryans (Inglewood), senior assistant governor for vocational service. ■



## *Imaginative Club Project*

# TRIPLE B STANDS FOR BBQ, BOURBON, AND BLUES

—by Lorine Parks (Downey), IMAGINE Senior Correspondent

### **The sixth annual Triple B Romp N' Stomp**

will be held in the parking lot of The Depot Restaurant, 1250 Cabrillo, Torrance, from **noon to 6 p.m. on Sunday, June 4**. The Triple B will feature bourbons, craft beers and wine, Chef Shafer's killer BBQ buffets, and live music by The Allnighters featuring San Pedro Slim, Blues Daddy, Dennis Herrera Blues Band, Tres Hombres, and Nasty Bad Habit.

This is one of two fundraisers **sponsored by the Torrance Del Amo Club**. The other is "Cafe for a Cause," an evening under the stars with live music and delicious food. These events fund scholarships and a number of other club projects.

Chef Shafer is an honorary member of the Torrance Del Amo Club and a Paul Harris Fellow. "The Chef and his staff do most of the event preparation and provide all the food and drinks. He charges below market rates and donates an almost equal amount to auctions for private dinners at his restaurant," said Past President Derf Fredericks.

The Torrance Del Amo Club has had a long relationship with El Camino College. For the past 10 years, the El Camino College Foundation has provided matching funds to the club, so each \$500 scholarship recipient now gets \$1,000.

"We choose one recipient from each of the

five high schools in Torrance Unified School District," commented Derf. "They are selected with the help of school counselors based on need and achievement. We are typically looking for students with goals of attending El Camino College and majoring in a vocational field." ■

### **For tickets call The Depot at 310.787.7501**

- **Gold Level/\$100:** All you can eat, drink and jam, front table seating, and cocktail service.
- **Silver Level/\$75:** All you can eat, drink and jam
- No one under 21 admitted.



## CLUB 62

News for and about District 5280 clubs



**The Rotary Club of Palos Verdes Peninsula** was recognized April 18 District Breakfast for being a 100% Paul Harris Club. Pictured from the left are members of the club: PDG Rick Mendoza, President Allen Bond, and DG Greg O'Brien.



**The El Segundo and Lawndale Clubs** presented a \$5,000 check to the William Green Elementary School in Lawndale for the purchase of books. The presentation was made by Dickie Van Breene, El Segundo Club (l to r); Jenny Padilla, principal of the William Green Elementary School; and Shirley Giltzow, Lawndale Rotary.

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—“Club 62,” continues from previous page



**Club Rotario de Latinos Unidos** prepared grocery packages at the Los Angeles Regional Food Bank, which serves more than 300,000 people on a monthly basis.

## Rotary Cowboys/Cowgirls Raise Funds for Projects

The **Santa Clarita Valley Club** served more than 3,000 peach cobblers topped with vanilla ice cream at the Cowboy Festival in Newhall. The club also sold tri-tip sandwiches, sausages, and Rocky Mountain Oysters to raise funds for community projects. ■



*Santa Clarita Valley cowboys Michael Turner and Lou Esbin flank cowgirl Perma Wylie.*



*Some of the recipients honored by the Van Nuys Rotary Club at its Service Above Self Dinner.*


## Service Above Self Dinner Dishes Up Major Funds

**The Greater Van Nuys Rotary Club** raised \$60,000 at its 3rd Annual Service Above Self Dinner at the Odyssey Restaurant. The event's honorees were: Dr. Lindsay Andras, Children's Hospital Los Angeles; James L. Tenner, Esq., Rotarian, philanthropist, and two-time club president; Tommy Covington, RN at Children's Hospital Los Angeles, a Daisy Award recipient; Dr. Erika Endrijonas, president of Los Angeles Valley College and VICA board member; and Ernie Hilger, DAV Legislative Chair. In addition, the club presented scholarships to at-risk youth. ■

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—“Club 62,” continues from previous page



62nd Annual  
**Westchester Rotary Club**  
**BOOK SALE**

May 26 *thru*  
 June 3, 2017

<p><u><b>What Can You Buy?</b></u></p> <p>Thousands of items in excellent to good condition</p> <p>Books, paperbacks, records, CDs, videos, records, puzzles and more!</p> <p>Cash sales only</p> <p><u><b>Make A Difference</b></u></p> <p>All proceeds benefit humanitarian, educational and community projects.</p>	<p><u><b>Book Sale Details:</b></u></p> <p><b>Location:</b></p> <p>Ralphs Parking Lot, 8824 Sepulveda Blvd.,          Westchester, CA 90045          (corner of Sepulveda &amp; La Tijera)</p> <p><b>Times:</b></p> <p>Fri., May 26: 1:00pm-7:00pm          Sat., May 27– Fri., June 2: 10:00am-7:00pm          Sat., June 3: 9:00am-12:00pm</p>	<p><u><b>Book Collection Barrel Locations:</b></u></p> <p>Airport Marina Counseling Service          Covenant Presbyterian Church          Culver City YMCA          Westchester Family YMCA          Westchester Senior Center</p> <p><u><b>Contact Us!</b></u></p> <p>For more info or to arrange for pick-up of books, please contact us at <a href="mailto:westchesterrotarybooksale@gmail.com">westchesterrotarybooksale@gmail.com</a> or call 310-574-6594</p>
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*San Pedro Club President-elect Pete Mokler checks out the amenities aboard a private jet.*

## San Pedro Rotarians Visit the Planes of the Rich and Famous

**The San Pedro Rotary Club** embarked on a Mystery Tour of LAX. The members were thrilled to see many commercial and cargo planes as well as some private ones! Now the club knows how the other half travels! ■

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—“Club 62,” continues from previous page



## Helping Hands Pack Meals for Children in Developing Countries

**The Manhattan Beach Rotary along with Mira Costa College Interactors** packed 26,000 meals for Stop Hunger Now. The organization provides meals to feed kids in developing countries. In addition, the

nonprofit promotes education, improves students’ health and nutrition, fights child labor, addresses gender inequality, and stimulates economic growth. Together we can help to end world hunger in our lifetime. ■



—“Club 62,” continues from previous page



From the left: Taft High School teacher Kathy West, student Dharma Lewis, LAUSD School Board President Steve Zimmer, and student Kelly Higgins.

## Woodland Hills Club Helps Teens Find Their Calling

Students Kelly Higgins and Dharma Lewis are cofounders of the Find Your Calling Club at Taft High school in Woodland Hills. Paul Lawler, Woodland Hills club’s Vocational Service chair, was asked if members would speak with seniors about their careers. The students enjoyed the speakers, but really connected with 88-year-old Bernie Otis, who designed restaurants for major hotels in Las Vegas and other cities around the world. The Find Your Calling Club also increased Rotary’s exposure in the community. ■

## IN OTHER DISTRICT NEWS



On the cover: RYLA Counselor Christopher Reyes, left, and RYLA student Liam Cotton. In the June Imagine Newsletter there will a story about this year’s RYLA Camp.

## Peace Fellowship Deadline Approaching

The deadline for submitting Peace Scholar Fellowship applications is May 31, 2017. Download the application at [rotary.org](http://rotary.org). Send completed copies to DJ Sun at [djsunrotary@gmail.com](mailto:djsunrotary@gmail.com) and Vickie Radel at [DrVictoriaRadel@cs.com](mailto:DrVictoriaRadel@cs.com). ■

## Old Club Adopts New Name

The Rotary Club of North Hollywood is now the Rotary Club of San Fernando Valley Evening. ■