

Rotary



Rotary District 5280
Greater Los Angeles
Newsletter-Magazine
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District Breakfast October 20th

Photos by Gidas Peteris – Rotary Club of Beverly Hills



DISTRICT 5280 MONTHLY E-NEWSLETTER

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Be a gift to the world



From Governor DJ...

At the time of this writing, I have visited fifty-five clubs. I am amazed at the level of involvement in all five avenues of service and salute your efforts. I hope that by now all club presidents have entered their goals into the Rotary Club Central online database, and that most of the Rotarians in our district have enrolled online in My Rotary. This is a new initiative by Rotary International in order to facilitate communications between a club leadership and its members.

November is Rotary Foundation Month. The Rotary Foundation transforms your donations into projects that change lives both close to home and around the world. As the charitable arm of Rotary, it taps into a global network of Rotarians who invest their time, money, and expertise into working toward goals such as eradicating polio and promoting peace. Foundation grants empower Rotarians to combat challenges such as poverty, illiteracy, contaminated water, and malnutrition with sustainable solutions that leave a lasting impact.

The Foundation was established in 1917 by Arch C. Klumph as an endowment "for the purpose of doing good in the world." Since the first donation of \$26.50 in 1917, the Foundation has received contributions totaling more than \$1 billion. In 2017, the Foundation will be 100 years old. Here are some ways to get involved to celebrate the Foundation's centennial:

- Plan an event in your community to raise awareness of Rotary and its Foundation.
- Promote projects your club or district is involved in that are funded by the Foundation.
- Support the good work of Rotary clubs around the world by making a special contribution.
- Apply for a grant from the Foundation to fund a project.
- Attend the international Rotary conventions in Seoul, May 28 through June 1, 2016; and in Atlanta, June 10 through June 14, 2017.

October was a very successful month for our district:

- The October 3 New Member Orientation was led by Bette Hall. New Rotarians were informed about the nuts and bolts of Rotary: the structure of the organization, each avenue of service, and how Rotary is involved in the community and the world.
- The October 18 Lion King performance, chaired by Diana Davis, drew over 100 kids from underprivileged families within District 5280 to the Segerstrom Center for the Arts in Costa Mesa.
- Gil Garcetti was our keynote speaker at the October 20 District Breakfast. His inspiring presentation on clean water in Africa was well-received. It was a great introduction to the Rotary water project in Niger lead by the Rotary Club of Manhattan Beach.
- We honored Marine families at Camp Pendleton on October 24 with a Halloween festival. Little known fact: 160



babies are born at the base each month. Lots of kids were present and lots of treats were handed out. Rotarians had a great time.

- We had the Youth Leadership Conference on October 25 at USC. It was well-attended and enthusiastically received.

Upcoming Events:

November 14 is the Rotary Foundation Celebration Dinner, chaired by Cindy Williams, at the Santa Monica Loews Hotel. The event, titled The Seaside Serenade, will feature Emmy winning producer/director Brady Connell as keynote speaker. Brady is the executive producer of ABC's Extreme Makeover. See a story about in this issue of the newsletter.

Please note that the Rotary International Peace Conference will be held at the convention center in Ontario, California on January 15 and 16. Our district is one of the six host districts for this conference. RI President Ravi Ravindran and Rotary Foundation Trustee Chair Ray Klingensmith will be attending. Please register as many members as possible for this important event. The District website has registration information.

One-third of the year has passed, but the good news is that we still have two-thirds of the year remaining to accomplish our goals. Keep in mind that district leaders, including myself, are here to assist and serve you. If need any help, do not hesitate to contact us.

*Let's be a gift
to the world.
DJ Sun*

Rotary: A New Focus

By Michael Turner – Rotary Club of Woodland Hills

Rotary has embarked on a journey to revitalize itself. Rotary International retained the services of Siegal + Gale (S + G), a global brand strategy consultancy firm, to conduct a top to bottom up review of the organization and create a blueprint for refreshing RI. The bottom line for Rotary's viability is retaining current members while changing the invitation process for new members.

Over the last 10 years, North American clubs have had a net loss of about 63,000 members. If one has been monitoring RI's membership over that same period, we find that it has been stagnant. The number of members has held steady at about 1.2 million. This means that there has been zero growth. Members who leave are replaced by others but not in sufficient numbers to create positive growth for RI.

S + G conducted extensive research to gain a better understanding of how RI is perceived by members and nonmembers. According to their survey, "if you ask 10 people what Rotary stands for you'll get 10 answers." Some responses from the general public -- "It's a secret society." "The presidents of companies get together and share views." "A place where old guys get together and tell war stories."

Members were asked two additional questions: why did you join and why do you stay? The two top reasons for joining was impacting my community and making friends. Training and impacting the world were at the bottom of the list. Impacting my community and friendships were the chief motivators for staying in Rotary. The same items, as listed above, were at the bottom of this scale as well.

In its final assessment, S + G noted that Rotary needs to realize that its primary customers are its members and prospective members.

To enhance the Rotary experience for everyone we need to change our thinking about Rotary. We



need to emphasize that *Rotary is a leadership organization made up of local business, professional and civic leaders who meet regularly to get to know each other, form friendships, and through that, be able to get things done in our local community.* And, just as important, prospective members or guests, as they should now be called, need to see and understand how Rotary can play a positive and meaningful role in their lives.

The **sentence in italics** in the previous paragraph should be the focus of all of your outreach initiatives from your club's website, especially its landing page; Facebook, Twitter and other social media platforms; brochures, newsletters, and other informational materials; to your meetings and local projects and events.



Be a gift to the world

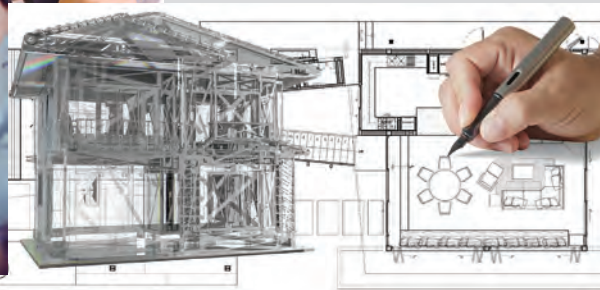


Wielding the Power of Member Classifications

What first brought you to Rotary? In all likelihood, someone identified you as a prospective Rotarian because you are a respected member of your business or professional field — in Rotary parlance, your “classification.” Each Rotary club’s membership represents a cross-section of its community’s business and professional population, which ensures diversity in experiences and perspectives. Classification and vocational service go hand in hand. Just as Rotarians represent their vocations in Rotary, so do they represent Rotary in their vocations.

Take Action

- **Host a classification talk** at your next club meeting. These presentations give members the chance to learn the inner workings of jobs other than their own and can plant the seeds for professional networking opportunities. The talks also are useful for introducing guests and prospective members to your club.
- **Organize tours of members’ workplaces.** Members who find public speaking difficult might prefer to conduct a workplace tour rather than give a classification talk. If logistics can be worked out, schedule an occasional meeting in a member’s place of employment.
- **Join or form a Rotary Fellowship** related to your vocation. Rotary Fellowships are international associations of Rotarians, Rotarians’ spouses, and Rotaractors who share a recreational or vocational interest. There are vocational fellowships for doctors, law enforcement officers, editors, and members of other professions. Learn more at www.rotary.org/fellowships.
- **Volunteer for a service project** that uses your vocational skills. Think about the skills that make you successful in your profession: Maybe you are trained in some branch of science or medicine, are handy with tools or mechanical things, know how to start a business, have expertise managing finances, or can influence others through public speaking or writing. Use your unique set of talents to help others in your community.





LA5 New Members



Anna Rosales
Section Manager,
Administration, LA County

Justin Lacey
Financial Advisor
USB Financial Services
(No Photo)

LA5 Sponsors



Jose Antonio Vera



Allen Bernstein



Helen Williams
Dean and Professor of Education
Pepperdine University



Rick Gibson



**Jagdish Jaganath
(Jag)**
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Santa Monica New Members



Allen Mueller



Anthony Fuller



Jolly Gissell

Santa Monica Sponsors



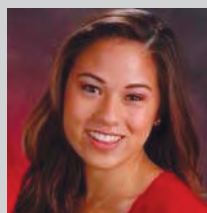
Bret Carter



Grace Cheng Braun



Hermosa Beach New Members



Emily Gee



**Linda Markiewicz (l) with
President Jody Levanthal**



Jamie Lee (center)



Be a gift to the world



CONNECT WITH KOREA – TOUCH THE WORLD

**ROTARY INTERNATIONAL CONVENTION
SEOUL, KOREA, 28 MAY-1 JUNE 2016**



The Rotary International Convention travels to Seoul in 2016.
Explore this world-class city and discover the rich culture, latest trends,
and time-honored traditions. Connect with new friends and new ideas.

Join thousands of Rotarians from around the world who will
come together in friendship and peace. Don't miss it!

Be sure to register by 15 December for early registration savings.

www.riconvention.org





Foundation Dinner, Seaside Serenade Speaker Brady Connell

by Lorine Parks – Rotary Club of Downey

Not many of us get to make a profound change in the lives of people who have faced hardship or personal tragedy. But in his role as executive producer for ABC's Extreme Makeover: Home Edition, Brady Connell did just that. On a weekly basis the show would coordinate with a local construction contractor and community volunteers for a drastic makeover of a family's home.

The Emmy award-winning programs Survivor, and The Amazing Race, Brady's other highly successful unscripted reality shows, had already taken him around the world. But after all of his journeys were over and hundreds of homes rebuilt, Brady came to find the spiritual equivalent of his highly successful Makeover TV show right here in Rotary.

Brady, who will be the principal speaker at the Paul Harris Celebration Dinner on November 14, goes on to say, "I was lucky enough to spend five years traveling the country with Ty Pennington and his team, building homes for deserving families on ABC's Extreme Makeover: Home Edition. It was a life-changing experience, which I carry with me every day. But ending the series brought an unexpected problem."



"After ABC's Extreme Makeover: Home Edition show ended in 2013, I realized I was having actual withdrawals from no longer 'giving back.' My job had inadvertently made me a give-back addict."

Fortunately for Brady, Rotary offers the opportunity to be of service to others that Extreme Makeover used to provide. "I related to the fact that everyone in Rotary seeks fellowship along with service. I also liked the

idea that Rotary is involved with so many activities -- it reminded me of the show."

"One week we would be working with Special Olympics, another week we would be building a shelter, the next week we would be helping a wounded warrior," Brady says. "But it was always happening in someone else's community... now with Rotary, I can give back, through a broad range of programs, in my own backyard."

"One day," Brady recalls, "a representative from Rotary International even came out to one of our building sites and presented Ty and me with the United Nations Non-Governmental Organization Peace Award for 'Most Positive Television Show in the World.'"



Brady on location with Ty Pennington and the UN NGO Positive Peace Award.



When the District Dinner planners, Cozette Vergari, 2017-2018 District Governor nominee and past Westchester Rotary Club President Cindy Williams met to choose a speaker for the Celebration evening, they thought Brady's experiences could be a great match for the Paul Harris event – "Using the project of Westchester Rotary, plus some of the techniques of Extreme Makeover: Home Edition, to encourage other clubs to start up a makeover program of their own."

At the Paul Harris dinner in November, Brady's experience on Extreme Makeover: Home Edition will be the main career achievement that he will apply to his keynote speech. And Brady will highlight the Rotary Club of Westchester's signal achievements. "Westchester with Geoff Maleman has designed a biennial local makeover program that was modeled after Extreme Makeover: Home Edition. I had read about the makeovers, but I had no idea they were actually inspired by the show."

"Astounding changes can come from a makeover," Brady emphasizes, "not only for the recipient, but for the volunteers and donors."

A few transformative stories from the show, some of which involved thousands of volunteers, might prompt District 5280 Rotarians to think about how a makeover might fit into their plans in the coming years. Westchester's makeover project is a model all clubs could follow. Brady and Maleman will hold a Makeover Workshop in January for clubs that want to learn about the specifics of how to put on a local makeover.

Rotarians and guests who attend the dinner have a treat waiting for them, in Brady's enthusiasm for clubs adopting this project. "Rotary has so much going for it," Brady says. "1.2 million members worldwide, a fantastic history, a world-changing mission, all fueled by fellowship and goodwill."

"From what I've learned and seen so far, including the amazing challenge to wipe polio off the face of the earth, I believe that Rotary, like few other worldwide organizations, truly can improve the world in lasting, and significant ways. I look forward to playing my small part," Brady concludes, *"along with my amazing fellow Playa Venice Sunrise Rotarians, to make whatever small and large improvements we can in our community."*



Lorine Parks, Special Correspondent

District Calendar

November 2015

14 Rotary Foundation Celebration

December 2015

11 Deadline To Register for Seoul Tour

Guided by DJ

12 Angel City Celebration

January 2016

15-16 RI Peace Conference

27 - Feb. 1 District Humanitarian Trip
(Panama)

February 2016

11 District Breakfast (Thursday)

19-21 PETS (LAX Marriott)

23 Viral Day

17 President's Dinner

March 2016

5 Rotary Pageant of the Arts

12 3-2-1- Go

26 New Member Orientation

April 2016

5 District Breakfast

9 Rotaract Ethics Forum

16 Rotary Day of Service

28 - May 1 District Conference (San Diego)

29 - May1 RYLA

May 2016

4 -10 RI Convention (Seoul Korea)



Looking for 250 Good Men, Women and Youth

Saturday, December 12, 2015

6:30am -1:30pm

Franklin D. Roosevelt Park

7600 Graham Ave., Los Angeles



Prepare & Serve the 2,500 pancake breakfasts
Stage the Health Fair, Resource Fair & Book Fair
Be the personal toy shopper for 4,000 children 3-10 years old
Manage the registrations for volunteers and event participants
Organize the fun activities, security and many other jobs



**Rotary Club of Los Angeles, Rotary District 5280
& Los Angeles County Department of Recreation & Parks present**



2015 ANGEL CITY CELEBRATION

SHARE
ROTARY



ROTARY GLOBAL REWARDS: THE GOOD YOU DO COMES BACK TO YOU.

Presenting a member benefit program too good to keep to yourself. With discounts on travel, hotels, dining, services and more, Rotary Global Rewards is designed to help you get more good work done and build Rotary friendships.

Rotary Global Rewards. It's our way of giving back to those who give so much.

FIND ROTARY GLOBAL REWARDS AT [ROTARY.ORG/MYROTARY](https://rotary.org/myrotary)

Rotary



ROTARY GLOBAL
REWARDS



ROTARY
WORLD PEACE
CONFERENCE 2016

*Hosted By Rotary Districts 5330, 5320, 5340, 5300, 5280, 5240
2015-2016 Presidential Conference Series*

January 15-16, 2015

Ontario, California

Tens of Speakers will speak on the subject of **PEACE AND CONFLICT
RESOLUTION**

REGISTRATION AND INFORMATION:

<http://www.peaceconference2016.org>



Lake Area Rotary Clubs Fire Relief Fund

- ♦ No overhead administrative costs. 100% of all donations will be used **in Lake County** to support the fire victims and their communities.
- ♦ A committee comprised of members from all 4 Rotary Clubs in the County with diverse professional expertise and connections will administer the funds
- ♦ Contributions are tax deductible
- ♦ The committee will be applying for Rotary International Matching Grants which will increase the value of the funds donated.



DONATIONS CAN BE MADE TO:

LARCA
c/o Lakeport Rotary Fire Relief Fund
PO Box 937
Lakeport, CA 95453

Or online at www.lakeportrotary.org

NON-PROFIT TAX ID# 46-1149482

Questions?

Jennifer.strong@investmentcenters.com or
707-349-0815