

# Rotary Vibrant

Rotary District 5280  
Newsletter-Magazine  
Volume 4 October 2014





*From Governor Elsa...*

Welcome to October, the month of falling leaves, pumpkin patches, Oktoberfest and Halloween. In Rotary, October is Vocational Service month. Rotarians are called to encourage and foster high ethical standards in their businesses and professions, recognize the worthiness of all occupations and dignify each Rotarian's occupation as an opportunity to serve society.

This month, the **B** in Vibrant focuses on **Bigger, Better, Bolder Vocational Service Projects**. Light Up Rotary by seeking ways you and your club can serve others through your vocations and practice high ethical standards. How can you use your professional skills to serve your community? How can you help a young person achieve his or her career aspirations? How can you guide and encourage others in their professional development? This Vocational Service month, let us all pledge to lead by example, to be role models in our homes, the community and the workplace, as we live by Rotary's Four Way Test.

It is my pleasure and honor to announce to all of our members, the presence of a new club to the Rotary District 5280 Family. The **Rotary Club of Compton** has joined our ranks. Only several days ago Rotary International notified us that their charter is officially approved. In the near future we plan to disseminate information about the new club and its members. Meanwhile, please join me in extending a warm welcome to Charter President Willie Jones and the members of the **Rotary Club of Compton**. We salute you!



At the District Picnic, Governor Elsa congratulates Scott Fellows of Redondo Beach Rotary Club the winner of the Chili Contest.



District Trainer Bette Hall and Governor Elsa Gillham were pleased with the interactive seminar helping Rotarians learn more about what Rotary and the District are all about.

October 7 is the second District Breakfast at the City Club. Our speaker is Peace Scholar alumnus Jeff Whitfield. Rotary Peace Scholars and Ambassadorial Scholars will share how programs of The Rotary Foundation have changed their lives and influenced their vocations. You are in for another big treat – great venue, great speaker and great fellowship with your fellow District Rotarians.

The District Community Grant Application is now available online. The due date for the applications is November 30th. Funds are limited so apply early. Thank you Lee Stacy for coordinating these grants to help our local communities.

**Never ending FUN** was had by all at the District Picnic. We had record attendance and entries in the cardboard boat race and the chili contest. The hula dancers and conch blowing contest gave the event that extra flair. A huge "HAPPY CLAP" for Redondo Beach Rotarian Steve Aspel for all he did to make the cardboard boat race possible and PDG Chuck Anderson for chairing the race. Thank you to the many clubs who donated food and drinks and the Interact and Rotaract clubs for leading the games. Chair Wendy Clifford did an outstanding job! Thank you, Wendy.

**Advancement and training** of new members was held and led by District Trainer Bette Hall in Santa Monica. DRFC David Moyers, PDG Jay Saltzman, Senior Assistant Governors, Chief of Staff and District Trainer Bette enlightened new members on Rotary Basics and what it takes to be a Rotarian. Thank you all for your **Involvement and Participation**.

*Light Up Rotary and Be Vibrant!*  
*Elsa Gillham*

## She Drives a Big Red Truck

*Pam Hragen, San Diego Union Tribune.*

Many of us met Linda Sundram at our 2011 District Conference in San Diego. She led a visit to Camp Pendleton where we paid a tribute to the fallen Marines at the Memorial Wall. Linda showed us the site for the Camp Horno Memorial Garden. Plan to donate to and to attend the Baby Shower for Camp Pendleton on October 18 and the Halloween Festival at Camp Pendleton on October 25. Enjoy this article written by Pam Kragen of the San Diego Union-Tribune.

**B**onsall retiree Linda Sundram never had children of her own, but the hard-charging fundraiser for projects at Camp Pendleton said she feels like a mom to the 70,000 or so Marines who call the Oceanside base home. "These boys are my babies," she said. "I would adopt them all if I could." Linda is a two time past president and full-time volunteer for the Camp Pendleton Rotary Club, which has raised more than \$500,000 for renovations, memorials, and family programs on base since it was chartered in 2005. Linda, who puts in about 60 volunteer hours a week, has spearheaded most of these projects out of a sense of personal obligation born from a personal encounter with a wounded warrior in 2007.

"People are so generous and wonderful," Linda said. "All you have to say is 'the Marines need' and there is an outpouring of help." Besides doing its own fundraising, the Camp Pendleton Rotary Club acts as a conduit for other clubs and charities that are unfamiliar with strict government rules and red tape. The no-nonsense Linda said she enjoys the challenge.



Rotarians honor the memory of Marine warriors at Camp Pendleton during Governor **Brad Robinson's** District Conference. The Camp Pendleton Rotary Club and other Rotary Clubs donated funds to create the Memorial Garden for mourners who come to say goodbye to Marines who lost their lives protecting our freedom. Former Marines—**Larry Bender, Chuck Anderson, Leandro Carde** and **Joel Forman**—laid a wreath at the site.

A project especially close to Linda's heart is the base Memorial Wall at the Mainside parade grounds. Sandstone panels are etched with the names of more than 1,500 Camp Pendleton Marine Expeditionary Force members who died in Iraq and Afghanistan. The \$200,000 wall, underwritten with donations from many Rotary clubs, was conceived seven years ago after the mother of a Marine killed in Iraq begged the base commander to ensure that her son is never forgotten.



Running her fingers over the engraved name of Cpl. Brandon M. Hardy, who was killed by an IED in Anbar province on April 28, 2006, Linda said that his mother's wish has been fulfilled. "I can't do enough for these boys. When they say 'thank you, ma'am,' it's the best sound in the world," she said, her voice choked with emotion. "This is the best job I've ever had."

Linda climbs aboard her big red truck, which she uses to traverse an average 100 miles each day on the base, and drives away in a cloud of dust to pick up and deliver donated furniture and supplies to those young Marine families in need.

Semper Fi Linda

Linda and other members of the Camp Pendleton Rotary Club run the Warrior Warehouse, a thrift shop for military families. Donations of the free items are always welcome and needed.







Members of the Vocational Service Team at the Literacy Breakfast were Cozette Vergari, Lance Miller and Ken Chong.

## Vocational Service in District 5280

### Sr. AG Vocational Service Ken Chong

**R**otary began as a professional networking organization over 100 years ago where business owners and leaders “rotated” between members’ offices. Clubs may have forgotten this piece of Rotary history because our motto is *Service Above Self* and it seems self-serving to promote business at Rotary. Rotary must evolve to stay relevant in our communities, find new members and grow. Doing business with fellow Rotarians, supporting each other and helping fellow members succeed is something all clubs can embrace. Having financially successful members only strengthens a club.



That being said, Vocational Service will be adding an Ethics Panel for Rotarians along with our Ethics Competition for Rotaract. This will act as an important reminder of why we joined Rotary and who we allow into our clubs. We will have an intimate dinner and discussion on the grey areas of Rotary,

Rotary’s involvement with youth is well documented. The District wants to encourage all clubs to participate in the high school arts contest which will be held on March 28th at LMU. The categories are art, music, dance and speech. Clubs do not have to enter all four categories. Did you know that many prominent politicians, leaders and business executives won their local Rotary Club high school speech contest? Any size club can use the competition to have a great community event at their club. Invite guest judges that could include: local political leaders, the police chief, business owners, college deans, professors, local celebrities and artists.

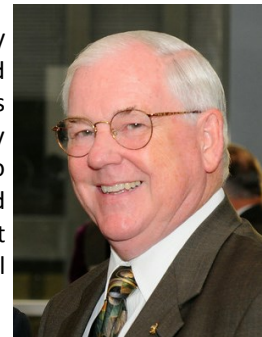
Students, parents, teachers and counselors should know that at the District Contest level the guest judges include University Deans and Professors. Two students who did not even place first, second or third in the contest caught the attention of the judges. One student was awarded a \$40,000 dance scholarship to LMU and another earned an \$80,000 art scholarship to Otis College of Art and Design! Imagine the buzz in your club and your community if your student accomplished that!

Contact me at [ken.chong@live.com](mailto:ken.chong@live.com) if you are interested in a speaker to learn about how to use the programs of Vocational Services to enhance your member experience, reach the community and grow your club.

## Literacy

### Chair Mike Birkholm

**L**iteracy is most commonly defined as the ability to read and write. Yet meaningful literacy is about a whole lot more than simply reading and writing skills. It is also about creating understanding and comprehension about important concepts in leading a meaningful and purposeful life.



District 5280 has two major emphasis projects this year relative to literacy. First our **Scam Awareness Program** in conjunction with the District Attorney’s office. Our focus is to help seniors avoid financial fraud and scams that can rob them of their hard earned life savings by presenting a PowerPoint Awareness program developed by our DA at Senior Centers throughout the County.

Second is our support and participation in the **Vision To Learn Program** that provides free eye exams and free glasses to elementary school students in low-income communities. This program helps youngsters to improve their academic performance, classroom behavior and enhances their self esteem and overall quality of life.

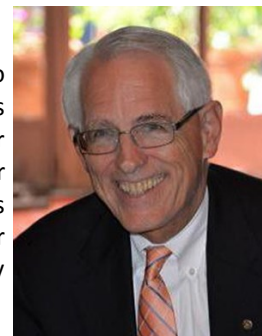
For more information on how your Rotary Club can be involved with one or both of these vital programs contact Mike Birkholm, [mbirkholm@birkholmdirect.com](mailto:mbirkholm@birkholmdirect.com).

## Ethics Committee

### Chair John Green

**T**he Third Annual Ethics Forum will take place on April 11, 2015. Again Loyola Marymount University will generously provide conference facilities. Rotaract teams will compete for a \$1,500 First Prize before a panel of distinguished judges by presenting oral dissertations on approved ethical topics. Further details will be distributed later this month including: rules, registration forms and the deadline to enter.

The Committee is also planning two dinner events to be held in homes around the District where a leader will facilitate an after-dinner conversation about ethical issues which Rotarians confront in their daily lives as they attempt to live by the Four Way Test.



Contact for more information, John Green, 213-330-4910 or [johnngreen374@gmail.com](mailto:johnngreen374@gmail.com).

## Art Contest Chair Bob Smith

The art work has been so high quality that it has been very difficult for the judges to select 1st, 2nd and 3rd place. The winner in the first year obtained a substantial scholarship to Otis College of Art and Design in Westchester.

Contestants will complete at the sponsoring Rotary Club by March 1, 2015 and Clubs may determine awards for winners at the Club level competition. Club Winners will advance to the District Finals to be held on March 28, 2015. The rules and information are available on the District Website. We look forward to a very Art Contest this Rotary year.



Contact for details or assistance Bob Smith, [resmith@earthlink.net](mailto:resmith@earthlink.net)

## Speech Contest Chair Lance Miller

The theme for this year's Speech Contest is the Rotary Motto, Service Above Self. This theme should allow contest participants to personalize their speech with a range of creativity.

The finalist for your club must be determined by March 2, 2015. Club winners compete for a \$1,000 grand prize in the District finals on March 28.

Now is the time to set the date for your club contest and contacting Interact Clubs, schools and community youth organizations to get participants! The detailed information package is on the District Website or contact me directly for assistance Lance Miller at [Lance@LanceMillerSpeaks.com](mailto:Lance@LanceMillerSpeaks.com).



## Dance Contest Chair Cozette Vergari

There is a great opportunity for talented high school aged dancers within District 5280 to win scholarship monies. and to showcase their talents to college or university and dance faculty in our area. Your club can sponsor a dancer or an ensemble of dancers for the same entry fee into the competition.



Details are on the District Website. Contact with for more information, [Cozette@LAXLawyers.com](mailto:Cozette@LAXLawyers.com).

## Music Contest Chair Debbie Wehbe

Music is a language of its own. We don't have to have a musical talent to enjoy hearing a choir, an orchestra, or singing in fellowship. Need help in starting your club contest? Check out the District Web for the new Club Instructions and Procedures. Or maybe your club participates regularly and only wants help at the District Contest level. Whatever your club needs, please contact me.



Help out our talented high school aged musicians by holding a club level Music Talent Contest. Then, send your First Place Winner to the District Arts Talent Contest. Maybe your student will be the \$1,000.00 winner! It won't happen without your club's participation, so please, hold a Music Talent Contest. I'm available to speak at your club, meet with your Vocational Service Chair or Committee, or in any way you may need. [Debbie.Wehe@gmail.com](mailto:Debbie.Wehe@gmail.com).

## District Calendar

### October Vocational Service

- 7 District Breakfast
- 18 District Wide Baby Shower
- 25 Halloween Festival  
Camp Pendleton
- 26 District Youth Conference

### November The Rotary Foundation

- 8 Foundation Celebration
- 12 Final Governor's Visit at Wilshire of LA
- 20 Presidents' Fellowship

### December Family of Rotary

- 3-4 Braille Student Holiday Party
- 6 Angel City Giveaway

### January Rotary Awareness

- 13 District Breakfast
- 29 Presidents' Fellowship

### February World Understanding

- 5-9 Humanitarian Trip Guatemala
- 20-22 PETS
- 21 Rotary Goes Viral

### March Literacy Month

- 21 Rotary Day—321 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

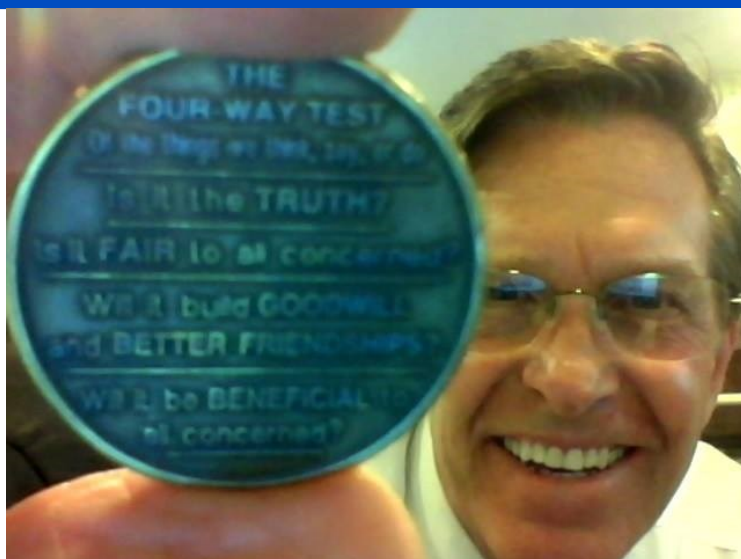
### May Promote Int. Convention

- 14-17 District Conference Coronado

### June Rotary Fellowships

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





## Lucky Coin!

Dave Harris

**a**re you able to recite the 4-Way Test?

When I joined Rotary I didn't even know what the 4-Way Test was about. Soon I learned where it came from and how it helps us make better decisions about "the things we think, say, or do."

I was very interested in this little tool, since ethics or trying to make better decisions was my field of study in graduate school. I hold a Master's Degree from Princeton in Ethics and a PhD from the University of Chicago in Ethics and Society. But, I also soon discovered that many Rotarians are unable to recite the 4-Way Test when asked. If the 4-Way Test is part of what it means to be a Rotarian, how can club members make it part of their decision process?

Well, as I visited different clubs, I discovered that some clubs say the 4-Way Test as part of opening. The meeting: invocation or thought for the day, flag salute, and everyone repeats the 4-Way Test!

**O**ne of the world's most widely printed and quoted statements of business ethics is The 4-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor when he was asked to take charge of a company that was facing bankruptcy. He later served as Rotary International President. This 24-word code of ethics for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy.

Adopted by Rotary in 1943, the 4-Way Test has been translated into more than hundred languages and published in thousands of ways.

So, when I became our Club President, I instituted that practice at our meetings. Of course, even with it up on the screen most of us stumbled through it over the summer. But, by November or December, most of us could recite the 4-Way Test without looking at the screen!

Another small device I found was a little brass coin with the 4-Way Test on one side. I gave everyone in our club a coin and kept one for myself. That was 10 years ago and I have that same Centennial 4-Way Test coin in my pocket today!


That little coin became a little reminder and comfort to me over the years. I would sometimes take it out of my pocket and read it over again recalling some of the past tough decisions that I had to make. Many times I must admit some of the principles were in conflict. In one case, I needed to say something that certainly was the truth, but it would not build good will and better friendships by a long shot!


As I struggled with how to remain true to the words on that little coin, a small tactic and discrete way of conveying my message came to me. The result was a necessary message was delivered, it was taken in the right way, and the relationship was strengthened, when it could otherwise have been seriously damaged.

The recipient of that message was my son. Today I enjoy a still great relationship with him, his lovely wife and my 2 wonderful grandsons. I am so thankful I had the luck to use that little coin to create that unusual tactic. It worked. And, that little lucky coin with its 4-Way Test has done the same for me again and again.

So, you may want to adopt one of those little lucky coins and carry it, and its message with you every day!

Contact Dave Harris at [harrisassoc@earthlink.net](mailto:harrisassoc@earthlink.net).





## The Four Way Test

of the things we think, say and do

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

## District Baby Shower

**D**o you know 160 babies are born in Camp Pendleton each month? Many of these young families are far from home without the support of family and friends. Rotarians in District 5280 have partnered to provide support with Camp Pendleton for several years. They need, want and appreciate all the help we can provide.

Nearly a dozen young mothers will attend the Baby Shower on Saturday, October 18, 1:00 pm—4:00 pm at the beautiful Roxbury Park Community Center in Beverly Hills. Each of their husbands is deployed out of the country and may not even be home for the birth of their child. These young mothers will represent many mothers from Camp Pendleton and will be taking gifts back to those not at the shower.

What do they need? **EVERYTHING!** Baby and Toddler Clothing, Booster Seats, Diaper Bags and Diapers, Strollers, Baby Blankets and Crib Bedding, Toddler Toys, Children's Books, Washcloths and Bath Towels, Strollers, Cribs, Car Seats, Baby Bath Tubs, Swing Bouncer, Diaper Bags, and MUCH, MUCH MORE! Gift cards so they can purchase what they need would be greatly appreciated.

Join us all the family to enjoy food, cake, games and share time with our guests. RSVP by Friday, October 10. Click for [Baby Shower](#) flyer.

Sr. AG Community Service Cindy Williams,  
[c.williams.president@gmail.com](mailto:c.williams.president@gmail.com)



**B**uses for the Camp Pendleton Halloween Festival, October 25, will leave from Hawthorne and Commerce at 9:00 am and leave by 2:30 pm. Bus transportation is \$25 per person. Lunch will be provided. Donate baby gifts at the Baby Shower or at the Halloween Festival. Household items are needed at the Warrior Warehouse managed by the Camp Pendleton Rotary Club. Contact for baby or other donations Larry Bender at 310-650-5700, [laurencebender14@gmail.com](mailto:laurencebender14@gmail.com). Click for the [Halloween Festival](#) Flyer.



Members of the Studio City-Sherman Oaks Rotary Club staffed the Beer Garden at the Camp Pendleton Halloween Festival in 2013.



Rotary Clubs around the district collect and donate Halloween candy for shelters and hospitals. Latinos Unidos provide candy for the Mount St. Mary's College Community Halloween Trick or Treat Night. Westchester donates candy to the Upward Bound House. Does YOUR club do something special for Halloween?

Attend the Camp Pendleton Halloween Festival on October 25. Studio City-Sherman Oaks and Hawthorne will be there along with Interactors and Rotaractors. Pumpkins are being donated from the Wilshire Pumpkin Patch.



## Be an Angel: Bring Laughter and Joy to our Young Neighbors in South LA

Chair Marjorie Keller

**S**milng faces are the most important product of the Angel City Celebration, from the big smiles of the 3,000 elementary school children who received the toys they never hoped to have to the relieved smiles of the parents who could not otherwise provide gifts to their children this holiday season and the proud smiles on the 500 volunteer faces for the help they helped to give our neighbors in need in South Los Angeles.



Working with Clubs within Rotary District 5280, LA City agencies and community groups and local churches, we are planning another big event to showcase "Rotary Cares." The Celebration is set for Saturday, December 6, at South Park Recreation Center, 345 E. 51st, LA 90011. The time is 6:30 am to 1 pm. Volunteers must register in advance on the District Website, on the Calendar, Dec 6, then RSVP. Register early! This year the number of Rotarians for this hands-on project is limited.

The Angel City Committee has already received pledges from a number of Rotary Clubs, but we need more! We are hoping your Club will join in helping our South LA neighbors in need. For the initial phase, we are seeking donations to enable us to purchase 2,000 toys. In addition, we are looking for other resources and contacts that will help us secure more items for the celebration. In the second phase, we need to sign up volunteers for the event. Our targets are \$12,000 in donations for toys and 150 Rotarian volunteers.

To donate or for more information, contact Marjorie Keller, 323-463-0304 or [2marjorieheller@gmail.com](mailto:2marjorieheller@gmail.com).



## District Breakfast October 7

Chair Pearl Leeka

**O**ur extraordinary program speaker, Peace Fellow Alumnus Jeff Whitfield, will deliver an eloquent and powerful message about the importance of the Peace Fellow Program and how Rotary Clubs can be participate.



Following his appointment and graduation from the Air Force Academy, Jeff was selected as a Rotary Peace Fellow at the University of Bradford UK. He was also a Fulbright Scholar. Today he practices law in Dallas. His presentations are so powerful and motivational that we asked him to travel to 5280 and share his experiences about The Rotary Foundation scholarship programs.

Pearl Leeka and Tori Hettinger, District Administrator look forward to a great District Breakfast

There will also be many Peace Fellows and Ambassadorial Scholars at the event who will be recognized and honored as well as the host sponsor clubs. Support these extraordinary individuals. Meet them and extend an invitation to speak at your club for Foundation Month in November.

Rotarians who have not purchased their seats are still welcome to attend the event. Tables are reserved to accommodate walk-ins.

For more information about the District Breakfast on Tuesday, October 7, contact Pearl Leeka, 818-242-6480, [pleeka@aol.com](mailto:pleeka@aol.com).

## Does YOUR Club Have Family Members?

**D**ecember is Family of Rotary Month. There are a number of husbands and wives in District 5280 Rotary Clubs. There are fathers and sons or daughters in our Rotary Clubs. We have a long list and are looking for more!

Do you have a story, a picture of family in Rotary. Please send to Newsletter Magazine Editor Carmela Raack, [carmraack@aol.com](mailto:carmraack@aol.com), by November 10.



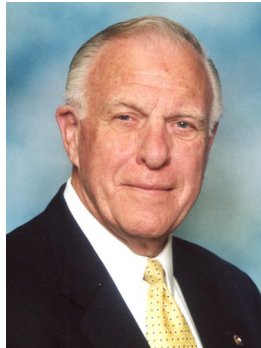
David and Karen Greenberg are active members of the South Bay Sunrise Rotary Club.





## Rotary International Council on Legislation Drew Frohlich, PDG

Every three years, Rotarians meet at the Council on Legislation (COL) to review and vote on proposed legislation. The Council gives us a voice in how our organization is governed. The COL is Rotary's "parliament." While Rotary International's Board of Directors sets policies, the COL is where Rotary clubs have their say in how our association of Clubs will be governed.



Clubs can submit proposed legislation to Rotary's 2016 Council on Legislation (COL). To do so, they must act soon. Even though the COL won't meet until April 2016, proposed legislation must be received by Rotary International (RI) by December 31, 2014. Club proposals must be endorsed by the district before they can be submitted to RI.

Accordingly, we have the following schedule if a club wishes to submit:

- October 17, 2014 — Proposed legislation due to District Office
- November 03, 2014 — A ballot of the Club and District proposals and arguments will be sent to Club Presidents
- November 30, 2014 — Completed Ballots are due to District Office
- December 15, 2014 — District sends endorsed proposed legislation to RI
- December 31, 2014 — RI Legislation receipt deadline
- September 30, 2015 - Proposed legislation published
- April 2016 — 2016 Council on Legislation convenes

It is not required that you and your club make a proposal, but this is the opportunity to offer changes.

PDG Drew Frohlich, [AFrohlich@aol.com](mailto:AFrohlich@aol.com)  
2016 Council of Legislation Representative, District 5280

Share the District Newsletter-Magazine with others! Print copies for club meetings and guests. Print to enjoy reading now and again later. Contact the writers for more information or go to the District Website. Newsletter Editor Carmela Raack

## District 5280 Community Grants Lee Stacy

What is a District Community Grant (DCG)?  
A way to use District money to help fund your project  
A way to increase your effectiveness in projects  
A way to expand your horizons in your community  
A way to work with other clubs to do even bigger projects  
A way to provide vocational or trade school scholarships

What are the requirements for a DCG?  
Any community project that has the following components:  
Must be a hands on project  
Must have non-Rotarian involvement, family & children involvement is greatly encouraged  
Must have a "Branding" element



You must be a qualified club to participate in DCG's  
How do we become a qualified club?  
Have at least 2 members do the webinar training  
Following the training these members sign a "Memorandum of Understanding (MOU) with District 5280

Why Should I consider doing a DCG?  
Because we are Rotarians and we make a better world.  
It would be boring if we just met once a week for a meal.  
Free Money!  
Wonderful PR for your club  
A recruiting opportunity to get new members

Where do I start?  
Do a needs assessment in your community  
Or expand a current project to meet the requirements  
Outline your project  
Connect with partners (if applicable)  
Setup a budget  
Fill out the online application on the District website

**The due date for District Community Grants is November 30.**

Lee Stacy, [lstacy@earthlink.net](mailto:lstacy@earthlink.net), District Grants Chair

### What is YOUR Club Doing for the Holidays?

Rotary Clubs are busy planning what they will do to help our local communities enjoy the holiday season. Many clubs provide Thanksgiving dinners. Almost every club donates toys, contributes food, hosts a gathering for families during December.

Some clubs invite guests at their Holiday Party to bring a toy to donate for children or socks for the homeless. Every club has a story of how to help and feel good during the holidays.

Send what YOUR club is doing, a story and photos to Newsletter Editor Carmela Raack, [carmraack@aol.com](mailto:carmraack@aol.com) by November 10.



**Dr. Jonas Salk** never put a patent on the polio vaccine believing it belonged to the people of the world

## World Polio Day

October 24th, we observe both **World Polio Day** and the birthday of Dr. Jonas Salk, who developed the world's first safe and effective vaccine against this crippling and sometimes deadly disease. We also celebrate the fact that the world is on the verge of eradicating one of the most feared diseases of the 20th century.

Rotary Clubs are encouraged to contact their city governments and ask to have a Rotary Proclamation added to their city council agenda. Submit an article to local papers and blogs regarding your club's efforts to end Polio and to help celebrate World Polio Day.

This year, a End Polio Now: Make History Today Livestream event, including a global update on the current status of polio eradication, will take place on World Polio Day, October 24, 2014 at 18:30 pm CDT and will be streamed live at [endpolionow.org](http://endpolionow.org). Clubs may plan to have a viewing party of the event, or incorporate it into existing World Polio Day plans. The archived video will be available following the live program.

To help with planning for World Polio Day events a toolkit is posted on [endpolionow.org](http://endpolionow.org). Spread the word about the club's plans for World Polio Day activities. Visit [endpolio.org/storytelling](http://endpolio.org/storytelling) to submit stories and photos.

We promised the children of the world that we would eradicate polio and Rotarians keep their word.

## Vision to Learn Drawing a Major Success!

Gerardo Jaramillo

One of this year's Rotary supported projects, Vision to Learn, involving 7 Rotary Clubs and Rotaractors has become bigger and bolder! The drawing raised \$66,000 from several organizations and Rotary Clubs! What a way to shine a light on Rotary!

The proceeds from this special drawing go to the Rotary Community Project involving Vision To Learn and the Lennox School District. Many thanks to United Airlines and the generous gift of travel vouchers! Lisa Schwab, of Playa Venice Sunrise, won the first prize of 4 round trip tickets! Many thanks to all of the Rotarians that have been out there selling tickets and spreading the word about this great Rotary Community Project!



Hawthorne-LAX-Lennox President Pat Springer and District Vision to Learn Chair Nora MacLellan. Can you believe we raised \$66,000!!

Now on to getting the kids screened with the hands on volunteer work of Rotarians! This continues to be a wonderful experience having 7 Rotary Clubs work together to raise funds and most importantly, to give children free eye exams and free eye glasses!

Rotary and [Vision To Learn](#) - together giving children a chance to succeed!



Why do you want to end polio? Join Rotary President Gary C.K. Huang and share your message with the [#WorldPolioDay](#) hashtag to join the gallery. View the World Polio Day gallery: <http://bit.ly/1qvsXgQ>



Playa Venice Rotarian Howard Pollack donated for the Live Auction at the Rotary Celebration a flight certificate for 2 business class flights up to 280,000 miles. Governor Elsa was delighted with the donation valued about \$10,000! Thank you Howard! Who will be the lucky bidder?



## Rotary Foundation Celebration

**A**uction items are being donated. Contributions are being made with Drawing Tickets. Rotarians are looking forward to November 8th and the 1920's at the Biltmore Hotel.

Silent Auction items include a variety of gift baskets, restaurant dinners, hotel stays, wine and art work along with much more. Governor Elsa suggests each club contribute a single item with a minimum value of \$150 for the Foundation Celebration. The gift donor will receive foundation credits toward a Paul Harris Fellow from one-half the monies raised on the auction item. To donate an auction item, contact Helene Pizzini, pizzini3@cox.net or 310-519-0296. For donations to the Live Auction contact Cindy Williams at c.williams.president@gmail.com.

The Early Bird Drawing Winner Doris Dillon, Inglewood Rotary Club, is very excited to have won a full-page color ad in the Event Tribute Program. The program provides sponsor and advertising opportunities. To advertise, contact Bette Hall at betterhrsolutions@gmail.com, or Judith Wilson at jwilson@travelbyjr.com.

The Rotary Foundation encourages Rotarians through "Every Rotarian, Every Year" to donate at least \$100 to the Rotary Foundation annually. Donations through the Drawing Tickets for the Foundation Celebration are 100% contributions to The Rotary Foundation. The first place cash prize is \$3,000. For Drawing tickets, contact Tom Johnstone at tomjohnstone@wiseburn.k12.ca.us. Be sure to complete the Multiple Donor Form for Paul Harris Fellow credits.

"We will be honoring Oscar Nominee & Emmy-Winning writer producer Terence Winter, creator and executive producer of HBO's Boardwalk Empire," comments Celebration Chair Cozette Vergari. "His creation of the child character Emily, who is stricken with the polio virus, has heightened awareness of the impact of this dreaded disease."

Celebrate with fellow Rotarians from District 5280 in our annual major fundraiser for The Rotary Foundation. The money raised helps sustain Rotary International, District 5280 and club humanitarian projects.

## District Speaker Directory

**T**he Speaker Directory is a resource available to all Rotary clubs. The directory is a list of speakers from the District whose presentations were recommended by fellow Rotarians. The directory is organized by speaker topics: Cultural, educational, government, historical, medical, miscellaneous, philanthropic, Rotary and sports.

The Rotary Rose Parade Float committee is available to speak to Rotary Clubs. In addition to the fun of decorating the float, it also brings international awareness to Rotary. To schedule a speaker, contact Culver City Rotarian and committee member, Kate Rosloff at [kate.rosloff@gmail.com](mailto:kate.rosloff@gmail.com) or 310-403-9292.

Do you have a speaker you to recommend? Please contact the District Office at [office@rotary5280.org](mailto:office@rotary5280.org) or 310-670-9792. See more at: [speaker-directory](#).

## Follow the Birds





## Picnic Chair Wendy Clifford

**T**his year's District Picnic was the biggest and the best ever! The weather was perfect, the food was plentiful, and more clubs participated than ever before! We couldn't have done it without the participation of our VIBRANT clubs!

Congratulations to the winners of the Cardboard Boat Race: *Dave's Dinghy* by Glendale Sunrise and the Youth Services entry by the Youth Exchange students. And the winner of the Chili Contest Scott Fellows, Redondo Beach.

Thank you to everyone who donated food, drinks, supplies and money. And special thank you to:

Rio Hondo Vernon for providing 2,000 hot dogs!  
Koreatown for the fabulous Korean BBQ!  
Filipinotown for the amazing Roasted Pig!  
David and Karen Greenberg, South Bay Sunrise, for the huge array of salads and side dishes!  
Carson/Gardena/Dominguez for the salads  
Playa Venice for the amazing array of desserts  
Downey and Westchester for the taco stand  
Redondo Beach for the ice cream sundaes  
Woodland Hills for the snowcones

Wilshire for providing the Hula Dancers!

Thanks also to those who helped in a big way:

Commodore PDG Chuck Anderson for once again running the Cardboard Boat Race  
Tom Quintana for planning and running a great Chili Competition!  
Pat Bennett, Ramona Holland, Marie Fremd and Carmela Raack for keeping the food tables stocked  
Diane Davis, SAG for Youth Service and to the Rotaractors and Interactors who helped with set up, registration and ran the games  
Leon Bodnar for providing the hot plates for the chili AND manning the gate all by himself!  
Glenn Mitchell for getting 50 cases of water donated. We drank every bottle!

The biggest thanks go to the Mayor of Redondo Beach, Steve Aspel. Many of you do not know that there was no water in the Seaside Lagoon on the Wednesday before the picnic. Mayor Aspel went to bat for District 5280 and we had water! We'll keep our fingers crossed for next year.



Are those Light Up Rotary Pants?

