

Make a dream come true!

Rotary
District 5280



ROTARY:
MAKING A
DIFFERENCE

OCTOBER 2017



Crutches4Africa is a new district program. Learn about it on [page 15](#).

Rotary
District 5280



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Make a Dream Come True!

“Let’s celebrate and collaborate to truly make a difference.”

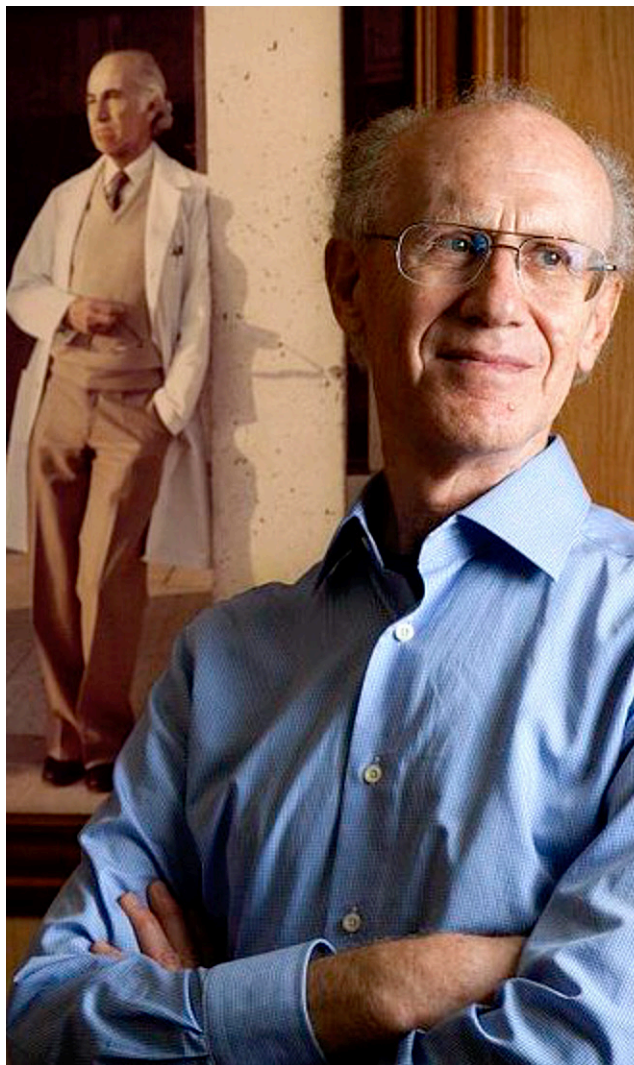
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DISTRICT CALENDAR

October

- 14 Peace Through the Lens of Technology
- 24 World Polio Day!
- 28 Service Trip to Camp Pendleton
- 28 Million Dollar Dinner ([Page 7](#))

November

- 4 Peace Conversation Facilitator, Part 2
- 7 District Breakfast (Honoring Veterans)
- 15 9th Annual USC vs. UCLA Rotary Tailgate Luncheon (South Bay Sunrise & Torrance Del Amo)

December

- 1 Global Grant Scholarship Apps Due to Clubs
- 2 Angel City Celebration

January

- 9 District Breakfast
- 12 Global Grant Scholarship Apps Due to District
- 27 Membership Forum

Photo: Dr. Peter Salk, foreground, will be the featured guest speaker at the Million Dollar Dinner. His father, Dr. Jonas Salk, is shown in the background. See [page 7](#).



“Make your reservations ASAP for our Million Dollar Dinner
on October 28 at the JW Marriott LA Live!”



DISTRICT 5280 IS MAKING A DIFFERENCE, COLLECTIVELY AND COLLABORATIVELY

By Cozette Vergari, District Governor

GREETINGS DISTRICT 5280 ROTARIANS, family,
and friends.

ANNUAL ROTARY FOUNDATION CELEBRATION: CENTENNIAL II

MILLION DOLLAR DINNER. Join everyone at the
JW Marriott LA Live on October 28. Fritz Coleman
will be our master of ceremonies. We will be hearing
from Dr. Peter Salk, son of Dr. Jonas Salk, who
developed the first safe and effective oral polio
vaccine. The results of Rob's Run To End Polio will
be announced! Thank you all for your generosity
of spirit!! Enjoy a live big band, great dining,
entertainment, and fun! Seats are available through
your club and/or the district. Make your reservations
now; there are seats available. Purchase your book

of tickets for chances to win \$3,000. Bring potential
new members to see what a great organization we
are!

**REGISTRATION HAS OPENED FOR OUR
2018 DISTRICT HUMANITARIAN TRIP TO
COLOMBIA.** We have a fabulous trip planned to the
beautiful, majestic Bucaramanga (March 21–26) and
the exciting, historical Bogota (March 26–30). You
may travel to either one or both. Register soon, as
spots are filling up quickly. Over 100 have already
registered. We have found more airline seats to
accommodate those who want to travel to both cities.

As I am writing this, we have accommodated the

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wait-listed travelers, but register soon! There will be hands-on projects, tours and evening event. We are supporting approximately one dozen projects, nine of which are Global Grants.

DISTRICT BREAKFAST NO. 2: A SALUTE TO OUR VETERANS. On November 7 we will honor veterans, some we know, and other that we will meet that day. We have a fun-filled morning planned. All clubs who have programs supporting veterans may submit a slide, portraying their event, which will be shown during the first thirty minutes of the breakfast. Bring a veteran! Bring a new member! Bring a potential member!

Hats off to
Howard Pollock,
Playa Venice Sunrise,
who donated
\$12,000
toward
disaster relief
efforts.

DISASTER RELIEF. We are accepting donations through the District Charitable Foundation for the many, many tragic disasters we have witnessed. You may select which of them you wish to support in the effort to provide aid to the victims. You may do so through the District Website using PayPal. We are working through the network of Rotary to shepherd these donations, so they are received where they are needed and will be used appropriately.

I THANK EACH OF YOU FOR ALL YOU
DO IN MAKING DREAMS COME TRUE.
I AM HONORED TO BE SERVING AS
YOUR DISTRICT GOVERNOR. ★



Rotary 
Rotaract 
Rotary Club Partner
Interact 
Rotary Sponsored Club

CAMP PENDLETON HALLOWEEN FESTIVAL

October 28th, 2017, 11:00 am - 2:00 pm

Help play games, decorate pumpkins, serve lunch.
Donate baby and children's items, toys and more for the
Rotary Warrior Warehouse.

Contact to volunteer, to donate or with questions:
Marie Fremd, Marie.Fremd@aol.com, 310-720-0938
Ted Jones, tedjonesrotary@yahoo.com, 310-809-5380
Jim Miceli to donate food for lunch
jimmiceli@aol.com, 818-763-5693
Tom Quintana for Rotaract and Interact
quprs@aol.com, 310-666-2394

PosterMyWall.com





LITERACY BREAKFAST FEATURES INNOVATIVE LAUSD PROGRAM

By Michael Turner (Woodland Hills)
SAG Communications

IN 2009 THE LOS ANGELES UNIFIED SCHOOL DISTRICT (LAUSD) was one of nine school districts awarded a grant by the Irvine Foundation to pilot a Linked Learning program. The Linked Learning approach integrates rigorous academics that meet college-ready standards with sequenced, high-quality, career-technical education, work-based learning, and supports to help students stay on track. We learned about this innovative program from LAUSD Chief Academic Officer Dr. Frances Gipson at the District's Literacy Breakfast in September.

For these who participate in Linked Learning, education is organized around industry-sector themes. The industry theme is an integral part of the lessons taught by teachers who collaborate across subject areas with input from working professionals and reinforced by work-based learning with businesses in the community. This method of learning replicates the workplace and helps students answer the question, "Why do I need to know this?"

LINKED LEARNING exposes high school students to previously unimagined college and career opportunities by turning their education into a personally relevant, engaging experience. Research shows that Linked Learning students have higher rates of engagement and higher graduation rates than their peers. Linked

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"Tell me and I forget.
Teach me and I remember.
Involve me and I learn."
—Benjamin Franklin



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Learning pathways prepare students for college, career, and life by integrating four core components:

RIGOROUS ACADEMICS

Students are prepared to take college-level courses and earn university credits. This helps to bridge the gap between high school and college curriculums and facilitate completion of post-secondary credentials, certificates, and degrees.

CAREER-TECHNICAL EDUCATION

Such training is embedded through a series of classes and combined with academic content standards, which parallel with career opportunities in a variety of high-need, high-skill occupations.

WORK-BASED LEARNING

The program provides opportunities to apply academic content and technical training, while developing the skills, competencies, and dispositions needed to succeed in the workplace.

COMPREHENSIVE SUPPORT SERVICES

Support services are a critical part of Linked-Learning and addresses unique needs of individual students, including academic and socio-emotional supports, to ensure equal access, opportunity, and success.

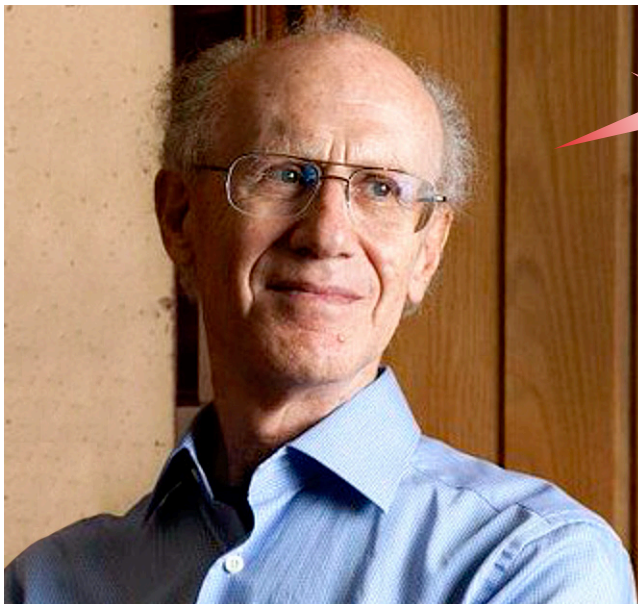
For information about LAUSD Linked Learning program, call 213.241.8720 or visit linkedlearning.lausd.net. ★



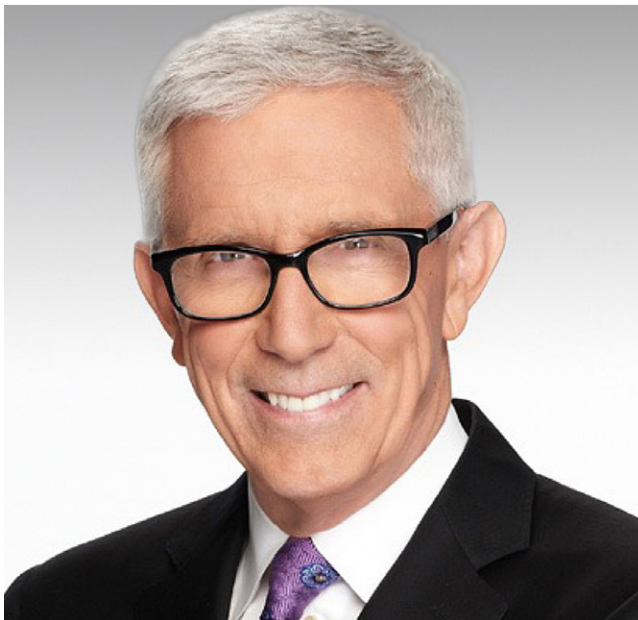
Dr. Frances Gipson was the keynoter at the September Literacy Breakfast

Research shows that Linked Learning students
have higher rates of engagement and higher graduation rates
than their peers.





Dr. Peter Salk will be the event's featured guest speaker.



Fritz Coleman will emcee this major fundraiser.



MILLION DOLLAR *Dinner*

ROTARIANS ARE RESERVING DINNER

TICKETS! Contributions are being made with drawing tickets! Auction items are being donated, and sponsor opportunities are being arranged! The event program is being put together with business ads and greetings. Tuxedos or favorite suits and beautiful evening outfits are being selected! Rotarians and their guests are looking forward to October 28 and the Rotary Foundation Million Dollar Dinner at the J.W. Marriott LA Live.

Every Foundation Celebration is unique, but what is always the same is the large number of fun-loving, dedicated-to-service Rotarians, spouses, and friends enjoying this special and outstanding annual event. This year's master of ceremonies, Fritz Coleman, will keep the evening moving and guests laughing. Dr. Peter Salk will speak about his father's discovery to conquer polio and future global wellness. And amazingly, "We Are This Close!"

The Rotary Foundation encourages members through "Every Rotarian, Every Year" to donate at least \$100 to The Rotary Foundation annually. Drawing ticket purchases are a 100% contribution to The Rotary Foundation. The first-place prize is \$3,000; \$1,500

and \$500 are second and third prizes. Complete the Multiple Donor Form for Paul Harris Fellow credits.

SILENT AUCTION ITEMS INCLUDE gift baskets, dinners, hotel stays, wine, beautiful art, and more. Each club is encouraged to donate at least one item. Gift donors will receive Foundation credits toward a Paul Harris Fellow from half the monies raised on their auction item. The purchaser will also receive Foundation credits from half the monies raised.

"We will be honoring Ron DeCou on his run and the many Rotary Clubs who have met the challenge to contribute to End Polio Now," commented DG Cozette Vergari. "The heightened awareness of the impact of this dreaded disease is helping us reach the finish line."

CELEBRATE WITH FELLOW ROTARIANS from the District in our annual major fundraiser for The Rotary Foundation. The money raised helps provide funds for grants and humanitarian projects for RI and our District and Clubs. For more information contact Celebration Chair John Mina at jsmina@hotmail.com or 818.974.9844. Details and forms are available here at rotary5280.org. ★





GOWNS FOR CAMP PENDELTON'S MARINE BIRTHDAY BALL

ROTARY WARRIOR WAREHOUSE is in need of gowns suitable for black-tie-optional events for Marine wives at Camp Pendleton. The base's annual Marine Birthday Ball is on November

11, with Marines in full-dress uniforms and their wives dressed in their finest.

Gowns and accessories may be donated along with the much-needed

baby items being collected by District clubs. The items will be taken to Camp Pendleton on October 28.

Drop off your donations at the

District Office, or contact Marie Fremd at marie.fremd@aol.com or 310.720.0938 or Melody St. John at melodyrchollywood@gmail.com or 323.459.6148. ★





WORKSHOP: PEACE THROUGH THE LENS OF TECHNOLOGY

By Lorine Parks (Downey), Senior Correspondent

MANISHA JAVERI, A PROFESSOR AT CAL STATE LA AND PEACE CHAIR FOR THE DISTRICT, is responsible for all the technology-based interventions for the “WomenSeriously” global campaign, using social media, organizing globally virtual women’s peace tables, and technology to mobilize women, giving them a platform to voice the issues they face in their countries.

“In terms of empowering women,” Manisha said, “I have used mobile apps combined with YouTube to have women record and publish the issues they are facing locally. We used social media, cloud technologies, Television-Aljazeera, virtual peace tables, selfies, information booths, and websites.”

On Saturday, October 14, the District’s Peace Committee will launch a Professional Development Workshop at Cal State L. A. for Rotarians who want to be change leaders in their clubs and to advance their knowledge and skills in the area of peace and conflict prevention.

“The workshop, which runs from 2 to 5 p.m., will provide both young and seasoned Rotarians best practice examples, and tools for creating local and global social change via community engagement,” said Manisha.

“We use current technology tools, theories and models for conflict prevention and promoting positive peace,” commented Manisha. “The workshop will use a trans-disciplinary approach to synergistically integrate technology with social context analysis and a systems approach to solving problems and resolving —continues

“Technology by itself is just a tool,
but when used properly it
becomes an innovation.”

—Manisha Javeri (pictured above)

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conflict issues. In short, we'll make use of technologies like mobile applications, social media, cloud-based technologies, data mining, gaming, and google class."

"In a nuclear fission reaction," said Manisha, "you only need a critical mass of fissile material to start a nuclear fission chain reaction. The same metaphor applies to bringing about any major social change."

"My strategy is to use technology as a tool to mobilize a critical mass who are change leaders and early adopters of 21st century technology tools. The rest of the population will automatically adopt the change. So most of the advocacy and educational campaign is very strategic targeting specific people within the community."

HOW WOULD THIS TIE IN WITH USING TECHNOLOGY to mobilize women and give them a platform to voice the issues they face in their countries?

"My interest," said Manisha, "is in effective use of technology to design humanitarian interventions." Technology by itself is just a tool but when used properly it becomes an innovation. Technologies like social media can be used for bringing awareness of an issue, fundraising for events, collaborating with people around the world, and educating and sharing multiple perspectives on any complex and/or controversial issue.



Manisha (second from left) is Educational Technology Consultant for WomenSeriously

"In terms of mobilizing women, I have used a mobile apps combined with YouTube to have women record and publish the issues that they are facing. As a technology consultant, I worked to create awareness and form public opinion on the indispensable role of women in achieving peace and security. We need to initiate a political movement that would influence the formulation of national action

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Manisha graduated from the U of Bombay

plans on women peace and security. U.N. Security Council Resolution 1325 mandates that we build alliances of women's groups to foster the development of peace organizations globally."

HOW GRASSROOTS WOULD THIS BE?

"Utilizing technology for women's rights or for any humanitarian purpose is a very grass-roots movement," said Manisha, "as I teach and provide best practice examples to students in my classes. They are empowered by the democratic power of using technology

in meaningful and ethical way to bring about social change in our communities locally and globally!"

Since 2007 Manisha has been actively involved in the post war reconstruction and redevelopment efforts in Mozambique. She has used her classroom as a lab to design, develop and implement technology based interventions in Mozambique to alleviate the health and poverty related problems in the HIV/AIDS afflicted community of Maputo. In addition, Manisha has implemented solar cookers, micro financing and micro business for women there.

The success of an advocacy campaign is evaluated using a plan which includes both qualitative and quantitative data in the form of number of visitors on the site, number of peace tables formed, number of alliances created, discussions on the peace table, and formulation of a report that informs the 21st century Peace Agenda.

Along these lines, Manisha is also currently an ambassador for the Global Peace Index (GPI), another kind of technology endorsed by Kofi Annan, the Dalai Lama, and Archbishop Desmond Tutu. GPI uses data to make informed decisions for promoting Positive Peace.

For 2017, GPI created an index of **how** peaceful countries **are**. Iceland, New Zealand, Portugal, Austria, and Denmark are at the top of the list. Canada is number eight, the United States is 118, Syria is 163, and Afghanistan, Iraq, South Sudan and Yemen are the least peaceful countries.

How did Manisha become interested in Rotary? "I was working in Mozambique with children orphaned by AIDS," she commented. "I was encouraged by one of my friends to apply for a Rotary Peace Fellow. I was accepted at Chulalongkorn University, in Bangkok, Thailand, in 2010 and then joined Rotary in 2011. I am now a director for the LA5 Club."

To learn more about WomenSeriously, you are invited to [view a YouTube video](#). ★

District 5280's Peace Committee presents a
Professional Development Workshop
Saturday, October 14 from 2–5 p.m.
at Cal State L. A.

For Rotarians who want to be change leaders:
Best-practice examples and tools for creating
local and global social change via community engagement



PEACE SOLUTIONS: FROM HONEY TO CLOWNS

By Lorine Parks (Downey),
Senior Correspondent

IN A GIVE-AND-TAKE INTERVIEW, DISTRICT PEACE CHAIR PDG DR. VICKI RADEL LAID OUT SEVERAL PATHS TO PEACE, BEGINNING WITH RESPECT FOR THE INDIVIDUAL. VICKI MOST RECENTLY MODERATED A PEACE DAY CELEBRATION IN SEPTEMBER, WHICH WAS SPONSORED BY THE SOUTH BAY ROTARY CLUBS IN PARTNERSHIP WITH PEACE ONE DAY.

Q: DO YOU HAVE AN ANGLE FOR INSPIRING PEACEFUL RESOLUTIONS TO CONFLICT? I

believe that if we can isolate the conflict issue from the individual, we stand a better chance of a win-win outcome/resolution in all disputes

Q: IS ANTAGONISM HARDWIRED IN THE HUMAN PSYCHE, DO YOU THINK, OR CAN WE MODIFY OUR BEHAVIORS? NO, I do not believe antagonism is hard-wired. Yes, we certainly can modify our behaviors and model those changes for others to see and emulate as well. But behavior modification requires motivation to change. It's a matter of "dislike the behavior but still honor/



PDG Vicki Radel, right, in a conflict-resolution session.

respect the dignity of the person" you're in conflict with. For example, during the famous People Power movement in the Philippines the chant of "alay dangal" (dignity for all), was adopted for their non-violent movement against dictator Ferdinand Marcos. When he sent armed soldiers to disperse a crowd of 50,000 protesters, the military was greeted not with rocks or guns but with hugs and prayers, and yellow ribbons were tied around the soldiers' weapons by the protesters.

The honey of persuasion, rather than the sour lemons of resentment and rifles, attracted converts.

End result: People in the streets overthrew the dictator.

Anyone can soften his or her outlook; it takes approximately 21 days to alter a behavior if you take incremental steps daily toward the new behavior or goal. I encourage everyone to chill their anger by self-talk statements such as: "but I might not be right about that" or "perhaps I should put myself in that person's shoes and listen to them to see what he or she thinks or feels before I over react." You need to muster the patience to practice the desired effect.

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A good anger-management technique for those who fly off the handle easily is to learn to meditate and not take everything (especially yourself) too seriously. Daily meditation can round out the rough edges and make us less volatile and easier to get along with. One can let things roll off our backs, rather than get all worked up over issues or problems.

When conflict in relationships rise above dissension, you can defuse the situation by smiling or laughing and saying things like, "I've got your number. I'm not going to allow you to push my button over this." "Let's just laugh about our inability to see this issue the same, and hug." Or, "I'm going for a cool down walk. Let's take this up later."

Q: WHAT ESSENTIAL APPROACH SHOULD WE TAKE? The goal is to embrace a philosophy of "heart unity," the truth that we're all connected. That includes emotionally connected to those with whom we have conflict. The non-violence approach to conflict interests me most, perhaps because I've always disliked conflict or drama in personal relationships. A lot of drama can become dysfunctional and distract you from getting on with the business at hand.

Of course, this movement has been well-orchestrated over the course of a couple of years, but "dignity for all" prevails. The basis of this "soul force" concept is the teachings of Mahatma Gandhi and the value of meditation. The daily passage meditation that resonates with me is a Gandhi quote: "The very first step to non-violence is developing in our lives and



2015 Walk for Peace, with PDF Vicki Radel (center making the V hand sign) leading the charge.

among ourselves truthfulness, humility, tolerance, and loving kindness."

The best angle I have is to start within. The calmer we are within the better chance we have in forging peace with others. A daily spiritual practice such as meditation is very helpful to develop the inner calm required to keep your cool when issues get tense. If we could multiply that worldwide I sincerely believe it could work wonders for greater Peace.

Q: IT SEEMS INCREDIBLE THAT ROTARY SHOULD HAVE HIT ON THIS GRASSROOTS PERSON-TO-PERSON INTERFACING WAY OF

APPROACHING AN AGE-OLD PROBLEM. HOW DO WE TELL PEOPLE THIS STARTS AT HOME, IN FAMILIES, IN YOUR NEIGHBORHOOD, ON THE PLAYGROUND, AND ISN'T THE SAME OLD PLATITUDE ABOUT NATIONS? I couldn't agree with you more. The calm starts within to combat the challenges of everyday hassles at home. Once we begin to recognize the value of every human being in our sphere of interaction, even those with whom we disagree, there will be less strife everywhere.

I recall, a few years back facilitating a breakout

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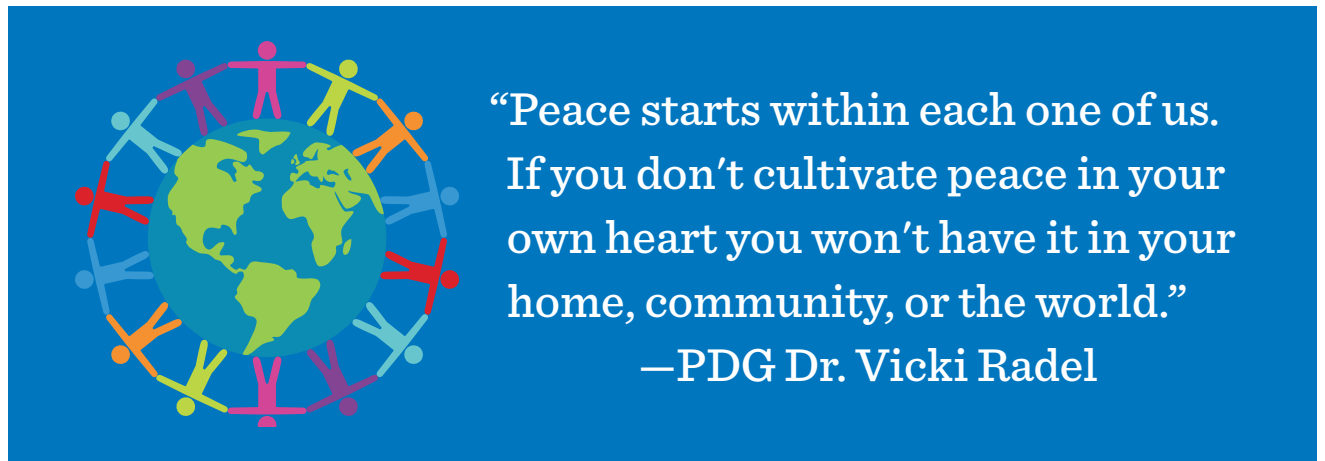
session at a Rotary Peace Conference in Palm Springs on “How to Create Greater Peace in the Home and in our Communities.” Among the topics covered were playground and Internet bullying; the value of mentorship for at-risk children and parents; and communication skills, specifically why it’s important to improve your listening-to-speaking ratio to help reduce dissension.

It was a full-room session, and particularly special was that the keynote speaker for the conference was Arun Gandhi, Mahatma’s grandson, who shared the non-violence lessons learned at his grandfather’s knee. He, too, stressed the value of meditation to begin your day.

Q: ARE MEN OR WOMEN MORE PRONE TO ANGRY BEHAVIORS? That’s a loaded question, isn’t it? Men and women often deal with issues differently.

I developed a workshop titled “Male vs. Female Stress Syndromes: The Similarities and the Differences.” In a text for the class, *You Just Don’t Understand* by Deborah Tanner, a professor of sociolinguistics at Georgetown University, she claims that men and women communicate so differently that at times it’s like a Chinese-speaking person is talking to someone who only speaks French.

Couples often feel not heard or misunderstood and can get angry over that alone. Yet, I am unaware of any statistics on who is the angrier of the sexes. Besides, anger can be viewed on a continuum, and it



is not necessarily the core problem. Furthermore, it’s how you deal with your anger that matters most.

Anger can be a good motivator to spurn you on to change the injustices against you or in the world at large. What we all need to learn is how to convert our anger into positive action. People Power, the kind that stems from collective Personal Power, can make strides to ultimately benefit individuals, families, communities, perceived notions about antagonistic opposition, and our world.

“In the picture of me on page 12 in a conflict-resolution session,” said Dr. Vicki, “it took months just to get these two angry people in one picture frame. You have no idea how much I’ve worked with those two to get them to where they’re at now. It’s nearly miraculous.”

Worldwide, another wonderful non-violent action has occurred annually since 2014, when unarmed citizens dressed as clowns confront the neo-Nazis

marching to Rudolf Hess’s grave near the Czech border. They have successfully turned the march into a humorous subversion, Germany’s “most involuntary walkathon,” where for every meter the neo-Nazis walked, the local residents and business pledged 10 euros (\$12.50) to a program called EXIT Deutschland, that helps people leave **right-wing** extremist groups.

Q: WHAT DO YOU THINK IS THE GREATEST BARRIER TO PEACE HERE IN THE UNITED STATES? WORLDWIDE? The greatest barriers I see are a lack of a moral responsibility to embrace the “dignity of all” philosophy and with some individuals a pervading sense of hopelessness, which impedes personal motivation to change.

Peace starts within each one of us. If you don’t cultivate peace in your own heart you won’t have it in your home, community, or the world. “Dignity for all,” is the common thread. Peace Unto All of my Rotarian Brothers and Sisters in 5280. ★





CRUTCHES 4 AFRICA

By Peter Lattey (Downtown L.A.)

THE DISTRICT HAS UNDERTAKEN A PROJECT with Crutches4Africa (C4A) to collect used mobility devices and distribute them to people in Africa. We will be collecting used crutches, walkers, wheelchairs, and other items. After the devices are collected we will load them into a container and C4A will ship it to Kenya for distribution. The cost will be minimal, but there will be a significant need for a number of volunteers to collect and pack the items.

This project will make a difference to thousands of lives. "Many of us have had a mobility problem at some point in our lives and needed assistance or a device to get around," said Peter Lattey, past president of the Downtown L.A. Club. "Imagine if that mobility problem was permanent and you had nothing to enable you to navigate your home or community. There are people literally crawling in the dirt or hobbling around using a stick because they have no crutches or wheelchair." C4A has helped more than 100,000 people like that in Africa. WE CAN HELP, TOO. ★

About Crutches4Africa

C4A is an international project of the Mountain Foothills Rotary Club in Evergreen, Colorado, run by Rotarian David Talbot and his wife, Candice. They collect used mobility devices, ship them to developing countries, and distribute them free to people with physical challenges. These mobility devices make a huge difference in recipients' lives. They allow people to become independent.

You can learn more about C4A on its [website](#) or by watching a [YouTube video](#).

To participate in this project as a club or individual, contact Peter Lattey at lattey@sbcglobal.net or 310.968.3252.

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Angel City Rotaract is a community club, which means it isn't tied to a college or university. Anyone from 18–30 can join.



ANGEL CITY ROTARACT REVIVAL

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



Christopher Becerra, former president of Angel City Rotaract, is helping with plans to revive the club.

AT THE ROTARY INTERNATIONAL

CONVENTION IN ATLANTA, RI President Ian H.S. Riseley reminded Rotarians that we have to invest in youth programs. There is a big push for Rotaractors to become Rotarians. I am glad that our District is passionate about our youth.

Angel City Rotaract was chartered in 2015 as a community club, which means it isn't tied to a college or university. Anyone from 18–30 can join. Past President Chris Becerra said that the club's launch year was a major success. However, in the second year many cabinet members moved and membership was extremely low. This year Chris and former UCLA Rotaractor Ben Shea are making plans to revive the club.

On September 12 representatives from LA5 and Beverly Hills Rotary Clubs and other Rotaract advocates like Bette Hall, Jermaine Ee, and Chris

(pictured) met at the Beverly Hills Chamber of Commerce to discuss plans to help the Angel City Rotaract Club grow and thrive. One of the attractive qualities of the club is that it fills the Rotaract void between Downtown LA and Santa Monica. Chris said, "There is a lot of untapped potential in this area to create a club of young professionals who love service. Their biggest hurdle will be finding a sustainable source of members."

If you know anyone who lives or works between Downtown LA and Santa Monica, Chris would love to hear from you. Contact him at christopherdbecerra@gmail.com. Support and like the club on [Facebook](#).

Please continue helping Rotaract clubs succeed in our District. ★





BIG WEST ROTARACT CONFERENCE

The annual Big West Rotaract Conference will be held in Long Beach from October 20–22. “We are so excited it is in our District this year so more of our Rotaractors can attend,” said SFV Rotactor Sarah Furie. Since many attendees are traveling from other states to this event we need housing for them because another event is going on in the area that weekend and many hotels are already booked.

If you can host a Rotaractor [fill out this form](#), or contact Ashley Riley at ashley.riley@gmail.com or Brittney Olaes at bmolaes@gmail.com. ★





Membership Nook

HOW MANY OF THESE MEMBERSHIP ACTIONS ARE YOU TAKING?

By Kathleen Terry (Manhattan Beach), SAG Membership

IF YOU WANT TO HAVE A VIBRANT CLUB AND ATTRACT AND RETAIN MEMBERS, HERE ARE SOME ACTIONS YOU MIGHT WANT TO CONSIDER.

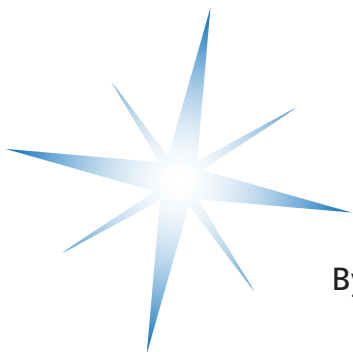
- Does anyone in your club pay attention to who in your club has been absent? Does anyone call **him or her** to inquire how they are doing? People leave Rotary when they feel their presence is unnecessary. Ask for their opinions about the club and tell **him or her** what is happening with the club. Find out what activities and committees interest the person. *Let them know their presence is missed.*
- Do you **schedule greeters** to welcome members and guests and to make sure they meet other club members?
- Do you **schedule regular social activities** throughout the year? Are they fun and family-inclusive? Is there a variety of activities? This is a great time to invite friends who might be interested in Rotary.
- Is your **web page linked** to your Facebook and other social media pages?
- Do you **have a brochure for your club** highlighting your club community, international, vocational, and youth projects? If not, it's time to create one and start spreading your name!
- Have you considered starting a **mentor program** pairing up new members with active members?
- Do a "Google" Search using the name of your club. What do potential members find when they look for your club? **Make sure you can easily find the club location, date, and time online.**
- **Is your website appealing?** Does your website feature your club's service projects?

**If your club would like to learn more about any of these topics,
contact Kathleen Terry, SAG Membership, at terrymanna2@gmail.com or 310.545.4046 ★**





Trendy restaurant-bar Mixology 101 was the venue for a fundraiser planned by Cys Bronner (right) of the Wilshire Club.



Imaginative Club Project

MIXOLOGY 101

By Lorine Parks (Downey), Senior Correspondent

MORE THAN JUST RECIPES FOR A DRINK,

Mixology 101 is a trendy restaurant cum bar located where the Original Farmers Market and The Grove meet. And renting the spot exclusively for Rotarians for a one-time evening on May 31, 2017 was the successful brainchild of Cys Bronner, club service chair for the Wilshire Club.

"Eat, Drink and Fellowship" was the headline that drew a capacity crowd to the event. "Mixology was a *funraiser*," said Cys, "primarily for fellowship. But it was not far from my other fundraisers. The reason I saw it as being so successful is that we had guests there who became interested in what Rotary is about and later joined the club. Fellowship events allow visibility in the community, club growth, AND a really good time."

"When I asked Past President Pearl Leeka what I should do for an event," commented Cys, "she replied that whatever I do it should build our club community and include soft fundraising. Being new to the club, as well as the role, I really had nothing to look back on so I made it my own.

"Mixology is a fabulous place for one of our rotating fellowship events," Cys added. "The imaginative part is finding locations that **provide** an insight into our city.

—continues



**“When I asked
Past President
Pearl Leeka
what I should do for an
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whatever I do
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community and include
soft fundraising.”
—Cys Bronner**

—continues

We are the Wilshire Rotary Club, and that comes with deep historical roots that support our club's enjoyment of being together.

“You would be surprised at the kind of forward motion that happens in a social setting! Plus, on many occasions it allows us to do a little soft fundraising. On September 1 the club invited Rotarians and others to a large box with special seating at the Staples Center. When we do those events, where there is no cost to attend (because I am hosting), we encourage fundraising such as tickets, door prizes, etc.”

CYS IS EXECUTIVE DIRECTOR and CRO (chief referral officer) of BNI4Success. BNI, which stands for Business Network International, is Greater Los Angeles's leading business networking organization. Founded 30 years ago, its motto, “givers gain,” is much like Rotary's philosophy, “he gains the most who gives the most.”

Cys is an avid philanthropist, combining her love of cycling with raising money for various causes. “Over the years I have cycled in more than a few 100- and 200-mile rides for charity, which means I have a cadre of passionate cyclists participating in these events.” Cys has produced and participated in high-profile webcast events such as The Grammys, The 1996 Summer Olympics in Atlanta, President Jimmy Carter at the UN Summit in Turkey, and interviews with Nelson Mandela, the late science fiction writer

Douglas Adams (*A Hitchhiker's Guide To The Galaxy and Metallica*)—but not all at once, she pointed out.

“Another example of soft fundraising is our Bowling Night,” said Cys. “The flat rate included the bowling, shoes and a two-drink ticket. We added just a few dollars to grow our club's kitty.”

“Our club is very community-driven,” commented Cys. “With our foundation funds, we're always looking for ways to give service within Los Angeles. I've got a particular soft spot for our literacy efforts, things like our Dictionary Distribution.” This year, Wilshire Rotary is providing age-appropriate dictionaries to 880 third graders in 11 surrounding elementary schools, expanding a long-time Wilshire Rotary tradition of promoting literacy.

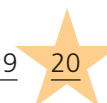
HOW DID CYS GET INVOLVED IN ROTARY?

Was it a person, or an event? “I've been a fan for a long time,” Cys said. “It's all about giving service, which fits very well with my motto, ‘Make a difference.’”

“I feel very strongly that anyone can help in some small way, and that as business leaders it is our responsibility to give back. When Greg Gill (who I know from BNI) told me he was a member, I jumped on him and asked if I could come to a meeting. The rest is, as they say, history.”

With her exotic name and red hair, one might guess Cys is Celtic. “My name is a *gift* of my mother,”

—continues



Cys-planned Wilshire Club *fun*raisers for fellowship have included:

- “Eat, Drink and Fellowship”
at Mixology 101
- Attending the Sparks vs.
Atlanta basketball game at
Staples Center, where a large
box with special seating was
reserved for Rotarians
- Bowling Night

Next up?

- Networking at Sea aboard
Carnival’s *Imagination*,
February 4–8, 2018.

—continues

Cys commented. “It is pronounced CEASE so that she was very clear that I am the last of five kids. My parents were Holocaust survivors. I’m proud to say that I am first-generation American. I didn’t get much from my German father, but the red hair and freckles is all Mom, who was Polish.”

IN THE MODEST SPIRIT OF ENTHUSIASM for service that one has come learned to expect from outstanding Rotarians, Cys added, “I owe my vision of service to my heroes: my Mom and Dad. But no one supports me more than our newest club member, International Chair Dave Rittenhouse, my husband.”

“Dave and I are in our mid-fifties,” said Cys, “which is a wonderful age to be right now. We’ve raised three kids and a few others (18 in total to be exact!), and have the house to ourselves for the first time ever. We’re both ‘late in life’ babies, so our parents are recently gone as well as some siblings. This allows us to follow our passions, which are what took me to Rotary.”

“One thing we teach to our BNI members is that you should belong to at least three networks. “I’ve got the hard contact referral network covered. I wanted something that added balance to my life. Balance is

important: We should look for avenues that support the life we want. In addition, I cycle and belong to Rotary.”

WHAT’S THE NEXT CREATIVE FUNDRAISER

for Cys’s Wlshire Rotary? “I believe that the event at the Staples Center will become annual,” Cys said. “It was great fun! The box is a larger one, with 24 seats facing the court (it was an LA Sparks game), and there was additional seating at a few tables.

“What I would really like to do is invite others to our upcoming Networking At Sea event during International Networking Week, which features a number of networking events across the world. It seemed a natural to create an event that takes us on a fun trip into international waters. The ship: Carnival’s *Imagination* and the cruise will be from February 4–8, 2018. For more information, contact Cys at CysBronner4Rotary@gmail.com. ★





CLUB 62

News from District 5280 Clubs



SPY EMPOWERS HOMELESS YOUTH

When Christa Ramey was president of **Westchester Rotary**, the club remodeled the Safe Place for Youth (SPY) in Venice with a budget of \$175,000. Part of the funding was used to provide paid internships for homeless youth. Four participants just completed their six-month internships, and they are all now gainfully employed. SPY's mission is to inspire, nurture, and empower the resilient human spirit of homeless youth by providing immediate and lasting solutions, one young person at a time.



BELLFLOWER BACK TO SCHOOL SHOPPING SPREE FOR NEEDY YOUTH

"So much fun helping two great brothers shop and pay for their own clothes, each with our provided \$100 gift cards," said Dave Davis, SAG Club Service.

—continues





The 37th Annual
PALOS VERDES
PENINSULA
ROTARY
EDUCATOR
OF THE YEAR

Wednesday, November 1 2017

HONORING OUTSTANDING EDUCATORS ON THE PALOS VERDES PENINSULA

Rotary
Club of Inglewood

Bingo Night

WITH INGLEWOOD ROTARIANS

FUNraising Time!

SATURDAY
OCTOBER 14, 2017 • 6PM
Westchester Elks Lodge 2050
8025 W. Manchester, Playa Del Rey, CA 90293

PURCHASE TICKETS:
Tickets are **\$50** { includes buffet dinner and music }
PayPal { \$1.75 fee }, groundsforpossibility@gmail.com or
Freddi King
310.892.4878
freddi.king5280@gmail.com
Olivia Patteson Ryans
310.946.5454
olivia5280@att.net

..... AT THE DOOR: \$55



OTHER DISTRICT NEWS



Photo: Mikolaj Karczewski. Credit: The Los Angeles Times

EXCHANGE STUDENT "LIVING A DREAM"

The Fairfax High School basketball team added our District's 6-foot-6 Rotary foreign-exchange student, Mikolaj Karczewski, to its roster.

Mikolaj, who played for a top club team in Poland, lives in Torun, a city in northern Poland. He wanted to attend a high school with a good basketball program and ended up on a team that's the City Section favorite.

"I love it," he said. "I'm living a dream."



PLAN NOW TO ATTEND RI'S 2018 CONVENTION

In Toronto from June 23–27.

Click [here](#) to register.

**December 15 is the deadline
for the early registration discount.**





MAKE A DREAM COME TRUE

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