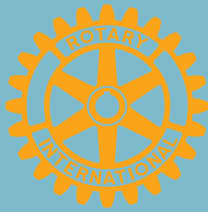


# Rotary



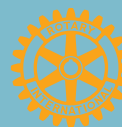
Be a gift to the world

Rotary District 5280  
Greater Los Angeles  
Newsletter-Magazine

Volume 7 | September 2015



**Turning the Fans in the Stands into a Sea of Yellow with 1,000 District Rotarians**



**DISTRICT 5280 MONTHLY E-NEWSLETTER**

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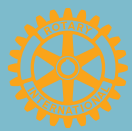
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**INSIDE THIS ISSUE:**

Governor DJ's Message	Page 3
A Rotarian's Guide to the Big Race	Page 4/5
Calendar, Upcoming Events	Page 6
District Picnic	Page 7
District's Newest Club	Page 8
Creative Ways to Participate In Rotary	Page 9
Operation Smile	Page 10
Future Leaders Training Seminar	Page 11
Vocational Lion King	Page 12
Be a Gift to the World	Page 13
Rotary new focus Seminar	Page 14
Rotary Peace Conference	Page 15
Rat Beach Bike Tour	Page 15
District Breakfast - July 28	Page 16



## *From Governor DJ...*

**A**lthough it seems like we're just starting our new fiscal year, it's already almost the end of the first quarter. The district leadership and club presidents have put together a plan for activities in each Avenue of Service. Now it's time to execute that plan, one step at a time.

September is Youth Service month, which aims to recognize the importance of empowering youth and young professionals through leadership development programs such as Rotaract, Interact, the Rotary Youth Leadership Awards (RYLA), and the Rotary Youth Exchange. If your club does not have these programs, it should consider sponsoring Interact Clubs at local high schools or Rotaract Clubs at local colleges or in the community. Consider hosting a student from another country or encourage your members' children to study abroad through the Youth Exchange Program. Your club could also sponsor students to attend the RYLA, a leadership development program run by our district. Whatever direction your club chooses, make your youth service projects meaningful, relevant, and effective for your members. When a project involves your members and incorporates their interests, they are much more likely to get involved.

To all of you who attended the inspiring Literacy Breakfast at Lawry's Prime Rib: Thank you. Kelly Tyler, Senior Librarian for Adult Literacy, explained to us the negative economic impact that illiteracy has on our economy, how the Los Angeles Public Library runs its education program for illiterate individuals, and how we can be engaged as volunteers. Illiteracy is one of the most critical barriers preventing people from reaching their full potential, and is one of the six focus areas of the Rotary Foundation.

### **Upcoming events:**

September 12th: Future Leaders Training Seminar at St. Paul's Lutheran Church Hall, in Santa Monica. The program is geared toward expanding your Rotary knowledge, highlighting opportunities to work with the district leadership team, and explaining how to advance to a leadership role.



September 20th: Time to have fun! The district picnic will be at the Seaside Lagoon in Redondo Beach. This is one of the most enjoyable events of the year. Invite your fellow Rotarians, family, and friends for a day of food and drinks, cardboard boat races, Rotary fellowship, and much more.

September 26th: New Focus Seminary at the Del Rey Yacht Club in Marina Del Rey. The seminar is a presentation based on four key concepts that have fundamentally changed traditional thinking about Rotary. The seminary introduces some very simple tools that district and club leaders can easily implement to attract and retain members. I encourage club presidents, presidents-elect, membership chairs, assistant governors, and all district leaders to attend.

We have a lot of events and activities lined up for September. I believe that all of these programs will enable us to become more knowledgeable, efficient, and productive Rotarians. That will allow us to be an even bigger Gift to the World!

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

*DJ Sun*

# A Rotarian's Guide to the Big Race

By Lorine Parks, Rotary Club of Downey

**C**lub bragging rights don't get any better than this: competing in the District 5280 Picnic's fiercely fought Cardboard Boat Race.



What's the secret to winning? Perhaps a clever name or outrageous pun will get the water Gods smiling. Beverly Hills had Ro Ro Rotary, Del Amo the Paper Weight, and Koreatown the Big Red. Lynwood entered Lynwood Rotary Dreamers and LA Morning The Rebounder. Palos Verdes Sunset ventured The Rotoboat, South Bay Sunrise had Otto Win II, and Rio Hondo-Vernon the Big Banana. Past Downey entries have been The USS Baker and The USS Connie.

There's the thrill of inter-club competition – just ask the Glendale Clubs, who were represented in the cardboard boat race by three entries: two by Sunrise (“the Incredible Hull” and “Root Beer Float”) and the one from the Noon Club, “Oracle.”

Sometimes a small new club wins: the amazing Columbo Americano Club of Los Angeles has done that twice, first getting gold with their kayak El Dorado at the Third Annual Cardboard Boat Race in 2011. The club, which was chartered in August of 2007 and meets in Lawndale was able to bring attention to its mission, to improve the quality of life of the Colombian community in the United States. “We are especially dedicated to aid Colombian children affected by land mines.”

As the defending champions this little club brought out the District brass when they repeated their triumph the next year with their gold colored boat. The photo shows the trophy being held up after the awards ceremony, with the Colombo-Americano members and past DG Doug



Baker, whose home club is the Downey Club (more about them later).

How long has this much fun been going on? District Picnics are a long-time Rotary tradition, but the first Cardboard Boat plied the waters of District 5280 in 2008.

To understand this signature event, first, a few rules: boats must be homemade, entirely of cardboard, with wood allowed only in the paddles. The Goal: **BUILD A PERSON-POWERED CARDBOARD BOAT THAT IS CAPABLE OF COMPLETING A 200-YARD COURSE.**

This may sound easy, but it's not. Further restrictions are specific: Only corrugated cardboard may be used. It must not be bonded to any other material such as vinyl. No foam, plastic, or wood allowed in building your boat!

What is the secret to making a boat float, and not soak up seawater and sink? The rules go on, Tape, water-soluble caulk or silicon sealant, water-based wood glue, and water-soluble, outdoor latex-based, primer paint are permitted. The phrase “water-soluble” suggests a touch of mortality, of a time-limit imposed by self-destructing ingredients. How long before water-based glue dissolves?

More no's: you may not wrap the hull in tape, plastic, shrink wrap or any other material. and a warning: The 4-Way Test will be applied to these guidelines.

The path between building a boat and actually putting it in the water at race-time, is not strewn with water lilies and roses. Ray Brown of the Downey club tells what can happen. “Our team of six Rotarians constructed the boat over a lengthy evening that included pizza, beer, and accidental inhalation of large volumes of contact cement. Painting was done on a subsequent day by yours truly

because everyone else was still recovering from vapor poisoning.”

In preparation for the race, club members Ray Brown and Patricia Megallon spent all of 22 minutes practicing the finer points of rowing a kayak in the bay near Long Beach. “What we lacked in experience,” Ray said, “we made up for in....well, nothing really.”

How could the team have picked a very tall and a small woman for the rowers? “Blame Pres-Elect Patricia for volunteering me and herself,” says Ray. Would he enter again? “Only if I get competent help.”



Pictured on day of race, 2013: Past President Ray Brown, President Paul Velasco and then-Club Secretary Patricia Megallon with Club and Interact boats, both imaginatively named The USS DOWNEY.

More highlights: the Rotary Club of Los Angeles Morning Club touted its fourth place finish as “an amazing showing.” The boat was named the Miss Fortune and in spite of that it did very well, surviving both heats. The club says it is important to note that the boat was in such great condition that “Alex and Ginny were able to enjoy a leisurely cruise around the lagoon after the race.”

In a Youtube video from 2012, taken from the body cam on a paddler, the Wilshire Club entry can be seen capsizing and filling with water when the rowers attempt

to enter it. Although righted, the boat does not seem to reach the finish line, as gurgles and bubbles and water fill the last frames of the video. Cue up the Great White theme music from Jaws.

The Glendale Noon Club built their vessel in an incredibly surgically clean, all-white garage. They began to fold and shape their regulation corrugated cardboard in orderly fashion, as shown in this picture. “We didn’t win but we got fourth place,”



“At least we didn’t sink!” the contestants said. “We’ll be back next year.”

Like the athletes at the recent Special Olympics held in Los Angeles, this club was finding satisfaction more in the chance to compete honorably than to win. “We had a lot of fun. Our team was inexperienced yet strong. Both Blue Rangasuebsin and Bryley Bergh paddled their hearts out and finished the race. Our boat, Lightning, made it through with flying colors.”

Ray Brown repeated the theme that others had pronounced, that participating was as satisfying as winning. “Of course, others collapsed while they were merely at the water’s edge. So all that said, we think we did fine.”

These participants deserve a standing ovation from their fellow Rotarians. None of them collapsed and they did bring glory to their clubs. “Just do it,” was the watchword. What are we waiting for? Let’s get on down to the District Picnic and cheer the boats home. •



## District Calendar

### September 2015

- 12 District Leadership Training Seminar
- 20 District Picnic  
(Redondo Beach Seaside Lagoon)
- 26 Rotary's New Focus Seminar

### October 2015

- 3 New Member Orientation
- 17 President-Elects  
Get Acquainted Breakfast
- 18 Disney's The Lion King  
A Rotary Youth Outreach opportunity
- 20 District Breakfast

### November 2015

- 14 Rotary Foundation Celebration
- 18 President's Dinner

### 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
- 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)

## The District Picnic on September 20

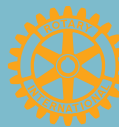
The District Picnic which will take place on **Sunday, September 20 at the Seaside Lagoon in Redondo Beach**. The picnic has become our district's largest event! Last year there were over 1,200 people in attendance and I expect it to be larger this year.

We would love to have every club in the district participate in the picnic. **There is no charge to attend, so we depend on contributions of food, drinks and money to help cover the costs.** We also welcome individual contributions.

Once again PDG Chuck Anderson will be commodore of the **Cardboard Boat Race** which is very competitive and often hysterically funny. **There are some new rules, please check the District website for the them.** For those clubs who don't want to build a boat, Tom Quintana will be chairing a **Chili Competition**. The cost to enter each of these events is \$25 per entry.

Our Rotactors and Interactors will be planning games for young and old! In addition there is swimming in lagoon as well as two water slides. It truly is fun for the entire family. Seating is always limited so we encourage people to bring their beach chairs and umbrellas!

We can use volunteers to help set up the day of the picnic, let Wendy know if you want to help!



Rotary  DISTRICT 5280  
**PICNIC**  
2015

GREAT FOOD!  
CARDBOARD BOAT  
RACE  
SWIMMING!



GAMES!  
CHILI  
COMPETITION  
FUN FOR THE  
ENTIRE FAMILY!

**SUNDAY, SEPTEMBER 20**  
**11:30 AM TO 3:30 PM**

**THE SEASIDE LAGOON**  
**200 PORTOFINO WAY**  
**REDONDO BEACH**

**FREE TO EVERYONE!**

WE ASK THAT EVERYONE IN ATTENDANCE BRING DISPOSABLE DIAPERS OR NEW OR GENTLY USED BABY CLOTHES FOR CAMP PENDLETON FAMILIES.

SEATING IS LIMITED. BRING YOUR BEACH CHAIRS AND UMBRELLAS!  
We would like every club in the district to contribute food, drinks or \$\$\$ to help cover costs. Club presidents will receive information and forms from Wendy Clifford. Individuals are welcome to bring food for the potluck too!

Questions? Send e-mail to Wendy at [5280picnic@gmail.com](mailto:5280picnic@gmail.com) or call 213-369-6065.

## **Little Tokyo Rotary's Inaugural Party will be on September 13**

**T**he Rotary Club of Little Tokyo will have its Inaugural Party at the Japanese Consul General's official residence in Hancock Park on Sunday, September 13. Please join us in this luncheon to celebrate the newest Rotary Club in District 5280. The Consul General's residence has a beautiful Japanese garden which alone will be a good reason to attend.

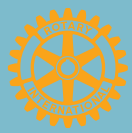
The Rotary Club of Little Tokyo was chartered on June 30, 2015, just in time for PDG Elsa Gillham to color her hair shocking pink as she had promised. The club was officially introduced at the first District Breakfast in July, and was warmly welcomed by more than 200 Rotarians that were present. The 20 charter members have recently been joined by two more new members, and we hope to continue to grow.

We started our first community project, Frances Hashimoto Plaza Beautification Project in Little Tokyo in April. We are cleaning up the rather neglected plaza and planting drought tolerant Rosemary in planters that unfortunately, had become trash bins. This effort has attracted interest and participation in the project among the business owners of the plaza, and the local Nikkan Sun newspaper has been publishing a series of stories on the project. We recently participated in the most famous summer festival in Little Tokyo, the Nisei Week, as interpreters, part of the tea ceremony and in preparing flower arrangements. We also have many other projects in the planning stage to better serve the people in our community.

Please stop by our club meeting when you are in the vicinity. We meet every Tuesday, except for the fourth Tuesday, from 11:45 a.m. - 1 p.m. at the historical Far Bar on 347 E. First Street in Little Tokyo. On the fourth Tuesday we meet for breakfast from 7:30 -8:45 at the Little Tokyo Service Center's Lounge right next to the Far Bar.

For more information on the inaugural party, please contact President Makiko Nakasone at [littletokyorotary-club@gmail.com](mailto:littletokyorotary-club@gmail.com) or call her cell at (818) 523-2866.





## Creative Ways to Participate in Rotary

By Lorine Parks, Rotary Club of Downey

**C**an't take time from your newly hatched business to come to a lunch meeting? Not able to commit to a regular date because your fledgling profession keeps you in call? Has new parenthood claimed those extra hours you used to have? And even so, do you want to start returning some of your success to help the community, and would you like to meet others like you?

If this describes you, or someone you know, then you are ripe for membership in one of the Young Professional Rotary Clubs. Colby Smith of the Westwood Village Club tells us how it works there.

After some fits and starts, says Colby, they identified a few younger potential members who had shown interest but had balked at the time and financial obligations. "We opened up an Associate Member category. They pay significantly lower dues and set their own meeting times, usually in the evening."

"We initially started the Young Professionals Club as a loose group of young people attending happy hours once per month. And hands-on service projects quarterly." Now they have their own board and their president is an ex-officio member on the Westwood Village Club's Board.

How do they connect with the regular Westwood Club? "They are welcome at any of our meetings, and we interact at service projects and club fellowship events."



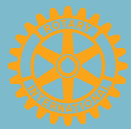
**Westchester Young Professionals are Active**

And what kind of service fits their tight schedules? Ongoing projects like the L. A. Food Bank that they can plug into whenever their participation is possible, works the best, Colby reports. The Food Bank is a huge clearing house for food donations, where they handle tons of food everyday and distribute it to various non-profits and individuals in need. The Food Bank always needs volunteers to help sort and box the food that is donated every day.

Mary Tabata of the Westchester Club reports similar success. "The Westchester Young Professionals was chartered in 2014. The YP's meet the same day as the lunchtime club, but in the evenings."

"This Rotary year we have scheduled several times, once each quarter," Mary goes on, "when we are dark at noon and our meeting will be a joint one with the YP's." The YP's run their projects and budget through the Board budget."

Commitment of time means the ability to attend 60% of weekly meetings. Outside service offers the opportunity to work at the Book Sale for two shifts, four hours each. YP's are also asked to attend one of the Westchester Club's social event, the Spring Fundraiser being highly encouraged.



By Michael Turner, SAG Communications, Rotary Club of Woodland Hills



Dr. William Magee and DJ Sun

Operation Smile was founded in 1982 when Dr. William (Bill) P. Magee, Jr., a plastic surgeon, and his wife, Kathleen, a nurse and clinical social worker, made their first trip to the Philippines with a group of medical volunteers to repair children's cleft lips and cleft palates. Magee, who spoke at the District's first Breakfast on July 28, explained how his organization is fulfilling this year's Rotary motto, "Be a Gift to the World."



Cleft palate is a split (cleft) in the lip or palate, which is immediately identifiable at birth. People born with this disorder and if are not treated immediately, may suffer from malnutrition, cognitive impairment, psychological problems, unemployment, and perhaps worst of all, being ostracized by their community.

Why did Magee take on the task of solving this worldwide challenge, which affects some 250,000 babies each year? Because it was a Big Hairy Audacious Goal (BHAG). Magee was quoting from James Collins and Jerry Porras' 1994 book, *Built to Last: Successful Habits of Visionary Companies*. Magee told us that a BHAG inspires businesses to define visionary goals that are more

strategic and emotionally compelling. These goals can take 10 or more years to achieve. Cleft palates definitely fit the definition of a BHAG.



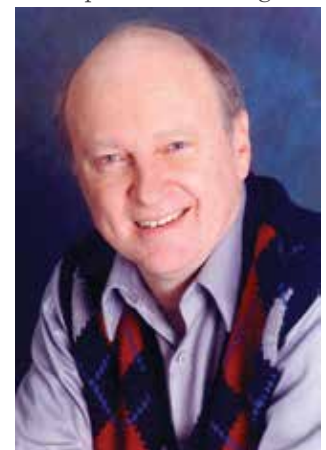
During Operation Smile's 33-year history the organization has barely touched the tip of the iceberg having operated on about 250,000 children. In completing these operations they have relied on the generosity of some 5,000 medical volunteers. Our District Governor, DJ Sun, was one of those volunteers. Magee's teams have visited 60 countries completing 180 missions. Through his program, "Children go from

hopelessness to possibilities," said Magee. "Millions of kids are imprisoned in their bodies because of cleft palates."

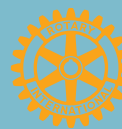
In their quest to serve those in need Operation Smile depends on grassroots fundraising as well as donations of surgical equipment and supplies from medical and pharmaceutical companies. Today, Operation Smile is an international medical charity that has a global network of thousands of credentialed medical volunteers from more than 80 countries.

To build long-term sufficiency in resource poor Second and Third World countries, Magee said that Operation Smile works hand-in-hand with local medical professionals, governments, hospitals, and NGOs to break down barriers to ensure that children get the care they deserve. In part, his organization achieves this by training local doctors and medical professionals so they are empowered to treat their own communities. In addition, Operation Smile donates medical equipment and supplies.

Take a moment to think about what BHAG your Rotary club want to tackle. For information on Operation Smile, visit: [www.operationsmile.org](http://www.operationsmile.org).



*Please share your Rotary experiences with others in our District. Please send your stories to me at [bearsworth@earthlink.net](mailto:bearsworth@earthlink.net)*



## FUTURE LEADERS TRAINING SEMINAR

Are you looking to expand your Rotary knowledge? Or how you can explore opportunities of working with the District Leadership team? Go even further in the Rotary world? If so, then this Future Leaders Training Seminar is geared towards assisting you, our District Rotarians, in taking your leadership to the next level.

**Saturday, September 12, 2015**

**Registration 7:30am | Program 8:00am-12:00pm**

Complimentary continental breakfast included!

**St. Paul's Lutheran Church Hall**

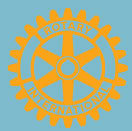
958 Lincoln Blvd., Santa Monica, CA 90403

**RSVP: [office@rotary5280.org](mailto:office@rotary5280.org) or 310-670-9792**

Sign up today- space is limited!

Questions? Contact District Trainer Bette Hall at [betterhrsolutions@gmail.com](mailto:betterhrsolutions@gmail.com)





# Rotary District 5280 Vocational Service Presents

## Rotary Youth Outreach

A program that gives Rotary Clubs the opportunity to share new experiences with under privileged children.

Join us for



at the beautiful

**Segerstrom Center for the Arts**

600 Town Center Dr. Costa Mesa

on

**Sunday, October 18 at 1 pm**

**\$25.00 per person\***

\*Thanks to the generosity of Rotarians and the Segerstrom Center the cost of this day has been significantly discounted.

The cost includes the theatre performance and lunch.

Sponsoring Rotary Clubs are responsible for transportation and appropriate clothing for the children attending the theatre. Clubs may purchase tickets for deserving children and an appropriate number of parent or Rotarian chaperones.

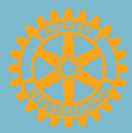
Child participants must be between 7 and 11 years old.

**\*TICKETS ARE LIMITED\***

**To purchase tickets please contact**

**Diane Davis**

**dianedavis4sc@gmail.com**



## Be A Gift To The World Through Vocational Service



**R**I President K.R. Ravindran encourages us to use our gifts — talents, knowledge, abilities, and efforts to make a significant impact through fellowship and service activities. Through vocational service, we advocate high ethical standards in the workplace, use our professional expertise to serve others, and improve local and international communities. Here are just a few ideas for activities your clubs can undertake:

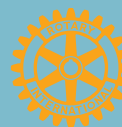
- Host a business networking event with non-Rotarian professionals in your community.
- Offer career counseling for unemployed or underemployed adults.
- Mentor youth with career guidance.
- Recognize local businesses for high ethical standards.
- Apply your professional skills to a project.

## Ethical Dilemma

### What do you do?

Your club commits to sponsoring airfare for a local high school student embarking on a yearlong Rotary Youth Exchange. Club members form three committees, each responsible for hosting a fundraising event to collect money that will pay for the student's round trip international airfare. The first two events raise the targeted amount, but bad weather forces your club to cancel the third committee's event, scheduled a week before the student's flight must be booked. As a result, that committee requests that all club members divide equally the remaining amount needed for the ticket purchase. You, along with a handful of other club members, are uncomfortable with this request. What do you do?

Submit your response to Tori Hettinger at [office@rotary5280.org](mailto:office@rotary5280.org). Your response shall be collected with others and be posted in an upcoming Weekly News.



**DISTRICT 5280**

# **NEW FOCUS SEMINAR: A NEW VOICE**

## **SEPTEMBER 26, 2015**

### **DETAILS**

Del Rey Yacht Club  
13900 Palawan Way, Marina Del Rey, CA 90292

Time: 8:30am-1:00pm

Cost: \$38.00 (includes breakfast & lunch)

RSVP: [office@rotary5280.org](mailto:office@rotary5280.org) or 310-670-9792  
by September 21

### **DIRECTIONS**

Del Rey Yacht Club is located on Palawan Way, between the D and E Basins of Marina del Rey. Take the I-405 to the Marina Fwy, Hwy 90. Go west past the end of the freeway, turn right on Lincoln Blvd. Go 3/4 mile and turn left on Washington Blvd. Go 3/4 mile and turn left on Palawan Way. Stay on Palawan for 1/2 mile.

The Club is located on the right side of Palawan Way at the turn of the peninsula. (There is a tall white brick wall in front of the Club with the name.) Pull up to the gate and ring the system for the Office.

### **A NEW FOCUS...**

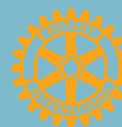
The New Focus Seminar: A New Voice is a presentation based on four key concepts that have fundamentally changed traditional thinking about Rotary members-  
**what attracts and retains members.**

The New Focus Seminar: A New Voice introduces some very basic, simple tools that District and Club leaders can adopt with immediate actions to attract and retain members. Join us for this dynamic seminar.

### **WHO SHOULD ATTEND:**

Presidents, Presidents-Elect, Membership Chairs, Assistant Governors, District Leaders

**OPEN TO ALL ROTARIANS**



## Rotary Peace Conference in Ontario, CA on January 15 and 16, 2016

Register now for the Rotary Peace Conference to be held in Ontario, CA on January 15 and 16, 2016. Join more than 2,500 other leaders from health care, government, business, academia, NGO's, faith-based organizations, and mediation services to learn about solutions to the problems we face every day. There will be more than 100 local and international experts come from diverse fields of expertise who have impeccable credentials. You can review the speakers' bios at [www.peaceconference2016.org](http://www.peaceconference2016.org). There also is a short video of interviews with some of the speakers.

Our District is one of the hosts for the conference.



## Take a Spin at the Rat Beach Bike Tour

Rat Beach Bike Tour sponsored by the South Bay Sunrise Rotary Club is in its sixth year. The Rat Ride had 650 riders last year and is being held on Saturday, September 26. All proceeds from the event go to the WOUNDED HERO'S, the Harbor Regional Center and the Exceptional Athletes. The Rat Ride is in partnership with the Redondo Beach Lobster Fest and all riders get free entry and lunch in the Lobster Fest. Please go to [www.ratbeachbiketour.com](http://www.ratbeachbiketour.com) for further information and registration. Also all Rotarians and families use the DISCOUNT CODE "rotary15" during registration for a \$10 discount.



Be a gift to the world

## District Breakfast | July 28

