



Connect, Partner, and Serve Through Rotary



From Governor Joe...

This is an exciting time to be a Rotarian. New leaders are involved in their clubs. Members are springing forth with new ideas. You, to, can be part of this excitement. You can lead a committee, a social event, or a service project. By doing so, you are making a valuable contribution to your club and co-members. If you are not able to serve in a leading role, you can attend and participate in the various Rotary events and projects. In Rotary, there is something for everyone. Every Rotarian counts. Make this year, the year you decide to be involved. You will be glad you did.

You see, the club is the heart of Rotary. You and your co-members are the club. Together we make up the family of Rotary. Each week we look forward to joining our co-members for friendship and enjoying interesting programs. Invite a guest to your club. They will see that Rotarians are "people of action". You never know, your guest could easily become a member.

Our local and international service projects are made possible because of our support of The Rotary Foundation. The generous contributions to The Rotary Foundation come

back to our clubs in the form of grants. End Polio needs our support. Please consider The Rotary Foundation in your plans for charitable giving. Your generosity will change the lives of many for the better! This year we celebrate the clubs. We celebrate the wonderful work of our members. We recognize that, "It's all about the clubs." Do you sometimes wonder why Rotary? Is it because, "together, we see a world where people unite and take action to create lasting change --- across the globe, in our communities, and in ourselves"? This Governor believes so.

Rozangela and I are honored to serve you. We wish you and your club an exciting and successful year in 2018-2019.

Be the Inspiration!

How will you Be the Inspiration in 2018-19?

During the 2018-19 year, President Rassin wants us to *Be the Inspiration* for positive change, inspiring our clubs, our communities, and our organization to face today's challenges head on, with courage, optimism, and creativity.

Rotary service transforms lives and communities. To achieve even more truly transformational service, RI President Barry Rassin encourages us to think differently about our role in Rotary, and Rotary's role in the world during the 2018-19 year. Globally, Rotary is more relevant than ever before, and its potential for good is vast. Unfortunately, not enough people fully understand what Rotary is and does. Even within clubs, many Rotarians don't know enough about Rotary to take full advantage of their membership in Rotary. Use this opportunity to discuss the many different ways clubs can start or expand service activities to enhance the Rotary experience for club members.

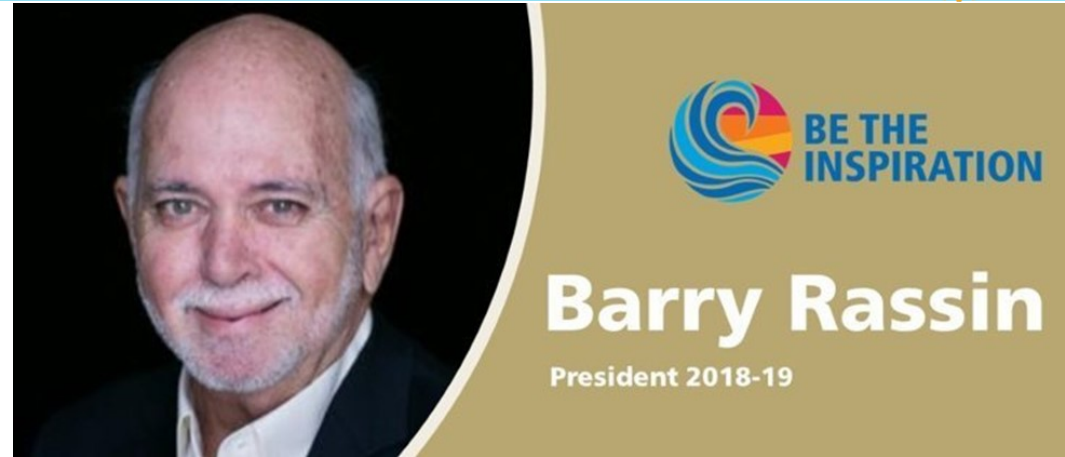
- **Rotary Citation**

The 2018-19 Rotary Citation will recognize clubs' array of accomplishments that make a positive difference in their communities related to Rotary's three strategic priorities: supporting and strengthening clubs, focusing and increasing humanitarian service, and enhancing Rotary's public image and awareness.

Rassin stresses the power of Rotary's new vision statement, "Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves."

To achieve this vision, Rotarians must take care of the organization: "We are a membership organization first. And if we want to be able to serve, if we want to succeed in our goals — we have to take care of our members first."

Rassin asks leaders and members to "inspire Rotarians to want to change. To want to do more. To want to reach their own potential."



- **Progress on polio**

One source of inspiration has been the incredible progress made over the past three decades. In 1988, an estimated 350,000 people were paralyzed by the wild poliovirus; just 20 cases were reported in 2017. "We are at an incredibly exciting time for polio eradication," he said, "a point at which each new case of polio could very well be the last."

He emphasizes that even when that last case of polio is recorded, the work won't be finished. "Polio won't be over, until the certifying commission says it's over—when not one poliovirus has been found, in a river, in a sewer, or in a paralyzed child, for at least three years," he said. "Until then, we have to keep doing everything we're doing now." He urged continued dedication to immunization and disease surveillance programs.

- **Sustaining the environment**

Rotary has focused heavily on sustainability in its humanitarian work in recent years. Rotarians must acknowledge some hard realities about pollution, environmental degradation, and climate change. Eighty percent of his own country is within one meter of sea level. With sea levels projected to rise two meters by 2100, he says, "my country is going to be gone in 50 years, along with most of the islands in the Caribbean, coastal cities and low-lying areas all over the world."

Rassin urges leaders to look at all of Rotary's service as part of a larger global system. This means Rotary leaders and clubs must be an inspiration not only to members, but also to their communities. "We want the good we do to last. We want to make the world a better place. Not just here, not just for us, but everywhere, for everyone, for generations."



- **Hashtags and mentions**

Use hashtags to categorize your post to make it easier to find by people interested in the topic you've written about. Examples of popular hashtags in the Rotary world include #Rotary, #EndPolioNow, etc. You might want to create your own club hashtag or use the District's #RotaryDistrict5280 and #whyrotary or #wearerotary. Hashtags turn into a link which when clicked on show you all the other posts associated with it. It becomes a way to build excitement and momentum.

- **Listen and share**

One of social media's greatest assets is as a platform for advocacy. There are conversations that allow you to tap into about virtually any topic. In fact, just clicking on a hashtag lets you dive into conversations. Knowing what others are saying and are interested in is a great way to piggy back on the impact these conversations have.

Your club can have a member in charge of simply scouring the internet for interesting and relevant stories to share with your audience that support your end goal. For example, let's say your club is holding a membership drive. A social committee member could look for and share a post from Rotary International about the top reasons why you should consider joining Rotary and link that back to your website. By sharing relevant and interesting data from multiple trustworthy sources, you encourage people to learn more about your initiatives.

- **Pictures & Videos**

When you're scrolling through Facebook or Twitter, how often do you stop to view videos and pictures? People react to engaging content, pictures and videos. Content is truly king, so be sure your photos are crisp and clear (you can access some great Rotary International photos at Rotary Brand Center) and be respectful of your audience by not sharing 100+ photos of your latest fundraiser. Pick out the handful of photos that tell the story, tag your members and write an engaging post to accompany the photos. Your club should regularly be sharing pictures of your members, new member ceremonies, hands-on activities (think Home Makeover, painting a mural, Habitat for Humanity build, etc.) club meetings (including speakers and their presentations) and much more. Link back to your website so people can read the story behind the photos and learn more about how they can be part of it, too.

- **Frequency of posts**

Make it a habit to post regularly. Share your club success stories, what your club is working on next, Rotary-related content and more, and make sure you post frequently. At a minimum, your club should be posting at least once a week so that your social platforms look current. Because there are so many posts on our newsfeeds, don't be afraid to repost the same posts (worded slightly differently every time) and encourage people to like, share or retweet them to have your message reach a wider audience. Seeing the message several times, as opposed to once, results in a higher probability that your audience will engage with your content.

Who Gets Your Club Newsletters?

Club publications should be e-mailed to:

District Governor **Joe Vasquez**
Executive Aide **Nora MacLellan**
District Administrator **Tori Hettinger**
SAG Club Service **Louis Esbin**
SAG Communications **Joe Vasquez**
District Newsletter **Carmela Raack**
And the Club's Assistant Governor

This is your District Newsletter Magazine, please send club announcements, pictures and other interesting items you want to share.

For more information about any article, contact the Rotarian chair, go to www.rotary5280.org, read and provide information to the Weekly News, www.facebook.com/RotaryDistrict5280/, post on www.facebook.com/groups/RotaryDistrict5280/

SHARE THE DISTRICT NEWSLETTER!
Carmela Raack, Editor 2018-19
carmraack@aol.com

Whatever Rotary may mean to us, to the world, it will be known by the results it achieves.

--Paul Harris

Social Media

District Calendar

August 14—District Breakfast

August 20—Future Leaders
Scholarship Award Deadline

August 25—District Beach Party
and Boat Races

September 15—Youth Assembly

September 18—Literacy Breakfast

September 20—Peace in the South Bay

September 29—Membership Seminar

October 24—World Polio Day

October 27—Halloween Festival at
Camp Pendleton—Collection of Baby
and Young Child Items—Collection of
Gowns for Wives at the Marine Ball

October 30—District Breakfast

November 3—Foundation Celebration

November 17—Membership Seminar

December 1—Mathew Shepard
Foundation Breakfast

December 8—Angel City Celebration

- **Pin and promote your posts**

Think about setting a small budget aside for social media promotions; it could be as little as \$5. The truth about social platforms is that your updates are bound to get lost in the sea of posts in everyone's newsfeeds, and paid promotions can significantly increase the number of eyes on your posts. Fortunately, advertising on social media is extraordinarily cheap considering the number of people with whom you can connect.

Imagine your club is holding a membership drive, which you tweeted about or added as a post on Facebook. Later that week, you added some other updates about your recent fundraising campaign, a few pictures of your meetings or shared some interesting content from other sources. Needless to say, your message about your membership drive has been buried making it difficult to find now, which means if a potential member can't find this information anymore, they'll simply lose interest. You can extend your reach with a little paid promotional push or pin your post to the top of your page so that it's always the first item.

With the sponsored feature, you can create a targeted custom audience who will frequently see your post in their newsfeed until your budget has depleted. The advantage? Prime real estate space on the newsfeed of those that you want to target, such as prospective members.

In conclusion...

Social media is a powerful tool but it's not something that can replace your website. It needs to work in conjunction with your website to drive traffic to your site and show the constant activity of your club. If you're promoting a story on social media, make sure that story is front and center on your website, too. When your social and website team work together, you are bound to see a boost in your public relations efforts.

Give your website visitors the option to share your stories easily on their own social platforms. Make sure you have the social "Share" toolbar on for your stories. Even add your social feed to your website.

Good luck and let's all get out there and spread the word about how amazing Rotary is!



Future Leaders Scholarship Award Deadline—August 20 Chair Rhala Frohlich

District 5280 Future Leaders Scholarship Award matches a Rotary Club's financial award up to a possible maximum of \$1,000.

1. To qualify you must be planning to attend full time an accredited college, university, vocational school, or community college in a program transferring to a four year college or university.
2. Financial need is defined as approximately \$60,000 or less family annual income
3. The applicant must have a minimum 3.50 GPA to be eligible to apply. Please provide an official transcript with the application.
4. Complete and submit the FLSA application Provide written answers to the provided topics. Tell the Scholarship Committee members about yourself, your community service involvement, and school experience.

The application is available on the District Website: www.rotary5280.org



SAG Membership
Kathleen Terry



Thai Town Rotary Club new members
Inducted at the Governor's Visit



Rotaractors become new Rotarians in the
Hawthorne-LAX-Lennox Rotary Club

August is Membership and New Club Development Month, and that's the perfect time to celebrate you — the pillar of Rotary. You continue to show the world that Rotary members are people of action — people who are doing good in communities all over the world. For that, we thank you.

Start out this new year and make a commitment to Rotary by signing up for the

**CREATING THE BEST ROTARY BRAND EXPERIENCE TO
IMPROVE CULTURE AND RETENTION**
September 29, 8:30-12:00 in Glendale

This workshop will be co presented by SAG for Membership Kathleen Terry and Geoff Maleman SAG for Communications. During the session we will conduct an annual Club Health Check. The health check will help you identify problem areas and suggests remedies. You will also find tips for boosting your membership and creating a Membership Plan.

It is also important for each club to build a strong brand for their club to increase pride and satisfaction of their members, attract potential members and create more awareness of Rotary for the public through effective public image. We believe that a strong Rotary brand is the key to keeping our members, attracting new members, partners, and donors. Geoff will provide you with many ideas and resources to help you do this.

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GREAT NEWS

Rotary has a series of membership courses available in the new Learning Center. From building a diverse club to practicing flexibility and innovation. Each course includes a variety of materials, including self-guided learning modules that allow you to explore real-life scenarios similar to those you may experience in your club. Visit the Learning Center today! All membership courses are highlighted in purple. Go to the following site for more support and resources rotary.org/membership.

REACH OUT I AM HERE

There is an array of membership resources that can help you engage current members, connect with prospective members, make new members feel welcome, and assess and develop your club. Let me know how I can help. Contact me at terrymanna2@gmail.com for more individual help or to visit to your club.

Global Grants

As Rotary club members, we contribute our skills, expertise, and financial support to promote peace, fight disease, provide clean water, save mothers and children, support education, and grow local economies. Rotary's global grants support these efforts in communities worldwide.

Global grants can fund:

- Humanitarian projects, internationally and locally
- Scholarships for graduate-level academic studies
- Vocational training teams for professionals

Starting July 1, 2018, clubs and districts that apply for a global grant are to conduct a community assessment first and include the results in their grant application.



An Introduction to Global Grants

Mark Rogo, Global Grants Sub-Chair

Rotary Global Grants are the least understood tool that Rotarians have at their disposal to change the lives of people all over the world. Most Rotarians are overwhelmed by the process and don't understand all of the resources available to them and their Club to experience that "Rotary moment" by being a part of a project somewhere in the world.

Let me offer an example:

Downtown LA RC is part of a \$78,000 project in Mzuzu Malawi, providing medical equipment thousands of miles away and making a difference in thousands of lives. How did this small Club do it? They committed to a \$525 Club contribution and have requested a \$4,000 grant from our District Designated Funds. This will result in a 50% matching grant from The Rotary Foundation of \$262 on the Club's contribution and a 100% matching grant on the District Designated Funds of another \$4,000. Their \$525 has just grown to \$8,787, but we're not done. They are working with donors from USC who are making a non-Rotarian contribution of \$46,483.50 and the local host Club in Mzuzu is contributing \$105.00, adding another 50% match grant from TRF of \$23,294.25. A Club contribution of \$525, and a little effort working with an international Club resulted in \$78,669.75 in funds for this project. The world is a little better thanks to the Downtown LA Rotary Club.

Your Club can play an important role in a Global Grant, no matter how small the contribution. Other Clubs from anywhere in the world can participate, outside interests can become involved as additional contributors and the District Designated Funds are there waiting to be used for Global Grants and District Grants. Your District has numerous Rotarians ready and able to assist, and Rotary One in Evanston has a full-time Global Grants Officer to help out.

You're not sure where to start? How about identifying a project. You can find projects that need funding at www.rotary.org, going to Member Center pull down menu and click on Rotary Showcase under Online Tools. There you will find projects that Clubs have finished all over the world, providing a wealth of ideas. Or you can go to the same pulldown menu but click on Rotary Ideas. There you can browse projects that need funding, volunteers or materials. Or you can go to www.matchinggrants.org and look at numerous Rotarian projects from all over the world (courtesy of District 5340 in San Diego) which need funds from other Clubs.

By committing to become a part of an existing project or partnering with another Rotary Club outside of the United States, your Club will qualify for District Designated Funds and you will play an important role in making the world a better place, thanks to your membership in Rotary.

Humanitarian Trip to Peru



Karen Greenberg
kareninrotary@gmail.com



Rica Viola
RicaSanPedro5280@gmail.com

Karen Greenberg

Rica Viola

2019 Humanitarian Trip to Peru

For the first time, the District 5280 Humanitarian trip will take us south of the Equator. The flight time from LAX to Lima, Peru is about 8 ½ hours, non-stop.

We are planning 11 Global Grants and 2 district grants. We need up to 11 clubs in District 5280 to be cosigners with our partner districts in Peru. If you are interested in being a cosigner, please contact Karen Greenberg or Rica Viola. Your club must be MOU certified to be a cosigner. That being said, we need all of the Rotary clubs in our district to pitch in what you feel comfortable with in order to help us co-fund the grants. Our Humanitarian Grant Committee members will also be contacting you to answer any questions you may have and to offer to speak about the trip to your club at a meeting or to your club board.

April 3 – 8, 2019

Lima, one of the largest cities in South America, with almost 8 million people, was established in 1535 by Francisco Pizarro. It has beautiful historic buildings and modern ones, too. The city is located on the Pacific Ocean coast and stretches to the foothills of the Andes mountains, to about 5,000 above Sea Level. Temperature in Lima is similar to the Los Angeles area, but with higher humidity in the morning hours. Since Peru is on the other side of the equator, their summers are our winters, and vice versa.

April 8 – 12, 2019

There are 2 optional trips: Cusco/Machu Picchu and The Peruvian Amazon.

At 11,000 feet above Sea Level, Cusco was the Inca capital until the Spanish conquest in the 16th Century. It is a UNESCO World Heritage Site. It has magnificent Inca and earlier structures, in addition to historic Spanish buildings. In April, temperatures range from mid-40's at night to mid-60's daytime.



Although we fly into Cusco Airport, we will stay the first 2 nights in the Sacred Valley at 9000 feet above Sea Level to help us acclimate to the altitude. While in the Sacred Valley we will visit the world famous Machu Picchu, along with other ancient structures. It is breathtaking.

Our second optional trip is to the Peruvian Amazon River on a river boat. It is becoming one of Peru's biggest tourist attractions, encompassing approximately 60% of the country. The fourth largest rainforest in the world, the Peruvian Amazon boasts remarkable biodiversity. In terms of flora, the area has 700 types of ferns and more than 7,300 different species of flowering plants. The rainforest is also home to some 180 reptiles, 262 amphibians, 293 mammals, 697 fish, 806 birds, and 2,500 butterflies.

REGISTRATION

The only way to become officially registered is to submit both the registration form AND a deposit of \$500 (\$650 for the Amazon Cruise option). Until both of those items are received, you are NOT registered. Please complete the registration form and submit it, along with the deposit, to the Rotary District 5280 Office. If the trip sells out, we will begin a wait list.

District Breakfast



District Breakfast Chair Jaimee Sul Baker

There will be surprises and a brand new format for the first District Breakfast of the Rotary year. The keynote speaker is Los Angeles County Sheriff Jim McDonnell.

The District Breakfast is a great place to see friends from around the district and to see Rotary beyond the club.

Westin LAX Hotel, 5400 W. Century Blvd., Los Angeles
Free Self Parking!

\$400 for a table of 10.

\$43/person by August 7 | \$48/person after August 7

Reserve tickets online at www.rotary5280.org



District Breakfast Chair Jaimee Sul Baker, Rotary Foundation Chair Doug Baker
Get photo bombed by Executive Aide Nora MacLellan

Rotary   BE THE INSPIRATION

DISTRICT BREAKFAST

AUGUST 14, 2018

WESTIN LAX HOTEL
5400 W. CENTURY BLVD.
LOS ANGELES, CA 90045
**note new location*

*Don't miss the surprises
& brand new format!*

KEYNOTE SPEAKER:
LOS ANGELES
COUNTY SHERIFF
JIM MCDONNELL

RSVP EARLY & SAVE!
SPECIAL PRICING FOR A TABLE OF TEN!
\$400/ TABLE OF TEN
\$43/PERSON BY AUGUST 7
\$48/PERSON AFTER AUGUST 7

Free Self-Parking included

SIGN UP TODAY!
WWW.ROTARY5280.ORG

You definitely want to be in the new
"ROOM WHERE IT HAPPENED!"
-from "Hamilton" the musical





District Beach Party



Wendy Clifford
District Beach Party and Boat Race Chair

This year's District Beach Party and Cardboard Boat Race will take place on Saturday, August 25, from 5:00 to 9:00 pm at the Seaside Lagoon in Redondo Beach and promises to be the best yet!

In addition to the very popular and hysterically funny Cardboard Boat Race, we will have a Chili Competition (which is free to enter this year!) and a Karaoke Competition. We even have a DG Joe Piñata, for \$1.00 you can give Joe a love tap!

We will selling beer & wine for only \$5.00. You can get one complimentary drink ticket by bringing new and very gently used baby items for Camp Pendleton.

There are many costs associated with the event (it costs over \$2,000 just to rent the Seaside Lagoon) so we depend on donations and the small entrance fee to cover the costs. This does not cover food so we ask our clubs (and individuals too!) to provide the food. Our buffet has been fantastic in the past!

Register online and save \$\$\$.

17 & under - FREE

18 to 30 - \$4.00; Day of event \$5.00

31 & older - \$8.00; Day of the event \$10.

Parking is \$6.00 with validation.

This is a fun event for the entire family! We hope to see you at the Seaside Lagoon.

Rotary District 5280
Beach Party & Cardboard Boat Race
Saturday, August 25, 2018
5:00 to 9:00 pm
Seaside Lagoon
200 Portofino Way, Redondo Beach

Fun for the entire family!
Fabulous Food!
Chili Competition!
Music!
Karaoke Contest!

Camp Pendleton Collection:
Bring a new baby item and receive a complimentary drink ticket (value \$5)
Limit one drink ticket per person

REGISTER ONLINE between July 1 and August 24 and save at <https://portal.clubrunner.ca/50010/Event/district-picnic-1>
Ages 17 & Under \$1.00 (day of event \$2.00)
Ages 18 -30 \$4.00 (day of event \$5.00)
Ages 31 & Over \$8.00 (day of event \$10.00)
Questions? E-mail or call Wendy Clifford at 5280picnic@gmail.com; 213-369-6065

Rotary District 5280 BE THE INSPIRATION

It's All About the Clubs



District Governor Joe Vasquez and the Club Presidents of 2018-2019
Photo from PETS, February 2018, by PDG Rick Mendoza

Latinos Unidos Rotary Club



South Bay Sunrise Rotary Club





Featured Project: Habitat for Humanity Culver City

“Spent an amazing day working on a Habitat for Humanity project my fellow Rotarians. A great experience that I can't wait to repeat in October. It was a feel good kind of day! And best of all, I got to spend the day with my Rotary family and meet even more Rotarians from other clubs. I LOVE ROTARY!!!”

Cindy Williams, Westchester Rotarian

July 21 was the Rotary Kick Off building 10 homes with Habitat for Humanity in Culver City. Playa Venice, Culver City, Palos Verdes Sunset, Santa Monica and Westchester participated together with a District Community Grant 2017-2018.

“The combination of Rotary and Habitat for Humanity makes perfect sense... not only in our own community, but worldwide. They provide the families and the build sites, we provide the volunteers and enthusiasm. The Culver City Build Day (the first of eight this year) was a perfect example of clubs working together to make a significant difference — the five partner clubs provided eager, hard-working volunteers, who worked side by side all day long. We literally raised walls together. I think Habitat for Humanity was impressed with our devoted volunteer spirit — everyone pitched in with passion.

Thank you to all the volunteers who came out, and thank you to the district for providing the district grant that helped get the project started. There is still a great deal of work to do - we're looking for corporate partners to help us raise \$40,000 to complete our overall pledge commitment to Habitat, and we have seven more days of volunteering ahead of us. We're all looking forward to the day in 2019 when the ten families will walk into their homes for the first time, knowing it will change their lives forever.” Habitat Rotary Chair Brady Connell, Playa Venice





Beverly Hills Rotary and Rotaract Service Trip in Tijuana

Sarah Furie
District Rotaract Representative

A few of our Rotaractors were very fortunate to be invited to the Rotary Club of Beverly Hills's service trip on June 30th. The early-risers left for their adventure at 6 a.m. to visit the Hacienda Orphanage in Tijuana, Mexico. There were Rotarians, Rotaractors and Interactors, some who had visited before and others who had not.

The orphanage is supported by a foundation called Corazón de Vida. Their website, corazondevida.org, describes them as a for-purpose organization, "providing life changing support for orphaned and abandoned children in Baja, Mexico. We are on a mission to end child abandonment by breaking the vicious cycle of poverty." They ensure that all children at the Hacienda Orphanage attend school, receive medical and dental care, and have a place to live.

Judy Kim, Community Service Chair of District 5280 Rotaract, enjoyed the trip. She said, "Although our trip was short, it was a rewarding experience playing soccer with the kids, meeting a few members from Corazón de Vida, and seeing first-hand the impact it has made on the children. The organization puts together monthly trips to various orphanages and I hope that I can go back sometime soon with more Rotaractors."

Megan McLaughlin, Treasurer of the San Fernando Valley Rotaract Club, said the trip was fun, meaningful and educational. She continued, "We got to meet the kids who currently live there, ages ranging from 3-18. We played games and did crafts with the younger kids and also shared lunch with the residents and staff there. Besides the kids who live there currently, we also met those who grew up in the orphanage, but have moved on to universities and careers. These older kids serve as role models for the younger residents, showing them that success is possible no matter your situation. It was an inspiring and eye-opening day, being introduced to their world as outsiders, but also those who can provide resources to help give the kids a chance at a better life."

Thanks to the Rotary Club of Beverly Hills for including us in this wonderful trip. We cannot wait to join again next time.



Remember to bring baby items to the District Beach Party for Camp Pendleton families.





First Governor's Visit at the Westchester Rotary Club. Seated, left to right: Past President Richard Moon, PDG Cozette Vergari, Past President Judy Delavigne, President Tori Hettinger.

Standing, left to right: Executive Aide Nora MacLellan, Assistant Governor Guity Javid, Senior Assistant Governor Club Service Louis Esbin, Governor Joe and wife Rozangela, District Day of Service Chair SP Andrade.



Governor Joe and Executive Aide Nora MacLellan



From left to right: Assistant Governor Charisse Older, Senior Assistant Governor International Service Wilson Benetiz, Assistant Governor Ted Jones, District Governor Nominee Bette Hall, District Humanitarian Trip Co-Chair Karen Greenberg