Robin Gerber is the author of several books including her newest publication, *Barbie and Ruth: The Story of the World’s Most Famous Doll and the Woman Who Created Her*.

Robin's books are used in leadership development courses and corporate programs across the United States. She is a lawyer, faculty member for the Gallup Organization, and a senior fellow in Executive Education at the Smith School of Business, University of Maryland.

Robin uses moving stories from the lives of Eleanor Roosevelt, Katharine Graham and other great leaders to illustrate her message.

Her clients include Bank of America, IBM, Marriott, JP Morgan/Chase, AARP, Freddie Mac, Aetna, West Point, the U.S. Forest Service, and many universities, colleges, girls’ schools, nonprofits and government agencies.

Prior to becoming an author, Robin practiced law in Washington, D.C., and worked on Capitol Hill.

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UPCOMING PROGRAMS

February 4 - Dr. Max Nikias, President, USC

“The Future of the American Research University”

As president, Dr. Nikias has committed to establishing USC as a major engine of American economic, cultural, and social development; as a preeminent global American university, and a dynamic crossroads within an emerging Pacific era; as a top center for academic medicine; and as a world leader in innovations fueled by the encounter of a vast range of disciplines.

Don’t miss his address next Friday, February 4.

February 11 - John Shields, Chairman Emeritus, Trader Joe’s

John Shields became President of Trader Joe’s Company in 1987; and Chairman and CEO in 1989. He retired in 2001 as Chairman Emeritus. During his leadership, Trader Joe’s grew from 27 to 174 stores and sales grew from $127 million to $2 billion per year – an increase of over 15 times!
**President’s Message**

**USC President Max Nikias** will be our special guest speaker on Friday, February 4th. His topic will be, “The Future of the American Research University.” This will be a great opportunity to invite your fellow colleagues and friends, even your boss! We will have our USC Rotaract President and Rotaract members of the Club in attendance as well. And don’t forget to invite any USC Alumni in your network.

**District Governor Doug Baker and District Foundation Chair Rick Mendoza** will also be there to present our Club with a $10,000 grant that we will be matching. Presidents from the five Clubs who will be joining LA5 in the Community Service Projects will also be attending. And, we will have a briefing from one of the LA5’ers going on the District Project to the Dominican Republic. Our Club has donated $10,000 and will receive a matching grant from The Rotary Foundation for this project.

We will have a packed house, so get your RSVP into the Office for you, your guests and prospective members. In fact, this meeting will be a great opportunity for you and prospective members to see the **power of Rotary** with our USC youth program, and both Community and International Service Projects. This program will exemplify RI President Ray Klingensmith’s theme of “Building Communities & Bridging Continents,” along with demonstrating we really are a Bigger-Better-Bolder Club!

Thanks for everything you do for Rotary!
Volunteers for the Next Generation

Volunteers are needed to help set up a Youth Act program. Youth Act is for children 11-14 years of age. Our goal is to establish this program at Para Los Ninos. Para Los Ninos serves the low income families of downtown Los Angeles. Like Interact, Youth Act will help young people develop a positive self image, confidence and leadership skills.

If you are interested in participating in this program, please contact Margaret Todd mdtodd@library.lacounty.gov or Alan Bernstein Alan.Bernstein@Pacelitho.com for more information. We are especially interested in finding an LA5 member who would serve as the chair for this committee.

Welcome New Member

James Warnick Coupe is a Partner in the Law Offices of James Warnick Coupe. His firm offers legal services, arbitration and mediation, with a major focus on the entertainment industry.

Jim, a native of Utica, New York and a graduate of the Vanderbilt University School of Law; his wife, Andrea, and their three children, live in San Marino.

He joined Rotary to network with other professionals, and to give back to the community. He enjoys skiing, running and reading, and speaks French.

Bill Shaw sponsored him for membership. Make sure you introduce yourself to Jim at a future meeting.

Welcome aboard, Jim!

OOPS!

Last week the El Rodeo misstated the position of LA5 new member, Sister Christine Bowman. Her proper title is the Director of Gift Planning for St. Anne’s.

The editor has been warned by the Board that any more mistakes of this sort, and he will be traded to the Kiwanis Club for an editor to be named at a future date.

Youth Protection

Rotary introduced mandatory screening this year for members who work directly with youth. If you work in any situation where you are in direct contact with young people, you will need to be certified.

This does not include scholarship interviews or events that take place at Rotary meetings. The process is simple. You will need to complete a short online training module and fill out a confidential form that will be sent to the District for a background check.

Very soon New Generations will be contacting members who have direct contact with youth to ensure that everyone has been certified.

For more information contact Margaret Todd mdtodd@library.lacounty.gov.

LA5 Day at the Races

Sunday, February 27
Santa Anita Race Track

Photo courtesy of Tony Medley
The Ronald Reagan Centennial
An Academic Symposium

Presented by:
The USC School of Policy, Planning, and Development

In partnership with:
The Ronald Reagan Presidential Foundation
The USC Annenberg School for Communication & Journalism
The USC Bedrosian Center on Governance

February 1 and 2, 2011

Panels, composed of nationally recognized scholars, journalists, and senior staff from the Reagan White House, will discuss:

- **Executive Leadership in the Reagan Era** (Feb 1st 3:30 to 5:15 PM, USC)
- **The “Great Communicator” Revisited** (Feb 2nd 9:00 to 10:45 AM, USC)
- **Policy Leadership and Legislative Relations Under Reagan** (Feb 2nd 11:00 AM to 12:45 PM, USC)

**Biography and Legacy** (Feb 2nd 4:00 to 6:00 PM, Reagan Library)

USC’s **Kevin Starr** will provide a keynote address: “Reagan’s California.” (Feb 1st 5:30 to 6:15 PM, USC)

NBC’s **Tom Brokaw** will provide a keynote address and lead the panel reflecting on the Reagan era and legacy (Feb 2nd 4:00 to 6:00 pm, Reagan Library). The session will be broadcast later as part of the network’s extensive centennial coverage.

For detailed information on The Ronald Reagan Centennial Academic Symposium and to reserve your spot, please visit [www.usc.edu/schools/sppd/events/reagan](http://www.usc.edu/schools/sppd/events/reagan)

For additional questions, please contact Heidi Rosano at (213) 821-8189 or heidi.d.rosano@usc.edu
The first Rotary appearance of Mr. and Mrs. Al Shonk. Congratulations Al and Liz!

Rotaract Governor of District 5280, Cheryl Wong.

President Elect Megan is all smiles after being fined for having baby Daniel. Welcome back Megan!

Rev. E. Dale Click and Woody Anderson enjoying a moment of fellowship.

President Gerry, Beth Lochmoeller, and visiting Rotarian from Germany, Waldemar Joschko.

Photos courtesy of Tony Medley