MARCH 2011

05  Brentwood Casino Night
07  World Rotaract Week begins
08  Downey Club blood drive
12  District Wheelchair Project Day
13  Rotaract WAPIs Service event
15  District Recognition Awards deadline
24  Rotary Community Alliance meeting
     GSE Team returns from Bangladesh
26  PV Peninsula chartered in 1962
27  Wilmington chartered in 1928
28  Hollywood chartered in 1925
31  South Gate chartered in 1938
     Pacific Palisades chartered in 1952
     New Generations scholarships due
     Registration discount deadline for the
     RI Convention in New Orleans

Who Does What?
Flyers, maps, details and e-mail addresses are all on the district website.
www.Rotary5280.org
- District Conference: John Colville
- Speech Contest: Jim Boltinghouse
- Art Contest: Diane Davis
- Music Contest: Benedikt Fischer-Brydern
- Group Study Exchange: Earle Vaughan
- RYLA: Elyse Beardsley and Joe Harding
- New Generations: Jaimee Sul and Olivia Patterson
- ShelterBox: Jim Dyer
- End Polio Now: Shirley Giltzow

Not for the Faint Hearted
We’re looking for an assistant district newsletter editor. Perks include hanging out with
the Gov, dishin’ gossip, crashing club parties and a press pass to the 2012 Grammys.
Applicants should possess slim writing skills, a wicked sense of humor, a jaundiced eye
for design and the desire to enjoy countless club lunches. Contact Marc Leeka for inter-
view and salary information.

Caesar Mattei’s love for music led him to organize the Rotary Club Band of Downey in 1926 with 14 members. Initially an all boys
band, he added girls and within a few years the band grew to forty pieces. The Downey Club contributed instruments, uniforms and
automobile transportation to regional band competitions where the young musicians won many trophies. Later Caesar was the
music director at Downey High School. He was a firm believer in perfect attendance and drilled the idea into every member he
sponsored. Caesar passed away in 1996 at age 100. Photo from The Rotarian, September 1932.

This is your District Newsletter so don’t hesi-
tate to send club announcements and other
interesting items you want to share. Marc
Leeka, Editor. marc@compphys.com

Cover Photo: 2009-10 Inglewood Club Past President Sam
Bingham with two new friends in the Dominican Republic.
Photo by Linton Morgan.
Far too many connect literacy issues with International needs and not a problem that’s right down the street. Shamefully, according to UNICEF, over 800 million people across this planet over the age of 15 lack basic reading and writing skills. Of these, the overwhelming majority are women and children. And the really shameful part of these statistics is the fact that they have been unchanged since 1990; almost a quarter of a century without putting a dent into these sad figures!

True, most of the problem is overseas, but we’ve got problems right here, within blocks of wherever you are as you read this, literacy issues within walking distance of where you live – guaranteed!

It has been shown over and over that the roots of most uprisings, wars and community violence can be traced to illiteracy and poverty, the former often leading to the latter.

Some months ago, SAG Ray Brown hosted our literacy breakfast. We featured three speakers, all adults, all who faced adult life without the ability to read or perform basic math skills.

The one that got to me was a grandmother, born in this country, educated in our local school system and yet graduated from high school without basic reading skills. She simply had, by her own admission, lied and cheated her way through school. The shame continued after marriage when she created excuses for not wanting to read something to her husband or children. It was only when her grandchildren wanted her to read to them she decided to do something. What she did was simply to sign up for an adult learn to read class being offered by the Beverly Hills library!

Now she teaches such a program. Can there be a better example of how a small seed can grow into something powerful? Almost every library in Southern California has such a program, often being neglected not from a lack of interested students, but teachers. People like you that might consider an hour or so a week to teach an adult basic math and reading skills. It’s a wonderful club opportunity as well.

There’s one basic math problem at work here: Fundamental education reduces poverty which increases tolerance which in turn decreases violence.

And that is not an International problem.

But on the International front, what a great trip to the Dominican Republic! My thanks to Elsa Gillham, Arturo Velasquez, Amy Worthington, Vic Ching, Tori Hettinger and Larry Bender for all they did to plan a most successful journey. While many of us are still feeling the sting of being swatted during Carnival, that sensation will pass; the memories of all we accomplished and the gratitude of those we served can never be erased!

Doug
2013-14 Governor is named

Jim Dyer was selected as District Governor Nominee 2013-14, announced Nominating Committee Chair PDG Pat Cashin. Jim was President of the Santa Monica Club, served as chair for the annual District Conference and is well known around the region for his organization of ShelterBox projects.

Dodgers team with 5280 to Fight Polio

The Second Annual Rotary Evening at Dodger Stadium to End Polio Now will be held on Saturday, April 30. This year we’ll see the Dodgers vs. San Diego Padres. All net proceeds will be credited to clubs for PolioPlus. Purchase an opportunity drawing ticket and you can meet the players; win the grand prize and you will join the Dodgers on the field as they warm up.

Japanese Youth Exchange

Teens 15-18 can have a positive, life-altering experience as part of the Rotary Youth Exchange to Japan this summer. Six lucky teens will be chosen to travel to Kyoto, Nara, Hiroshima and Tochigi for a 3-week home stay with Rotary families. “District 5280 exchanges with Tochigi Rotary District 2550 began more than 40 years ago,” says Chair PDG Vicki Radel.

The first Rotary Club in the Philippines and the first Rotary Club in Asia, the Rotary Club of Manila celebrated its 90th birthday in 2009. The occasion was marked by the issue of postal commemorative stamps and this souvenir sheet. There are more than 20,600 members in 800 Filipino clubs.
Speech, Art and Music Contests

The District Speech Competition will be held at 10am on Saturday, April 9, at Our Lady of Perpetual Help School in Downey. The first place winner will be presented with a $1000 check at the District Conference in Indian Wells on Saturday, May 14.

Registration must be received by Speech Contest Chair Jim Boltinghouse by April 1. All forms are on the district website.

The District Art Contest will also be held that same morning at the school. Art Contest Chair Diane Davis says the art judging will begin at the conclusion of the speech competition.

Clubs must submit registration information and application fees no later than April 15 for the Governor’s Music Awards, Chair Benedikt Brydern reminds us. The auditions will be held Saturday, May 7, and the final awards will be presented at the District Conference.

Wheelchairs

The Second Annual District Wheelchair Distribution is set for Saturday morning, March 12, at the LAX Hacienda Hotel. Co-Chairs Melody St. John and Gaston Haughton say this one will be the best ever because so many chairs will be given away: 65!! Almost every club in the district purchased at least one chair. Clubs choose a recipient from their community and transport them to the event to present the chair. It’s a great gift: many recipients either lack a chair or they must rent one—at $45 monthly on their limited income.
Governor Doug in February led 95 Rotarians, Rotaractors and Interactors on the annual district trip to visit humanitarian projects in the Dominican Republic. Projects were funded by clubs in District 5280, clubs in the Dominican and monies awarded to matching grants by The Rotary Foundation. It was the eighth district trip and, by all accounts, entirely successful.

Senior Assistant Governor for International Service Elsa Gillham and a dedicated team developed 15 projects with Dominican clubs to emphasize Rotary’s commitment to education and literacy, water and sanitation, disease prevention and treatment, maternal and child health, and economic and community development.

The results were astonishing. Consider how Rotarians in District 5280 left an indelible imprint on lives in the Dominican:

- dental care will be offered to thousands of children in the remote La Vega area;
- previously immobile people in Santa Domingo and Santiago now have the mobility and dignity that comes from a gift of more than 240 wheelchairs;
- cataract repair surgeries were performed and will continue to be provided to those who can not afford the procedure;
- children who walk 3 to 5 miles to school now have bicycles;
- young adults in rural farm areas can complete grade and high school diplomas via educational radio broadcasts powered by a new Rotary generator;
- more than 250 abused children who previously foraged for food in the city dump now have a day care center and a fully equipped kitchen for nourishing their bodies as their souls are healed;
- a clinic serving the poor in Santiago now has x-ray equipment to diagnose congenital heart conditions, exceedingly common among DR infants;
- a village in Santiago now provides insulin injections;
- residents of the mountain town of Jarabacoa now have clean drinking water;

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• water filters were distributed in Santiago Gurabito;
• a school in the Villa Trina area now has a computer laboratory, powered by solar energy;
• a school in disrepair will be almost entirely rebuilt;
• in Santa Domingo an orphanage now has beds;
• teachers will have a new 4-wheel drive vehicle to reach students in the most rural areas;
• and in our own Southern California community, the Los Angeles County Arc will have a passenger van to transport their clients (a reverse grant from the Dominican Republic).

Rotarians from 5280 gave the largest contribution of Rotary funds to DR humanitarian projects ever: $300,000. That’s what Rotarians do: they make a difference in the lives they touch.

Wheelchair distributions have been a staple of district international trips since 2003. Anyone who has been to one remembers the event forever.
This was District Trip #8

The annual District 5280 trips involve hundreds of hours of planning by a dedicated team. The journeys have generated countless Rotary Moments in Central American, Caribbean and South American countries. Previous destinations have been:

- El Salvador 2003
- El Salvador 2005 (Governor Pat Cashin)
- Colombia 2006 (Governor Ingo Werk)
- Costa Rica 2007 (Governor Scot Clifford)
- Panama 2008 (Governor David Moyers)
- Trinidad 2009 (Governor Chuck Anderson)
- Ecuador 2010 (Governor Susanne Sundberg)
- Dominican Republic 2011 (Governor Doug Baker)

Organizing the next trip begins once the current trip is done. The next destination is a closely guarded secret that is traditionally revealed by the incoming Governor at the spring District Assembly.
District Conference May 2011 Checklist

The annual District Conference is the culmination of the Rotary year. Everyone gets together for fellowship, awards are given, we remember Rotarians who have made a difference and the Governor makes his last formal speech. First attendees will meet the people who constitute the district leadership and learn “best practices” from the clubs. Repeat attendees relax with old friends and make a few new friends. It is a family affair and everyone has a good time.

☐ Have you registered for the District Conference? Complete the on-line form in only a couple minutes and save 35% if you register by April 15.

☐ Has your club signed up to host Friday Hospitality Night or present a Club Display? This year clubs do not pay a fee to host or display.

☐ District Recognition Awards forms are due by March 15. Your club deserves recognition for its good work this year and — this is important — the spotlight to inspire other clubs.

☐ Make your reservation for the Indian Wells Hyatt Grand Champions Resort by April 15 to guarantee the low nightly rate of $169 + taxes. That is HALF the regular rate!

☐ Busy with work and can’t attend the entire weekend? Register then come and go as you please. Kids? Come on—bring ’em and enjoy the family-friendly resort facilities.

☐ Live to golf? Don’t miss the Thursday tournament.

☐ First time conference attendees LOVE mingling and meeting fellow Rotarians at the Friday Hospitality Night. Clubs provide all the food and drink for FREE, but you have to be registered for the conference to indulge.

☐ Sign up early for the Saturday community service activity. It’s FREE and guaranteed to give you a Rotary Moment.

☐ The big awards will be presented at the Saturday evening Governor’s Ball. Texas two-step to the music of Asleep At the Wheel, 9-time Grammy award-winning group.

☐ Pack lightly. The weather will be perfect and you want to dress comfortably. The more seasoned conference attendees bring only a bathing suit and toothbrush.

☐ Plan to RELAX. This is YOUR conference. The plenaries will be light, informal and fun.

• The District Conference is in Indian Wells, Thursday thru Sunday, May 12-15.
• The Rotary International Convention is in New Orleans this year, May 22-25.
If I could only be President again

Cliff Dochterman speaks to incoming club presidents at the Presidents-Elect Training Seminars every year. You don’t have to be a club president to appreciate these simple ideas to make your club successful and attractive to new members.

In many clubs Rotary is hardly moving forward at all. Why so? I’ll try an answer—stagnation. Let’s face it, the activities in too many clubs have become dull, repetitious and uninspiring. There’s no enthusiasm. The fire has gone out. Most clubs haven’t tried a new idea in years. Too many of the shining goals of Rotary have become tarnished by mediocrity.

But why settle for a mediocre club? The potential for creative and exciting Rotary activity is absolutely overwhelming. This can be the best year your club has ever seen.

Rotary’s success is in your hands. What kind of leadership will you provide? Time and time again I’ve heard past club presidents lament, “If I could do it all over again, I would . . .” After reflecting on the year at the helm of my club, I’ll tell you six things I would do “if I could only be president again.” Consider these ideas.

First, I would emphasize the dignity of Rotary. This doesn’t mean I want a club filled with stuffed shirts or prudes. Any club member should be able to bring a guest without the slightest doubt that the experience will be delightful. Rotary is fun—but it also has dignity and “class.”

Second, I would de-emphasize 100 percent attendance. Of course, you must attend meetings if you expect to get anything out of Rotary, but many clubs fool themselves by assuming that attendance is as important as service. The poor attendance records of Rotary clubs say as much about the quality of club meetings as they do about the members themselves. Mr. President, your club’s meetings can be made so interesting and vital to your members that they won’t want to miss a single one.

Third, I would make no club fines less than $10. Club fines provide great sources of fellowship, give personal recognition to members and sustain service projects. Petty, insignificant fines of a few dollars for arriving late, or buying a new car, taking a vacation or “advertising” one’s business don’t add to the dignity of Rotary.

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Instead of levying fines, the president should give each member public recognition by honoring major events in his family, professional or community life, and then ask the club member to donate $10 or $20 to the club service fund for the compliments he or she has received. This would acknowledge a member’s personal achievements and lift them up for personal acclaim by fellow members.

Fourth, I would improve the weekly programs. Nothing discourages club membership more than continuously uninspired programs. Good programs not only insure consistently good attendance but they also become a magnet for guests and visitors, all potential new members. I would go about improving programs by exchanging names of good speakers with four or five of the better clubs around the district. I would also see that my club treated speakers with more courtesy than most clubs do. The least we can do is provide an attentive audience, begin the speaker’s segment on time so that they have the full time promised to them, and send a follow-up thank you note for their contribution of time, thought and energy to the club.

Fifth, I would take a new look at the president’s responsibility as a presiding leader. For example, I would polish my introductions of visitors and not make them a perfunctory routine. I would practice names to correctly pronounce them, so as not to embarrass myself or the club by appearing to not care about something so simple as a name. I would treat visitors from neighboring clubs as I would want them to treat members of my club who do a make-up.

I would also keep an eye on my written agenda so the meeting does not stray or, worse, we impede on the time promised to the speaker. At every meeting I would provide some interesting Rotary information. It might be a committee report or a fascinating Rotary fact. For instance, where did our mottoes originate? When did Rotarians begin singing at their meetings? What is the Ambassadorial Scholar program and why is it so important?

Just remember, you have only about 20 precious minutes each week to conduct your club’s affairs. So plan your time wisely, and be sure to relate each item on your agenda to one of the avenues of Rotary service.

Sixth, if I could do it again, I would orient my year as president around well-planned goals. Mr. and Ms. President: chart a successful year with high aims. The accomplishments your club makes will seldom be greater than the goals you set. To achieve success, you must establish specific goals, then strive to reach them. Make a goal for each of the five avenues of Rotary service and then make a plan how the club will achieve the goal.

Being president is not a responsibility to be taken lightly. Your club will remember your year as president, one way or another. Make it a year you — and they — will be proud to recall. Don’t worry about the occasional thoughtless critic or the foot-dragger. Don’t listen to the old past presidents who caution that “we never did it that way before.” Just remember when the parade of success begins, everyone will want to jump on the bandwagon. Make the best of your year, and you’ll never have to look wistfully back and think, “If I could only be president again.”

Cliff Dochterman has given this speech hundreds of times, yet the message never grows old. This is an edited version of a column that originally appeared in The Rotarian July 1979, more than 30 years ago and well before Cliff was selected to lead Rotary International.
Our Rotary Pledge

Ending polio is still Rotary’s Number One goal. We want to make the world aware of our pledge. For Rotary’s 106th birthday celebration a couple weeks ago, I rang the closing bell at the New York Stock Exchange; iconic landmarks around the world were illuminated by the distinctive End Polio Now message; and Rotarians in Great Britain and Ireland planted 4.6 million crocus bulbs in October so their purple blooms would flower at this time. What did your club do?

Rotary International President
Ray Klinginsmith

Polio Vaccine was Never Patented

During World War II, Jonas Salk was part of a government effort to develop an influenza vaccine. He believed he could apply the same killed virus approach to polio. On April 12, 1955 Salk completed field trials and presented to the world an inactive variant of polio that was 90% effective in immunizing individuals by teaching the body how to produce antibodies to fight a future polio infection. Salk was hailed as a “miracle worker,” and the day almost became a national holiday. Salk had developed a safe and effective vaccine with no interest in personal profit. When he was asked in a televised interview who owned the patent to the vaccine, Salk replied: “There is no patent. Could you patent the sun?”

Who Gets Your Club Newsletters?

Club publications should be e-mailed to these four district leaders:

District Governor Doug Baker
Executive Aide Joe Vasquez
District Administrator Tori Hettinger
& the Assistant Governor assigned to your club

2011 YTD Polio Cases Worldwide: 34

You can track polio cases worldwide and learn how Rotary’s commitment to eradicate polio will be successful. There were 34 cases worldwide in January and February. The historically polio-endemic states of Bihar and Uttar Pradesh in India have not seen a case in more than six months. The dramatic reduction in cases in this region is largely the result of the introduction of bivalent oral polio vaccine.

In all of 2010 there were 232 cases in the endemic countries (Pakistan 144, India 42, Afghanistan 25 and Nigeria 21) and 743 cases in the non-endemic countries.

www.polioeradication.org