

# EL RODEO



ROTARY YEAR 2019-2020 • ISSUE 31 • VOLUME CXI  
SEE - DREAM - SOLVE  
ROTARY CONNECTS THE WORLD

JANUARY 28, 2020

**2019 - 2020**

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TALK TO US:  
elrodeola5@gmail.com

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# FIVE REASONS TO LOVE LA5

## A message from the President

The LA5 Marketing Committee tells me it is time for a new branding campaign for our website—and I agree. But, before the current one vanishes, I would like to remind you of the five themes of the campaign that continue to inspire my participation in our club.

### **A LEGACY OF LEADERSHIP**

LA5 is home to LA's most engaged and influential civic-minded leaders. It's been true for 111 years. It's true today. I like to be counted among such a group.

### **A STRONG FOUNDATION**

The LA5 Foundation, now over \$9 million strong, sponsors major efforts to support young people, especially through education. I believe in investing in the future.

### **A COMMITMENT TO THE LOCAL COMMUNITY**

LA5 offers grants to local organizations addressing the challenges associated to homelessness, K-12 education, and the foster care system. I feel compelled to prioritize and respond to the needs of my neighbors.

### **GLOBAL AWARENESS**

From clean water projects in Myanmar and Mexico, LA5 looks beyond its borders to respond to needs and crises around the world. I believe my responsibility extends beyond my own community.

### **A JOYFUL COMMUNITY**

LA5 is a community of friends who do business together, enjoy one another, and support one another in good times and bad. I've experienced such joy and friendship through the activities of our club.

These are five reasons I love LA5. I invite you to tell me about what you love about our club. I'll see you at lunch on Friday.



*Rick Gibson*

President,  
Rotary Club of Los Angeles  
2019 - 2020





**THIS WEEK:  
FIRE CHIEF, DARYL L. OSBY  
LA County Fire Department**

Lunch at the Cal Club

[Click Here for Tickets](#)



# Mark the calendar



- Feb 01** Golf Committee - Chevy Chase Country Club
- Feb 07** Manny Pacheco - Lunch at the Cal Club
- Feb 14** Consuls General Day - Lunch at the Cal Club
- Feb 21** Ed Reyes - Lunch at the Cal Club
- Feb 28** Pageant of the Arts - Lunch at the Cal Club

[CLICK HERE TO VIEW THE CLUB CALENDAR](#)

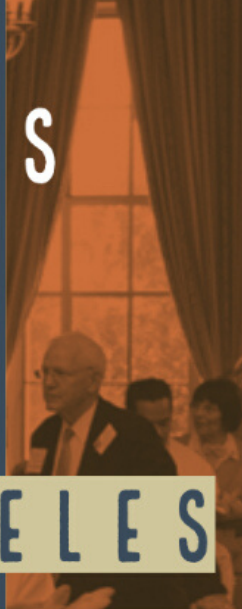
CELEBRATING 111 YEARS  
SERVING LOS ANGELES

ROTARY CLUB OF LOS ANGELES

# HOMECOMING WEEKEND

MARCH  
13-15

[click here for details](#)







**MARCH 28th**  
**SATURDAY**

**POKER NIGHT**

**MARCH 28**

**\$50  
BUY-IN**

**CARDS  
FLY AT  
3:00 PM**

**ROCKWELL TABLE & STAGE**

**TOURNAMENT-STYLE TEXAS HOLD 'EM**

**\$50 BUY-IN ♠ PRIZES ♠ UNLIMITED RE-BUY UNTIL TBD LEVEL**

**♠ \$3k in starting chips ♠**

**1714 N. VERMONT AVE., LOS ANGELES, CA 90027**

**Questions? Rob Menz, 323-316-6333, rjmfinancial@gmail.com**

**REGISTER BY:**

- March 10th for an extra \$1,000 in chips
- March 26th for an extra \$500 in chips

**WINNINGS:**

- 1st Prize = \$400
- 2nd Prize = \$250
- 3rd Prize = \$150
- 4th Prize = \$100
- 5th Prize = \$75

**SPONSORS:**

- Rockwell Table & Stage
- Rob Menz, RJM Financial Group
- Christina Moses, 3shades design

**REGISTER AT: [www.rotaryla5.org/calendar/events/la5-poker](http://www.rotaryla5.org/calendar/events/la5-poker)**



# **CHECKING IN WITH LA5 SCHOLARS**

**DANIEL, 2016 RECIPIENT  
CURRENTLY ATTENDING  
TUFTS UNIVERSITY**

**How did you use the scholarship  
money?**

**"I used \$350 for study abroad  
applications and \$200 for  
textbooks. I used \$400 for a flight  
going home. I have the rest saved  
in my account."**

**Brag to us about what you did this  
year...**

**"I studied abroad in Madrid and  
worked at a consulting firm."**





# MEET: MANDI BUDD

Executive Director, Face Forward  
LA5 member since 2017

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## What quirks do you have?

Well I mean what quirks don't I have really? I have a wicked, dry sense of humor, I'm often overly blunt and honest, I can't do "fake" and my face cannot lie. I also always have a musical soundtrack running through my head and typically one song will be on constant replay in my brain for the day. You may see me randomly bust out singing or dancing just because.

## What is your proudest accomplishment?

Hmmm.....this is really kind of a loaded question, for me Ha! I would have to say that my most recent proudest accomplishment, as terrible as it may sound, was "finding myself" again after my divorce. Divorce is a very ugly, unpleasant and pride swallowing process, especially after 18 years. The journey of self re-discovery, and new found self awareness has not been pretty to say the least, but I have to say has strengthened me in ways I could never have imagined. That to me, has been a very proud accomplishment. Honestly, life post divorce drove me to finally join Rotary, and not just pop in for the meeting or event every few months so there's an added proud accomplishment too!



## Who's your go-to band or artist when you can't decide what to listen to?

Currently Lewis Capaldi is my new obsession.

## What gets you fired up? Why?

I'm super passionate and protective of the people in life that I love.....so I get very protective of them if someone tries to mistreat them. I'm like a momma bear protecting her cubs when it comes to those close to me.

## Do you have any hidden talents we should know about?

Don't know that it's "hidden" per se but I can carry a tune...it's just not a talent I've revealed to many in my adult life. I grew up singing in the church, school and in community theater musicals.

## Do you have a motto by which you live?

This too shall pass.



NOW AVAILABLE

# AUTO- PAY

FOR CLUB MEETINGS

as low as

**\$27**

per  
meeting

THE MORE MEMBERS  
WHO SIGN UP, THE  
LOWER THE LUNCH  
RATES!

CONTACT ADAM WEISS  
TO JOIN





# LA5 BUSINESS EXCHANGE



Tell us about your business

...and get featured in  
our next issue!

[CLICK HERE](#)

# Let's Get to Business!

by: Lauren Schlau

photos: Tony Medley



## “Why did you join Rotary?”

is a question we often ask one another. Some reply it is to give service, others say to form lasting friendships, while others want to form business connections to promote their specific goods or services to Rotarians. For many it can be all of these!

Those seeking an audience at LA5 to promote their businesses may find the club falling short on that expectation. One member expressed this in a follow-up e-mail: I think it is a mistake to ignore this feeling that it is somehow wrong to talk about or want business at Rotary; rather we should emphasize that business is OK at Rotary. My impression of the LA5 of old is that it was where LA's business leaders met and that they did business together and they did service together. They were leaders in everything they did... those who are driven and ambitious in business also happen to be those who are driven and ambitious in service too. They are not exclusive.

To underscore this sentiment, this “service +business” model of Rotary goes back to 1910 to a speech by Rotarian Arthur Frederick Sheldon at the first convention, held in Chicago. Sheldon declared that “only the science of right conduct toward others pays. Business is the science of human services. He profits most who serves his fellows best.” Along with “Service Above Self,” this slogan was also adopted, ultimately changed in 2010 to “One profits most who serves best.”

*cont'd...*



In considering that our club can be a good place for both service and business, members **Ivan Lovegren** and **Joe Grant** kicked-off 2020 by organizing the year's first breakfast meeting for conversations among members to identify how LA5 can better help promote our businesses to one another.

The 40+ attendees sat at tables to discuss three questions:

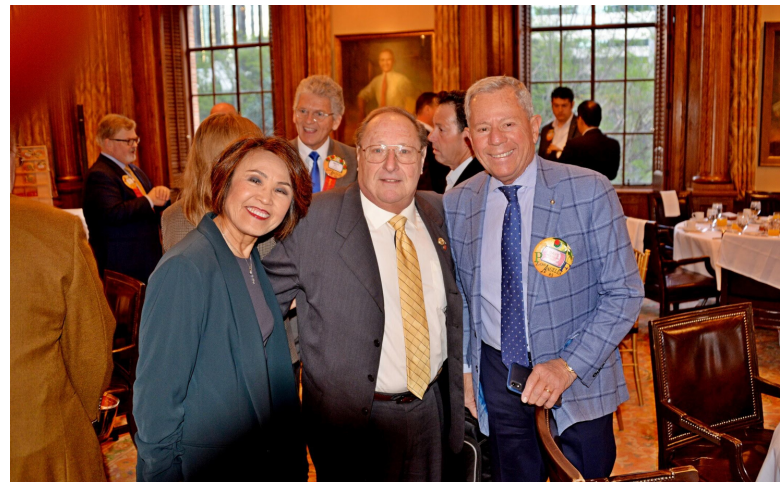
**How do you think the Club could better facilitate business between members?**

**What ideas do you have for making it easier for club members to know who they should talk to for what professional services?**

**How do we execute these ideas in a way that can benefit the Club and will be in Good Taste?**

Based on the voice volume in the room, conversation was enthusiastic and energized! A number of good ideas emerged including:

- *LA 5 should help facilitate ways for members to get to know one another better*
- *Tri-Fecta or One on One exchanges*
- *Hot Seat – featuring a member and their business at a meeting*
- *Panel of experts on a subject that are LA 5 members*
- *Feature Business in El Rodeo*



These great ideas were underscored by a few caveats, which may relate to why “doing business” may have been unfavorable at LA5. Members wanted to make clear that the Directory is not a source to solicit en-masse, and that members should not be spammed via e-mail.

A consistent theme was that developing personal relationships, not “selling,” is the key for success in promoting one’s business. The ideas put forth are ways to better facilitate relationships at LA5. The next step is implementation.

**President Rick** has made returning LA5 to a position of influence a key goal of his term. Having business goals, business speakers and business activities will help make us known as a place where LA’s business leaders congregate and know one another, as resources as well as potential customers.



# LAST WEEK IN PHOTOS

DAVID R. PRESTON BLEW OUR MINDS WITH THE PHILOSOPHY OF OPEN-SOURCE LEARNING,  
CENTRAL COAST WINE TASTING AT LAUREN SCHLAU'S HOME



: TONY MEDLEY



Who doesn't love some good swag?!



Maureen Tepedino and Tony Medley, on the other side of the camera.



David Preston showed that the concept of 'Open-Source Learning' is more than one might think. Prompting questions like "are we in the matrix?"



Spotted! PP Ken Chong shows up for his second (?) meeting of the year! (Isn't there a 50% attendance rule for club membership?)



Great friends, great Rotarians, great wine ... so much greatness!



No one ask Joan Ekstrand how much wine she needs to cope with all the Rotary in her life ...

# NEW MEMBER CANDIDATE

Per club bylaws, members have **10 days** from the issuance of this notification to let the Membership Approval Committee know if there are any objections to this candidate.

For questions or comments regarding this candidate, please contact

Membership Approval Committee Chair and Past President,  
Erick Weiss: [erick@honeysweetcreative.com](mailto:erick@honeysweetcreative.com)

## **Michael Aaron Wilkins**

Active Member (New)

CFO, human-I-T

[aaron@human-i-t.org](mailto:aaron@human-i-t.org)

230 E 3rd Street A

Long Beach, CA 90802

(888) 268-3921 x707



Sponsors: Maureen Tepedino, Paul Ekstrand, Russ Whittenburg





**LA KINGS PRE-GAME PAINTING PARTY  
&  
GAME  
LOS ANGELES KINGS VS. COLORADO AVALANCHE  
STAPLES CENTER**

**SATURDAY, FEBRUARY 22, 2020  
PREGAME 5-6PM \$25**

**RSVP:**

**[HTTPS://WWW.EVENTBRITE.COM/E/85583435359](https://www.eventbrite.com/e/85583435359)**

**GAME 7PM \$30 UP**

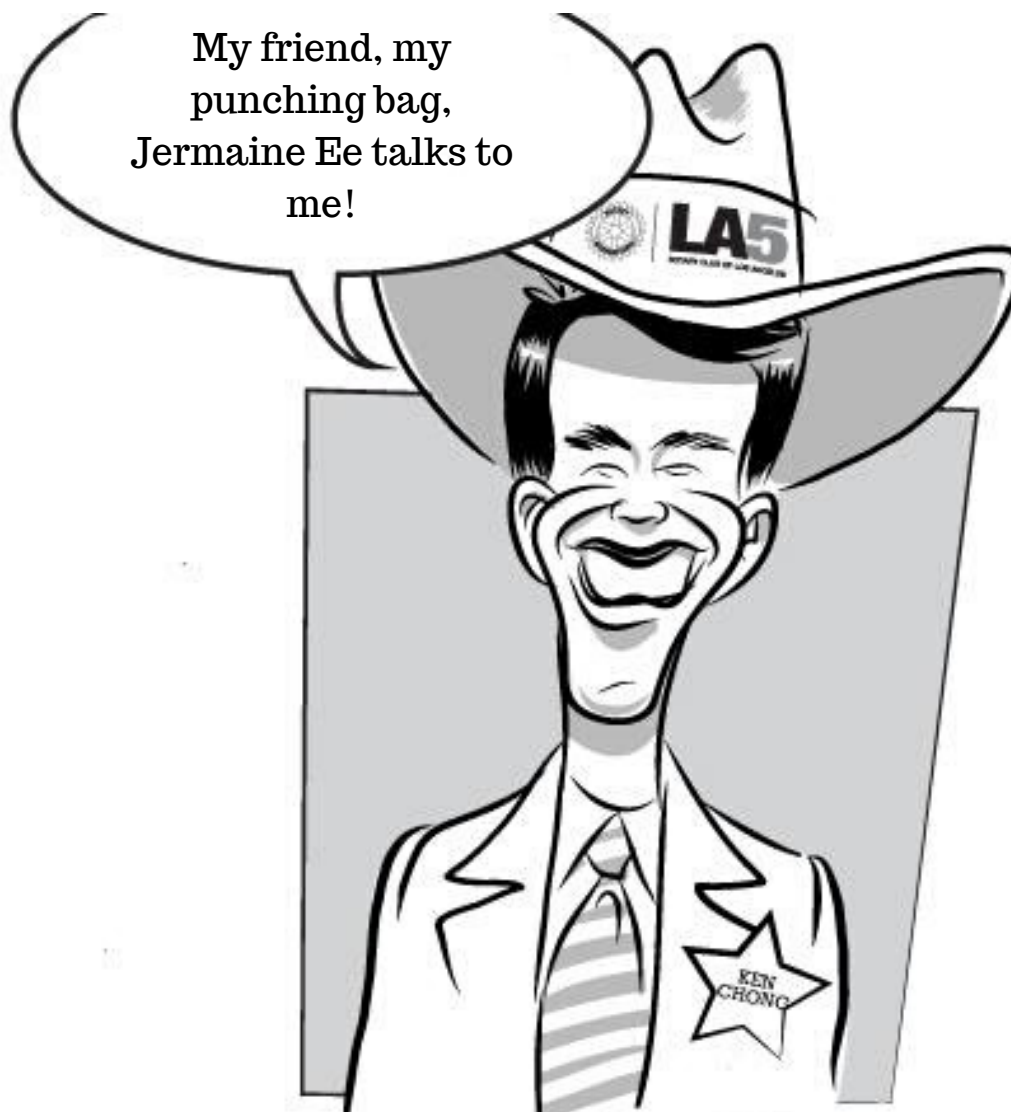
**RSVP:**

**[LAKINGS.COM/PAINTFORAPURPOSE](http://LAKINGS.COM/PAINTFORAPURPOSE)**



# THE WASHED UP PRESIDENT'S PODCAST

AVAILABLE ON  
SPOTIFY, GOOGLE, APPLE, BREAKER, RADIO PUBLIC, POCKET CASTS



**CLICK HERE TO LISTEN**