



## This Week's Program

**Wednesday, October 7 - Join Us via ZOOM**

**ECONOMIC DEVELOPMENT in LONG BEACH**  
**John Keisler, Economic Development Director**  
**City of Long Beach**

**4:45 p.m. - Dial In to ZOOM**  
*Dial In Details Will Be Sent*  
**5:00 - 6:00 p.m. - Program Via ZOOM**



John Keisler is the Economic Development Director for the City of Long Beach. The mission of the department is to increase economic opportunities for workers, investors, and entrepreneurs in Long Beach through workforce, business, and property development programs.

After completing bachelor degrees in Philosophy and Religion at St. Olaf College, he joined Teach For America, teaching middle school literacy and civics in Newark, NJ. To address the chronic community challenges facing his students, he turned to a career in city management, working with the League of California Cities and completing his MPA at the USC Price School of Public Policy.

In 2005, John was hired as a Management Assistant by the City of Long Beach, and rotated through four departments. Over the next decade, he led multiple change-management projects throughout the City, serving as the Animal Care Services Bureau Manager; Business Operations Manager for the Parks, Recreation & Marine Department; CFO for the Police Department; and the City's first Innovation Team Director.

John lives in Long Beach with his beautiful wife Laura and his two sons Christopher and Benjamin, where he serves on a number of civic boards and coaches youth sports.

## President 104's Post #15

**Matt Kinley**



### APPRECIATION IS IN ORDER

*The RCLB is so STEEZY.*

Steezy is a word that combines the word **style** with **ease**. Originating with snowboarders, to do something with **super steez** is to do a trick with the highest style and with the most ease. Looking around our Club, we are super steezes to the core.

Look in the dictionary under steezy and you'll see a picture of *Rayne Sherman*, moustache and all. Last month Rayne did more than show off classic cars (and some really cool cars, at that), he re-introduced us to several Rotarians in unique and compelling ways. *Ahmet Atahan* is listed under steezy too. Thanks go to Ahmet for his leadership and great speakers as our Vice President.

For October, we have *Bond Nichols* as Sergeant at Arms and *Braden Phillips* as our VP. Bond will show off some of his musical skills during the meetings, and Braden has set up a great cast of speakers.

*Lydia Vincenty* and *Brett Lewis* get a big shout out for their work in reimagining our Fellowship outings. *Lisa Finn* is working to quickly rebuild our Community Rotaract Clubs, with planning meetings under way.

The RCLB has a great bench with great leaders. Consider what we are doing under *Dan Lipton's* leadership in Community Service. Our club is on the move with Feeding the Future, helping the Ronald McDonald House, and supporting the Salvation Army, and we continue our support for literacy with our Reading by Nine committee. Our work continues to enhance our local community as an important piece of a much larger international puzzle. We are just one Rotary club among 35,000 clubs throughout the world. Click here to take a look at this inspiring **special report** prepared by the Johns Hopkins Center for Civil Society Studies that estimates that throughout the world, Rotarians volunteer nearly 47 million hours in a typical year, providing about \$850 million worth of community service!

Among the 35,000 Clubs, the LBRC is *buttering the gnar* (means an exceptional trick in snowboarding, **gnar** is a shortened version of the word gnarly, meaning high on the scale of dangerousness and coolness).

Thank you to all of you for your leadership and service that makes our service possible and keeps our Club steezy!

## CLUB LEADERSHIP



**Matthew L. Kinley**  
President



**Olivia Maier**  
Assistant to the President



**Ahmet Atahan**  
Vice President



**Sathya Chey**  
Vice President



**Braden James Phillips**  
Vice President



**David Sommers**  
Vice President



**Paul Patrick Scholz**  
Secretary  
Treasurer



**Rhannon Evans Acree**  
Sergeant at Arms



**Bond Nichols**  
Sergeant at Arms



**Rayne Sherman, FHDA, CID, CSI**  
Sergeant at Arms



**Diane Wood**  
Sergeant at Arms



**Laura Doyle**  
CCO-Club Comm. Offer



**Henry C. Fung**  
Career Service Director



**Richard Gibson**  
Club Service Director



**Sandra Simon**  
Club Service Director



**Daniel Bruce Lipton**  
Community Service Director



**Brett Lewis**  
Fellowship Service Director

**Lydia Vincenty-Lowell**  
Fellowship Service Director

## In the News

### Rotary Meetings - What's Up!

LAST Week @ Rotary	THIS Week @ Rotary
<p><b>Classic Car of the Week</b> - Rayne Sherman  <b>New Member Induction</b> - Jeanne Perales  <b>Cochran Family Scholarship Award</b> - Kaisa Matagiolo Faleono  <b>ROTARY ROOTS - October 21</b> - Janey Roeder                      Program - FEEDING THE FUTURE  <b>Football Pool w/Andy McFarland</b></p>	<p><b>October Sergeant at Arms</b> - Bond Nichols  <b>MUSIC</b>  <b>Four-Way Test</b> - Steve Keesal  <b>October Vice President</b> - Braden Phillips                      Program - Economic Development in Long Beach  <b>5 O'Clock Somewhere at 5:30pm - October 8</b>  <b>VOTE Ballot #2 and Send to Office</b>  <b>REGISTER for ROTARY ROOTS - October 21</b>  <b>Football Pool w/Andy McFarland</b></p>

### Rotary Needs You!

Can you help? Can you spare some time on Wednesdays for a fun and safe activity?  
 We know that Rotarians are dedicated people and always want to help! We have a great opportunity for you.

We are setting up a special Audiovisual Team for the Rotary meetings. Members of the team would alternate worktime so it would not be a huge time commitment for anyone. Hours would be 10:45 a.m. to 1:45 p.m. on Wednesdays at the Rotary meeting Zooming location.

This is a great opportunity for new members to get to know our President and support staff. In addition you get to know more about Rotary and the inner workings of how the meetings are put together. The meeting location is a very safe place - everyone wears masks and follows all COVID-19 protocols.

If you are interested in learning more about the Audiovisual Team  
 call Rich Gibson at 562-879-9743 or Sandy Simon at 562-394-2315.

### FEEDING the FUTURE - More information is forthcoming; please start collecting - high needs are:



- beans and rice
- canned meat
- canned veggies
- dry cereal
- oatmeal
- pasta and sauce
- peanut butter and jelly
- shelf stable milk
- snacks like: granola bars, chips, cookies, crackers, nuts, and protein bars
- hand sanitizer
- shampoo
- toothbrushes and toothpaste

## Why Talk About the Four-Way Test?

By Lynne Wainfan PhD  
 Four-Way Test Committee Chair

### What is it?

The Four-Way Test is used by Rotarians around the world as a moral code for our personal & professional relationships. It was developed in 1932 by Herbert J. Taylor who took charge of a company in crisis. Taylor, who served as Rotary International President, credits the Four-Way Test with saving his company.

### Why is it important now?

Pew Research Center reports that Americans trust in our institutions and in each other is at an all-time low. We are in a crisis of trust. But you have joined members of 35,000 clubs worldwide who committed to the Four-Way Test: a standard that can help you be trustworthy.

But it's not as easy as it may look. Our club's Teaching Education to Kids (TEK) committee delivered a 3-year ethics curriculum, based on the Four-Way Test. We knew the test by heart. But when we tried to create a lesson plan, we sat dumbfounded as we asked ourselves, what is fairness exactly? Every 3-year old knows what it is when they say, that's not FAIR! But could we understand fairness enough to write useful lesson plans? It appears so. The Rotary Long Beach TEK curriculum has received excellent reviews from surveys of students and teachers.

But we learned something important: *The Four-Way Test is hard to truly understand.*

This year's Four-Way Test Committee has planned a series of talks to explore our moral code: what it means; why it matters; and how we've applied the Four-Way Test to our personal and professional lives. We started with, Build Goodwill and Better Friendships, where I shared my journey from loneliness to finding friends for life in our club. This week, Past President Steve Keesal will describe the Rotary culture, and help us remember who we are.

I'm sure Steve's talk will be beneficial to all concerned.



## Did You Know...

By Adriana Lanting



Freda Hinsche-Otto  
 International Service Director



Mark Guillen  
 Membership Service Director



Lisa Finn  
 Youth Service Director



Mollie Beck  
 Past President



Dennis C. Smith  
 President-elect



Alfredo Velasco  
 President-nominee



Madrid Zimmerman  
 Club Executive Director  
 Club Executive Secretary



Dan Ouweleen  
 Assistant Governor



## BIRTHDAYS THIS WEEK



Jeanne Perales  
 October 7th



Nancy Zwiers  
 October 10th



Edward W. Arnold  
 October 10th



Eric R. Hubbard DPM  
 October 11th

## UPCOMING EVENTS

### October

- 7th - **Weekly RCLB Meeting**  
**Speaker:** John Keisler - Economic Development Director, City of Long Beach  
**Subject:** ECONOMIC DEVELOPMENT in LONG BEACH
- 8th - **5 O'Clock Somewhere at 5:30**
- 10th - **Centennial Park Clean-Up**
- 14th - **Weekly RCLB Meeting**  
**Speaker:** Chris Garner - General Manager, Long Beach Water Department  
**Subject:** WHERE and HOW - LONG BEACH WATER
- 20th - **RCLB Board of Directors**
- 21st - **ROTARY ROOTS Lunch Program - Fall 2020**
- 24th - **Feeding the Future Food Drive**
- 28th - **Weekly RCLB Meeting**  
**Speaker:** Robert Luna - Long Beach Police Chief  
**Subject:** POLICING in LONG BEACH

### November

- 4th - **Weekly RCLB Meeting**  
**Speaker:** Bill Bedrosian  
**Subject:** COVENANT HOUSE - MEETING THE NEEDS OF HOMELESS YOUNG PEOPLE
- 11th - **Weekly RCLB Meeting**  
**Speaker:** Anindo Marshall  
**Subject:** AFRICAN DANCE HISTORY
- 14th - **Centennial Park Clean-Up**
- 17th - **RCLB Board of Directors**
- 18th - **Weekly RCLB Meeting**
- 19th - **Business Breakfast Roundtable**
- 25th - **NO WEEKLY RCLB MEETING - Thanksgiving Holiday**
- 29th - **Ronald McDonald House Sunday Meal Prep**

## Our Rotary Family...



**COLLABORATING TO END MALARIA**  
**Copperbelt Malaria Elimination Phase 2, Zambia**

As you know, if you attended the September 23 club meeting, Copperbelt Malaria Elimination Phase 2 is the largest Rotary-led project to train, equip and deploy community health workers (CHWs) in their home villages of the most malaria endemic districts in Zambia's Copperbelt Province. The project is led by the Rotary Club of Seattle and the Rotary Club of Mufulira. At the Large Club Conference in February 2019, Long Beach committed \$10,000 along with others to support this effort. Along with RI, the Bill & Melinda Gates Foundation will match 1:1 dollars in this effort. This project will train, equip and deploy 1,055 critically needed CHWs into three districts where the 2019 average incidence of malaria was 225,724 reported cases in a population of 550,000. This project will:

- Reduce malaria in the target communities by 90% in three years.
- Bring basic health care to the village level, enabling more immediate diagnosis and treatment.
- Reduce the burden on rural health centers and hospitals, particularly during and after the rainy seasons when malaria cases overwhelm their public staff.

The Global Grant was submitted in June to the Rotary Foundation. Because of the size of the grant, it was considered and approved by the Foundation/Trustees.

If you wish to take the opportunity to be part of the pledge to support this grant,  
Please make your check directly to: **THE ROTARY FOUNDATION**  
Please include **GG#2095385** on your check  
You will receive DOUBLE Paul Harris points for your contribution.

Please send your check to Madrid at the  
**Rotary Club of Long Beach, 400 Oceangate, Suite 470, Long Beach, CA 90802**

**Rotary-versaries ~ 10+ Years**

**SEPTEMBER**



[Thomas Scott](#)  
43 Years



[Robert W. Davis](#)  
41 Years



[Gregory R. Gill, CCIM, SIOR](#)  
33 Years



[Patrick G. O'Grady](#)  
30 Years



[C. Robert Luskin](#)  
25 Years



[Terry L. Gelling](#)  
23 Years



[Edward W. Arnold](#)  
21 Years



[Michael C. Jensen](#)  
20 Years



[Dana A. Buchanan](#)  
11 Years



[Richard C. Dempsey](#)  
11 Years

Condolences to **Olivia Silva Maier** and her family for the loss of her brother **Karl Henry Silva** on September 30 - we all send our love to you, Olivia.

**Message from the Rotary Presidential Leadership Team:**

We are looking for Rotary office space, a lease or sub-lease, approximately 800-1,000 square feet. Our current lease runs out November 2020. We are looking for space that would be closer to a potentially non-downtown lunch venue. Please share any suggestions with Immediate Past President, **Mollie Beck** - [belshorepl@earthlink.net](mailto:belshorepl@earthlink.net)

**Rotary Club of Long Beach**  
meets every Wednesday

**Club Office**  
400 Oceangate, Suite 470  
Long Beach, CA 90802  
562-436-8181  
[Rotary@RotaryLongBeach.org](mailto:Rotary@RotaryLongBeach.org)

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