



the CLARIFIER

CLAREMONT ROTARY NEWSLETTER

SERVICE ABOVE SELF

Claremont Rotary Year 92 | Week 13 | September 25, 2020

Program: Becky Margiotta-Billions Institute

submitted by Jim Lehman & Bill Burrows

John Allen introduced our speaker, Becky Margiotta, who moved to Claremont in 2017 with her wife, Christine, and their two children (4 and 6). A West Point graduate who served in the army for 9 years, Becky has been involved in the non-profit sector for a number of years now. She has a graduate degree in organizational change management from the New School in New York. In 2013, she was named a White House Champion of Change and in 2015 she was named the Schwab Foundation Social Entrepreneur of the Year. She is committed to working for racial and social justice and serves on Claremont's Police Commission. She heads the Billions Institute, founded in 2015, now headquartered in Claremont.



ing, and they've also trained Polaris, the national human trafficking hotline. Their largest client is the UK's National Health Service (NHS). They've worked with the Immigrant Legal Rights Committee to help them expand their

ranks of volunteer lawyers; the National Institute for Civil Discourse to broaden their reach. They have a podcast series—[Unleashing Social Change](#)—which might be subtitled “Help My Mom Understand What You Do,” to highlight many good things going on in the world. They work with the Sunrise Project, which has been tackling re-insurers globally to stop the reinsurance of the fossil fuel industry and hasten the arrival of a post-fossil fuel economy. They train all of the people in the [Climate Breakthrough Project](#), whose awardees receive larger stipends than the MacArthur Fellows (genius grants). They helped the United Farmworkers Foundation with expanding their voter registration project; they worked with the province of Beijing to ban single use plastics. They worked with the Cincinnati Children's Hospital to address infant mortality—the hospital had the highest infant mortality rate in the US and are now in the middle of the pack. The hospital found that structural racism was among the contributors to the unfortunate distinction and has taken successful steps to address it and thereby reduce infant mortality.



The Billions Institute is a small non-profit with the mission of helping social change agents “make their big dent in the universe.”

Their goal is to help any organization with something that works—to scale it up or spread it to reach as many as possible. Mostly they do it through training. Their very first client was Demand Abolition, which works to end human traffick-

The firm is small but mighty—Becky Margiotta is the

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Watch It!

Here is the [link to the meeting recording for September 25](#) featuring Becky Margiotta's talk. Password: 9rG1?60U (The program starts at 33:39 minutes)

Next Zoom Meeting

[Zoom link to Meeting on Friday 10/2](#), which features a panel on the RI and Claremont Rotary Foundations.

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Rotary, The Zoom Meeting

submitted by Mike DeWees



President **Buff Wright** welcomed the club with the bell, and then **Christine Hayes** sang the Smile song. Members were sent to breakout rooms to discuss the upcoming Rotary Out on the Town Event. Lots of plans have been made for the Event in a very short time. What a team we had to get it organized, gain sponsors, and organize 33 Vendors to participate. WOW!! Great teamwork! Please pick up Passports (@\$10) to sell or give away at Wheeler Steffen through Saturday from 3-6pm. The event starts Friday noon, Oct 2nd.

WELCOME GUEST!

Lyn Childress' daughter Annie joined us. **Tom Shelley** chimed in to say that Lyn donated two bicycles that he then sold with another to gain \$350 to benefit Hope Partners.

We also welcomed members **Perry Hillburg** and **Gail Sparks** who we hadn't seen for a while.

Cameron and Barbara Troxell sang a faithful rendition of the *Welcome Song*.

ANNOUNCEMENTS

More Inspiration! Look at page 7 of your October Rotary Magazine for a tribute to **Sylvia Whitlock** as a Trailblazing Woman. It recognizes that in February, on her fifth visit to the Piyali School for Girls near Kolkata, the members of its Interact Club surprised her with a scholarship established in the name of her daughter Meredith, who died last year about this time after a long battle with Sickle Cell Anemia. Be sure to read the Rotary Magazine article (p.30) about Deepa Willingham and the Piyali School for Girls, which we support. **(see more about Piyali School on page 3)**

Cameron Troxell, an outstanding graduate of Webb Schools, has consented to be the Webb School Interact Club advisor. Eva Paniagua, daughter of **Ned and Chrissie Paniagua**, is among the leaders.

Saturday, October 3 @ 9:00 a.m-noon. -- Zone 26/27 Conference for Club and District Youth Leadership. For Club Interact Liaisons, and District RYLA/TLC Committee members and those interested in Youth Exchange. [Register here.](#)

Buff Wright and **Dennis Smith** attended the Pomona Rotary meeting on Sept 22. The speaker was last year's Pasadena Tournament of Roses President, Laura Farber.

Other District Clubs often post upcoming meetings on the District 5300 Calendar. Check it out. Perhaps you'd like to be the Clarifier's "[Finder of Great Speakers on Rotary Zoom Meetings Around the World.](#)" (You can be the founding chair!) Contact Buff if you'd like to try on the crown.

Francis Limbe and Mary Segawa attended the Summerlin Rotary Child Sex Trafficking discussion last week. They provided a brief report, covering education to help Businesses identify people who are likely to be caught in the net of this criminal activity, understanding who the victims are, and

INSPIRATION FOR THE DAY

John Howland quoted from a letter Martin Luther King wrote after he had been jailed in Birmingham for leading a demonstration and he wrote a long letter talking about his motivation and what he and his friends were trying to accomplish.



We know through painful experience that freedom is never voluntarily given by the oppressor, it must be demanded by the oppressed. Frankly, I have yet to engage in a direct action campaign that was "well timed" in the view of those who have not suffered unduly from the disease of segregation. For years now I have heard the word "Wait." It rings in the ear of every Negro with piercing familiarity. This "Wait" has almost always meant "Never."

We must come to see, with one of our distinguished jurists, that "justice too long delayed is justice denied."

VOLUNTEER OPPORTUNITY

Community Projects Chair **Lyn Childress** announced a request for volunteers from Lexi Vega, an Americorp VISTA Youth and Family Engagement Specialist who works with a nonprofit called [Hope Through Housing](#) in Montclair. Hope through Housing is looking for people to assist with our upcoming holiday events for Thanksgiving and for Christmas. They would love to have members of our Rotary Club assist with these events. For Thanksgiving, they will need volunteers to help build Thanksgiving food boxes. For Christmas, they are doing the angel tree project for kids. They need somebody to help receive donations and others to help with wrapping. Details to follow! Contact Lyn if you're interested.

attempts to empower victims and potential victims rather than rescue them, and disproportionate exposure of foster children. This is an issue that has not evaded our area, as Anita Hughes noted. We will learn more from our contacts in Pomona.

SERGEANT JOHN ALLEN

John commented how great our club is to have created OOTT out of nothing, praising the committee members for a great job... and then fined them.



We're so happy **Cameron Troxell** is our contact for the new Webb School Interact Club. and glad to acknowledge our Forgotten Man, who looks pretty good for a past president. FINE!!

Perry Hillberg for the good job he did giving his chair to his wife, Alice. No good deed goes unpunished!! FINE!



The **Sylvia Whitlock** article was a wonderful piece, and thus warrants a fine.



Gail Sparks attended her 2nd meeting on Zoom. She has been traveling. Oh well, fined!!

MORE OOTT

Posters and yard signs are available for pickup at Wheeler Steffen at 500 W. Foothill. The passport packages are available for pickup from 3-6 on Monday through Saturday in the Wheeler Steffen parking lot, and possibly at Farmer's Market.

Bill Burrows offered thanks for everyone who has responded so awesomely to the appeal email this morning for donations to the raffle for OOTT. He says there are lots of cool combos like books and wine and fine wine partnered with a quilt. There's a three foot Panoramic picture photo snow covered Baldy, the Thunder Mountain Ontario peak. Really great things are still coming in. Keep those raffle donations coming! They'll be given out Oct. 16. You can drop them at Wheeler Steffen or we can arrange for someone to pick up your donation.

Lyn Childress reported on the GoFundMe campaign for Nona and SJ. The campaign enables people to contribute to the advertising that the Courier is doing for the restaurants, as well as to our rotary foundation. So focus on: (1) opportunities for GoFundMe support with people in your circle of influence, (2) providing raffle items, (3) make sure to participate in the event by distributing passports to family, friends, neighbors, clients, anyone! And (4) use your own!

Piyali School continued (from p.2)

We have set aside \$2000 in the budget for the Piyali School. The funds are urgently needed. In addition to the pandemic, the village and school were hit by a typhoon this spring, damaging many structures. There are many needs that we could help with. We partner with the Calcutta Metropolitan Rotary Club and PACE Universal in this effort.

In addition, Buff urges members to consider whether they could expand their own philanthropy to include sponsoring a year of schooling for a girl: it only costs \$350 a year to educate each girl. Contact **Buff Wright** or **Sylvia Whitlock** for further information.

(Below, the school before the typhoon)



Sylvia, teaching the teachers.



Interactors pointing out the Rotary Affiliation.



Students studying in the Science classroom dedicated to Dr. Sylvia Whitlock

Classroom Dedicated to DR. SYLVIA WHITLOCK

Program: Margiotta, continued from page 1

Principal and Owner and Selena Liu Raphael, the Operations Manager. They'll be hiring a marketing manager soon. They also have a stable of contracted faculty who do training and teaching. They work with people to augment their impact—what's your end game?—and get there via exponential growth, though not necessarily in organizational size. One of the examples they use is Rotary and our campaign to eradicate Polio!

So what do they do? They help organizations doing good things to address the question: "Why is it so hard to spread good ideas and practices?" Because it takes culture change, mind-set change, and, in the end, *behavior change*. Shift from asking the "bad question, "How can I get these turkeys to do what I want them to do?" to a better question, "How can I help these people do what they want to do?" There's a method for it: to learn more, check out their training program.

Until March of 2020, all of their revenue came from live training events, some fairly large scale, involving a four-day immersive experience. On March 15, Becky cancelled a flight to London for a contract that would bring in \$100,000 in revenue. They're still here because John Allen steered Becky to the payroll protection loan program that was part of the CARES Act. In January of 2020, she fortunately had had a film crew tape a live training program, and was able to format the material into virtual programming that can be deployed digitally. So, in this COVID-changed world, the Billions Institute has online training, a coaching community, and a menu of offerings for individuals and organizations alike. If you have a cause that is your burning passion, chances are Becky knows people elsewhere in the nation (and the world) who share your interest, cause, goal, and she can help you make contact and expand your reach.

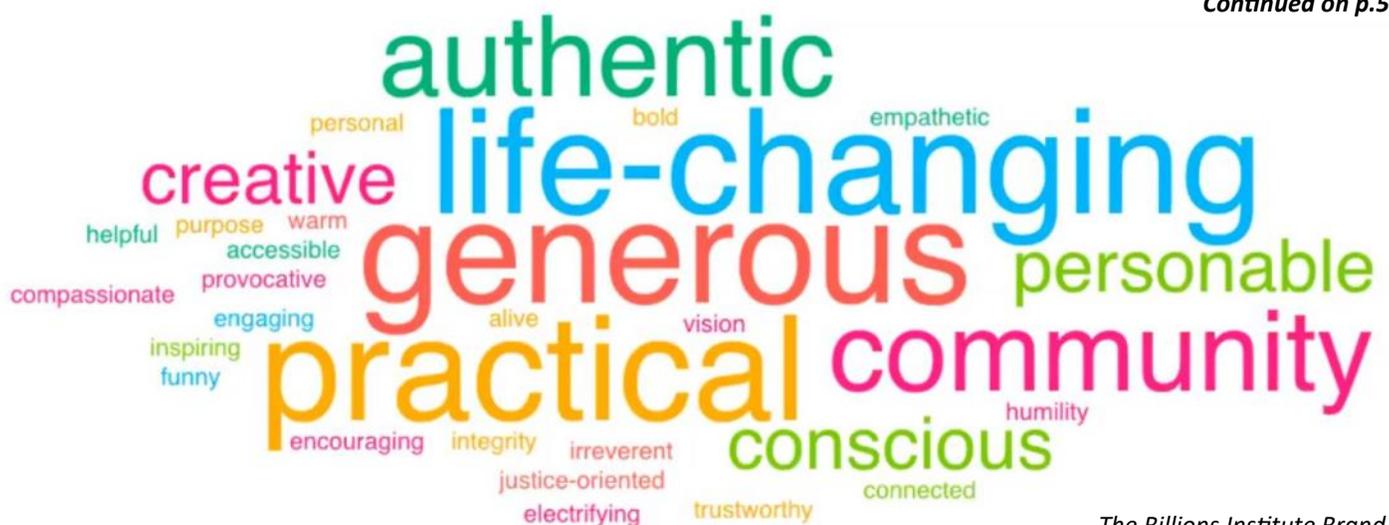
Time for Q&A.

Who's your target population in an organization? It depends on size. In really big ones, it'll be senior staff, with an occasional CEO, but in the medium and smaller ones, it's usually the C-suite folks, with an occasional board member included.

Did you start doing this kind of training in the Army? No, I was just focused on the assignments at hand, initially as a communications officer. First station: Hawaii. It spoiled me for life, right there looking out on Waimea Bay. I was in for 9 years, and was the first woman to command a special operations unit at Fort Bragg, a special operations airborne signal unit. And then I was going to get out and be an Outward Bound instructor or a white water river rafting guide, but the Army persuaded me to stay in and trained me for "black ops" work as a human intelligence operative—a spy. (Gay people were everywhere in this unit, accustomed as they were to living under cover, being gay.) The leadership training from West Point was of course very valuable, as was the wisdom and experience shared with me by people I commanded—the NCOs who really run things, and people I reported to. I worked with some extraordinary leaders in both directions in the chain of command. When I left the Army, I was a stockbroker for two years, but it wasn't a calling, so then I got involved in reducing homelessness in New York City and then nationwide ("100,000 Homes" Campaign). It's what I got the Schwab award for.

Do you know Zack Courser who's running for City Council and works on homelessness here in Claremont? Well, yes, and—this is not a campaign plug—my wife, Christine Margiotta, is also a candidate and works on this issue in LA County. It is an issue we

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Margiotta, continued from p 4

can successfully tackle as a community. All of us have something to bring to the table, faith communities, service organizations, businesses, all of us.

Any lessons from your work with the NHS in the UK? Well, one thing I've observed is that they would never, ever give up NHS—it's sacred to them that they have a right to health care. It was created after WWII (National Health Service Act of 1946) and has had its ups and downs and has needed tweaks and improvements over time. Some of the concerns you hear voiced here -- that you won't be able to get the care you need, are contradicted by the reality there. The NHS people are committed to providing for the overall health and well-being of the people of the UK, and to continuous quality improvement in delivering health care. When your focus is the health of a population rather than profit, it changes the lens through which you evaluate outcomes. NHS clinicians have shared with me that they have had to do things to earn the trust of the public, for instance taking measures to assure that wait lines are not too long for non-emergency services. As for comparative health policy, it's not really my area. For that, I'd refer you to my Billions Institute co-founder, who was a senior appointee in the Center for Medicare and Medicaid Services and has spent his whole career working on global health.

How do you deal with the psychological toll of homelessness? What many don't realize is that homelessness is a public health crisis: mortality rates among the homeless rival those of some forms of cancer. Our response to homelessness has evolved over time, and now we believe best practice is to emphasize housing first; all other needs can be more successfully addressed once that is accomplished. As for the psychological challenges of working with the homeless, we do know this: motivation to change is not something that resides inherently in us, say, present in some and not in others. Rather it is a dynamic condition that arises in relationships, and so in our work we can help promote motivation to change or suppress it. We use a technique called motivational interviewing. It needs to be said though that the sincere, genuine offer of housing is in itself a pretty strong generator of motivation for change in people. There remain challenges in mental health, cognitive decline and impairment and substance abuse that will require sustained clinical support.

Thanks, Becky, for a stimulating, uplifting, positive look at your work! And welcome to the community!

Travel (Virtually) to New York 6 Rotary: Get to Know C-SPAN on October 8

Learn how C-SPAN provides a window into Washington, with access to public officials working on the issues facing our nation. Join our Zoom meeting on **October 8th at 9 am (PT)**. Featured will be Jenae Green currently a member of C-SPAN's community relations team. For more information, [click here](#)
Link to the Meeting <https://us02web.zoom.us/j/81573057569>.

Or stay (virtually) close to home with Claremont Sunrise Rotary October 21

Speaker: Beatrice Casagran

Topic: Small theaters' standards in a COVID-19 world.

Link: Join Zoom meeting 7:30 to 8:30 am.

<https://us02web.zoom.us/j/87917462776>



Enthusiastic (mostly muted) singing of SMILE!



Garbis Peace Institute
31st Annual Peace Conference

PEACE out of CHAOS – a Pandemic

Saturday, October 24, 2020 / 9:00 am—1:00 pm

VIRTUAL — Free via Zoom

