



**LA  
2008**  
ROTARY INTERNATIONAL  
CONVENTION - 15-18 JUNE

LOS ANGELES - CALIFORNIA - USA

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## COUNTDOWN 2008

- 10/8/06 RICC arrives in Los Angeles and takes a bus tour of the city
- 10/9/06 LA2008 HOC Executive meeting with RICC
- 1/28/07-2/3/07 International Assembly, San Diego
- 2/23/07 Rotary International 102nd Anniversary
- 3/2/07-3/4/07 Southern California-Nevada PETS, LAX Hilton
- 6/17-6/20/07 Rotary International Convention, Salt Lake City

The LA2008 Host Organization Committee for the Los Angeles 2008 RI Convention is a collaborative venture of Rotary International Districts: 5240, 5260, 5280, 5300, 5320, 5330, 5340

# See the Stars

Hot News from the  
**LA2008 HOC**  
[www.rotary2008.info](http://www.rotary2008.info)

## A Warm Welcome

The LA2008 HOC Host Districts, Mayor of Los Angeles and Los Angeles Convention & Visitors Bureau welcomed the RICC and their guests during their October 8-11 visit:

**Ray Klinginsmith**, Chairperson, RICC (Kirsville, Missouri)  
**John Kenny**, Vice-Chairperson (Linlithgow, Scotland)

### RICC Members

**Celia E. Cruz de Giay** (Argentina)  
**Gary C.K. Huang** (Taipei, Taiwan)  
**Sakuji Tanka** (Saitama, Japan)  
**Gerry D. Turner** (Los Angeles)  
**John F. Germ, Advisor** (Chattanooga, Tennessee)  
**Wilfrid Wilkinson**, Liaison Director (Toronto, Canada)

**Guests** June Kenny, Kathy Turner,  
Judy Germ, Joan Wilkinson, Claudie Brock,  
Brian J. Heaton, Lynmar Brock, Jr.

The Rotary International Convention Committee (RICC) members discussed host ticketed events, home hospitality and budgets, as well as received a preliminary edition of the first newsletters.

## Host District Governors

**DG 5240 Richard Abbott** (Santa Barbara)  
**DG 5260 Prakash Shrivastava** (La Canada)  
**DG 5280 Scot Clifford** (Los Angeles)  
**DG 5300 Christine Montan** (South El Monte)  
**DG 5320 Lane Calvert** (Costa Mesa)  
**DG 5330 Helene Kalfuss** (Palm Springs)  
**DG 5340 Philippe Lamoise** (Solana Beach)

## Communicating... Across Cultures

Every RI convention involves sensitivity and finesse in meeting, greeting, hosting, and communicating with visitors from around the globe. In each issue, *See the Stars* will provide helpful information and tips on how to communicate successfully both verbally and non-verbally with our friends coming to Los Angeles.

### Take a mini quiz on your cultural IQ ...

for fun and to prevent future faux pas! Answers appear on last page of *See the Stars*.

1. Why should you not wear purple to a Japanese wedding?
2. In what countries is it polite to burp at the table after a meal?
3. In which culture is it unlucky to give a clock as a gift?
4. What is the universal funeral color around the world?

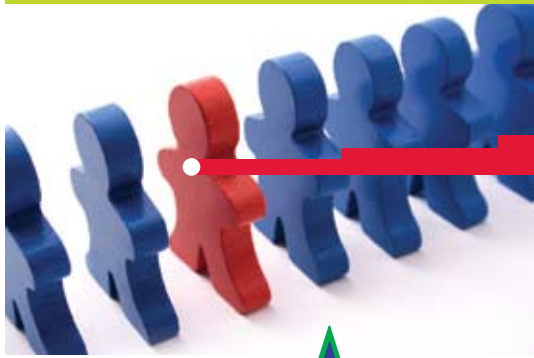
## Memories of Summer, 2000

Over six years ago in December of 1999, 5280DG Governor Jack Jones, just back from his trip to India for the Polio Corrective Surgery project, received a letter from RI, with an invitation to submit a proposal for hosting the 2008 RI Convention in Los Angeles. Jack was intrigued with the possibility as only a handful of American cities in addition to L.A. had been issued the exclusive invitation: Seattle, Honolulu, Las Vegas, Oakland, San Diego, Portland, San Francisco, and Anaheim. Moreover, it had been a long time, forty six years

to be exact, since our City of Angels had hosted a convention, so Jack immediately sought the advice and opinions of several other PDGs in the District, and discovered that they wholeheartedly endorsed the idea. These discussions resulted in a committee to explore throwing District 5280's hat into the ring, but they had to move quickly because the deadline to submit was quickly approaching.

The 18-member Bid Committee held its first meeting in mid-January 2000 with representatives from all seven California districts present. Because the event would take

*continued on page 4*



## See the Stars...Be a Star!

### The LA2008 Host Organization Committee

**NEEDS YOU.** Your talents, skills, ideas, suggestions, energy and enthusiasm to help make the LA2008 RI Convention a sparkling success! The LA2008 RI Convention will need over 1,000 volunteers to help in the following aspects of its planning and execution:

1. Newsletters, local/regional airports, transportation, etc., resources/liaisons with L.A., County, etc.
2. Speakers bureau, vendors, pre and post Convention excursions, marketing, welcoming.
3. VIP Hospitality, transportation, Info/hospitality booths, House of Friendship, tourist/visitor information; host/hospitality gift bags.
4. Marketing – promotion, PETS, Sister Clubs, Rotary Fellowships, Int'l Assembly, June 2007 RI convention public relations.
5. Did you know that . . . over 800 people left their business cards to receive more information at the 2005-06 convention in Denmark & Sweden? . . . over 100 people raised their hands to show their willingness to become involved? . . . 4,500 attendees became instant "stars" with a lapel stick-on at the 2006 convention?

You can be a star too, by calling, volunteering or signing up right away. Don't be left out! Start by attending the 2007 RI Convention in Salt Lake City to experience it first-hand. SIGN UP NOW for SALT LAKE CITY at [www.rihost2007slc.org](http://www.rihost2007slc.org). And then click onto [www.rotary2008.info](http://www.rotary2008.info) for information to be a part of Rotary history!

Everyone has something to share...  
**SHARE** what you do best!

- What are your professional or personal skills?
- What languages do you speak?
- Enjoy meeting challenges?
- Pride yourself as a problem solver?
- Like helping people?
- What things do you do best?
- What connections do you have that would benefit Convention attendees?

## HOC WISH LIST

### Marketing

Promotional video  
Writing (all purpose)  
Publicity and media  
Speakers Bureau  
Newsletters (write and edit)  
Photography

### Welcome/Hospitality

Airport Greeters (all airports- LAX, Burbank, John Wayne, etc.)  
Information booths  
Welcome (goodie) bags  
Transportation  
RV Coordination  
Rotary Fellowships (special interest/hobbies)

### Ticketed Events

Saturday Pre-Opening  
Tues Night Event  
Wednesday Closing

### Specialty Events

Monday Night Hospitality  
Commemorative Project

### Youth Activities

RYLA  
Interact  
Rotaract  
Youth Exchange

### Other

House of Friendship  
Business Expo  
VIP/Government Contacts

### Finance

Accounting/Bookkeeping  
Accountant services  
Ways and Means  
Corporate sponsorships  
Sale of specialty items  
Memorabilia of LA2008

### Administration

Registrations  
HOC Sergeants-at-Arms  
Web-related services  
HOC Volunteer training  
Safety/Security-Medical  
Equipment coordination  
Data input

### Miscellaneous

Written critique of Salt Lake  
City convention

## Fascinating Facts about Los Angeles

Although the palm tree has come to be symbolic of Southern California, the only truly native palm is the California or Washington palm (*Washingtonia filifera*). All other varieties were originally imported. Southern California saw a huge surge in palm plantings during the 1920s and 1930s, many of which still line L.A. streets today. Source: Los Angeles A to Z by Leonard & Dale Pitt. (Photograph to right is the native *Washingtonia filifera*).

- Los Angeles County covers over 1,000 square miles.
- Los Angeles County has 88 incorporated cities.
- Los Angeles County welcomes over 60 million visitors a year.
- Los Angeles residents are known as "Angelenos."
- LA enjoys year-round sunshine.
- The Hollywood sign originally spelled out Hollywoodland and was advertising for a real estate company.
- The first full-length movie "the Squaw Man" was filmed in LA in 1913.



# The Story Behind the LA2008 Logo

**Aim for the moon. Even though you may not reach it, you'll land among the stars.** – Les Paul

So you're hosting a Rotary International Convention, are you? How are you going to attract tens of thousands of people to your city, attend meetings, get fed, inspired and entertained, find and meet new friends and reconnect with old, take tours, spend their money, and have a fabulous time all in a week?

Just as any savvy business person knows, the key to success is an excellent business plan, imaginative marketing and outstanding customer service. It was no different for the LA2008 Convention and Host Organization Committee (HOC) which hit the ground running by immediately broadcasting an Open Call for Design Submission for the convention logo design on May 1, 2005.

The HOC identified the following perceptions /images and descriptors used to describe the greater Los Angeles/Southern California area:

- Entertainment capital of the world
- Beautiful beaches, sand and palm trees
- Spectacular mountains and deserts
- Family friendly vacation destination

Applicants could submit as many designs they wished, but they had to incorporate the Rotary wheel logo with the words "Rotary International" and "Los Angeles 2008." Each was to be mounted to size specifications with a sealed, plain envelope adhered to its back, containing the Open Call applicant's name, address and all contact information. Thus, committee members had no knowledge from whom or where the submissions originated.

The competition was open to all dues-paid members of Rotary International who were sponsored by an officially-chartered Rotary Club of RI. All submissions were reviewed from October to December, with the first round of evaluations beginning at a 3-hour meeting at which all designs were presented. Judges used a grading sheet to rate their first, second and third choices and later had to give their rationale for their choices to the other committee members.

The LA2008 HOC was honored to enjoy the participation of Nikolaus Hafermaas, Department Chair, Graphic Design from the Art Center College of Design in Pasadena, California USA.

Nik is an international figure in art and design. With more than a decade of conceptual and design experience. He strengthens our standing in promoting LA2008 as a world-class event and underlines our commitment to bringing Rotarians from all over the world to Los Angeles. Nik's expertise and willingness to volunteer his time and talent provided a solid foundation on which to develop our brand image and identity of LA2008.

Before his arrival at Art Center College of Design Nik was a professor of environmental design and contemporary architecture at the University of Arts in Bremen, Germany. He was also involved in Art Center's first study abroad program, which was held in Berlin.

Prior to his academic career, Nik was co-owner and former chief creative officer of the design agency Triad Berlin which is an integrated professional team of over 40 employees. Triad Berlin is one of Germany's leading design firms specialized in the

field between industry and the arts, technological innovations, new media and contemporary culture. Triad conceives designs and produces award winning events, exhibitions and entire brand experiences for top-ranking customers such as DaimlerChrysler. Triad operates successfully in museums and cultural institutions, at World Expos, trade fairs, in public venues and in digital networks.

It has been a high honor for LA2008 to enjoy the time and talent of such a high caliber graphic designer with an international reputation. Thank you, Nik! The LA2008 HOC also thanks all Rotarians and their supporting clubs who submitted logo designs for consideration, and is delighted to announce the winning logo design for the 2008 Rotary International Convention was submitted by **Daryllynn Polamero of the Rotary Club of Claremont, California.**



## HISTORICAL Series

To be featured in future editions of *See the Stars*

Los Angeles has hosted two past RI Conventions, in 1922 and 1962. As an integral part of the LA2008 Countdown and a fascinating look at how Rotary and the world has changed, *See the Stars* will feature a historical, collector's series of feature articles revisiting the City of Angels, its economy, lifestyle, fashion, etc. during those years.

The Wilshire Grand Hotel and the Hollywood Bowl are the only two of the original buildings remaining today in which Rotary events were held.

## LOS ANGELES Then and Now

- In 1922: Population 500,000
- 1962: Population 2 million
- In 2006: 20.6 million in 5-county area (L.A., Riverside, San Bernardino, Ventura, Orange)
- 80 stage theaters, 300 museums, 7,500 acre Port of Los Angeles - the busiest harbor in the world.

Since it has been forty-six years since the City of Los Angeles hosted its last RI convention, Rotary, the City and the world has changed dramatically.

John Miron, (D5280) Asst. Governor, shares his interest in the past by working with Francine Keyes, Reference Archivist at the RI archives to unearth stories about the two previous Rotary conventions hosted in Los Angeles.

Our publication will share fascinating facts in a special feature in each of our issues. Activities are taken verbatim from the published (hardcover bound) 1922 and 1962 *General Proceedings of the Convention*.

In our next issue, please join us in taking a trip down memory lane. By the way, if anyone attended the 1962 Convention, write to [amawong@att.net](mailto:amawong@att.net) and share your memories with us for future issues.

## Memories of Summer, 2000 Continued...

place in Los Angeles, every Rotary club in District 5280 was asked to sign a resolution of support. In addition, the other six districts also had to either pass a similar resolution or their DGs had to conduct a meeting with their presidents and return with a commitment to back up the collaborative venture it would be.

It was an honor and a heady thrill for me, a lowly President-elect of the Palos Verdes Sunset Rotary Club at the time, to be invited to join the Los Angeles Bid Committee during the summer of 2000 after it had submitted its bid to RI on March 22, 2000. But what an educational, inspirational, informative, eye-opening experience it turned out to be, to stand, however briefly, on the shoulders of our past DGs and other District Titans.

The synergy of the twenty or so members of the executive committee was thrumming under the leadership of 5280 PDG Paul Netzel as we planned and plotted on how to best parade Los Angeles' attributes to achieve our goal. After all, Los Angeles had only hosted the International Convention twice in Rotary history, in 1922 and 1962, the latter being one of top 10 all-time attendance conventions at the time.

Our three-pronged strategic plan of persuading the Site Visitation Team from RI was incisive and simple. First, we wanted to showcase our region's

great diversity, from the plethora of natural and man-made attractions to its rich cultural and historical heritage. Secondly, we touted those unique aspects that made Los Angeles a major vacation destination to which many Rotarians would travel. As so many of them already had familial as well as business ties to both Southern and Northern California and points in between, they would be singularly motivated as to combine their convention participation with a golden opportunity to visit their family concurrently. Last but not least, was our of our compelling and strong, multi-district collaboration that would contribute to making the 2008 RI Convention a stellar, unconditional success. It was a win-win plan from its conception.

Imagine . . . six years ago, the Staples Center was barely a year old, and both the stunning Walt Disney Hall and the inspiring Cathedral of Our Lady of the Angels were still mammoth construction sites! The Los Angeles Bid Committee had to consider hard challenges and unusual contingencies, unique to our great city, such as the possibility of the L.A. Lakers being in NBA championship playoffs during the days of the Convention!

With Los Angeles recognized as being the entertainment epicenter of the world, the committee used Hollywood magic to create a "star experience" for RI's whirlwind "site visit" Sept. 30-Oct. 1, 2000.

And celebrities they were, being escorted to the Getty Museum, the sites of the new Cathedral and the Disney Concert Hall, a backlot tour of Universal Studios, dinner at Spagos, breakfast at the Japanese American Museum, a Convention Center tour, lunch at the California Club, followed by a meeting with the Host Committee and the grand finale, a very special evening reception.

By invitation only, this last event was attended by about 125 people, most significantly, the governors from all seven California districts, representing 374 Rotary Clubs and over 18,000 Rotarians in the state. The climax of the evening occurred when each DG stepped forward individually to proclaim support and solidarity for Los Angeles to host the 2008 RI convention. The memories of those stirring moments at the California Club still give me goose bumps!

The stardust worked its magic, for the decision was made in our favor and on February 13, 2001, we received the welcome news that Los Angeles had been selected.

So here we are, finally, after waiting 46 years, making plans again for an RI Convention here in the City of Angels.

***So don't miss the fun in the sun...  
just be sure to come!***

- Angi Ma Wong, D5280  
Sr. Asst. Governor  
Communications Chair, LA 2008 HOC

## Communicating Across Cultures Mini-Quiz (answers)

1. Purple is the color that fades the quickest and to wear this color is considered bad luck for the marriage.
2. In Japanese as well as in Middle Eastern cultures, burping at the table is a way of complimenting the host for the good food consumed during the meal.
3. The Chinese word for clock and bells sound the same, and soong tsoong literally means "to give a clock/bell." These are unlucky omens because both are rung at funerals held at temples or churches.
4. White was the universal funeral color worldwide until the 14th century when the widow of a French king had nothing to wear, reached into her closet and pulled out a black dress, starting a trend that continues today!

### **CALLING DISTRICTS 5240, 5260, 5280, 5300, 5320, 5330, & 5340!**

Send in your updates about your District's involvement in the 2007 RI Convention, e.g. how many registrants to date, etc. and all activities for LA2008 to [amawong@att.net](mailto:amawong@att.net) for the next issue of *See The Stars*. Be sure to include your name, District number, telephone with area code and email address.



*See the Stars*

Published by the LA2008 Host Organization Committee  
A Collaborative Venture of R.I. Districts 5240, 5260, 5280,  
5300, 5320, 5330, & 5340

#### **Marketing & Hospitality Division**

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Marc Leeka (D5280) Vice-Chair  
Angi Ma Wong (D5280) Communications Chair

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Jock MacKenzie (D5240); Martin Anderson (D5240)

**Copywriter:** John Miron (D5280)

**Register for SALT LAKE CITY today!**