



See the Stars

Hot News from the
LA2008 HOC
www.rotary2008.info

A Warm Welcome

The LA2008 HOC Host DGEs, Mayor of Los Angeles and L. A. Inc. (Los Angeles Convention & Visitors Bureau) welcome the 530 District Governors of Rotary International from around the globe.

Los Angeles has hosted two past RI Conventions, in 1922 and 1962. As an integral part of the LA2008 Countdown, *See the Stars* will provide an intriguing look at how Rotary, Los Angeles and the world has changed. Our publication will share fascinating facts about the City of Angels, its economy, lifestyles, fashions and contributions to the world.

LA2008 Host DGEs

- DG 5240 Jane McClenahan (RC Ojai West)
- DG 5260 Larry Jernigan (RC Lancaster Sunrise)
- DG 5280 David Moyers (RC Palos Verdes Sunset)
- DG 5300 Charlie Barr (RC Upland)
- DG 5320 John Brainerd (RC Newport Irvine)
- DG 5330 Mark Howison (RC Perris)
- DG 5340 Jim O'Meara (RC Carlsbad)

Plan to attend **LA2008**

INSIDE THIS ISSUE

- A Warm Welcome
- L.A.'s Hidden Gems
- 5 Reasons To Attend a RI Convention
- Communicating Across Cultures: Meeting and Greeting
- Los Angeles Then & Now: Landmarks Featured In the LA2008 Logo
- You Don't Get a Second Chance To Make a First Impression
- Lunar New Year: Doing it Right

COUNTDOWN 2008

- 1/28/-2/3/07 International Assembly, San Diego
- 2/23/07 Rotary International 102nd Anniversary
- 3/2/-3/4/07 Southern California-Nevada PETS, LAX Hilton
- 6/17-6/20/07 Rotary International Convention, Salt Lake City
- 7/1/ 2007-2008 Rotary Year Commences; Kickoff LA 2008

L.A.'s Hidden Gems

If you've been told that all the L.A. area has to offer is Disneyland and Hollywood, then think again. Greater Los Angeles is chock full of what I call "hidden gems," and as a native Angeleno of 55 years, I can tell you I'm still discovering them! So, in each issue of this newsletter, we'll be featuring some of the must-see treasures you won't want to miss on your 2008 convention visit.

First up is an oft-overlooked locale that combines art with nature. The Huntington Library, Art Collections and Botanical Gardens are nestled in the lush hills of San Marino, near Pasadena, and just a short jaunt from our convention hotel.

The Huntington was founded in 1919 by railroad and real estate developer Henry Edwards Huntington and opened to the public in 1928. The library and art collections are housed in a stunning mansion, and feature such rarities as the Ellesmere manuscript of Chaucer's *The Canterbury Tales*, a Gutenberg Bible, Thomas Gainsborough's masterpiece "The Blue Boy" and Sir Thomas Lawrence's "Pinkie."

The Huntington's 120 acres of botanical gardens are divided into more than a dozen thematic areas including the Rose, Shakespeare and Herb Gardens; Desert, Japanese, Subtropical and Palm Gardens; Camellia Collection; and



a brand new Chinese Garden area. During our convention timeframe, not only will you see hundreds of rose specimens, but the local lavender-hued jacaranda trees and the rare Queensland flame trees should be in full bloom!

For me, a day spent enjoying the cultural treasures of The Huntington wouldn't be complete without a stop at the Rose Garden Tea Room. Overlooking three acres of roses, the Tea Room is the perfect setting for a memorable repast. Or, you're welcome to bring a picnic lunch and laze around your favorite garden area!

Lastly, you won't want to miss the guided Estate Tour that tells the story of how Henry and Arabella Huntington turned their San Marino ranch into this world famous cultural landmark. Enjoy!

— Jennifer Floto, Rotary Club of Hermosa Beach, CA

What's in it for me?

Five Reasons to Attend an RI Convention

As an incoming district leader, you are expected to “Lead the Way” for your clubs and district. Attending a convention can help you and your club perform more effectively. Lucky Rotarians! You have two exciting RI Conventions to attend: Salt Lake City 2007 and LA2008.

Here are the benefits to you, your district and your club:

1) Membership Development

- Attending a convention helps your club retain members because Rotarians become more committed once they feel the full impact of Rotary's international scope and power.

2) Service Projects

- Visit booths displaying club and district projects from around the world
- Connect with Rotarians and learn about what they did and how they did it, without starting from the ground up.
- Learn about other project models and *continued on page 6*



ROTARY INTERNATIONAL CONVENTION LOS ANGELES

Communicating...Across Cultures: Meeting and Greeting

Did you bring your skis, snowboard or surfboard with you on this trip? You're only a pleasant two-hour drive away from Los Angeles, the site of the 2008 RI Convention, where you can ski in the morning in our local snow-capped mountains and surf at one of the many local beaches in the same afternoon!

This may be your 1st or 40th international Rotary experience, and we'd like to share a few tips on meeting and greeting across cultures. While humans are capable of making over 70,000 separate motions, we each “read” non-verbal movements differently, depending on our background and cultural upbringing. The opportunity for misinterpretation is great because we rely on 60% body movement, 30% sound, and only 10% words. Friendly body movements in one culture can be misconstrued as humorous, rude, embarrassing or even threatening in another.

Let's start with greetings. There are as many different greetings as there are nationalities, but the following are the most common. A general guideline to keep in mind is to be observant, culturally sensitive and respectful, and take your cue from the other person.

A. Nods and Bows

Long before the handshake evolved, there was the nod of the head in acknowledgement and the bow, where no bodily contact was made. In many Asian cultures, it is the height of rudeness to touch a stranger. If someone bows to you, bow back, keeping your back straight while bending forward from your waist, your palms sliding down the sides of your legs. The lower, slower and more times you bow shows your respect for the other person who you should allow to stop bowing first. There are no set rules on how many times to bow so stay aware.

pg.2

B. Handshakes

In the Middle Ages, the handshake developed between men, who extended their right hands out to show that they were not carrying a weapon. From the West, a hearty, firm handshake is the norm, while in Asia, you might be surprised by a soft handshake from both men and women.

The combo handshake, consisting of a bow over the handshake, has become very popular on both sides of the Pacific. It is preferable to shake only with your right hand and not cover with your left on top, as in the “minister/politician's handshake.”

Gentlemen, remember not to extend your hand until the lady does so first. If you notice that a lady has her hands by her sides or crossed in front of her, the left hand over the back of the right, it is unlikely that she will offer to shake hands.

C. Hugs and Hands

Don't automatically rush forward to hug someone you are meeting for the first time, even though it is customary in your home, family or Rotary Club. Around the world, the concept of personal space varies widely, farther away in Asian cultures (36"+), closer among Europeans and Americans, both North and South (18"-24" away), to Middle Easterners (less than 18").

Refrain from putting your hand on someone's arm or around a shoulder. While Rotarians are known to be friendly, it's best to start out being a little more formal and then becoming more informal, rather than vice versa, as you become better acquainted.



Landmarks Featured in the LA2008 Logo ~ Reflecting Then and Now

The official Rotary International Convention logo has been approved and distinguishes itself from the two previous designs for the 1922 and 1962 Los Angeles conventions. Three panels feature the Santa Monica Pier, the Hollywood Walk of Fame leading to a silhouette of downtown Los Angeles dominated by the Los Angeles City Hall and finally the Hollywood Bowl with the Hollywood sign in the background. These panels lend themselves to individual banners with the Rotary International logo to line the streets of downtown Los Angeles.

Panel 1



Panel 2



Panel 3



Panel One

The construction of the Santa Monica Pier began in 1875 with the construction of the 1,740-foot long Los Angeles and Independence Railroad Wharf. The pier supported railroad tracks which allowed the unloading of passengers and cargo from Pacific Coast ships directly to trains destined for inland Los Angeles and beyond. A cable-driven ferris wheel was operating on the grounds of the Arcadia Hotel, with its 125 rooms built in 1887, during the summer season. Portions of the pier constructed and completed in September 1909 are part of the present-day pier which was widened by 150 feet between 1921 to 1933.

The carousel currently housed in the Hippodrome was placed there in 1947 after it survived a fire at the Venice pier. The famous curved Santa Monica Pier sign was built at the entrance in 1940. A storm almost destroyed the entire struc-

ture in 1983, causing an estimated \$8.5 million in damage. Remaining were only the Hippodrome (carousel) building and a portion of the parking lot. Over the next nine years, the pier was rebuilt and expanded.

Panel Two

The City of Los Angeles grew from a settlement of fourteen families arriving from the Mexican state of Sonora in 1781. From its beginning, the tiny village with a big name, El Pueblo de Nuestra Senora la Reina de Los Angeles de Porciuncula (the Town of Our Lady the Queen of the Angels of Porciuncula), had multicultural roots. Its eleven founding fathers included two Spaniards, four Indians, two blacks, two mulattoes, and one mestizo. Wives were either mulattoes or Indians.

Its unique city hall was first occupied and dedicated on April 26, 1928. Towering 28 stories (450 feet) and encompassing 856,000 square feet (roughly 20 acres) of floor area, the building blends classical and Mediterranean traditions at a cost of \$7.5 million.

Until 1957, no building in the City of Los Angeles was allowed to exceed the height of City Hall.

The Hollywood Walk of Fame, which in the design points to the City's skyline, was conceived in 1958 as a lasting tribute to the personalities who helped make Hollywood the most famous community in the world. To be honored with a star in the Walk, the world's most famous sidewalk, is a tribute as coveted and sought after as any of show business' other prestigious awards—the Oscar, Emmy, Grammy, Golden Mike or Tony.

Its official groundbreaking was conducted on February 9, 1960 and within the sixteen months of construction, 1,558 luminaries were forever immortalized in the sidewalk. Since then, approximately one to two stars have been added per year and by 1994, the total exceeded 2000.

Panel Three

Erected in 1923, the original Hollywood

sign spelled out "Hollywoodland" to advertise a property development, and was lit up at night with thousands of light bulbs.

Perched on top of Mt. Lee, the sign is perhaps the most famous in the world, and had a caretaker who lived in a cabin behind one of the L's. The four last letters were removed in the 1940s after Hollywood became the world's film capital.

The Hollywood Bowl is the largest natural amphitheater in the United States. Seating almost 18,000 patrons, the venue has had five shells since its beginnings in 1922.

The first stage was a simple wooden platform with a canvas top, with patrons sitting on movable benches. The first arched proscenium was two wooden frames, a lower elliptical arch in the background with a circular arch inside, framing the musicians.

Because of acoustic problems, it was torn down after the first season.

Architects Myron Hunt of Pasadena, Lloyd Wright, the eldest son of Frank Lloyd Wright, and the engineering firm of Elliott, Bowen and Walz designed three subsequent shells to mitigate the amphitheater's acoustic problems caused by the development of the area. The Hollywood Freeway, grading of hillsides, development of homes and other factors had begun to surround the once tranquil grounds, disturbing the natural acoustics.

Architects Hodgetts + Fung Design Associates and Executive Architects Gruen Associates were engaged to reconstruct the evolved, original structure. The renovation was completed in January 2004, funded by the passage of Proposition A, and improved the shell's acoustics, increased the stage space by 30%, allowed lighting and sound technology to be integrated, while preserving the recognizable 1920s Modern concentric ring look of the existing shell.

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

USHERING IN THE LUNAR NEW YEAR: Doing it Right

Have you made an appointment to get your hair cut? Been to a local shopping mall to buy a new red outfit? Paid off your debts? Assembled gift baskets filled with fruits and candies? Cleaned your house? Stocked up on firecrackers? Wait, did you say firecrackers? Yes! Then you must be preparing for the most significant celebration of the Asian calendar. . . the Lunar New Year, which in 2007 falls on Sunday, February 18.

A short explanation is due as to why there is a separate celebration from the Western year. The Chinese have been using the cycles of the moon, hence the name lunar, for many millennia, to plant and harvest their crops. The prototype for the Chinese calendar dates back to the Shang dynasty (1766-1122 B.C.), long before the Gregorian calendar came into existence in the 16th century.

Lunar New Year is the longest celebration - five weeks by the Chinese - and the most

important holiday also for those of Vietnamese and Korean ancestry in the United States. Next to the Hispanic population, Asians are the nation's second largest and the most affluent ethnic group in the country, so it is also a major business and banking season. Money and gifts flow both ways across the Pacific. California has the largest Chinese community in the U. S., and the travel of the Chinese during the new year is the most awesome annual migration in the world, with numbers exceeding a billion people, as young and old reunite with their families.

The Chinese have a zodiac, too, a twelve-year, rather than twelve-month, cycle represented by animals. Therefore, instead of being known as an Aquarian, Cancer, or Gemini, a Chinese would proudly announce that (s)he was born in the year of the Dragon, Horse or Tiger. It is believed that a person born within an animal's year takes on its



positive as well as negative attributes, and this knowledge is significant in calculating a person's age, making matrimonial matches and business partnerships, and predicting one's annual or lifetime fortune.

The lunar new year is a time of renewal, birth, new life, beginnings and ventures, taking risks and moving forward, leaving behind the failures, unhappiness and disappointments of the old year. This time also marks the beginning of spring, so branches of peach blossoms (love,

continued on page 5

Fascinating Facts about Los Angeles

Hollywood is a district in the central region of the City of Los Angeles, California, U.S.A., situated northwest of the downtown area. Due to its fame and identity as the historical center of movie studios and stars, the name "Hollywood" is often used as a metonym for the American film and television industry. Today much of those industries have expanded into surrounding areas such as Burbank and the Westside, but significant ancillary industries, such as editing, effects props, post-production and lighting, remain in Hollywood.

Many historical Hollywood theaters are used as venues to premiere major theatrical releases and the new Kodak Theatre complex, itself resembling a gigantic movie set, is the first permanent home of the Academy Awards in 73 years. It is a popular destination for nightlife and tourism, and home to the Walk of Fame.

As a part of the City of Los Angeles, Hollywood, with its estimated population of about 300,000, does not have its own municipal government, but does have an appointed official who serves as its "honorary mayor" for ceremonial purposes only. Currently, the "mayor" is Johnny Grant.

- Beverly Hills declared its independence from the City of Los Angeles in 1913.
- The first footprints at Mann's Chinese Theater were made accidentally by actress Norma Talmadge.
- The Ferris wheel at the Santa Monica Pier is the first and only solar powered ferris wheel in the world.
- The world's indoor shopping mall was the "Crossroads of the World" on Sunset Boulevard.
- Chinatown Plaza in Los Angeles' Chinatown was dedicated in June, 1938 and was one of the first urban shopping centers in the United States.



(These Palms are Native Washingtonia filifera, also known as California Palms)

You Don't Get a Second Chance to Make a Great First Impression

As a 5-year member of Claremont Rotary and the owner of a graphic arts, marketing and consulting business, I "seized" the opportunity to make multiple entries to the 2008 Los Angeles Rotary International Convention Logo Design Open Call.

The challenge to depict the diverse "draws" of Los Angeles such as the Hollywood Bowl, the Walk of Fame, the beaches and the mountains to a worldwide audience in a dynamic, compelling, artistically and sophisticated manner that exalted Rotary was the motivating force behind our talented team approach.

We envisioned a vertical trip-tic with bold, crisp color and familiar iconic images as a way of indelibly portraying the appeal of Los Angeles for what may be the most memorable Rotary International Convention ever!

Pushing our creative marketing and artistic talents was our passion, but we found it difficult to limit ourselves to only four submissions. The intuitive guidance of the HOC helped direct and fine tune the final "composites" that garnered us not only the GRAND PRIZE but also Third Prize accolades. Our finer tuning has led to the now-final RI approved branding for the 2008 Rotary

International Convention.

Our Claremont Rotary Club is overjoyed at the recognition but that pales in comparison with our pride in playing a part in the excitement of Rotary International and this event! As an added bonus, we have been able to contribute to the print and advertising media designs for the convention giving us an opportunity to demonstrate the consistent quality and high standards of Rotary International in a dynamite visual package!

— Daryl Lynn Polamero, *Rotary Club of Claremont, CA*

Ushering in the Lunar Year

(Cont. from Page 4)

romance and longevity), prosperity bamboo, pine and pussy willow are popular purchases to decorate homes. Baskets of gold-colored tangerines and potted kumquat plants are traditional gifts between families and businesses because they are believed to bring "gold" to the recipients.

At the stroke of midnight, the sounds of firecrackers pierce the night air in Chinese communities throughout the world. These mini, but noisy explosions blast away the old year's energy, allowing new life and opportunities to reach the homes, even as the red litter from the firecrackers accumulate on doorsteps to protect the families within. On New Year's Day, younger members of the family receive from older, married members red envelopes containing "lucky money." Dressed mostly in red, the traditional color of protection, prosperity and long life, families breakfast together and then the fun begins.

Parents and their children visit their families, friends and business associates, bearing gifts of candy, fresh fruits, flowers and lucky plants. There is free stage entertainment, acrobats and dancers, Chinese musicians and opera singers, carnivals, and many other public activities to enjoy for up to fourteen days. Businesses are closed as family reunions and meals take precedence over everything else. In the Los Angeles area, where the Chinese have had a presence since 1852, the communities hold elaborate parades

and festivities in Chinatown. Celebrations are also held in San Francisco, Oakland, San Jose, Sacramento and Fresno. For the past decade, Rotarians from District 5280 have been celebrating the lunar new year at banquets hosted by the LA5 and the Palos Verdes Sunset Rotary Clubs. In 2006, the Chinese New Year gala became a District-wide Family of Rotary event for the first time. With its 10-course traditional gourmet banquet, spectacular entertainment with acrobats and lion dancers, and the incredible and rarely-seen King of Masks, unique party favors, a mini lantern parade by the children, and unparalleled fun and fellowship, it was an instant hit. This year's attendance is expected to top 400 guests on February 17.

More importantly, it was the tenth year that the District's Rotarians, families and friends partnered with the Chinese Historical Society of



Southern California to lead the 107th Golden Dragon Parade. Rotarian participation was impressive: over 130 adults and youth marched, and later had photo opportunities with Los Angeles Mayor Antonio Villaraigosa and Miss Chinatown and her court.

Happy, healthy and prosperous New Year of the Boar 4705!



Five Reasons to Attend an RI Convention

(Cont. from Page 3)

- Get inspired through networking groups, such as the Rotary fellowships and action groups.
- Take information back to your fellow Rotarians in your home districts and clubs.
- Meet Rotarians you could partner with on an international project or exchange.

3) The Rotary Foundation

- Visit staff at Foundation booths to gather information, take care of club business. Ask questions.
- Attend workshops such as the TRF Update and Polio Plus, the Foundation-focused plenary session.
- Register for special TRF events such as the World Peace Symposium

4) Developing future club leaders

- Expand your network of international contacts.
- Meet senior Rotary leaders in an informal setting or at the various RI luncheons, especially the one for new club and district leaders.
- Get to know people from your own district who

are in attendance, and become more integrated into district plans.

5) Club administration

- Attend a special workshop and luncheon for incoming club presidents.
- Exchange ideas with fellow leaders.

6) Observe, learn and suggest ideas to LA2008 HOC

- You can do all of this and have fun getting to know the local customs, food, and entertainment at the House of Friendship or by participating in host events, which promise to be varied, economical and family friendly.

Why register early for SLC2007?

- Save money! Registration fees will increase after December 1.
- Get your pick of RI luncheons and HOC events. Some events are starting to fill up. Don't miss out!
- Receive your invitation letter and apply for a visa if you need one.
- Take advantage of the weak dollar (if you're coming from overseas) and lock in your travel arrangements and vacation plans.

How do I register?

- Register online through Member Access: <https://riweb.rotaryintl.org/>
- Download and fax or mail an application to us: <http://www.rotary.org/newsroom/downloadcenter/events/index.html>
- Visa information: <http://www.rotary.org/events/conventions/2007/visa.html>

What activities and programs are there at the Convention?

- Check out the convention events and program: <http://www.rotary.org/events/conventions/2007/special-events.html>

Start planning your trip today!

- Visit the Host Organization Web site in Salt Lake City at: http://www.western-leisure.com/tours_activities/convention/7
- Make your travel plans and reservations early to take advantage of special early-bird discounts from airlines, car rentals, etc.

Subscribe to this e-bulletin through Member Access: <https://riweb.rotaryintl.org/>

Questions/Comments: impromo@rotary.org

Register for SLC2007 & Plan to attend LA2008

Make Your L.A. Convention Plans Today!



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

Mike Birkholm (D5280) Chair
Marc Leeka (D5280) Vice-Chair
Angi Ma Wong (D5280) Communications Chair
Jenn Floto (D5280) Asst. Communications Chair

Design: Darylynn Polamero (D5300);
Jock MacKenzie (D5240); Martin Anderson (D5240)

Copywriter: John Miron (D5280)

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 for the next issue of *See the Stars*. Be sure to include your name, District number, telephone with area code and email address.