

R TA - M NICA

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March 20, 2009

THE WEEKLY DAIS

Invocation	Diane Margolin
Presiding	Jack Gregory
Speaker Introductions	Myles Prichard
President's Pick	Jean McNeil-Wyner
Speaker	Marcelo Da Luz
Guest Introductions	Jim Reidy
Song/Pledge Leader	Carol Jackson/Pat Bofird

WELCOME TO THE 32ND MEETING OF THE 87TH YEAR OF THE ROTARY CLUB OF SANTA MONICA!



Bill Randle, holds down the fort at his weekly station. Thank you Bill for all you do for the club.



Jean McNeil-Wyner led our invocation today.



Jim Reidy welcomed visiting Rotarians and guests.

ANNOUNCEMENTS...

Nancy Freedman presented The Red Cross grant to John Pacheco. The District Conference is April 30th -May 3rd.



- * If you or anyone in the club are having surgery or ailing, please remember to let Savi or Jim Reidy know so we can send you a get well soon note!
- * We will be having a fun night out on May 28th at Tony's Tavern in Malibu. Please see Melissa Dagodag or Spyros Dellaportas for more information.
- * Our Rotary/Rotaract Car Wash will be held on Saturday, April 4th starting at 10am at Santa Monica Ford. Please stop by to show your support!
- * Our Clean the Beach Day is Saturday, April 25th. Please see Jane Hall to sign up.

Marcelo da Luz was born in Brazil. He attended public schools in Brazil and vividly remembers a teacher explaining the amount of pollution with this statement; "Pollution is the price of progress." Even at a young age, Marcelo felt this explanation was unacceptable, and this belief sparked his lifelong interest in protecting the environment and promoting the use of clean, sustainable energy for the whole world.

When Marcelo was a young man, he was watching TV in Brazil and saw a show about the World Solar Challenge (WSC) being held in Australia. The year was 1987 and the show was instrumental in inspiring Marcelo's dream to build and drive his own solar car someday in that challenge. He went to college in Brazil, majoring in marketing. Marcelo is not an engineer or scientist, nor has he any specialized training in the area of solar or electric cars.



After graduation, Marcelo immigrated to Canada and settled in the Toronto, Ontario area. After trying out a few different jobs, he became a flight attendant for Air Canada in 1996. However, he never forgot his dream to build his own solar car and enter it into the WSC competition.

Eventually the pain of not following his dream became too great for Marcelo. In 1999, about 12 years after viewing the TV program about the World Solar Challenge, Marcelo decided to invest his time, energy and his own money and resources into creating the solar car project, which he dubbed the "XOF1", for the "power of one."

At the time, Marcelo had an engineer roommate who told him that it takes an engineer about 50,000 total hours to build a solar car, which is the equivalent of one person working 40 hours a week for 25 years. He ended this statement with, "Good luck, Marcelo!" Marcelo thought to himself, "If it takes an engineer that long to build a car, I better get started right away!" In the process of designing and building the solar car, he has received parts, technology and support from 23 different countries, making his solar car one of the most international solar projects today.

While Marcelo was designing and building the solar car, he changed his goals and objectives. Instead of competing in the World Solar Challenge, he decided to build and design a car that would break the world distance record. After 2 years of difficult political challenges from the Province of Ontario, Marcelo officially finished the car in 2007. Because Ontario refused to license the solar car, it is licensed in the country of



Miles Pritchard posed with Marcelo da Luz and his solar car.

Barbados and is allowed by an obscure 1949 Geneva Convention Law to be driven legally in any country that has ratified this law. Despite the car being completely legal to operate, Marcelo has been stopped 11 times by local police or state troopers.

Marcelo started his quest to achieve the world record on June 12, 2008, symbolically at Seneca College in Toronto, where he had received a lot of technical support, help and encouragement. He and his crew trucked the car to Buffalo, NY where the official start of the mileage was recorded. He has traveled across New York, Pennsylvania, Ohio, Indiana, Illinois, Wisconsin, and Minnesota before driving the solar car into the Canadian Provinces of Manitoba, Saskatchewan, Alberta, British Columbia, Yukon Territories, and Northwest Territories. He has also driven the solar car in Alaska, Washington, Oregon and California. He officially broke the world record distance on October 30, 2008 in Victoria, BC at mile 0 and has since driven the car more than 11,500 miles. Every mile he drives the solar car, he achieves a new world record by breaking his own record!

His mission continues to be: "To fulfill a dream and inspire others to accomplish their dreams in a positive way to benefit mankind and the environment." He remains committed to promoting the use of clean and sustainable energy. His motto is: "Inspired by the sun, motivated by the environment." Some stats for the solar car:

- Vehicle mass: 470 lbs. (without driver)
- Occupants: 1 (driver)
- Car Length: 5.0m, 16 feet
- Car Width: 1.8m, 6 feet
- Car Height: 0.90m, 3 feet
- Ground clearance: 0.40m, 1.3 feet
- The solar car can achieve the top speed of 75 miles per hour.



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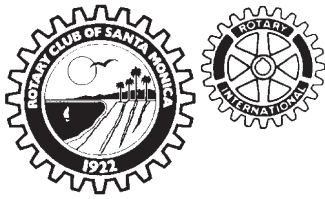
Social networking sites aren't just for teens and people in their 20s. The greatest growth in Facebook comes from people ages 35-49. And from December 2007 to December 2008, Facebook experienced more growth in visitors ages 50-64 than those under age 18, according to a new Nielsen report called " Global Faces and Networked Places ."

CALENDAR OF EVENTS

March 27th	Literacy Week Program	
March 31st-April 1st	Rotary Reads to Kids	Sign Up with Savi
April 3rd	Andrew Benton	Pepperdine University
May 17th	International Food and Song	

THOUGHT FOR THE DAY:

The bottom of the oil barrel is now visible
Christopher Flavin, Worldwatch Paper 66, July 1985



First Class Mail

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ROTARY CLUB OF SANTA MONICA

Service Since 1922 • Meets Noon Every Friday • Riviera Country Club • 1250 Capri Drive • Pacific Palisades

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Dong Kurn Lee

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Chuck Anderson

"Make Dreams Real"

LOCAL MAKEUP OPPORTUNITIES

MONDAY:	Beverly Hills	12:15 p.m.	Beverly Hills Hotel	9641 West Sunset Blvd.
TUESDAY:	Brentwood (Los Angeles)	12:15 p.m.	Chez Mimi	246 26th Street
	Playa Sunrise	7:15 a.m.	Courtyard by Marriott Hotel	13480 Maxella Ave., MDR
WEDNESDAY:	Century City	12:00 p.m.	La Cchette	10506 Santa Monica Blvd.
	Malibu	7:30 a.m.	Pepperdine University	24255 Pacific Coast Hwy
	Culver City	12:15 p.m.	Radison Hotel	6161 W. Centinela Avenue
THURSDAY:	Pacific Palisades	7:15 a.m.	Gladstone's Restaurant	PCH & Sunset
	Venice Marina	12:15 p.m.	Organic Panificio	4211 Admiralty Way, MDR
	Westwood Village	12:00 p.m.	UCLA Faculty Center	480 Charles Young Dr. (UCLA Campus)

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