



ROTARY MEANS FELLOWSHIP – ARTS - BUSINESS - SERVICE FABS

This Week's Program

Wednesday, May 29

Creating Space for Small Businesses

Kelvin Anderson and Daughter, Tenisha
Owners, V.I.P. Records (Long Beach ICON)

12:00 Noon - LUNCH
12:30 p.m. - 1:30 p.m. - PROGRAM





Kelvin Anderson, "is a household name in Long Beach" according to an article in the Press Telegram is the driving force behind the internationally renowned World Famous VIP Records, has dedicated over four decades to the music industry and his community. His career, built on integrity and professional relationships, has left an indelible mark on the West Coast music scene and beyond.

Kelvin began his journey in music retail in 1972, fresh out of high school, working for his eldest brother, Cletus Anderson, who founded VIP Records in 1967. These formative years, which Kelvin fondly refers to as his "on the job training years," were crucial in shaping his passion for retail and his ability to build trust and rapport with virtually anyone. By January 1979, Kelvin purchased the Long Beach location from his brother, marking the beginning of his enduring legacy in the music industry.

Throughout his career, Kelvin has navigated the ever-evolving landscape of music retail with knowledge, dedication, and adaptability. VIP Records became a cornerstone of West Coast hip hop, providing a platform for artists like Snoop Dogg, Warren G., and DJ Quik to hone their skills. In the early 1990s, amid escalating gang violence, Kelvin converted VIP Records' stockroom into a makeshift music studio, offering local youth a safe haven to explore their musical talents. This initiative not only protected neighborhood kids from street violence but also fostered a new generation of musical talent.

Kelvin's mantra, "business at VIP is always personal," reflects his commitment to personalized customer experiences and community engagement. This approach has been fundamental to the success and longevity of VIP Records, making it a must-visit destination in Long Beach.

His contributions have not gone unnoticed. Kelvin has received numerous awards and accolades, including NAACP Businessman of the Year, the Living Legend Award for Outstanding Excellence and Leadership in the Music Business, and the Impact Retailer of the Year Award. Additionally, he has been honored with legislative leadership recognitions for his unwavering support of the community, artists, students, business owners, and the music industry. The highest honor came in November 2017 when the City of Long Beach designated the iconic VIP Records sign as a city historical landmark, with landmark commission members expressing that if possible, they would have landmarked Kelvin himself for his contributions.

Still today, Kelvin is a sought-after music industry consultant and community advocate. He continues to use his record store as a safe space for youth and young adults to create and learn new skills, perpetuating his legacy of empowerment and support. His dedication to the community and the music industry has made him a trusted figure, inspiring countless individuals and bringing international attention to West Coast music.

Kelvin Anderson's story is one of resilience, innovation, and an unwavering commitment to uplifting his

BIRTHDAYS



[Suny Lay Chang](#)
May 29th



[Jeff Levine](#)
May 30th



[Gregory J. Burnight](#)
May 30th



[Jane Close Conoley](#)
May 31st



[John M. Graham III](#)
May 31st



[David Babore](#)
June 1st



[Randy W. Gordon](#)
June 2nd



[Russell T. Hill](#)
June 3rd



[Kenneth A. McDonald](#)
June 3rd



[Mike Munoz](#)
June 3rd



[Adriana Lanting](#)
June 3rd



[Michael J. Wilson](#)
June 4th

CLUB LEADERS



[Michele A. Dobson](#)
President

community. His work with VIP Records and his ongoing efforts as a consultant and advocate continue to shape the future of urban music and empower the next generation of artists and community leaders.



Tenisha Anderson Laux is blazing her own trail in the music industry with a career spanning over 27 years. As the Chief Operating Officer for World Famous VIP Records, Tenisha has solidified her reputation as a dynamic leader, mentor, and community advocate. Her journey began in her youth, deeply rooted in the legacy of the Anderson family, renowned music retail legends. At V.I.P. Records in Long Beach, she learned the intricacies of the family business, eventually stepping into management roles at New Life Gospel Records and VIP Music in Los Angeles, where she excelled in music buying, employee training, marketing and community outreach.

Tenisha's knack for marketing and community engagement led her to Urban Network Magazine as a Retail Research Assistant, where she collected record sales data and contributed to annual music conferences and marketing campaigns. She also delved into artist development at Solar Records, showcasing her versatility within the industry.

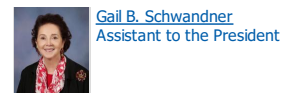
Driven by her belief that "music is the ultimate cure for life situations; it has healing properties," Tenisha founded "The Truth Circle" in 2008. This skill-based mentoring program for girls aged 7-16 focuses on developing a positive self-image, self-confidence, and life skills, while encouraging exploration of the arts. The program has made lasting impressions on countless participants, earning accolades from parents for Tenisha's warm, encouraging, and straightforward approach.

Committed to fostering creativity and community empowerment, Tenisha established the VIP Family Foundation. This non-profit organization supports music programs initiatives, and oversees the historic V.I.P. Records sign and community outreach programs. The Foundation's latest endeavor is the curation of the V.I.P. Museum of Urban Music and Media Arts Center, where Tenisha creates in-store exhibits and programming to celebrate urban music and media arts.

Tenisha's influence extends beyond her professional roles. As a Board Member of the FAMS Coalition, she supports and unites independently owned music retailers across the country. She is often seen addressing youth groups and schools, sharing the significant contributions V.I.P. Records has made to urban music, and inspiring young people to pursue their passions in music and entrepreneurship.

Her contributions have not gone unnoticed. Tenisha was recently featured in "Women in Vinyl" magazine, highlighting her impact and dedication to the industry. She has also been recognized for her community service with the Don Temple Philanthropist of the Year award from the Long Beach Chamber of Commerce.

Despite her many professional commitments, Tenisha finds her greatest joy in spending time with her husband and four children. Her dedication to her family, combined with her passion for music and helping others, underscores her remarkable journey and continued impact on the music industry and beyond.



[Gail B. Schwandner](#)
Assistant to the President



[Jean Bixby Smith](#)
Assistant to the President



[Marcelle H. Epley](#)
Vice President



[Joseph Wayne Hower PE, DEE](#)
Vice President



[Debra Kahookole](#)
Vice President



[Sumer A. Temple](#)
Vice President



[John E. Romundstad](#)
Secretary
Treasurer



[Theresa Cornwell](#)
Sergeant-at-Arms



[Shel-Hee Davis](#)
Sergeant-at-Arms



[Shelley Hanks](#)
Sergeant-at-Arms



[Debbie Thorpe](#)
Sergeant-at-Arms



[Denise Dahlhausen](#)
CCO-Club Comm. Offcr



[Rayne Sherman](#)
Career Service Director



[Robyn Gordon-Peterson](#)
Community Service Director



[Stephen B. Shaw](#)
Club Service Director



[Lisa Finn](#)
Fellowship Service Director



[Matthew L. Kinley](#)
International Service Director



[Sarah Soriano](#)
Membership Service Director



[Conor Kenneth Weir](#)
Youth Service Director



[Alfredo Velasco](#)
iPast President

Year in Review

By Michele A. Dobson, RCLB President #107



It is with tremendous joy that I say thank you for allowing me to serve as your 2023-2024, President. We have made every effort this year to make the meetings fun, celebrate each of you for your continued membership, and highlight for the Community, the impact of the Rotary Club of Long Beach.

If only the Rotary Club gave mileage points because we had you on the road this year. We hope you enjoyed the visit to the Urban Farm, to Long Beach City College



and to Cambodia Town. You were also game for an adventure by testing new venues for our meetings including The Betty (The Greek Church), the Petroleum Club and a few special meetings at our home, The Queen Mary.

We kept you busy with our Bikes for Kids Event at Cesar Chavez Elementary and you got your steps in with our participation in the Belmont Shore Christmas Parade, the Citywide King Day Parade, the Cambodian New Year Parade and a few Rotarians event participated in the first ever Rotary District 5320 Mental Health Awareness Walk. We are grateful to our Avenue and Committee Chairs for their visionary work on these projects.

This year, we began celebrating our most faithful Rotarians with the induction of the first class of the Emerald Club celebrating members that have been Long Beach Rotarians for more than 20 years. I have to say, the Emerald Club Member initiations was a highlight for me.

We were thrilled to add to the badges the designation of Past President so you can easily identify who is to blame for the state of the Club. All jokes aside, looking at a table with many of our Past Presidents on the day we presented the new badges was also a thrill. And the Champagne toast before the meeting was a great way to start the year. Rotarians are not too shy to day drink.

You gave your Board room to experiment this year with the Sweetheart Dance, the Avenue of Service Faires, the Peace of Mind Seminar and the addition of the Rotary Means Arts and Rotary Means Business segments during the meetings. With the Rotary Drop and Go event you filled an entire truck with your donations for the Salvation Army and we got your competitive juices flowing and capped off football season with a Superbowl Party at Rotarian David Lott's Restaurant and, one of our most well attended meetings, we celebrate the members of our Club from 1987, when women were integrated into Rotary International and the Fab Four entered the Rotary Club of Long Beach.

We also took pride in joining our fellow Rotarians and the Long Beach Rotary Scholarship Foundation when scholarship presentations were made to Long Beach City College (*\$122,500* "110 scholarships) and California State University, Long Beach (*\$315,500* "125 scholarships).

To talk about all the things we are proud of would envelop the entire RotaryGram but suffice it to say, Youth Services, the Literacy Committee, the Camp Enterprise Committee, Fellowship, Community Service, Career Services and Membership were on fire engaging Rotarians and developing the Club's future leadership.

Finally, we started our first ever Strategic Planning Process, which is a multi-year endeavor for our Club and, in partnership with the Rotary Charitable Foundation, we had the first ever Community Roast, presented by the Rotary Club, wherein we honored Randy Gordon. We look forward to repeating that even next year seeking the honoree from the entire Long Beach Community.

As I move on to Chair the Rotary Charitable Foundation, I leave you in the capable hands of #108, Big Stevie Hockett. With tremendous pride, I say thank you to the 2023-2024, for a phenomenal year. If you have ever served on the Board of our Club, you know that sometimes people's enthusiasm fade over the course of the year, I am delighted to say that it never happened with the 2023-2024, Board. Please take a moment to pat a Board Member on the back when you see them and if asked to serve on the Board, strongly consider saying "Yes." In the interim, as you recently heard at our meeting, through your generosity with Birthdays, Recognitions and Fines, we have raised over \$56,000, this year.

Several years back in an evening panel, the consensus of the Club was that all funds raised by the Long Beach Rotary Charitable Foundation go to Long Beach Rotary Club Internal Service Projects only and we discontinued the Rotary Community Grants Program. As many of you may recall, we used to give grants to organizations in the Long Beach Community. As I transition to Chair of the Long Beach Rotary Charitable Foundation, I would love to hear from you to know if that is still the inclination of the Club so the Rotary Charitable Foundation can plan for the 2024-2025 foundation giving year. Please take a moment to chime in. See you when I return from Rotary International in Singapore.

Cheers.



[Steve M. Hockett](#)
President-elect



[Kelly Ruggirello](#)
President-nominee



[Wayne C. Slavitt](#)
President-designate



[Donald E. Cochran](#)
Rotary International
Foundation Chair

Presidents' Party - June 12 - Queen Mary - RSVP NOW!

RSVP to the
Rotary Office
By
June 7th.

The Rotary Presidents' Party
June 12, 2024

Emerald Club Member Reception 5:30 p.m.
General Admission 6:00 p.m.
Queen Mary Britania Room
\$80/person (Spouses/Partners Welcomed)

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Dinner and Cash Bar (Short Rib and Salmon with Risotto)



## New Member Proposal

The following is being proposed as a member of the Rotary Club of Long Beach. His name is hereby submitted to the membership for a 10-day period as required by the Bylaws. Any comments can be addressed to the President or the Executive Director of the Club during this 10-day period.

### Andrew Moskovitz - Wealth Management Advisor, Bryson Financial

Proposed Classification: Financial - Financial Advisor

Proposed by: Lisa Finn and Brian Russell

## EVENTS

May 29th, 12:00-1:30 PM

### Long Beach Weekly Club Meeting

**Speakers:** Kelvin & Tenisha Anderson - VIP Records

**Subject:** Creating Space for Small Businesses

June 4th, 5:00-7:00 PM

### 5 O'Clock Somewhere

The Bamboo Club - Tiki Bar  
3522 E. Anaheim

June 5th, 12:00-1:30 PM

### Long Beach Weekly Club Meeting

**Speaker:** Ron Sylvester

**Subject:** "Commitment to Life"

Also **Cup of Kindness and President's Awards**

June 8th, 8:00-9:00 AM

### Centennial Park Clean-up

June 12th, 12:00-1:30 PM

### Long Beach Weekly Club Meeting

**No lunch meeting on June 12**

**Evening Presidents' Party aboard Queen Mary**

June 12th, 5:30-8:00 PM

### Presidents' Party

**QUEEN MARY - RSVP NOW**

Preceding the Demotion of #107  
Celebrating this year and preparing for the next...

June 18th, 4:00-5:15 PM

### RCLB Board of Directors Meeting

June 19th, 12:00-1:30 PM

### Long Beach Weekly Club Meeting

**Subject:** Demotion of Michele Dobson  
Roasting and Toasting #107

June 26th, 12:00-1:00 PM

### Long Beach Weekly Club Meeting

**DARK - No weekly meeting this week**

July 3rd, 12:00-1:30 PM



### Long Beach Weekly Club Meeting

**DARK - No weekly meeting this week**  
Independence Day Holiday

July 10th, 12:00-1:30 PM

### Long Beach Weekly Club Meeting

**1st Meeting for Steve Hockett, President #108**

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|  <p><b>CREATE HOPE<br/>in the WORLD</b></p> | <p><b>Rotary Club of Long Beach</b><br/>meets every Wednesday @ 12 Noon<br/><b>THE GRAND</b><br/><b>4101 E. Willow Street</b><br/><b>Long Beach, CA 90815</b></p> <p><i>LB Skyline Photo Credit<br/>Long Beach Convention &amp; Visitors Bureau</i></p> <p>May 29, 2024 - Vol. 107, Issue 39</p> | <p><b>Club Office</b><br/>400 Oceangate, Suite 470<br/>Long Beach, CA 90802<br/>562-436-8181<br/><a href="mailto:Rotary@RotaryLongBeach.org">Rotary@RotaryLongBeach.org</a></p> <p><b>Visit</b><br/><a href="#">Long Beach Rotary</a><br/>District 5320<br/><a href="#">Rotary International</a></p> | <p><b>Visit our<br/>Social Media Pages</b></p>  |
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