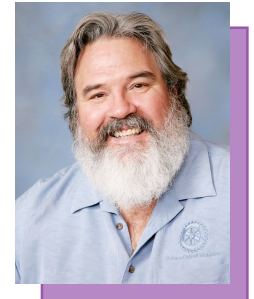




April 08, 2010



## This Week

### Lt. Steven McLean New Captain, Altadena Sheriff's Station

### Program Host: Theo Clarke

Effective April 1, 2010, Lt. Steve McLean assumed his newly appointed position as Captain of the Altadena Sheriff Station. He has served 30 years with the Los Angeles County Sheriff's Department. His law enforcement career includes stints as training lieutenant, watch commander, special weapons and tactics, and executive aide to Sheriff Lee Baca.

McLean holds an AS degree in Administration of Justice, a BS degree in Occupational Studies, a Master's degree in Criminal Justice, and he has completed 1 year of law school. He is also a graduate of the FBI National Academy at Quantico, VA. McLean is recipient of the Medal of Valor Award, Distinguished Service Award, Exemplary Service Award and the Quality Service Award.

McLean is married and has two

*Please turn to This Week, p.4*

## THE Construction CREW

by Julius Johnson  
for President David Smith

### 12th Annual Sickle Cell Lip Sync Show

One of the major benefits of being a part of something much bigger than yourself — like Rotary — is that you get to make a positive difference in other people's lives just by being a member of the larger organization. To my fellow Rotarians: you get to take pride in knowing that this year you have helped the *12<sup>th</sup> Annual Sickle Cell Lip Sync Show* by securing a new venue for their show this year, saving them Hundreds of dollars.

This year the show we take place at Elliot Middle School in Altadena on the corner of Lake Ave. and Calaveras. The show kicks off at 2:30p and will be over by 5p. The date is Sunday, April 18, 2010. 2184 N. Lake Ave. Altadena 91001.

The theme this year is *Strictly Oldies!!!* It will feature your favorite performers from the 60s, 70s & 80s, with special guest — DFQ, *Soulful Sounds for Sickle Cell*. The Cosmetologists & Barbers in the greater Pasadena and Altadena area put on this wonderfully entertaining show which is fantastic fun for the entire family.

The proceeds from the show go to

support Camp Crescent Moon, a specialty summer camp for children with sickle cell disease. The camp program is run by the Sickle Cell Disease Foundation of California, a non-profit 501(c) 3 agency.

My son Julius was a Crescent Moon camper when he was a pre-teenager. It was a major benefit to him to be in a fun, relaxing learning camp with other children who shared his health issues. To know that he was not alone with this life-altering disease and that other kids deal with and even thrive and excel in their lives despite the condition.

This will make a great Rotary outing for ourselves our Rotary partners and our families. The pre-sale tickets are \$15 for adults and \$10 for children. Tickets will be

*Please turn to Crew, p.4*

## Greeters

April 08

**Tom McCurry**

April 15

**Dennis Mehringer**

April 22

**Kevin Moore**



# Program Review

## More than we Banked On

It's not surprising that customer complaints regarding US banks increased by 42 percent last year. Foreclosures, federal bailouts, whopping executive bonuses, annoying automated customer access and incessant fee increases have given the banking industry a — perhaps justified — black eye. Of course, it's likely that if more bankers had Alex Matsumura's calm, caring and pleasant demeanor, customer service ratings might not have dropped so steeply.

Having been inducted last month, Matsumura is Altadena's newest and pos-

sibly its youngest member. Alex is Assistant Vice President, Priority Banking, for Union Bank's Lake Avenue branch. The customer service orientation that Alex brings to his work is that same factor that drew him to the Rotary mission. He is happy to be in service to others.

Matsumura is proud of his Japanese heritage, but he feels he had a typical American upbringing. He enjoyed school and sports, attaining a black belt in Tae Kwon Do and traveling across the US and Canada to play youth hockey. His work life began at a small casino that his family owned. He was a dealer, server and manager in his eight years working there, and he found his calling in customer service.

The banking world came calling, and Matsumura answered. His career has followed the ups and downs of the financial industry. He began at Countrywide,



shifted to Washington Mutual and recently joined Union Bank. Unlike his previous employers, Matsumura believes that Union Bank is

stable and successful. During the credit crisis, Union Bank did not require an federal infusion of cash to remain solvent.



In his job, he must stay abreast of changes in law that affect banks. He explained the recently enacted Credit Card Act that imposes some new consumer protections. However, the banks, he explained, are unlikely to quietly accept the \$50 billion loss of revenue that is projected to result of the new law. He cautioned the audience to read their documents carefully and to be wary of new fees and penalties that may be adopted.

Matsumura believes it's important to invest his time and energy in the Pasadena/Altadena community where he works, even though he lives in the Koreatown area of Los Angeles. His wife is a fashion designer, and he has a son from a previous marriage. He is proud to be a Rotarian.

Brian Hayes ☉

**Sparks** is published 48 weeks a year and is the official publication of the Rotary Club of Altadena. The deadline for submission of articles is Friday at 6p to current editor email, fax, or delivery.

### Rotary Club of Altadena - #7183

Chartered: February 14, 1949  
P.O. Box 414, Altadena, CA 91003  
www.altadenarotary.com  
Meets: Thursday, 12:10p  
Altadena Town & Country Club  
2290 Country Club Drive • Altadena, CA  
626-794-7163

Rotary Int. Pres. .... John Kenny  
Dist 5300 Gov. .... Thomas B. Novotny

### Officers

David Smith, Pres. .... Bus. 626-398-2010  
Brian Hayes, Pres. Elec. .... Bus. 626-398-6300  
John Frykenberg, VPres. . Cell: 323-810-0651  
Jim Gorton, Sec. .... Bus. 626-793-6215  
Mike Noll, Treas. .... Bus. 683-0515

### Directors

Sue Applegate • Craig Cox • Jim Gorton  
Brian Hayes • Ed Jasnow  
Tom McCurry • Mike Zoeller

### Chairmen

Brian Hayes ..... Administration  
Craig Cox ..... Foundation.  
Tom McCurry ..... Public Affairs  
Brian Hayes/Ron Morris ..... Publicity  
Jacque Foreman ..... Sparks/Website  
Mike Zoeller ..... Service Projects  
Ed Jasnow ..... Community.  
Hal Yorke ..... International  
Mike Noll ..... Youth Contests/Awards  
Tony Hill ..... Vocational/Youth Projects  
John Guerrini ..... Membership  
Editor, Design & Typesetting ..... Foreman Graphics  
Photography ..... Jacque Foreman

## April Programs

*Program Chair, Theo Clarke*

- Apr 08 - Sheriff Steve McLean, new Captain at the Altadena Sheriff Station
- Apr 15 - Jeanine Galvaier - How does dress influence social mores and etiquette
- Apr 22 - Voices of Blair IB School for the Performing Arts
- Apr 29 - Stephanie Bettman (country western violinist/singer) and her group

## Congratulations



### Birthdays



04/13 - Alice Hudson

04/18 - John Frykenberg

04/29 - Mike Noll

04/30 - Rose Steinbacher



### Anniversaries



04/26 - Ed & Marcia Guth

04/27 - Sterling & Olga Louviere

# Chairmen's Digital News Corner

by Tom McCurry, Public Awareness Chair



I am still fascinated by the talk that we heard two weeks ago by Jeff Holder. Catchy phrases interest me, and the discussion about Digital

Natives and Digital Immigrants started me to thinking about which category best fits me. Personal computers weren't around when I went to engineering school, but I was able to use *big iron* computers at Auburn University and as I worked as a co-op student at NASA's Marshall Space Flight Center. I learned Fortran and COBOL in the late 1960s, and PL/1 (a merger of both of these languages) later on.

I became a computer programmer, then a systems engineer, and then a salesman for IBM. As I progressed through these career transitions, it became obvious to me that the real mission of a computer salesman in those days (1970 – 1990) was to be a *purveyor of change*. Things in the computer industry were changing very rapidly in those days — new applications were occurring almost daily, and hardware was doubling in speed and halving in price about every year or two. Then the personal computer came along, and a cottage industry sprang up that produced software for these machines that were proliferating all over the world. I distinctly remember the decisions that were made by IBM to allow Microsoft to be the provider of the operating system software for the IBM personal computer, and the rest is history.

Fast forward to today, and we see the personal computer evolving in many ways: Xboxes, ipads, ipods, smartphones, etc. I personally use a laptop computer with a wireless adapter in my house, and an "air card" (Verizon) sometimes when I travel. I am very dependent on my work Blackberry, on which I make phone calls,

receive and reply to work e-mail, and personal e-mail. By using the Blackberry, I am never disconnected from my work environment very long.

So, I ask myself, am I a *Digital Native* or a *Digital Immigrant*? I am definitely a *gadget guy*, but I am getting older, and my ability to keep up with all of the tech-

nology is slowing down. I definitely like to learn about new hardware and gadgets, and my style of learning how to use these new things (and software) is to click on an icon and see what happens. I don't like to pore through instruction manuals.

Maybe I do qualify as a digital native, even though I am 65 years old!



ROTARY INTERNATIONAL  
DISTRICT 5300



15<sup>th</sup> Annual Peace Conference



MEETINGS HOUSE,  
BRETHREN HILLCREST HOMES  
2705 Mountain View Drive, La Verne, California  
**Saturday, May 22, 2010**  
9:00 A.M. - 2:30 P.M. (Registration: 8:30 A.M.)

Conference Theme

**"IS WORLD PEACE POSSIBLE?"**

**Greetings: District Governor Tom Novotny**  
Conference Chair and Moderator: PDG Dr. Garbis Der-Yeghian

**THE ROLE OF:**

**THE FAMILY - Rev. Jerry L. Ferguson**  
Los Angeles District Superintendent, Church of The Nazarene

**FAITH, ETHICS AND VALUES - Rabbi Steven Jacobs**  
President, Progressive Faith Foundation

**ECONOMIC DEMOCRACY - Mr. Mark Chenian**  
International Financial Analyst

**POLITICAL STRUCTURES - Dr. Aziz Said**  
Professor and Director, Center for Global Peace,  
American University;  
Ranking professor of international relations

**EDUCATION - Dr. Nancy Erbe**  
Professor of Negotiation, Conflict Resolution and Peace-building,  
California State University, Dominguez Hills;  
Fulbright Senior Specialist in Peace Studies and Conflict Resolution

**YOUTH - Ms. Amanda Zeidan**  
Rotary Ambassadorial Scholar

**LUNCHEON KEYNOTE SPEAKER:**  
**PDG Ken Boyd, 2011-2013 Rotary International Director**  
"The Role of Rotary International in Promoting Global Peace"

**"PEACEMAKER OF THE YEAR"**  
**INAUGURAL HONOREE:**  
**PDG DR. GARBIS DER-YEGHIAN**



Rev. Jerry L. Ferguson



Rabbi Steven Jacobs



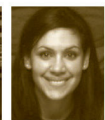
Dr. Nancy Erbe



Dr. Aziz Said



Mr. Mark Chenian



Ms. Amanda Zeidan



PDG Ken Boyd

Admission and Luncheon: \$30.00 Per Person  
Complimentary Conference Admission for Senior Citizens and Interact/High School Students (Reservations required)

**Reservation Deadline: May 8, 2010**

Checks may be mailed to Rotary International District 5300 Office  
c/o Temple City Postal Centre, 5812 Temple City Blvd., #801, Temple City, CA 91780  
Please direct conference questions to Fred Sohl, (626) 441-4531



# MONEY by Linda Wilkes MATTERS

## ***Last Week in the News***

Existing home sales fell 0.6 percent in February to a seasonally adjusted annual rate of 5.02 million units from 5.05 million units in January. The inventory of unsold homes on the market rose 9.5 percent to 3.59 million, an 8.6-month supply at the current sales pace, up from a 7.8-month supply in January.

Orders for durable goods — items expected to last three or more years — rose 0.5 percent in February after a revised 3.9 percent increase in January. Excluding volatile transportation-related goods, orders posted a monthly increase of 0.9 percent.

New home sales fell 2.2 percent in February to a seasonally adjusted annual rate of 308,000 units from an upwardly revised rate of 315,000 units in January. Economists had expected a pace of 320,000 units. It was the fourth straight monthly decline and the lowest pace since recordkeeping began in 1963.

Initial claims for unemployment benefits fell by 14,000 to 442,000 in the week ending March 20. Continuing claims for the week ending March 13 fell by 54,000 to 4.648 million, the lowest level since December 20, 2008.

The Reuters/University of Michigan consumer sentiment index for March's final reading was 73.6, matching February's final reading. The index is 28 percent higher than it was one year ago. During the economic expansion that ended in December 2007, the index averaged 88.9.

In its third and final report, the Commerce Department announced that gross domestic product — the total output of goods and services produced in the US — increased at an annual rate of 5.6 percent in the fourth quarter of 2009, rather than the 5.7 percent increase initially reported.

For all of 2009, the economy contracted 2.4 percent.

Upcoming on the economic calendar are reports on the housing price index on March 30, factory orders on March 31 and construction spending on April 1.

## ***California Passes Large Tax Credit for Homebuyers***

California has initiated its own homebuyer tax credit. The bill — AB183 — was signed last week by Governor Schwarzenegger. The credit is for 5 percent of the purchase price, with a maximum credit of \$10,000. That's a dollar-for-dollar reduction against income tax payments that would otherwise be due. Homebuyers must claim the tax credit in equal installments over three consecutive years, beginning with the year of purchase. Purchasers are required to live in the home as their primary residence for two years or forfeit the credit.

To be eligible, first-time homebuyers can purchase a new or existing home. Repeat or move-up homebuyers are eligible for the credit only if they buy a new home.

Buyers of existing homes must close escrow between May 1 and December 31, 2010. The credit is available to buyers of new homes who sign purchase agreements between May 1 and December 31, and close escrow by August 1, 2011.

Separate from the California tax credit is the federal tax credit. The federal homebuyer tax credit will expire soon. If you want to take advantage of this tax credit, you must act fast. The tax credit is available to buyers who sign purchase agreements on a new or existing primary residence home between December 1, 2009, and April 30, 2010. Buyers have until June 30 to close the mortgage loan on their

new home.

The above content is for informational purposes only and should not be used as a substitute for consultation with a tax advisor. We are neither a law firm, nor a CPA firm.

---

## **Crew**

*Continued from p. 1*

available at the next Rotary Meeting or at my office which is located at 2235 N. Lake Ave. Suite 213 Altadena.

Come and have a hands-on experience with something bigger than yourself, and make a positive difference in the life of a young sickle cell kid. If you're not into being noble, come just to have a good time.

---

## **This Week**

*Continued from p. 1*

daughters. In his spare time, he enjoys spending time with his family and going to the gym.

Join us this Thursday to learn Captain McLean's plans for our community. Bring a guest.

---

## **Three Upcoming Events**

**12th Annual Lip Sync Event  
April 18**

•  
**District Peace Conference  
May 22**

•  
**Altadena Rotary  
Visitor Day  
May 27**



**"SOULFUL SOUNDS FOR SICKLE CELL"**

12TH ANNUAL  
COSMETOLOGISTS & BARBERS  
AGAINST SICKLE CELL DISEASE

# LIP SYNC SHOW

*Great Fun for the Entire Family!*

★ Prizes ★  
Celebrities

**Pre-Sale Tickets:**

**\$15.00 Adults / \$10.00 Children**

**At the Door:**

**\$20.00 Adults / \$15.00 Children**

**For ticket information please call:**

- |                           |                |
|---------------------------|----------------|
| Colbert Studios           | (626) 836-8811 |
| Cutting Up                | (626) 791-9130 |
| Escape Salon              | (626) 441-9633 |
| Head II Toe Salon         | (626) 355-5000 |
| Head Trip Salon           | (626) 578-0644 |
| Image Perfection          | (626) 793-5816 |
| Katey's Salon             | (626) 296-2666 |
| Kristen Laurenz           | (626) 345-9766 |
| LaRan Hair Care Systems   | (877) 445-2726 |
| Lawrence & Colbert        | (626) 798-6597 |
| Luke Walker's Barber Shop | (626) 793-6534 |
| Melvin @ Studio Sixty 71  | (951) 662-5939 |
| Solutions A Hair Salon    | (626) 446-2400 |
| The Rainforest            | (626) 795-3477 |
| SCDFC                     | (310) 693-0247 |

**STRICTLY OLDIES!!!**  
**60'S, 70'S & 80'S**  
**SPECIAL GUEST—DFQ**

For all of your costume needs call  
"Q" at (626) 797-6384  
StarMakers Costumes  
1380 N. Lake Ave., Pasadena, CA 91104

**Sunday, April 18, 2010**

**2:30 - 5:00 pm**

Elliot Middle School  
2184 N. Lake Avenue  
Altadena, CA 91001

All proceeds benefit **Camp Crescent Moon**,  
a specialty summer camp for children  
with sickle cell disease provided by the  
Sickle Cell Disease Foundation of California,  
a non-profit 501(c)3 agency.

*Sponsored by*

Sickle Cell Disease Foundation of California 



*For more information, please contact the:*

**Sickle Cell Disease Foundation of California**  
6133 Bristol Parkway, # 240, Culver City, CA 90230  
Phone (310) 693-0247 ~ Fax (310) 693-0266  
Web: [www.scdfc.org](http://www.scdfc.org) ~ Email: [info@scdfc.org](mailto:info@scdfc.org)



Invite  
your  
Friends  
to  
join us as  
we

Honor the Students  
of the  
Junior ROTCs



At our next Visitor Day  
Thursday, May 27, 2010



All we ask ...  
Each One bring One

# Make the Pig *fly*

