



August 26, 2010



by President Brian Hayes

This Week

Debbie Navarro Regional Director Reach Out and Read Guest Host: Brian Hayes

Reach Out & Read is a literacy program that promotes both reading and good health by giving children 0-5 a book when they visit their medical provider. The program was started in 1989 at the Boston Medical Center and soon spread nationwide. During that time, the program has donated over 6 million books to nearly 4 million children.

The program has been studied extensively and found to be an effective way to promote school-readiness. Several local health care providers participate in the program, including Community Health Alliance of Pasadena (CHAP). Debbie Navarro directs the local Reach Out & Read office that coordinates the program throughout Southern California.

The Business of Rotary

The District Governor has come and gone. In his last communication with me, Roger Schulte expressed that Altadena Rotary is a club he doesn't have to worry about. He is impressed with the level of activity for a club our size, the commitment of our members beyond our club and our community. He was even impressed with how organized the President seemed to be (boy, did I fool him!).

When speakers, visitors, guests and potential members attend an Altadena Rotary Club meeting, one thing I've heard over and over is how warmly welcomed they felt. When a stranger wanders into the Terrace Room as the meeting is getting underway, it's only a matter of seconds before someone greets the visitors and guides them to where they are supposed to be. Among other things I've observed are that our Club does not have implicitly assigned seats, with the same people sitting in the same places week after week. We don't have those stalwart curmudgeons who resist any form of change. While we have a good time, the jokes are never at anyone's expense (at least I hope Theo is not offended by those who don't appreciate his musical virtuosity!). What we have here is one fine club!

The big question is (which DG Roger posed to me): how is it that we've gone from 43 to 29 members over the past 5 years. I, unfortunately, didn't have the answer. One can certainly blame the economy as former members could no longer justified membership costs. We have also removed some RINOs (Rotarians in name only) from our roles. We've brought in a few excellent new members during that time, but not enough for a positive net.

If Altadena Rotary were a business, and the members were customers, we would have a business plan that identified our (above-mentioned) strengths and outlined our strategies for obtaining new

Please turn to Stack, p.3

Greeters

August 26

John Guerrini
September 02

Carlton Gustafson
September 09

Dyanna Henderson



Program Review

Retirement Planning — Skipping through the Minefield

That's what our speaker last week tried to explain to us. Between the state of today's economy and the volatility of the stock market, advice to potential retirees can be tentative at best. Harry Kim, of LPL Consulting, told us that the last ten years have changed everything. Many of their clients have had to shut down their businesses entirely. These represent elements of both manufacturing and entertainment.

The good news was that these same segments are reporting signs of a slow, but steady, turnaround in their business. Kim

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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. Kalyan Banerjee Dist 5300 Gov. Roger Schulte

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stated that his firm feels that the economy is slowly starting to pick up, but we need to beware of media headlines that only want to report the bad news. Although the Federal Government is doing what it can to stimulate the economy, there just isn't much that can be done. Interest rates are as low as they can go, so the Federal Reserve cannot use that ploy to control the economy.

In speaking of his recommendations to potential investors who are planning their retirement, Kim quoted Warren Buffet: "Diversification is great for those who don't know what they're doing." At this time, Kim feels that fixed income is dangerous. The low interest rate will hurt produced income, particularly in the bond market. The low interest rate does make it a good time to borrow, but not to earn. The key is to find your comfort level in the assumption of risk. For the most part,

August Programs

Program Chair, Alex Matsumura August 26 - To be Announced

September Programs

Program Chair, Ray Carlson September 02 - Dyanna Henderson, Rotaract

September 09 - Mike Seaton - New Multiple Pathways will bring radical change to high schools

September 16 - To be Announced September 23 - To be Announced September 30 - To be Announced

October Programs

Program Chair, Tom McCurry
October 07 - To be Announced
October 14 - To be Announced

October 21 - To be Announced October 28 - To be Announced



though, these times demand that you be risk averse. This is the time to be conservative.

For those planning retirement, the news was cautiously optimistic. The economy will continue to recover, but slowly. The key is to invest wisely and carefully.

Ed Jasnow 🔘





Birthdays



08/02 - Phyllis Merrill 08/05 - Kevin Moore 08/08 - Joseph McMullin 08/10 - Don Applegate 08/11 - Joy Carlson

08/22 - Nick Robles (John Guerrini) 08/24 - Hal Yorke

08/24 - Hai Yorke

08/31 - Bruce Conroy (Jacque Foreman)



08/23 - Dotty & Gary Clark

Chairmen's Rotary and the Mosque by John Frykenberg, International Chair



Ground Zero and the Victory Mosque have become very much the focal point of freedom of religion in the United States. A Rotary issue? One

would hope so.

Ties between 9-11, Al Quaeda and the Mosque are worthy of exploration at every level, given the nature and sensitivity surrounding both civil rights and the Bill of Rights. Zoning, building permits, source of funding for the mosque; all become critical facets of the whole.

Guarantees of rights to worship do not include the right to worship at any time and in any venue of one's choosing, the right to stop traffic in public streets to pray five times a day or to ring church bells or exercise a call to pray over loud speakers in the public square without appropriate permits to do so.

Recent statements by high profile politicians suggest that the United States should not permit mosques to be built in the vicinity of 9-11 Ground Zero until similar permission is granted to build a church near the Cabala in Mecca. One politician even went so far as to suggest that placing a mosque in the vicinity of 9-11 is equivalent to placing a swastika next to the Holocaust Museum.

No matter the inflamed passions on either side of the issue, the debate is not bringing unity or understanding to the community. It is tearing the community apart, pitting Moslem Fundamentalists against New York Firefighters and the vast majority of 9-11 victim relatives and friends.

The President defends the rights of Muslims to build a mosque in the disputed venue but questions the wisdom of doing so. His statement does not elaborate or expand upon the question of such wisdom. And the President did not use his *bully pulpit* to discourage the building of the mosque adjacent to the Ground Zero location. The lapse in leadership will doubtless lead to consequences of one sort or another

'Everyone draw Mohammed days' or crucifixes standing in jars of urine courtesy of the National Endowment for the Arts, does little to encourage tolerance and brotherly love in the interfaith community.

Polls of New Yorkers overwhelmingly reject the building of the mosque in the near-9-11 venue when there are 100 other mosques already located throughout New York City. So, it may be logically surmised that it is not a matter of restricting anyone's religious freedom. It is a matter about moral propriety, victim sensitivity and appropriateness. (The Japanese visit and pay respect at Pearl Harbor. They don't build a shrine to Japanese war dead in the neighborhood)

Unity — not division — is what is called for. International respect, transparency, truth and not political correctness are essential to prevent our national self-deception about the appropriateness of building any mosque adjacent to Ground Zero.

Deceiving ourselves about what is so clearly inappropriate to so many serves no useful purpose and only cripples meaningful international dialogue and peace making efforts.

The job of Rotarians? To demand the truth, demand transparency and to listen to the friends and families of the victims of 9-11, examine carefully who the advocates of building the mosque are, where they are getting their money, and, of course, appealing to their better judgment to cease efforts to pursue the venue in question to ameliorate suspicions, mistrust

and fears grounded in tragedy and an horrendous act of man's inhumanity to man

Rotary can use it's good offices to quietly pursue international initiatives to question the building of the mosque and to suggest alternative sites. Muslim members of Rotary, here and abroad, could be influential in questioning the appropriateness of the site which, in turn, could lead to peace initiatives and opportunities to bridge rather than divide as this issue is doing.

That's my take.

Stack

Continued from p.1

customers (not to mention holding onto current ones!). If only we had someone in the club who knew how to write a business plan ...

President Brian's

Monthly
Friday
Fellowship
begins this week
August 27
Go to
ClubRunner for
Time and Place
http://
www.clubrunner.ca/
Portal/
Home.aspx?cid = 1999



O Backward Glance Ot ... Mythconceptions — PART I

Some years ago I made plans to write and perform a narrative documentary stage show. Regrettably, it never materialized. Regrettable, because I'd always wanted to be the iconoclast who humorously bashed cherished beliefs about history. I would've chortled while audience members gasped, grinned or grimaced at my presentation's destruction of their long-held convictions. Wagging heads and open-mouthed incredulity would surely have been their response to my words. And how do I know this? Because that was exactly how I'd reacted to the same anecdotal accounts, found in my research, that were now being presented to them.

That show was titled, *The Earth Is Round & Other Laughable Legends*. But wait, you say. The Earth *is* round, not flat as was once believed. I counter by stating that Earth is *almost* round, but is 26 miles thicker at the equator than at the poles. So then (I stress this) our planet is not *perfectly* round, after all. And neener, neener, neener.

Oh, come on! you loudly protest. Well...okay...maybe I did set you up with a stinker like that. To redeem myself then, we'll take a different approach. I'll give you an honest multiple choice test question to see how *correct* your knowledge of history really is.

One of history's most infamous quotations is, "Let them eat cake." This was said by: (A) Madame Du Barry (B) Marie

Curie (C) Sarah Lee (D) Gypsy Rose Lee (E) Al Capone (F) Mary Todd Lincoln (G) Both A & C (H) None of these. All right, then—what is your answer? You mull over it for a moment ... and then it comes to you that the answer is (H), since Marie Antoinette is not one of the choices offered, although she was certainly the utterer of those callous words — according to 100 percent of people who are asked this same question.

However ... and even if you're so comfortable with your answer that you're about to fall asleep, a sound suggestion is that you not bet the farm on the accuracy of your response. You see, a hundred years before Marie Antoinette was even born, Marie Therese — queen of France and wife of the all-powerful Sun King, Louis XIV — was told that the peasants had no bread. To this she retorted, "Let them eat cake."

Well over a century later in the late 1780s, the current French queen Marie Antoinette was given essentially the same news about the starving masses. It was then that she *supposedly* vocalized those same four cold, uncaring words in reply to hearing that her subjects were all out of Oroweat.

In 1789 the French Revolution was officially inaugurated when an enraged, desperately hungry mob of peasants stormed the Bastille and started a horrific purging of France's upper classes. The

Reign of Terror began soon thereafter, and by 1793 it was time for Marie and hubby King Louis XVI to both get shortened on the guillotine. What really happened then was that those contemptible words — spoken by a truly dispassionate queen more than a century earlier — were now ideal for use in a highly volatile situation. By claiming and accusing Marie Antoinette of making that incendiary statement, mob agitators easily whipped the hateful, half-mad populace into violent action. And then — as they say — the rest is history.

But ... how much of the totality of history we thought we knew so well is actually based on hard-edged fact? Conversely, what portion of it is misinterpretation, conjecture, or has just been wrong from the very start? Well, the answer is that no precise estimate of that portion has ever been, or even could be, possible. For millennia we've relied on countless chroniclers' reports about what's happened throughout history, and have had to hope and assume that they got it right.

Marie Antoinette's story is a sparkling specimen of what some call a mythconception. The factual disclosure of what she said – or didn't say, in this case — has been a pretty mild, minor revelation. After all, we're still able to sit up and take nourishment; and, civilization as we know it doesn't appear to be on the brink of collapse, now that this little nugget of mythconception has been revealed. And so, I'm confident we'll be able to undergo lots more of these historical adjustments without sustaining permanent injury. Instead, we'll learn some surprising, perception-shattering things from ever-entertaining history, and have some laughs as we're doing it. We will survive!

Let's look forward to some fun discoveries in Mythconceptions – Pt. II. History is full of 'em! See you in the past, in the very near future!



Last Week in the News

According to the ICSC-Goldman Sachs index, retail sales fell 0.2 percent for the week ending August 7. On a year-over-year basis, retailers saw sales increase 3.7 percent.

The Labor Department reported that in the second quarter productivity fell at an annual rate of 0.9 percent, labor costs rose at an annual rate of 0.2 percent and hours worked climbed at a 3.6 percent rate. This is a likely signal that employers have reached efficiency limits out of leaner staffs. In 2009, productivity rose 3.5 percent, the highest rate in six years.

Wholesalers increased their inventories 0.1 percent in June, following a 0.5 percent rise in May. Sales at the wholesale level fell 0.7 percent in June, the most since March 2009. Economists had anticipated inventories would increase 0.4 percent in June.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending August 6 increased 0.6 percent. Refinancing applications rose 0.6 percent. Purchase volume rose 0.3 percent.

The trade deficit increased 18.8 percent to \$49.9 billion in June. It was the highest level since October 2008 and follows a \$42 billion gap in May. Economists had expected the trade deficit to rise to \$42.1 billion. Exports fell 1.3 percent to \$150.5 billion. Imports increased 3 percent to \$200.3 billion.

Initial claims for unemployment benefits rose by 2,000 to 484,000 for the week ending August 7. It was the highest level since mid February. Economist had projected claims would fall to 465,000. Continuing claims for the week ending July 31 fell by 118,000 to 4.45 million.

Upcoming on the economic calendar

are reports on the housing market index on August 16, housing starts on August 17 and the index of leading economic indicators on August 19.

The Compound Effect

The Compound Effect by Darren Hardy provides strategies on: • Winning every time! Learn the No. 1 strategy to achieve any goal and triumph over all competitors, even if they're smarter, more talented or more experienced. • Eradicating your bad habits (some you might be unaware of) that are derailing your progress. • Painlessly installing the few key disciplines required for major breakthroughs. • Discovering the real, lasting

keys to motivation — how to get yourself to do things you don't feel like doing. • Capturing the elusive, awesome force of momentum. Catch this and you'll be unstoppable. • Learning the acceleration secrets of super-achievers. *The Compound Effect* provides an easy-to-use, step-by-step operating system that allows you to multiply success, chart your progress and achieve any desire. Begin your journey today.

For more information on Hardy's book, visit his website: the compound effect.com

Linda Wilkes is available on line: http://www.myprospectmortgage.com/lwilkes

The American Flyers August 28, 2010, Concerts in the Park

The American Flyers came to be in the early 1990's, born of players that had

formed strong friendships in a number of different bands in the 1980's. The flyers have gone through numerous versions since that time with all members maintaining a strong fraternal bond with one another. The current line up in-

cludes founding members Phil Capuano (Drums), and Van Nixholm (original bassist and current rhythm guitarist), Gene Diorio (Lead Guitar) from our 2nd incarnation, and a new Brother, Dominic Amstutz (Base Guitar).

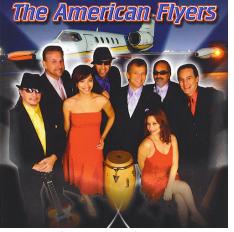
As in the beginning, these guys play together because they enjoy the cama-

raderie they share and the music they make. The music they enjoy — mostly

rock, blues, and country — all has some personal attachment to one member or another, whether they be present players or not currently performing. Please enjoy our musical offerings, it's from the heart. Partners, Brothers, and Friends.

Bands in Atlanta,

Georgia have come and gone, but this seasoned singing group of musicians is first class entertainment. Their vast song list spans every era and is performed with world-class musicianship. The American Flyers has been one of the Southeast's highest grossing acts in the corporate market.





Fellowship Committee 2010-2011 Off to a Roaring Start

The Altadena Rotary Club Fellowship Committee, 2010-2011, had its kickoff meeting Thursday evening, August 19. Five Rotarians were in attendance. We have settled on 2 events in the very near future.

First Event - a Meet and Greet social hour at the new Altadena Ale House (formerly The Pub) 2329 N. Fair Oaks, just south east of David Smiths shop. The first Meet and Greet is scheduled for Friday, August 27, 5:30-7:30p. You can learn more about this soon-to-be regular gathering at AA House from Presi-

dent Brian through Club Runner (http://www.clubrunner.ca/Portal/Home.aspx?cid=1999).

Second Event - an organized sit-together gathering at Farnsworth Park to enjoy the final Concert-In-The-Park, featuring Randy Caputo's Legends Showband (Swing, baby, swing!), Saturday, September, 11. This will be a serious Club fellowship event.

The concert will start at 7p, but Club members and guests will meet at the tables in the park adjacent to the amphitheater at 6p for dinner. Box dinners will be available.

If you want dinner, you must sign up for the event in Club Runner. Tom McCurry, who got the Club Runner connection*, will post the menu from Amy's on Club Runner. Amy's is the caterer who will provide the box dinners. Ed Jasnow is coordinating the menu options. Craig Cox is coordinating Club Runner with Tom McCurry. This is shaping up to be a great fellowship event. Watch Club Runner! Sign up early. (NOTE: Club Runner originated in Canada, but is sweeping the nation as an on-line event organizer.)

Minutes of the Altadena Rotary Club Fellowship Committee

August 19, 2010 -- Kickoff Meeting

Attending: Ray Carlson, Craig Cox, Brian Hayes, Ed Jasnow, Theo Clarke *Agenda:*

- Welcome and Rejoice: Theo C
- Vision Statement: Brian H
- Brainstorming to establish All the 2010-2011 Social Calendar:
- Review of Action Items and Theo C
- Assignments
- Adjourn
- 1. Committee members gathered on the porch at Eden II. At 5:30p. Theo welcomed Committee members present. As if the evening breeze and stunning vista were not intoxicating enough, Theo poured those Committee members present three bottles of wine: a bottle of Pommard Premier Cru from Burgundy; a Sauvignon Blanc from Santa Ynez Valley; and a Pinot Grigio
- from Beaulieu Vineyards in Sonoma. Snacks served included a platter of jalepeno chili pepper jelly, a dollup of peanut butter, a dollup of cream cheese, and a large spoonfull of black cherry jam, along with a plate of matzos. After rejoicing sufficiently, Committee members got down to business.
- 2. Vision Statement and Brainstorming: Brian intoned, "Fellowship is a strategy for anchoring the Club." He said he would like to see a Fellowship Service Day (subsequently tagged *Meet and Greet*). He envisioned that it would be held regularly (last Friday of each month) at the Altadena Ale House (formerly The Pub) at 2329 N. Fair Oaks Ave., adjacent to Dave Smith's shop. Committee members liked the idea. Accordingly, the first such *Meet and*
- Greet event will be held at the AAHouse on Friday, August 27, 5:30-7:30 pm (that's this coming Friday guys). Craig will put this event on Club Runner
- 3. The next Fellowship event is an organized sit-together gathering at Farnsworth Park, Saturday, September 11, 2010, to enjoy the final Concert-In-The-Park, featuring Randy Caputo's Legends Showband (Swing, baby, swing!). This will be a serious Club Fellowship event. The concert will start at 7p, but Club members and guests will meet at the tables in the park adjacent to the amphitheater at 6p for dinner. Box dinners will be available. If you want dinner you must sign up for the event in Club Runner.

Plwase turn to Fellowship, p. 7

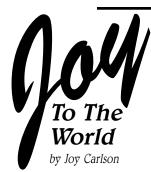
Fellowship

Continued from p. 6

Action items for this event include:

- A.I.#1, Tom McCurry who got the Club Runner connection (they originated in Canada, but are sweeping the nation as an on-line event organizer) will post the menu from Amy's on Club Runner. Amy's is the caterer who will provide the box dinners.
- A.I.#2, Ed Jasnow will coordinate the menu options.
- A.I.#3, Craig Cox will coordinate Club Runner with Tom McCurry.
- A.I.#4, Theo will write an article for the next *Sparks* promoting the finale of the Concert-in-the-Park series as a Fellowship event. This is shaping up to

- be a great Fellowship event. Watch Club Runner! Sign up early.
- 4. Tentatively the next Fellowship event will be taking the Gold Line to Union Station for an afternoon at LA's Olvera Street. Alternate dates are Saturday, October 16 or October 23.
- 5. Theo agreed to follow the status of the Oak Tree running at Santa Anita Race Track. If Oak Tree succeeds in removing the artificial turf and replacing it with a dirt turf, in time, Theo will organize a Day at the Races in early November 2010. If the artificial turf is not removed in time, then the Oak Tree running will be cancelled this season.
- 6. Additional events from the Brainstorming session include:
 - December 2010 Christmas Party
 - February 2011 Progressive Dinner
 - April 2011 Griffith Observatory
 - April 2011 District Assembly
 - May 2011 Prep Day for Corozone (build in Orange County)
 - Spring 2011 Descanso Gardens or
 - The Arboretum
 - Spring 2011 Huntington Gardens
 - June 2011 Dodger Game, bus out of Pasadena
 - June 2011 District Conference
 - TBD The Magic Castle
 - TBD Event with Another Club



A few Memories of a Great Icon — David L. Wolper

ROOTS — The award-winning, landmark mini-series on ABC — was such a compelling story by Alex Haley that it engrossed

to Jaalu Hue

our whole nation at the time. The producer, David L. Wolper, died a few days ago, and the nation's media gave homage to this talented man who also produced the opening and closing ceremonies of the Olympic Games in LA — the 100th anniversary of the Statue of Liberty — and many award-winning credits in film and television.

I recalled my visit with him and Haley at a television convention — NATPE — National Association of Television Program Executives, which my husband Ray and I attended in Las Vegas to promote a project. The Hollywood studios had hotel

suites for promoting their products, and I visited the one promoting *ROOTS* to meet Alex Haley. While waiting to have a photo with

him, I noticed Wolper standing nearby and not talking to anyone. I asked him if we — the group waiting for Haley — "might have a picture with you as well." He seemed surprised and asked "Why?" "Because the producer is the most important!" I replied, knowing from Ray, that the producer is really the one who pulls everything together.

After I had been photographed with Haley, Wolper motioned me to come, "Now we'll have our photo together." Then he signed it, "To Joy, Best of luck, David L. Wolper." He was so kind and friendly that, though I had met many celebrities in my

capacity as vice-president of a Hollywood awards group, David L. Wolper stood out as a really warm and friendly gentleman. He concluded with, "Next time you're reviewing new shows at NBC, give me a call at my office at the Burbank Studios." Alas, that did not happen — the Olympics consumed all his time — but we did talk briefly at one of the Emmy's.

Ah, such memories! Of brief moments with those who gave us so much.









All Concerts start at 7:00 PM in the Amphitheater at Farnsworth Park. 568 East Mt. Curve Ave., Altadena, CA 91001 For information: 626-798-1131 Visit: http://www.altadenasheriffs.blogspot.com

14th Annual Summer Concert Series Schedule - 2010

Elk's #99 Concert Band (Patriotic Music) Saturday, July 3rd

The Downbeat Express (the Best in Big Bands) Saturday, July 10th

Crown City Dixieland Band (Dixieland Jazz) Saturday, July 17th

Melena (Latin Jazz) Saturday, July 24th

Upstream (Caribbean Music) Saturday, July 31st

Wreck N Sow (Country, Americana) Saturday, August 7th

Those Manning Boys & Friends (Irish Song & Dance) Saturday, August 14th

All American Flyers (Classic Rock 'n Roll) Saturday, August 28th

And... For Our Grand Finale...

Randy Caputo's Legends Show Band (Swing, baby Swing!) Saturday, Sept. 11th
Presented By: Stage Door Music Productions & SSGA

The Summer Concert Series 2010

Is provided *free of admission* to all members of the community through a participation of funding that comes, in part from the private sector, as well as:

- Warner Bros. Entertainment
- Rotary Club of Altadena
- The Office of Los Angeles County Supervisor, Michael D. Antonovich
- Dickson Podley Realtors Altadena (Michael Baietti & Linda Seyffert), Altadena Parks Advisory Committee in Honor of Cumi MacKenzie, Amy's Patio Café & The Coffee Gallery
- Georgia Rutherford, Toyota of Pasadena, Beven & Brock Property Management
- Special hosting is provided by the Altadena Sheriff's Station, County of Los Angeles Department of Parks and Recreation and Farnsworth Park

(Artists subject to change without notice)

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