

This Week
Haiti Relief
Michael
Budincich, DC
Program Host:
Sue Applegate

Pasadena Chiropractor, Michael Budincich (Dr. Bud) will speak on his February emergency relief trip to earthquake-ravaged Haiti. Budincich flew his bush plane to Florida, and from there ferried medical personnel, medicines and crutches to and from outlying Haitian areas.

His flight skills and bush plane — configured to land on grass — were critically needed because larger craft were unable to land in remote areas previously without any aid at all. Between flights, he administered chiropractic help and other medical aid.

His first-person experiences will put a personal face on the land and people of Haiti, the brave souls who put their lives on hold to help there, and will show that, time and again, the power of the indomitable human spirit.



Hayes
 by President Brian Hayes
Stack

What ... Me Worry?

I can't believe that on this mid-December day I had to drag out shorts and a T-shirt from the back of my dresser drawer. Holiday shopping in 80 degrees hardly put me in the Christmas spirit, but what do I have to complain about? The upper Midwest is buried under a blizzard, Europe is shivering in record cold temperatures (that is, if I'm converting my Celsius correctly!), and Israel is fighting a forest fire of what I suppose could be described as Biblical proportions.

What's going on in the world?

I read an article recently that suggested that climate scientists had erred in naming this observed phenomenon *global warming*. The author of this article suggested that a more apt description would be *global weirding*. The world's climate seems increasingly unpredictable. It's getting both hotter and colder and wetter and drier.

I remember reading a letter to the editor of *Rotarian* magazine complaining about a comment Queen Noor of Jordan made while speaking at the RI Conven-

tion suggesting that global climate change was a result of human activity. I tend to agree with the vast majority of earth scientists who've reached the same conclusion, but even if the writer's political orthodoxy does not allow him to accept that hypothesis, the bigger question remains: what are we going to do about it? Who is going to pay the enormous social cost should Napa Valley become too arid to grow grapes, low-lying Pacific Islands become submerged, the Sahara Desert overtakes agriculturally productive regions of Africa, or Miami becomes the new Venice and Venice, the new Atlantis?

I suppose we won't have to worry about it. But our children will.

Greeters

December 16

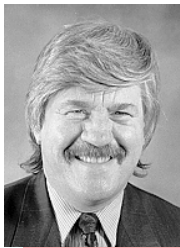
David Sparks

December 23

Harold Yorke

December 30

Mike Zoeller



Program Review

Help when You're Lost in the Mountains

Our program was provided by volunteers with Altadena Mountain Rescue. The local service was represented by two veterans, Jeff Moran and Carl Pedroza plus two newer members, Marilee Valkass and Marc Allen.

Moran gave us some history of the group. It was set up as a consequence of a boy who was lost



in Bailey Canyon in 1951. The young boy had slipped off a rock while hiking by himself in the mountains. As a result of the fall he broke his leg and got his foot stuck. He was unable to move and was trapped alone in the local wilderness for 3 or 4 days.

A group of area residents made a valiant effort to find the child. Unfortunately they were not all in the best of shape and were endangering themselves. Although the boy was eventually found, and there was a happy ending, the community realized that a more professional and properly trained mountain rescue group was needed, and the Altadena Mountain Rescue group was formed.

Just like Rotary in 1905, Altadena Mountain Rescue (AMR) was a ground breaker. It was behind the forming of the Mountain Rescue Association which expanded Statewide and eventually nationwide. The AMR operates out of the Sheriff's department in Altadena. No matter who is lost or stranded, they will go into the mountains to find them. They are not safety police but do try to plant the seed of mountain safety in groups such

as the Boy Scouts and Girl Scouts.

Valkass told us about what the volunteers with AMR do. Their motto is to "save lives through mountain rescue and safety education." The job includes search and rescue, both mountain and urban; patrol local mountains; investigate complaints; wild land fire assistance (for example, they assisted with the Station Fire); community outreach and education; mass casualty incident response (for example they assisted with the Metro train crash); EMT services (all volunteers are certified EMTs); and endless training.



Allen, a volunteer whose day job is an employee at JPL, joined the AMR



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Rotary Club of Altadena - #7183

Chartered: February 14, 1949

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Tony Hill Vocational/Youth Projects

John Guerrini Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

December Programs

Family Month

Program Chair, Susan Applegate

December 16 - Michael N. Budincich (Dr.

Bud) - Haiti Emergency Relief Trip

December 23 - Jerry Landry

December 30 - To be Announced

January Programs

Rotary Foundation Month

Program Chair, Regina Bette

January 06 - May be Club Assembly

January 13 - Tony Perez

January 20 - To be Announced

January 27 - Cathy Clement

Congratulations



Birthdays



12-05 - Linda Wilkes

12-06 - Carlton Gustafson

12-10 - Paul Sirois

12-12 - Karen Gorton

12-15 - Jacque Foreman

12-18 - Olga Louviere

12-25 - Art Ferris

12-26 - Mona Jasnow

12-26 - Carol Zoeller



Anniversaries



12-10 - Kevin & Ursula Moore

Ray & Joy Carlson

Chairmen's Make Foundation Giving Corner a Club Tradition

by Susie O. Ma, The Rotarian - December 2010; submitted by Craig Cox, Chair, Foundation Committee



It takes the financial contributions of Rotary club members for *The Rotary Foundation* to fulfill its mission: to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

How do some Rotary clubs maintain their high rates of Foundation support? One key is to establish a tradition of member giving — and capitalize on it when the opportunity arises.

The Rotary Club of Alexandria, LA., USA, presented 61 members with Paul Harris Fellow recognition in June, taking advantage of a \$100,000 donation to the Foundation from honorary member Norman Martin. Martin, who was already a Paul Harris Fellow, accumulated 100,000 recognition points from his contribution, which supported Rotary's US\$200 Million Challenge. The points can be transferred, so after obtaining Martin's approval, club leaders offered members up to 500 points each toward Paul Harris Fellow Recognition, which requires a \$1,000 contribution (or 1,000 points). The club already had 89 Paul Harris Fellows out of 195 members.

Everyone in the club is a Rotary Foundation Sustaining Member, donating at least \$100 a year to the Annual Programs Fund. Many already had a balance of several hundred dollars to apply toward Paul Harris Fellow Recognition, says club secretary Edwin Caplan, which made it possible to build on Martin's donation. "We played it up as a once-in-a-lifetime opportunity to become a Paul Harris Fellow, basically for half price," Caplan says. "People readily signed up. It was not a tough sell."

Caplan advises clubs that want to increase Foundation giving to encourage all members to become Sustaining Members and to renew contributions automatically every year. Although members always have the opportunity to opt out, he says, no one in the Alexandria club has ever withdrawn support after becoming a Sustaining Member.

The Rotary Club of Hillsdale Sunrise, NC, is part of a district with a long tradition of Foundation giving. District 7690 has eleven *Triple Crown Clubs*, a term the district uses for clubs in which everyone is a Paul Harris Fellow, a Sustaining Member, and a Benefactor (a member who has designated \$1,000 or more to the Permanent Fund in his or her estate plan). The Hillsdale Sunrise club was chartered in February with 23 members who held all three distinctions, making it the first club to achieve the Triple Crown status at charter.

"What made it happen is the precedent

Program

Continued from p.2

about 2 years ago so he is only half way through his training regimen. Over a four-year period AMR volunteers get certifications with Los Angeles Sheriff's Department as reserve deputies 2/3; Emergency Medical Technicians (EMT - B); Mountain Rescue Associate (MRA); Incident Command System (ICS); and National Incident Management System (NIMS). Their skills include search and tracking; technical rope rescue; snow and ice rescue; urban search and rescue; helitac (helicopter operation — working with Air 5); wild land fire rescue; and swift water rescue.

Pedroza, a member of the AMR board of directors, summed up. He explained

of this district in stressing contributions to the Foundation," says 2009-10 District Governor Mike Conrad. "Look at what those dollars are doing. That's how we energize the Rotarians in our district to accomplish these goals."



Arch Klumph, Founder, The Rotary Foundation

Altadena Members

In Altadena, the club matches every contribution to the Foundation in excess of \$100. This means Rotarians can obtain their PHF for \$500. Donations may be directed toward the Annual Programs Fund, or Polio Plus. Contributions for our active grant to teach Entrepreneurship in Nigeria is also eligible. Please indicate your preference when you make contributions to the Rotary Foundation through Altadena Rotary Charities – Craig Cox ☉

that, although the man power is all volunteer, the AMR always needs donations to purchase necessary equipment to do their job and do their job better. They receive no financial support from the County other than being able to have space in the Sheriff's Department. I hope we will all keep this in mind in deciding how to allocate our charitable dollars. We need this service, particularly if you or I get lost in the mountains.



Tony Hill ☉



MONEY by Linda Wilkes MATTERS

Last Week in the News

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — fell 0.7 percent in September after a 0.2 percent decrease in August. On a year-over-year basis, prices rose 0.6 percent compared with September 2009.

The consumer confidence index rose to 54.1 in November from a revised 49.9 in October. It was the highest level in five months. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence.

The Institute for Supply Management reported that the monthly composite index of manufacturing activity fell slightly to 56.6 in November after reaching 56.9 in October. A reading above 50 signals expansion. It was the 16th straight month of expansion.

Total construction spending rose 0.7 percent to \$802.3 billion in October, following a revised 0.7 percent increase in September. Economists had anticipated a drop of 0.4 percent in October.

The National Association of Realtors reported that its pending home sales index, a forward-looking indicator based on signed contracts, rose 10.4 percent in October after a 1.8 percent decrease in September.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity rose to 55 in November from 54.3 in October. A reading above 50 signals expansion. It was the 11th straight month of expansion.

Initial claims for unemployment benefits rose by 26,000 to 436,000 for the week ending November 27. Continuing claims for the week ending November 20 rose by 53,000 to 4.27 million. The unemploy-

ment rate rose to 9.8 percent in November from 9.6 percent in October.

Upcoming on the economic calendar are reports on wholesale trade on December 9 and consumer sentiment on December 10.

Discover the Power of Strategy

In this month's edition of *InsightNOW*, Prospect Mortgage's Chief Performance Officer Todd Duncan interviewed Robert Stover, author of "Strategy Matters: A Simple 7-Step Process to Go from Struggle to Success." During this exciting interview they discussed how to develop and implement winning strategies for any business by following Robert's *FAST SCAN* approach:

Frustrations - Identifying any frustrations with your business performance is the first step in devising a new business strategy that will yield success.

Adversaries - Who are your competitors? Knowing who your adversaries are will point to ways to differentiate your business with a unique strategy.


Segments - Who are your best and worst customers? Who are your markets? Identifying your segments will prevent mis-

appropriation of your efforts, resources and finances.

Trends - Look at economic, technology and business trends, as well as demographic shifts. Knowing the environment in which you're doing business, and where it's heading, should be a factor in the strategy you choose. Sums: What are your numbers? If your sales, revenue, referral and business partner numbers aren't what you'd like them to be, your new strategy should include ways to address this.

Competencies - What are you good at? Identifying and doing more of what you're good at is essential to creating a successful business plan and vision for your business.

Assumptions - We all have them, but if your assumptions about the market, economy, customers and competition are wrong, your strategy and focus will suffer.

Enjoy - What's your passion? Whether or not your passion is in line with where the opportunities are can skew or fuel your success. 



Paul Sirosis introduces TLC students (l to r): Armanee Bereal - Marshall Fundamental, Natalie Sirosis - Assumption and Bryson Moore - Marshall Fundamental