

February 18, 2010

## This Week Club-Level Competition *The Four-Way Test* Speech Contest Guest Host: Kevin Moore

This is the week that high school students will be participating in this year's club level 4-way speech contest. The contestants attend public and private high schools in the Pasadena area.

The winner of this contest will compete next month at the group level 4-way speech contest against the winners of the club level contests held this month at Pasadena Rotary, Pasadena Sunrise, and Sierra Madre. We will let you know when and where the group level contest will be held. The winning contestant of the group level contest will then compete in the regional level contest to be held in April.

As in previous years, the theme of the contest is the same as this year's Rotary International theme. Any topic related to this theme is acceptable, provided it is not obscene, profane, unpatriotic or racist. ☺

## THE Construction CREW

by John Frykenberg  
for President David Smith



### Entrepreneurs in Nigeria

Everybody in Nigeria looks like an entrepreneur; selling bananas by kerosene lamp at 10p in the black of night with no street lights anywhere, signs stuck to any vertical surface (professional and hand painted) inviting customers to



1000 budding entrepreneurs in University of Nkeda Conference Center

come and buy, car washes set up by the side of the road with a few pails and sponges, tire repairs and hot snack sales in the median strips of barely divided highways, soft bags of drinking water (don't drop one), girls posing for your camera as if they just stepped off the cover of *Glamour Girl* because they aspire.

No social safety net to be found anywhere, just extremely hard working, motivated, enthusiastic and unafraid people of every age rolling up their sleeves to "make it happen." Need to walk 20 miles? No problem. Lift that bale, tote that barge?

No problem. Smiling all the while. No shoes ... a small inconvenience. No self pity, because there is no point. Content with the hand you have been dealt and

grateful for any break, any chance to improve. With the providence of God, they live and

strive and succeed.

Minds and hearts like sponges, the Igbo know too well the dark side: 3 million were slaughtered in the great Nigerian Civil

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### Creeters

February 18  
**Carlton Gustafson**  
February 25  
**Brian Hayes**  
March 04  
**Tony Hill**



# Program Review

## The Who, The What and The Why

**T**his week we received a fact-filled, interesting, and frankly, sobering, discussion by Capt. Steve Morgan, a United States Navy chaplain. As Capt. Morgan said, "I'm here to tell you **WHO** I'm working for, **WHAT** I'm doing for them, and **WHY** I do it."

### The Who – Marines

Though he is in the Navy, he works almost exclusively with Marines, many of them recruiters. Apparently, though there was a surge in enrollment immediately following the events of September 11, 2001, enrollment is now — and has re-

cently been — a high priority for the Marines. How to accomplish this? Apparently, the Marines have approximately 7000 recruiters nationwide. The average recruiter is on his second enlistment, has a wife, at least one child, and has indicated a career interest in the military. "When you re-enlist, we consider you on the career track," explained Capt. Morgan. Apparently, re-enlistment (a three-year tour of duty) on the *career track* means one of three assignments: embassy duty, drill instructor, or recruiter.

### The What – Recruiting

Most of those Marines choose recruiting. "For wives who have already been away from their husbands for so long, they don't want embassy duty," he said. And apparently, many wives don't want their husbands to be drill instructors. Unfortunately for many recruiters, the new days are longer than the days they had in the field or on the front lines. "An average workday is twelve, fourteen hours a day, six days a week." It means lots of pres-

sure on families. "Unhappy marriages, lots of tension," is what it translates



to, explained Capt. Morgan. "Marines are traditionally full of drive. The culture is intense." This means that most Marines tackle the recruiting job with the same zeal that they would tackle being in the field. It also means that most Marines in the recruiting position have little time left for family. They spend their days and evenings cold calling high school seniors, prospecting, speaking, and, in a nutshell, *selling*. "Most Marines would rather be back

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### Rotary Club of Altadena - #7183

Chartered: February 14, 1949

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Meets: Thursday, 12:10p

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## Febuary Programs

**Program Chair, John Frykenberg**

Feb 18 - Club Level 4-way Test Speech Con-

test - Guest host: Kevin Moore

Feb 25 - Club Level Dan Stover Contest -

Theo Clarke, Guest Host

## March Programs

**Program Chair, Paul Sirois**

Mar 04 - To be Announced

Mar 11 - John Frykenberg -- his trip to Ni-  
geria as part of a medical mission

Mar 18 - To be Announced

Mar 25 - To be Announced

## April Programs

**Program Chair, Theo Clarke**

## Congratulations



### Birthdays

02/02 - Julie Gustafson

02/07 - Freddy Figueroa

02/07 - Marcia Guth

02/08 - Mike Zoeller

02/10 - Julius Johnson

02/14 - Ruth Reeder

02/25 - Brian Hayes

02/28 - Wendy Davis (Noll)



### Anniversaries

02/03 - Sue & Don Applegate

02/03 - Mike & Cynthis Amerio

02/17 - Ed & Mona Jasnow

# Chairmen's Make sure You vote, "Yes"

submitted by Ed Jasnow, Chair, Community Service



You've all read about the horrific cuts that the Pasadena Unified School District is looking at this year.

Among other terrible effects that this is going to have on the education of our community's children, the worst is that the average class size within the District is going to rise from twenty students to over thirty students per class. Now, you don't need a doctorate in education to figure out that you just cannot teach that many students effectively. As a matter of fact, at thirty students per class, the teacher is really just acting as a policeman, not a teacher.

This year, our Club gave out a record number of mini-grants to teachers — 44 \$300 mini-grants to teachers in ten different schools for a total of \$13,200. Many members of our Club accompanied me to

John Muir High School, where we gave out a record 19 mini-grants. They saw firsthand the gratitude of the teachers as they received our checks. This, however, is but a drop in the proverbial bucket as the District struggles with enormous budget shortfalls.

The Board of Education, however, has come up with a plan to cut into this shortfall — the Parcel Tax. Sometime in March, if you live within the boundaries of the PUSD, you will be receiving a ballot in the mail asking you to vote on this tax which will be specifically earmarked for the school district. The main purpose of the funds received from this tax will be to retain enough teachers to be able to keep class sizes at 20 students.

Now you ask, "How much will this tax be?" Here's the amazing part — \$120 per year!!! That's a mere \$10 per month to keep class sizes at a point where teachers

can continue to be effective in educating our future citizens! I spend more than that on golf balls! Who in their right mind wouldn't vote "yes" on such a deal? Well, unfortunately, there probably are a few people out there who have a knee-jerk reaction to taxes of any kind. So, today I'm asking two things of you:

- 1) Make sure you vote "yes" when you get your ballot; and
- 2) Talk to all of your friends and neighbors to make sure they vote "yes" on this measure that is critical to the future of our schools.

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## Crew

*Continued from p. 1*

war in Biafra in the 70s. Owerri — where we stay — was the capital city of Biafra. And now the Igbo are second class citizens, bright, engaging, hard working but subservient to the Yoruba and the Hausa. Betrayed by their mannerism, their accents, their food, their likes and dislikes, the Igbo are bound by custom and by poverty and will not accede to the Presidency. But like cream, they rise to the surface against the most powerful of odds. Like the Efik, their neighbors, they are core to four (4) million souls sold into slavery in the new world; one out of three coming to the Americas ... all from SE Nigeria — once called the slave coast. Loose packed or tight packed into the holds of the slavers, dying in filth and vomit and chains, many never arrived. Yet like their slavers, like John Newton, they were saved by the Amazing Grace of God. Those who remained in Africa have never known the whip of the slaver or lived to be sold by their own or to gaze upon the Efik chief's ships bells; gifts of

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## Program

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in the battlefield than selling. Only ten percent of recruiters love what they do," offered Capt. Morgan. This is where Capt. Morgan comes in. He spends his time traveling the country and going overseas as well, counseling Marines and their families.

### ***The Why—Doing Something***

Capt. Morgan explained that he counsels for two reasons: (1) "I'm at that age where I look at an eighteen year old and I see myself," and (2) the military has seen a dramatic increase in suicides in the last five years.

"There was a time in Pakistan when my life was crumbling," Capt. Morgan said. "I just needed to talk to someone. I

didn't have that **someone**. I decided that if I could ever be that ear, I would. So I became a Chaplain."

In 2009, the Marines saw 52 suicides by service members, *all of them men*. This is up from 42 in 2008, 37 in 2007, 35 in 2006, 27 in 2005, and 25 in 2004. "I make it my mission to talk to service members." Still, he realizes he will not be one hundred percent successful. Indeed, in his first six months on this job, he saw four suicides.

"I spend ninety percent of my time with ten percent" of the Corps. Is it depressing? "Yes," he confessed. It can be. "Still, I'm encouraged by my work because I see so many members that are the future of this country."



## Spicy Vodka & Tomato Sauce



Nick and I are not big fans of vodka sauces, finding that most of them are just gimmicks, and too many have lots of unnecessary cream tossed in. Vodka is a nearly colorless, flavorless, and odorless distilled spirit. When you add heat, there is even less flavor and odor, with the alcohol gone. So why add it to a sauce? Actually, there's only one reason, and that's because there are flavor compounds in foods, and most significantly, in tomatoes, that are alcohol soluble. This means that these flavors are not released unless they are mixed with alcohol. Of course, this is why we add alcohol to so many dishes. While it is more common to add wine to dishes, even a cheap wine imparts flavors to the dish. With vodka (even cheap vodka), you get less (and likely none) of the extra flavors – just alcohol to bring out the alcohol-soluble flavors of the ingredients in the dish.

So, we decided it was time to make our version of *Spicy Vodka Tomato Sauce*.

First, puree (using a food processor) five large cloves of garlic, approximately 1/4 cup of good olive



oil, and approximately one tablespoon of red pepper flakes (more or less, depending upon your tastes):

Then add ¾ pound (or even up to one pound) of roughly chopped prosciutto:



Pulse until blended fairly smooth:



Put into a large saute pan and simmer:



Use the processor to mince a bunch of Italian parsley:



This usually translates as one cup of packed parsley leaves. Once in the processor, it reduces considerably.

After about 5-7 minutes on high heat, the prosciutto will begin to brown. At that point, toss in 1/4 cup minced parsley:

Simmer for about 2-3 more minutes. Then pour in one cup of vodka:



We like the *Blue Ice* brand. It's a do-



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Sparks - Altadena Rotary Club Newsletter





# MONEY MATTERS

by Linda Wilkes

## Last Week in the News

The Institute for Supply Management reported that the monthly index of manufacturing activity rose to 58.4 in January after reaching 54.9 in December. It was the sixth straight month of expansion and the fastest pace of growth since August 2004. A reading above 50 signals expansion.

The Commerce Department reported that total construction spending fell 1.2 percent in December after a downwardly revised 1.2 percent decline in November. Economists had expected a decrease of 0.5 percent.

The National Association of Realtors reported that its pending home sales index, a forward-looking indicator based on signed contracts, rose 1 percent in December. Compared to a year ago, pending home sales are up 11 percent.

The US non-manufacturing sector rose to 50.5 in January from a downwardly revised 49.8 in December. A reading above 50 signals expansion. Economists had anticipated a reading of 51.

The Mortgage Bankers Association said

its seasonally adjusted index of mortgage applications for the week ending January 29 rose 21 percent to 620.7. Purchase volume increased 10.3 percent to 237.8. Refinancing applications jumped 26.3 percent to 2,854.8.

The Commerce Department reported that factory orders rose 1 percent in December. That was double the 0.5 percent increase economists had anticipated. It was the fourth straight gain and follows a revised 1 percent increase in November.

The Labor Department reported that productivity rose at an annual rate of 6.2 percent in the fourth quarter, following a revised third-quarter gain of 7.2 percent. Labor costs fell at an annual rate of 4.4 percent.

The unemployment rate fell to 9.7 percent in January from 10 percent in December. Employers cut 20,000 jobs in January, far fewer than the 150,000 jobs lost in December. The four-week average for continuing jobless claims fell 51,250 to 4.618 million.

Upcoming on the economic calendar are reports on wholesale trade on Febru-

ary 9, retail sales on February 11 and consumer sentiment on February 12.

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## From Big Idea The Organization Trap

Most days, getting organized feels like trying to keep your head above water in a fast and high river. Often, your river of responsibilities rages like a mid-May, flood-high current that threatens to drown you. The more tasks that rain down, the more disorganized and out of control you become. Even if you see obstacles, you rarely have the time or the energy to avoid them. Furthermore, staying in control at this rapid pace is at best a daunting task, at worst a lost cause. And to make matters worse, hard-charging relational professionals are characteristically disorganized.

The typical cause of disorganization, however, is not the result of character flaws, too much work, or too little time. It is primarily the result of investing time in meaningless tasks. Therefore, the first step to becoming organized is creating boundaries that keep unnecessary tasks from sapping your time. There are four boundaries you should construct:

- Never give your personal phone number to customers or coworkers.
- Don't give your work phone number to friends.
- Turn off the instant message and e-mail alert functions on your computer.
- Avoid checking your personal e-mail during work hours.

Metaphorically speaking, these four boundaries represent the initial construction of a dam that will eventually slow the current of your river of responsibilities.

*From Time Traps: Proven Strategies for*

*Swamped Professionals,*

© 2006 Todd M. Duncan

## Wine

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mestic vodka.

It will look like this:



Add two cans (28 ounces each) of

crushed San Marzano tomatoes in juice:



And simmer for an hour, until reduced. Notice the change in color of the sauce.

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**Don Applegate's**

# **Hilarious HISTORY**

## **A Backward Glance At ... INVENTIONS — PART III**

If you're just tuning in, this first excursion into **Hilarious History** has been about inventions. With little thought, we all could name hundreds of inventions that have made civilization — and life itself — possible. The MAJOR inventions always come to mind first — you know, BIGGIES like the arch, the screw, the loom and the 1957 Ferrari Berlinetta (in ANY color, but root beer brown is REALLY cool). Well anyway, as paramount as these four creations have been in human development, this is the only mention of them you'll get. Because, here at HH, the focus is **not** on retelling success stories, i.e., those snore-inducing documentaries endlessly shown on TV, but rather, providing you with a repository of *alternative* knowledge.

Here you can gorge yourself on information whose bizarre, offbeat nature is matched only by its imperceptible value. Let's not be **Too** hasty, though. There's a good chance that 11 years from now, while having a spirited discussion on bathroom accessories, you'll astonish fellow gabbers by deftly injecting a recollection from this very article! You'll speak with eloquent authority about something that they — and the rest of the planet — had never heard of; a device designed for that ... SPECIAL ... moment.

An example of that *moment* is this: It's 3:06 AM, you're suddenly awake, under pressure, and lurchingly en route to the loo. You bumble, stumble and carom off a

couple of walls before reaching your destination. But a rude shock awaits. The pathetic little bulb in the bathroom night light has expired, and a thick inversion layer of semiconsciousness disables you from finding the wall switch. Hopping from one leg to the other doing a sort of moaning rain dance, you're now in a painful *HOLDING PATTERN* while searching for a porcelain pot to land on.

Well, anguished reader, you need not have EVER endured the horror just described; at least not since 1993, anyway. Because, in that year a patent was issued to the sympathetic soul who created the ILLUMINATED TOILET SEAT. Wheee! No more groping and groaning in the dark dead of night. No sir! The lambent radiance of waterproof lights mounted under the bowl's rim creates a large oval target at which one aims. And, whether his/her intent is to be seated or remain standing, this pale-beaming receptacle is nearly impossible to *miss*. (Whereas, for some, **hitting** the target is the near impossibility.)

Sadly though, too little information is available on this glowing gizmo, but we all still thirst for answers to these questions: First, are those lights the same pulsing blue variety that direct planes to make safe nighttime touchdowns? Next, and just as vital: When business is concluded and the flush handle is depressed, does an unseen mechanism emit a recorded voice

that says, "We at Trans Potty Airways are delighted to be serving you, and you are now cleared for takeoff."

...

Famous French futurist Jules Verne stated what he believed to be a certainty: "Anything one man can imagine, other men can make real." Doubtless he was referring to those fabulous flights of his **own** imagination, the foremost being his undersea wonder, the atom-powered *Nautilus*. And yet ... while writing those words, what he probably did **not** have in mind was the *other man* who *imagined* the following contrivance. Patented November 18, 1879, it was listed as being an IMPROVEMENT IN FIRE-ESCAPES.

In reality, it was a parachute whose creator believed could blissfully disregard immutable laws of aerodynamics and gravity. In the inventor's own words it was a "... safety device, by which a person may safely jump out the window of a burning building from any height, and land without injury or the least damage, on the ground." Yeah, right — and Orson Welles used to do scissors kicks with the Bolshoi Ballet, too.

The drawing of it shows a fully deployed parachute — roughly six feet in diameter — with four ropelike shroud lines attached to a metal or leather band encircling the jumper's FOREHEAD, which in turn is secured by a wide CHINSTRAP! Well, gosh ... no danger there. Except maybe having your neck snapped when the 'chute jerks violently as it opens; or, being strangled by that stupid chinstrap while dangling helplessly in your descent. But wait a sec ... that descent is supposed to begin from a VERY GREAT HEIGHT before a parachute will fully open and let you float — safely — to the ground. Lots of tall mountains in 1879 ... but buildings? Not so much.

However, Mr. Whackjob (the inventor) granted that there could sometimes be a less than pillow-soft landing; so, he devised slip-on overshoes with rubbery soles — inches in thickness — to cushion

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# ***Wanted:*** **A few young musicians**



## **The Dan Stover Music Contest** *sponsored by the Rotary Club.*

**Grand Prize: up to \$5,000**

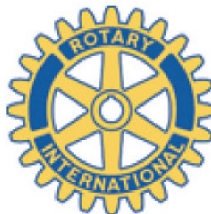
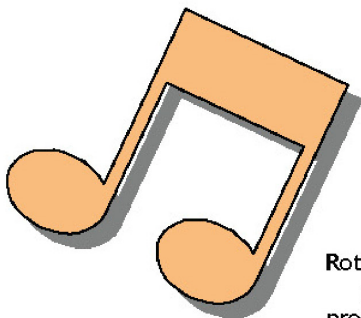
- Must be a high school senior
- Must reside in the San Gabriel Valley

Rotary Club of Altadena is sponsoring a preliminary round on Thursday, February 25, at 12:10 pm at the Altadena Town & Country Club.

*Entries must be received by Thursday, February 18.*

The winner of the preliminary competition will qualify for a regional competition, followed by the District Level competition where the grand prize will be awarded.

For more information or to request an entry form, please contact [bhayes@chapcare.org](mailto:bhayes@chapcare.org).



**Rotary Club of Altadena**

Rotary is a worldwide organization of more than 1.2 million business, professional, and community leaders. Members of Rotary clubs provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.



*Dan Stover Flyer by Brian Hayes  
This flyer will go out with information on the contest*



# Crew

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Exterior of University Conference Center



the slave captains to Efik Chiefs for selling their own.

So the Igbo run free, waiting to learn, to grow, to explore and to find a bright future, to emerge from a third world into the bright sun of a material world with promise of convenience, leisure time, medical miracles, lights and longevity. No lack of initiative here. No worries of a *Nanny State*, overbearing government or promises of 'trust me, trust me.' You work, you struggle or you starve. What social state exists, what support exists, exists out of compassion and love for family and friends, not from any state obligation.

A hand-up, not a hand-out; how does that work anyway? Technology transfer? Education? Large financial grants? Dependency?

Think again. Teach 5 students to become entrepreneurs and how to write a business plan, and one (1) will eventually become an entrepreneur according to a recent Swedish study. In ten years, the one — the entrepreneur — will hire an average of 4 employees. That translates into 5 out of 5. Train 5 would-be entrepreneurs, and eventually you get 5 jobs; pretty important in a world where 100 million

new jobs will be required to keep up with demand with each and every passing year based upon current birth rates.

Where to begin? Three Rotary Clubs: Altadena, California, Libertyville, Illinois, and Owerri #1 Rotary Club, their members and friends, free traders and free marketers seize an opportunity to reach young college job seekers in Imo State, SE Nigeria.

Target? Five universities of Imo State with a shared learning venue at the Federal Polytechnic University in Nekeda is reserved for intensive entrepreneurial training in a three- (3) day seminar for all comers, January 4-7, 2010.

1000 young scholars show up, and the three day seminar is on. Sarah Coulter from Chicago and John Frykenberg from Altadena take turns at the podium along with the

self-made millionaire / owner of ABC Bus Company (*largest in Nigeria*), an Accountant, an Ethics professor and senior Business Department staff and faculty of the University and the Rector and Vice Rector of the University in Nekeda.

Questions to consider and discuss with the five-university combined student body enrolled in respective business departments included:

Entrepreneurs

1. What Do They Do? Identifying Entrepreneurs:

- ..... a. Roles & Contributions
- b. Problems, Opportunities, Risks, Obstacles, Rewards
- c. What Entrepreneurs Contribute
- d. Brainstorming

2. Key Characteristics and Skills

a. Personal Assessment. Are you an entrepreneur?

3. Identifying Opportunities:

- a. Spotting, Hunting & Exploring
- b. Goods & Services

4. Evaluating Opportunities:

- a. Interviewing

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University Peace Memorial. Native destroying a torpedo



- b. Generating & Evaluating Ideas
- c. Possible Target Markets
- d. Demand & Supply
- e. Differences Between Opportunities and Ideas
- 5. Marketing Goods & Services:
  - a. What is Your Market?
  - b. Marketing Basics – Research, Strategy, Target, Mix, Performance
- 6. Goals:
  - a. Specify, Measure, Appropriate?, Realistic?, Timeline?
- 7. Financial Assessment:
  - a. Start-Up Costs, Product Costs, Projected Operating Costs
  - b. Pricing – Break-Even & Profits
- 8. Money Sources:
  - a. Equity, Earnings and Working Capital
- 9. Business Planning:
  - a. Components
  - b. Developing a Plan and Going Into Business

Seminar classes interspersed with SBA (*Small Business Administration*) video clips and discussions and handouts soon capture imaginations and interest of the students who dream not of going to the moon or winning the lottery, but of owning a car, a home and holding on to a good job. Aspirations differ for young, respectful and diligent Nigerians. They just want to

make it. They want to survive. And they are willing to learn and to fight for that opportunity. They don't fantasize about Hollywood or cashing in on the Option Market. They just want a job. And we can help them get one.

Making a Job for the world's impoverished yet deserving youth is one of the most powerful things one human being can do for another. Giving hope based upon the high probability of success is the very essence of belief and faith necessary to transform third world aspirants into first world entrepreneurs.

This is a noble goal worthy of our time and effort. ○

## Wine

*Continued from p. 5*



Seriously, with a rich and rustic sauce as this, there is no need to add cream. It stands on its own.

Plate up with good angel hair pasta, garnishing with crushed black pepper and freshly shaved Romano:



We served it with 2006 *Fontodi Chianti Classico*:

This is no simple pasta wine. It screams



out for a ragu. It was a wonderful match to the spicy vodka sauce. At twenty eight dollars and adored by Robert Parker (91 points, Wine Advocate), this is a great find. Super ripe and structured, the plum and cherry on the nose are overshadowed only by the palate of gooey boysenberry jam and smooth tannins. This wine is ripe, but we suspect that it would mature for at least a few more years in the cellar.

Until next time . . . ○

## History

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the collision with Mother Earth and leave the leaper unscathed.

Is it just me, or should instructions for this **safety device** make mention of the following conceivable results from its use? "You might

(A)snap, crackle and pop your damn fool neck

(B)get throttled BIG TIME

(C)end up with both kneecaps flanking your navel, or

(D)lament the wisdom in ever using this absurd device as you *gently drift downward*, like a free falling brick."

Well folks, an inestimable number of *winning* inventions remain to be explored, e.g., 1897s Combined Grocer's Package, Grater, Slicer, And Mouse And Fly Trap (try picturing that one); a 1930s Criminal Truth Extractor (which supposedly scared the baddie into singing after staring at a skeleton with blinking eyes), and, trust me, LOTS MORE. But, it's time to shove off on another expedition into a different area of our **Hilarious History**—that sojourn to commence in some upcoming edition of *Sparks*. For now though,

I'll just say, "See you in the past, in the very near future." ○



# Make the Pig *fly*

