

This Week

Brian Biery
Director of Community
Organizing
Flintridge Foundation
Program Host:
Regina Bette

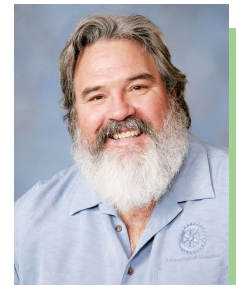
Brian Biery is responsible for planning and coordinating the Foundation's community and collaborative projects. He earned a BA in Communication Studies from the University of California at Santa Barbara and an MA from Middlebury College in Spanish. He will be presenting the Pasadena/Altadena Apprenticeship Preparation Program (APP) which offers a pathway to meaningful careers in the construction trades.

The APP helps steer young adults in high-risk circumstances away from gangs and street life by providing them with the information, experience and skills to successfully apply for union apprenticeships. This program is a collaborative effort designed and administered by Flintridge and supported by an alliance of community partners. Partners in the coalition include Pasadena City College Community Education Center (PCC/CEC), City of Pasadena departments,

Please turn to This Week p.3

THE Construction CREW

by Theo Clarke
for President David Smith



The Nectar of God

I like to think of the Nectar of God as a blend of love, peace, wonder and creativity. Armed with these healthy ingredients there is simply no room in the Inn for Fear.

I write this article from my room in the Bauer Hotel, near Piazza San Marco, in Venice, Italy. I am here on business to attend and participate in a symposium held in Padua, Italy to celebrate the 400th anniversary of Galileo's discovery of the moons of Jupiter. 400 years ago yesterday (Thursday), January 7, 1610, the famous Italian scientist Galileo Galilei, turned one of the first telescopes to the heavens and detected three dots of light adjacent to the planet Jupiter.

Observing on subsequent nights he

noted that the dots of light had shifted positions, and that there were actually four dots of light doing their cosmic dance about Jupiter. He realized that he had discovered four moons orbiting about Jupiter. Until then the prevailing doctrine was that Earth was the center of the Universe, and that all celestial objects orbited about Earth.

Please turn to Crew, p. 7

The Planets and Our Culture A History and a Legacy



- The Great Literature
- Renaissance and Rococo Art
- Sky Maps of the Constellations
- Genealogy of the Gods
- Images of Planets and the Medicean Moons

Greeters

January 14
Fred Figueroa
January 21
Jacque Foreman
January 28
John Frykenberg



Program Review

Altadena Rotary Mid-Term Club Assembly

The Club assembled at Community Health Alliance of Pasadena (CHAP) for its first meeting of 2010. After a stirring rendition of *God Bless America*, Club members got down to business. Mike Noll began with the treasurer's report, reporting that there is "Money in the bank and all bills



are paid."

Club Secretary Jim Gorton followed with news that the Board of Directors had elected to politely disengage three chronically absent members from the membership rolls. Club members agreed that fellowship is an essential aspect of Rotary. These members were informed that they are welcome to rejoin the Club when their life circumstances allow them to be active participants.



President-elect Brian Hayes reflected on the joyful spirit that was shared at our annual Club Holiday party.



Theo Clarke, Fellowship Chair, was commended for his leadership. Brian also reported that training for his pending leadership role had begun.



Craig Cox, Foundation Chair, congratulated Gary Clark on becoming the Club's newest Paul Harris Fellow. He reported that the Club is halfway toward its Polio Plus fundraising goal, and encouraged members to consider designating donations toward the important services projects in which the Club is engaged. Tom McCurry, Public Relations Chair, explained

that, at the Board's direction, he would begin experimenting with Club Runner, an online service club management



management

Please turn to Program, p. 3

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, Trea. 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

January Programs

Program Chair, Regina Bette

Jan 07 - Club Assembly - Special Location:
CHAP - 1855 N. Fair Oaks Ave., Pasadena
Jan 14 - Brian Biery-Flintridge Foundation-
Efforts in North East Pasadena
Jan 21 - Leadership Pasadena Team. Guest
host: C. Ray Carlson
Jan 28 - Chanel Boutakidis-Pasadena Mental
Health Center- Meeting Community Needs

Febuary Programs

Program Chair, John Frykenberg

Feb 06 - To be Announced
Feb 13 - To be Announced
Feb 20 - To be Announced
Feb 21 - To be Announced

Congratulations




Birthdays

01/03 - Betty Ferris
01/09 - Gloria Hayes
01/14 - Bill Reeder
01/27 - Ann Rider (Hill)
01/27 - Barbara Yorke




Anniversaries

01/03 - Jim & Karen Gorton
01/22 - John & Joan Frykenberg

Chairmen's A New Year (2K10) to Celebrate

Corner

by Tom McCurry, Chair, Public Awareness



Most of us are happy that 2009 is over, and we look forward to the opportunities that will occur in 2010 (2K10). I think that we will see some exciting things that will cause us to celebrate, even early in the year. For one thing, the graduation of Kapasa from the Fashion Institute of Design and Merchandising will mark the end of a glorious adventure for our club. From the receipt of the State Department grant to teach entrepreneurial education in Zambia; to the tour that the winners of the business plan competition had in both Washington, D.C. and Pasadena; to the scholarships that Kapasa and Rachael re-

ceived (on the spot!) from FIDM; to the outstanding achievements in the fashion design program by Kapasa; to her receipt of a third year scholarship for her to design and to present her designs in a premier fashion show this March; to her graduation at such a young age; has been a wonderful adventure for our club! Wow! Our deep gratitude goes to Mike and Wendy Noll for providing a safe residence for Kapasa for these three years, and for the "father and mother" they have been to her. We owe a special thanks to Ray Carlson for his creativity in finding this opportunity. Another thing we need to celebrate is the Teacher Mini-Grant program, administered by Ed Jasnow. In these tough economic times, the school districts of California have been especially hurt

by the failing economy. Our own PUSD is under tremendous pressure to save money by cutting programs and getting by with the "bare necessities". Our Teacher Mini-Grant program has been one of the most cherished service program of our Club for many years, and the budgetary difficulties of PUSD cause these mini-grants to be one of the few enhancements to the day-to-day classroom activities. We have received many more applications than we can fund, causing us to have scrutinize them more carefully than in the past. I'm sure that Ed and his committee with make excellent choices. We are also exploring the use of ClubRunner, a software package for club communications, to see if it can help us to improve the way we function. We will be inviting each of you to tell us what you think about it as test its functions. Keep tuned for this!

Program

Continued from p.2

program, with the goal of fully implementing the system by the beginning of the next program year.

All members were impressed as Mike Zoeller discussed the many local, regional and international service projects sponsored by Altadena Rotary.



Upcoming events in which the Club will participate are the 4-Way Test speech contest, Dan Stover Music contest and Dewey Merril Entrepreneurial Leadership awards. The club sponsors 8th graders to attend TLC (Teen Leadership Camp) in the fall and is screening candidates to attend the Rotary Youth Leadership Awards (RYLA) in February.

The Club has been overwhelmed with applications for teacher mini-grants,

which will be reviewed and awarded in coming weeks. Altadena Rotary's signature issue — youth entrepreneurial leadership development [Ray Carlson] — will be expanded into Elliot Middle School. West Los Angeles College is interested in creating a distance learning certificate program in Entrepreneurship. The Guatemala wheelchair project is ready to roll, pending the collection of adequate funding.



The Assembly concluded with the election of four new members of the Board of Directors for the 2010-11 program year. Tony Hill, Ron Morris, Sterling Louviere and John Guerrini were elected by unanimous consent. Each Director serves a four-year term.

The Assembly concluded with the election of four new members of the Board of Directors for the 2010-11 program year. Tony Hill, Ron Morris, Sterling Louviere and John Guerrini were elected by unanimous consent. Each Director serves a four-year term.

Brian Hayes

This Week

Continued from p. 1

businesses, numerous unions and local nonprofit organizations that provide gang intervention and prevention programs. The first session of the Apprenticeship Preparation Program debuted in June 2008.

By providing access to career opportunities, Flintridge is helping to transform troubled lives into empowered and productive men and women. Time and again, the students express their deep gratitude for the new possibilities that the course has opened up for them. The pride and hope in the faces of the students and their families at the class graduation is a moving testament to the program's life-changing impact. In the words of a former student who returned to motivate a new group of aspiring apprentices, "You take the tools you get in this class, apply them and hit the pavement running. This program's the bomb."

Another Visit to Vertical Wine Bistro

Last Thursday, after the kids' holiday program, we decided to stop in at Vertical for a plate of short ribs that they were craving. This would be our second visit, and, unlike the first, we were headed there for the sole purpose of scoring a plate of Vertical's to-die-for shortribs.

David Haskell, the *wine pimp* was as gracious as ever, and he and his wine steward Akili presented us with a perfect succession of dishes.



First, they brought out bread and red pepper puree, and two glasses of the *Tribaut Blanc de Blanc Champagne*, made from 100 percent *Chardonnay*.

Nick is not much a fan of *Chardonnay*, but John thought it was a nice start to the meal, its herbal and fruity notes matching well with the smoky and sweet red pepper.

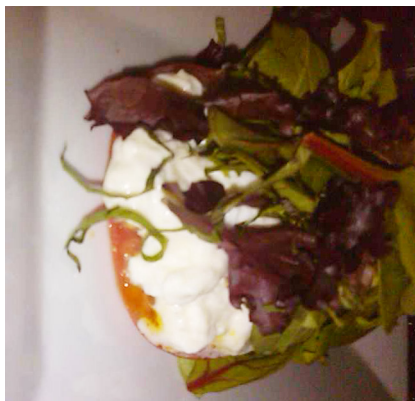
This was the same red pepper mixture as the last time we were there, but a tad bit spicier and a bit bolder. We immediately commented that it was better this time. Haskell reminded us that there was a new chef in town. Doug Weston, the new executive chef, is a former US Marine and a graduate of the Culinary of Arts School (Pasadena), and, after tasting his creations, he has clearly found his art.

But would the short ribs be the same as last time? "Better," assured Haskell.

Next, we tried the Vertical version of Caprese Salad: tomato, burrata, basil

leaves, and truffle vinaigrette.

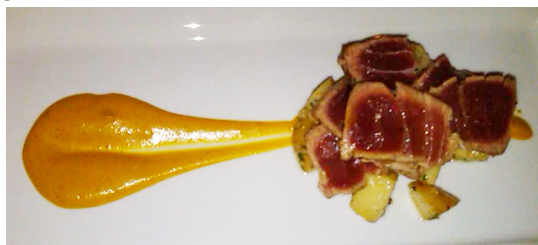
The salad was awesome. The burrata is a nice touch, though the tomatoes were a bit hard. John lapped up the truffle vinaigrette.



Truffles. Ahhh, they should be a food group.

This was paired with the *Deus Belgian Beer*. Though David assured us that this would fool us for a *white Burgundy*, we disagreed. He asked us to pick out the herbal notes, but all we tasted was . . . beer. We suggested a decent *Chardonnay*. He scoffed.

Next was the Seared Hawaiian Ahi Tuna with potato Beaujolais and carrot puree:



With this, David brought out two wines, the 2006 *Francois Mikulski Aligote* and a 2006 *Bourgogne Passetoutgrain*. (We forgot to write down the name of the producer).

Why two? Because we challenged Haskell to bring us *one white, one red*. The *wine pimp* met the challenge. The *Aligote* cut right through the fat but was light and steely enough to complement the delicate tuna. The *Bourgogne Passetoutgrain* (which was a blend of *Gamay* and *Pinot Noir*) was full of berries on the nose and had a bit of a sweetness and tartness that matched with the sweet

carrots. The carrots were a tad pungent, which we suspected was due to clove or cinnamon, and that further worked very well with the red. The Two Guys can see why this place is always busy — the combination of Weston's cooking and Haskell's wine pairing are a perfect score.

Next up was the reason we came — Short Ribs with braised red cabbage, parsnip puree, in braising jus. In life, there are a few perfect dishes. This is one of them. The short ribs were expertly prepared, clearly having been braised all day, perhaps even overnight. They literally fell apart under the nudging of a fork. The flavor is deep, musty and sublime. The cabbage was also braised in a bit of brown sugar or honey, which exacerbated the natural sugars in the cabbage. The sweetness of the cabbage juxtaposed with the rich, slightly salty beef and earthy parsnip puree was just screaming out for a *Cabernet*.

Or was it? Haskell wholly disagreed with a *Cabernet* match, and suggested and brought out the 2001 *Domaine de Montvac Gigondas*, a blend of *Grenache, Syrah* and *Mourvedre*. It had a nose of oregano, minerals and floral. The palate was equally floral and herbacious, but there was some fruit in it as well, which

Please turn to Wine, p. 5





MONEY by Linda Wilkes MATTERS

Last Week in the News

US retail sales rose 3.6 percent from November 1 through December 24, according to MasterCard Advisors' SpendingPulse, which estimates all forms of payment including cash. Online sales jumped 18 percent, consumer electronics increased 5.9 percent and jewelry sales rose 5.6 percent. Economists had anticipated overall retail sales to remain flat.

The Standard & Poor's/Case-Shiller 20-city housing price index rose a seasonally adjusted 0.4 percent in October. It was the fifth consecutive monthly gain and

follows a 0.2 percent increase in September. The index is now up 3.4 percent from its bottom in May. On a year-over-year basis, the gauge was down 7.3 percent from October 2008 and down 29 percent below its peak in April 2006.

The Conference Board reported that its consumer confidence index rose to 52.9 in December from an upwardly revised 50.6 in November. Economists had expected a reading of 52. The index — which hit a record low of 25.3 in February — was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor

a trough in consumer confidence.

Initial claims for unemployment benefits fell by 22,000 to 432,000 in the week ending December 26. It was the lowest pace since July 2008. Continuing claims for the week ending December 19 fell by 57,000 to 4.98 million, the lowest level since February.

Upcoming on the economic calendar are reports on construction spending on January 4, pending home sales on January 5 and wholesale trade January 8.

Additional Business Advice Differentiate Your Brand!

Rick Barrera, author of the best-selling book, *Overpromise and Overdeliver: How to Design and Deliver Extraordinary Customer Experiences*, believes that overpromising and overdelivering is the best way to differentiate your business in today's crowded marketplace.

According to Barrera, an overpromise tells customers what to expect, why your brand is different, and why they should buy. It's a powerfully differentiated brand promise that separates a breakthrough brand from everyone else you compete with. Overdeliver means to deliver on and reinforce your brand overpromise at critical customer touchpoints. Barrera recommends that everyone start by identifying the three words that best describe and differentiate your business. "Make a bold, definitive brand promise. Be radically different. FedEx doesn't just ship stuff. They promise to get it there overnight," says Barrera. That's a big marketplace differentiator and a huge overpromise.

So, how can you make your brand stand out? Barrera shares these three rules of branding that will help you overpromise, overdeliver and win big in your market

Please turn to Money, p. 7

Wine

Continued from p. 4

altogether matched well with the entire plate. The tannins were well-tuned. This was a good wine.

Nick thought this was a great wine, a classic pair. Haskell was pleased. "But I want a *Cabernet*, too," said John.

So we tried Round II. We did the Short Ribs again. Weston was pleased.

This time, Akili chose the 2006 *Dark Horse Cabernet*. The nose was huge with chocolate, raspberries, plums and cedar. The palate was the same, in fact, even more so with the chocolate. John thought that this was a great match to the rich short ribs. Nick disagreed and sided with Haskell. "This would be better with dessert," said Nick. Haskell agreed. Both scoffed at John.

Weston returned to the kitchen to work on



duck for the next day:

John enjoyed several cheeses for dessert:



Nick had some strawberries:



After chatting with Haskell for a bit and watching the place empty out, we left in the early hours of the morning, along with the last employee.

Another excellent dining adventure with David Haskell.

Until next time . . .



Don Applegate's

Milardious HISTORY

A Backward Glance At ... INVENTIONS — PART I

We humans are nothing if not inventive. We've HAD to be to survive. Take for instance our ancestors' solution to one of life's problems around 30,000 years ago. Those exceedingly hirsute ancients daily endured a truly troubling condition: the homesteading of fleas and lice in the shaggiest areas of their bodies — their scalps and beards. Those insect-hosting gents discovered one day that the saber-sharp edge of broken obsidian (rocklike volcanic glass) would, by CAUTIOUS SCRAPING, mow the follicle forest enshrouding their heads. Of course the BUGS were outraged at losing their residence, but MEN, conversely, were quite pleased with the result. For them, two things were achieved: a region of major itchiness was now gone, and their attractiveness to the gals was much enhanced. And as for you ladies of this modern age? Well, undoubtedly you gratefully acknowledge that, because those Stone Age chaps so thoughtfully invented that first shaving razor, you may now kiss your beaus spontaneously and not get a face full of critters! Or...maybe that's a thought you've never had at all. We're moving on now...

As the centuries inexorably marched ahead, our forebears regularly added to the burgeoning pool of inventions. Most of the time those creations were the material result of human NEED, thus confirming the old dictum that, *Necessity is the mother of invention*. That is decidedly true in the case of the wheel, the pump, the

telephone and the electric motor. EGAD! What would our world be like without these supremely important devices? Try envisioning THAT one! And yet, these unarguably significant creations are but four among a GALAXY of stellar inventions that all, regrettably, have something in common. Their praises have been incessantly sung, their stories endlessly told and their creators, known or unknown, elevated to godhood. In short, those many marvelous mechanisms, though vital, have simply become...boring. Sometimes... IRRITATING.

All right, already, no debate here that the COMPUTER rates a lofty position in the pantheon of history's greatest gadgets. Although, it apparently needs to be routinely reinvented every six weeks or so, which definitely tends to nettle. Will they ever actually FINISH them? In all candor, I have YET to be awash with wonder each time a new upgrade increases the number of gigagoogles in the cyberdrive, while firewalling those virus-spreading rambytes that lurk around our twitterworms.

Puh-leez! Does all that mind-numbing geekspeak give YOU a rash TOO? I'd bet my blogtube on that! No, as a technophobic dinosaur, my nano-tiny capacity for such up to the moment innovations could easily rattle around inside that proverbial thimble. Just give me the old-fashioned, the goofy, the outlandish, the obscure. Now, THEY grab my attention!

And happily, the PAST is crammed to bursting with such contrivances from the wide, weird, wacky world of human invention. Should they appeal to you too, then let's take a little trek back into the history of those wonderfully idiotic contraptions. And throughout that trip, I'm gonna talk some turkey...er...more precisely, talk ABOUT some TURKEYS. Are you ready? Okay then, here we go!

First on the Loser List is a nifty metal mechanism patented March 10, 1896. An industrious Victorian dandy made the ritual of tipping his bowler hat to the ladies roughly 35 times more complex than it ever was before. He crafted a small apparatus, worn beneath his stylish headgear, that would automatically tilt the hat — without having to touch its brim with his fingers — whenever those genteel maidens approached on the street. WOW! Think of the energy he could save with it, rather than expending all of that arduous effort needed to lift a hand to a forehead!

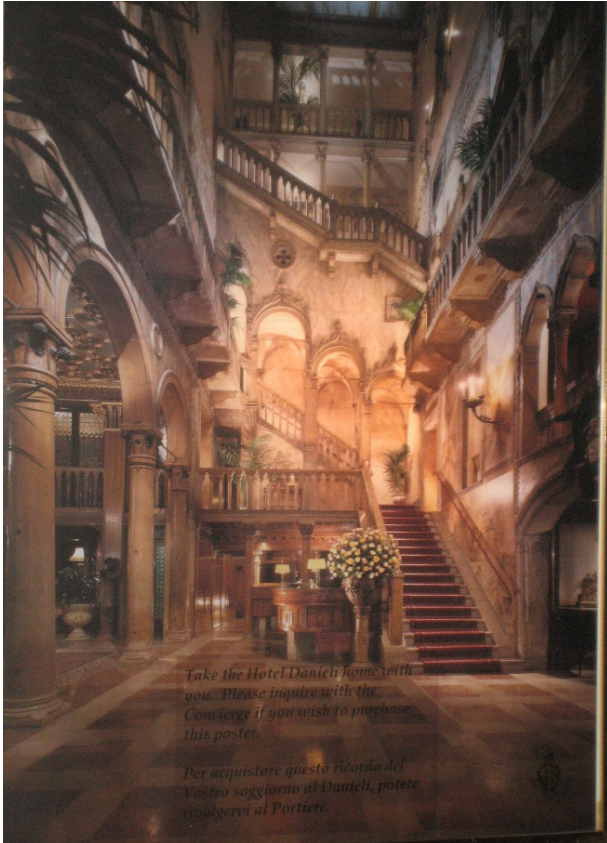
It looked something like a small, five-legged, arched birdcage that straddled his skull. From its top protruded a plunger-thingy that touched the underside of the hat's domed top. When an oncoming lass strolled within salutation range, the gentleman would sharply dip his head in greeting, then his engineering marvel would perform its magic. That head-dip caused a pendulum counterweight to swing forward, so that a rocker arm affixed to it turned an axial shaft, which actuated a gear train, that pushed up the plunger-thingy, and made the derby do its duty. Ah, the joy of creatively applied physics!

As if that praiseworthy function was not enough, though, the device's inventor might have considered OTHER benefits to be gleaned from its use. Plainly, this oddity would be gaped at whenever put into action; so, if its maker was also a skilled PICKPOCKET, imagine all the bill-folds he could have lifted while the astonished stares of goggling onlookers were rigidly locked onto that bobbing beanie! But, his true intentions must remain a

Please turn to History, p. 7

Crew

Continued from p. 1



poster papers were presented addressing scientific and philosophical questions about the evolution of mankind since that historic day. I presented a poster paper entitled *The Planets and Our Culture, A History and a Legacy*. In the great hall in the University of Padua where Galileo had lectured, I gave a one-minute talk to promote my paper (page 1). We were allowed one slide for this promotional talk. I can only say that I have been in a constant state of wonder during these four days, and that my creative juices have flowed as abundantly as the

Galileo's discovery changed forever how mankind saw itself. Everything did not orbit about Earth, we were not the center of the Universe, and we were therefore probably not the center of God's attention.

Over the four days of the symposium, many philosophical and scientific talks and

flood waters swamping the streets of Venice during high tide every night that I have been here.

On my return to Venice from Padua one day, I stopped with my colleague in the Hotel Danieli, perhaps the most luxurious hotel in the

world, to visit and tour this elegant and wondrous museum-worthy edifice.

In the richly decorated lobby was a display case. Among the jewels and Murano glass objects in the case was a beautiful medallion emblazoned with the words "Rotary Club International." I felt a rush of pride. A photo of the famous staircase rising from the lobby of the Danieli Hotel, and of the Rotary medallion which is in a display case to the right of the stair case, are shown. Needless to say, during these last four days I have savored the *Nectar of God*. ○



Money

Continued from p. 5

- **Differentiate Yourself**– Decide on the one or two attributes that really make you stand above the crowd. Rick advises that you be bold when making your selection. An attribute like *great customer service* is not unique enough, and your competitors can also make this claim.
- **Align Messaging** – Every marketing flyer, brochure, email and phone call should bolster your brand promise. When you have synchronized the look, feel and content of your messaging, your brand will start to click with cus-

tomers.

- **Balance Customer Touch Points**– Customers interact with your brand through your product or service, your office or website and the people who work for you. You can't have a strong brand when one of these pillars is not as strong as the others. Don't rely on being strong in just one of these areas.

If you want to improve your brand recognition and differentiate yourself from the competition, follow Rick's three rules to create a strong brand that brings you repeat and referral business! ○

History

Continued from p. 6

mystery, as no further intel exists to suggest he was anything other than a tinkerer with a thoroughly mindless idea. Just guessing here, but if that doodad ever DID get into production, its manufacturer was COMFORTABLY able to keep up with the number of orders placed for it.

Well folks, I'd better 'invent' a little timeout here, and call for a break before continuing our look back at kooky contraptions. For now, though, I'll sign off and warmly invite you to join me as we resume our venture in an upcoming edition of *Sparks*.

See you in the **past** ... in the very near **future!**... ○



Rotary International float in Rose Parade, January 1, 2010 — Winner of the Volunteer's Trophy — photos by Brian Hayes