

This Week
The Demotion of
President David
Smith

Starring: The Not
Ready for Prime Time
Players

Once a year we get to make fun of our outgoing president, with an abandon not normally taken, as we send him on his way to being in charge of the following year's fundraising and to become the newest member of the Past President's Club. Our *Not Ready for Prime Time Players* have been rehearsing for weeks to make fun of President David's foibles.

This year Don Applegate has returned to take on the duties of producer and primary script writer. Great care has been taken to keep those not participating in the dark. Every now and then we can over hear laughter when two or three of the players gather and discuss the evening's entertainment.

This will be one of our few evening meetings. Show up at the Country Club at 6p for the no host bar and 7p for dinner. It's sincerely hoped that a good time will be had by all. Be there to thank President David for his year of service and inaugurate president Brian for the year to come.

THE by President David Smith
Construction
 CREW



Thank You & Fare Thee Well

As my term as president comes to the end, I ponder your perception of my performance. People being people, when we talk about our past presidents it seems to me that we talk about two types. We have short conversations about past presidents who went on to become District Governors and long conversations about those who ran amuck. Lots of members have passed through the position of president and done a fantastic job but are seldom mentioned. So, by my analysis, seldom being mentioned is a good thing, and I hope that is the rank and file I will fall into.

In thinking about the past presidents of our club, I come up with many questions. The one that really stands out is, how they found it in them selves to produce a weekly article for *Sparks*. As a director, one every six weeks became more than I wanted to do. As the incoming president, one a week was out of the question. And, as you all may remember I accepted the nomination under my own terms. One of those was, I would commit to two articles: a welcome (that I did not do) and a farewell, that you are reading now. Any thing else I needed to say I would shout it from the podium at our

weekly meetings. In short, fifty-two articles is an excessive expectation of my time, desire and ability. [editor's note: it's only 48]

Now, Jacque being the innovative and industrious soul she is was not going to let that be the last word — so to speak — on a weekly article from the president. So, in lieu of me, she organized a syndicate of writers to produce a weekly article on my behalf and called them *The Construction Crew*. Now mind you I wouldn't have asked any one to do this for me because I fee; we are all working hard as it is and I don't think the president — past and future — really needs to be heard from that much.

Regardless of my point of view, I wouldn't want to finish my year without expressing my appreciation to those who stepped up at Jacque's request and con-

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Creeters

June 24

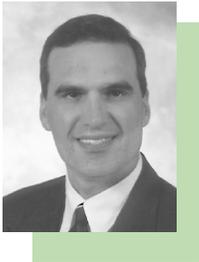
Demotion - Evening Meeting

July 01

Ray Carlson

July 08

Gary Clark



Program Review

Another View of Being in Shape

Balance, like bowling (or golf), is an easy concept but much harder to obtain in practice. Devin Nogaki is a practitioner of applied functional science helping clients find balance through their movement, diet and breathing. Facing two surgeries from sports injuries by the time he was 19, Nogaki was faced with living a life without his beloved sports. He began to study techniques that would allow his body to recover from the trauma of surgery. In 2002 he started Kaizen Personal Training in Hawaii and refined the principles of his process.

His first principle is Individuality. Because everyone is different with their own thresholds and tolerances, all programs must be customized. Next, because the body is adaptive, elasticity can be improved through healing the muscle. Scar tissue will reduce the range of motion. In addition, to reduce injuries one has to understand how forces like gravity act on our muscles and skeleton.

According to Nogaki our best movement is subconsciously reactive. Contrast this with the very deliberate, static movement of working out with weights which can lead to dysfunction. His goal is to restore natural, subconscious movement. This means that for muscles to be strong they must first lengthen to shorten. As an example he used getting out of a chair — we first move down to move up. Also, exercise should be three dimensional. For example not just pressing a weight over your head with the body rigid but a motion where the weight is lifted while the body moves in balance. This leads to healthy, dynamic movement and balance where there is an interplay between motion and stability/stability and motion.

Nogaki mentioned that he is moving

his residence to Pasadena at the same time he and his wife are expecting their second child. We hope that his ability to bring balance to his clients will translate to his business and personal life.



Craig Cox

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

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 Brian Hayes • Ed Jasnow
 Tom McCurry • Mike Zoeller

Chairmen

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 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

June Programs

Program Chair, Ed Jasnow
 June 10 - Teacher Mini-Grant Report
 June 17 - Rich Boccia can't make the meeting - looking for someone else
 June 24 - President Dave's Demotion Party

July Programs

Program Chair, Tony Hill
 July -1 - Club Assembly
 July 08 - To be Announced
 July 15 - To be Announced
 July 22 - To be Announced
 July 29 - To be Announced

Congratulations




Birthdays

06/08 - Theo Clarke
 06/12 - Tom McCurry
 06/23 - Margarita Figueroa
 06/28 - Phyllis Soza
 06/30 - Ron Morris




Anniversaries

06/05 - Wendy Davis & Mike Noll
 06/10 - Brian & Gloria Hayes

Chairmen's Farewell . . . and Hello Corner

by Ed Jasnow, Community Chair



This was supposed to be my final article as Chairman of the Community Service Committee, but last week, Mike Zoeller caught me in a weak

moment and got me to agree to be Community Service Chair for next year, hence the title of this article. This is, however, the final article as Community Service chair under President Dave, so I'm going to take Editor Jacque's advice and thank everyone who helped me this year.

In past year's on the Mini-Grant Program, we have received only a few more applications than we had budget for, so I was always able to squeeze out enough funds to cover those extra proposals. This year, however, with a budget for 30 mini-grants, we received 70 applications, way more than we could fund. So, for the first time in many years, I had to convene a committee to evaluate the proposals. Craig Cox, Paul Sirois, Linda Wilkes, and

Mike Zoeller did an outstanding job of selecting those proposals that were truly meritorious, were distributed over several educational disciplines, and were spread out over 10 schools. Additionally, Craig and Mike worked with ARC to secure additional Americanism funds so we could fund those proposals. As a result, we gave out 44 mini-grants, or \$13,200 in funds to help teachers enhance the classroom experience for their students. I think everyone in the club saw the effect of those mini-grants at last week's program.

Another major activity in Community Service has been the Summer Concert Series at Farnsworth Park. This has been the replacement for the Old-Fashioned Days Parade as an opportunity to raise our profile in the community. Partnering with the Sheriff's Support Group Altadena (SSGA), we will have our banner on stage and a booth inside the park where we'll be selling beer and wine and handing out information about our club to prospective members. There will be a total of nine

free concerts, five in July (every Saturday), three in August (the 7th, 14th, and 28th), and the Grand Finale on September 11. Mike Zoeller has been a major force in our participation in this really worthwhile endeavor.

We have been steadfast in placing American flags on Lake Avenue on all the major patriotic holidays. Working with the local Boy Scout Troop, member-on hiatus David Steinbacher has made sure that we honor our commitment to the American Legion by putting out the flags. Several members of the club turn out to help the Scouts put up and take down the flags. When they're up, they make a beautiful display of American pride in Altadena. It is our intent next year to try to replace some of the holes for the flags that have been concreted over.

In summary, the entire club has been extremely supportive of all of our efforts in Community Service, and I am extremely grateful for that support. Next year, we'll do even more. Thank you. ☺

Crew

Continued from p.1

tribute articles to The Construction Crew. So, many thanks to Julius Johnson, our beloved conductor who leads us in our nails on a chalk board song each week ... John Frykenberg and the SS Water Tanker, his twenty-four foot sloop — You should have been there for that ... Ray Carlson, who possesses the wonderful ability to fill any gap in the meeting schedule with little notice ... Jim Gorton and his generosity for the use of his meeting room for the club board meetings ... Hal Yorke, a man who is always interesting to converse with ... Ed Jasnow, the community service guru and mentor ... Brian Hayes, our president elect, who will succeed me July first — May god have mercy on his soul ... Tony Hill, our president nominee. Tony, it really

is easier than you think, you'll do fine. Tom McCurry for his kindness to the mentally disturbed — mainly me ... Sue Applegate, who is so honest she could become an accountant ... Theo Clarke, the artist formally known as Ted ... Dennis Mehringer who must have shown up at least twice ... And last but not least, Paul Sirois, who hasn't been in the club long enough for me to carp on.

Thank you all so very much for doing what Jacque asked you all to do. [another editor's note: It is my memory that John Frykenberg graciously accepted the responsibility of finding the components of the *Construction Crew* and I merely reminded each person of a commitment that had been made.] ☺

Golf Tournament slated for June 30

Altadena Rotary's 12th annual golf tournament will be held Wednesday, June 30, with about 24 golfers expected to play.

The golfers will play 18 holes in a four-man scramble format at the Altadena Golf Course. Tee-time is 9:30a. Lunch will be provided after the first nine holes have been played.

The fee is \$50 and \$40 for seniors. This includes 18 holes of golf, sharing a cart and lunch. All participants will receive gifts. This year's honorary chairperson is Susan Applegate, president, 1997-98.

Ed Jasnow and Carlton Gustafson are co-chairmen of this Altadena Rotary Club fellowship event. ☺



MONEY by Linda Wilkes MATTERS

Last Week in the News

According to the Federal Reserve, consumer credit debt rose in April by \$954.8 million. Economists had forecast that consumer debt would fall by \$1 billion in April. Consumer credit debt fell in March by \$5.44 billion.

The Mortgage Bankers Association said its seasonally adjusted index of mortgage applications for the week ending June 4 declined 12.2 percent. Refinancing applications fell 14.3 percent. Purchase volume decreased 5.7 percent.

Wholesalers increased their inventories by 0.4 percent in April, following an upwardly revised 0.7 percent rise in March. Sales at the wholesale level rose 0.7 percent in April, marking the 13th straight monthly gain.

The trade deficit increased 0.6 percent to \$40.3 billion in April. It was the highest level since December 2008 and follows a \$40 billion gap in March.

Retail sales fell 1.2 percent in May, after gaining 0.6 percent in April. Economists had anticipated retail sales to rise 0.4% in May. The decline — the largest since a 2.2 percent drop in September — was led by a 9.3 percent drop in building materials.

The Reuters/University of Michigan consumer sentiment index for June's preliminary reading rose to 75.5, the highest since January 2008. The index hit a 30-year low of 55.3 in November 2008.

Total business inventories rose 0.4 percent in April, following an upwardly revised 0.7 percent increase in March. Total business sales rose 0.6 percent in April.

Initial claims for unemployment benefits fell by 3,000 to 456,000 for the week ending June 5. Continuing claims for the week ending May 29 fell by 255,000 to 4.46 million, the lowest level since December 2008.

Upcoming on the economic calendar are reports on the housing market index on June 15, housing starts on June 16 and the index of leading economic indicators on June 17.

The Value of Marketing Impressions

A marketing impression is created every time a current or potential client views or hears a marketing message from you. Quantity of impressions is a standard benchmark for measuring the *footprint* of your marketing efforts, both for total reach and intensity level. For example, you can create 500 impressions by mailing a single postcard to 500 clients (reach) or create 500 impressions by mailing a drip campaign of five postcards to 100 clients (intensity).

The critical point about impressions is that you must generate a large quantity on a consistent basis. Go for a bare minimum of 1,000 impressions a month, which represents all of your marketing efforts combined — newsletters, emails, postcards, flyers, brochures, small giveaway items and phone calls. Remember that all successful businesses market 100 percent of the time. If you market only when your business is slow, you will never gain the momentum you need. Sporadic marketing also sends a message to your clients that you are not a serious player. Too much time between marketing pieces dilutes their effectiveness, whereas a consistent flow of marketing pieces creates brand equity and momentum.

Use whatever marketing tools are available to you, and always be on the lookout for new, faster and cheaper methods. Try to use several marketing channels to ensure your message gets through. People have different emotional responses depending on the piece (i.e., email

vs. postcard vs. phone call), so mix them up.

Senate Passes Homebuyer Tax Credit Extension

The Senate has passed a bill to give homebuyers another three months to close on their homes and receive tax credits up to \$8,000. The Tax Extenders Bill would apply to homebuyers who met the April 30, 2010 deadline with a signed contract to purchase a new or existing primary residence. The amendment would extend the deadline to September 30, 2010 for homebuyers to close on their real estate transaction. The previous deadline was June 30, 2010. The bill now goes to the House of Representatives, where it is expected to pass.

The National Association of Realtors estimates that as many as 180,000 homebuyers have qualified for the tax credit and met the contract deadline of April 30, 2010, but might not be able to close their transaction by the June 30, 2010 deadline due to the sheer volume of loan applications in the pipeline.

The above content is for informational purposes only and should not be used as a substitute for consultation with a tax advisor.

Linda Wilkes can be found on line at: <http://www.myprospectmortgage.com/lwilkes>

**YOUR
CHANGE OF ADDRESS
NEW PHONE NUMBER
NEW PICTURE
ALL
NEED TO BE GIVEN TO
MIKE ZOELLER OR JACQUE FOREMAN
FOR THE NEW DIRECTORY
THAT WILL BE COMING SOON.**

Make the Pig *fly*

