



March 25, 2010

This Week

Jeff Holder
Independent
Producer and
Entertainment
Industry Consultant
Program Host:
Paul Sirois

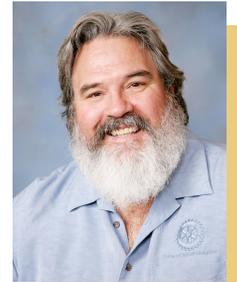
Jeff Holder is an independent producer and entertainment industry consultant with a background as Director of Children's Programming for ABC Network TV, VP of Hanna Barbera, VP of SONY Wonder (children's line). He has a vast knowledge of kids' programming and distribution.

The rapid changes in visual media and social media networks are driving programmers to find new ways of attracting kids. Holder is Managing Editor of MOVIEGUIDE which reviews the latest movies, tv shows, and DVDs, and he knows the directions they are taking.

Come and hear how our kids and grandkids are being impacted by this powerful influence, sometimes instructive and beneficial like *Sesame Street* (for which Holder was liaison with Children's Television Network), but often very detrimental. Bring a guest.

THE Construction CREW

by Ed Jasnow
for President David Smith



People of Influence

I guess I'm at the age where I look back on my life and think of the people who have had an influence on me in terms of thinking and doing things. I'd like to share a couple of those people with you.

The first was a man named Everett Besse. Everett was the first contract negotiator I met when I first went to work at NASA's Goddard Space Flight Center. He was a fantastic negotiator, holding the contractors late into the night until he got what he wanted. He's also the only man I know who did exactly what he said he was going to do when he retired. Everett said he was going to play golf for the rest of his life. He saved his money assiduously, never going anywhere or doing anything so he could retire and play golf forever. When Everett finally announced he was going to retire, we gave him a party on his last day of work, a Friday, and the next day, Saturday, his first day of retirement, Everett Besse got on the golf course. On the 10th green, Everett had a heart attack and dropped dead. But, he'd done exactly what he'd said he would do: he played golf the rest of his life. What he didn't know was that the rest of his life was two hours and twenty minutes.

As a young man, this incident had a profound affect on me. I took away from

this the thought that if you want to do something, do it now because you don't know how much time you'll have to do it later. And, that's what I do. I don't put off anything. If I want to do something, go somewhere, whatever, I do it. I'm not saving anything for later because I don't know if I'll have a later.

The second person of influence for me was a man named Carl Staton. He was the hardest working man I had ever met. I worked with him at the Department of the Navy. He was a bear of a man - six feet two and 350 pounds. We were working on the latest sea-to-air missile, and the work schedule was brutal. We would work until midnight, 2:00 a.m., one time around the clock - never went home. But, while I would collapse into my bed when I got home, he would sit down at his kitchen table and work some more. He had a wife

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Creeters

March 25

Julius Johnson

April 01

Sterling Louviere

April 08

McCurry

Chairmen's DEBUT Runway Show\$ Corner & LA Fashion Gala

by Mike Noll, Youth Contests & Awards Chair



Fashion Institute of Design & Merchandising (FIDM) proudly presented the DEBUT 2010 Runway Show March 11-13, 2010. The only show like it on the West Coast, DEBUT annually attracts more than 10,000 people over 3 days and features designs by graduating students in FIDM's Fashion Design and Theatre Costume Design Advanced Study Programs as well as work from the Interior Design, Digital Media, and Textile Design Students.

It was a proud moment for Altadena

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Rotary Club of Altadena - #7183

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Chairmen

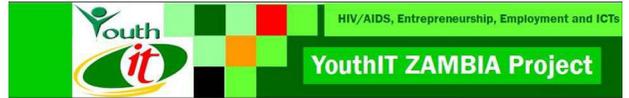
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Craig Cox Foundation.
Tom McCurry Public Affairs
Brian Hayes/Ron Morris Publicity
Jacque Foreman Sparks/Website
Mike Zoeller Service Projects
Ed Jasnow Community.
Hal Yorke International
Mike Noll Youth Contests/Awards
Tony Hill Vocational/Youth Projects
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Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

Rotary as our very own Zambian fashion design student Kapasa Musonda, who earned one of the only 10 coveted Fashion Design Advanced Study scholarships, absolutely thrilled the audience with her sensational styles. Though she only started on the dozen outfits last July, Kapasa's *Rolling Dunes of the Sahara* collection had been years in the making.

Youth IT Project & Citizens' Exchange

After a successful World Bank/Rotary pilot project in Uganda, Ray Carlson (Altadena) and Tony Bloome (Washington DC) in 2005 submitted a grant proposal to the US Department of State to teach youth in Zambia about Information & Communication Technology, HIV AIDS awareness, and Entrepreneurship skills with a Citizens Exchange component. Awarded to Altadena Rotary Charities, this \$130,000 grant would change the lives of many across the globe. Americans, some of them Rotarians, traveled to Zambia to assist in implementing the program. In turn, Zambian youth, the chosen winners from a business plan compe-

tion, came to the USA to become acquainted with American culture and way of doing business.



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March Programs

Program Chair, Paul Sirois

Mar 25 - Jeff Holder - Children's TV Programming

April Programs

Program Chair, Theo Clarke

Apr 01 - Alex Matsumura, Craft Talk
Apr 08 - Sheriff Steve McLean, new Captain at the Altadena Sheriff Station
Apr 15 - RYLA - This year's and last year's participants tell about their experience
Apr 22 - Voices of Blair IB School for the Performing Arts
Apr 29 - Stephanie Bettman (country western violinist/singer) and her group

Congratulations



Birthdays



03/13 - Regina Bette
03/14 - Emily Aiken (Wilkes)
3/15 - David Smith
3/15 Trish Robinson
3/24 - Ed Soza
3/26 - Ed Guth
3/31 - Anne Eskijian



Anniversaries



03/01 - Etta & Tom McCurry
03/30 - Noriko Suzuki & Dennis Mehninger

Corner

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204 youth in all went through the Youth IT Project, coordinated by the Rotary Club of Lusaka — the capital of Zambia. Among them was an eager yet soft-spoken 17-year old high school student Kapasa Musonda whose business plan was “self designed and tailored clothing with a mixed culture vibe, Le’ Kay Fashion Design fuses fashion from different parts of Africa with an influence from the Western Style.” Hers was one of the top three business plans submitted, and I made it a point to meet her personally during my visit to Zambia in February 2007.

Kapasa was one of 8 Zambian youth who participated in the Citizens Exchange program. Accompanied by Rotarian Ghazi Hussein (RC Lusaka) in July 2007, the 4 men and 4 women visited Washington, DC for one week and Los Angeles for the week following. As a result of Carlson’s long-time friendship with Dena Stitt, Executive Director of FIDM Productions, he took Kapasa, Racheal Mofya and Esnart M’Tonga on a tour of the downtown LA campus. Stitt was so impressed with the young women that she introduced them to Tonian Hohberg, Founder and President of FIDM. Hohberg, after studying Kapasa’s sketches and seeing the personally designed and hand-made gown she was wearing, immediately recognized the talent before her, and on the spot offered Kapasa a 2-year scholarship in Fashion Design to begin that October semester. Racheal Mofya was also offered a 1-year scholarship in cosmetics and merchandising.

Fashion Forward

These two darlings of the State Department quickly received their F-1 student visas upon returning to Zambia, and the Rotary Clubs of Altadena and Simi Sunrise stepped up to provide host families and airfare back to California. Racheal Mofya stayed with Pat and Joan Abruzzese in Simi Valley while Kapasa lived in our guest cottage in Sierra Madre. Sadly, upon

completion of her 1-year program, Mofya was on her way home on that ill-fated MetroLink train that crashed in Chatsworth on September 12, 2008, resulting in extensive burns and some brain damage. Racheal has made a remarkable recovery and is now living with her sister in Minneapolis while continuing her therapy.

After her summer break in Zambia, Kapasa returned a few weeks after Racheal’s accident, which really shook her emotionally, for the two had become close friends. Even more determined than ever, Kapasa pressed on with her studies and prepared for the competition that would secure her position in the 3rd Year Fashion Design Advanced Study Program. The rest is history.

On the Runway

Co-hosted by FIDM Director of Fashion Design Mary Stephens and FIDM graduate/instructor and Project Runway star Nick Verrios, Debut 2010 was a night to remember. Several Rotarians were able to attend the Friday night show including Ray Carlson, Jacque Foreman, Mike and Carol Zoeller, Craig and Susan Cox. Also in attendance were host family Mike Noll and Wendy Davis plus 10 of their family members and Angela Lockhart, high school friend of the Nolls who designed and fabricated all of the jewelry worn by Kapasa’s models. The program began with Chairing Styles, which was a collaboration of the Advanced Textile, Fashion and Interior Design students. For Kapasa’s team, interior design student Rusini Haris designed the chair (named “Lady M” and manufactured by A.P. Smiley & Sons, Inc. and Dan’s Custom Metal, Inc.), textile design student Meaghan Bunney designed the fuchsia floral fabric, and Kapasa fashioned a pleated, garden dress incorporating the brightly designed fabric and style/lines of the chair. Each member of Kapasa’s team came in second or third place for their respective part in the

Chairing Style competition.

The audience was treated to a musical tribute to Judy Garland and Liza Minnelli, complete with singers and dancers. The dazzling costumes for each number were designed by one of the six, very talented Advanced Theatre Costume Design students.

A second special challenge, sponsored by Guess?, Inc., had the fashion students design and create an outfit out of denim and/or leather. Kapasa made pants out blue denim, plus a blouse and leather jacket. The winner of this challenge, announced Saturday evening, was Brittany Vu, who won a designer position with G By Guess and who would personally get the opportunity to oversee her design through production, marketing and to the catalog/retail/online stores.

Finally, the long-awaited runway show began. However, prior to viewing each student’s collection on the runway we got a glimpse inside the student as videos of each were broadcast onto the giant, full-stage screen. Each fashion student had been interviewed a month earlier. The Digital Media Advanced Study students creatively assembled video capturing the stories, personalities and inspiration that brought each fashion designer to Debut 2010. Once the first models appeared down the runway, imagine our surprise and joy as we immediately recognized two “Models of the Runway” stars, Lisa Blades and Brandise Danesewich. Our 8-year old Amesie was beside herself with excitement!

There were three students’ collections that were the most memorable, and not surprisingly, the Debut award winners (judged the following Tuesday at FIDM). Winning 1st place in Best Commercial (most saleable to the public) was Meghann Fanara for her collection of little girls’ clothing. The little girls walking down the runway were just adorable in

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Corner

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their colorful outfits. Winning 1st place for Most Original was Julia Nish for her collection of knitwear clothing made from custom woven and dyed alpaca hair which she had hand-selected from an alpaca farm.

Then there was Kapasa's *Rolling Dunes of the Sahara*. Fifth in order of appearance but not in place, hers was simply the most stunning, classic, beautiful and wearable of all ten collections: winning 1st place for Most Comprehensive Collection (most appropriate for customers and best fabric selection); 1st place for Most Cohesive Collection (best design and silhouette and coordination-how everything works together); and 2nd place for Best Commercial (hard to beat those cute little girls!). Words cannot express how excited and proud we were to watch all of her hard work come walking down that runway!

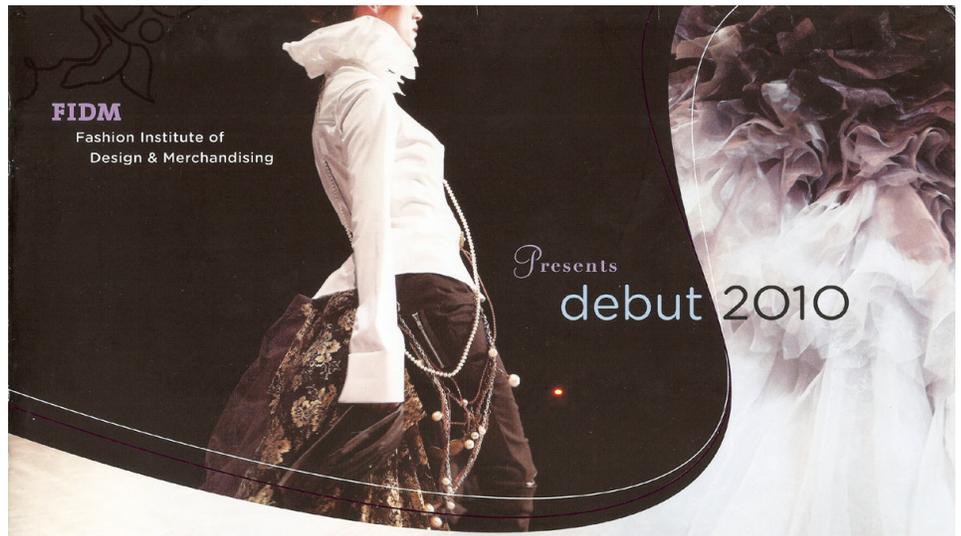
Creating Jobs, One Person at a Time

But after all of the excitement passes and the presentation bouquets of flowers begin to fade, we're reminded of the main reason for training those 204 youth in Zambia and for bringing Kapasa here. That is

to create jobs. First, a job for Kapasa, then for others as a result of her efforts in the fashion industry. Under the F-1 Visa program, Kapasa is allowed one year of Occupational Practical Training (OPT). She has already applied for and received from US Customs and Immigration Services her OPT work permit, which begins May 15 of this year. Kapasa is coordinating with the FIDM career counseling office to assemble her portfolio and build a personal website. Though she has her sites

on New York City, L.A. may remain her home. She has already received strong interest from Guess by Marciano, Guess?, Inc.'s haute couture line of women's wear based here in Los Angeles.

Wherever Kapasa lands, it will be on both feet running. She will have one year to prove to her employer that she is "indispensible," making her eligible for sponsorship, and eventually a green card. And who knows? Maybe one day we will see Kapasa on *Project Runway!*



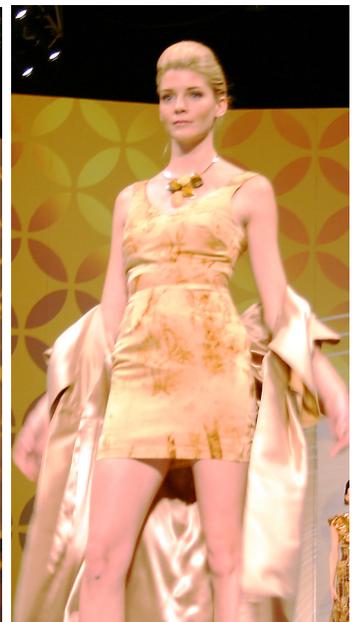
Rolling Dunes of the Sahara Collection

by Kapasa Musonda

Photos by Mike Noll

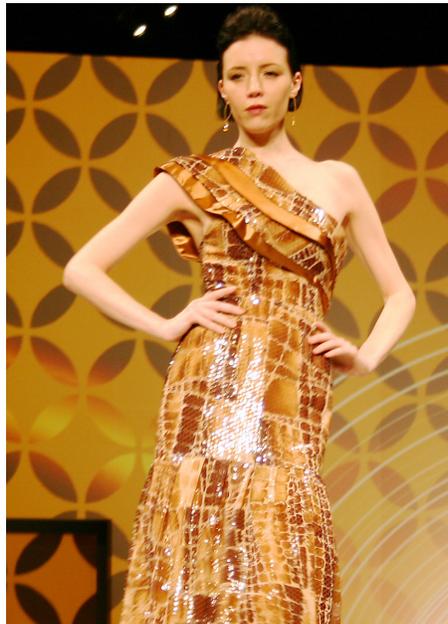


Please turn to p. 5 for more of the Rolling Dunes of the Sahara collection



Corner

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Ruth's Chris Steakhouse (Pasadena, CA)

John and Nick were craving steak one night, and yes — there is a handful of great places in Pasadena to get a good steak (including at home!) — but we really wanted to just relax with a good martini and steak (and perhaps sneak out for a quick cigar). Ruth's Chris has always proven to be dependable in the service and food categories, and it happens to be across the street from a great cigar shop/lounge. Ruth's Chris has the distinction of broiling its steaks in an oven that is heated to 1800 degrees F. Rumor has it that the ovens are specially designed and manufactured only for Ruth's Chris' locations. The only seasoning used on the steaks is: salt, pepper and butter. Oh, yeah, lots of butter. (You can order it without butter, but seriously, why?) John and Nick order EXTRA BUTTER.

Martinis. Let's talk martinis. Sure, they have a list of all the foo foo martinis, and all the vodka martini nonsense. But John must have his Hendrick's martini, very dry, three olives. And Ruth's Chris delivers in this department. They even bring a shaker to the table, shake it up, and pour. OK, so it's a bit theatrical, but it works. (Note to Ruth's Chris — your olives need help. Martini olives should be big, fat and plump. Ruth's Chris' olives are small, weak and sad.) Still, John loves a Ruth's Chris martini while he peruses the wine list.

Ruth's Chris offers lots of dishes other than steak, but really, why would we venture beyond what they really know well? We don't, and we didn't tonight — well, except for the shrimp, but more on that later.

John ordered a filet medium rare



(shocker!) topped with shrimp (\$12 supplement):

Nick ordered a filet also medium rare (another shocker!):

As always, the steaks were cooked perfectly. And they were doused with butter. Still, we ordered even more butter on the side.

We were good tonight and ordered only one side dish — creamed spinach is always satisfying.

But unlike the steak, the shrimp were horrible.

They were tough, mealy and flavorless, even with the seasoning that was grilled on. We took one bite each and put it down. We told the server our thoughts, and she immediately whisked away the shrimp, assuring us that she would have the kitchen do it again. Though she returned with more shrimp, and though they were definitely an improvement on the last batch (which tasted like they had been baking for an hour), they were nevertheless not worth the price (or the calories).

Our two guys picked a 2006 Mt. Veeder Cabernet



Sauvignon, which, at \$15 per glass, was a steal. Seriously, we mean steal. The wine is apparently not on the normal wine list here, but it was being offered as part of a promotional prix fixe meal. We begged the server to let us have a glass (ok, two glasses) even though we were not doing the prix fixe meal. She agreed. So a wine that typically sells for at least \$40 a bottle was given to us at \$30 for two glasses. Oh, yeah, we were happy indeed.

The Mt. Veeder is a wonderful Cabernet. Janet Myers, the winemaker for Mt. Veeder Winery, sums it up well: "A sip of a Mount Veeder wine transports you to the mountain. The wine is dense and concentrated, which is indicative of the small vines, low yields, and tiny berries of the mountainside locale. The dark, brambly fruit and sweet herbal notes evoke the forest and bay trees adjacent to the vineyards."

Ignoring the shrimp, the meal was executed flawlessly. Caveat — this is not a cheap date. Two martinis, two steaks, two glasses of wine, with tax and tip came to two hundred bucks.

Is it worth the splurge?

Without a doubt.

Until next time. . . .

Ruth's Chris (Pasadena) is located at 369 East Colorado Blvd, Pasadena, CA 91101. 626-583-8122.



MONEY by Linda Wilkes MATTERS

Last Week in the News

According to the ICSC-Goldman Sachs index, retail sales rose 2.9 percent for the week ending March 6. It was the biggest weekly gain in nine years. On a year-over-year basis, retailers saw sales increase 3.4 percent, the best showing in two-and-a-half years.

The Mortgage Bankers Association said its seasonally adjusted index of mortgage applications for the week ending March 5 rose 0.5 percent. Purchase volume increased 5.7 percent. Refinancing applications fell 1.5 percent.

The Commerce Department said wholesalers cut their inventories by 0.2 percent in January following a downward revised 1 percent drop in December. Meanwhile, sales at the wholesale level rose 1.3 percent in January, marking the 10th straight monthly gain.

The trade deficit unexpectedly fell 6.6 percent to \$37.3 billion in January from a revised \$39.9 billion gap in December. Economists had expected the trade deficit to widen to \$41 billion. Exports slipped 0.3 percent to \$142.7 billion. Imports fell 1.7 percent to \$180 billion.

Initial claims for unemployment benefits fell by 6,000 to 462,000 in the week ending March 6. Continuing claims for the week ending February 27 rose by 37,000 to 4.558 million. Retail sales rose 0.3 percent in February, following a revised 0.1 percent increase in January. Economists had anticipated retail sales to decline 0.2 percent in February. On a year-over-year basis, retail sales increased 3.9 percent.

The Reuters/University of Michigan consumer sentiment index for March's preliminary reading fell to 72.5 from February's final reading of 73.6. One year ago, the mid-March reading was 57.3. During the economic expansion that

ended in December 2007, the index averaged 88.9.

Upcoming on the economic calendar are reports on the housing market index on March 15, housing starts on March 16 and the index of leading economic indicators on March 18.

101 Selling Secrets

from a Top [Real Estate] Producer

What does it take to turn lemons into lemonade? Ask top-producing real estate agent and author of "101 Real Estate Success Secrets" Phil Hoover, who had his best year ever in 2009. While most agents experienced a down market, Hoover saw an opportunity to close a career-high 44 transactions last year. Hoover shares a few of the selling secrets that have taken him to the top of his game:

1. ***Hold Strong to Core Beliefs.*** Hoover admits that he almost didn't finish writing *Success Secrets* because it seemed so evident that to achieve success in business, you have to be true to your core values. Keep your word. Practice personal accountability and responsibility. And, be honest when dealing with people.
2. ***Select Good Clients.*** Be selective with whom you work with or you can end up spending a lot of time with people who add gray hair to your head but not much more. Phil suggests that you work with past clients and ramp up your business through referrals.
3. ***Develop Business Partnerships.*** Choose business partners who have compatible sales goals and who add value to your business. Phil also recommends meeting regularly with your partners, especially if these relationships are new. That way, you will both become acquainted with each other's work styles and feel comfortable making re-

errals.

With 37 years of successful experience, Hoover can easily give you more than 101 best ways to grow your business, but *Selling Secrets* will give you more than enough insight to make 2010 your best year ever. For more information visit his website: <phil-hoover-books.com>. ☉

Crew

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and two young children, but he was so caught up in his work, he hardly ever saw them.

One day, Carl got a fever, and they couldn't get it down. They finally put him in the hospital and gave him a massive dose of antibiotics, which finally brought it down. Now, they went to see what caused this fever. It turned out he had a form of leukemia, the kind that prevents the formation of white blood cells. As a result, he could not fight off any infections. They said when they discovered it, he had only had it six weeks. Six weeks later, he died. I visited him at the hospital every day. Towards the end, when this bear of a man weighed only 105 pounds, he grasped my hand and said, "Don't do what I did. Don't work so hard that you neglect your family. Now, I won't get to see my children grow up, and I didn't spend enough time with them while I was here." The next day, he passed away.

That was also a lesson that has stayed with me the rest of my life. Now, when I leave the office, I leave everything in it behind me. Then, I'm able to devote all my attention to my wife, my children and my grandchildren. I'll never have to regret time I didn't spend with them.

Just about every day, I think of Everett and Carl and the lessons they gave me. I hope they give you lessons, too. ☉



Invite
your
Friends
to
join us as
we

Honor the Students
of the
Junior ROTCs



At our next Visitor Day
Thursday, May 27, 2010



All we ask ...
Each One bring One

Make the Pig *fly*

