

November 18, 2010

This Week

**Meet the Rose Queen
 And Her Court
 Guest Program
 Host: San Marino Rotary**


We will be joining the San Marino Club for a special program: The meeting of the Rose Queen and her court. The meeting will begin at noon and will be held at

**San Marino Community Church,
 1750 Virginia Rd.
 San Marino
 (cross-street: Huntington).**

You will have a chance to meet and talk with these fine young ladies. Each in turn will tell us a bit about herself and her future plans for school and career.

Special Morning Activity

For those who are available, San Marino Rotarians have invited us to participate in an education program held at Huntington Library & Gardens at which young students will learn about plants while building their own mini-Rose Parade floats. The morning program begins at 8:15a.

Please remember: Do not go to Altadena Town & Country Club on November 18! Go to the San Marino Community Church instead. 



Hayes
 by President Brian Hayes
Stack

No Kinship ... No Peace

When I first moved to Pasadena 20 years ago and, until recently, I could always count on seeing John on the corner of Pasadena Avenue and Del Mar, greeting motorists with his squeegee and spray bottle at the ready. Whether he lost it at some point or was born without it, John is missing one arm. I always admired that instead of begging for a hand-out, he was willing to work for whatever loose change a compassionate driver could spare.

As I drive around Pasadena today, it seems there is a forlorn soul camped out at nearly every intersection. It's certainly a sign of our economic times, but with so many people asking for help, I fear that our society has begun to suffer from compassion fatigue.

Last week I attended a conference sponsored by the San Gabriel Valley Consortium on Homelessness. Father Gregory Boyle was the keynote speaker. Boyle, founder and director of Homeboy Industries, has spent a quarter of a century helping young adults escape the gangbanger lifestyle. His remarks revolved around the theme of *kinship*. Boyle has watched as young men from rival gangs have learned to co-exist and even become friends. Not only does Homeboy

Industries help prepare young men and women for gainful employment, it also helps them realize that there is more that unites than divides us. "No kinship," Father Boyle said, "no peace."

People often complain that having resources for homeless individuals, such as Union Station Homeless Services, Passageways, transitional housing developments and winter shelter beds, makes Pasadena a magnet for homeless people. Studies have shown, one of the conference speakers said, that about 70 percent of all people experiencing homelessness have family or social ties to the community. "They aren't the *other*; they are *us*," Boyle said. Why then does our society insist on corralling homeless people into the

Please turn to Stack, p.4

Greeters

November 18

Combo Meeting w/San Marino

November 25

Thanksgiving - Dark

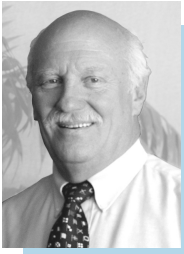
December 02

David Smith

December 04

Christmas Party

Mike Noll's Home



Program Review

Thank You for Your Service

Seven local veterans — all students at Pasadena City College (PCC) — were awarded \$1500 each in scholarships today in recognition of their service to the United States of America and for their academic achievements in pursuing their goals for personal advancement.

Each of the veteran student scholars has served tours in Iraq or Afghanistan — sometimes multiple tours. Each has returned to us with depth of perspective and

understanding of the cost of freedom way beyond their years. Some even returned with serious injuries for which we all owe a debt of gratitude which can hardly be paid.

Scholarships went to: Joshua Miller USMC in Engineering, Dietrick Hudson, USMC in Medicine, Jorge Zamora, USMC in Engineering, Felipe Sanchez, USMC in Business, Cameron White, USMC in Physics, Ryan Mills, USMC in Geography and Charles Hu, USN in Dentistry. Congratulations to all!

and Lorena Casada from the Financial Aid Office of the college.

Recognition of student achievement was also made by PCC President Dr. Mark Rocha and Dr. Lisa Suigimoto.



David LeClaire

Presentations of Awards were made on behalf of Altadena Rotary by PCC



Patricia d'Orange-Martin & Dr. Harold Martin

Staff and Faculty: Dr. Harold Martin and Patricia d'Orange-Martin. Students were further acknowledged by David LeClaire

The College is grateful to Altadena Rotary for its continued support of Veterans and for its on-going belief in the young people who defend and protect the liberties which have been bought at so high a price for so many of us.

Under the signature of one of our college professors' continuing correspondence reads the following: "If you can read this, thank a teacher. If you can read this in English, thank a soldier." The message is clear and

Please turn to Program, p. 5

Congratulations




Birthdays

11/08 - Sterling Louviere
11/13 - Ed Jasnow
11/16 - Brent Gibson
11/26 - C. Ray Carlson




Anniversaries

11/01 - Jacque Foreman & Bruce Conroy
11/09 - Art & Betty Ferris
11/24 - Carlton & Julie Gustafson

November Programs
Rotary Foundation Month
Program Chair, Hal Yorke
November 18 - Meet the Rose Queen & court - Combo meeting with San Marino
November 25 - Thanksgiving - Dark

December Programs
Family Month
Program Chair, Susan Applegate
December 02 - To be Announced
December 04 - Saturday - Christmas Party
December 09 - To be Announced
December 16 - To be Announced
December 23 - To be Announced
December 30 - Dark

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
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Meets: Thursday, 12:10p
Altadena Town & Country Club
2290 Country Club Drive • Altadena, CA
626-794-7163

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Jim Gorton, Sec. Bus. 626-793-6215
Mike Noll, Treas. Bus. 626-683-0515

Directors

Jim Gorton • Craig Cox • John Guerrini
Sterling Louviere • Brian Hayes
Tony Hill • TBD

Chairmen

Tony Hill Administration
Craig Cox Foundation.
TBD Public Awareness
TBD Publicity
Jacque Foreman Sparks/Website
Mike Zoeller Service Projects
Ed Jasnow Community
John Frykenberg International
Regina Bette Youth Contests/Awards
Tony Hill Vocational/Youth Projects
John Guerrini Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

Chairmen's Corner

There really is a Plan

by Jacque Foreman for Public Awareness Chair, TBA



Perhaps what surprised me most after I replaced the *buttons* on the top left of the Altadena Rotary website pages is how much faster each page loads. We no longer have to wait for Java to do its thing. Did you notice?

Since we have a couple of *dark weeks* coming up in which there is no scheduled *Sparks*, I am hoping to get some more work done on the site, e.g.,

- A page that describes the *Avenues of Service* as they presently exist and how that relates to the our *Directorships* and *Committees*. The plan is that, before this page is uploaded to the site, to have what I write looked at by the person who knows most about our new club organization, Mike Noll.
- Update our International Committee page. This will entail going to back issues of *Sparks* and taking articles that have appeared and turning them into PDF documents that can be accessed from the committee page.
- Check links and make sure that they work as expected.

I know that this all sounds simple, and, in concept, each of these things is simple. However, I can assure that each is fairly time consuming.

In addition, it is my intention to update the minutes of the Board Meetings and the Altadena Rotary Charities Board minutes.

When I recently looked at the article about our monies set aside for the Americanism, ROTC and Veterans' awards by Jim Gorton, I noticed that a bit of updating needs to be done because there are references there to our old organization setup instead of our current organization setup. Before the updated version appears on

our website, I will be running it by Gorton to make sure a) that I have things correct and b) in case he wishes to add or modify a particular point.

It is my hope to have the site completely updated no later than June 2011 so we can once again enter it in the District Conference competition.

I need your help

As each of you goes through our website, if you find a link that doesn't work, please let me know. If you have information or an article that will help me update specific pages, please send them to me. I need all articles to be in a PDF format so they can be linked to. The idea is to provide additional text if the reader of that page wants/requires more information.

However, don't expect things to be done in 20 minutes. I can assure you that updating the site and bringing it into compliance with our current organization has and will take considerably longer. Some of the work has been done, as I have mentioned in email blasts.

For Sparks

Looking for a couple more regular/irregular columns

For our members who travel, it would be great to have you write about your experiences on the road and, perhaps, supply some pictures. I have a column head designed, and I'd add your byline underneath.



ROTARIANS ON THE ROAD

If you read the *Rotarian* magazine on a more or less regular basis, I'm looking for up to three members to review the articles that appear. I haven't come up with a column head for this as yet, but I'm sure I could, given 1 to 3 members who

would review the articles.

If you have a passion, such as gardening or woodworking, or whatever, please share your experiences and what works and what doesn't. If it interests you, we'll find it interesting also.



You're Invited
to our
Christmas Party

Saturday, December 04
Cocktails: 5:30p
Dinner: 6:30p

Mike Noll's Home
279 E. Grandview
Sierra Madre 91024

Silent Auction
Chaired by Sterling Louviere

\$55 per person
All proceeds go to
Our Nigeria Project



MONEY by Linda Wilkes MATTERS

Last Week in the News

The Institute for Supply Management reported that the monthly composite index of manufacturing activity was 56.9 in October after reaching 54.4 in September. Economists had anticipated a reading of 54.5. A reading above 50 signals expansion. It was the 15th straight month of expansion.

Total construction spending rose 0.5 percent to \$801.7 billion in September, following a revised 0.2 percent drop in August. Economists had anticipated a drop of 0.5 percent in September.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending October 29 fell 5 percent. Refinancing applications decreased 6.4 percent. Purchase volume rose 1.4 percent.

Factory orders rose 2.1 percent in September to a seasonally adjusted \$420 billion. The increase follows a 0.5 percent drop in August. The increase was largely due to a 15.8 percent rise in demand for commercial aircraft. Excluding the volatile transportation sector, orders rose 0.4 percent.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity rose to 54.3 in October from 53.2 in September. A reading above 50 signals expansion.

The National Association of Realtors reported that its pending home sales index, a forward-looking indicator based on signed contracts, fell 1.8 percent in September after a revised 4.4% increase in August. On a year-over-year basis, pending sales are down nearly 25 percent.

Initial claims for unemployment benefits rose by 20,000 to 457,000 for the week ending October 30. Continuing claims for the week ending October 23 fell by 42,000

to 4.34 million, the lowest level since the recovery began. Non-farm payroll employment increased by 151,000 in October, a reading much higher than the 60,000 anticipated.

Upcoming on the economic calendar are reports on wholesale trade on November 9 and consumer sentiment on November 12.

Distinguish Your Business from the Competition!

Bestselling author Scott McKain believes that the phenomenon of uniformity — when companies lose their distinction by copying their competitors rather than innovating to meet customer needs — is rampant in today’s business world. In Scott’s latest book “Collapse of Distinction: Stand out and move up while your competition fails,” he shows how to differentiate your business in the marketplace, which is vital to securing customers and growing marketshare.

In the latest *InsightNOW* interview, Chief Performance Officer Todd Duncan and Scott McKain discuss strategies for creating distinction and using it to connect with customers to build loyalty. “Customers are looking for more than good service,” says Todd. “Customers want to see that business people are passionate about their product, so they can be passionate about it too.”

Differentiate yourself from the competition by implementing Scott’s four cornerstones for distinction:

1. Clarity: How do you define your business and what you do? Identify the one thing that makes you and your business uniquely distinct.
2. Creativity: Once you’ve chosen your unique business aspect, look for innovative and creative ways to market it
3. Communication: Make sure you are

communicating with customers in a compelling manor that creates an incredible experience for them. This drives passion and loyalty in your customers.

4. Client experience: Put yourself in your customer’s position and ask, “What does it feel like to do business with me?” Communicating your message in a passionate, personal way allows customers to connect with you on a deeper level.

• For more information on Scott’s book, visit: collapseofdistinction.com

• Listen to Todd Duncan and Scott McKain as they discuss how you can truly differentiate your business from the competition.

Find Linda Wilkes on line: <http://www.myprospectmortgage.com/lwilkes>

Stack

Continued from p.1

bleak environs of Skid Row where they lack the social supports that can help them find employment, encouragement and sobriety?

What I draw from Boyle is that *the homeless* are not a homogenous group of bums, addicts and criminals as they are often stereotyped. People experiencing homelessness are young, old, single and married with children. About one-third have chronic, untreated mental illness, another third suffer from substance addiction. Many are people whose jobs have disappeared along with their homes and their hope.

The key to transformation is “to return people to themselves,” Boyle believes. Rather than dismissing them, perhaps we can see them as individuals who are lost but, with a little help, may one day find their way home.

Program

Continued from p.2

penetrating. "Never have so many owed so much to so few" (*Winston Churchill*).

We appreciate your patriotism, your sacrifice, and your gift of our liberties; Veterans of PCC. And it is our earnest desire to continue to support and to recognize and to applaud each one of you. Thank you from the bottom of our hearts.

Please turn to p. 6 for information about each of our recipients.

The awardees (l to r): Cameron White, Detrick Hudson, Charles Hu, Jorge Zamora, Joshua Miller, and Felipe Sanchez



Flags on Lake — November 11 — Veterans' Day A Photo Essay



November 11, 2010

We thank all who have served and are serving for their service to our country.

Meet our Veteran's Award Recipients

Information provided by David J. Le Claire, Assistant Director, Scholarships and Work Study, Office of Scholarships and Financial Aid, Pasadena City College

History - In 2003, the Altadena American Legion Post #470 established the Rotary Club of Altadena Veteran's Award to support and facilitate the academic success of veterans and servicemen and women on active duty.

Award Criteria -

- Must be a veteran or on active duty in any branch of the United States Armed Services
- Must be a current or past resident of the Altadena or Pasadena area
- Must be in good academic standing at PCC with a minimum GPA of 3.00

About the Recipients

Charles Hu, 25, served his country honorably for 4 years as a US Navy Corpsman. After completing basic training, he attended Hospital Corps School. In 2005, coalition ground troops were encountering a great deal of resistance. Deployed to Fallujah, Iraq in June, he was assigned to the 1st Marine Division, 2nd Battalion, 7th Marines. Hu was responsible for keeping the Marines in his platoon, as he puts it, "in good health and ... alive." He plans to become a dentist. "Ultimately," says Hu, "I want to work with the VA because I have a lot of rapport with veterans already."



Detrick Hudson, 25, believes that the untimely passing of family members inspired him to choose medicine as his career path. "I made a vow," says Hudson, "to educate myself and never let [any] person, no matter what country, region, ethnic background, or religion suffer the way [they] did." In the Marine Corps, he learned discipline, responsibility, integrity, and teamwork. After his service contract ended, Hudson enlisted in the US Navy. As a Hospital Corpsman, he served in



Desert Storm and Operation Enduring Freedom, providing food and medical services. During 6 years of service, Hudson visited over 40 countries, enabling him to experience many different cultures.

When **Joshua Miller**, 27, enlisted in the US Marine Corps, he knew he was laying the foundation for his future. After completing his basic training at Parris Island, South Carolina, Miller began his enlistment as part of an aircrew. He changed occupations and eventually settled into the role of an Amphibious Assault Vehicle (AAV) crew member. Miller describes his job as "very dirty, hard, and relentless." He served with distinction in Afghanistan and Iraq. Miller believes that his experiences as a Marine will prepare him to become an engineer.



Ryan Mills (*not present*) believes that 4 years of service in the US Marine Corps taught him what hard work is and where it can take you. In Iraq, he was part of a protection company that provided security in Camp Fallujah and neighboring cities. After a 13 month deployment, his company was responsible for shutting down the camp and turning it over to the Iraqi Army. "This was," he says, "a huge step in the de-escalation of US forces in Iraq." Touring state and national parks kindled Mill's interest in the environment. Now 27, he plans to transfer to U.C.L.A. and study geography.

My experience has taught me," says **Felipe Sanchez**, 25, "that there is only one proven strategy leading to victory in war and business: to be loyal, act with integrity, focus on nurturing the needs of the collective, and trust that my team will win..." Sanchez served in Iraq as a member of a US Ma-

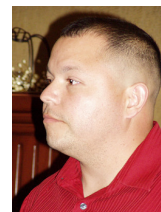


rine Corps' logistics unit and believes that their core values will be essential in his success in the world of business. A concern that the privatization of the military may erode "the sense of pride, honor, and patriotism a service member feels when they don their uniform ..." fuels his desire to bring about change in corporate America

Cameron White, 30, began his service in the US Marine Corps as an Aviation Electronics Technician. Shortly thereafter, his occupational specialty changed and he received training as an Abrams Tank Technician. In 2003, White was deployed in support of Alpha Company, 1st Platoon in the invasion of Iraq. Proud of his service, awards, and honorable discharge, he is dedicated to his goal of obtaining a doctorate in Physics. "I believe," says White, "that it is because of my military service that I have continued to persevere despite all of the obstacles that I have faced." He currently serves as the VP of Student Affairs for Associated Students.



"Risks and change are the cornerstones of life," says **Jorge Zamora**, 31. He describes his mother as a risk taker and praises her for the sacrifices she made in order to give him a promising future. In March of 2005, Zamora landed in what he called the "wild west": Camp Al'Quaim. His team's objective was to support and reinforce the infrastructure. Despite serving in Iraq with honor and returning home as a highly-decorated sergeant, he felt that something was missing: a college education. Zamora plans to become a mechanical engineer. A self-described "advocate of change," he is committed to helping veterans' transition to civilian life.



FIRST EVER ROTARY WINE PAIRING DINNER

*Friday, November 19, 2010
Guerrini Residence - 1701 Pepper Drive Altadena*

Pane Bianco

(Roasted Crusty Pugliese Bread
Rubbed with Roasted Garlic, Olive Oil, and Sea Salt)

Antipasti Freddi

(Roasted Red Peppers, Roasted Mushrooms, Fresh Mozzarella,
Prosciutto di Parma, Parmigiano, Romano, and Pepperoncini)

Paired with Pio Cesare Barbera d'Alba 2007

Pappardelle e Emulsione di Aglio e Cipolla, Pomodoro Arrosto
(Pappardelle Pasta and Roasted Tomato, Garlic & Onion Sauce)

Paired with Casanova di Neri "Tenuta Nuova"

Brunello di Montalcino 2003

Polpette di Carne e Salsa di Pomodoro

(Beef, Pork and Veal Meatballs
in Chunky San Marzano Tomato Sauce)

*Paired with (1) Lancaster Estate Cabernet Sauvignon Alexander
Valley 2005 & (2) Truchard Cabernet Sauvignon Carneros 2003*

Spumone e Frutti di Bosco Freschi

(Spumone and Fresh Seasonal Berries)
Paired with Fonseca Port Bin. No 27 (nv)

Coffee Service