

September 16, 2010

This Week
Sarah Philips
Executive Director
IFEE - Nigeria
John Frykenberg
International Chair
Reaching New
Generations of
Nigerian Youth
with Job Creation
Program Host:
Ray Carlson

Altadena Rotary has been active in Nigeria for five years now and in a very innovative way. We encouraged the formation of a Nigerian-American group — IFEE — with Sarah Philips as the executive director, to take responsibility for our programs in Nigeria. We depend on her and her team to make decisions regarding proposed projects there. Nigerians know far better than we how to navigate bureaucracies and interpersonal relationships in Nigeria to get things done.

Once again a project is taking shape for January when Sarah Philips and John Frykenberg, joined by Julius Johnson, will lead week-long entrepreneurship workshops in

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Hayes
by President Brian Hayes
Stack

More Cups of Tea

I previously wrote about Greg Mortenson who was one of the featured speakers at the Rotary International Convention. Mortenson is the author of the bestselling book *Three Cups of Tea*, which, as I recall the tragedy of 9/11, I am finding to be an inspiring read.

Mortenson is the Director of the Central Asia Institute whose mission is to promote peace and understanding through education. His Foundation has helped to build 145 schools in the remote, mountainous regions of Pakistan and Afghanistan. I can't imagine that any one of those schools was harder to complete than the first.

Mortenson literally stumbled into his life work. Following a failed attempt at K2, the world's second highest (and most challenging) mountain, he became separated from his companions. Following a harrowing night clinging to the edge of an icy peak, he staggered into the remote village of Korphe in the frontier area of Pakistan. Seeing how the children of the village gained an education — teacherless in an open field and scratching out lessons with sticks on the dirt — he promised the village elders he would return to build them a school.

At home in the United States, Mortenson naively wrote appeal letters on a rented IBM typewriter to a list of the 500 richest Americans. The result was a \$100 donation from Tom Brokaw. Luckily, he found a benefactor, a venture capitalist who happened to be an avid mountaineer.

After haggling with unscrupulous contractors, Mortenson assembled the materials necessary to build a small school and had them transported on a harrowing road that overlooked steep and potentially fatal drops of hundreds of feet. Returning to the village, the elders thanked him, but asked if instead of a school, might he consider building them a bridge. Mortenson realized that there was no way to deliver the heavy building materials via a rickety cart that a single person

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Greeters

September 16

Tony Hill

September 23

Boyd Hudson

September 30

Ed Jasnow



Program Review

Connecting with Students in New Ways

Albert Einstein is given credit for saying the definition of insanity is doing the same thing and expecting a different result. Faced with a struggling school district, new Superintendent Edwin Diaz hired our last speaker, Michael Seaton, 3 years ago from Glendale Unified to develop a new approach to educational excellence by increasing students access to *real world* learning.

Seaton explained that "something is going right" with the district's elementary schools in regard to academic performance. Unfortunately, the middle school

and high school results have not been acceptable.

When surveyed, 80 percent of high school graduates said they saw no connection between their learning and the real world. To help more students succeed in school, the district is implementing a *linked learning* curriculum through their strategic plan. Linked learning has four elements:

- a strong academic core;
- a technical core (where students can see the learning connection to a career);
- increased relationships with the business community; and
- special programs that are embedded in a career pathway to facilitate learning.

The platform for this new structure has been funded by a \$1.7 million grant from



the James Irvine Foundation.

The district's strategic plan involved the input of over 800 community members. The goal is to make sure that all graduates from PUSD are prepared for college and career success and to contribute to society.

Craig Cox

Editor's Note: You can follow the implementation of the Multiple Pathways curriculum, etc. by searching for <PUSD multiple pathways>.

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Rotary Club of Altadena - #7183

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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. Kalyan Banerjee

Dist 5300 Gov. Roger Schulte

Officers

Brian Hayes, Pres. Bus. 626-398-6300

Tony Hill, Pres. Elec. Bus. 626-795-5363

David P. Smith, VPRES. Bus. 636-398-2010

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

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Regina Bette Youth Contests/Awards

Tony Hill Vocational/Youth Projects

John Guerrini Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

September Programs

Program Chair, Ray Carlson

September 16 - Sarah Philips & John Frykenberg - Reaching New Generations of Nigerian Youth with Job Creation

September 23 - To be Announced

September 30 - To be Announced

October Programs

Program Chair, Tom McCurry

October 07 - To be Announced

October 14 - Dr. Mark Rocha, new PCC President

October 21 - To be Announced

October 28 - To be Announced

November Programs

Program Chair, Hal Yorke

November 04 - To be Announced

November 11 - To be Announced

November 18 - To be Announced

November 25 - Thanksgiving - Dark

Congratulations



Birthdays

09/13 - Boyd Hudson

09/17 - Dennis Mehringer

09/19 - Bob Collinge

09/22 - Etta McCurry

09/29 - John Guerrini



Anniversaries

09/13 - Alice & Boyd Hudson

Chairmen's New Members — Are you ready to help find & recruit Them???

by John Guerrini, Membership Chair



Membership building means both
1) Retention of members and
2) Recruitment of members.

Let's talk Retention.

According to a 2007 survey by Rotary International, the top 3 reasons members stay in Rotary are (1) club fellowship, (2) community service, and (3) networking. It seems to me that our little club is certainly not lacking in the community service area. And now that Theo has ramped up the fellowship drive, networking and fellowship should be covered as well.

Now let's talk Recruitment.

Our club's recruitment goal last year was four new members. We did not meet

it, only securing two new members. And so far this year, even though we've gained one member, we've lost two. So the way I see it, developing new members is our real goal this year.

NEW MEMBERS!

That's right. So in the next few weeks, your Membership Chair is doing two things:
1. Sending out to each of you, a Membership Survey. This will be done by email. In it, I will ask for your frank opinions about a variety of topics, including what we are doing here at Altadena

Rotary that works, and what doesn't work, the things you want to see, and the things you no longer want to see, among other items. The answers will dictate how we move forward with membership recruitment and retention.

2. After the survey results are in, there will be a call to a meeting of everyone who wants to be on this year's Membership Committee. The meeting will take place at my office, and we will (1) discuss the results of the survey, (2) determine next steps, and (3) formulate a membership recruitment plan.

As you already know, we are each responsible for membership. Can I count on you to be part of the future of Altadena Rotary?

NEW MEMBERS

Stack

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propelled hand over hand across the rope that hung over a deep gorge that led to the village.

Another year of planning and the bridge was built. Then the school. Little victories led to more expansive goals. And he was learning. While the first school took three years to build, he built the next two

in a three-month period.

When terrorists attacked us on September 11, 2001, we responded to an armed, determined and uncompromising opposition with force. Many of the terrorists who participated in the attacks and threaten our security today were educated in radical religious schools

(*madrassas*). It makes sense that the subtitle to Mortenson's book is *One Man's Mission to Promote Peace...One School at a Time*.

Perhaps by offering these poor children a path to education, jobs and a future, the dead-end attraction of radicalism will lose its appeal.

This Week

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two polytechnic universities in Owerri (South-East) and Kaduna (North), with 1,000 students expected at each. This builds upon the success that Frykenberg had in Owerri last January, where IFEE

chairman Sunday Agang traveled from Jos to Owerri to explain earlier programs in Kaduna. All were/are in collaboration with the #1 Owerri Rotary Club who have urged us to return.

Come and hear how we initiate important programs for Job Creation in Africa, where the need is so great. Know any African immigrant businessmen or women? Invite them.

Quick & Easy Hearty Carrot Soup



Oddly, in contrast to the searing heat that Southern California has experienced in the last few weeks, this past week has seen a significant cooling trend. And, a couple of days ago, it was downright chilly. By evening, the windows had to be closed because it was so cold; Nick and I contemplated turning on the heater. In other words, it was perfect weather for soup. We had just bought a five pound bag of carrots from Costco, so what better way to showcase them than with a quick soup? Ready? This one is easy, and it takes no more than 20 minutes.

It serves two if the soup is the meal, and easily five or six if you are using it as an appetizer.

The ingredients:

- About 12 large carrots, peeled if you prefer, ends chopped off
- Eight tablespoons unsalted butter
- 1 cup of good white wine, off dry
- ½ cup sour cream
- 1 cup water (more or less, to thin or thicken)
- Dash salt and pepper to taste
- Truffle oil, for garnish
- Toasted seeds, for garnish (we used sunflower seeds)
- Red pepper paste, for garnish

Chop the carrots. OK to peel if you like. We typically use a knife to remove rough patches of skin,



but we leave most of the skin on.

Into a hot saucepan, cook the carrots



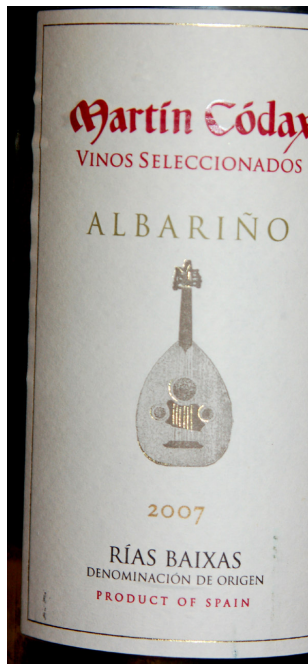
in the butter. Add salt and pepper if you like.

Stir every minute or so. Leave the heat on the highest possible setting. After 10-15 minutes, it will look like this.



Add about one cup of a good, off-dry white wine. Tonight, we chose the Bodegas Martin Codax Albarino 2007.

This is a solid Spanish white from Rias Baixas. Scoring an impressive 90 from Wine Enthusiast, this bottle can be scored for



no more than twenty bucks. Pour the wine into the carrot mixture.

Keeping the heat on high, cover the



pan and boil off the liquid. This should take about five more minutes. Keep an eye on the pan! You don't want burned carrot soup. While the liquid is evaporating, pour a glass of this great Albarino. Notice its straw hue with ripe citrus nose. It's very bright and spunky. It's full bodied with just a bit of sweet, to tease. Wait — are those thyme notes? Oh, yeah. You bet. Thyme and green apple. Holding a glass of this beauty is like walking through a dewy forest in the morning after a chilly night, with the sun peeking through the branches overhead, the smell of underbrush filling the air. Wine Enthusiast may have got it wrong — this one is surely a classic.

OK, back to the soup. Once the excess moisture has evaporated, use a slotted spoon to transfer the carrots (don't want all that extra butter!) to a blender. Add the sour cream.

Add the water and blend.

Add more water if necessary, to reach your desired thickness. Then quickly pour



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MONEY MATTERS

by Linda Wilkes

Last Week in the News

The Standard & Poor's/Case-Shiller 20-city housing price index — on a seasonally adjusted basis — rose 0.3 percent in June after a 0.5 percent increase in May. Home prices are 6 percent above the April 2009 bottom, but 28 percent below their peak in July 2006.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending August 27 increased 2.7 percent. Refinancing applications rose 2.8 percent. Purchase volume rose 1.8 percent. Refinancing made up 82.9 percent of total applications, the highest level since January 2009.

The Institute for Supply Management reported that the monthly composite index of manufacturing activity was 56.3 in August after reaching 55.5 in July. Economists had anticipated a reading of 53.2. A reading above 50 signals expansion. It was the 13th straight month of expansion.

Total construction spending fell 1 percent to \$805.2 billion in July, following a downwardly revised \$813.1 billion in June. Economists had anticipated a drop of 0.6 percent in July.

The National Association of Realtors reported that its pending home sales index — a forward-looking indicator based on signed contracts — rose 5.2 percent in July after a revised 2.8 percent decrease in June.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity fell to 51.5 in August from 54.3 in July. A reading above 50 signals expansion.

Initial claims for unemployment benefits fell by 6,000 to 472,000 for the week ending August 28. Continuing claims for the week ending August 21 fell by 23,000 to 4.4 million. The unemployment rate rose to 9.6 percent in August from 9.5 percent in July. Upcoming on the economic calendar are reports on consumer credit on September 8, international trade on September 9 and wholesale trade on September 10.

Level 5 Leadership

The key differentiator between good and great companies is Level 5 leadership. This is the premise of Jim Collins' best-selling book *Good to Great: Why Some Companies Make the Leap ... and Others Don't*.

The following criteria are used to identify the sustained excellence of Level 5 leadership: companies needed to exhibit a 15-year cumulative stock return at least three times above the market average. Out of the Fortune 500, only 11 companies qualified.

Level 5 leaders have some surprising characteristics in common. Instead of being high-profile, big-ego leaders, they are self-effacing and reserved. All are humble and clearly see their own limitations in what is an increasingly complex and ever-changing marketplace.

Consequently, their role as leader is less about promoting their own vision and more about surrounding themselves with the best talent available, then grilling that talent with penetrating questions to devise ongoing strategies to accommodate the ever-changing marketplace.

This is described as "first who ... then what." Because no single person has all the answers, the emphasis is on first "who" is onboard and then "what" to do is decided. In the book, an analogy is made to a bus. The Level 5 leaders first make sure to get the right people on the bus and the wrong people off the bus. Then, collectively, they decide where to drive the bus.

Level 5 leaders also exhibit an unwavering resolve to do whatever must be done to produce the best long-term results for the company, show a relentless ability to confront brutal facts and never lose faith. And, most importantly, they avoid the pitfall of being good. It turns out the biggest impediment to being great is the complacency that comes with being good.

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

Wine

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into bowls. We garnished with black truffle oil, more sour cream, a few toasted sunflower seeds, and a dash of



red pepper paste:

Grab some bread and dig in. This one is a meal in and of itself.

Until next time. ...



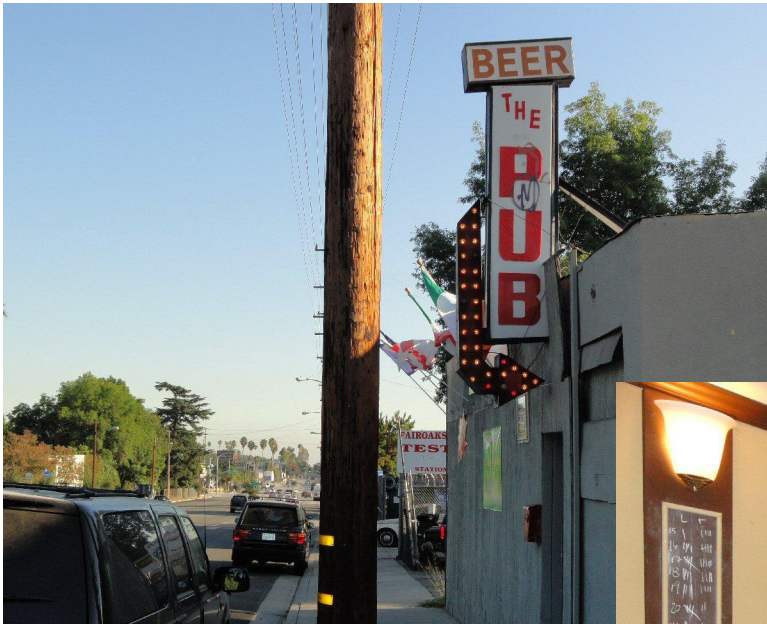


FELLOWSHIP ♦♦♦

The Core of Altadena Rotary

Photos of our First Meet & Greet

by Theo Clarke



The Pub on North Fair Oaks



Ray Carlson scores at darts



(l to r) Brian Hayes, Owner Gail Casburn, and David Smith



(l to r) Gloria & Brian Hayes, Jim Gorton, David Smith, Craig Cox, Bill Jennings, Ray Carlson and Theo Clarke (who is taking the photograph) enjoying themselves