

September 23, 2010

**This Week**  
**Gilbert Barraza, Jr.**  
**New Principal,**  
**Pasadena High School**  
**Program Host:**  
**Ray Carlson**

Gilbert Barraza, Jr. received his BS in Education from the University of Texas, El Paso and his MA in Educational Administration from New Mexico State University.

We are delighted to welcome the new principal of a high school that our club has been associated with for many years, mainly through sponsorship of the Interact Club and annual awards to the Naval JROTC — PHS.

Barraza came from the Calexico Unified School District, where he had served as principal of Calexico High School since 2004. As principal, he led the re-constitution of the campus and helped the school earn a six-year accreditation from the Western Association of Schools and Colleges. During his tenure, seventeen of the school's graduates won the prestigious Gates Millennium Scholarships, Calexico High School earned national recognition for its Advanced Placement program, and was named a silver medalist in 2009 by *US News & World Report* for its college-going culture.

Whereas we have worked closely with the Business & Entrepreneurship

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**Hayes**  
*by President Brian Hayes*  
**Stack**

**Rotary 2.0**

Once I got established in a new position for an organization serving the Pasadena/Altadena area, I was eager to find ways to get involved in the community. Having previously been a member of the Rotary Club of Pomona, I sought out local Rotary clubs. Some, I found, were too small, lacking the critical mass to achieve impactful results in community projects. Others seemed too large, appearing impenetrable for a newcomer to find a role. Altadena Rotary seemed just right.

My first contact with the Altadena club was through the website. I clicked the link to send a message, and within 48 hours I received a reply from Linda Wilks, who was then Membership Chair, inviting me to attend a meeting. The system worked.

Technology is changing all aspects of business, life and culture. Many longtime Rotarians came of age in a business environment when deals were done with a handshake and a look into someone's eyes. Today's business leaders conduct business through thumbs racing across a tiny keyboard. Previous generations of businessmen traveled office-to-office, and face-to-face. Today's businessmen and women carry their office with them 24/7.

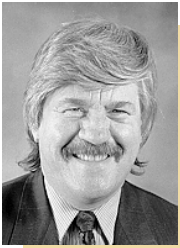
With the quickly changing corporate culture, it's no wonder that most Rotary clubs are having difficulty recruiting new members who will commit to meeting once-a-week in one place.

While technology has the potential to change Rotary, technology, in the hands of Rotarians, has the potential to change the world. I would like to see the Club create a more thorough welcome package to provide to prospective members. An attractive brochure that members could hand out as they conduct business in the community would be a start. But the potential for incorporating technology into Rotary activities has vast potential. Imagine Altadena's entrepreneurial leadership training posted on YouTube where it can be accessed by young people from

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**Greeters**

September 23  
**Boyd Hudson**  
 September 30  
**Ed Jasnow**  
 October 07  
**Julius Johnson**



# Program Review

## Nigeria ... Here We Come ... Again!

Thanks to the dedication and hard work of John Frykenberg, with the inspiration and guidance of Ray Carlson, last week's program showed how a small Club like ours can have an impact on the other side of the world. Frykenberg's guest was Sarah Phillips, a former Nigerian now living in California. Phillips and Frykenberg — along with Julius Johnson — will be taking a trip to Nigeria on December 27, 2010 as part of a team bringing medical supplies and entrepreneurship education to the towns of Owerri

and Kaduna. Frykenberg has been involved in this project several years now, but this will be the first time for Johnson.

Frykenberg advised that last year the team brought a million dollars in donated medical supplies consisting of approximately one-half a million dollars worth of medications and approximately another one-half million dollars worth of medical equipment, including beds, operating tables and microscopes. It is the hope and expectation of the group that this will be duplicated again this year.

The medical team will be meeting with the State governor as well as government ministers and the heads of local colleges. But they will also be working in one hun-



dred degree heat without air conditioning. However, their self-sacrifice is very much appreciated by the residents who walk 20 miles to get there for treatment and sleep on the ground overnight while they wait their turn. We were told that the Nigerians are a very friendly, happy, intelligent and resourceful people, and this view was supported by Gary Clark who has traveled throughout Africa. They are willing to work hard but just need an opportunity to help themselves, and that is where Frykenberg's entrepreneurship program comes into play.

In addition to assisting the medical teams, Frykenberg and Johnson plan to  
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### Rotary Club of Altadena - #7183

Chartered: February 14, 1949

P.O. Box 414, Altadena, CA 91003

www.altadenarotary.com

Meets: Thursday, 12:10p

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Sterling Louviere • Brian Hayes

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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

## September Programs

### New Generation Month

Program Chair, Ray Carlson

September 23 - Gilbert Barraza, Jr., new principal of PHS -- His agenda for upgrading PHS

September 30 - To be Announced

## October Programs

### Vocational Service Month

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

### Rotary Foundation Month

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 FYI Fellow Rotarians Corner

by Paul Sirois, One of our Youth Chairs



The time is fast approaching for this year's Teen Leadership Camp (TLC) in Orange, California at The Outdoor Educational Center. Several years ago, the event had been held in Idyllwild, California.

The Rotary Club of Altadena is again

sponsoring two local 8th graders (one female and one male) for this special event. The leadership adventure will begin on Friday, November 19 at 11a and end on Sunday, November 21 at 2p.

The privilege to attend this unique leadership building event is stringent. She/he must be in good academic standing, demonstrate leadership potential in

school activities and/or community youth groups and be abreast with current events.

I will be contacting a local school administrator in the Altadena area and request their help in identifying prospective students in order to select the fortunate two.

Stay tuned!



## Program

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teach entrepreneurship and the creation of business plans to roughly 2,000 college students, 1,000 in Owerri and 1,000 in Kaduna. Frykenberg told us that studies have shown that only about one in five of

such students actually start successful businesses as a result of such training but after about 10 years, each of these businesssees employ approximately four

additional persons. So the hope is that the teaching of these 2,000 students will lead to the eventual employment of 2,000 people. We were told that there is a lot of unemployment in Nigeria, often young people with college educations cannot find work. Phillips told us about her son who had a masters degree and was unable to find work. But, by starting small businesses, these young people can not only make a living for themselves but eventually employ others.

Frykenberg pointed out that our few dollars of contribution grew to over a million dollars with matching grants and contributions of medical supplies. He asks that our Club get behind this worthwhile endeavor by running a business plan competition, being mentors with Nigerian students, participating in judging panels, promoting the program or initiating a fund raiser.

Tony Hill



They shipped in their supplies with them and ahead of them — A few dollars of contribution grew into over a million dollars with matching grants and contributions of medical supplies.



## Stack

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around the world. Imagine a virtual club where young adults in different locations plan and interact through the internet; envision third-world countries cheaply implementing cellular and internet-based phone networks, by-passing a generation of hard-wired infrastructure. Imagine the collective wisdom of Rotarians around the world being collected on a Roto-pedia.

The fellowship and friendships that are gained at weekly gatherings make up a central core of the Rotary philosophy. But technology has an increasingly vital role to play in planning, organizing and promoting Rotary activities. If Rotary by-passes technology, the next generation tech-savvy business leaders may by-pass Rotary.

## This Week

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Academy at Muir HS, PHS is home to the Graphic Communication Academy and Visual Arts & Design Academy.

Come and learn the exciting plans for this largest school in the PUSD. Invite a friend.





# MONEY MATTERS

by Linda Wilkes

## Last Week in the News

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending September 3 fell 1.5 percent. Refinancing applications fell 3.1 percent. Purchase volume rose 6.3 percent. Refinancing made up 81.9 percent of total applications.

The Federal Reserve announced consumer credit debt fell in July by \$3.6 billion. Economists had forecast that consumer credit debt would fall \$3.5 billion in July. Consumer credit debt fell in June by \$1.3 billion, \$5.3 billion in May and \$14.9 billion in April.

According to the ICSC-Goldman Sachs

index, retail sales fell 0.4 percent for the week ending September 4. On a year-over-year basis, retailers saw sales increase 1.8 percent, the lowest reading since May.

The trade deficit decreased 14 percent to \$42.8 billion in July. Economists had expected the trade deficit to rise to \$46.8 billion.

Exports rose 1.8 percent to \$153.3 billion, the best reading since August 2008. Sales of civilian aircraft, industrial machinery, computers and telecommunications equipment all posted gains. Imports fell by 2.1 percent to \$196.1 billion.

Wholesalers increased their inventories 1.3 percent in July, following a 0.3 per-

cent rise in June. Sales at the wholesale level rose 0.6 percent in July, the most since April. Economists had anticipated inventories would increase 0.4 percent in July.

Initial claims for unemployment benefits fell by 27,000 to 451,000 for the week ending September 4. Economists had projected claims would fall to 470,000. Continuing claims for the week ending August 28 fell by 2,000 to 4.47 million. Upcoming on the economic calendar are reports on retail sales on September 14, industrial production on September 15 and consumer inflation on September 17. ☉

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

## Selling Raffle Tickets Pomona Fair, First Crew



The Car



Mike Noll working to sell a ticket



Jim working to sell a ticket



Yes, that's the engine



Filling out the stub



Handing off to the next crew



It's a beautiful car; mmm, how would I look driving it?