

August 11, 2011

This Week

Patrick Conyers,
Executive Director,
Pasadena
Educational
Foundation
Program Host:
Craig Cox

Patrick Conyers is the new Executive Director of the Pasadena Educational Foundation where he is responsible for the foundation's fundraising and outreach efforts. Prior to PEF Conyers was the Director of Development of 89.3 FM-KPCC/Southern California Public Radio.

Conyers, is a product of the University of Iowa where he received his BA in History and Latin, his MA in European History, and his PhD in European Economic History.

The Pasadena Educational Foundation advocates for public education, engages the community, and develops resources to support excellent education for every Pasadena Unified School District student. Founded 40 years ago in 1971, the Pasadena Educational Foundation has the distinction of being California's oldest education foundation, supporting K-12 public education.



View from the Hill

by President
 Tony Hill

Tailoring the Membership Message

August is Rotary *Membership Month*. We're already off to a great start with certain patrons of the Concerts in the Park who have shown an interest in Rotary and provided us with their contact information. Craig Cox has been good enough to follow up so we hope we will meet some of them at one of our upcoming meetings. In addition, Dave Smith brought an impressive guest this past week who has shown an interest in the club and our speaker last week has also indicated an interest in returning. I hope you can feel the ship slowly beginning to turn around because I can.

Social scientists have grouped individuals based upon characteristics that those born within a particular time period have in common. These groupings are loosely defined as follows: those born between the early 1900s and mid-1940s are known as the **builders**; those born between mid 1940s and mid 1960s are the **baby boomers**; those born between the mid 1960s and early 1980s are labeled as **generation X**; those born between the early 1980s and late 1990s are called **generation Y**; and those born after the late 1990s are known

as **generation Z**.

One of the challenges for our club and for Rotary as a whole is to bring in new members from the group known as generation Y or *gen Y*. This group is a challenge to recruit because they do not tend to be *joiners*.

Find what group you fall into. I am either the tail end of the builders or the beginning of the baby boomers. A large proportion of Rotary members were drawn from these groups. Service to their community was a respected virtue — a desire to give back. Gen X'ers are sometimes referred to as the *lost generation*. Characteristics sometimes attributed to them in a generalized way are *skeptical, cynical, flexible, independent, non-collective*.

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Greeters

August 11

Freddie Figueroa

August 18

Jacque Foreman

August 25

John Frykenburg



Program Review

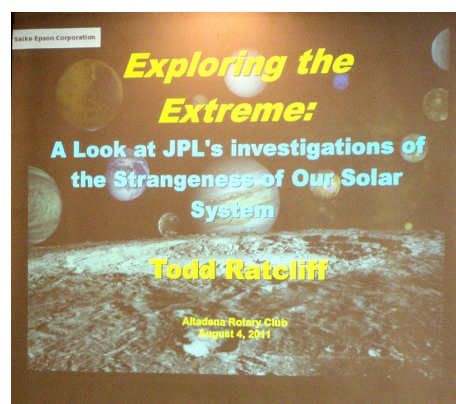
Exploring the Extreme

Eerie! Quaffs up images of the unknown. Aliens, isolation, primal fears and fight-or-flight all summon our incarnate imaginations ... Going where no one has dared to go ... on a *Star Trek!*

"Warp 9 Scottie! We're leaving the neutral zone and heading into *Romulan Space*".

Todd Ratcliff, UCLA PhD and Stellar strangeness scientist at the Pasadena Jet Propulsion Laboratory assigned to explore our solar system in a *multi-mission sup-*

port capacity and author of *Fifty Extreme Places in the Universe* spoke about on what to expect in space exploration in years ahead including the *Juno* mission which launched on August 6, 2011 on a 5-



year mission to Jupiter. (Theo Clarke was on-hand to see the launch at Cape Canaveral)

Juno follows *Dawn* which is now passing through the *asteroid belt* surrounding Jupiter, a gas giant planet, and entering the *Vesta* (large asteroid) orbit for scientific investigation before travelling on to *Ceres* (large asteroid) orbit as the first space-trekking satellite (utilizing its ion



engines) to travel and observe more than one heavenly body in an on-going quest to find out more about the origins of our solar system.

Dawn is scheduled to reach *Vesta* even as I write these runes. The milestone will be celebrated as Rotarians read their Sparks at JPL's *Vesta Fiesta* this weekend.

Juno will look for evidence of *water* on Jupiter, determine the composition of the *haze* layer, the *atmosphere*, the structure of the *interior* of the planet including the make-up of "hydrogen" which could be "metalized" at the planet's core and the

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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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Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

August Programs

Membership & Extension Month

Program Chair, Craig Cox

Aug 11 - Patrick Conyers, New Executive Director, Pasadena Educational Foundation

Aug 18 - Don Kenny, International Brotherhood of Magicians

Aug 25 - To be Announced

September Programs

New Generation Month

Program Chair, Ray Carlson

Sep 01 - To be Announced

Sep 08 - To be Announced

Sep 15 - To be Announced

Sep 22 - To be Announced

Sep 29 - To be Announced

Congratulations



Birthdays



08/02 - Phyllis Merrill

08/05 Kevin Moore

08/08 Joseph McMullin

08/10 - Don Applegate

08/11 - Joy Carlson

08/22 - Nick Robles (John Guerrini)

08/24 - Hal Yorke

08/27 - Elaine Klock

08/31 - Bruce Conroy (Jacque Foreman)



Anniversaries



08/01 - Phyllis & Ed Soza

08/23 - Dotty & Gary Clark

Chairmen's Corner Pasadena High School Interact Under New Leadership

by Hal Yorke, One of our Youth Services Chairs



A number of changes to the Pasadena High School Interact Club's organization chart are planned for the upcoming year. First of


all, there will be a new President: Emma Persico. Well, nothing unusual about that (except for Persico). The president and officers change each year.

Second, the PHS Interact Club's faculty advisor is changing. The previous years' faculty advisor, Christopher Anderson, has left PHS. We are sad to see him

go but, of course, wish him the best in his new role at the Pasadena Unified School District front office. The new faculty adviser is also a math teacher: Osvaldo Mejia. He has never been involved with Interact, so Persico and he are working together to reconstitute the club.

Yes, the Interact Club is in need of reconstitution. Sadly (for the Club) and happily (for those who graduated) more than 75 percent of Interact members were lost through graduation last year. A recruitment drive was initiated last year and will continue this year with the goal of increasing membership substantially.

Persico's approach to increase Interact membership is to plan meaningful service projects and to actively publicize them early in the year. She has expressed strong interest in participating in service projects that Altadena Rotary Club plans and as a result expand Interact's involvement.

Which brings me to the final change in PHS Interact's organization chart: me. I have taken over Tony Hill's role as Interact's Rotary Liaison. I look forward to helping Persico, Mejia and their reconstituted club find meaningful service projects and work together with Altadena Rotary. 

Program

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make-up of the strong "magnetic fields" and "bright auroras".



Information gathered should vastly increase our understanding of Jupiter and it's role in our solar system and determine whether or not Jupiter's moon Europa has enough water to be habitable.

Ratcliff went on to talk to rapt Rotarians about tornadoes on Mars (up to 6 miles high and spinning at 200 mph), nicely cleaning the lenses of "Spirit" and "Opportunity" rovers and ... consider implications for big-brother rover (a new droid) "Curiosity" set to travel to Mars in December, 2011. "Curiosity" will further earlier identification of water/ ice found at the poles and look for "bio microbial" life if it exists. Early evidence of ice was initially discov-

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View


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ist, committed to friends over family and pragmatic. They only care that something works — *keep it real* is their motto. Maybe it is the commitment to friends or the pragmatic quality that often brings them to join Rotary.

Then there is Generation Y. This is a generation that tended to be pampered by their parents and teachers. Their parents moved away from neglect and negativism towards protection and support. "Have you hugged your child today?" From birth members of this group were told constantly that they were *special, talented, unique, the best*. The result as seen by some is that they see themselves as the center of the universe, and that is because, since birth they have been told, both implicitly and explicitly, that they are. They are described positively as tech-savvy, well educated and ambitious. However others describe them as disloyal, disrespectful and demanding. They tend to be wary of large organizations such as Rotary. They tend to have a more negative view of Rotary's formalities that most of us see as traditions that we do not want

to change, such as an opening prayer, pledge of allegiance, patriotic song and four-way test. But they can also be excellent Rotarians — think of members such as **Craig Cox, Dave Smith and Brian Hayes**, or think of Hal's daughter Colleen who spoke to us a couple of weeks ago. In future articles I will give you a sense of how experts suggest we can attract Gen Y'ers to Rotary.

To give credit where credit is due, many of the references in this article are drawn from a book titled *The New Rules of Engagement – A Guide to Understanding and Connecting with Generation Y*, written by Michael McQueen. McQueen is a gen Y'er and a Rotarian from Australia. He was one of the program speakers at the RI Convention in New Orleans. He was an engaging, informative speaker who made a great impression on me and other attendees.

As I mentioned, this article will not be the last that I have to say on the ideas of McQueen, as I think he provides insights into a group that we need to understand better in order to see Rotary grow. 



MONEY by Linda Wilkes MATTERS

Last Week in the News

Pending home sales, a forward-looking indicator based on signed contracts, rose 2.4 percent in June after an 8.2 percent increase in May. On a year-over-year basis, pending sales are up 19.8 percent.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — rose 1 percent in May after a 0.6 percent increase in April.

The consumer confidence index rose to 59.5 in July from a downwardly revised 57.6 in June. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence.

New home sales fell 1 percent in June to a seasonally adjusted annual rate of 312,000 units from a downwardly revised rate of 315,000 units in May.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending July 22 fell 5 percent. Refinancing applications decreased 5.5 percent. Purchase volume fell 3.8 percent.

Orders for durable goods — items expected to last three or more years — fell 2.1 percent in June after a revised 1.9 percent increase in May. Excluding volatile transportation-related goods, orders posted a monthly increase of 0.1 percent.

The Commerce Department announced that gross domestic product — the total output of goods and services produced in the US — increased at an annual rate of 1.3 percent in the second quarter of 2011. This follows a 1.9 percent pace of growth in the first quarter of 2011.

Initial claims for unemployment benefits fell by 24,000 to 398,000 for the week ending July 23. Continuing claims for the week ending July 16 fell by 17,000 to 3.7 million.

Upcoming on the economic calendar are reports on construction spending on August 1, factory orders on August 3 and consumer credit on August 5.

Insight Now: Success Strategies for Business & Life

212° Service: The 10 Rules for Creating a Service Culture

You may recognize 212 as Manhattan's premier area code, but it's also the simple principle behind success. At 211 degrees, water is hot. At 212 it boils, creating steam. And steam can power a locomotive. The one extra degree makes the difference.

Mac Anderson, author of *212° Service: The 10 Rules for Creating a Service Culture*, discusses how to apply this fascinating analogy to your business with Prospect Mortgage's Chief Performance Officer Todd Duncan in this month's edition of InsightNOW.

Their engaging conversation sheds light on how that one extra degree of effort — in your business, your customer service, or your attitude — can propel you to the next level. Anderson describes how the seemingly smallest changes can make the most dramatic impact; and his book distills complex theories into concepts that are simple to implement. Duncan notes that "sometimes success is made too complicated," and commends Anderson for "demystifying" it.

Anderson emphasizes that focusing on your customers, teammates and employees will help you foster a service culture that benefits everyone. Duncan agrees that, in today's world of evolving regulations and compliance, "you can't be good at service, you have to be *great* at service." That, along with loving what you do, recognizing your strengths and weaknesses (along with hiring great people to help with those weaknesses) and being

willing to take calculated risks, will help you assume a true leadership role.

Duncan advocates learning to differentiate yourself in today's marketplace; Anderson succinctly delivers advice on how to do that with the power of 212: "It's not everything you need to know, but it's the most important things you need to know."

Duncan says, "Savvy salespeople must be prepared for an opportunity to arise at any moment, whether in an elevator or an airport. It's not enough to have a great presentation, you must practice it over and over so that it is authentically yours and can be delivered on the spot, when you need it."

For more information on Mac Anderson and 212° Service visit <http://www.simpletruths.com>.

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

Program

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ered on Cydonia Mesa in the 1970s on Mars.

Finally, Ratcliff reminded us of NASA's current policy to "follow the water" in JPL's quest to find life outside earth's "habitable zone" in the solar system, reminding us that "chemo-synthesis" (vs. "photo-synthesis") exists right here on earth in deep sea "lightless volcanic smoke vents" and in highly "acidic pools" in Yellowstone Park and the Great Rift Valley in Tanzania.

Rotarians wishing to pursue their exploration of space and possible alien life forms, which may be found, are encouraged to go to Todd's web site extremesolarsystem.com to begin their own quest in the unknown.

John Frykenberg



All **FREE** Concerts start at **7:00 PM** in the Amphitheater at Farnsworth Park.
568 East Mt. Curve Ave., Altadena, CA 91001 for information: 626-798-1131
Visit: <http://www.altadenasheriffs.blogspot.com>

15th Annual Summer Concert Series Schedule - 2011

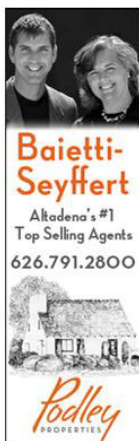
The Irish Volunteers & the Irish Pride Dancers	Saturday, July 9th
The Downbeat Express (Big Band Sound)	Saturday, July 16th
The Brian Hughes Quintet (Jazz)	Saturday, July 23rd
Upstream (Caribbean Music & Much More)	Saturday, July 30th
The Blue Breeze Band (R & B, Soul, Blues & More)	Saturday, August 6th
Lisa Haley & the Zydekats (High Energy Zydeco Music)	Saturday, August 13th
The Mixx (Get Ready to Rock 'N Roll!)	Saturday, August 20th
The Tumbling Tumbleweeds (Country Western)	Saturday, August 27th

And... For Our Grand Finale... Saturday, Sept. 10th
THE BEACH TOYS in the Ultimate Tribute to THE BEACH BOYS
Presented By: Stage Door Music Productions & SSGA

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