

August 18, 2011

## This Week

### Pitt Kinsolving Banjo History and the Topanga Fiddle Contest & Folk Festival Program Host: Craig Cox

Pitt Kinsolving began playing the 5-string banjo as an adult in 1957. From 1964 to 1975 he made the bulk of his living teaching folk instrument styles on banjo, guitar and dulcimer to a variety of private students in Connecticut. He first became connected to the Topanga Banjo Fiddle Contest as a contestant in 1979. Subsequently he has served as a judge of Traditional Banjo then later as a member of the sound team. (He has been a professional recording and sound reinforcement engineer for well over thirty years).

In 1995 he became a member of the board of directors. When Dorian Keyser, who had run the event for 25 years, wanted to retire in 1998, he accepted the position of president. Ably assisted by Gary Floyd, who has worked on a number of large festivals such as the American Folk Life

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## View from the Hill

by President  
Tony Hill

### Challenge Yourself — Invite a Gen Y to a meeting

Again, August is *Membership Month*. Dave Smith is off to a great start and has set the bar for the rest of us. Next Thursday evening Craig Cox will be hosting the second meeting of the Membership Committee at his house. The first meeting entailed brainstorming all of the possible approaches to growing our membership. This second meeting will be to decide how best to implement the recruitment ideas generated in the prior meeting. Hopefully Craig will have another large turnout to work on this very important goal. Remember, Craig is offering refreshments.

In my article last week I discussed how social scientists categorize the population based upon birth date and qualities that those born in a certain time frame tend to exhibit. I am following that up this week by discussing **generation Y** in particular. **Generation Y** are those born between the early 1980s and the late 1990s. In looking for new Rotarians from **generation Y**, we would be talking about those between maybe 25 to 32 years of age ... those who have finished their schooling and are stating out in their careers. In general, this is

a group that is difficult to recruit, but, for Rotary to remain a growing organization, we must find a way to recruit from this demographic. What follows is some insight into this group and how they might be drawn to Rotary.

My resource in writing this article and last week's is a book titled *Engaged - A Guide to Understanding & Connecting with Generation Y*, written by Michael McQueen, a Rotarian from Australia and a member of gen Y. In his book he discusses at length characteristics of Gen Y members and how these characteristics effect behavior. McQueen quotes Newsweek reporter Anna Quindlen, who said: "[Generation Y] is more interesting, more confident, less uptight, better edu-

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## Creeters

August 18

**Jacque Foreman**

August 25

**John Frykenburg**

September 04

**John Guerrini**



# Program Review

## Forty Years of helping Students ... The Pasadena Educational Foundation

Throughout its long history, the Altadena Rotary Club has supported and worked with the schools of the Pasadena Unified School District. Last Thursday, the Club had the pleasure of hearing from Patrick Conyers, the Executive Director of the Pasadena Educational Foundation. For forty years, the Foundation has been a supporter and sponsor of many programs offered by the District. He shared with us the history and the current status of the Foundation.

The Foundation was founded in 1971, with a modest goal of providing \$10,000 in

teacher grants. It has come a long way since its founding. Since that time, the Foundation has distributed approximately \$100 million, with a current budget of \$11 million.

Conyers spoke about the many projects that are currently being funded. The Preschool Program serves about 500 children age 3 to 5 on 15 campuses. The Foundation pays for books, playground equipment, staff development and an arts curriculum. The Program provides a critical role in reaching children at an early age and starts them on a path to learning.

The District offers a dual language immersion program in Spanish and Mandarin for kindergarten and first grade students. The program was started and funded with the assistance of the Foundation.

The city of Pasadena is the home of many world-class art museums. Teachers, working with the curators at the area museums, developed a program called *My Masterpieces: Discovering Art in My Community*. The curriculum combines classroom lessons with field trips that allow PUSD students to experience the rich cultural resources of the San Gabriel Valley. This program is funded by the Foundation and includes the Huntington Library, the Armory Center for the Arts, and Kidspace, among others.

The Foundation was started 40 years ago with the goal of making Teacher

Grants. Today the Foundation still does grants to teachers, giving them the critical funds to acquire educational materials, to pay for field trips, and to pay for computers.

The work of the Foundation has been accomplished largely through the generosity of its wide spectrum of donors — individuals, community organizations, business leaders and civic organizations. The Foundation is dedicated to the proposition that strong public schools depend on an active and engaged community.

There are wonderful things happening at the Pasadena Unified School District. Thanks in part to the contributions of the Pasadena Educational Foundation, students and teachers are involved, learning and thriving.

Boyd Hudson



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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

Altadena Town & Country Club

2290 Country Club Drive • Altadena, CA

626-794-7163

Rotary Int. Pres. .... Kalyan Banerjee

Dist 5300 Gov. .... Doug Fowler

### Officers

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

Julius Johnson, Pres. Elec. .... Bus. 626-797-1186

Brian Hayes, VPres. .... Bus. 626-529-8093

Jim Gorton, Sec. .... Bus. 626-793-6215

Mike Noll, Treas. .... Bus. 626-683-0515

### Directors

Jim Gorton • Craig Cox • Julius Johnson

Sterling Louviere • Brian Hayes

Linda Wilkes • David Smith

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Julius Johnson ..... Administration

Craig Cox ..... Foundation

Jacque Foreman ..... Public Awareness

TBD ..... Publicity

Jacque Foreman ..... Sparks/Website

Mike Zoeller ..... Club Projects

Ed Jasnow ..... Community

John Frykenberg ..... International

TBD ..... Youth Contests/Awards

TBD ..... Vocational/Youth Projects

TBD ..... Membership

Editor, Design & Typesetting ..... Foreman Graphics

Photography ..... Jacque Foreman

## August Programs

### Membership & Extension Month

### Program Chair, Craig Cox

Aug 18 - Pitt Kinsolving - Banjo History and the Topanga Banjo\*Fiddle Contest and Folk Festival

Aug 25 - Don Kenny, International Brotherhood of Magicians

## 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 Community Service + Publicity = Membership Growth

by Ed Jasnow, Community Chair



This is the new formula for the Rotary Club of Altadena. Right now, we are in the midst of a couple of high profile community service

events that will certainly put our name out there for people to see and, we hope, join us as we serve our community. The first of these has been the Summer Concert Series held at Farnsworth Park. For the past five weeks, attendees at these concerts have been seeing a huge banner above the stage that proclaims that "Altadena Rotary Welcomes You To The Summer Concert Series." They have been lining up at the top of the amphitheater to

buy beer, wine, soda, and chips from Altadena Rotarians. They have seen a table devoted exclusively to information about the Rotary Club of Altadena, staffed by President Tony, who's happy to invite them to come to our Thursday luncheon meetings.

There are four more of these concerts left this summer, and they are golden opportunities to spread the word about all the good work we do throughout the community.

The second high profile event will be the Altadena City-Wide Outreach and Festival, to be held Saturday, September 10, on Mariposa Street, between Lake and El Molino. This is going to be a giant fair expected to attract over 2,000 visitors. Our

club will be listed as a sponsor on the banner that will be hung across Lake Avenue. Additionally, we will have an information booth inside the fair itself, where we will be handing out brochures and telling visitors about all the service we provide to the community.

That same night, September 10, is the Grand Finale for the Summer Concert Series, the Beach Toys in the ultimate tribute to the Beach Boys. This promises to be the most heavily attended concert of all, and, therefore, our highest visibility event.

Let's make sure we all get out to these events to spread the word about our club. It's up to us to keep our club from being *the best kept secret in Altadena.* ○

## View

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cated, more creative and, in some essential fashion, unafraid." Unfortunately they also are hesitant to join groups such as ours.

In his book, McQueen has some suggestions on how to connect with members of **generation Y**. Gen Y'ers are looking for authenticity — they want you to be you — they have a finely tuned *BS meter*. If you are looking to connect, vulnerability and honesty will go a long way. To build rapport, the key is to be interested and impressed ... *by them*. **Generation Y** members will question the relevance and validity of information that isn't dynamically interconnected. They tend to ask one question more than any other and that question is "why?"

Another key to connecting with members of **generation Y** is to understand that they focus on outcomes over process. They are involved in clarifying and prioritizing the reason why you do what you do (the outcomes) rather than what you

do to achieve it (the process). This is why some gen Y'ers who visit Rotary are a bit put off by such things as our Pledge, inspirational message and song. They like flexibility in organizations they join or work for over inflexibility. They love to be involved with organizations that are organic, loosely structured and responsive

to change and diversity.

In his book, McQueen makes the point that, to connect with a gen Y person is to emphasize the importance of the narrative. Stories connect with them because they illustrate a principle in action while leaving interpretation and personal appli-

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## This Week

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Festival in Washington, DC and Pasadena's Rose Parade, he set out to build a board of directors that could be self-sustaining and carry the Topanga Banjo Fiddle Contest into the future.

As this process progressed, he stepped aside to have Gary Floyd become president as he moved to the vice presidency, and then to become once again a board member. Neither he nor Floyd could be at the 2009 (49th) event in their usual capacities, but Kinsolving was able to arrive in the late afternoon, to find the festival

going very smoothly. At that point he could see that his mission had been accomplished, so a few months later he retired. The next year marked the fiftieth Topanga Banjo Fiddle Contest, and this year was the fifty first, with no end in sight.

In preparation for Kinsolving's presentation, you might want to check out a special video of the TNFC 50<sup>th</sup> event online at: [http://youtu.be/y\\_48jywwjJ8](http://youtu.be/y_48jywwjJ8) ... and the website at [www.topangabanjofiddle.org](http://www.topangabanjofiddle.org) is brimming with information, photos and some entertainment, too. ○



# MONEY by Linda Wilkes MATTERS

## ***Last Week in the News***

The Institute for Supply Management reported that the monthly composite index of manufacturing activity fell to 50.9 in July after a reading of 55.3 in June. A reading above 50 signals expansion. It was the 24th straight month of expansion.

Retail sales fell 0.3 percent for the week ending July 30, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 4 percent.

Total construction spending rose 0.2 percent to \$772.3 billion in June, following an upwardly revised 0.3 percent gain in May. Economists had anticipated an increase of 0.1 percent in June.

Factory orders fell 0.8 percent in June to a seasonally adjusted \$440.7 billion, following an upwardly revised 0.6 percent increase in May. Excluding the volatile transportation sector, orders rose 0.1 percent in June.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending July 29 rose 7.1 percent. Refinancing applications increased 7.8 percent. Purchase volume rose 5.1 percent.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity fell to 52.7 in July from 53.3 in June. A reading above 50 signals expansion. It was the 19th straight month of expansion in the services sector.

Initial claims for unemployment benefits fell by 1,000 to 400,000 for the week ending July 30. Continuing claims for the week ending July 23 rose by 10,000 to 3.7 million. The monthly unemployment rate fell to 9.1 percent in July from 9.2 percent in June.

Upcoming on the economic calendar

are reports on wholesale trade on August 10, international trade on August 11 and retail sales on August 12.

## ***Mind Your Money***

### ***Mortgage Rates Have Dropped Further!***

Although mortgage rates for 2011 have been at historic lows, market conditions have pushed rates to their LOWEST POINT EVER!

I include *Mind Your Money* in my column to help you and your family be aware of money-saving opportunities. Extraordinarily low mortgage rates are easily the biggest such opportunity right now.

The market is volatile! I strongly urge you to act now and call me today to discuss refinancing your current mortgage or obtaining a new loan for purchasing a property. Don't let this amazing opportunity to save money pass you by.

Call or email me today — I am ready to serve your needs!

## ***Content Ideas for Your Blog***

To make your blog a go-to information source for your community and become that indispensable *authority* in your neighborhood, use this three-prong, content-rich strategy:

***Be the expert*** - As a well-informed business person, update site visitors regularly about new and improved products, summer activities for children of specific ages, safe places to board pets while the family is on vacation, what's new in your business. Develop a learning center with the following articles: how to help pets in hot/cold weather, which common house/garden plants like acid/alkaline soil, safety tips, etc.

***Be a resource*** - Do your clients have college-bound children? Imagine how much those parents would appreciate a list of college scholarships for which their children could apply. For parents worried

about keeping their kids busy this summer, list an exciting array of summer camp possibilities. If unemployment is stubbornly high in your community, highlight promising job opportunities or new businesses opening in town. Include a toolbox with an events calendar and directory with links to local businesses and organizations.

***Be interactive*** - Always keep your blog fun, fresh and interactive. The possibilities are endless. Feature a Q&A section that encourages feedback on the hot topics of the day. Create essay contests ("I have the best mom in the world because ...") or photo contests for the best Halloween costume and best decorated house. Solicit reader recommendations on everything from restaurants to where to find the cheapest gas.

In the waning of traditional media, the hunger for information and new ways for people to connect is stronger than ever. If you can be the blogger to supply that missing link, the growth of your business will be boundless.

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

## **View**

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cation in the hands of the listener. Instead of dictating truth, you are simply illuminating a principle through experience and allowing the listener to attach his or her own meaning. "If you want to truly engage **generation Y**, you can no longer see yourself merely as a messenger delivering information. Your background, your history and your stories must become the centerpiece of your message." That sounds doable to me.

In summation, recruiting from Generation Y is a challenge, but we Rotarians like a challenge.





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

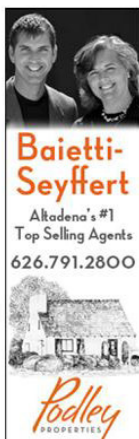
The Irish Volunteers & the Irish Pride Dancers	Saturday, July 9th
The Downbeat Express (Big Band Sound)	Saturday, July 16th
The Brian Hughes Quintet (Jazz)	Saturday, July 23rd
Upstream (Caribbean Music & Much More)	Saturday, July 30th
The Blue Breeze Band (R & B, Soul, Blues & More)	Saturday, August 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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