

**This Week**  
**Club-Level**  
**Competition**  
*The Four-Way*  
**Test Speech**  
**Contest**  
**Guest Host:**  
**Kevin Moore**

This is the week that high school students will be participating in this year's club level 4-way speech contest. The contestants attend public and private high schools in the Pasadena area.

The winner of this contest will compete next month at the group level 4-way speech contest against the winners of the club level contests held this month at Pasadena Rotary, Pasadena Sunrise, and Sierra Madre. We will let you know when and where the group level contest will be held. The winning contestant of the group level contest will then compete in the regional level contest to be held in April.

As in previous years, the theme of the contest is the same as this year's Rotary International theme. Any topic related to this theme is acceptable, provided it is not obscene, profane, unpatriotic or racist. ☉



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

**Deep Freeze**

If I'm writing about the weather, I must be running out of topics for my weekly column. Nevertheless, it's easy to feel nostalgic about winter storms from 2,000 miles away.

I grew up in Toledo, Ohio, which is located on the western end of Lake Erie. Since prevailing winds blow west to east, Great Lakes communities like Cleveland and Buffalo were pelted with the white stuff while Toledo was usually spared the worst. Yet, every once in a while (including the past few days, according to reports from my parents), we got a doozy.

The Blizzard of '78 was one of those times. Over the course of 24 hours, my city was buried by 2 feet of snow. For me, it was a holiday. Unlike my father who grumbled about the family station wagon being buried in a snow drift, I didn't have to drive anywhere. I listened in anxious anticipation to the radio announcements of school closures, since my district (Washington Township) was always listed last. After shouts of glee, my brother, sister and I would pull out the board games.

When my mother realized that we were out of bread and milk, I strapped on my cross country skis and glided down the middle of the unplowed streets to the

nearest 7-11.

I talked to my parents about the most recent onslaught that paralyzed business and travel throughout the Midwest. Fortunately, they had food in the fridge and a shelf full of books to read, and they huddled under quilts to wait out the storm.

I feel guilty (almost) mentioning our chilly temperatures that recently dipped below 40 degrees. The flocking of frost on the lawn did little to disrupt my life (although Lily whined about the tickly chill on her tummy as she went about her business!).

I long for a chance to ski down normally busy boulevards, and build igloos in the backyard. But life is complicated enough without disruptive weather to worry about.

Winter ... it's a nice place to visit, but I wouldn't want to live there. ☉

*Greeters*

February 10

**Craig Cox**

February 17

**Roger Fennell**

February 24

**Freddy Figueroa**



# Program Review

## They Spoke of Nigeria John Frykenberg & Julius Johnson

Of all the Rotary clubs in the greater San Gabriel Valley, there is no club that has a greater reputation for international service than the Rotary Club of Altadena. Whether it is working with Armenian students on entrepreneurship, building homes in Baja California, or teaching job skills to students in Zambia, Altadena Rotary takes the lead. This reputation was on display this last Thursday when John Frykenberg and Julius Johnson regaled the club with stories and pictures of their recent trip to Nigeria.

In January, John Frykenberg and Julius Johnson spent approximately two weeks traveling to Nigeria along with twenty-five other people on a trip sponsored by Hands in Hearts. Many of those on the trip were experienced medical and dental personnel. In fact the medical staff treated and saw approximately 4500 people as part of the visit. Frykenberg and Johnson and several others were a part of an educational mission. They participated in several job training and career seminars for university students in Nigeria. Over 1800 students participated in this program.

The students were there to learn job skills and particularly how to develop and write a business plan. Although the principal employer in Nigeria is the national government, many people are enthusiastic about business development and learning how to be a business owner. The curriculum used by the program was developed by a professor at UCLA. The students, ranging in ages from 20 to 30 years, were very excited about the information being offered. Frykenberg and Johnson participated in two four-day seminars in

two different parts of the country. At the conclusion of the seminars, the student



Julius Johnson



John Frykenberg

received a graduation certificate for completing the course.

However, the work was not completed at the end of the seminar. The students will go back to their university, and those who are motivated will develop, prepare and write a business plan. The top ten (10) business plans — as selected by the faculty in Nigeria — will be sent to Frykenberg and Johnson for review and evaluation. Out of those ten, three plans will be selected

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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. .... Roger Schulte

### Officers

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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

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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

## February Programs

### World Understanding Month

Program Chair, John Frykenberg

February 10 - 4-Way Speech contest - Kevin Moore, Guest Host

February 17 - To be Announced

February 24 - Dan Stover Competition - Theo Clarke, Guest Host

## March Programs

### Literacy Month

Program Chair, Paul Sirois

March 03 - To be Announced

March 10 - To be Announced

March 17 - To be Announced

March 24 - To be Announced

March 31 - To be Announced

## Congratulations



### Birthdays



01-03 - Betty Ferris

01-09 - Gloria Hayes

01-14 - Bill Reeder

01-27 - Ann Rider (Hill)

01-27 - Barbara Yorke



### Anniversaries

01-03 - Jim & Karen Gorton

01-04 - Mike & Carol Zoeller

01-22 - John & Joan Frykenberg

# Chairmen's The Whirlpool Paradox

## Corner

by John Guerrini, Membership Chair, based on an article that appeared on Rotary Blog: <http://membership33-34.blogspot.com>



What is the *Whirlpool Paradox*? As applied to Rotary Clubs, it is the condition where clubs become "so intent on recruiting new members that they neglect membership qualifications." The short-term result is a net membership gain but the long-term result is a net membership loss, due to "the purposes for having members causing existing members to leave." The club "continues to recruit new members until the pool of qualified members runs dry." Similarly, a Rotary District can be caught up in the same *Whirlpool Paradox*, where the District becomes "so intent on starting new clubs that they neglect helping all clubs advance the Object of Rotary, causing existing clubs to get older and smaller while new clubs struggle to recruit and keep new members until the pool of qualified members runs dry."

According to Christine Marcin of Stifel & Marcin, "Never forget the huge value of your current customers. Companies that continually target new consumers, while neglecting existing customers are sometimes referred to as having a *Death-Wish [the Whirlpool] Paradox*." They wish they had more sales, so they target new customers and spend a lot to try to get those new customers, but it only leads to financial *death*.

The lesson to be learned for Rotary Clubs is that we must diversify marketing efforts, between our *present customers*, *new clients*, and *potential customers*. This way, we encourage *buyers* to return, while expanding our *customer base*.

I'm not suggesting that our Club is caught in a *Whirlpool Paradox* (though in the past, it may have been). I'm suggesting that we continue to focus on reaching

out only to those potential new members who are the right *fit* for our club. We've found in the past two years that allowing anyone to join our club is not necessarily in the best for the club or the recruit, and — not surprisingly — ultimately, those recruits drop their membership. This is a

drain on our resources, time, energy, funds, and recruitment.

We have one Visitor's Day left during my term, and let's make sure we all focus on bringing at least one *potential new customer* whom we believe could be a good fit for Altadena Rotary.

## Form & Line

by Jacque Foreman

Those of us in business who belong to a networking group are asked to describe aspects of our businesses in 60 seconds. If you were asked, could you do the same for Rotary? See p. 66 of the February 2011 *Rotarian* for some ideas. Here are a couple samples.

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**Anne L. Mathews, Rotary Foundation trustee, USA** - Rotary is the most prestigious nonpolitical, nonsectarian service organization in the world. It's a little over 100 years old. Our purpose as Rotarians is to promote peace and understanding through a wide array of educational and humanitarian programs under the aus-

## Can You describe Rotary in 60 Sec.?

pices of The Rotary Foundation is to help people who are less fortunate all over the world.

**Dong Kurn Lee, Rotary Foundation trustee, past RI president, Korea** - Rotary gives you the opportunity to build relationships, but more important, it gives you the opportunity to contribute to society. Rotary means the chance to help those who are less privileged. Weekly meetings allow you to meet with friends, to think about others, and to make donations. Everyone needs this.

\*\*\*

Get the idea? Now, what would you say in an elevator in 60 seconds? ☺

## Program

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for funding by Altadena Rotary. Altadena Rotarians will be involved as mentors to the successful students.

As part of their trip, they visited several major cities and areas, including Abuja. Nigeria is the most populous country in Africa and the most populous country in the world in which the majority of the country is black. The country is large ... about twice the size of California. There are over 500 languages and dialects spoken in the country. The country is split

between Christians and Muslims, with the Muslims dominating the northern section of the country and Christians being more heavily represented in the south. As an emerging market country, Nigeria is one of the fastest growing economies in the world. Frykenberg and Johnson remarked how welcome they felt at all times during their stay in Nigeria.

We will look forward to seeing and reviewing the business plans from the students of Nigeria. *Boyd Hudson* ☺

# Garlic Chicken

## The Best Garlic Chicken Strips You've ever had



There's something about chicken breast so infused with fresh garlic that you can taste the pungent, sweet stuff in every bite (and the next day when it's oozing out of your pores — but that's another blog). John and Nick have enjoyed this particular chicken preparation for a long time. It's got all the best attributes of a good recipe:

- 1) it's easy,
- 2) it's tasty,
- 3) it's cheap, and
- 4) leftovers (if there are any) are excellent.

### Ingredients:

- 2 cups bread crumbs or panko (the Guerrini family prefers stale onion rolls)
- 40 garlic cloves, skin off
- 1 cup olive oil
- Dash Tabasco sauce
- ½ cup finely grated Parmesan cheese
- 1 tsp salt
- Parsley (optional)
- 2 pounds of chicken breasts, no bones, cut into strips

If you need to make bread crumbs, take three or four stale onion rolls, tear



up, and put into a food processor. Pulse until it's crumbly.



Then toss the next three ingredients into a food processor.



Puree until smooth.



Put the chicken and the puree into a freezer bag (or other thick plastic bag — you don't want leaks!)



Put into refrigerator for at least four

hours, preferably overnight.



Before you start with the last step, turn on the oven to 350 degrees F. And grab a good bottle of wine that can handle garlic. John and Nick love a good, earthy Bordeaux.



Combine the bread crumbs with the Parmesan, salt, and if desired, the parsley. Then remove each piece of chicken and dredge in the bread crumbs.

Layer each on to a foil-lined baking sheet.

The foil will make clean up a breeze. Bake the chicken in the oven for about 40

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# MONEY MATTERS

by Linda Wilkes

## Last Week in the News

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 3.2 percent in the final quarter of 2010. This follows a 2.6 percent pace of growth in the third quarter of 2010.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — fell 1 percent in November after a 1.3 percent decrease in October. On a year-over-year basis, prices fell 1.6 percent compared with November 2009.

The consumer confidence index rose to 60.6 in January from an upwardly revised 53.3 in December. It was the highest level since May. 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 rose 17.5 percent in December to a seasonally adjusted annual rate of 329,000 units from a revised rate of 280,000 units in November. Economists had expected a pace of 300,000 units.

Orders for durable goods — items expected to last three or more years — fell 2.5 percent in December after a revised 0.1 percent decrease in November. Excluding volatile transportation-related goods, orders posted a monthly increase of 0.5 percent.

The National Association of Realtors reported that its pending home sales index, a forward-looking indicator based on signed contracts, rose 2 percent in December after a revised 3.1 percent increase in November. On a year-over-year basis, pending sales are down 4.2 percent.

Initial claims for unemployment benefits rose by 51,000 to 454,000 for the week ending January 22. Continuing claims for the week ending January 15 rose by

94,000 to 3.9 million.

Upcoming on the economic calendar are reports on construction spending on February 1 and factory orders on February 3.

## Fannie, Freddie & Ginnie: Who Are They?

President Franklin Roosevelt's New Deal established the Federal National Mortgage Association (Fannie Mae) in 1938 as a federal agency in the wake of the Great Depression. Its purpose was to bring liquidity, stability and affordability to the US housing and mortgage markets. In 1968, Congress converted Fannie to a publicly held corporation to help balance the federal budget.

To compete against Fannie Mae's domination of the secondary market and further lower housing costs, Congress chartered the Federal Home Loan Mortgage Corporation (Freddie Mac) as a public corporation in 1970.

Freddie and Fannie have similar Congressional mandates, charters and regulatory structures. Both entities buy mortgages from lenders and package them into mortgage-backed securities that are sold to investors with a guarantee against default. This creates a secondary market, allowing mortgage lenders to use the freed-up funds to make more home loans.

The Government National Mortgage Association (Ginnie Mae) was established by Congress in 1968. Unlike its GSE siblings, Ginnie does not purchase loans, but guarantees investors the timely payment of principal and interest on mortgage-backed securities containing federally insured loans — mainly FHA and VA loans.

In September 2008, the US government rescued Fannie Mae and Freddie Mac from the brink of economic failure and placed them into conservatorship with the Federal Housing Finance Agency

(FHFA). Some members of Congress have called for the gradual elimination of Fannie and Freddie to leave mortgage finance completely in the private sector. A Treasury Department report on the future of Fannie and Freddie will be delivered to Congress in the first half of February 2011. ....

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

## Wine

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minutes, until crisp and browned. It's ok to turn the chicken halfway through if you want.



By the time the chicken is done, the entire house smells wonderful, the kids will be clamoring to eat, and you will still have half a bottle of wine to go.



Until next time ...





**ROTARY INTERNATIONAL  
DISTRICT 5300**



# 16th Annual Peace Conference

**“ACHIEVING PEACE IN AFGHANISTAN:  
Challenges and Opportunities”**

Rotarians and Rotary Peace Scholars will join the slate of speakers sharing their experiences in Afghanistan

**KEYNOTE SPEAKER:**  
The Honorable **Zalmay Khalilzad**,  
Former United States Ambassador to  
Afghanistan and the United Nations



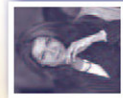
**SATURDAY, MARCH 19, 2011, 8:30 A.M. - 12:30 P.M.**  
**Mudd Theater, Claremont School of Theology**  
1325 N. College Avenue, Claremont, CA 91711  
(on Foothill Blvd., just east of Indian Hill Blvd.)



The Honorable **Lee Baca**,  
Los Angeles County Sheriff,  
“Peacemaker of the Year” Award  
Recipient



The Honorable  
**Abdulla Aimaque**  
Consul General of  
Afghanistan in Los Angeles



**Ms. Sonia Nassery Cole**  
Filmmaker and Philanthropist;  
Founder and Chairwoman of  
Afghanistan World Foundation



**Ms. Pamela Broussard**  
Rotary World Peace  
Fellow (currently working  
in Afghanistan)



**Mr. Sadiq Tawfiq**, Afghan  
AMITY Society; Founder and  
First President of the Rotary  
Club of Herat, Afghanistan



**Dr. Art Mendoza**  
Rotary Club of  
La Jolla Golden Triangle



Rotary’s Humanitarian Projects in Afghanistan --  
Powerpoint Presentation Prepared by **Ms. Fairy Moimi**,  
Rotary International Representative to the United Nations  
and **Mr. Steve Brown**, Trustee, The Rotary Foundation



Peace Conference Chair:  
**Dr. Garbis Der-Yeghian**  
Past District Governor



Rotary International  
District 5300 Governor:  
**Mr. Roger Schulte**

**ADMISSION:**

**\$20.00 per person**  
(if registered before March 1, 2011)

**\$30.00 per person**  
(if registered after March 1, 2011, or at the door).

**Students: \$5.00**

For online registration:  
[www.district5300.org](http://www.district5300.org) (only Visa /MC accepted).

Make your check payable to:

Rotary International District 5300

and mail to:

5812 Temple City Boulevard, #801

Temple City, CA 91780-2112.

For further information:

(818) 523-3853

E-mail: [mashdots@aol.com](mailto:mashdots@aol.com)