

June 23, 2011



Hayes *Stack*

by President Brian Hayes

The Year in Review

This Week

Is there Life on Mars? Program Host: Ed Jasnow

That's the question our speaker this week is trying to answer. He is Dr. Jeffrey Plaut, a Planetary Scientist at NASA's Jet Propulsion Laboratory. His talk will be titled "Ice in the Subsurface of Mars," and the it is the presence of water on Mars that is leading scientists to wonder if, indeed, Mars could at one time have supported life.

Plaut specializes in remote sensing of planetary surfaces to study their geology and history. He is currently the Project Scientist on the Mars Odyssey Orbiter, and is a member of two radar instrument teams currently observing the Red Planet. He has worked on missions to Mars, Venus, and Earth. He received his PhD in Earth and Planetary Sciences from Washington University in St. Louis in 1991. He resides in Sierra Madre with his wife and two daughters.

Come and listen as Plaut explores the fascinating possibilities of life on Mars.



It was one year ago that I arrived in Montreal for my first Rotary International Convention. It is hard to believe that 12 months have passed and my term as Club President has come to an end. It seems an appropriate time to reflect on what I have learned and gained from the experience.

While we talk about Rotary being an international organization, and our club has carried out projects in far flung regions of the world, it is hard to grasp the full reach of Rotary until you have a chance to rub shoulders and share stories with 20,000 Rotarians from nearly every nation at the Convention. Learning about the impact that Rotary has had in helping the disadvantaged, generating hope and building peace, it makes me even prouder to belong to this organization.

As I was gearing up to lead the Club this year, I am grateful for the advice that was given to me by several past presidents. Before the anxiety of the presidential commitment overcame me, Dave Smith reassured me that the Club practically runs itself. I have witnessed this first hand. Somehow, banners miraculously get erected, contests are held, a newsletter gets published and speakers show up each week. An occasional nudge might have been needed, but I never felt like I was

rowing alone.

Another bit of valuable advice that I received from Sterling was to make sure our members had fun. I think we all recognize that membership growth is a crucial issue for Altadena Rotary. Of the members who resigned from the Club during my term, no one left because he/she felt unwelcome. A sometimes forgotten corollary of membership is retention. One of the accomplishments of the past year of which I feel most proud is that we had a robust fellowship program. I hope that an active club social calendar helped to forge deeper relationships between members — I know it did for me. Thank you, Theo, for leading this effort as Fellowship Chair.

Most Rotary Clubs are deeply engaged in their local schools, communities and projects, and Altadena Rotary is no ex-

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Greeters

June 23

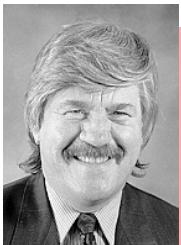
Mike Zoeller

June 30

Demotion - Evening Meeting

July 07

Susan Applegate



Program Review

PCC Vocational Awards

Once again Dennis Mehringer did a superb job in organizing and chairing our Club's annual PCC awards. As Mehringer mentioned in his remarks, these awards have become a tradition of our Altadena Rotary Club for the past twenty-five years. And, as David LeClaire, PCC's Assistant Director of Scholarships and Student Aid, and many of the other faculty representatives made clear, this commitment by our members to such outstanding college students in our community is greatly appreciated by the

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Rotary Club of Altadena - #7183
Chartered: February 14, 1949
P.O. Box 414, Altadena, CA 91005
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
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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

school and its staff.

Each of the recipients of our PCC awards was presented with a plaque and a check as his or her faculty representative made very glowing comments about the student. The proud recipients were:

• • •

- Ricardo Martinez - administration of justice
- Alejandro Moreno - automotive technology
- James Blanco - building construction
- Clarissa Siemens - construction inspection
- Serge Ossipian - electrical technology
- Addison Naing - design & installation of solar cells
- Sarkis Boyadjian - fire technology
- Kiri Lahey - graphic communication
- Patrick Lynch - machine shop technology
- Wanjun Huang - dental lab technology
- Diana Garcia - medical assisting
- Elizabeth Lopez - health sciences
- Mary Dinh - health services



- Gerardo Torres - radiology
- Genie Anderson - registered nursing
- Jamaica Charley - nursing
- Christopher Holly - biotech
- Timothy Sargent - TV operations
- Josue Martinez - TV production
- Karen Guzelian - broadcast journalism
- Jessie Lopez - advanced radio broadcast

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June Programs
Rotary Fellowship Month

Program Chair, Ed Jasnow
Jun 23 - Is/Was there Life on Mars? - JPL Scientist Jeffrey Plaut
Jun 30 - Domotion Party

July Programs
No Designation - New Rotary Year

Program Chair, To be Announced
Jul 07 - Club Addembly
Jul 14 - To be Announced
Jul 21 - To be Announced
Jul 28 - To be Announced

Congratulations


Birthdays
 06/03 - Kathleen Anne Fennell
 06/08 - Theo Clarke
 06/12 - Tom McCurry
 06/17 - Gary Clark
 06/20 - Dotty Clark
 06/23 - Margarita Figueroa
 06/28 - Phyllis Soza



Anniversaries

06/05 - Wendy Davis & Mike Noll
06/10 - Brian & Gloria Hayes

A Time to Say Thank You



This is the time of year when we have a chance to look back on another successful Rotary year and be thankful for our accomplishments and for the people who supported our club. My supporting list of characters is:

- *Theo Clarke* who worked diligently to present the Dan Stover Music Awards,
- *John Guerrini* who worked with the Commanders of the local High Schools to pick their outstanding academic and military achievement students for the American Legion Awards,
- *Ray Carlson* who worked on the Dewey Merrill awards with many successful business plan presentations,

- *Dennis Mehringer* who organized the Pasadena City College Awards ,and
- *Kevin Moore* who led the 4-Way Speech Contest.

These are all great guys who did amazing award presentations for our club and acted as mentors to children, youth and veterans. A **BIG** thank you to each and every one of you.

I also want to take this time to thank each of the Altadena Rotarians who have enriched my life since joining Rotary under my mentor Sue Applegate. There is no way I could have known how wonderful and important all of you would become to me when my boss asked me to represent Five Acres at the local Rotary Club. I knew very little about Rotary, just that it was made up of local leaders. I was very

pleased that I was allowed to join and was seen as a leader in my community. It was a significant step in my career — believe it or not! I was a bit intimidated but soon realized that this was a very important resource in our community.

I loved working on the Burbank playground project that was led by Craig Cox. Under the careful direction of David Smith, we were able to construct a useable playground. It was after this project that I felt I actually belonged at Rotary and it began to be more than part of my job. Slowly but surely each and every one of you has wormed your way into my heart. It is with the greatest regret that leave this wonderful group of people and only due to my new work commitments. I will truly miss you. ☺

Program

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- Evynne- Blumer-Torres - visual arts & media studies

Not all recipients were present to receive their awards and have their pictures taken.

...

Then, famous local architect and friend of Mehringer, Dion Neutra, presented his own Architectural Excellent Awards to four PCC students. Dion's recipients were:

- Michael Anderson,
- Paul Tuason,
- Gabriela Colmenares and
- Javier Badillo.

So a second round of applause for all of these talented and hard working PCC students. It is our pleasure to recognize the outstanding performance of these students. — Pictures of the award winners who were present follows.

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Stack

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ception. What makes our Club stand out (as was acknowledged at the District Conference) is our commitment to international projects. I don't believe this needs to be an either/or proposition. I advocated for the Nigeria project amidst a few skeptical board members, and I am proud of what we accomplished. By "we" I do not only mean John Frykenberg and Julius Johnson who organized, led and executed this project, because all of us had a hand in making it possible. I hope to involve myself more deeply in international service in the years ahead.

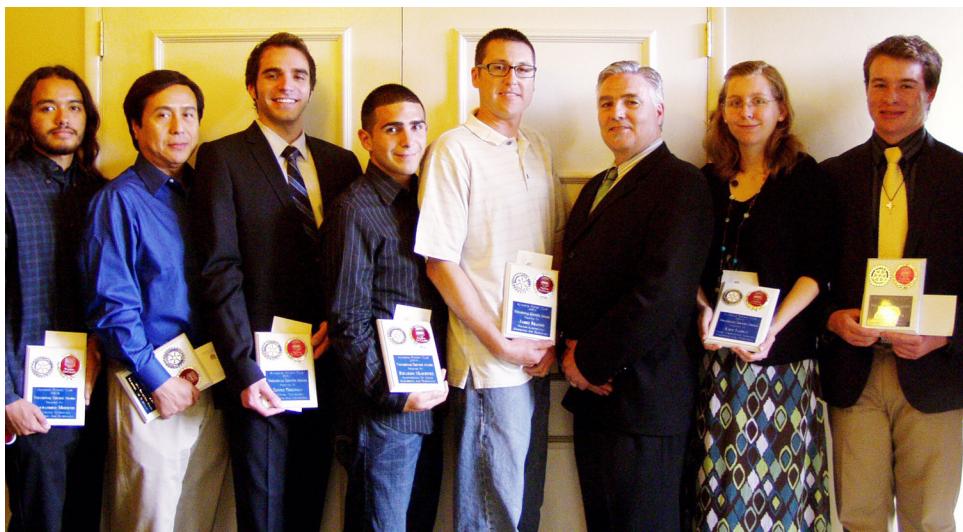
I have a few minor regrets regarding my term in office, but life has a way of throwing us curveballs that can derail our best intentions. Work and life obligations did not allow me the time I had hoped to have to devote to Rotary. My single major regret, however, is that membership

declined during the year. I am glad to have welcomed Dyanna Henderson and Roger Fennell to the Club during the past year. I will miss Dave Sparks, who made a strong impression in his short time with the Club, and Paul Sirois is welcome back whenever life allows it. Regina Bette's leadership in youth services will be greatly missed, and I wish her well in her exciting new opportunity. I'm sure we all miss Art Ferris who, for generations, set an example of what being a Rotarian is all about.

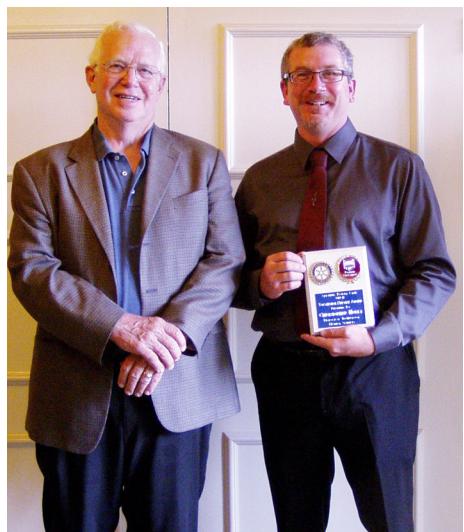
I am pleased that I will pass the gavel to Tony Hill who is well-prepared to take on the responsibility. I thank everyone who has made me feel welcome, respected and worthy of this honor, and I am happy to join the growing collection of tarnished brass. If the Club ever needs me to serve a second term as president, I will be ready ... in 2021. ☺

Program

Continued from p.3



Engineering & Technology - (l to r) Alejandro Moreno, Addison Naing, Serge Ossipian, Ricardo Martinez, James Blanco, Wayne Houphan - Instructor, Kiri Lahey, Patrick Lynch



Natural Science - (l to r) Richard Johnston - Instructor, Christopher Holly



Health Sciences - (l to r) Dr. Lori Gagliardi - instructor, Elizabet Lopez, Gerardo Torres, Lynn Le Loo, Lois Douglas - Instructor, Genie Anderson, Diane Garcia, Wanjun Huang, Thomas Nederer - Instructor



Visual Arts - (l to r) Melanie Willhide - Instructor, Evynne Blumer-Torres



Performing & Communication Arts - (l to r) Back Row: Carmen Perreca - Instructor, Sarah Barker, Timothy Sargent, Josue Martinez; Front Row: Jessie Lopez, Karen M Guzelian



Survival through Design Institute - (l to r) Javier Badillo, Gabriela Colmenares, Dion Neutra - Consultant, Lynn Smart Neutra



MONEY MATTERS

by Linda
Wilkes

Last Week in the News

Retail sales rose 0.4 percent for the week ending June 4, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 2.5 percent.

The trade deficit decreased 6.7 percent to \$43.7 billion in April from a revised \$46.8 billion in March. Exports rose 1.3 percent to \$175.6 billion. Imports decreased 0.4 percent to \$219.2 billion.

Wholesalers increased their inventories 0.8 percent to \$447.2 billion in April. This followed a 1.1 percent rise in March. Sales at the wholesale level rose 0.3 percent in April to \$393.5 billion. On a year-over-year basis, sales were 14.4 percent higher since April 2010.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending June 3 fell 0.4 percent. Refinancing applications increased 1.3 percent. Purchase volume fell 4.4 percent.

Import prices rose 0.2 percent in May, following a revised 2.1 percent increase in April. On a year-over-year basis, import prices are up 12.5 percent. Export prices rose 0.2 percent in May. On a year-over-year basis, export prices are up 9 percent.

According to the Federal Reserve, consumer credit debt rose in April by \$6.25 billion for a total credit level of \$2.43 trillion. Figures for March were revised from an initial gain of \$6 billion to a gain of \$4.82 billion. Revolving debt, which includes credit cards, fell by \$0.9 billion. Non-revolving debt, including loans for cars, rose by \$7.2 billion.

Initial claims for unemployment benefits rose by 1,000 to 427,000 for the week ending June 4. Continuing claims for the week ending May 28 fell by 71,000 to 3.68

million.

Upcoming on the economic calendar are reports on the housing market index on June 15 and housing starts on June 16.

Insight Now

Small Message, Big Impact

In this month's edition of InsightNOW, Prospect Mortgage's Chief Performance Officer Todd Duncan talked to Terri L. Sjodin, author of *Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You*.

The way we communicate is changing rapidly, and social media has taken center stage. Sjodin believes that, for the art of selling, to keep pace with the way we communicate today, sales people must use effective techniques to quickly and effectively share their message. One such way is to deliver a small impactful message. According to Terri, the Elevator Speech Effect is what every sales person should strive for when giving a sales presentation. It's a quick (approximately three minutes or less) message brief enough to present during an elevator ride and makes the listener want to know more. The ideal Elevator Speech:

- Contains a compelling and persuasive case that supports your message
- Is creative and intriguing to the listener
- Should be presented in your authentic voice, not someone else's words
- Can be delivered effectively in three minutes or less
- Doesn't try to close a sale, but inspires curiosity

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."

Mind Your Money

Mortgage Interest Rates

Are the Lowest in US History

Current interest rates on new and refinanced mortgage loans have never been lower in our nation's recorded financial history. By consequence, monthly payments relative to mortgage loan balances have never been more affordable. Does that sound dramatic and unprecedented? It most definitely is!

American consumers who are buying a home or refinancing their existing mortgage right now are getting a BETTER DEAL on their real estate financing than every previous generation of Americans who had mortgages in our nation's recorded financial history. That's over 200 years. So it's fair to say there's never been a BETTER TIME in over two centuries to get a home loan!

If you have not already refinanced your home loan, please call me today and learn how you can benefit from these historically low interest rates. If you are considering buying a new primary residence, second home or investment property, call today and let's find out exactly how these incredibly low mortgage rates can save you a lot of money.

Call me today to take advantage of this extremely rare opportunity that can save you a significant amount of money over the life of your loan. Don't wait. The market is volatile and changing rapidly. The time to lock in maximum value is RIGHT NOW.

P.S. Please don't keep me a secret. I am ready to help your family members, friends, neighbors, acquaintances and work colleagues with the same professional guidance and friendly service that I provide you.

Thanks for your support!

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

JOBS!

Why Rotarians may be Best at Stimulating Job Creation

by C. Ray Carlson, District 5300 Vocational Service Chair

JOBS. That's what all politicians are promising these days. And the media are all analyzing what should be done to reduce unemployment. Maybe you have kids or grandkids or neighbors who are faced with the need for a job. There are 18-million unemployed or underemployed. And the need for another 1.56-million jobs for New Generation youth due to the growth in population each year.

Have you ever thought that Rotary could become an important key to meet this need? At least a part of that need, both in our communities and around the World? After all, we are a very large, and business-savvy organization. And we know a lot about Leadership ... or should.

The photo here portrays a combination of people who are the heart of a new Rotary Vocational Service program that is focused on Job Creation: A trainer of teachers, Peggy Beauregard (Sierra Madre); an instructor who teaches entrepreneurship and how to write Business Plans, Courtney Rushing (San Marino High School); her student Tro Missaelian, who has just won 1st place for his business plan – *Sterling Daydreams* – in the 1st District 5300 Business Plan Competition; Isaac Hung, (San Marino) Rotarian who led the selection of their entry; and myself, as coordinator of the new district competition. Rushing spoke and said how pleased she was to have her school in this competition and that they “would definitely be back next year with more competitors.” And Hung confirmed his club’s support of her.

That combination of trainers, schools, entrepreneurship instructor, students, and Rotarians representing their clubs, is what we are hoping to replicate throughout District 5300 and beyond.

Will jobs be created? We are proceeding on the basis of Swedish surveys on results of Job Creation 10 years after high

school instruction in entrepreneurship. One in five (5) actually started a business and hired an average of four (4) others, effectively creating five (5) jobs for every five (5) students taught. Parents may form businesses with sons and daughters, as I did when my son graduated from USC with knowledge in a new field I didn't have.

If you've wondered about a way for

you and your fellow Rotarians to **share forward** to New Generations youth your vocational and managerial skills and experience to help in creating JOBS, why not explore how to get involved?

This summer is a good time to approach your schools to start in the Fall. For information and help, contact me at ray@rotapreneur.com, Tel. 1-800-448-3456.



(lto) Peggy Beauregard (Sierra Madre) - entrepreneurship instructor; Courtney Rushing (San Marino High School teacher); Isaac Hung (San Marino Rotarian); Tro Missaelian (San Marino Highschool student who won 1st place in District 5300 Business Plan Competition); Ray Carlson (Altadena Rotarian) - entrepreneurship instructor and founder of the Business Plan Competition



Two samples of Tro Missaelian's fine jewelry making skill



Photos were taken Jacque Foreman, Sparks Editor, at the Dewey Merrill Business Plan Competition hosted by Altadena Rotary on May 12, 2011