

March 10, 2011



Hayes
by President Brian Hayes
Stack

Drastic Times ...

Drastic Measures

This Week
Laurie Burrus
Senior Director,
lynda.com
Program Host:
Paul Sirois

Laurie Burruss will share how her company is delivering online education to a customer's laptop, tablet, and/or cell phone.

Lynda.com was started in 2002, has 180 employees and is headquartered in Carpinteria, CA.

Prior to starting at lynda.com in July 2009, she served as both a Professor in Interaction Design as well as the Director of Digital Media at PCC. Currently, she lives in Pasadena, and her two children are attending Princeton and Northwestern.

So, mark your calendars, bring a friend and we'll see you on Thursday!

During economic downturns, people and businesses are forced to make difficult decisions regarding their budgets. Unfortunately, Rotary membership dues may be seen as a non-essential expense and may be among the first things cut from someone's budget. Because of a combination of economic factors along with natural attrition due to changing life circumstances, there has been steady erosion in the Club's membership.

During my presidential year, we have gained three members and have lost one, giving us a net gain of two new members. I am pleased that that we have steadied the ship, but a slow leak still remains.

Under our contract with Altadena Town & Country Club, we must pay for a minimum of 30 meals. We occasionally exceed that figure when we have guests for special programs, but during an average week, 10 or more lunches go uneaten.

There are several members who have expressed difficulty in paying for meals on a weekly basis and the Board of Directors has generously granted exceptions. As a result, we are losing approximately \$150 per week on our catering fees.

I appointed a task force made up of three Directors to examine our budgetary options. Based on their recommen-

dations, the Board of Directors has determined that this loss can no longer be sustained. Even if a member chooses not to eat lunch, the Board felt that there is still a cost associated with the venue rental and setup. Therefore, beginning April 1, members who choose not to pay for lunch will be assessed a fee of \$8 per week.

It is our hope that more members will choose to pay the weekly lunch and venue fee that totals just over \$15. The Board feels that this amount is on par with the weekly amount charged by comparable clubs, and far less than what is charged by larger clubs in the area. We have reviewed alternative venues in the Altadena area, and, while someplace like the senior center or a church hall with outside catering might be cheaper (but only slightly so!), we felt that such a venue would have a detrimental effect on our

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Greeters

March 10

John Frykenberg

March 17

John Guerrini

March 24

Carlton Gustafson



Program Review

From Farm to Fork How does it Get There?

If it's produce, it probably got there on a truck brokered by the Allen Lund Company. That was the message of our speaker last week, Kenny Lund, the son of the company's founder. The Allen Lund Company is what's known as a third party logistics company (3PL), or a truck broker. They contract with transportation carriers and shippers to carry goods by truck all over the country. Most of those goods are produce from farms in California, and around the country.

Lund is passionate about truck transportation. His father told him that diesel

runs through his veins. Allen Lund began in the business working for another truck broker, C.H. Robinson, but he decided to move to Los Angeles and start his own business in 1976. He figured that if he moved four loads a week, he could feed his kids. The first month, he moved 100 loads. Their motto is, "If you got it, a truck brought it."

From one office in LA, the company now has 30 nationwide offices, 300 employees, and does \$300 million worth of business. Each office is set up as its own entrepreneurial center.

They are the exclusive truck broker for Costco and Giant Foods, a large supermarket chain on the East Coast.

Lund then described the trucking industry while going through a glossary of truck terms. The Allen Lund Company is a non-asset company. They contract for all their services with transportation carriers. For their work for Costco, they used 900 different trucking companies. The use of trucks and the vast

interstate highway system of the US allows the manufacture and production of goods and products from all over the country. It was this capability that allowed the US to quickly move from a peacetime to a wartime manufacturing mode at the beginning of World War II.

The trucking industry itself is huge. There are currently 700,000 carriers in the US, operating 2.75 million Class 8 trucks (the big 18-wheelers). The average trucking company operates less than seven trucks, and the companies that haul refrigerated items are even smaller. At this time, truckloads have increased 5 to 8 percent, and sales

of new trucks are up 25 percent. Lund indicated that every economic upturn has been preceded by an upturn in the

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Congratulations



Birthdays



- 03/13 - Regina Bette
- 03/14 - Emily Aiken (Wilkes)
- 03/15 - David P. Smith
- 03/15 Trish Robinson
- 03/24 - Ed Soza

Anniversaries

- 03/01 - Tom & Etta McCurry
- Dennis & Noriko Suzuki Mehringer



March Programs

Literacy Month

Program Chair, Paul Sirois

March 10 - Laurie Burruss, Director of Education, lynda.com

March 17 - Van Snyder, Specialist on Nuclear Power

March 24 - Dale E. LaCasella, President of Altadena Library District Board of Trustees

March 31 - Robert Piccioni, Scientist

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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

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

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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

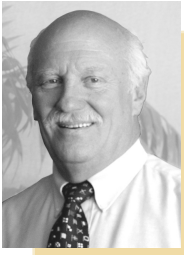
Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman



Chairmen's What in the World? Corner

by John Frykenberg, International Chair



This Rotary year's preoccupation with Africa and the Middle East seems fairly relevant considering that Ivory Coast, Sudan, Tunisia, Libya, Egypt, Somalia, Yemen, Qatar, Bahrain, Jordan, Pakistan and Afghanistan (among others) are all coming apart at the seams, threatening world oil markets and, consequently, the world economy... as if it weren't in bad enough shape already. Even Saudi Arabia is being threatened with demands for a *constitutional monarchy*. The cry for "*democracy*" is heard everywhere by the people and by radical Muslims wishing to impose Sharia Law as god's law upon the people.

Al Qaeda, the Muslim Brotherhood and others purport to bring liberty and freedom and democracy to the people.

Others suggest that the new democratic *state capitalism* or theocratic Islamic states are simply new forms of tyranny of the majority in the interests of the state!

Program

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trucking industry, so this is a good sign.

Right now, the industry is facing the threat of new regulations and adverse judgments in some court cases. These include the reduction of the hours that drivers can work, air quality issues on diesel engines, and the responsibility of checking a trucker's safety record before hiring him. Despite this, however, the industry continues to be the primary mover of goods and products in the US, and will continue to bring us all of the things that make life in America the best in the world.

Ed Jasnow ☉

Succumbing to the masses, the Saudis have already responded to threats against the royal family by opening their checkbooks and promising to doll out money to the citizenry at large. It is not working. The people do not wish to be bought off.

Thomas Jefferson suggested that any "Government big enough to supply everything you need is big enough to take everything you have. The course of history shows us that as a government grows, liberty decreases."

When most of North African governments had little money and less influence, less military and fewer oil wells and pathetically weak government, freedom was not an issue. Government did not have the where-with-all to be intrusive, intervening or controlling. Those were the *good old days*. People were allowed to just live, unencumbered by anyone telling them what to do or say.

Today, autocratic governments control the air waves, the highways, the water, the fuel, the press and everything else they can think of including marriage, birthing, nutrition, energy consumption and speech. North African governments are not alone in gathering power unto themselves.

Stack

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Club's atmosphere and membership growth.

I am sorry that this step is necessary, but the Club cannot continue to operate in the red. It is up to all of us to maintain this lovely setting for our meetings as we have for more than 60 years. Even more importantly, if we all work together to recruit ten more active, contributing members, this policy change might not be necessary at all. ☉

Cries for "social justice" are heard from minarets and bell towers alike along with the echoes of AK-47s in the distance. And the problem is — as it has always been — the question of **whose ox is being gored**. The tree of liberty it has been said by Jefferson "must be watered occasionally by the blood of patriots and tyrants." And we know from our own experience that "freedom is not free". It is bought at the cost of blood and sacrifice in each generation.

Again, Jefferson would say, "To preserve our independence, we must not let our rulers load us with perpetual debt. We must make our election between economy and liberty, or profusion and servitude."

So, whether it is the *fairness doctrine* seeking to guarantee free access to our air waves by *controlling* the air waves or *internet neutrality* which appoints another government agency to assure our best interests or *social security* to provide a *safety net* for all or a food and drug administration to protect us from our cholesterol intake ... it is all intrusion into our lives; the trade-off of liberty for safety and security; the envelopment of the nanny state.

Is it the job of government to redistribute wealth? And, if so, can democracy continue to exist? When we take away from those willing to work and give to those who don't or won't work, does that mean that government's job is to wait around to collect available wealth and redistribute it as power brokers see fit ... at least until we go broke?

Communism clearly failed in the 20th century. And we thought fascism also died, but new incarnations of *state capitalism* seek to *socialize* societies all over the globe in models not dissimilar from

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MONEY by Linda Wilkes MATTERS

Last Week in the News

Existing home sales rose 2.7 percent in January to a seasonally adjusted annual rate of 5.36 million units from 5.28 million units in December. The inventory of unsold homes on the market declined 5.1 percent to 3.38 million, a 7.6-month supply at the current sales pace, down from an 8.2-month supply in December.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending February 18 rose 13.2 percent. Refinancing applications increased 17.8 percent. Purchase volume rose 5.1 percent.

The consumer confidence index rose to 70.4 in February from an upwardly re-

vised 64.8 in January. It was the highest level since February 2008. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — fell 1 percent in December after a 1 percent decrease in November. On a year-over-year basis, prices fell 2.4 percent compared with December 2009.

Initial claims for unemployment benefits fell by 22,000 to 391,000 for the week ending February 19. Continuing claims for the week ending February 12 fell by 145,000 to 3.79 million.

Orders for durable goods — items expected to last three or more years — rose 2.7 percent in January after a revised 0.4 percent decrease in December. Excluding volatile transportation-related goods, orders posted a monthly decrease of 3.6 percent.

New home sales fell 12.6 percent in January to a seasonally adjusted annual rate of 284,000 units from a revised rate of 325,000 units in December. Economists had expected a pace of 310,000 units. Upcoming on the economic calendar are reports on construction spending on March 1 and factory orders on March 4.

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

Corner

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these historic disastrous nightmares. .

Islamic socialism of the new Caliphate, public employee unions with compulsory membership and dues destined to buy and pay for politicians to do their bidding echo the national socialism of the past (remember the national socialistic German workers party – NSDAP, CCCP on the left, etc.?) Still, some may conclude that Socialism is a great form of government ... until you run out of money ... which appears to reflect our own experience.

For its many faults, the free market is still a proven producer of wealth and is

less intrusive and fairer than some bureaucrat determining the morality of how and when and where your money should be spent. The market, while not immediately self-correcting, tends towards fairness better than any sub-committee or benevolent dictator or economic planner.

North Africa and the Middle East have tried oil-based economies, delegating the decisions for running society to benevolent and not so benevolent dictators and elite classes. And one by one they have all failed.

Israel, alone, relying upon a market-

based economy has thrived and ironically is despised and hated for its success. So rather than learning from success just as Japan and Germany learned from the US following WWII, the entrenched elites of Africa and the Middle East insist upon new and improved models of totalitarian forms of government including Theocracies and State Capitalism (the new Socialism) in which the good of the state is placed above the good of the individual.

We are living with the results, which may be more severe than shifts in our global tectonic plates.

TWO UPCOMING FELLOWSHIP EVENTS

STAY TUNED - DETAILS MAY CHANGE

Friday, March 11 at 5:30p
Dyanna Henderson's New Cafe
Sidewalk Cafe, HTS
Hen's Teeth Square
Corner of Woodbury Road & Los Robles

Sunday, March 20 at 2p
Celebration of
Kapasa's Accomplishments
and Farewell as she leaves for Zambia
Theo Clarke's Home

Entrepreneurial Literacy

The *Making A Job* Program

by Devon Freitas*

*Making a Job*** has become an exciting component of the English-Language Arts curriculum at San Antonio High School in Claremont. Developed by C. Ray Carlson of the Altadena Rotary Club and introduced by the Claremont Sunrise Rotary in April of 2010, SAHS piloted the program during the summer term with positive results. The program has now become an integral part of the English-Language Arts curriculum and is closely aligned to two national educational movements: Common Core State Standards and 21st Century Skills.

The Common Core State Standards define what it means to be a literate person in the 21st Century. Students who master the standards will be fluent readers, critical thinkers, informative writers, effective speakers, and engaged listeners. They also will use technology as a source of information and a means of communication.

The 21st Century Framework combines a discrete focus on 21st century student outcomes with innovative support systems to help students master the multi-dimensional abilities required of them in the 21st century. Additionally, the classes examine what it really means to be an entrepreneur, characteristics and skills, and the different ways entrepreneurs contribute to our society. Working together, the students identify market opportunities, developing and evaluating possible businesses.

The goals of *Making a Job* are to teach and encourage students to think entrepreneurially, to provide students with the opportunity to create their own businesses in a suffering economy, and to eventually provide others with jobs, which are all important to continued economic growth. The program has also been an important vessel in aiding students with numerical, financial literacy. Through the program, students apply the knowledge they obtain by writing a business plan, describing the nature of their business, their marketing plan and identifying their target market. The students also calculate the initial costs for their business, their pricing analysis, and estimate cash flow for the first eight weeks of operation.

San Antonio High School's partnership with the Claremont Sunrise Rotary has supported the success of this program. The club has funded curriculum materials and has provided incentive awards to the businesses judged to most closely represent the goals of the program. Additionally, the members of the club, many of whom are entrepreneurs themselves, have been guest speakers in classes. They have eagerly shared real world experiences and have encouraged students as they develop into young entrepreneurs.

Making a Job has flourished under the leadership of principal Steven Boyd, assistant principal Felipe Delvasto, and the enthusiasm of teacher Marco "Ace" Gonzalez.

Thanks to Claremont Sunrise Rotary and member Ken Rowland, in particular, for showing interest in the students of the Claremont Unified School District Alternative Education Program and for championing this project for vocational and entrepreneurial literacy.

*Ms Devon Freitas, Director, Human Resources (ret.) Claremont Unified School District

**Curriculum by Marilyn Kourilsky, PhD, UCLA Graduate School of Education

Contact: C. Ray Carlson, ray@rotapreneur.com Tel. 1.800.448.3456



**ROTARY INTERNATIONAL
DISTRICT 5300**

16th Annual Peace Conference

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



KEYNOTE SPEAKER:

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

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

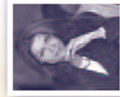
SATURDAY, MARCH 19, 2011, 8:30 A.M. - 12:30 P.M.
Mudd Theater, Claremont School of Theology
1325 N. College Avenue, Claremont, CA 91711
(on Foothill Blvd., just east of Indian Hill Blvd.)



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



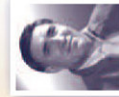
The Honorable
Abdulla Aimaque
Consul General of
Afghanistan in Los Angeles



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

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 (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) 523-3353

E-mail: mashdots@aol.com



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



Rotary International
District 5300 Governor:
Mr. Roger Schulte



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

