

This Week

John McDannel
A 9/11 Memorial Drive in Pasadena
Guest Host:
Tony Hill

This week our program will be presented by John McDannel. He is a member of the Pasadena Rotary Club and is spearheading a campaign to create a memorial drive along a section of New York Dr. in remembrance of 9/11.

This is being considered as a group project by all of the Rotary Clubs in the area. McDannel, a former airline pilot, is passionate about this project for one reason: he had at one time piloted the actual United Jetliner that was crashed into the south tower of the World Trade Center.

To touch on some of the highlights of McDannel's very impressive career — he was born in Hollywood, CA; was Athlete of the year at Covina High School; earned a Bachelor of Arts degree at La Verne College; attended 4 years of USAF ROTC at USC; received an MBA in Marketing from USC; President of Van Nuys Rotary Club in 1985; Vice-President Branch Manager 1974-1983; Vice-President Corporate Banking 1983-1998; Pilot and Captain United Airlines 1969 to 2001. He's been married since 1965; 3 grown daughters and

Please turn to This Week, p.3



Hayes
 by President Brian Hayes
Stack

When Opportunity Knocks . . .

I once read a survey that indicated that people who make their careers in non-profit financial development change jobs every two years on average. Considering that I've had four fundraising jobs over the past 22 years, my longevity certainly exceeds the industry mean. It may come as a surprise to some, but amidst the demands of my presidential duties, I accepted a new employment opportunity. Last week, I became the Associate Director for Foundation and Corporate Relations for Pacific Oaks College and Children's School.

Many of you might be aware of Pacific Oaks, which has had a presence in our community for more than 60 years. The Pacific Oaks Children's School opened in 1945 and has been a world-recognized leader in the field of early childhood education. Methods that are standard today, such as understanding that children have different learning styles and the utilization of an anti-bias curriculum, were pioneered at the Children's School. Realizing that there was a need to train teachers in its teaching methods, Pacific Oaks decided in the early 1950s to form a college. The College has been accredited since

1959. It expanded its curriculum and now offers Bachelor's degrees in Human Development, Master's in Human Development and Marriage and Family Therapy, and teacher credentialing. The College recently outgrew its cozy campus next off Orange Grove next to the Gamble House and leased office and classroom space in a newly renovated office complex on Eureka St. (just off Fair Oaks above the 210 Freeway).

Since Gloria pursued her Master's in Human Development at Pacific Oaks in the 1990s, I am no stranger to the institution and its programs. In my new position, I will be working with the faculty and administration to develop programs and pursue grant funding to help the

Please turn to Stack, p.3

Greeters

May 19

Dennis Mehringer

May 26

Kevin Moore

June 02

David Smith



Program Review

Building their Dreams

That's what the young entrepreneurs were telling us about at last week's program. Through the tireless efforts of Ray Carlson, the Dewey Merrill Entrepreneurial Awards Competition has gone beyond our small but mighty club into the realm of a District 5300 competition. The competition honors one of our most beloved members, Past President Dewey Merrill, who passed away just minutes after conducting a class on entrepreneurship at John Muir High



School. The program today was the first Annual District 5300 Competition to honor Dewey.

The occasion was marked by an impressive list of guests, including District Governor Roger Schulte, Teresa Lamb-Simpson, representing Congressman Adam Schiff, Bill Hackett, representing Assemblyman Anthony Portantino, and many visiting Rotarians from other clubs who are interested in participating in the competition in the future.



The current competition included three students from John Muir High School and one from San Marino High School. Sheryl Orange, principal of John Muir, spoke and thanked our club for its generosity to the schools. The program was then turned over to Wendelin Donahue, the lead teacher in the John Muir Business Academy, who had



helped the students prepare their business plans.



The first presenter was Valente Felix, whose business was **Classy Rings**. His product is a sterling silver ring that would be custom engraved with a special message. His demographic is young teenagers and young adults who love special jewelry, but don't have lots of money to spend. He presented his marketing plan and an analysis of his startup costs, projected sales, and anticipated profits.



The next presenter was Troy Hunter, and his business is **Rep Yo Klass**. His product is custom sweatshirts with the logos and symbols of the local PUSD schools. His market is former high school athletes who want to revive their memories of their days of glory. He showed an example of a Muir



Please turn to Program, p. 3

Sparks is published 48 weeks a year and is the official publication of the Rotary Club of Altadena. The deadline for submission of articles is Friday at 6p to current editor email, fax, or delivery.

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

Brian Hayes, Pres. Bus. 626-398-6300

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

Directors

Jim Gorton • Craig Cox • John Guerrini

Sterling Louviere • Brian Hayes

Tony Hill • TBD

Chairmen

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

May Programs

No Designation

Program Chair, John Guerrini

May 19 - Either PCC Awards - Dennis

Mehring Guest Program Host OR John

McDannel - Tony Hill Guest Program

Host

May 26 - JROTC Awards

June Programs

Rotary Fellowship Month

Program Chair, Ed Jasnow

Jun 02 - To be Announced

Jun 09 - To be Announced

Jun 16 - To be Announced

Jun 23 - To be Announced

Jun 30 - To be Announced

Congratulations



Birthdays



05/05 - Ursula Moore

05/09 - Bill Jennings

05/15 - Elsa Smith

05/18 - Craig Cox

05/30 - Susan Applegate



Anniversaries



05/18 - Tony Hill & Ann Rider

05/19 - Roger & Kathleen Anne Fennell

Chairmen's Corner "The Time has come," the walrus said, "to Talk of Many Things . . ."

by Jacque Foreman for Public Awareness Chair, TBA



... of shoes and ships and sealing wax, of cabbages and kings, of why the sea is boiling hot and wither pigs have wings."

Since this is the last article for the Public Awareness Committee for this Rotary year, it is appropriate that thank-yous are given for those who have helped make *Sparks* the outstanding and award-winning newsletter that it is.

One of the things that makes us stand out from the competition is that *Sparks* has several contributors — this year: eight committee chairs, six program reviewers and two occasional columnists and one regular columnist. In addition, there is a weekly column by our president or someone whom he/she designates, but under his/her column head. As editor of *Sparks*, I think of our newsletter as a forum for ideas, so frequently, committee chairs or other members express their opinions in

writing. But let's get to the thank-yous.

President Brian, Thank you for always getting your article to me without my asking.

Committee Chairs for this year: John Frykenberg (International), Ed Jasnow (Community), John Guerrini (Membership), Craig Cox (Foundation), Tony Hill, Regina Bette and Paul Sirois (shared Youth Services), and I, though not named, did Public Awareness.

Your Program Reviewers have been Ed Jasnow, John Frykenberg, John Guerrini, Craig Cox, Boyd Hudson and Tony Hill.

And our columnists are John Guerrini with food and wine, Don Applegate with hilarious history and Linda Wilkes with Money Matters. And I'm looking for a columnist who would review one article from *The Rotarian* each month.

Sparks is what it is because of you. ☺

Program

Continued from p.2

sweatshirt that had the name of the school in the front, and the wearer's name and a number in the back. It really looks like a class product.



Next was America Gutierrez-Rios, with her company **Leaks Fear Roofing**. She brought very practical experience to her plan, because her father owned his own roofing company, and she had helped him in his work. He also helped her with her business plan, particularly in the area of sales and income projections. All she had to do was follow the model, and she was good to go.

The next participating school was San Marino High School, and the lead teacher, Courtney 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. The presenter from San Marino was Trosdamad Missaelian, with his business **Sterling Daydreams**. This business is the manufacture



of high quality jewelry at low prices. The secret is the purchase of recycled silver from the suppliers, silver that has been melted down from unwanted jewelry. In addition to reducing costs, this is environmentally sound because there is no need to mine new silver, and it uses silver from existing sources. He then proceeded to show samples of his work, which were absolutely beautiful. They were very heavy, which indicated high quality materials.



The judges then convened to review the proposals. After a thorough discussion, their results were: First place - \$500, Trosdamad Missaelian, "**Sterling Daydreams**". Second place - \$250, America Gutierrez-Rios, "**Leaks Fear Roofing**". Third place - \$100, Troy Hunter, **Rep Yo Klass**. Fourth Place - \$50, Valente Felix, **Classy Rings**. No matter what place they finished, it was clearly felt that these students were going to be very successful entrepreneurs. Dewey would have been proud.

Ed Jasnow ☺

This Week

Continued from p. 1

2 grandchildren; and was a participant in the Rotary International *End Polio Now* visitation team member to end polio in India, 2011. ☺

Stack

Continued from p.1

College expand.

With all the demands on my life, I didn't expect to make such a significant change at this time. But with a chance to advance a cause that's near to my heart, a location that's close to home, and a large, sunny office in an historic Craftsman house (not to mention a new laptop and iPhone for business use!), when opportunity knocked, I had to let him in. ☺



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 60.4 in April after reaching 61.2 in March. A reading above 50 signals expansion. It was the 21st straight month of expansion.

Total construction spending rose 1.4 percent to \$768.9 billion in March, following a 1.4 percent decrease in February. Economists had anticipated an increase of 0.5 percent in March.

Retail sales fell 0.8 percent for the week ending April 30, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 2.8 percent.

Factory orders rose 3 percent in March to a seasonally adjusted \$462.9 billion, following an upwardly revised 0.7 percent increase in February. Excluding the volatile transportation sector, orders rose 2.6 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending April 29 rose 4 percent. Refinancing applications increased 6 percent. Purchase volume rose 0.3 percent.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity fell to 52.8 in April from 57.3 in March. A reading above 50 signals expansion. It was the 16th straight month of expansion in the services sector.

The Labor Department reported that in the first quarter productivity rose at an annual rate of 1.6 percent, and labor costs increased at an annual rate of 1 percent.

Initial claims for unemployment benefits rose by 43,000 to 474,000 for the week ending April 30. Continuing claims for the week ending April 23 rose by 74,000 to 3.73 million. The monthly unemployment

rate rose to 9 percent in April from 8.8 percent in March.

Upcoming on the economic calendar are reports on wholesale trade on May 10, retail sales on May 12 and consumer inflation on May 13.

Give to be Rich

In this month's edition of *InsightNOW*, Prospect Mortgage's Chief Performance Officer Todd Duncan talks to Tim Sanders, *New York Times* best-selling author of "Today We Are Rich: Harnessing the Power of Total Confidence."

Confidence comes from living each day with optimism, even in the face of adversity. "Your mind is the key to how you think and how confident you will be," says Tim Sanders. "When you live with total confidence in yourself, others and a power greater than yourself it allows you to be generous in your interactions with co-workers and potential clients. Everyone has something valuable to share, such as a skill or resource, and, when you share, you're worth something. This sense of worth feeds your confidence and the cycle continues." "In the business world, when you act with the mindset of a service provider, you build loyalty and confidence in yourself, your customers and your business partners," says Duncan. "Anyone can easily and exponentially stimulate growth in a business by providing value to others." Give to be rich is one of the seven lifestyle principles that Sanders followed to turn his life around, and that you can use to be successful in business and life! For every book purchased, Sanders will donate \$5 to disaster relief efforts, in your name. Email Tim at Tim@timsanders.com and say you heard about *Today You Are Rich* on *InsightNOW* with Todd Duncan.

The Power of Group Coupons


Web-based group coupons have be-

come very popular. The category leader, a privately held company called Groupon, recently rebuffed a \$6 billion acquisition offer from Google.

The business model behind group coupons integrates direct-mail marketing and coupons with the capabilities of the Internet. Direct-to-consumer discounts are made available on a daily basis within a regional market. These offers become a *deal* when enough consumers agree to pay for the discounted offer up front.

The concept is a phenomenal success. The reason is that deeply discounted prices on products and services offered by companies through online group coupons radically cut the cost of traditional marketing campaigns. The deal only goes forward when the predetermined units required for profitability are sold and paid for by consumers. The group coupon process is also a dynamic tool for companies seeking to test price points, interest for their product and services in one region vs. others, and much more.

Daily deals often offer consumers up to a 50 percent discount. Each deal is only available for a limited time. Once the coupon is purchased, customers usually have six months to redeem. Discounts are available for just about any product or service imaginable: restaurants, beauty supplies, cooking classes, sporting events, gardening goods, home furnishings and a whole lot more. Group coupons are also a great way to discover fun activities in your area.

There is little wonder group coupons has generated great excitement. Groupon — slated to be the fastest growing company ever to generate more than \$1 billion in sales — has sold more than 39 million coupons saving deal-seekers \$1.6 billion. 

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



FELLOWSHIP... *The Core of Altadena Rotary*

Art Ferris Visit

Article and Photographs by Theo Clarke

Rotarians and family members had a very enjoyable afternoon visiting with Art and Betty Ferris at their wonderful home in Redondo Beach Saturday, May 14. It was overcast, but spring-time comfortable. Several of us sat on the porch and drank wine and told stories. Others sat

inside and drank wine and told stories.

Mike Zoeller did a bang up job organizing and coordinating the event with Art and Betty. Rotarians arranged for all the food and did all the preparations. Besides a dozen or so Rotarians and their mates, several of Art and Betty's kids and

grandkids were there. All the Rotarians chipped in and Mike bought pizza and salad and soft drinks and wine and beer.

President Brian presented a certificate of appreciation to Art, signed by Club members. We all posed for pictures. The afternoon was perfect. ☺



Art and Friends



Betty and Art Ferris

Certificate >



Presentation of Certificate

