

This Week

Gordon Seyffert
Craft Talk
 Guest Host:
Craig Cox

Gordon Seyffert recently moved to Altadena, and is our newest member. He was an assistant director of International Studies at the University of Missouri-Kansas City, and is an avid genealogist. He has already been active in our membership committee, and he will be a big asset to our club.

Seyffert's craft talk will be centered around his love for genealogy, and he has already given us an outline of his presentation.

He will be discussing ...

- The purposes of Genealogy
- The tools of Genealogy
- The obstacles to success, and leave us with some
- Words of wisdom.

This should prove to be exciting and interesting! When our presenters talk to us about their passions, we are treated to great programs.

If you have a friend or relative who is interested in genealogy, an invitation to hear this presentation would be the perfect introduction to Rotary in general and Altadena Rotary specifically.

See you there.



View by President
 Tony Hill
from the Hill

Messages from District 5300 — Worth Reading

This week I draw your attention to an email that each of you should be receiving called the **Highlighter**. This is a publication put out by our District 5300 at the end of each month to update all Rotary members about programs going on within the District. It also includes articles from various clubs within the District regarding programs of interest within their clubs.

In addition, the Highlighter includes a monthly message from our Governor, Doug Fowler. This month, is promoting the importance of Vocational Services, the Governor specifically pays tribute to one of our members, **Ray Carlson**, this year's District Vocational Service Chair. He points out that Carlson has been focusing on youth entrepreneurial programs for years, including the promoting of such programs in Africa. He goes on to encourage clubs within the District to look at what professions are present in our community but not represented in our membership, and then take steps to remedy that. To the credit of **Craig Cox**, this issue is already being looked at by our Membership Committee.

This publication is also a vehicle for one member or several members of a particular club to write an article about a project he, she or they are involved in, knowing that such an article will be seen by members throughout the entire District. Again, in this month's Highlighter there is such an article by **Ray Carlson** titled *Job Creation through Entrepreneurship Education for the New Generation*. I won't repeat the points that he raises here, but please take the time to check out Ray's well-written article in your email of 9/30/11 titled *D5300 Highlighter*. And Carlson is not the only member who has discovered this way of spreading a message throughout the District. Our newest member,

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Greeters

October 06
Sterling Louviere
 October 13
Tom McCurry
 October 20
Dennis Mehringer



Program Review

Ideal Youth, Inc.

Our guests representing this innovative nonprofit relating to education and youth were Kardia Pinckney, president, and Ishmael Trone, director. Pinckney, recognized as a Pasadena "Woman of Distinction" for her work in education, was the program speaker.

Ideal Youth, Inc. has developed a summer internship program for students who have shown that they are ready to prepare for their future career path of choice through advanced job training. "Creating Successful Leaders in Business and Life" is all about introducing motivated young

people to area businesses and non-profits. These organizations want to help prepare our country's future leaders as they broaden the pool of local talent ready for productive employment.

Currently about 75 employers partner with **Ideal Youth** in demonstrating how job skills are applied *in the real world*. The students are selected for internships after showing academic promise and a personal commitment to preparation. The former is demonstrated through grade-point average; the latter through active participation in area youth programs. **Ideal Youth** readies the students by means of May workshops and other intensive preparations.

And it is not just honor-roll students who benefit. Those in the 2.0 to 3.0 GPA range may gain the most from this experience, once they have seen the opportunity such an internship represents and have embraced the competitive process required for entry. What they soon discover is that their skill in mastering Facebook doesn't count as much as their

ability to hold an intelligent face-to-face conversation within a business context.



Further, the program has the hidden value of allowing students to put their prospective career through a *reality check*. Pinckney told of one student who, set on a career in law, found that the day-to-day activity required was not sufficiently challenging. Armed with this new self-knowledge, the student was presumably able to avoid the later pitfalls of a mischosen college major and/or a later career change.

Ultimately the larger value of this program is that it allows students to expand their thoughts about career preparation beyond their neighborhood and their school. When they see that people in the larger community care about and support them, *the light turns on*. And **Ideal Youth, Inc.** is always looking for more individuals and organizations to work with them.

Gordon Seyffert

Congratulations



Birthdays



10/08 - Susan jCox
10/17 - Noriko Suzuki (Mehringer)
10/24 - Jim Gorton



Anniversaries



10/19 - David P & Elsa Smith

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949

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Meets: Thursday, 12:10p

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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

October Programs

Vocational Service Month

Program Chair, Tom McCurry

Oct 06 - Gordon Seyffert Craft Talk

Oct 13 - Dr. Jon R. Grundy - the new Superintendent of PUSD

Oct 20 - Bianca Vobecky - *Super Entrepreneur*

Oct 27 - Carolyn Leach - Administrator of Waldorf School in Altadena

November Programs

Rotary Foundation Month

Program Chair, Hal Yorke

Nov 03 - To be Announced

Nov 10 - To be Announced

Nov 17 - To be Announced

Nov 24 - To be Announced

Chairmen's Corner The Value of getting out into the Community

by Ed Jasnow, Community Chair



The value of making our presence known in the community was brought home to our club as a result of our participation in this year's Summer Concert Series. This year was our first year of really being able to make a big splash at these events. The first indication that we were there was the presence of a huge banner across the back of the stage, above the performers, that reads, *Altadena Rotary Welcomes You to the Summer Concert Series*. Then, we had an in-

formation table right at the top of the amphitheater, where President Tony dutifully handed out Rotary brochures to many people who had never even heard of Rotary. And, finally, we were inside the building selling beer, wine, sodas and snacks.

On the night the Zydecats were performing, we had members of the Pomona Rotary Club bring in the 1968 Corvette that is being raffled off at the LA County Fair. The people were lined up to buy tickets, and we were writing them up as fast as we could.

This was our highest profile event in

the community since the demise of the Old-Fashioned Days Parade, and, in my opinion, it has been a more effective way of getting our message out to the community. It has been invaluable in getting to actually interface with the citizens of Altadena and letting them know who we are and what we do, and that will be the main method of achieving President Tony's number one goal — increased membership.

Next year, we will make an even larger impression on the community through this series. Then, we will no longer be *Altadena's best kept secret*. ○

View

Continued from p.1

Gordon Seyffert, has submitted an article for consideration regarding information he has uncovered concerning polio and Rotary back in the early days of our Club.

In addition, the September 30 edition of the Highlighter contains a review of the New York Dr., 9/11 Memorial event and acknowledges our Club's participation in that effort. There are also articles regarding a program of Rotary Clubs in Southern Nevada that recognizes local heroes, a project in Apple Valley that raises funds to support a program that assists children with cancer called *Kick It For Cancer*, a multi Club picnic fellowship event in the Lake Arrowhead area and an invitation to Rotarians to join a program addressing the Juvenile diabetes epidemic.

We all receive far too many emails these days, and, as a result, we tend to ignore many of them. But I encourage everyone to look for and take the time to read the Highlighter each month. I think you will be glad you did. You may see ref-

erences to members you know, and it may stimulate ideas to develop new ways that our Club can serve our community. Also think about contributing an article from time to time to share with other Rotarians in our District ideas that they may find interesting or useful. In addition to the monthly Highlighter, look for the weekly

emails from the District under the heading *News from Rotary District 5300* known as *Rotary Gazette Weekly Quicknotes*. As Rotarians, we are part of a much larger Rotary family, so please be aware of these tools that are available to us to receive useful ideas from others and to share useful information with others. ○

Form & Line by Jacquie Foreman, editor

For many years now — perhaps twelve or more — I've helped put the lights on Christmas Tree Lane (Santa Rosa between Altadena Dr. and Woodbury Rd.). The lights must be up by the second Saturday in December (December 10), when we have the lighting ceremony. We start this coming Saturday, October 8, at 9a at the top — Altadena Dr., unless it's raining.

If you've never been to the official *Lighting of the Lane*, I urge you to do so. It's magic! We've just the stage lights on

Starting Saturday, October 8 *The Race against Time and the Weather*

for the program. All the stage lights go off, the countdown begins, and then the lane is turned on. There is always a collective "ah." Many people walk down the whole length of the lane, often led by the Muir High School marching band.

If you can make the commitment, we'd love to have you help — Saturdays and/or Sundays, 9a-noon, lunch is served. ○



A Backward Glance At ... Superstitions — PART I

October — Season of the Witch

Halloween ... when hordes of ghastly entities prowl among us: ghosts, ghouls, goblins and most horrible of all ... trick-or-treaters. We have once again ascended to that height of superstitious fervor, the time of year for avoiding black cats, ladders and dinosaur droppings; for fending off malevolent forces by crossing fingers, knocking on wood, fracturing turkey clavicles and a host of other behaviors formulated to repel unhappy events.

Since the dawn of humankind, uncountable superstitions have been created, most designed to do two things: bring good luck *into* one's life, and keep misfortune *out* of it. Although many such beliefs have come and gone through the ages, a startling number — *whether they work or not* — are actively practiced right now. Very often their true purpose and origin are obscured by time, while also being weirdly amusing. This segment of HH will eyeball several of those stranger, funnier notions.

And so, with that, we'll now *open up* about unfurling umbrellas inside houses.

• • •

Some 3,100 years ago in the eastern lands of Asia and the Orient, the round sunshade was used only by rulers, tribal chieftains, kings and potentates. Because it was applied exclusively outside against brutal solar heat, and its shape resembled the sun, it became synonymous with Mr. Sol himself. Concurrently, a powerful belief arose that any shielding of Sol's blistering beams must happen *strictly in the*

presence of the sun.

Time ground onward and eventually people all over the world — mucky-mucks and commoners alike — could possess these festive, nongreasy sunblocks on a stick. They were particularly popular throughout Europe where, by the early 17th Century, Italians began giving double duty to their hand-held sunshades; they now served to deflect rain as well. These dual-purpose devices were called *umbrellas*, which in Italian means *little shields*. About 200 years later, the French and English developed a waterproofing process that assured the efficacy and need for these nifty tools that enabled all to keep cool and dry.

• • •

Okay then ... so what's the big whoop about umbrellas suddenly becoming purveyors of evil if opened inappropriately? How could something so effective and essential generate such heavy weather (pun intended) if splayed inside a house instead of outdoors? We today hit snags in making sense of how and why our ancestors acquired their rock-ribbed beliefs. Also, it's baffling that so many folks in our modern age would say something sounding like "GAAAK!" if you suggested opening an umbrella within their home. But, they'd be at a loss to explain their odd outburst except to lamely assert that it's "bad luck." Beyond that though, they have no clue why. Such is the enduring, ironlike strength of certain superstitions. However, we might get a clearer picture of the ancients' mindset on this issue if we try to

fathom four of their most popular beliefs.

First is the ***right order of things*** principle, which states that God gave us umbrellas to use only outdoors; thus, to open those sun or rain shields *indoors* would violate that principle and be an insult to The Almighty. Never a good thing, that.

Next is the assumption that all things, living and inanimate, have spirits. So, it follows then that an umbrella's spirit gets really ticked off if it is misused, will likely become vengeful, and subsequently inflict whatever form of misery irritated umbrellas prefer.

Then there's the spirit of the house to consider as well. Like an umbrella, a house is also a shield against the sun and rain. You can see where this is headed. Open an umbrella indoors and anger its spirit by abusing it. Ah, but this ill-advised act has further consequences. Now the *house* spirit has *also* become annoyed, feeling that you believe its protection against the elements is so inadequate you've had to use an umbrella while inside it. Uh oh, somebody needs a hug. But the happy homestead, now mightily miffed, dispenses the degree of grief it deems sufficient. Working in tandem, this pair of spiteful spirits is the tag team from hell, conspiring to thoroughly ruin your weekend.

Finally (and perhaps least sinister of all) is the more recent notion that by opening a rain-deflecting umbrella indoors on a *fair* day, you've provoked those spirits to supply some poetic justice by summoning up foul weather. Who says stern, un-

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MONEY by Linda Wilkes MATTERS

Economic Update Last Week in the News

In a welcome sign of strength, existing home sales rose 7.7 percent in August to a seasonally adjusted annual rate of 5.03 million units from an upwardly revised 4.67 million units in July. The inventory of unsold homes on the market decreased to 3.577 million, an 8.5-month supply at the current sales pace, down from a 9.5-month supply in July.

The National Association of Home Builders/Wells Fargo monthly housing market index fell one point in September to 14. An index reading below 50 indicates negative sentiment about the housing market.

Retail sales fell 1.2 percent for the week ending September 17, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 3.4 percent.

The combined construction of new single-family homes and apartments in August fell 5 percent to a seasonally adjusted annual rate of 571,000 units. Single-family starts decreased 1.4 percent. Multifamily starts fell 13.5 percent.

Applications for new building permits, seen as an indicator of future activity, rose 3.2 percent to an annual rate of 620,000 units.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending September 16 rose 0.6 percent. Refinancing applications increased 2.2 percent. Purchase volume fell 4.7 percent.

The index of leading economic indicators — designed to forecast economic activity in the next three to six months — rose 0.3 percent in August, following a 0.5 percent increase in July.

Initial claims for unemployment benefits fell by 9,000 to 423,000 for the week ending September 17. Continuing claims for the week ending September 10 fell by 28,000 to 3.7 million.

Upcoming on the economic calendar

are reports on new home sales on September 26, the housing price index on September 27 and pending home sales on September 29.

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

History

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smiling spirits can't bust a playful move every now and then? Like that one day in our home when I recklessly opened a torn umbrella to repair it, then five seconds later had measurable precipitation in the living room. What? Not buying that? How about drizzle with a gentle breeze? Not that either, huh? Whew. Tough crowd.

Well anyhow ... a much more innocuous version of this is an event that *all of us* have experienced. You laboriously wash and polish your car, followed by biblical rainfall that same afternoon. But do you remember opening an umbrella inside your house just before giving Ol' Betsy a bath? Probably not. So then — and in the absence of any dark forces at work — this entire incident was nothing more than

inadvertently invoking Murphy's Law ... merely a coincidence ... or just plain bad luck.

Bad luck, did I say? Well, practitioners of superstition deal quite handily with all types of misfortune. And well they should, because they've had an app for that for thousands of years now!

Throughout this month we'll explore other durable, popular superstitions — hopefully squeezing a giggle or two from the humorously bizarre nature of their origins and uses. In any event, they could be individually showcased for the next 25 Octobers and we'd still have a few never mentioned. Hope you look forward to such explorations as much as I do! See you in the past, in the very near future!



FELLOWSHIP...

The Core of Altadena Rotary

MONTHLY MEET & GREET

Friday, October 14, 2011 • 5:30 - 7:30p

Fee: TBA

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