

## This Week

**Bianca Vobecky**  
**Super**  
**Entrepreneur**  
**Program Host**  
**Tom McCurry**

Bianca Vobecky has been actively involved in the transportation, logistics and Construction industry for ten years, having spent the majority of her career building meaningful relationships, being customer focused and keeping a keen eye out for opportunities.

In business for four years, her company Ship DTS offers hauling and dumping services in addition to the import and export of construction materials to or from construction sites. Vobecky formed the company to deliver convenient, cost-effective shipping to its customers on pallets, truckloads and flatbeds.

In line with her ambitious spirit, Vobecky obtained her California Demolition Contractor's License in October of 2009, and, just three short months later, won the company's first federal demolition contract. It is with the same competitive foresight that Vobecky has added both Demolition and Environmental services to Vobecky Enterprises in 2009.

Prior to starting her own com-  
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## View from the Hill

by President  
 Tony Hill

### ... But where was the Planner of this Event?

Last Friday was our first major fellowship event of my Rotary year. Theo, the organizer, came through again. Setting up a great event at McCormick & Schmick. As announced at our last meeting, between Theo's sign-up list and Craig's sign-up on ClubRunner, about 17 or 18 persons were planning to attend.

Although the event was scheduled to start at 5:30p, as I was in the area at 5p with nothing else to do, and as I always seem to be one of the last to arrive at Rotary events, I decided to go ahead and get the party started. I parked on Los Robles, went into the outside seating area and took a seat at a table in the far corner. When the waitress came to take my order, I told her that there would be a large group coming so would it be okay if I put three tables together. She said, "no problem," so I did so while waiting for my beer to arrive.

After a short time, Mike Z. arrived, then Craig, then Brian, then John F. & Joan — but where was the life of the party, Theo? We chatted, drank and ate tasty items from the happy hour menu. Then Gor-

don arrived, and Hal, and Ed & Mona — but where was the party-meister Theo.

More food, more drink and more fun. Tom & Etta arrived, then Jim, then Mike N. — still no sign of Theo, the party animal, Clarke. People began to talk. Theo would never stand us up, would he? Was he not able to make it down from his castle in the sky. Does he enjoy the thrill of setting up the event and once it is set, does he then just loose interest? Who knows but why is he not here? How can we Rotarians truly let go without the crazy, devil-may-care Theo.

But we all struggled on, trying our best to have a good time. Julius arrived. Ray arrived. Now it was starting to get quite

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## Greeters

October 27

**Kevin Moore**

November 03

**David P. Smith**

November 10

**Meet the Rose Queen and Court,  
 at San Marino Rotary**



# Program Review

## A Vision for the Future of PUSD

That's what our speaker last week, Jon R. Gundry, PUSD Superintendent of Schools, concentrated on in his talk to us last week. As a Fulbright scholar, Gundry studied in Nicosia, Cyprus, where many people thought he was a British spy. He comes to the PUSD from the Los Angeles County Office of Education, where he held two titles to reflect the two functions of the office, Superintendent of Schools and CEO of the school district supervisory office.

His goal has always been to be a superintendent of a school district in Los

Angeles County. When his neighbor, a Monrovia School District administrator, heard that he was applying to Pasadena, he asked him why, since it's the worst district in the county. From his work in LA County, however, Gundry knew that wasn't true.

His first step after assuming the office was to work with all the school principals, because they are really the key to the future performance of the PUSD schools. He's finding out who all the principals are, and, more important, what they believe. He stated that the PUSD schools are better than people think, especially the elementary schools. And, all of the secondary schools are improving in their test scores. He was gratified to see that the students are well-behaved, sitting in their seats and willing to learn. He is reinforcing the college career pathway program, because he feels it is important to engage students in education.

He feels that the problem today is that there's too much to learn in the traditional way, and that it's just too much information. The real key to today's education is

to give the student the skills they'll need to survive in a world that will be very different from today's world. The new goal is to give the students 21st Century skills.



Gundry believes in project-based learning. He described a project in one elementary school where the fourth graders had laid out a city, with streets corresponding to those near the school. The city had been divided into quadrants, with students "owning" a quadrant. There goal was to describe what the city would look like in 100 years. Gundry believes that these types of projects keep the students interested.

Gundry feels we need help in controlling the dropout rate, although PUSD's rate is better than most districts. The problem is that California is one of the few

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*Congratulations*



**Birthdays**



10/08 - Susan Cox  
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**

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Craig Cox ..... Foundation

Jacque Foreman ..... Public Awareness

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 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 - Meet the Rose Queen & court -- Combination meeting in San Marino

Nov 17 - To be Announced

Nov 24 - To be Announced

# Chairmen's Peace Makers?

by John Frykenbrg., International Chair



*In our mission to be Peace Makers in the world we have our work cut out for*

*us.*

Emerson said we must choose between truth or repose. Reminds one of the proverbial ostriches sticking their heads in the sand to hide.

We are engaged in a war for freedom. We must be engaged in action for fear of loosing what has been purchased with so much blood.

Others, admiring what we have bought so dearly, believe they may embrace democracy simply and thus set themselves on the road to prosperity, personal liberty and freedom of thought and action. It is not as simple as that.

The Arab Spring in Tunis and Libya and Egypt and Yemen and Syria has been identified as a freedom movement — a grass roots struggle for human rights. Yet 20 to 40 Coptic Christians were killed by soldiers and Muslim attackers two weeks ago; run over by military vehicles, beaten, shot and dragged through the streets of Cairo.

Three weeks ago Maronite Catholic Patriarch Bechara Rai warned French President Nicolas Sarkozy that the fall of Syria's Assad regime would spell disaster for Christians in Syria and could lead to civil war and the establishment of an Islamic regime under the Muslim Brotherhood.

In Iraq, 800,000 Christians have been reduced to less than 150,000 since the fall of Saddam Hussein.

Hussein, Assad, Mubarak all ran police controlled and oppressive states with little room for dissent. Yet for all of their vices,

the Islamic Brotherhood and Shia clerics who replace these regimes are proving more authoritarian, less tolerant, and more violent than those they replace.

Under the Shah of Iran (*sponsor of an absolute police state*), Christians were more or less free to practice their religion. Today Yousef Nadarhani faces the death sentence for his conversion to Christianity.

A decade ago Palestinian Christians made up 80 percent of the population of Bethlehem. Today they comprise less than 20 percent. And this week Ahmadinejad and the Iranian regime is proving they are complicit in a murder plot against the Saudi Ambassador to the US.

We are witnessing the decimation of Christian communities throughout the Islamic world in the name of *new* — these new regimes which make a mockery of democracy. The regimes are proving to be as elitist, as intolerant and unscrupulous as their predecessors and worse. Their concept of freedom as we know it is anathema to human rights.

- Christians are prohibited from practicing their faith in Saudi Arabia.
- In Pakistan, the Christian population is being systematically destroyed by regime-supported Islamic groups.
- In the name of justice, what should be done to stop the killing and the unfolding atrocities?

We have gone to war in Iraq, Afghanistan and Libya. We teeter on the brink of additional sanctions against Iran and nervously navigate the minefields of Yemen and Syria. Improvements in the state of our national security are improved somewhat in relation to Al Qaeda, but human rights and regime stability are very much

in question.

The people of the United States are tired of the cost, the death toll and our seeming inability to find acceptable resolutions.

As Rotarians we are bound by the imperative to love and serve our fellow man whatever his beliefs or ignorance of truth and justice as we know it.

Having said this, it is unclear what Western governments or Western churches think they are achieving by turning a blind eye to the persecution and decimation of Christian communities in the Muslim world. As recent events in Egypt and other daily anti-Christian attacks by Muslims against Christians throughout the middle east show, our behavior, however loving, is not appeasing anyone.

What is clear enough is that we shall reap what we sow. Appeasement solves nothing.

I saw a bumper sticker as I drove about the other day. It proclaimed that "*War is Not the Answer*". I thought to myself, "*It depends on what the question is.*"

Prime Minister Chamberlain's attempt at appeasement in WWII failed miserably and only encouraged aggression by the Third Reich and an eventual holocaust. Ahmadinejad denies it ever happened. That's how far out of touch the leader of one of the largest Islamic nations in the world is.

Much as we must be bearers of the *Olive Branch*, Rotarians must also be realists in the implementation of *Tough Love*.

There is a new movie out entitled *The Machine Gun Preacher*, the true story of a former drug dealer turned preacher in Sudan who is bent upon bringing justice to children. I think I am going to see it. ☺



# MONEY by Linda Wilkes MATTERS

## ***Economic Update***

### ***Last Week in the News***

The Institute for Supply Management reported that the monthly composite index of manufacturing activity unexpectedly rose to 51.6 in September after a reading of 50.6 in August. A reading above 50 signals expansion.

It was the 26th straight month of expansion. Total construction spending rose 1.4 percent to \$799.1 billion in August, following an upwardly revised 1.4 percent decrease in July. Economists had anticipated a decrease of 0.2 percent in August.

Factory orders fell 0.2 percent in August to a seasonally adjusted \$451 billion, following a revised 2.1 percent increase in July. Excluding the volatile transportation sector, orders also fell 0.2 percent in August.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending September 30 fell 4.3 percent. Refinancing applications decreased 5.2 percent. Purchase volume fell 0.8 percent.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity fell slightly to 53 in September from 53.3 in August. A reading above 50 signals expansion. It was the 22nd straight month of expansion in the services sector.

Wholesalers increased their inventories 0.4 percent to \$464.3 billion in August. This followed a 0.8 percent rise in July. Sales at the wholesale level rose 1 percent to \$401.3 billion in August. On a year-over-year basis, sales were 15.2 percent higher since August 2010.

Initial claims for unemployment benefits rose by 6,000 to 401,000 for the week ending October 1. Continuing claims for the week ending September 24 fell by

52,000 to 3.7 million. The monthly unemployment rate remained unchanged at 9.1 percent in September. Upcoming on the economic calendar are reports on international trade on October 13 and retail sales on October 14.

### ***Insight NOW***

#### ***Improve Your Odds of Small Business Success***

Straight from the small business trenches, this month's edition of *InsightNOW* is an illuminating discussion between Prospect Mortgage's Chief Performance Officer Todd Duncan and hugely successful entrepreneur Susan Wilson Solovic about avoiding the pitfalls of being your own CEO and increasing your chances of survival in the marketplace.

Solovic, owner and cofounder of *ItsYourBiz.com*, a video news and information site for entrepreneurs, offers no-nonsense tips for launching and growing your business from her book, *It's Your Biz: The Complete Guide to Becoming Your Own Boss*.

Knowing and embracing business fundamentals are essential: Pick the brains of successful business owners. Take a personal inventory of your strengths and weaknesses. Prepare for self-sacrifice and monetary investment. Make sure those closest to you are on board with your vision.

To make it in today's business environment, Solovic endorses the practice of *MYTOP* (Multiply Yourself Through Other People). Therefore, delegate your weaknesses (accounting, technology, etc.) and concentrate on what you do best. You can't be all things to all people. As Todd notes, "You need more human capital than yourself."

To avoid the biggest challenges of

small business ownership, establish your core strategy. Have a business plan, no matter how rudimentary. Learn to read financial statements — a snapshot of where your business stands. They separate what's profitable from what isn't. Don't reinvent the wheel for every client; instead, develop processes that are repeatable and teachable. Have a Plan B in place to help you through unforeseen circumstances.

Finally, learn to use social media for marketing! It's modern word-of-mouth advertising and *supercharged* networking that help you promote your brand on a shoestring budget.

### ***Homeline***

#### ***Property Boundaries***

Fences should not be considered an indication of property boundaries. Legal property boundaries are demarcated by surveyor pins or stakes. These are typically 1/2- to 3/4-inch round iron pipes flush or buried slightly below land surface. Newer pins might have yellow or orange caps that indicate the surveyor's license number.

Locating property lines can be challenging. Older surveyor pins tend to erode. Older property markers could be metal posts, rebar, pipes or car axles. Those having difficulty locating their surveyor pins — also called corner pins — should contact their city or county government and get a copy of their plat map.

A plat map will identify each specific lot located in a subdivision — as well as the shape and dimension of the lot — and where the surveyor pins are located.

If a plat map is not available, or no pins are found, the next step is to contact a registered land surveyor to locate the property lines and set new surveyor pins.

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# FELLOWSHIP... by Theo Clarke, Fellowship Chair

*The Core of Altadena Rotary*

## Meet and Greet, McCormick and Schmick

*October 14, 2011*



was passing through the bar to get his parking ticket validated. He was surprised to see Theo there. Turns out the crowd was out on the patio — all 18 of them. The first person to show up at the event had been President Tony. He never went to the front desk. Instead, acting presidential, he took charge immediately and had the wait staff put together some tables on the patio, and, as Rotarians showed up, they joined the makeshift set up that Tony had arranged. He NEVER mentioned the magic word **Rotary** to the Wait Staff who

*Portrait of Despair – Where are all the Rotarians?*

Crossed wires is hardly the name for it. Theo showed up promptly at the Meet and Greet event at 5:30p and was told by the guy at the front desk that he, Theo, was the first to arrive. He went into the bar and watched game number 5 of the ALCS (American League Championship Series) on TV. He told the front desk, who were expecting a Rotary crowd, to come get him when the crowd showed up. They never came. At 6:30p Theo took this pic of

t h e crowd at the table. Notice something? Nobody there! At 6:45 p., Craig Cox



*Theo at the bar getting plastered.*

*The Real Rotary Crowd enjoying Themselves on the Patio*



were waiting for the Rotary Club to show up. So Theo spent an hour watching the Milwaukee Brewers and St. Louis Cardinals go at it, while the rest of the Meet and Greet were Meeting and Greeting on the patio on this absolutely gorgeous balmy evening.

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# Fellowship

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*Theo, Gordon and Ray enjoying Fellowship, Post Meet and Greet, in the Bar*

We all had a good laugh when Theo finally joined the party. Gordon Seyffert cashed in some McCormick and Schmick coupons worth \$50 off the bill the Club ran up on the patio. Great event. Tony, God bless you. Mention the name Rotary next time you go to such an event. They were

## Money

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The boundary surveyor will thoroughly research city and county records relating to the land and all adjacent property. After research, the field work begins, reconciling the research with the onsite analysis on the property to determine the final boundary lines.

Boundary surveys might also include property improvements, fences, power lines and any encroachments crossing the property lines. Costs of a boundary survey can vary depending on property size, terrain, vegetation, location and season.

A survey is strongly recommended before subdividing, improving or building on land. Building beyond property lines could result in being forced to alter or remove a structure, fines and lawsuits. ☉

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

waiting for us. ☉

## View

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dark. The waitress said, "last call" for happy hour. The bill arrived. Gordon graciously donated \$50.00 in gift certificates to bring down the balance due. We all thank you for that Gordon (well all of us but Theo). Mike Z. and I squinted in the dark to try to figure out the bill. The money was collected and the bill paid.

Tom excused himself to visit the boys room and returned to announce that he had found Theo, the lonely warrior. He had been sitting at the bar all this time. Theo now joined the party — better late than never. It turns out that he had also set aside seating inside for the whole group and sat embarrassed at the bar trying to explain to himself and the bartender why none of his group was showing up.

Well, I for one had a great time, but had Theo the party-nater only been there earlier, I know it would have been so much better. I now look forward to our next fellowship event that Theo will faithfully arrange for all of us, but let's all do our best to make sure Theo is there so we can all enjoy his effervescent personality. ☉

# Program

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states that does not maintain a student data base, so there is no way to track the students who leave. California is way behind in utilizing technology to track students. Gundry believes that many high school students are not engaged in the learning process. We need to provide a variety of interests to keep the students engaged.

He wants the students to have a dream about what they want to be, something to point toward the future. It is extremely important that the District has high expectations of its students. He told of a principal of a school in a low-income neighborhood that had not improved over three years. The principal had no expectations of his students, and they performed accordingly. He was replaced by a principal who believed they could succeed, and the school doubled its achievement scores. Gundry believes that you must believe the kids can succeed so they can believe it themselves.

He cited the example of Willard Elementary, where the teachers started telling the kids how smart they were. Pretty soon, they started living up to the expectations, and the school improved greatly in all areas.

Gundry indicated that he will continue to expand the career pathway academies and the international baccalaureate programs. He also cited the new language programs in Spanish and Chinese that have been very successful in the elementary schools.

All in all, it looks like a bright future for PUSD. ☉

## This Week

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pany, Vobecky worked for Xerox Special Information Systems, Parson's Engineering and Infrastructure, Jacobs Engineering, and Bovis Construction where she gained both her construction and business management experience. ☉