

This Week

Ideal Youth, Inc.

- **Kardia Pinckney** - President
- **Ishmael Trone** - Board of Directors

Program Host: C. Ray Carlson

The mission of this exceptional non-profit organization in Pasadena is “*Creating Successful Leaders in Business and Life.*” It is dedicated to educating students — mainly at Muir HS — about workforce readiness, entrepreneurship, and financial literacy through experimental, hands-on advanced job training. They have developed a phenomenal summer internship program that prepares high school youth for the real world. Those who complete the program are awarded lap-top computers.

Pinckney recently received the **Woman of Distinction** honor in the *education* category, in a competition conducted in this community by the **Pasadena Star News**

Trone, Community organizer, entrepreneur and owner of F & M Business Center, arranged a third annual **City of Pasadena Night** at the Staples Center on August 7 in conjunction with a regular game of SPARKS, the WNBA women’s professional basket-

Please turn to This Week p. 3



View by President Tony Hill from the Hill

Outstanding Members Recognized

For those of you who missed this past week’s meeting, I am again recognizing in this article those members who stood out to me in the first two months of my Presidency. Prior to the visit by the our District Governor, I was asked to nominate three Club members who I felt deserved recognition by the Governor. I submitted five names instead. Unfortunately, as a result of some mixup between the District Governor and myself, the recognitions on that day did not come to pass. But Doug Fowler did provide me with some special District pins to hand out to the honorees, and that is what I did at last week’s meeting.

The first member I chose to recognize was **Craig Cox**. I have been overwhelmed by Craig’s devotion to the Club. He had already taken on his fair share of duties by serving another year on the Board and remaining as RI Foundation chair. But, with membership growth being my primary focus this year, Craig — without being asked — just stepped up and told me he would be reinstating the Membership Committee to coordinate the effort to bring in new members. Since then Craig

has hosted the membership committee meeting in his home each month, providing over the top refreshments to a very large turnout of members. Thank you so much, Craig (and Susan for your understanding).

My second member for recognition was **David Smith**. As President I attended each of the Concerts in the Parks. Each time I would get there early to help set up and I would see Dave lugging in barrels of draft beer, containers of wine, bags of ice, knowing that he had not only come early to do this but he had previously gone somewhere to pick up these items. And at least once after one of the concerts he found a bar in the area to buy up the re-

Please turn to View, p. 3

Greeters

September 29
Julius Johnson

October 06
Sterling Louviere

October 13
Tom McCurry



Program Review

Announcing the New Fall Line-up!

When I read the blurb announcing the *Chase Team* as this week's program, I thought it was referring to a new action/adventure series new to this fall's television line-up. *Chase Team* brought to mind an elite crew of misfits who fight crime and make the world a better place.

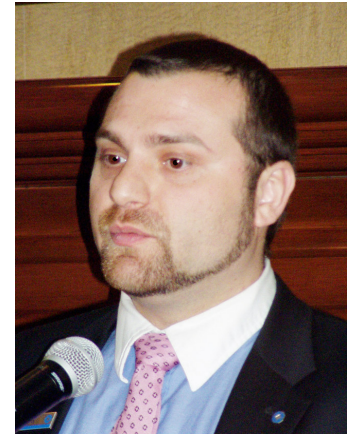
Our *Chase Team* may not fight crime (other than perhaps reporting someone trying to pass a phony fifty dollar bill) but they do work to make our community a better place.

Tiffanie Bell is the manager of the Altadena branch of Chase Bank located at 2333 N. Lake Avenue. Although she is relatively new to the branch, she brings over 15 years of banking experience, and that takes a lot of cents. She was joined by assistant manager Christina Bill — and Gary Barbarian, the business bank-



ing specialist.

When Altadena needs help, the Chase Team is there to lend a hand — or cash.



Trouble getting your SBA loan? The Chase Team will cut through the red tape. Ready to buy your dream house? Mortgage rates are at historic lows. Expanding your business? They are committed to investment in our community.

Chase Bank is an industry leader and was among the first to adopt the latest high tech banking options, including online banking, smart phone depositing and electronic alerts. They are going above and beyond their competitors in compliance with new standards designed to avoid a repeat of the recent mortgage meltdown. In spite of what many people believe about the shortage of capital, Bell and

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. Doug Fowler

Officers

Tony Hill, Pres. Bus. 626-795-5363
Julius Johnson, Pres. Elec. . Bus. 626-797-1186
Brian Hayes, VPres. Bus. 626-529-8093
Jim Gorton, Sec. Bus. 626-793-6215
Mike Noll, Treas. Bus. 626-683-0515

Directors

Jim Gorton • Craig Cox • Julius Johnson
Sterling Louviere • Brian Hayes
Linda Wilkes • David Smith

Chairmen

Julius Johnson Administration
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

September Programs

New Generation Month

Program Chair, Ray Carlson
Sep 29 - Ideal Youth, Inc.

October Programs

New Generation 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

Congratulations



Birthdays



9/13 - Boyd Hudson
9/17 - Dennis Mehringer
9/19 - Bob Collinge
9/22 - Etta McCurry
9/29 - John Guerrini



Anniversaries



9/13 - Boyd & Alice Hudson

Chairmen's Corner Will Interact help Christmas Tree Lane This Year?

by Jacque Foreman for the person who is supposed to be writing about Youth Services



Since no article has arrived for Youth Services, I am doing what I sometimes do: hijack the space to talk about one of my favorite community groups: Christmas Tree Lane.

This time I'm doing a bit of wondering if the Pasadena High School Interact Club will be helping put up the lights on the Lane this year. We start the process on Saturday, October 8. We will begin at the top of the Lane at the corner of Altadena Dr. and Santa Rosa at 9a. We work until about noon. We serve the workers donuts and coffee and water while they work and serve lunch after.

For several years now, members of the Pasadena High School Interact club have showed up week after week to help put up the lights and then take them down. They make the difference between fairly

comfortably making our deadline of the 2nd Saturday in December — the day of the lighting ceremony — and having to increase the hours of work each weekend. I work on Saturdays, but the crew works both Saturday and Sunday. In general, the only Friday we work is the Friday after Thanksgiving.

This year the Interact club will have a new faculty sponsor, and I am hoping that he/she will continue their tradition of providing help to Christmas Tree Lane on an

on-going basis. Other youth groups come and help only one Saturday or one Sunday, but Interact has always recognized that working on a continuing basis is much more helpful. By coming out on an on-going basis, they learn the process, so they know what to do without being told. Each year, the Interact members from the previous year teach the new members of the current year. The transition from year to year has most often been seamless. I hope it will be so again this year. ○

View

Continued from p.1

mainder of draft beer, so we would not lose that investment. And remember, David lives in Glendora. Our Club made a lot of money on these concerts, and David deserves an awfully lot of the credit for this success. Thank you again, David.

Third recipient — who is traveling and missed the meeting — was **Mike Noll**. In spite of being very busy in his business, Mike agreed to stay on as Club treasurer — a tremendous commitment to our Club. On top of that, Mike single handedly solved one of the big problems of the Club. The Altadena Town and Country Club had been charging us a flat rate, assuming attendance of about 35 persons each meeting. Because of this, we had to charge members for the meal whether they attended the meeting or not. In these tough economic times we wanted to find a way to make membership more economical. Mike — on his own — went the managers of the ATCC and negotiated a new deal by which a member now only pays for the meal if he or she attends the meeting and has the meal. In addition, Mike again did a great job in coordinating the Corvette Raffle, even arranging for the car to be on site at one of the Concerts in the

Park. Great job, Mike.

Then I wanted to recognize **Jacque Foreman**. Not just for continuing to put out our award winning Sparks and maintaining our web site, but again going above and beyond. At the PETS program and at the RI Convention we Presidents Elect were told to try to set up a Facebook page for our Clubs. We were told that that would be a great way to attract younger members. I asked Jacque if she could do this. She told me she had no idea how to do it but she would see what she could do. Within a couple of weeks, she had found someone who could help her, and she set up our Rotary Club of Altadena Facebook page. Check it out and *like* it if you have not already done so. Thank you so much, Jacque.

Finally I wanted to recognize **Ray Carlson**. Ray, at 81 years of age, is showing no sign of slowing down. I am trying to get younger members into the Club so we can tap into their high energy. But I do not think we will find anyone who can surpass the energy level of octogenarian, Ray Carlson. Keep up the good work, Ray — you are one of a kind, and our Club is fortunate to have you as a member. ○

Program

Continued from p.2

Barbarian reassured the Club that they have money to lend.

Although they may not be starring in this fall's hit series, the caring cast of the Altadena Branch of Chase Bank is there for you. Whatever your banking needs, visit them at 2333 North Lake Avenue. They'll be happy to give autographs, but most likely they'll want yours.

Brian Hayes ○

This Week

Continued from p. 1

ball team of Los Angeles.

This will be a perfect program to learn about a distinctive local youth program and also to invite potential members. ○



MONEY by Linda Wilkes MATTERS

Economic Update **Last Week in the News**

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending September 9 rose 6.3 percent. Refinancing applications increased 6 percent. Purchase volume rose 7 percent.

The producer price index, which tracks wholesale price inflation, was unchanged in August after a 0.2 percent increase in July. For the year, seasonally adjusted wholesale prices are up 6.5 percent. Core prices — excluding food and fuel — rose 0.1 percent in August.

Retail sales were unchanged in August after a downwardly revised 0.3 percent increase in July. On a year-over-year basis, retail sales rose 7.2 percent.

Total business inventories rose 0.4 percent in July to \$1.526 trillion, up 10.6 percent from a year ago. Total business sales increased 0.7 percent to \$1.197 trillion in July, up 12 percent from a year ago. The total business inventories/sales ratio in July was 1.27.

Consumer prices rose a seasonally adjusted 0.4 percent in August, following a 0.5 percent increase in July. For the year, seasonally adjusted consumer prices are up 3.8 percent.

Industrial production at the nation's factories, mines and utilities rose 0.2 percent in August. Compared to a year ago, industrial production is up 3.4 percent. Capacity utilization rose to 77.4 percent in August from a revised 77.3 percent in July.

The Reuters/University of Michigan consumer sentiment index for September's preliminary reading rose to 57.8 from 55.7 in August. The August reading had been the lowest level since 55.3 set in November 2008.

Initial claims for unemployment benefits rose by 11,000 to 428,000 for the week ending September 10. Continuing claims for the week ending September 3 fell by 12,000 to 3.7 million.

Upcoming on the economic calendar are reports on the housing market index on September 19, housing starts on September 20 and existing home sales on September 21.

The 7 Bs of Relationship Building

Mark Sanborn, in his best-selling book, *The Fred Factor*, outlines the following principles that will help you improve your business relationships.

- **Be real.** The most important factor in a relationship is trust. If you want to build trust, you have to be who you are — not someone you are not.
- **Be interested (not just interesting).** When you meet potential clients, avoid talking about yourself. Instead, focus on getting to know potential clients and how you can best serve them. Show an interest in who they are as opposed to showing them how interesting you are.
- **Be a better listener.** Listening to your customers allows you to identify

shared interests. Once shared interests are identified, you can exchange information about them, which will add value and depth to the relationship.

- **Be empathic.** Being a better listener and taking a genuine interest in your customers will allow you to understand and — most important — be empathetic to their needs.
- **Be honest.** Developing and maintaining your integrity are not complicated. Be a person of your word. Meet — or exceed — customer expectations. Follow the maxim: Say what you'll do and do what you say.
- **Be helpful.** Even holding open the door for a stranger can speak volumes as to who you are. Being helpful — even in small ways — will help develop new relationships and bode well for your business in the long run.
- **Be prompt.** How quickly you respond to an email inquiry or to contacts giving you their business card is crucial to the success of your business. Perform these duties without delay and set yourself apart from the competition. ☉

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



FELLOWSHIP... ♦♦♦

The Core of Altadena Rotary

Excerpted from the minutes of the Membership/Fellowship committee meeting(s) by Theo Clake

The last Fellowship Committee meeting followed directly after the Membership Committee meeting. Three fellowship events were preliminarily scheduled:

- McCormack and Schmicks Meet & Greet on a Friday in October,

- Craftsman Brewery on Lincoln Meet & Greet on a day in November, and
- Christmas Party in December — place and exact date to be announced .

More specific information to be announced at meetings and in *Sparks*. ☉