

This Week
Cherryl Cavalo
Director, Altadena
Historical Society
Program Host:
Theo Clarke

The Altadena Historical Society (AHS) is a non-profit organization founded in 1935 to gather, preserve, and make available to the public information about the people, places, and events that have shaped the community in the past. You've all seen the license plate frames proclaiming *Beautiful Altadena*. It is no understatement. I sport such a plate frame on my car.

How many communities our size (14,000 homes) have their own amphitheatre? How many have had no less than 4 definitive histories written about their communities? They are: *Altadena* by Sara Noble Ives, 1938; *Altadena, Yesterday and Today* by Dorothy Hassler, 1969; *Altadena's Golden Years* by Robert Peterson, 1976; and *Altadena: Between Wilderness and City* by Michelle Zack, 2005.

Join us this Thursday as AHS director Cheryl Cavalo regales us about the glory of Altadena and the hidden treasures therein. Bring a guest.



View by President
 Tony Hill
from the Hill

It's a Test ... What do these People have in Common?

What do Julius Johnson, Craig Cox, Ray Carlson, Tom McCurry, Hal York, Sue Applegate, Brian Hayes, Jacque Foreman, Sterling Louviere, Theo Clarke and Ed Jasnow all have in common? They are the monthly program chairs for this Rotary year — and what an amazing job they have done — collectively bringing us each week exceptional, eclectic, entertaining and enlightening programs throughout my Presidential year.

The full impact of the invaluable contribution of the program chairs hit me after last Thursday's *Young and Healthy* program. For those who missed the meeting, we were told about an outstanding resource in our community — that I for one was unaware of — that provides free medical, dental and psychological services to low-income, uninsured children in the Pasadena/Altadena area. This wonderful service is extended to children attending Pasadena/Altadena schools, day care centers and homeless shelters. In these days of expensive health insurance costs and severe cutbacks in government services, being informed about this valuable community resource alone

made the trip to the meeting more than worthwhile.

But this is just one small example of the outstanding programs our program chairs bring us each week. In looking back, there are many, many examples of similarly remarkable programs over this past Rotary year: for example, the administrators from Waldorf School telling us about their innovative educational program; the local non-profit "Ideal Youth, Inc." teaching students, mainly at Muir High School, about entrepreneurship through experimental, hands-on advanced job training; the lady, Bianca Vobecky who owns and manages a multi-million dollar trucking company — a truly amazing woman; the new PUSD Superintendent, Jon Gundry informing us of his plans for the coming

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Creeters

April 26

Kevin Moore

May 03

Mike Noll

May 10

Gordon Seyffert



Program Review

Pre-program: The RYLA Kids and The Program: Young and Healthy

The RYLA Kids Speak Out

Each year, our club sends two boys and two girls from the eleventh grade to participate in the Rotary Youth Leadership Awareness (RYLA) camp in Idyllwild. This year, those students were all from John Muir High School, and came to our club to report on their RYLA experience. First to speak was the counselor from Muir, Nancy Gonzalez, who co-



ordinated the selection process. She stated that fifteen students were interviewed by representatives of the club, before four were selected. Three of the four participants were present, and Gonzalez read a letter from the one who could not attend, Terrel Swain, who said

that he truly enjoyed his RYLA experience and was very grateful to the club for having sent him.

The first student to speak was Karen Mancia, who was selected on the last day



after what she felt was a good interview. She said that RYLA taught her to trust herself as well as trust others. She also learned about Interact Clubs, and intends to pursue the establishment of such a club at Muir, which would be sponsored by the Rotary Club of Pasadena,

Next up was Dean Trevino, who said

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Rotary Club of Altadena - #7183

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Meets: Thursday, 12:10p

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Jacque Foreman Public Awareness

Jacque Foreman Acting Publicity

Jacque Foreman Sparks/Website

Mike Zoeller Club Projects

Ed Jasnow Community

John Frykenberg International

Gordon Seyffert ... Youth Contests/Awards

Hal Yorke Vocational/Youth Projects

Craig Cox Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

April Programs

Magazine Month

Program Chair, Theo Clarke

Apr 26 - Altadena Historical Society

May Programs

No Designation

Program Chair, Julius Johnson

May 03 - PCC Vocational Awards

May 10 - Discover Rotary - Visitor Day

May 17 - Business Plan Competition

May 24 - GSE participants from Chile

May 31 - To be Announced

June Programs

Fellowship Month

Program Chair, Ed Jasnow

Jun 07 - To be Announced

Jun 14 - To be Announced

Jun 21 - To be Announced

Jun 28 - To be Announced

Congratulations



Birthdays



04/13 - Alice Hudson

04/18 - John Frykenberg

04/29 - Mike Noll



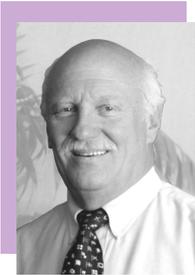
Anniversaries



04/27 - Olga & Sterling Louviere

Boko Harem kill 36 in Kaduna ...

by John Frykenberg, International Chair



- 3 sect members killed in Maiduguri
- 10 killed in Nasarawa community clash

- Britain condemns explosion,
- Pope prays for peace in Nigeria

The killings in Kaduna occurred on Easter Sunday 2012. The geographical location is not far from the Federal Polytechnic University where our Rotary Team spent four days teaching skills in *How to Make a Job* to over 1000 college students last year; half Christian, half Muslim.

The team is expected to return in June or July of 2012; both to Kaduna and to nearby Nasarawa and Niger States. Traveling members covet your prayers for their safety.

"Boko Haram," literally Hausa for "Western Education Forbidden ... or *Sinful*" is a loosely knit terrorist organization believed to be affiliated with Al Qaeda and preying on the poorest and least educated Fulani and Hausa residing in the northern most states of Nigeria closest to Niger and Chad. Many of these people speak Arabic and are taught that any laws constituted by mankind are in opposition to the will of Allah. And there are many who believe they have a duty to kill the infidel as long as there is opposition to Sharia law.

The Governor of Nasarawa State, a Muslim, has condemned the bombing and called upon all Muslims to lay down their arms and to seek the peaceful resolution of differences; calling for compliance with the law. So have many other Muslim groups including the Council on American-Islamic Relations (CAIR) and its counterparts in Britain and France.

The Pope in his Easter message also

called for peace. Can Rotarians do less?

Poverty and ignorance — while not the root cause of all the evil in the world — certainly make the oppressed peoples of the world susceptible to those willing to seek gains through violence and hatred. Playing upon inequities, perceptions of fairness, jealousies, fear and envy as substitutes for hope and change, demagogues continue to call for bloodshed, reprisal and conflict.

Rotary peace scholars and cooperating agents — like those addressing club members at District 5300's recent Peace Conference — offer an alternative: models for negotiation, relief from poverty and condemnation of oppression wherever it is found. Our individual skills as small businessmen and women in positions of leadership in our respective communities and understanding of bootstrap capitalism and self-sustaining entrepreneurial skills can and do make a difference to those who only want the opportunity for a better life for themselves and their families.

We learned recently — or sometime in our lives — that, indeed, happiness in life is a reflection of the gratitude we feel for what we have, for what we are given and for what we earn. And that gratitude is a direct reflection of what we contribute; what we give to others both in time, talent and treasure. We know that we can offer the benefit of our training, our skills, our compassion and our time to improve the lot of those struggling for their very survival. And, in sharing, we know that we can bring with us our beliefs that we are all in this together; a world where no one need starve or go without shelter or clothing. We can do this as Rotarians. We have an obligation to contribute all that we realistically can, because of what we

have been given ... power and authority, wealth, education and a responsibility to our fellow man. *"To whom much has been given, much is required."*

No one is expecting Rotarians to march foolishly into harm's way to have their collective heads removed, but with care, prudence and planning — which includes reasonable precautions, we are expected to offer what we can to those so desperately in need of what we can offer: real hope for a better future to those who are thoroughly discouraged along with real solutions to addressing the hopelessness of poverty by providing a means to *make a job*. This is just what we plan to do, even under the prospect of fire from those who promote dependency and ignorance in the world. ○

Program

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that this was his first ever trip away from home. He was nervous, but decided to

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MONEY by Linda Wilkes MATTERS

Economic Update **Last Week in the News**

Retail sales rose 0.5 percent for the week ending April 7, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 4.5 percent.

Wholesalers increased their inventories 0.9 percent to \$478.9 billion in February. Sales at the wholesale level rose 1.2 percent to \$409.4 billion in February. On a year-over-year basis, sales were 9.3 percent higher since February 2011.

The trade deficit decreased to \$46 billion in February from a revised \$52.5 billion in January. Exports rose 0.1 percent to \$181.2 billion. Imports dropped 2.7 percent to \$227.2 billion.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending April 6 fell 2.4 percent. Refinancing applications decreased 3.1 percent. Purchase volume fell 0.5 percent.

The producer price index, which tracks wholesale price inflation, was unchanged in March after increasing 0.4 percent in February. On a year-over-year basis, seasonally adjusted wholesale prices are up 2.8 percent. Core prices — excluding food and fuel — rose 0.3 percent in March.

Consumer prices rose a seasonally adjusted 0.3 percent in March, following a 0.4 percent increase in February. Compared to a year ago, consumer prices are up 2.7 percent. Consumer prices at the

core rate — excluding volatile food and energy prices — were up 0.2 percent in March.

The Reuters/University of Michigan consumer sentiment index for April's preliminary reading fell to 75.7 from 76.2 in March.

Initial claims for unemployment benefits for the week ending April 7 rose by 13,000 to 380,000. Continuing claims for the week ending March 31 fell by 98,000 to 3.25 million.

Upcoming on the economic calendar are reports on the housing market index on April 16, housing starts on April 17 and existing home sales on April 19.

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

Community Service Idea: Clean up Under the Trees on Christmas Tree Lane — Saturday April 28, 8a-noon

by Jacque Foreman

This Saturday, April 28, is the annual *Cleanup Under the Trees* day. “Why haven’t I told you before?” I hear you ask. How about I just heard about it by email yesterday, Sunday, April 22, when I was looking for a last article for *Sparks*. Be that as it may ... We will be working from 8a to noon this Saturday, April 28.

As I write this, I do not know if we will feed you after your hard work, but we probably will.

The purpose is to clear from 5 to 10 feet around the trunks of the trees before it gets warm so we can keep the fungus that attacks the trees from forming in the soil. Many of the residents along the Lane keep the area under the trees clear of plantings and weeds, so we will only be clearing under the worst-kept trees.

As we clean under the trees, we will

also be checking to make sure that any irrigation system that is close by does not spray water directly on the tree itself. The disease we are fighting is *Oak Root Fungus*. This fungus kills every tree it infects. There is no treatment, there is only prevention.

According to the arborists at the LA County Arboretum:

The fungus infection is spreading throughout the soils in our region and will prey on any tree that is in stress. ... To reduce the threat to the trees, avoid planting and irrigating within a five-foot radius around the base of the mature trees. This area should be dry and air allowed to circulate through the soil, especially during warm weather when heat and moisture in the soil causes the fungus

(when present) to thrive. The mature trees should derive all of their watering needs from subterranean sources or from surface watering **outside** the drip-line.

View

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years; Don Kenney telling us about the the presenters or by our need to insert a particular alternate program into the schedule after the program chair has already lined up a program for that day (Sound familiar Ed?) But, week after week, they get the job done and allow the rest of us to sit back and enjoy.

So thank you to all our program chairs for all of your hard work and for making the weekly trip for all of us to ATCC a memorable occasion.

The 1940 Census and Education

As many of you heard me say recently, I spent hours with the 1940 census in the first week after its April 2 release. My interest was in finding the then-living ancestors of my wife and me in the available digitized images of responses recorded by census takers across the nation. The 1940 version has been hailed as offering certain kinds of information not previously sought, such as the place of residence midway between the present and the next-most-recent census, as well as the amount earned in the previous year (1939) in salary or wages.

For me, however, the most interesting item was to see the answers to the question on the highest grade of school completed. The answers confirm for me how different the world was back then — before the GI Bill and the relative prosperity of the Fifties made it possible for college education to be within reach of the average individual.

I still have yet to find three of our city-living parents — my father, who was then still single and who moved frequently, and my wife's married parents, who were (to my best knowledge) living at the time somewhere in Venice or Ocean Park. Lacking exact 1940 addresses for them in my files, I must await the indexing of the census before I can easily locate them. Still, I think I know the answers as regards their educational levels.

My father had completed three years of engineering school at Washington University in St. Louis before his father ran out of funds to pay for his senior year there. As a consequence, my Dad had to become a traveling salesman — a job he hated. But because they lived in an urban

area, my own parents had found it logistically easy to attend college, money being the only possible obstacle.

My inlaws, in contrast, had found it to be an achievement even to complete high school, as one had to live *in town* just to attend. In those days, if one came from a farm family, the sole way to enter (and graduate from) a high school was to move into a town that had one. One-room rural schools only offered education through grade 8. And that's what I believe happened in both families — they moved to town so that the children would become eligible to attend.

Of my wife's grandparents, all were living and were then aged from 48 to 52 years old. Three had 8th grade educations, and the fourth had completed ten years of school as a result of a similar move in the earlier generation. He had then had served as a teacher in a number of those one-room schools. As expected, her two living great-grandparents also had received just 8th grade educations.

With my own family it quickly gets interesting. My mother (who was then in her first marriage) reported that she had completed high school and that her husband had completed two years of college. What's so interesting about that for me is that she always had told me that she had "attended college but never graduated." Not exactly a lie, but certainly a misrepresentation inasmuch as she never made it to the completion of her freshman year. I strongly suspect that she left after one unsuccessful semester.

My paternal grandfather was then living with his second wife, a childhood sweetheart. [My grandmother had died

of a stroke when relatively young, in 1931.] He said that she had completed college, and that he had completed two years of it. But was he being truthful? My Dad had always said his father had lied to get a job during the Depression, and I myself discovered that he had lied about his age in either the World War I draft or the 1942 *Old Man's Draft*, as the data did not agree. Maybe he had also lied about his educational level to gain his then-current employment with the Indianapolis regional office of the Farm Security Administration (a forerunner to the FHA).

Then there were my maternal grandparents. I had always known that my grandfather left high school before completion, but I did not know that he'd only completed the 10th grade. My grandmother came from a well-to-do St. Louis immigrant German family that easily could have sent her to college, but I learned that she, too, had completed only the 10th grade. The cook whom they employed had herself completed eight years of education! Nevertheless, my grandfather was highly successful at what he did.

Even if my paternal grandfather had been somehow telling the truth (although I never heard any mention of his ever having attended college at all), it appears that of thirteen of our ancestors living in 1940 only my father had a significant college experience. So my wife and I are still truly *first-generation* college graduates.

I can't say either one of us made the best use of our respective opportunities, but that's in the nature of *first generation* graduates. Not having come from families with the full experience of higher education, it's easy to understand why college admissions officers and counselors make so much of this single piece of information. I wonder, do my college-educated children realize the *leg up* they received in being born to college-educated parents? I wonder... 

Program

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she could overcome her fears of many things.

As usual, hearing these eleventh graders speak about their RYLA experience served to restore our faith in today's young people. Our world will be in good hands, after all.

* * *

For Some It's not Easy to be Young and Healthy

That was the main point of our speaker last week, Mary Crocker, the Executive Director of an organization called Young & Healthy. This is a community-based volunteer organization that is dedicated to providing quality health care to those children who have no health insurance. It is comprised of 600 volunteers, 300 of whom are doctors and dentists. Located in John Muir High School, Young & Healthy essentially functions as a broker who matches sick children with volunteer doctors.

Additionally, they execute and manage several educational and prevention programs, implemented through the use of partnerships. One example of such a partnership is with Pasadena Community Col-



Our RYLA representatives (l to r) Nancy Gonzalez, Muir High School Counselor with Dean Trevino, Karen Mancía, and Kayla Garcia. They came to tell us about their experiences at the RYLA weekend camp. Each participant said that he/she would remember RYLA for ever.

lege, in which PCC's dental hygiene students work with PUSD schools to teach children how to brush and floss to keep their teeth healthy.

Young & Healthy started 23 years ago with just eighteen doctors in three schools. Today, they have 300 doctors and 300 community service volunteers who manage cases and conduct fund-raisers. One statistic that Young & Healthy is proud of is that they have a *no show* rate of only 2 percent. Thanks to the hard work of their staff and volunteers, 98 percent of their patients keep their appointments with their doctor or dentist, one of the highest rates in the country. Last year, they received over \$1,000,000 of donated services. Young & Healthy is now working in partnership with the University of Southern California School of Dentistry to provide dental services to uninsured children. Last year alone, they received over \$190,000 worth of services.

Crocker then showed a short video that



highlighted some of the cases of sick children that Young & Healthy has helped, including a girl with a very rare disease and another girl who had a tumor. It is clear that this organization performs a much needed function in the community, for no sick child should go untreated due to lack of health insurance.

The Next BIG Thing in Rotary?

By C. Ray Carlson,
Chair, District 5300 Vocational Service

I'm excited! Rotary International has in the past year brought Job Creation & Entrepreneurship to the Six Areas of Focus that we are to pursue. They have also stressed the importance of Vocational Training Teams (I call ours Entrepreneurial Training Teams) that can be sent abroad to impart the business-savvy of Rotarians to the New Generation, with travel expenses covered by Matching Grants. And I've received enquiries from RI headquarters (The *Rotarian* Magazine) as to our District's entrepreneurship program among American Indians, and my experience with Junior Achievement as a potential Strategic Partnership for future funding by the Rotary Foundation.

At our recent District Assembly, PDG Gene Hernandez told the audience about Chino Rotary's new program of entrepreneurship education at Chino High School. "Our president, Terry Franke heard Ray speak last year and she told our mem-



Past District Governor Gene Hernandez

bers. 'We need to get our young people thinking like entrepreneurs, to think outside the box/' Ray came and spoke, the

principal heard our presentation. 'I have 25-minute periods on Tuesdays and Thurs-

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The assembly room at District Assembly

Big Thing

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days when the kids could really benefit by this training.' Now we have 5 teams of 5 students each and they come up with a product they would like to sell, we teach them how to write a business plan, sprinkled with club members telling how they started their business, and, over the course of 6 weeks, the teams will write their business plans. It is really exciting to hear the ideas they come up with. I see major things coming out of this, and it is really good for our young people. If you want to know more, contact me or Terry or others in Chino Rotary."

Scott Sorgent, instructor at Monrovia High School, is now teaching his 44 students how to write business plans after I spoke to them a few weeks ago. As the class ended and the students concluded their first attempt at writing a 1-page, fill-in-the-blanks business plan, two of them exclaimed 'This was really exciting!' I asked Scott if he would need help from a Rotarian to teach the *financials*; He replied, "I know Excel and can teach how to develop spreadsheets." After the completed business plans have been reviewed by a team of Rotarians, the best one will be entered in the District 5300 Business Plan Competition on May 17, sponsored by Monrovia Rotary.

Courtney Rushing, instructor at San Marino H.S. has two student business plans

she is considering for submission in the District competition, and will submit to San Marino Rotary's President-elect Isaac Hung for a final determination. Her student entry last year won 1st place, and she hopes to repeat that.

Susan Stallings, instructor at Arcadia H.S. has a student from her Fall class who wrote an excellent business plan that she feels is worthy of entry in the District competition. She will join me in speaking to Arcadia Rotary on April 27 about the importance of teaching entrepreneurship and how to write business plans. President Brad Miller is ecstatic that we finally arranged for his club to be involved in the District competition which he attended last year.

***The next BIG thing in Rotary?
Business Plans by
New Generation youth
and young adults that lead to
New Business Formation and the Cre-***



**Gordon Seyffert with
District Governor Elect
Dr. Sylvia Whitlock**

ation of JOBS Worldwide.

Let's keep Altadena Rotary at the forefront of this movement! We need more volunteers to participate in its implementation and expansion. We need to make this a strategic direction of our club. We need to allocate funds for leveraging by 350 percent through the Matching Grant process. Every \$100 will train 5 students in how to write business plans. And one of

them is likely to actually start a business over the next 10 years and to hire an average of 4 others, according to independent surveys in Sweden. That phenomenal result has motivated Swedish economic development agencies to pour money into the entrepreneurship education program there. Rotary can become the catalyst to make that happen on a global scale. And Altadena Rotary can continue to lead the way.



Altadena Rotarians at District Assembly (l to r) Tony Hill, Gordon Seyffert, Julius Johnson and Ray Carlson. Jacque Foreman is being photographed.

Your Invitation to

Catch the Vision!
and Make It Your Own

Saturday, May 12 -- 9a to 1p
Altadena Town & Country Club

Continental Breakfast Provided

to plan

**OUR FUTURE
FOR THE
NEXT 3 YEARS**

With help from the District Facilitators, all the members of our Rotary Club of Altadena will examine our organization as it now exists and work together to come up with ways to make our club stronger and more relevant and set goals for the next three years to help us achieve success

Guest Facilitators from District 5300
Frank Cunningham • Dennis Franklin
Gene Hernandez • Chris Montan

Sign up on ClubRunner