

August 02, 2012

This Week

Dion Neutra

Neutra Institute for Survival through Design Has become ill and will probably not be with us this week

Program Host

Dennis Mehringer

His topic was to be *the Neutra Institute for Survival through Design: Aims and Purposes*.

"Survival through design, to ameliorate by the fast-advancing insights of all sciences, the human setting in which to live, to work and to rest." Richard J. Neutra (1892-1970)

The Neutra Institute for Survival through Design is a non-profit California corporation established in 1962 by Richard and Dion Neutra. It's name was derived from the prophetic book by Richard Neutra who was recognized as the greatest architect in Germany and the United States of America in two different decades.

The Neutras sounded the environmental alarm in 1950s, many years before ecology and the green movement became so popular. Sustainable design has now become a buzz word

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Johnson's Judgments

by President Julius Johnson

The Plan's the Thing ...

This morning (July 28) I had the privilege of participating in a Financial Restoration Seminar, sponsored by Radio station KKLA-99.5 FM: *The intersection of faith and reason*. It was held at the Glendale Hilton.

The station put together a number of professionals who dealt with different financial issues facing homeowners in today's market. The topics included:

- Loan Modifications,
- Short sales,
- Bankruptcy,
- Alternatives to bankruptcy,
- Swimming under water,
- Settlement of second trust deeds, and
- Marriage and family counseling.

I spoke on loan modifications.

The event was well attended with over five hundred registered guests.

I learned that 25 percent of homeowners across the United States are upside down on their mortgages, which is to say that their home is worth less than the loans they have on their property. I also learned that the number one issue couples fight about is money or financial challenges. Given our country's financial issues, there is plenty of fuel to stoke a family fight.

In that regard, the speaker who spoke on marriage and family counseling really knocked one out of the park. There are two types of fighting that couples do:

- Fighting that destroys and
- Fighting that restores.

Fighting that destroys moves from the initial subject matter of the fight and degenerates into personal attacks designed to hurt and injure. Fighting that restores says this relationship is worth saving and I need you to fight with me to heal this breakdown. Disagreements are normal and natural in any relationship. How we fight needs to be a conscious decision made by the couple before the fight begins and not a decision made in the heat of the moment.

I was told that, for any endeavor, if you

Please turn to Judgment p.3

Greeters

August 02

Craig Cox

August 09

Steve Cunningham

August 16

Greg Edmonds



Program Review

Altadena crafts a Vision for its Future

It is not uncommon for the citizens of a community to meet over an extended period of time and discuss and plan the future of the community. At the direction of the Los Angeles County of Supervisors, the citizens of Altadena had the opportunity to discuss and plan the future of Altadena. Last Thursday, Mina Brown of RBF Consulting spoke to us about the process and the results of this project. RBF Consulting was hired by the Board of Supervisors to facilitate the process and work

with the community.

The community held a series of workshops in various locations in Altadena in early 2012. The purpose of the workshops was to identify what the community aspires to be in the future and to provide a starting point for community planning. Over 200 people from Altadena and the surrounding area representing a wide cross-section participated in the workshops. Out of the workshops came a massive amount of ideas and concepts that



traits of the community:

(1) Altadena is eclectic, diverse and unique. The community has a wide mix of people in terms of age, income, race, and national origin. This diversity is seen as one of the strengths of the Altadena community, and it is a trait to be celebrated and promoted.

(2) Altadena is known for its prox-



Please turn to Program, p. 3

Visioning Process		
Feb '12	Project Initiation	Outreach & meetings with community groups
April	Workshops 1 & 2 (April 4 and 25)	Develop and explore issues & ideas; continue outreach
May	Draft Vision Report	Capture input from workshops & meetings
June - July	Workshop 3 (June 6) Final Vision Report	Feedback on draft community vision report Finalize vision report

will form the basis of the plan going forward.



There were six main characteristics that were identified as core principles or

Congratulations

Birthdays

08/02 - Phyllis Merrill
 08/05 - Kevin Moore
 08/08 - Joseph McMullin
 08/10 - Don Applegate
 08/11 - Joy Carlson
 08/14 - Marsha Seyffert
 08/24 - Hal Yorke
 08/27 - Elaine Klock
 08/31 - Bruce Conroy (Jacque Foreman)

Anniversaries

08/01 - Ed & Phyllis Soza
 08/23 - Gary & Dotty Clark

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949
P.O. Box 414, Altadena, CA 91003
www.altadenarotary.com
Meets: Thursday, 12:10p
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Hal Yorke Vocational/Youth Projects
Craig Cox Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

August

Membership & Extension Month

Program Chair, Dennis Mehringer

Aug 02 - Dion Neutra was to be here
Aug 09 - To be Announced
Aug 16 - To be Announced
Aug 23 - To be Announced
Aug 30 - To be Announced

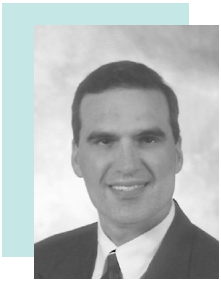
September

Membership & Extension Month

Program Chair, Ray Carlson

Sep 06 - To be Announced
Sep 13 - To be Announced
Sep 20 - To be Announced
Sep 27 - To be Announced

Ways to Grow in Your Support of the Rotary Foundation



There is an ebb and flow to living things. They grow and change. Good relationships do the same.

You are a Rotarian because you probably like what Rotary does in the world. Knowing that one of the ways Rotary is able to do these many things is the Rotary Foundation. 100 percent of the

money you contribute to the Foundation is used for polio eradication, humanitarian or educational projects. The way this is accomplished is that the Foundation uses the funds for three years. After three years the entire contribution is then available for projects.

As you grow in your relationship with the Rotary community, you may want to explore different ways to support the Foundation. For new members — Rotary en-

courages every member, every year to contribute \$100 to the Foundation. This makes you a Rotary Foundation Sustaining Member and starts you toward becoming a Paul Harris Fellow.

As you progress you may want to work toward becoming a Paul Harris Fellow. This is accomplished by contributing \$1,000 to the Foundation. In our club, contributions of at least \$100 are *matched* with credits to help members achieve their PHF status. This means for as little as \$500, you can become a Paul Harris Fellow. Once attained, many members contribute to make spouses, children, grandchildren and friends, Paul Harris Fellows.

Those Rotarians who commit to contribute \$1,000 per year to the Foundation join the Paul Harris Society. These Rotarians have decided that the Foundation is a great investment toward a better world.

However you choose to support the Foundation, we encourage you to make your contribution through Altadena Rotary Charities (ARC). This is our own 501(c)3 Foundation, making contributions tax deductible. There is a link for contributions to ARC at www.altadenarotary.com or you can make a check to Altadena Rotary Charities and give it to Sue Applegate. ○

Program

Continued from p.2

imity to the mountains and the views of the mountains from its structures. The participants in the workshops felt that this Altadena needed to become more environmentally sensitive and encourage the sustainability of its ecosystems. In particular, many people pointed to the need to complete the Altadena Crest Trail.

- (3) In the past, Altadena was the home of thriving locally owned businesses. The participants in the workshops felt that much more needed to be done to encourage local business. Suggestions included: creating new parking areas, easing the permitting process, addressing blight and filling the existing vacancies in commercial properties.
- (4) Altadena must be a safe, peaceful community for all of its citizens and residents. The respondents would like to see a limit on liquor licenses and the sale of alcohol; also there was a call for ordinances addressing dog barking and leaf blowing. A majority of respondents cited the need for greater *neighborhood watch*-type programs.
- (5) Altadena should be a model of community cohesion and strong institutions.

Respondents wanted to see greater community involvement in the education process, perhaps even exploring the formation of a school district separate from the Pasadena Unified School District. There was also a concern that the building code complaint and enforcement process was not working well. Overall, most respondents cited a greater need for community involvement by the residents of Altadena.

- (6) Altadena should be a community that encourages and promotes exercise, *Please turn to Program, p. 4*

This Week

Continued from p. 1

for many politicians and industry CEOs alike. As far back as Dion can remember his father would say “today’s man-made environment has become an irritating, increasing threat to the vitality and soundness of the human mind and body.”

Survival through design is not a catchy title. It is a literal truth, using the word *Design* in the broadest sense. Man must rediscover the relationship he once had with nature. He must honor a new generation of priorities. ○

Judgment

Continued from p. 1

don’t have a written plan, than you are planning to fail. Could that be true for our personal relationships as well? Written rules of engagement agreed upon early on in the relationship while everything is fresh and exciting or at least before the next fight begins. What an interesting concept. ○



MONEY by Linda Wilkes MATTERS

Economic Update

Last Week in the News

The National Association of Home Builders/Wells Fargo monthly housing market index rose six points in July to 35, the highest level since March 2007. An index reading below 50 indicates negative sentiment about the housing market.

The combined construction of new single-family homes and apartments in June rose 6.9 percent to a seasonally adjusted annual rate of 760,000 units. Single-family starts increased 4.7 percent. Volatile multifamily starts rose 12.8 percent. Compared to a year ago, housing starts are up 23.6 percent. Applications for new building permits, seen as an indicator of future activity, fell 3.7 percent to an annual rate of 755,000 units.

Retail sales fell 0.5 percent to \$401.5 billion in June. This follows a 0.2 percent decrease in May. On a year-over-year basis, retail sales increased 3.8 percent in June.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending July 13 rose 16.9 percent. Refinancing applications increased 22 percent. Purchase volume fell 0.1 percent.

Consumer prices were unchanged in June, following a 0.3 percent decrease in May. Compared to a year ago, consumer prices are up 1.7 percent in June. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.2 percent in June.

Existing home sales fell 5.4 percent in June to a seasonally adjusted annual rate of 4.37 million units from 4.62 million units in May. The inventory of unsold homes on the market decreased 3.2 percent to 2.39

million in June, a 6.6-month supply at the current sales pace, up from a 6.4-month supply in May.

Initial claims for unemployment benefits for the week ending July 14 rose by 34,000 to 386,000 from an upwardly revised 352,000 the prior week. Continuing claims for the week ending July 7 rose 1,000 to 3.314 million.

Upcoming on the economic calendar are reports on new home sales on July 25, pending home sales on July 26 and gross domestic product on July 27.

Homeline

The Hottest

Landscaping Trend

is Foodscaping

More households are growing their own fruits and vegetables. While lawn and garden sales have declined since 2008, food gardening sales nationwide have risen 20 percent, according to the *National Gardening Association*. The trend is referred to as foodscaping, or ediblescaping, and involves integrating edible plants into yards, lawns and open areas in a low-maintenance and toxic-free manner.

Almost one third of American households are now growing some kind of food at home. Factors contributing to this trend include reducing the cost of groceries, the desire to eat more healthful foods, and the preferred taste of homegrown fruit and vegetables harvested immediately before eating.

A simple way to start a vegetable garden is with a single *raised box bed*. If you're working in a limited space, tomatoes, lettuce, peppers, basil and rosemary grow well in pots. Most vegetables should be planted after the threat of frost passes. Exceptions, such as purple cabbage,

should be planted in the late winter or early spring.

Vegetables require full sun or six hours of unfiltered light. Good drainage is also important. To check the drainage of your soil, dig a 15-inch-deep hole and fill it with water. If the water drains within an hour, the soil drains well.

Most vegetables should be watered daily. For herbs, oregano, sage, bay and thyme should be allowed to dry out between watering, while mint and lemon balm should remain moist.

Tended lawns cover 1.9 percent of land in the continental US, making it the most common irrigated crop. Lawn care costs Americans \$30 billion each year. Increasingly, some budget-conscious homeowners want more in return for their efforts. They're removing portions of their lawn to make way for edible plants ☉

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

Program

Continued from p.3

healthy life-styles, walking, and bicycle riding. There should be more parks, more park activities and a promotion of community gardens. Traffic calming should be introduced on major streets along with bike paths.

The Vision plan has been given to the LA County Board of Supervisors. It is expected that the Plan will be submitted to the Altadena Town Council for further action. It will be interesting to observe how the suggestions and ideas that came out the workshops will be implemented in the coming months and years.

Boyd Hudson ☉

A Rotarian Heritage?

Recently I was told by my wife, who follows these things on-line, that The Black Keys will be touring Europe in August. As many of you know, my son Gus and one of the members his own band (the LA band *Willoughby*) are under contract as sidemen to back up The Black Keys when they perform live.

And so Marsha was reading off the list of cities they'll visit between August 9 and 26: Gothenburg (Sweden), Oslo (Norway), Helsinki (Finland), Copenhagen (Denmark), Hannover (Germany), St. Pölten (Austria), Biddinghuizen (the Netherlands), Hasselt (Belgium), Leipzig (Germany), Belfast (Ireland), Dublin (Ireland), Leeds (UK), Paris (France), and Reading (UK). This was pretty much a big yawn for me — as I realized some years ago that my son has become a World Traveler ever since he began touring with name bands. But wait! What was that ninth one??

Some of you may remember from my craft talk that I spoke of my troubles and triumphs in following the trail of my immigrant Seyffert ancestors backwards from their 1854 year of arrival. Like most genealogists, I'm especially interested in the family of the surname I carry. And I'm still stymied in getting that male line of the German family back much earlier than 1834, when my great-great-grandfather purchased what I presume to be his first house for a growing family. That house was in Zwenkau.

And Zwenkau is but a city bus ride south of Leipzig! I know this, because on my one business trip to Germany, in 1990, I had planned to take the train to Leipzig where I would stay over one day. During

that day, my plan had been to take that very bus on a visit to my earliest Seyffert home. Sadly, a strike by the eastern railworkers for equal pay with their new colleagues in the west — this was shortly after unification — caused me to have to detrain at the former border with the old DDR. And so I never got there....

But what better way for me to re-experience that excitement of anticipation than for me to tempt my son to make the short journey south (time permitting)? And, if not, perhaps the local press would be interested to know that one of the four musicians on the tour has his paternal roots right within this sprawling metropolitan area? Golly, he even has the surname to prove it!

At this point, I sprang into action and went directly to my computer, pulling out everything I'd saved from my research over the years. By evening's end I had assembled a small *booklet* of information for Gus to take with him. The copies included:

- a chart of his Zwenkau family tree (as the wife's family had existed there for at least 60 years),
- metro area and Zwenkau city maps,
- partial deed information relating to the purchase of a house and the sale of a field of land there,
- abstracted baptismal records for the first seven children,
- three documents relating to the family's move in 1842 to Zwickau,
- a six-page summary of the family group, translation of the inscription of a gift book of poetry taken with them upon emmigration,

- pedigree charts for Gus and his namesake ancestor,
- and a summary of the life of a relative living in Leipzig for at least 1824-42.

But about those documents concerning the 1842 move within the Kingdom of Saxony.... Two of them dated from 1838, when our ancestor received his citizenship in the town of Zwenkau. The other one actually approved his emigration from Zwenkau to Zwickau. One of the former records carries our ancestor's signature, and verifies that it was he who changed the family name from Seyfferth to Seyffert.

But it is the latter document that attests to his good character. It says — as best I can translate — that while he had been excused from certain volunteer obligations (having arrived only in 1832), he still had served there (since receiving his citizenship) as a substitute town-councilor and also as a member of the Wood for the Poor committee. This latter group ensured that the old and infirm still had firewood for their stoves during winter, and could thus keep warm.

Service Above Self! Is being a Rotarian a reflection of my family's genes? ☉

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SUMMER CONCERT:
CLUBRUNNER
MAKES IT EASY**



Job Creation & Entrepreneurship by C. Ray Carlson

Great Story! About Kapasa in the Rotarian [magazine] ... Congratulations! ...

... Those were the words this week of Curtis E. Huff of the US Department of State, and head of a section of the Bureau of Educational Affairs which awarded us a grant for a project in Zambia. As the article describes: Kapasa Musonda, then only 17, participated in our Youth IT & Entrepreneurship project, along with 200 other New Generations youth and young adults. Needless to say, it is always gratifying to receive kudos for a project and from the agency that largely funded it with \$130,000.

Then Tony Bloome, now head of an agency of US AID (Agency for International Development), wrote, "Absolutely fabulous! I'm so excited, Ray. If you have a short write-up of the type of support you are looking for in Nigeria, I can circulate this to the USAID/Nigeria office through

an Education office point of contact."

That reminded me of what happened in the late '90s when we were supporting a youth entrepreneurship and civic governance program in the Republic of Armenia. We had funded six of ten provinces with Matching Grants from The Rotary Foundation of \$10,000 each for trainers and curricular materials. The local US AID office was amazed when they learned about this and the positive results and then awarded around \$2.4-MILLION to ensure that every student in every school was impacted. Now 170,000 students are being impacted each year in a small country, population 3-million.

We have just completed a third year of training New Generations youth in four states of Nigeria, with over 3,000 participants this year, after 1,990 last year in two

states. Our goal is to impact 1-MILLION by 2020. At about \$20 per student, this will require more money than The Rotary Foundation (TRF) is likely to grant, so we must look outside Rotary for the balance, which is what TRF

advises for all larger projects. I first met Tony Bloome in 2001 when he was with an agency of the World Bank to which I had written and enquired about collaborating on a new program in Uganda, Africa. Eventually the Bank matched the \$25,000 Matching Grant we received from TRF, and we trained 500 New Generation youth in entrepreneurship and how to write business plans. Bloome was later instrumental in inviting me to the Bank in DC to participate in a world-wide Marketplace Development Conference to which I urged Rotary International (RI) to send a representative to assist me, and later in linking us with the US Department of State for the Zambian project. Along the way I arranged for Bloome to meet me at RI headquarters in Evanston, Illinois where we made a presentation to Matching Grant and Public Relations staff in the main auditorium.

Someone once said, "If you have a meaningful vision to help others, the money will come." That kind of vision is what prompted John Frykenberg and Sarah Philips and four other Rotarians to spend all of July in Nigeria at great physical and financial sacrifice, even in the face of potential danger from the Islamist terrorist group that is killing people by the hundreds in the region where classes were to be held. Jobs are scarce, even for college graduates, and someone must make the effort to stimulate Job Creation & Entrepreneurship. That has been the signature mission of Altadena Rotary for the past 20 years, and we will seek other clubs and districts and governmental agencies and foundations to join in this noble effort during a jobless economy that remains grim. crayc@me.com or 1-800-448-3456



Tony Bloome (r) and Ray Carlson at the 100th Anniversary Rotary International Convention in Chicago, Illinois (2005), promoting the upcoming Zambia project when Kapasa Musonda and eight others would be chosen to come to the United States.



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 568 East Mt. Curve Ave., Altadena, CA 91001 for information: 626-798-6335
 Visit: <http://www.altadenasheriffs.blogspot.com>

16th Annual Summer Concert Series Schedule - 2012

Those Manning Bhoys & the Irish Pride Dancers (Irish music)	Saturday, July 7th
Downbeat Express (Big Band Sound featuring Jennifer Gates)	Saturday, July 14th
Wreck N Sow (Americana, Folk & More)	Saturday, July 21st
Susie Hansen Latin Band (Hot Latin Jazz & Salsa)	Saturday, July 28th
Upstream (Reggae, Calypso, Soca & Steel Drum Music)	Saturday, August 4th
Sgt. Pepper (The sounds of the Beatles and more!)	Saturday, August 11th
Lisa Haley and the Zydekats (Cajun Zydeco Music)	Saturday, August 18th
Guitarist Brian Hughes & Band (Contemporary Latin-Jazz)	Saturday, August 25th

And... For Our Grand Finale... Saturday, Sept. 8th
The Walking Phoenixes in a tribute to Johnny Cash & other Country Classics
With Special Guests The Red Mutts 'Top Classic Rock'
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