



August 30, 2012

## This Week

**George W. Buehler**  
*Craft Talk*

**Program Host**  
*Dennis Mehringer*

George Buehler will tell us about how and why he became a lawyer, and also obtained a degree in theology along the way. We will learn how these two areas fit together in Buehler's life.

In addition, he will explain his thinking and decisions that have resulted in his gravitating — over the years — away from big-firm business litigation into small-firm criminal defense work.

Buehler is on the board of directors of the Inner City Law Center, which provides legal services to the poor and brings actions against slumlords who maintain substandard housing in violation of building codes. From 1997 to 2000 he served on the Blue Ribbon Commission for Slum Housing, which developed legislation to improve the enforcement of building codes which was adopted by the Los Angeles City Council. In addition, he is on the board of advisors of Uncommon Good, which raises funds for debt relief for young lawyers and doctors who devote themselves to public service. ☉



## Johnson's Judgments

by President Julius Johnson

# What We've done in Armenia, Nigeria, etc., We will be doing Here

In 2010, Rotary International created a fifth area of service. They call it *New Generations*. *New Generations* focus is on service to youth and young adults. As Rotary President, one of my goals is to increase our involvement with other service organizations in our community, increasing our awareness of them and their knowledge about us.

In this way, we can be of better service to our community, and provide meaningful service projects for our members. I believe that this will increase our membership retention and our membership growth.

The oldest guy in our club is the first person to head this new area of service. Everyone knows that person is Ray Carlson. For the past several weeks, Ray and I have been meeting with the most dynamic trio of young people that I have ever had the privilege to know.

This trio own and run a private business called *The Master Mind Collective*. As a part of their business, they train and motivate other young people to become

business owners. They are doing for profit, that which we have been doing in *The Nigerian Project* for the past several years, motivating and training young people to become business owners, thereby making a job for themselves and creating jobs for others.

Our *Nigerian Project* has been so successful and so well received that it is being reproduced in other countries such as Cambodia and the Philippines. As exciting and rewarding as this is — and it is very exciting — those programs are not doing anything to improve the lives and joblessness of the young people in our local community, until now.

*Please turn to Judgment p.5*

## Greeters

August 30

**Jacque Foreman**

September 06

**John Frykenberg**

September 13

**Tony Hill**



# Program Review

## Training for *Dream* Jobs — Hope and Change? Training for *Real* Jobs — High Probability!

**D**r Robert Bell, Vice President for Instruction and Student Services at Pasadena City College cited the urgent need to match academic training with real world needs in the business community. The idea of providing instruction for esoteric but non-applicable skill sets (e.g., silkscreening for tee shirts) to provide possible job opportunities is a luxury our nation and academic institutions can ill afford ... quite literally.

Bell stressed the need for ramped-up communications between academia and

the business community to ensure today's graduates can find jobs, feed their families and pay their bills. This translates into forming necessary business/academic advisory committees at every conceivable level to bridge the gap; from digital literacy to hands-on construction skills and proficiency with modern tools. The committees ideally can and will match custom generated curriculum and instruction to meet actual needs of business and industry, lowering training costs for expanding service industries, manufacturing, wholesale and retail business, health care, financial services and other professions.

Competency, efficiency, a strong work ethic coupled with *just-in-time* marketing and customer provisioning strategies for students should enable and position Pasadena City College as a key mercantile partner with business and industry.

The current anemic economy, loss of personal wealth through monetary depreciation of savings and assets contributing to a double dip recession not felt since the great depression of 1929 necessitates new strategies to meet the urgent



need for employment.

Pasadena College stands ready to do its part in a public/private partnership to provide more than promises. Tangible results are warranted and will be delivered with the help of Rotarians and cooperating businesses. The goal — a categori-

*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

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www.altadenarotary.com

Meets: Thursday, 12:10p

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John Frykenberg ..... International  
Gordon Seyffert ... Youth Contests/Awards  
Hal Yorke ..... Vocational/Youth Projects  
Ray Carlson ..... New Generation  
Gordon Seyffert ..... Membership

Editor, Design & Typesetting ..... Foreman Graphics  
Photography ..... Jacque Foreman

## August

### Membership & Extension Month

Program Chair, Dennis Mehringer

Aug 30 - George Buehler - Craft Talk

## September

### New Generations Service Month

Program Chair, Ray Carlson

Sep 06 - William J. Kelso II, President, SGV  
New Gen Rotary Club & Social Media  
Consultant

Sep 13 - Mikal Pradia, CEO; Danya Mibes,  
CFA, & Sam Mason Chief Strategist, Get  
in Gear Now - Entrepreneur Education

Sep 20 - To be Announced

Sep 27 - To be Announced

## Congratulations



### Birthdays

08/02 - Phyllis Merrifl

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



I'm thinking I'm going to have to *bite the proverbial bullet* and start bit-by-bit working on our website.

Let's see ... I promised to set up a page for all of us who are in business, telling each other and outsiders what we do. The page skeleton is already done, but it needs a fair amount of fleshing out. The link to in from our home page will read, *It's Great to do Business with a Rotarian*. And, that will probably be the title on the page as well. If you have what you think is a better title, let me know. If I concur, you'll get the credit, and your title will be on the page.

I know many of you can only join the page if what we publicize is in compliance with the firm for which you work. Now is the time to start writing what you want

on the page and have it run through *Compliance*.

Others may say that they are retired. Don't let that stop you. If you want our members and those outside of Altadena Rotary to know about what you do, tell me, so I can tell others. Who knows, you may end up with a business doing what you *really* want to do.

There are those who will tell me that they don't know what to write. If you can tell me what you do, I can write it as a draft, and you can rewrite it as you wish. The hardest thing for some of us is to put words on paper, but once there are words there, it's easy to change it to what you want. Let's work together and get something down for you.

Yes, I'd like to also have a business card for you. If you don't like what you have, we can come up with something you do like.

OK, just a quick word about other things that need doing on the website. I've decided to work on things one at a time as much as possible. If I start going from one project to another, *NOTHING* will get done, and, in six months, we'll be exactly where we are now. Each and everything takes time. If you have a favorite spot that you want updated, please do all you can to get things ready for me. E.g.,

- Compile what you think needs doing.
- Write what needs to be written — at least the first draft.
- Keep your work in a safe place so you can retrieve it easily, so I have a place to start. Don't just tell me what needs to be done, help me get it done.

I'm thinking that the next area to take on is that of *International Service*. This area is very outdated. So get ready Ray Carlson and John Frykenberg. I'll need your help.

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## Program

*Continued from p.2*

cal imperative to employ the unemployed — is both essential and critical to the well being of the community and the nation. Bell understands this and is ready, willing and able to become part of the solution to the problem impacting so many.

We thank him for his commitment and creative energies in addressing the problem of putting people to work by providing competencies and proficiencies that will mean jobs for PCC graduates.

In addition, Rotarians in Altadena look forward to working with Bell in cooperative ventures to teach students to *Make a Job* through the *writing* and implementation of a *business plan* for those who prefer the challenge of becoming an entrepreneur and starting their own business.

John Frykenberg

## Judgment

*Continued from p. 1*

It is time to bring the benefits of this training program home to make a positive difference in the lives of the young people in our own community.

The *Master Mind Collective* has agreed to help us design and implement a motivational program for our local youth. They are calling it *The get in gear now Program*.

At the last Rotary board of Director's meeting, the Board authorized me to approach the IMA (Interdenominational Missionary Alliance) to seek their cooperation in putting on such a program in our community. I am pleased to report to you that they were highly enthusiastic about the possibility of working with our club and the community to make this happen.

The IMA voted to have their president

appoint a committee to meet with us and bring back recommendations and a plan as to how we can best work together for the success of such a program.

A committee consisting of Rotarian's, pastors and members of the *Master Mind Collective* has been formed and will be meeting in my office this Monday morning to explore the possibilities, and, if possible, come up with a working plan. I am expecting greatness.

Members of the *Master Mind Collective* will be the speakers this week at our Thursday meeting. This will be a great time to bring your special guest and prospective new Rotary members to see and hear what's about to happen in our neighborhood. Be prepared to be pleased. Be there and bring a guest.



# 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 two points in August to 37, the highest level since February 2007. An index reading below 50 indicates negative sentiment about the housing market.

The producer price index, which tracks wholesale price inflation, rose 0.3 percent in July, following a 0.1 percent increase in June. On a year-over-year basis, wholesale prices were up 0.5 percent in July. Core prices — excluding food and fuel — rose 0.4 percent in July.

Retail sales rose 0.8 percent to \$403.9 billion in July. This follows a revised 0.7 percent decrease in June. On a year-over-year basis, retail sales increased 4.1 percent in July.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending August 10 fell 4.5 percent. Refinancing applications decreased 5 percent. Purchase volume fell 2 percent.

Consumer prices were unchanged in July, following a flat reading in June. Compared to a year ago, consumer prices are up 1.4 percent in July. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.1 percent in July.

The combined construction of new single-family homes and apartments in July fell 1.1 percent to a seasonally adjusted annual rate of 746,000 units. Single-family starts decreased 6.5 percent. Volatile multifamily starts rose 12.4 percent. Compared to a year ago, housing starts are up 21.5 percent in July. Applications for new building permits, seen as an indicator of future activity, rose 6.8 percent to

an annual rate of 812,000 units.

Initial claims for unemployment benefits for the week ending August 11 rose by 2,000 to 366,000 from an upwardly revised 364,000 the prior week. Continuing claims for the week ending August 4 fell

31,000 to 3.305 million. Upcoming on the economic calendar are reports on existing home sales on August 22 and new home sales on August 23.

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

## She made it all Possible . . .



This is Dena Stitt extremely happy to be holding up the issue of the *Rotarian* magazine that features Kapasa Musonda's first solo *Runway Show* in Zambia. If Musonda's first *break* was to be chosen to come to the US from Zambia on the basis of a Business Plan Competition, surely her second break was to be introduced to Dena Stitt by Ray Carlson. Stitt is a longtime friend of Carlson and the Executive Director of FIDM (Fashion Institute of Design and Merchandising) Productions in Los Angeles.

Stitt made sure that Musonda received a full scholarship for a two-year course of study in fashion design. Musonda worked hard and was chosen to be one of the few to attend a third year, where she designed her own line of clothing that was shown in

the school's *Runway Show* at the end of the year.

By no means is Musonda the first person who was helped by Stitt. In a feature article about Stitt in *Connections for Women* (an on-line publication), author Brenda J. Malone describes Stitt as having a special gift for bringing people together from all walks of life, to the mutual benefit of all.



In her own way, Stitt represents the spirit of Rotary. Who knows how many lives she has and will change through her work at FIDM and elsewhere. She has surely touched and changed the life of

*Please turn to Possible, p. 5*

## Who is — or Was — a Rotary Ann?

That's the title of a posting placed on the ROTI-Rotary Mailing List by Bhuvnesh (Gaurav) Ahuja of the Rotary Club of Delhi Vasant Valley, India. I was amused by the history presented, and I thought it might be of interest to members of our Club. My wife distinctly remembers Rotary Anns from growing up in her small Missouri home town....

"Prior to a decision handed down by the United States Supreme Court in 1987, Rotary was a men's organization, and in many clubs, the wives of the members were called *Rotary Anns*. With the Court decision in the eighties, and with more women in the professions than ever before, the term *Rotary Ann* began to fall out of favor, and clubs of Rotary Anns disappeared. While the name *Rotary Ann* has not gone completely out of favor, wives are more commonly known as *Rotary Spouses* or *Partners*.

"In 1987, women were admitted to Rotary, and today women are the fastest growing segment of Rotary's membership.

"Why were wives of male members affectionately called *Rotary Anns*?

"This designation was never one of disparagement, but rather grew out of an interesting historical occasion. The year was 1914 when San Francisco Rotarians boarded a special train to attend the Rotary Convention being held in Houston. In those days few wives attended Rotary events, and until the train stopped in Los Angeles, the only woman aboard was the wife of Rotarian Brunnier.

"As the train picked up additional convention-bound delegates, Mrs. Ann

Brunnier was introduced as the Rotarian's Ann. This title soon became *Rotary Ann*. Since the clubs of the west were inviting the Rotarians to hold their next convention in San Francisco, a number of songs and stunts were organized which would be performed in Houston. One of the Rotarians wrote a *Rotary Ann* chant. On the train's arrival at the Houston depot, a delegation greeted the West Coast Rotarians. One of the greeters was Guy Gundaker of Philadelphia, whose wife was also named Ann.

"During the rousing demonstration, someone started the Rotary Ann chant. The two petite ladies, Ann Brunnier and Ann Gundaker, were hoisted to the men's shoulders and parade about the hall. The group loved the title given to the two women named Ann. Immediately the same term of endearment was used for all of the wives in attendance and the name *Rotary Ann* was here to stay.

"Nine years later, in 1923, Guy Gundaker became president of Rotary International. Bru Brunnier was elected president in 1952, 29 years after that. Thus, each of the two original Rotary Anns became the *first lady of Rotary International*.

"Oklahoma City Club 29 is responsible for the origin of the Rotary Ann auxiliary organization. OKC Rotarian Virgil Browne's wife, Maimee Lee, proposed this organization to Club 29 in November, 1928, and its acceptance has spread to thousands of clubs throughout the Rotary world.

"One of the purposes of a Rotary Ann Club is to bring into fellowship the families of the members of the Rotary club.

Other objectives include assisting Rotarians in the execution of various club and community projects and uphold the purposes and aims of Rotary.

"Most chapters meet once a month, usually at the home of one of the members in almost all but the larger clubs. These meetings are devoted mainly to fellowship and to discuss the various projects of the Rotary Ann Club as well as possible assistance to their Rotarians."

Here are the citations for what you have just read:

Material by PRIP Cliff Dochterman <<http://www.rotaryfirst100.org/presidents/1992dochterman>> (1992)  
and Doug Rudman <<http://www.rotaryfirst100.org/historians/pastcommittee/rudman.htm>>. ☉

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## Possible

*continued from p. 4.*

Musonda and all those whom she will employ in the future.

All this has been made possible by a chain of what appear to be *Random Acts of Kindness and Concern* one person at a time. But who is to say that there was no hidden hand guiding it all? ☉

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**VOLUNTEER  
TO HELP  
AT THE NEXT  
SUMMER CONCERT:  
CLUBRUNNER  
MAKES IT EASY**



# Job Creation <sup>by</sup> C. Ray Carlson & Entrepreneurship

## Meeting the Need of New Generations for Jobs

**Job Creation** dominates the current presidential debates ... And for good reason.

With 23 million Americans unemployed or under-employed, many losing their homes to foreclosure, it is obvious that the need for jobs is enormous and has not lessened appreciably no matter what the federal government tries.

On August 7 Gordon Seyffert and I attended an all-day seminar for educators at the Federal Reserve Bank — LA Branch, where various local experts spoke, including Chairman Ben Bernanke by live web satellite from DC. He stressed the need to promote *financial literacy* in schools. He even mentioned Junior Achievement's Financial Parks as a valuable place for students to visit (and I agree, having experienced the one at JA SoCal's campus in Burbank).

But after 5 hours of sitting and waiting for someone to mention that *entrepreneurs are essential to the formation of businesses that create jobs*, I spoke out. One of the key speakers had just mentioned that his father left his career as an ER doctor to form a business that caters to Medicaid patients, and today they employ 6,000 people! When I finished talking, educators rushed to me with their busi-

ness cards.

Afterwards I spoke with the woman who led the conference and heads up the education program of the Federal Reserve Bank in LA. I asked if another all-day seminar could be held that would focus on *entrepreneurial literacy to promote the creation of jobs*. I handed her a paper I had written for our *Sparks* newsletter.

I mentioned that I had made the same suggestion to an SBA — Small Business Administration — manager at their office in Glendale, and he had asked for a proposal. It dawned on me that these government agencies and the SBDC — Small Business Development Centers — have incredible facilities for conferences, scattered across the nation, all financed by the US Government and State economic development agencies. I could envision that Rotary Clubs might link up to the nearest such office and collaborate in recruiting educators from their school districts to come for a conference that would



Gordon Seyffert in front of Federal Reserve Bank, Los Angeles



stimulate *entrepreneurial literacy* and the ultimate **creation of jobs**.

Non-Rotarians might become interested in this effort and join Rotary (as our current president Julius Johnson did

in 1996)

**New Generations Service** is our theme for September and triggers some exciting opportunities for meeting their enormous need for Jobs. If we engage the business-savvy of Rotarians and apply that to **Vocational Service** targeted at **New Generations** youth and young adults, we can impart *entrepreneurial literacy* on a scale that few others can match.

[During July 2012, we sent a team to Nigeria to teach entrepreneurship, and they impacted 4,250 recent university graduates! At a cost of only \$12 each, based on the Rotary Foundation matching grant of \$50,000, or \$2 each, based on cash contributions by 3 Rotary Clubs]

A few Rotarians in District 5300 have come to me and asked to participate. As District chair of Vocational Service, I am forming a project team in **Vocational Service** that will discuss all the ramifications of focusing on **New Generations** and helping them start businesses that **create jobs**, perhaps together with their unemployed — but highly skilled — parent. Interested? <crayc@me.com> 1-800-448-3456. ☉



All **FREE** Concerts start at 7:00 PM in the Amphitheater at Farnsworth Park.  
 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'**  
**Presented By: Stage Door Music Productions & SSGA**

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 In memory of  
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