

This Week

See You at
Kathleen's
Restaurant
Social Meeting
Program Host
Susan Applegate

Once in a while things happen, and you have to make the best of it. This week Susan Applegate had a speaker all ready. However, she needs a projector for her presentation, and, we have been informed that ATCC will not be available.

A search was made of places thought to be good for a presentation of this sort, and Kathleen's [595 N. Lake, Pasadena] was chosen. Unfortunately, while they do have a separate room, we could not be assured of exclusivity, since this is not only their busy season but the busy time of their day.

So, the presentation has been postponed until January 31, and our meeting will be one of good conversation and fellowship. Kathleen's has good food and plenty of free parking at the rear of their location.

Come, have a relaxing lunch and uninterrupted conversation. ☉




Johnson's Judgments

by President Julius Johnson

Happy Birthday to

Jesus the Christ

We have just finished a season of Thanksgiving, and now we are starting a season of celebration of the birth of Him (Jesus) — the reason for the season. Happy Birthday Jesus.

According to the Bible, this Jesus was the son of God who came to earth in human form to die for our sins that he might save us and restore us to the right relationship with God the Father.

We spend a lot of time shopping and trying to find just the right Christmas present for our friends, family and loved ones. But what is the appropriate gift that we can give to him whose birthday this season celebrates?

An attitude of gratitude, thankfulness and love would be a good start. To a God

who created and owns everything, these simple gifts are the coins of the realm. Be generous with them.

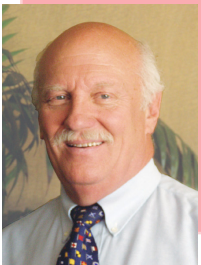
Give them away lavishly and with reckless abandon. Give them in large measure to family, neighbors, co-workers and strangers. Have a blessed any Merry Christmas! ☉

Greeters

December 06
Wilbert Smith

December 13
Combined Meeting
San Marino

December 20
Evening - Christmas Party



Program Review

Inspiration from the Links

Dan Aldrich shared bits of his life story of resiliency, courage, hope and amazing achievement which he credited to God and the unique opportunity given to reach out to others with similar injuries; living with a paralyzed arm since age 18.

Today Dan works closely with the Challenged Athletes Foundation and other nonprofits to encourage people everywhere who live with the same disability



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Rotary Club of Altadena - #7185

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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

that has opened so many doors for him. An accomplished water skier, golfer, Triathlete Iron Man, Aldrich has chosen to *touch lives* one at a time if necessary, to

support great organizations contributing

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December

Family Month

Program Chair, Sue Applegate

Dec 06 - Meet at Kathleen's, Pasadena restaurant

Dec 13 - Combined meeting, San Marino Rotary - Meet the Rose Queen & Court

Dec 20 - Evening - Christmas Party

Dec 27 - Dark - No Meeting

January

Rotary Awareness Month

Program Chair, Dennis Mehringer

Jan 03 - Club Assembly

Jan 10 - To be Announced

Jan 17 - To be Announced

Jan 24 - To be Announced

Jan 31 - To be Announced



Congratulations

Birthdays



12/05 - Linda Wilkes
12/06 - Carlton Gustafson
12/09 - Sammy Kayali
12/12 - Karen Gorton
12/15 - Jacque Foreman
12/15 - Gordon Seyffert
12/18 - Olga Louviere
12/26 - Mona Jasnow
12/26 - Carol Zoeller



Anniversaries



12/10 - Kevin & Ursula Moore
12/22 - Gordon & Marsha Seyffert
12/29 - Ran & Joy Carlson



It's nice to be remembered on your birthday, your anniversary, or when a tragedy happens in the family or you don't feel quite up to par. And it feels good to remember our friends and acquaintances on these occasions.

But greeting cards and phone calls can be more than this. That's all part of remembrance in Rotary. At Altadena Rotary, we even remember the spouses of our members after our member has died. Why? because it's nice to do so, and it

should be done. The spouses of our members are part of our Altadena Rotary family.

But how many of us act when we just think of someone? How could that unsent card or unmade phone call have affected the life of the person who did not receive the card or phone call. Now, I send a lot of cards, but I, too, plead guilty to not sending as many as I should.

Many of you know that I'm part of *SendOutCards*. The cards I send are from this company. The CEO of the company has many stories about the changes in the

lives of people who have received the card [and I'm going to add phone call] that almost wasn't sent/[made].

Every month our members' birthdays and anniversaries are listed in Sparks. Many of us have known some of our other members for a long time. When was the last time that you paid attention to this list? I would hope that at least one other member would be special to you — you share special Rotary and family memories, perhaps of Rotary projects.

Why not make a very silent pledge to
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Program

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to enrichment of physically challenged individuals everywhere and to offer hope and an alternative to those injured or incapacitated to re-engage in the business of living a full and productive life.

Slides of Dan playing golf at St. Andrews in Scotland and *birdying* the 18th hole and making 240-ft. drives with one arm were inspiration enough to encourage those of us who cannot hit a golf ball with two functional arms.

An entrepreneur to be envied, Aldrich has created a competitive, high-strength arm sling for competitive athletes competing in marathons, extreme skiing and other intensive sports requiring some support for one armed competitors. The device, invented by him in 2008, has enabled over 200 challenged competitors to perform at the high-

est possible level and restore confidence and a great sense of accomplishment to users. Aldrich's device is provided *at cost* to anyone desiring to compete in sports with a similar disability.

Not enough can be said for the hope Aldrich has provided to groups and individuals living with disabilities. Hurrah Dan Aldrich! And thank you for sharing your life and experience with the Rotary Club of Altadena.

John Frykenberg 





MONEY by Linda Wilkes MATTERS

Economic Update In The News

Existing home sales rose 2.1 percent in October to a seasonally adjusted annual rate of 4.79 million units from 4.69 million units in September. Compared to a year ago, existing home sales were up 10.9 percent in October. The inventory of unsold homes on the market fell 1.4 percent to 2.14 million in October, a 5.4-month supply at the current sales pace, down from a 5.6-month supply in September.

The National Association of Home Builders/Wells Fargo monthly housing market index rose five points in November to 46, the highest level since May 2006. This marks the seventh consecutive monthly gain. An index reading below 50 indicates negative sentiment about the housing market.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending November 16 fell 2.2 percent. Refinancing applications decreased 3 percent. Purchase volume rose 3 percent.

The combined construction of new single-family homes and apartments in October rose 3.6 percent to a seasonally adjusted annual rate of 894,000 units. Single-family starts decreased 0.2 percent. Volatile multifamily starts rose 11.9 percent. Compared to a year ago, housing starts were up 41.9 percent in October. Applications for new building permits, seen as an indicator of future activity, fell 2.7 percent to an annual rate of 866,000 units.

The index of leading economic indicators — designed to forecast economic activity in the next three to six months — rose 0.2 percent in October, following a revised 0.5 percent increase in Septem-

ber.

Initial claims for unemployment benefits for the week ending November 17 fell by 41,000 to 410,000. Continuing claims for the week ending November 10 fell by 30,000 to 3.337 million.

Upcoming on the economic calendar are reports on the housing price index on November 27, new home sales on November 28 and pending home sales on November 29.


Big Idea The Value of Partnering

Real estate agents have an independent, entrepreneurial and can-do spirit — but even the best lone rangers can do only so much in a day. Why not consider teaming up with a real estate professional who shares your same passion for success and do business together?

Partnering has advantages. A partner can provide skill sets and strengths that complement your own. Perhaps your partner prefers the back-office side of the

business while your specialty is bringing in new business. A partner can also motivate you and make you feel more accountable to all aspects of your business. With a partner to cover for you, you'll even be able to take that long-planned vacation. Most important, teaming up with another top agent will make you more productive than if you were working alone.

Make the right choice. Before tying the knot, ask important questions, such as does your prospective partner share your same vision, work ethic, positive attitude and ambition? Also broach practical concerns, including compensation, floor time, marketing strategies and business tactics. Finally, clearly define what each other's roles and responsibilities will be.

In real estate, two heads are always better than one — especially when they are focused on the same mission and purpose! 

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

Corner

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act on that prompting and see what happens. You might be surprised.

OK, I'm going to share a story or two with you. A friend of mine shared with me an incident that had happened in her family. I sent her a card — and may have included a small gift card to Starbucks. When it arrived a week later, something else had happened, and she was feeling very down. That is until she read the card I had sent. Now she felt connected to someone. She called to thank me, and during our conversation her mood completely changed.

To another person I know who is deal-

ing with the severe illness of her parents, working and raising small children, I sent a card along with some brownies. Would you believe that they just happened to arrive on a day when she hadn't had time or energy to do something a bit special? They did!

Who was the first person you thought of this morning. Is there someone who has done something special for you? I urge you to act on these promptings. I've decided to work a little harder to act on the little memory and thought kicks I get — a card, a phone call, or even an email. Will you join me ... ?

Notes on Club Leadership Plan

At the 2011 Board of Directors Training sessions, Lee Mothershead prepared a page of suggestions for review and discussion.

These are found on the District's web site (at: <<http://www.district5300a.org/BODTS/index.html>>) by following the link under "BODTS 2011 Seminars Presentation Materials."

The Club Leadership Plan is what is intended to follow the creation of a club's "vision statement" and subsequent yearly updates. If we are true to this design, we should be meeting to address our 2012 "Visioning" workshop in 2013 at either a separate May session for this purpose or as a part of the July Club Assembly. For that matter, it is suggested that club assemblies be held at least quarterly in order for members to have a chance to suggest improvements that address any "annoyances."

But here is a key comment that I suspect we may not have considered, and

one that I would like to address here:

"Ask how information regarding what committees are doing and what questions the board is considering [are] going to be disseminated to the membership at large. How do members who do not regularly use the internet get information? How do new members get and understand information? Who in the club is involved on a district level? How do members get training for taking over committees? For working on committees?"

As I write this I have just finished drafting a "job description" for the position of club Membership Committee chair. When I assumed the position I thought I had something of an idea of what this duty entailed, but after four months it became clear that much more was implied (or possible) than what, up until then, had been revealed to me.

And so I wonder about communication within the club, and even between members of the club and other Rotarians within

our District. How *do* we get information to our fellow members? And how can we share with those whom we ask to assume new leadership duties the nature of the task(s) for which we recruit them?

At the heart of these questions are the concepts of transparency and accountability. Each member should be apprised of expectations before they assume a new role. And the club service they then provide should be measured against the standard set as they assumed office. Why?

Because in doing so it becomes easier to implement the designs — the five-year plan — for which we've said we wish to strive. As I see it, it's all a matter of breaking down big goals into manageable tasks. Likewise, clear direction afforded by well-described tasks (and in support of the club's long-term plan) makes it possible for a club to work better with District leadership.

In the end, it's all about how we promote active, healthy clubs and IGNITE membership growth. To gain the leverage we desire in living our motto of "Service Above Self," we need the strength of numbers. Yet it is within human nature to find a certain comfort level in the size of club one first encounters, or to which one becomes accustomed. [Lyle Schaller has written about this with respect to the size of church congregations.]

True club leadership, I believe, involves finding a balance between our comfort levels and the growth which we will need in order to continue as a viable organization. I'd sure hate to put in years of work, only to see us go the way of Legion Post No. 470....

**MEET THE ROSE QUEEN
AND HER COURT
THURSDAY, DECEMBER 13
COMBINED MEETING WITH
SAN MARINO ROTARY**



Job Creation & Entrepreneurship

by C. Ray Carlson, Chair,
New Generations Service

Have you ever noticed the notch in the hub of the Rotary *wheel* logo? That was introduced in 1923 when geared teeth were added to the traditional wagon wheel. A group of engineers advised that the geared wheel, with 24 cogs and six spokes was “mechanically unsound and would not work without a *keyway* in the center of the gear to attach it to a power shaft”. It would just spin!

When addressing the many great needs of youth and the New Generations, just *spinning our wheels* is not good, obviously. Where is the *keyway* that will get us in gear and give us power to drive forward and truly make a difference?

We in Altadena Rotary have worked diligently since 1995 to teach children in Pasadena Unified School District (PUSD) about the basics of entrepreneurship and how to write a business plan. The rationale was that some would actually do it some day and create jobs for themselves and even others. Or with basic knowledge of the importance of the *bottom line* and how to improve it, they might become better employees and rise to managerial levels. It might help some to even get a job in the current grim economy.

But with minorities comprising 90 percent of the PUSD population, and dropout rates at alarming levels in some schools, we found that something more was needed for our efforts to effectively meet needs. What was missing?

When our club president, Julius Johnson, learned about a new organization of young Black professionals with essential skills in social media and a passion for helping Black and Hispanic youth, — TheMastermindCollective.com — he arranged meetings with them in his office over the span of several months. Then he

engaged them to launch their GET IN GEAR NOW program as the first project of our New Generations service. The principals, Mikal Pradia, Mikki Greene, Danya Milbes, and Sam Mason, pulled together a project that was superb in almost every respect.

On October 27, they conducted an all-day program at Westminster Presbyterian

when they are *emancipated* at age 18. The statistics on what usually happens to them is frightening for them and for society at large.

And for me personally, as I recalled what my wife experienced when, abandoned by both parents after their separation, she became a ward of a Chicago court and placed in a group home at the age of 5. After a few years, she was accepted into the home of an elderly couple where she remained until we married. But she saw what happened to many others who remained in the group home, a few blocks away, before and after emancipation at 18.

The *keyway* to properly addressing the needs of the minority community of NW Pasadena/Altadena is a *community needs assessment*. Then the preparation of a Strategic Plan for how to do something meaningful in a cost-effective way, then choose professionally competent team members, then measure the results and adjust the course as needed. The Flintridge Operating Foundation in Pasadena has an excellent 4-page document, Community Needs Assessment, that can be downloaded from <<http://www.flintridge.org/assets/docs/E3a1NeedsAssmnt.Brochure.pdf>>

My sincerest thanks to Gary Webster and his District Simplified Grant committee that expedited the \$1,500 grant for this milestone pilot project that will become a model for many more in our community, Rotary District 5300, and even abroad.

We need volunteers to expand this New Generations program.

You can help. For details on how you might become involved, contact me at <crayc@me.com>, 1-800-448-3456, PO Bx 40400, Pasadena CA 91114-7400



Front: Altadena Rotary President, Julius Johnson speaking with Mikal Pradia (l) and Sam Mason (r)

Church’s Morrison Hall, in Pasadena. (To be followed by a comprehensive 4- or 8-week course in the Spring). They had recruited from schools, Black churches, and group homes for foster kids. Since 70 percent of local black children come from single-parent families, they solicited mothers in beauty salons to bring their kids. Group homes, even in distant county locations, brought their children; their supervisors became very enthusiastic when they witnessed the excitement of their wards, especially during the entertaining, very professional presentations, then the business plan development and oral presentations by the children themselves.

In my 1-on-1 conversations with a few of the group home kids, I was very moved by the hope that was brimming in their eyes, that they might now be able to create a meaningful future for themselves



*You are cordially invited
to our
Christmas Party Potluck*

*Thursday Evening
December 20, 2012*



6:30 to 9p



*257 S. Delacey
Pasadena, Ca 91105
Party Room above the Pool*

Turkey, Ham, Drinks, Utensils, etc. Provided

*Bring a Salad, Vegetable Dish, or Dessert
All Members and Families, including Children invited*

\$10 per person

Register on ClubRunner

