

February 16, 2012

## This Week

### Dan Stover Music Competition, Phase I Guest Host: Theo Clarke

Dan Stover, an Alhambra Rotarian, was an accomplished musician. He always entertained Club meetings and District Conferences with his musical wizardry. The year following Dan Stover's death, in 1987, the Alhambra Rotary Club established a music scholarship program and competition in his name. So successful was it that it became a District program the following year and has been every year since.

Seniors talented with musical instruments from surrounding high schools compete at three levels for the chance to win the \$5,000 first place prize at the District Conference. We begin that competition this week at the Club level with the Altadena Rotary Club Dan Stover Competition. The winner of Thursday's program will compete at the regional level in April against other winners of local Club level competitions, and the win-

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## View from the Hill

by President  
Tony Hill

### More Humor from my Favorite Source

**I**t is time to write my President's message - my daughter Laura is visiting - so time for more humor to get you through the week. Again, to give recognition to the source, these jokes were once again selected from our very own *Pasadena Star News*. With Valentine's Day happening this week, you will note the "love and marriage" theme.

...

**Wife's diary:** My husband is acting weird. He came home from his golf game yesterday and hardly said two words all evening.

I asked him what was wrong. He said, "Nothing." I asked him if it was my fault that he was upset. He said he wasn't upset. I told him that I loved him. He said "You, too."

He seemed distracted. It's like he wasn't there. I don't know why he wouldn't say, "I love you" instead of just "You, too." Sometimes I feel like I'm losing him.

Finally, after a long evening of watching television in silence, we went to bed. He fell asleep immediately. I cried. I don't know what to do. I'm almost sure that his thoughts are with someone else. My life is

a complete disaster.

**Husband's diary:** A four putt! Who four putts?

...

A man and his preacher meet at the store. They chat and the preacher asks, "Say, how's that marriage counseling working out?" The man says, "Good. My wife and I go out on dinner dates twice a week now." The preacher says, "Great!" The man says, "Yes, she goes out on Tuesdays and I go out on Fridays."

...

A little boy at a wedding tugged on his mother's sleeve and asked, "Mom, why is the bride dressed all in white?"

Mom whispers, "White symbolizes in-

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## Greeters

February 16  
**Jacque Foreman**

February 23  
**John Frykenberg**

March 01  
**Brian Hayes**



# Program Review

## Only Little Birds have Songs

**“Most people live lives of quiet desperation and go to the grave with the song still in them.”** HD Thoreau.

Dr. Alan Hedman, author of *Killer B's & Worker B's* concurs. Following 25 years in counseling, Hedman has come to the conclusion that many people fail to meet their goals. His research into what makes people thrive has led him to finding a *recipe* for thriving and success. The *recipe* embraces the following components:

1. Be Bold. Don't be a shrinking violet.
2. Just Do It... Whatever it is. Action pre-

cedes motivation and commitment, which will follow; *“Whatever you think you can do, begin it... There is genius, power and magic in it”* Goethe

3. Do scary things. Do the thing you fear, and the death of fear is certain. Facing our fears is the beginning of the end of fear.

4. Accept failure. Failure is our best teacher

Hedman encouraged us to be proactive rather than reactive in facing life's challenges as a prescription for success and to be idiosyncratic and versatile in facing the unknown.

Interesting that Hedman should quote Thoreau, a renegade not in sympathy with the mores of society; one who expounded upon the vir-



tues of civil disobedience.

A subscriber to the maxim 'that government governs best that governs least,' Thoreau could fairly be described as an early libertarian; someone with whom many Rotarians could easily identify.

If success is ultimately characterized by feelings of fulfillment in thriving, Hedman's prescription may be apt and

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### Rotary Club of Altadena - #7183

Chartered: February 14, 1949

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Meets: Thursday, 12:10p

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Sterling Louviere • Brian Hayes

Linda Wilkes • David Smith

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Julius Johnson ..... Administration

Craig Cox ..... Foundation

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

## February Programs

### World Understanding Month

### Guest Program Chair, Jacque Foreman

Feb 16 - Dan Stover Preliminary Contest -

Guest Program Chair Theo Clarke

Feb 23 - Bruce Waterman - A better way to communicate with your business clients and associates

## March Programs

### Literacy Month

### Program Chair, Sterling Louviere

Mar 01 - Club-Level 4-way speech contest,

Guest program Chair, Theo Clarke

Mar 08 - Tamir Yardenne - Film Internship Program for Students at Muir High School

Mar 15 - To be Announced

Mar 22 - To be Announced

Mar 29 - To be Announced

## Congratulations



### Birthdays



02/02 - Julie Gustafson

02/08 - Mike Zoeller

02/10 - Julius Johnson

02/14 - Ruth Reeder

02/16 - Joan Frykenberg

02/25 - Brian Hayes

02/28 - Wendy Davis Noll



### Anniversaries



02/03 - Sue & Don Applegate

02/17 - Ed & Mona Jasnow

# Chairmen's Garbage In ... Corner Garbage Out

by Craig Cox, Membership Chair



What Rotarians get out of Rotary depends largely on what they put into it.

Many membership requirements are designed to help club members more fully participate in and enjoy their Rotary experience.

## Attendance

Although there is no requirement to attend every weekly meeting of Rotary, members should make an effort to attend when possible. Attending weekly club meetings allows members to enjoy fellowship, enrich their professional and personal knowledge, and meet other business leaders in their community.

If members miss a meeting of their own club, they're encouraged to expand their Rotary horizons by *attending a meeting of any other Rotary club in the world*.

## Service

By participating in local and international service projects, club members can volunteer their time and talents where they're most needed.

The Avenues of Service are Rotary's philosophical cornerstone and the foundation on which club activity is based:

- Club Service focuses on strengthening fellowship and ensuring the club's effective functioning.
- Vocational Service encourages Rotarians to serve others through their vocations and to practice high ethical standards.
- Community Service covers the projects and activities the club undertakes to improve life in its community.
- International Service encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and

peace.

- New Generations Service recognizes the positive change implemented by youth and young adults through leadership development activities, service projects, and exchange programs.

In the Rotary Club of Altadena the following members take on these areas: Julius Johnson – Club Service, Theo Clarke – Fellowship, Gordon Seyffert – Vocational Service, Ed Jasnow – Community Service, Mike Zoeller – International Service, Hal Yorke – New Generations, Craig Cox – Membership.

## Finding and keeping members

To keep clubs strong, every Rotarian must share the responsibility of bringing new people into Rotary. Even *new members* can bring guests to club meetings or invite them to participate in a service project.

Keeping members involved in Rotary is another responsibility. Fostering strong fellowship and encouraging early participation in service projects are two of the best ways to sustain a club's membership.

## Dues

Club members are required to pay *annual dues* to their clubs, districts, and Rotary International, as well as the subscription fee to the appropriate Rotary magazine.

## Leadership

Club members are encouraged to volunteer for leadership roles at the club level and beyond. To learn more about leadership opportunities in your district, see the **district leadership seminar** and the **club committees** pages on the Rotary International website [www.Rotary.org]. You can also learn how Altadena Rotary is set up by visiting the Altadena Rotary website [www.altadenarotary.com].

## Program

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applicable. Society remembers and honors many of those who travel roads less traveled; some brilliant, moral and thoughtful and some just crazy. I cite as example men like Edgar Allen Poe, a genius by any measure and a literary giant, but a man as nutty as a fruitcake, none-the-less.

I think most of us would be in agreement that failure is our best teacher and that tenacity and perseverance are the essence of attainment. This certainly can be said for men like Thomas Edison despite being eclipsed in the final analysis by Nicola Tesla.

But, and I add with some prejudice, that despite our idiosyncrasies and individual achievements and contributions to the world, none of us ultimately stands alone. Rather we stand upon the shoulders of those who go before us and who stand with us and who stand behind us. Our greatness it may be argued is after all in corporate body and unity of purpose, vision and desire. We honor our leaders, our visionaries but it is "*we the people*" who ultimately embrace or deny the heritage we have and the future we seek. The *context* of the culture we embrace collectively encourages or discourages those brilliant few who rise above the ordinary to achieve great heights. And "*we the people*" set the stage!

We are thankful for a Steve Jobs who singularly seemingly changed with world because of his recognition of the value of a Xerox Mouse and other opportunities that he recognized for which we give him much credit while recognizing all the essential inventions, technologies and contributions made by others to make Steve Jobs, Steve Jobs.

Thriving and surviving are worthy goals if these are ultimately ennobling, but we must always ask "at what cost"? There are also causes worth dying for.

No one wants to lead a life of *quiet*

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# MONEY MATTERS

by Linda Wilkes

## **Economic Update** **Last Week in the News**

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — fell 1.3 percent in November after an identical 1.3 percent decrease in October. On a year-over-year basis, prices fell 3.7 percent compared with November 2010.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending January 27 fell 2.9 percent. Refinancing applications decreased 3.6 percent. Purchase volume fell 1.7 percent.

The Institute for Supply Management reported that the monthly composite index of manufacturing activity rose to 54.1 in January after a reading of 53.1 in December. A reading above 50 signals expansion. It was the 30th straight month of expansion.

Total construction spending rose 1.5 percent to \$816.4 billion in December from \$804 billion in November. Economists had anticipated an increase of 0.5 percent in December. Compared to a year ago, construction spending rose 4.3 percent.

Factory orders rose 1.1 percent in December to a seasonally adjusted \$466.2 billion, following an upwardly revised 2.2 percent increase in November. Excluding the volatile transportation sector, orders rose 0.6 percent in December.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity rose to 56.8 in January from 53 in December. A reading above 50 signals expansion. It was the 26th straight month of expansion in the services sector.

Initial claims for unemployment benefits fell by 12,000 to 367,000 for the week

ending January 28. Continuing claims for the week ending January 21 fell by 130,000 to 3.437 million. The monthly unemployment rate fell to 8.3 percent in January, the lowest level since February 2009.

Upcoming on the economic calendar are reports on wholesale trade on February 9 and international trade on February 10.

## **Insight Now** **Small Message, Big Impact**

In this month's edition of *InsightNOW*, Prospect Mortgage's Chief Performance Officer Todd Duncan discusses with Tom Ziglar (CEO of Ziglar, Inc. and son of motivational speaker Zig Ziglar) how every person can chart a course to personal and business greatness.

In his book, *Born to Win: Prepare Yourself. Expect Success. Change the World.*, Zig Ziglar shares the principles that have sold out his *Born to Win* seminars for decades.

Tom Ziglar explains his father's belief that to succeed, you need hope and trust; your only responsibility is to start — to plan, prepare and expect. "Focus on the direction, not the perfection," suggests Todd. "Envision yourself a winner, and then take action to make that vision a reality. You can't attain what you don't pursue."

No greatness comes without experiencing failures; the ability to learn from them is a blessing. Ziglar uses the analogy of a pilot who encounters sudden winds. He doesn't abandon course or give up — he recalibrates his position and heads on to his destination.

Preparation and practice are key. Real winners have *persistent consistency* — whether sales calls or exercise, committing to habitual practice improves your

success rate.

Excellence comes when you *up your game* and add something new to your routine; there's always room for improvement. Fine-tuning every day (adjusting a presentation or changing a question in a sales call) draws you closer to your goals.

Another bit of Ziglar advice: Don't worry. It only hurts you and your results. Do the right thing, commit to preparation, and you'll have nothing to worry about. And remember that every time you get a "no" you're one step closer to a "yes."

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

## **View**

*Continued from p. 1*

nocence, a clean start, a new beginning, and the bride feels the joy of all those things as she embarks on her voyage of discovery, fulfillment and commitment. Also, white reflects light, which is indicative of the radiance that the bride feels today. It is the happiest day of her life."

The boy was quiet for a moment. Then he leaned over and said, "Mom, why is the groom all dressed in black?"

• • •

The father smiled and said, "yes" when his daughter's longtime boyfriend asked for her hand in marriage.

The smile didn't last long, however. "Have you set a date for the wedding?" He asked the young man. "I will leave that to your daughter," the fellow said. "Will you have a church or private wedding?" "Your wife can decide that." "And what have you to live on?" "I leave that entirely to you, sir."



## What makes Me Happy

As parents, we're used to the idea that our children learn from us. But sometimes we learn from our children. And it's from my daughter Lindsay that I've learned that not everything in life that's rewarding has to be profound. She has a phrase for this observation. Out-of-the-blue, she'll say of something that has caught her fancy, "It just makes me happy!"

And so today, February 23rd, I'd like to observe what would have been (had they lived) the 65th wedding anniversary of an otherwise ordinary couple from The Volunteer State, Sarah Ophelia Colley and Henry Rolffs Cannon. But Sarah's the one who's deserving of the recognition — Sarah, who would be celebrating her centennial year if she hadn't died in 1996.

Who's that, you ask? Well, you couldn't be expected to know the name Sarah Colley, or even Sarah Cannon. But I bet you knew her by her stage name, *Minnie Pearl*! And there are a lot of people in the entertainment industry, and in all walks of life, about whom it can be said that — for no particular reason — they "just make us happy."

And Sarah was one of those entertainers who was just a regular person, someone you might encounter in your own life and not just on TV or in films. How do I know this? It's because a distant cousin of mine once remarked that, when her family lived in Nashville (before moving to the St. Louis area in 1963), her mother used to play in a bridge group with *Minnie Pearl*, and she was just one of the bridge ladies ... not a star, living some secluded life away from everyone else, but one of us. "Just folks," you might say. And to know that about her... Well, it just makes me

happy.

There are other things about her which you may not have known. Treated for cancer at a medical center in her beloved Nashville, she began to advocate for this center and for cancer research generally. Although she did not herself initiate them, both the Minnie Pearl Cancer Foundation and the Sarah Cannon Research Institute take their names and their focus from her interest in *finding the cure*. Further, the center where she received her own treatment was later renamed in her honor as it expanded to other sites in the Upper South.

As *Minnie Pearl*, Sarah Cannon exhibited a strong sense of place — a quality that is guaranteed to win over the heart of any genealogist worth his/her salt. It is said that she based her comedy sketches largely on people she had known in her

hometown of Centerville, Tennessee. The humor was simple stuff, and corny. But was it all that different from Red Skelton performing as *Clem Kadiddlehopper*? Nothing about it was *deep*, but that was the point, I think. All too often we risk getting bogged down in the troubles of everyday life, and it's precisely at those times that we need someone to help us reset our mental state. We just need someone to make us happy....

In 1992, the year after she suffered a serious stroke, Sarah Cannon (a/k/a Minnie Pearl) was awarded a National Medal of Arts, an honor for which an artist must be selected by the National Endowment for the Arts (NEA).

Perhaps, though, it's a more telling honor that on the *Find A Grave* web site there are currently 940 *notes* posted by her fans. ○

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## This Week

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ners of the regional competitions will compete at the District Conference in June 2012.

Assistant Director for Vocational Services, Gordon Seyffert, and this year's Chair of the Altadena Rotary Club Dan Stover Competition, Theo Clarke, visited 14 high schools in the greater Pasadena area about a month ago, and from that

effort emerged our slate of sterling performers: trumpet, saxophone, 2 violins and 2 guitars. Mike Noll designed and choreographed the program. We also have a slate of top notch judges, headed by longtime friend and renowned teacher Marya Basaraba.

This is big. Bring a guest. Dan Stover would have loved it. ○

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> > **COMING SOON** < <  
**THE BUSINESS PAGE**  
**ON OUR ROTARY WEBSITE**



# FELLOWSHIP... by Theo Clarke, Fellowship Chair

## *The Core of Altadena Rotary*

## Report on Fellowship Activity

The Fellowship Committee gathered at The Pub at 5:30p, 2/9/12. Dave Smith was in his usual seat at the bar, but felt obliged to inform Craig that he was NOT sitting there for the Fellowship meeting, but rather for the usual drinking and socializing.

Committee members hoisted their beers in greeting and snacked on chips and salsa provided by our gracious hostess Gale. After rejoicing sufficiently the committee got down to business.....

### **New Member Party**

Before we got into the nuts and bolts of "The New Member Party" Craig cautioned that we must get a "buy in" from new members committing that they will come to the party with their significant others, otherwise it is not worth holding the party. Accordingly:

AI\* - on Theo Clarke, Craig Cox, Julius Johnson: Contact the new members we sponsored and get their commitment to come to the *New Member Party*.

Cox also pointed out that at a particular moment during the party the chairmen of the active committees and directorates should explain what their committees and directorates do.

The party will be held Saturday, March 3, 2012 at Eden II, Theo's lofty estate, commencing at 1p. The itinerary for the party is:

- 1:00p - Gather, schmooz, party
- 2:15p - Committee Chairs make their presentations
- 3:00p - Continue fellowship

Cox mentioned that he uses the Aristotelian analysis approach to determine success or failure of a project. Theo asked what the Aristotelian analysis approach was. Craig explained, but Theo still did not

understand, but he did note that Craig had compared himself to Aristotle.

AI - on Craig Cox: Send Club Runner announcement of the party to Club membership. Divide membership into thirds, having them bring food accordingly:

- 1<sup>st</sup> third: main dish
- 2<sup>nd</sup> third: dessert
- 3<sup>rd</sup> third: appetizers, soft drinks

Clarke has a liquor stash left over from the Seyffert Xmas party of:

- Two 12-bottle packs of beer
- 7 bottles of wine — red and white

AI - on Craig Cox: contact committee chairs and have them be ready to make their presentations.

- Mike Zoeller ..... International Service
- Ed Jasnow ..... Community Service
- Craig Cox ..... Membership
- Theo Clarke ..... Fellowship
- Hal York/Gordon Seyffert . Vocational Service

AI - on Craig Cox: Send Clubrunner invite for the party to get an expected attendance count. In the Club runner invitation mention Bring walking shoes, dress is BBQ casual. If we have pleasant weather we will hike to the river that runs out of Eden II to water the garden (Gen 2:10).

Regarding the entertainment: Cox said he will bring his banjo. He will be prepared

to play a number or two. Clarke agreed, reluctantly, to play his violin. Cox grumbled that Theo could not follow the beat. Clarke acknowledged this but mentioned that he had followed the beat nicely when playing for the family with his daughter-in-law (piano) over the holidays in Seattle. New member Sammy Kayali sent an email to the Fellowship committee after reading the minutes from our last meeting and noting that he had been volunteered to perform on the harmonica. In his email, Kayali politely declined to perform, claiming he did not want to torture our members with his harmonica playing. Clarke could not understand the concept.

### ***Fellowship for the rest of the year***

Santosh Srivastava has agreed to spearhead the fellowship activity at the Magic Castle.

Gordon Seyffert said he will talk to his son about possibly getting tickets for our Club to see the taping of Jay Leno. Gordon's son is a rock star and has appeared on the Jay Leno show before!!!

The next Fellowship meeting will be Thursday, February 23, 5:30p, at The Pub.

The meeting was adjourned promptly at 6:30p.

\*AI= Action Item

## Program

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desperation, I am sure. And we would all prefer to live with a *song in our hearts*. So ... with a little help from our friends, some love, compassion and support we can find happiness in giving, contributing, reaching out to others by being as imaginative

and creative as we can be and finding fulfillment in a *Purpose Driven Life*.

"*Doing in the final analysis*" as Hedman seems to suggest ... may be even more important than "*being*."

John Frykenberg