

This Week
Bruce Waterman
comF5 Executive
Sales Director
Internet Marketing
Specialist
Guest Host:
Jacque Foreman

Bruce Waterman has been a professional photographer for over 30 years — doing everything from weddings to Bar Mitzvahs to Corporate Events. He established a niche in digital photography, photographing portraits at events and delivering branded photos on site.

He has worked as a digital effects artist for feature films such as Titanic, Batman & Robin, & Dante's Peak. This was his transition into the digital world.

For the past three years, Waterman has been experiencing another transition from digital photography to virtual video media marketing and more, with his marketing consulting firm, XposureBiz. He has an arsenal of tools and strategies that give business owners more visibility and exposure on the internet.

A system called comF5 — a communication refresh — gives a business

Please turn to This Week p. 5



View by President
 Tony Hill
from the Hill

Dan Stover Contest a Hit!

I want to pay tribute to the outstanding job done by Theo Clarke, Gordon Seyffert and Mike Noll in planning and carrying out last week's Dan Stover Music Competition. It was by far the greatest Dan Stover program I have experienced at our Club. Inviting Past District Governor Chris Montan and Francis Moore, was a master stroke. Chris seemed thrilled to have been invited. She created the Dan Stover competition, naming it after a member of her Alhambra Rotary Club, who had been very involved with music programs with their club. Francis Moore, also a member of Alhambra Rotary, is the person coordinating the program for the District this year. Chris told me that she has been to many such club competitions, but that this was the most professional and impressive competition she has seen.

Those of us who were treated to the performances by the talented young musicians I am sure realize that such a terrific program did not come about without a lot of hard work. Theo and Gordon started preparing for the program early in January. They personally visited all the local high schools, meeting with principals, vice-principals and music directors. This took time and perseverance. They planted the seeds and then waited to hear

back. It turned out that their powers of persuasion were greater than anticipated. They ended up with more student musicians that they can fit into one program. As a result, in a magnanimous gesture and certainly in the tradition of Rotary, they passed on three student musicians from John Muir High School to the Rotary Club of Pasadena, to compete in their Dan Stover competition.

The program was also enhanced by the high quality of the 3 judges, Marya Basaraba, Nolan Shaheed and Jeffrey Bernstein, who took time from their busy schedules to adjudicate at our humble competition. They completed the difficult task of selecting the first and second place winners. But, as very successful professionals in the music industry, their concluding comments to all the student musi-

Please turn to View, p. 5

Creeters

February 23
John Frykenberg
 March 01
Brian Hayes
 March 08
Boyd Hudson



Program Review

Music, Music Everywhere The Dan Stover Music Competition

Dan Stover was an accomplished musician and an active Rotarian who entertained Club meetings and District Conferences with his musical talent. He was born in 1912 in India to a missionary family. The family decided to return to the United States via ship and booked a passage through England on a new liner called the *Titanic*. Fortunately, the family missed the sailing, and Stover later came to settle in Alhambra, California, where he became an educator with a passion for helping young talented stu-

dents.

In remembrance of Stover's contributions to the community, the Alhambra Rotary Club established a music scholarship program and competition in his name. The Program was proposed, organized, and Championed in 1987 by new Rotarian Christine Montan, who, as Alhambra's first woman Rotarian, quickly recognized and appreciated the talent and effectiveness of Dan Stover as a Rotarian and as a person. Under Rotarian Montan's leadership, the Dan Stover memorial Music Scholarship graduated into a District Program in the following year, and became a Rotary-wide competition and award soon after.

This year's program was chaired by Theo Clarke and assisted by Gordon Seyffert and Mike Noll. Their hard work in the preparation and planning for this event were evident in the superb program and smooth implementation.



(l to r) Tom McCurry, Timer, and judges Nolan Shaheed, Marya Basaraba and Jeffery Bernstein

The judges for the competition were Marya Basaraba, Resident Chorus Maestra of the California Philharmonic and Director of Music of the Spirit Alive Fellowship in Altadena; Nolan Shaheed, an accomplished jazz musician and one of Los Angeles' top studio musicians; and Jeffery Bernstein, one of Southern California's pre-eminent choral conductors and Artistic Director of the Hollywood Master Chorale and recently Assistant Conductor with the Pasadena Symphony.

The program started with entertainment and outstanding performances by 5th Grade musicians from High Point Academy in Pasadena and introduced by their

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

P.O. Box 414, Altadena, CA 91003

www.altadenarotary.com

Meets: Thursday, 12:10p

Altadena Town & Country Club

2290 Country Club Drive • Altadena, CA

626-794-7163

Rotary Int. Pres. Kalyan Banerjee
Dist 5300 Gov. Doug Fowler

Officers

Tony Hill, Pres. Bus. 626-795-5363
Julius Johnson, Pres. Elec. . Bus. 626-797-1186
Brian Hayes, VPres. Bus. 626-529-8093
Jim Gorton, Sec. Bus. 626-793-6215
Mike Noll, Treas. Bus. 626-683-0515

Directors

Jim Gorton • Craig Cox • Julius Johnson
Sterling Louviere • Brian Hayes
Linda Wilkes • David Smith

Chairmen

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

Program Chair, Jacque Foreman

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 Dreams and Schemes

by Hal Yorke, one of our Youth Services Chairs



Eighty percent of California drivers consider themselves *above average* drivers. 96 percent of college professors believe they have above average teaching skills. 50 percent of high school students believe they will attend law school, medical school, or grad school. Time magazine asked in a survey, "Are you in the top 1 percent of wage earners?" 19 percent said yes and 36 percent expected to be.

What do these numbers tell us? Well, for one, there is a large gap between self-perception / self-evaluation and reality. At least 40 percent of the drivers and about one half of the college professors who consider themselves above average must

be wrong. And, if the 19 percent quoted by the Time survey is truly typical for all Americans, then a large majority of those 19 percent are simply delusional, and a greater percentage of the 36 percent soon-to-be-rich expectants are hopeless optimists.

There is nothing bad about being an optimist about future career developments or earnings, but wishing and hoping and waiting for it to happen is not enough. A dream without a realistic plan of action is merely fantasy, and the dreamer is doomed for future disappointment. Yes, sometimes good things happen by chance, but not everyone who sets sail for China discovers America. And not every college drop-out will become founder and CEO of a firm like Microsoft

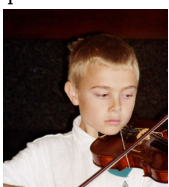
or Apple. But then again not every college non-drop-out becomes founder or CEO of a giant company either ... or even an above average teacher.

Ever since my daughters have begun pursuing careers of their own I wonder: Have my wife and I given them the correct set of tools to do more than just dream? Have we taught them to choose realistic life goals and then to figure out what knowledge or skills are necessary to attain them? Have we stressed the importance of gap analysis: deciding what is missing from their base of knowledge or skills that prevents them from being where they want to be? And to then to take the appropriate steps to fill in the gaps? I certainly hope so. Because dreams should ultimately lead to schemes. ☉

Program

Continued from p.2

witty and talented schoolmate Ames Noll. Charlie Viehl gave an impressive performance on the violin,



after which Club members asked if he would be willing to offer Theo Clarke some pointers on playing

the violin. This was followed by a performance on the harp by Kailyn Chiu who mesmerized the audience with the music. Last, Peter Mugemancuro gave an outstanding performance on the piano,



which left the audience in awe of his young talent.



The competition part of the program began

with Samuel Greaves from Marshall High School playing *Mighty to keep* by A.H. Jakeway on the trumpet. The second contestant



was Bennet Reagan, also of Marshall High School, who played an *Allegro* by Handel on the tenor saxophone. Then came Edgar



Flores of Pasadena High School who played *Capricho Arabie* by Francesco Torregara on



the acoustic guitar. Marilyn Travis of Marshall High School played *Folk Tune and Fiddle Dance* by Percy Fletcher on the Violin. Last, Lesly Galeana of Pasadena High School played *Orange Blossom Special* by Ervin T. Rouse and *Concerto in A minor #6*



by Vivaldi.

After the performances, the judges started their scoring, and each contestant was introduced and spoke about his/her interests and goals. Greaves has been playing the trumpet since 6th grade and wants to go to an engineering college; his mother Loraine was in the audience.

Please turn to Program, p. 4



MONEY by Linda Wilkes MATTERS

Economic Update Last Week in the News

According to the Federal Reserve, monthly consumer credit debt rose \$19.3 billion in December for a total credit debt level of \$2.498 trillion. Revolving debt, which includes credit cards, increased \$2.8 billion to \$801 billion. Non-revolving debt, including loans for cars, rose \$16.6 billion to \$1.697 trillion.

Personal income increased \$61.3 billion or 0.5 percent in December. The personal savings rate was 4 percent in December, compared with 3.5 percent in November. Compared to a year ago, personal income rose 4.7 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending February 3 rose 7.5 percent. Refinancing applications increased 9.4 percent. Purchase volume rose 0.1 percent.

Wholesalers increased their inventories 1 percent to \$473.2 billion in December. This followed a revised 0.1 percent decrease in November. Sales at the wholesale level rose 1.3 percent to \$413.1 billion in December. On a year-over-year basis, sales were 11.8 percent higher since December 2010.

The trade deficit increased to \$48.8 billion in December from a downwardly revised \$47.1 billion in November. Exports rebounded 0.7 percent to \$178.8 billion. Imports advanced 1.3 percent to \$227.6 billion.

Retail sales rose 1.8 percent for the week ending February 4, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 3.5 percent.

The Labor Department reported that in the fourth quarter, productivity rose at an annual rate of 0.7 percent and labor

costs increased at an annual rate of 1.2 percent.

Initial claims for unemployment benefits fell by 15,000 to 358,000 for the week ending February 4. Continuing claims for the week ending January 28 rose by 64,000 to 3.515 million.

Upcoming on the economic calendar are reports on retail sales on February 14 and housing starts on February 16.

Knowledge Builder Special Boundary Issues

Assessing property boundaries is both an art and a science. Disputes regarding property boundaries can arise for a number of reasons. Properties can be difficult to survey. Rough terrain and human error may lead to miscalculation. Older boundaries may have been determined with poor instrumentation.

One common boundary-related problem occurs when a gap of land — known in the surveying industry as a hiatus — is found between properties and does not belong to either party. These gaps, as well as boundary overlaps, tend to occur when properties are resurveyed and discrepancies are found in either a subsequent survey (the junior survey) or with the original survey (the senior survey).

The federal courts have settled many property boundary disputes. Over time, established procedures have evolved for resolving these discrepancies.

In *US v. Weyerhaeuser Company* (1967), the 9th Circuit Court decided that discrepancies in surveys did not matter and that the original monuments — the permanently placed survey markers in the ground — marked the boundary, and any resulting hiatus was deemed public land. The courts have consistently determined that hiatus land shall remain in the public domain.

Cases regarding overlaps are more complicated. Courts have consistently said that, when two officially accepted surveys conflict, and the result is an overlap, the survey that is senior in time takes precedent.

When it comes to court cases involving property rights, the concept of *first in time, first in right* is firmly established. In *Wirth v. Branson* (1878), the US Supreme Court made it clear that once a property had been patented — title of ownership confirmed by the government — the government cannot convey that land to any second party. ○

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

Program

Continued from p.3

Reagan has been playing the Saxophone since 4th grade and plans to go to Syracuse University and major in physical therapy or sports medicine. Travis only started playing the violin about three years ago and has interest in studying architecture at Stanford or Harvard. Flores has been playing the guitar for nine years and plans to attend the College of Music at the University of California at Berkeley. His mother, Virginia, was in the audience. Galeana has been playing the violin since 3rd grade and plans to attend Texas Christian University in Dallas. Her mother and father were also in the audience.

The judges congratulated all the participants on their performances and selected Edgar Flores in first place to go on to District competition and Lesly Galeana as runner up. Clarke presented the contestants and judges with a gift and a certificate of appreciation. *Sammy Kayali* ○

Gordon's Corner

by Gordon Seyffert

On Books

I was thinking the other day about how important books are to me in this age of iPads and Kindles and their like. For a brief time, I thought it might be nice to have an iPad with some downloaded books of interest. Thinking further of it, though, it dawned on me that most of what would interest me would be history. I'd probably not get my full use out of those books unless I could refer back to them at some future date, and would that even be possible? After all, think of how much computers have changed in three decades. This week I'm re-reading a book I first read in 1979.

That, in turn, set me to recalling my earliest memories of books. That's fairly easy to do, as I still have some of them. One called *It Seems Like Magic* sought to explain how things worked. It was strong in particular about explaining the means of propulsion of trains, boats, automobiles and airplanes. Not hard to guess which parent picked out that one! Similarly, my other parent had to have chosen *A Small Child's Bible*. In fact, I remember her reading it to me — particularly the story of the Good Samaritan.

Most of my books remained in good shape through many readings. But, in addition to learning to take care of them, I also was taught to share most of them with others once I'd outgrown them. I remember taking books to give to the library at my elementary school, while I was still attending there. I wonder if people still do that? My grandfather owned two sets of the 1911 Encyclopedia Britannica — both leather bound — one for his library and the other for his office. When he died they were both given to me. We gave one away that year, and the

other I reluctantly donated just before moving to California.

For all of that, I recall that, even in 6th grade, I had to be encouraged to read a wide range of authors when choosing fiction. My tendency was to find one author I liked, and to stick with that person until I'd exhausted the list of titles. Yet at least I'd found reading to be enjoyable, even with book reports being required. I had a close friend who once tried to pick a book that been torn in half — one half was missing! — on the assumption it would still count as a full book for reporting purposes.... Then came reading lists, first for high school and then Freshman English. The high school lists were assigned for the summer before each grade. I read these books slowly, savoring them. I remember in particular *South Pacific* and *The Yearling*. Later I remember unsuccessfully trying to prod my eldest daughter into reading the former. She was unmoved; she'd read all the Jean Auel *Clan of the Cave Bear* books when still in middle school!

College was different; the books had to be devoured in one semester while taking a full load of other courses. I couldn't push myself fast enough, and hadn't read *And Quiet Flows the Don* in time for finals. Falling back on my college prep high school English classes, I repaired to the library to check out the literary criticism reference books — and boned up in an evening. I received a "B" for my essay on a book I'd never so much as cracked, and have felt guilty ever since. Maybe I'll get around to reading it soon.

So remember: "Outside of a dog, man's best friend is a book. Inside of a dog, it's too dark to read!"

View

Continued from p. 1

cians in the room, just starting out in their music careers, were truly inspirational.

But as if the Dan Stover competition were not enough, we were treated to a pre-program program. I think everyone was blown away by the talent of the primary school musicians from High Point Academy, brought to us through the efforts of Mike Noll. Mike's cool and calm daughter Amesie, did an excellent job as host, starting with a creative and humorous unique way of telling us to silence our cell phones. I studied her technique in the hope of improving my performance as your usual master of ceremonies.

I also want to mention the contribution of a former member — but ongoing friend — of our Club, Bill Jennings. I received a panicked call the night prior from Gordon and Theo, who were having a last minute organization meeting at *The Pub* and realized that the certificates and gifts for competitors and judges were not in place. What to do? I suggested contacting Bill Jennings who had done similar work for us in the past. And Bill — with less than a 24-hour notice — came through in flying colors.

What this all shows me is the beauty of Rotary: How things get done through hard work, cooperation, dedication and selflessness, all for the benefit of our community. You have to be proud of what our small club is able to achieve, with a little help from our friends.

This Week

Continued from p. 1

the ability to promote, market, & communicate more personally and effectively. This system includes many different functionalities including, face to face branded video e-mail, live webinars & webcasting, social media marketing, mobile phone text marketing, and mobile phone apps.

His goal is to help business owners get new customers and keep them.

Entrepreneurial Education ...

The Way Out of Poverty

by C. Ray Carlson,

Chair District 5300 Vocational Service

JOBS! Jobs! That's what all politicians are promising these days. And the media are all analyzing what should be done to reduce the horrendous unemployment in our land. It's on everyone's mind.

I believe that Rotarians may be best at stimulating *Job Creation*. We can take our business savvy and years of experience and *share it forward* to the New Generation who are hav-

ing a tough time finding decent jobs after high school or college.

At recent Zone 26 Assemblies in Santa Ana and Pacific Grove, I spoke on the new opportunities for us to stimulate Job Creation. The Rotary Foundation has added a new section to its traditional six Areas of Focus: *Job Creation & Entrepreneurship*.

Business Plans are very important for showing whether a business idea can be viable and earn a profit after paying off any loans needed to get started. This is easily taught by Rotarians in 8- to 10-class periods in a high school. A team of 4 to 6 Rotarians with different skill sets and experience can divide up the classes and, using a curriculum like *Making A Job*,* can complete the course with but a few hours of personal time. That is true Service ... Vocational Service!

Our District 5300 will have a 2nd Annual District Business Plan Competition on May 17 at Altadena Rotary, Altadena Town & Country Club. This competition is between high schools sponsored by a Rotary Club. Last year a business plan from a San Marino HS student sponsored by San Marino Rotary won first place. Business Plans by students of the Business & Entrepreneurship Academy of John Muir HS in Pasadena won second and third place.

Under the new Future Vision Plan being introduced in our district shortly, Vocational Service is going *International*.

Vocational Training Teams will be sent abroad to "teach business leaders in de-



veloping communities how to create a business plan and maintain accurate financial accounting." We are already doing this, but we call them Entrepreneurial Training Teams that teach New Generation young adults. They grasp concepts more quickly and know how to apply them in a social media age. Now the cost

of travel can be included in the Matching Grant, and there must be two or three non-Rotarians on the Team. An opportunity to recruit new members!

Altadena Rotary is sending two teams to Nigeria in April with two \$25,000 Matching Grants. We still need \$1,756 each so maybe you'd like to help with a part of that and gain experience as an 'investor' that you can apply to your own project next year.

— Contact me for details. Tel 1-800-448-3456; <crayc@me.com>

* *'Making A Job'*, Marilyn Kourilsky, PhD, Professor (ret.) Urban Schooling, UCLA Graduate School of Education. Available from EntrepreMedia, 1-800-448-3456, ray@rotapreneur.com

Rotary Zone Structure

Though a member of Altadena Rotary since 1989, it was only in 2011 that I first learned about Rotary Zones. And then because there was a Zone Institute that I attended in Santa Ana where I was in the company of maybe 10 high level leaders in District 5300. There I heard speakers on subjects that usually are covered in District Assemblies for clubs but now from a larger perspective.

Rotary International's Board of Directors is elected by Rotary's 34 zones. We are in Zone 26, which includes New Mexico, Arizona, Southern California, and Hawaii. — 14 Districts, 731 clubs and 32,360 members.

RI Director Ken Boyd is responsible for Zones 25 and 26. PDG Don Kremer is Rotary Coordinator for Zone 26 and is responsible for coordinating The Strategic Plan of RI, which has three major focus areas: Support and Strengthen

Clubs, Focus and increase Humanitarian Service, and Enhance Public Image and Awareness. The Coordinator has a team of Advisors, of which PDG Garbis Der Yeghian (LaVerne) and PDG Barbara Risher-Welch (Montebello) represent District 5300. PDG Gene Hernandez (Chino) serves as a Director's District Advisor.

The Rotary Foundation is represented in Zone 26 by Foundation Chair Art Harrington (Bullhead City AZ). He was responsible for choosing me as Zone 26's nominee for 2011-12 Global Alumni Service to Humanity Award. The final award for this went to an Australian who will receive it at the RI Convention in Bangkok in May. Harrington chose me to speak to Zone Assemblies in Santa Ana and Pacific Grove during the past two Saturdays. The above article is the substance of my presentation.