

This Week President Tony & Our Directors Mid-Year Club Assembly Program Host: Brian Hayes

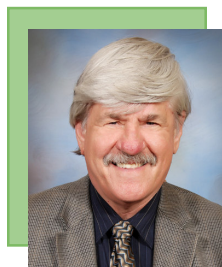
This week the Altadena Rotary Club will be holding its mid-term Club Assembly. This Club Assembly is intended to take a retrospective look at club accomplishments to date and planned activities to come.

Each current Club Director, officer and some chairholders will give a progress report and talk about planned events to come.

If you are new to Altadena Rotary or have some time to donate, this is a great time to make plans and talk to Committee and Sub-Committee Chair Persons.

As most often happens, the Altadena Town and Country Club will be closed for its annual sprucing up. We will be meeting at Big Mama's Rib Shack, 1453 N. Lake Avenue. Those present will be hearing about new ideas and programs

Plan to come, ask questions and support your Altadena Rotary Club by being an active participant. ☺



View by President
 Tony Hill
from the Hill

When Insults had Class

I hope that you all had a joyous and relaxing holiday. I certainly did with Ann and the girls and my extended family in Connecticut. Being the great guy that he is, and in anticipation of the fact that writing the President's message over the holidays would be the last thing I would want to do, Gordon Seyffert provided me with a very humorous article that I hope will bring a smile to each of you. Happy New Year and enjoy and thank you again Gordon.

These glorious insults are from an era before the English language got boiled down to 4-letter words .

- *A member of Parliament to Disraeli:* "Sir, you will either die on the gallows or of some unspeakable disease." ... "That depends, Sir," said Disraeli, "whether I embrace your policies or your mistress."
- "He had delusions of adequacy." - *Walter Kerr*
- "He has all the virtues I dislike and none of the vices I admire." - *Winston Churchill*
- "I have never killed a man, but I have read many obituaries with great pleasure." *Clarence Darrow*

- "He has never been known to use a word that might send a reader to the dictionary." - *William Faulkner (about Ernest Hemingway).*
- "Thank you for sending me a copy of your book; I'll waste no time reading it." - *Moses Hadas*
- "I didn't attend the funeral, but I sent a nice letter saying I approved of it." - *Mark Twain*
- "He has no enemies, but is intensely disliked by his friends.." - *Oscar Wilde*
- "I am enclosing two tickets to the first night of my new play; bring a friend, if you have one." - *George Bernard Shaw to Winston Churchill ...*
 ... "Cannot possibly attend first night, will attend second ... if there is one." - *Winston Churchill, in response.*

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Greeters

January 05
Susan Applegate
 January 12
George Buehler
 January 19
Ray Carlson



Program Review

Managing in the New Workplace

While many of the presentations at the Rotary Club of Altadena involve some charitable or service theme, occasionally there are those that focus on business or professional issues. The presentation at the December 22 meeting was one that had a definite business focus.

Mick Ukleja, PhD is a longtime management consultant in southern California. He has worked with entrepreneurs and corporate executives from companies such as Boeing and the Special Olym-



pics. He was the founder of the Ukleja Center for Ethical Leadership at Cal State Long Beach. Ukleja's latest projects involve working with large and small companies on managing their employees; in particular the employees know as the *Millennials*.

The Millennials constitute that generation of workers born between 1978 and

1996. They are also known as *Generation Y* or *Gen Y*, *Twentysomethings* or *Dot-Nets*. As a group, they are ethnically diverse, including large concentrations of Asians and African Americans. But more than any previous generation, the millennials are technologically savvy. It could be said that the first language of the millennials is technology. Millennials work very well in teams, as they have been involved in teams their entire education and working lives. Tension in the workplace often arises between the millennials on the one hand, and their managers who, in most cases, are members of another generation with different ideas on how work is to be performed and rewarded.

According to Ukleja, the millennials are the first generation that has not needed an authority figure to access information. This has changed the entire workplace dynamic. Ukleja has identified nine skill areas for managers to develop in their approach to managing the Millennial workforce:

1. Show them the Big Picture: Make sure

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949

P.O. Box 414, Altadena, CA 91003

www.altadenarotary.com

Meets: Thursday, 12:10p

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Linda Wilkes • David Smith

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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

January Programs

Rotary Awareness Month

Program Chair, Brian Hayes

Jan 05 - Mid-Year Club Assembly

Jan 12 - Marcia Moody, Dean of Online Education, Pacific Oaks College

Jan 19 - Someone from PUSD

Jan 26 - Lindy Carl, Executive Director, Grandview Foundation

February Programs

World Understanding Month

Program Chair, John Frykenberg

Feb 02 - To be Announced

Feb 09 - To be Announced

Feb 16 - To be Announced

Feb 23 - To be Announced

Congratulations



Birthdays



01/03 - Betty Ferris

01/09 - Gloria Hayes

01/10 - Santosh Srivastava

01/14 - Bill Reader

01/27 - Ann Rider Hill

10/27 - Barbara Yorke



Anniversaries



01/03 - Jim & Karen Gorton

01/22 - John & Joan Frykenberg

Chairmen's Corner A Great Start ...

Celebrating Four New Members and One Returning Member

by Craig Cox, Membership Chair



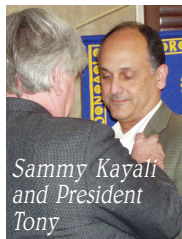
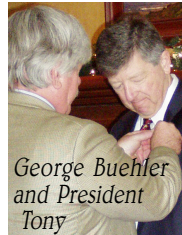
As we celebrate a new year and look forward with anticipation to 2012, we do it as a stronger club: Four (4) brand new

members and a returning member — five (5) new people — who provide greater fellowship and new ideas for service.

Here are some New Year's resolutions (membership style) that you may want to adopt:

- 1) I will get to know our new members — Invite them to lunch. Let them know about your committee meetings. Learn who they are and what they enjoy. Why did they join Rotary?
- 2) I will invite at least one friend to our lunch in the next three months — There are people in your life, who enjoy spending time with you, and who might enjoy Rotary if they were invited.
- 3) I will invite at least one local business

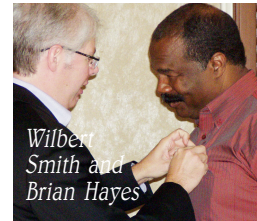
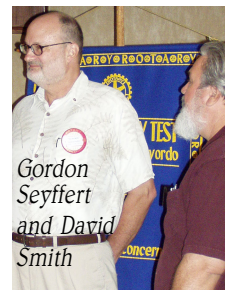
person to our lunch over the next 3 months. ... Who has a great local business that you patronize? Keep a supply of our lunch invitation cards handy and use them.



Our four new members are: George Buehler, Sammy Kayali, Gordon Seyffert, and Wilbert Smith. Our returning member is Santosh Srivastava.

Our next Membership meeting will be

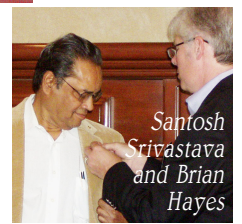
Wednesday, January 18 at 7p at my home [3944 Altura Av., La Crescenta 91214]. Jacques Foreman has completed a draft on our club brochure (you will



receive a copy by Email). Please look it over and provide your input/feedback. We are hoping to

have these available to you by the beginning of February.

I am confident that, with your support, we will be able to recruit five (5) additional members by the end of May. ☉



Program

Continued from p.2

- that they understand the main goals and objectives of the organization.
2. Build Relationships. Reach out and connect.
3. Make the work matter to them; Encourage the workers to take a strong interest in their projects;
4. Include the Details.
5. Be Positive when correcting. Give feedback and reviews in a positive way. These workers will respond if their evaluations are done fairly and constructively.
6. Put their imaginations to work. Let them work outside the box to arrive at their own approaches and solutions to business problems.
7. Be Flexible.
8. Do not take things personally.
9. Create the right rewards. The millennials are often motivated by rewards other than money.

Ukleja has developed these concepts in a book called *Managing the Millennials* a guidebook how to manage younger employees. Boyd Hudson ☉

View

Continued from p.1

- "I feel so miserable without you; it's almost like having you here." - *Stephen Bishop*
- "He is a self-made man and worships his creator." - *John Bright*
- "I've just learned about his illness. Let's hope it's nothing trivial." - *Irvin S. Cobb*
- "He is not only dull himself; he is the cause of dullness in others." - *Samuel Johnson*
- "He is simply a shiver looking for a spine to run up." - *Paul Keating*
- "In order to avoid being called a flirt, she always yielded easily." - *Charles, Count Talleyrand*
- "He loves nature in spite of what it did to him." - *Forrest Tucker*
- "Why do you sit there looking like an envelope without any address on it?" - *Mark Twain*
- "His mother should have thrown him away and kept the stork." - *Mae West*
- "Some cause happiness wherever they go; others, whenever they go." - *Oscar Wilde*
- "He uses statistics as a drunken man uses lamp-posts... for support rather than illumination." - *Andrew Lang (1844-1912)*
- "He has Van Gogh's ear for music." - *Billy Wilder*
- "I've had a perfectly wonderful evening. But this wasn't it." - *Groucho Marx* ☉



MONEY MATTERS

by Linda Wilkes

Economic Update Last Week in the News

The combined construction of new single-family homes and apartments in November rose 9.3 percent to a seasonally adjusted annual rate of 685,000 units. Single-family starts increased 2.3 percent. Multifamily starts rose 25.3 percent. Applications for new building permits — seen as an indicator of future activity — rose 5.7 percent to an annual rate of 681,000 units.

Existing home sales rose 4 percent in November to a seasonally adjusted annual rate of 4.42 million units from 4.25 million units in October. The inventory of unsold homes on the market decreased to 2.58 million, a 7-month supply at the current sales pace, down from a 7.7-month

supply in October.

The Commerce Department announced that gross domestic product — the total output of goods and services produced in the US — increased at a revised annual rate of 1.8 percent in the third quarter of 2011.

New home sales rose 1.6 percent in November to a seasonally adjusted annual rate of 315,000 units from a revised rate of 310,000 units in October. Compared to a year ago, new home sales were up 9.8 percent.

The index of leading economic indicators — designed to forecast economic activity in the next three to six months — rose a strong 0.5 percent in November, following a 0.9 percent increase in October. Orders for durable goods — items

expected to last three or more years — rose \$7.5 billion or 3.8 percent to \$207 billion in November. Excluding volatile transportation-related goods, orders posted a monthly increase of 0.3 percent.

Initial claims for unemployment benefits fell by 4,000 to 364,000 for the week ending December 17. Continuing claims for the week ending December 10 fell by 79,000 to 3.546 million. Upcoming on the economic calendar are reports on the housing price index on December 27 and pending home sales on December 29.

PS — The Federal Housing Administration (FHA) has extended the temporary waiver of anti-flipping regulations through December.

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



Artist's rendering of the 2012 Rotary international Rose Parade float

Be Fair

Okay, so this week I'm going to overstep my bounds — **twice!** First, there's already a program reviewer assigned to Mick Ukleja's presentation on December 22, so I'm admittedly *poaching* here. Second, I know that "*Fair Use*" doesn't extend much beyond a sentence or two of direct quotation, but I'll trust that Mick won't wrestle me to the ground on this one. [Better that he again wrestles Hal to the ground!]

So why am I shifting course this week from my previously chosen topic? It's because I bought Mick's book, and I found something in it that relates to *The 4-Way Test* that all Rotarians hold near-and-dear. I love essays that parse a well-known statement for all its meaning. And Chapter 9: "Fragile, Handle with Care" in the Espinoza, Ukleja and Rusch book, *Managing the Millennials* (John Wiley & Sons, 2010), certainly addresses our test number two, "Is it FAIR to all concerned?" So here's what Mick and his co-authors think that question means, quoted word-for-word from pages 102-03:

"I think if you take the time to actually be a good listener, try to understand, and be fair with them, they will take construc-


tive criticism," commented one of the managers in a focus group. Another manager challenged, "How do you determine what is constructive criticism and what is not?" The first manager responded, "I guess if you don't listen to their side of the story, you don't try to understand where they are coming from, and you are not perceived to be fair, then the criticism is not perceived to be constructive." She went on to tell a story of an employee who worked under a different manager in her store.

The employee wanted to talk about his poor performance with her. She asked her colleague if it was okay before consenting to meet. The young employee started, "You know, I can't talk to him. I can talk to you. I have a lot of stuff going on at home. ... I'm not trying to do a bad job." She suggested that the three of them talk together and that maybe he should try and help his manager understand what was going on in his life. They met and it worked out. She reflected, "I feel good that I could help him out a little bit. I also got to explain to him what our job is, so he can better understand where we're coming from as managers. He's still here,

he's happy, and he does his job much better now."

It takes time to be fair but it is not nearly as time-consuming as writing them up or having to replace them.

Wow. I guess I really hadn't examined what is implied by asking, "Is it FAIR to all concerned?" As the book suggests, it really IS about *Communicating*, in the sense that we speak about *give-and-take*. And the aim is to disarm defensive behaviors.

I'd merely assumed that *being fair* meant something on the order of *Play by the rules*. But it's more than that, because who sets the rules? If I'm the one setting the rules, or if I'm just conveying some rules that are promulgated from above (or were created by others before my time), then I'm not leaving the door open for the other party to buy into those rules voluntarily. Which means those rules will be seen as imposed from above. Which will be true. I won't have communicated, and will have set myself up for failure in a personal interaction. A lose-lose situation! Instead, as the book recommends, "Shift the encounter away from positional bargaining to joint problem solving." Thanks, Mick! 

Open to Business?

In a short article on p. 27 of the January issue of the *Rotarian* Ellen Wagner discusses the *business beginnings* of Rotary. When I mentioned this three or four years ago, many longer-time members *poohooed* my statement that Rotary was the first business networking organization — it started in 1905 ... 80 years before Dr. Ivan Misner started BNI (Business Network

International), now the largest business networking organization in the world.

In her article, Wagner discusses how her club integrates the businesses of its members with what has become the *primary directive* of Rotary: *Service above Self*. Every other week their president introduces a member's 5-minute business presentation with the words: "It's great to

do business with a Rotarian." In addition, they have a business directory on their website. I've been thinking about adding a section to our website that highlights the businesses of our members, where each member who wishes has a paragraph about his/her business and a miniature of his/her business card.

Jacque Foreman, Editor 