

January 19, 2012

This Week

Joanna Amador Diverse Strategies for Organizing Program Host: Brian Hayes

Joanna Amador is a consultant with Diverse Strategies for Organizing (DSO), a Los Angeles based firm that specializes in community outreach and engagement for public and nonprofit agencies. DSO is assisting the Pasadena Unified School District (PUSD) to solicit community input for a Task Force charged with remapping school board member district boundaries. Amador is looking forward to interacting with Altadena Rotary to gain the input of leading Altadena stakeholders.

As an Associate at DSO, she works closely with DSO's management team to develop and implement long-term and short-term winning strategies on important projects impacting local communities. Amador's duties also include managing the day-to-day project activities by working together with their high profile clients.

Amador's current and past

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View from the Hill

by President
 Tony Hill

Back to the Well for more Paraprofessionals

Well, my sister is about to arrive for a visit, and my President's article is due for *Sparks*. So guess what my faithful readers! It is time for more jokes from the pages of the *Pasadena Star News*. So take a few minutes to have a laugh, and I will try to be a little more serious next week.

Questions to ponder:

- Since bread is square, why are baloney slices round?
- Why do you "put in your two cents" but you only get "a penny for your thoughts"? Where is that extra penny going?
- How important do people have to be before they are considered assassinated rather than murdered?
- How is it that we put men on the moon before we figured out that it would be a good idea to put wheels on luggage?
- Why do people say they "slept like a baby" when babies wake up and cry every two hours?
- Why do actors appear "in" movies but "on" television?
- If a deaf person has to go to court, is it still called a hearing?

Famous quotations about Government

to ponder in his election year:

- "In my many years I have come to the conclusion that one useless man is a shame, two is a law firm and three or more is a congress." John Adams
- "Suppose you were an idiot. And suppose you were a member of Congress. But then I repeat myself." Mark Twain
- "A government that robs Peter to pay Paul can always depend on the support of Paul" George Bernard Shaw
- "Democracy must be something more than two wolves and a sheep voting on what to have for dinner." James Bovard

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Greeters

January 19
Ray Carlson

January 26
Gary Clark

February 02
Theo Clarke



Program Review

More than a Cookie Cutter Teacher's College

Brian Hayes introduced our speaker of the day, standing in for the Dean of Online Education of Pacific Oaks College (who could not be present). She was Jenny Geiler, Associate Director of Outside Recruitment for this Pasadena-based college and children's school.

It is through his wife Gloria that Hayes first became acquainted with this educational institution. She was seeking to advance a teaching career by acquiring a higher degree, and she came to Pacific Oaks because she wanted something be-

yond the usual assembly-line degree program, in which one is granted credentials after completing a list of courses that often don't allow for the pursuit of one's own interests. At Pacific Oaks she found a program that would allow her to move beyond mastering given numbers of classroom hours and textbooks, and on to true personal development.

Geiler's position puts her in touch with a large base of potential students — over 800 persons within the past year — who wish to become teachers or expand their credentials. She must be doing something right, as enrollment at Pacific Oaks is now some 50 percent higher due to these new outreach efforts.

The college has its roots in the 1906 formation of an educational institution out of a Quaker-sponsored orphanage. Later this fledgling institution merged with another Quaker venture, Whittier College. In 1945, however, that which became the Pacific Oaks of today again went independent — now under the leadership of

Evangeline Burgess. She partnered with UCLA to form the early basis in early childhood development that is the hallmark of Pacific Oaks' teacher training in the 21st century. Accreditation was soon achieved.

By 1965 the school became involved in one of the Great Society initiatives that ultimately resulted in the formation of the Head Start programs. Pacific Oaks was an active participant in the design of new curricula under the title of *Tools for Empowering Children*. The goal was for teachers to be able to reach every child irrespective of their socioeconomic or family background. These days, the school

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Rotary Club of Altadena - #7183

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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 19 - Someone from PUSD

Jan 26 - Lindy Carl, Executive Director,
Grandview Foundation

February Programs

World Understanding Month

Guest Program Chair, Jacque Foreman

Feb 02 - Alan Hedman - Worker B's & Killer B's -- How to thrive and not just survive

Feb 09 - Ted Moreno, CHt

Feb 16 - Dan Stover Preliminary Contest

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

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 Rotary Teamwork Corner in Action

by Ed Jasnow, Community Chair



Even after 22 years as a member of this club, I'm still amazed at the great volunteer spirit of our members. As Chairman of the Mini-Grant Program, I had received 40 proposals from teachers representing eight schools within the Pasadena Unified School District. Of these, 25 were for Unrestricted Mini-Grants, and 15 were for Americanism Mini-grants. While I had sufficient budget for the Unrestricted Mini-Grants, I only had been budgeted for 10 Americanism Mini-Grants. A check with ARC to see if more funds could be provided revealed that there were no more funds to be had.

That left me with the dilemma of selecting five Americanism proposals that would not be funded. Since I really didn't think it was fair to do that on my own, at last week's Club Assembly, I asked for four volunteers to review and evaluate all the Americanism proposals and rank them so we could determine which five would not be funded. Immediately after my request,

Sue Applegate, Tom McCurry, David Smith, and Mike Zoeller all volunteered to help.

At 7p, Wednesday night, the four volunteers (plus Don Applegate, who was driving Miss Daisy), showed up at my home ready to review the 15 proposals. They dutifully read and scored each one, and, at the end of an hour, had determined the top 10 to be funded. I was really grateful that these four Rotarians had each taken an hour of their own time to sit and read each proposal and rank them so we could determine which one's to fund. That's what being a Rotarian is all about.

Now comes the fun part. I've sent the names of all the mini-grant recipients to Mike Noll so he can write the checks, and when he has them, I'll bring them to the schools to hand out to the teachers. I'd really like for more Rotarians to experience the thrill of handing out these checks. I will send out an e-mail announcing the schedule of the schools I'll be going to, so you can join me if you have the chance. It will make you really glad you're a Rotarian. ☺

This Week

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projects at DSO include:

- Central Basin Municipal Districts, Southeast Water Reliability Project
- The Nielsen Company, Local People Meter, Sacramento Designated Market Area Outreach
- Pathfinder Park Community Center Development
- Pierpass Truck Grant Program

Amador brings a combination of community relations experience having worked at DSO from 2004 to 2006. Prior to rejoining the DSO team, Amador at-

tended law school at Southern Illinois University at Carbondale. She graduated in August of 2009 and returned to California after having left for the Midwest in 2006. In her free time, Amador volunteers as a board member of Hermanas Unidas, Inc. a college women's empowerment group. Amador is a native of East Los Angeles. She holds a Bachelor's of Science degree from the University of California at Berkeley and a Jurist Doctorate degree from the University of Southern Illinois at Carbondale. ☺

Program

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works to develop anti-bullying programs, among others. The laboratory for these efforts is the Children's School that is located on campus, but which — in the Quaker tradition — is strongly rooted in the community.

In summary, a teacher education student's experience at Pacific Oaks is geared from start to finish toward the transformation of lives. Six programs operate at the level of Master's degrees, while three others are in the nature of Bachelor's completion programs. They all are heavily oriented in human development, on-line delivery of coursework, involvement of nontraditional students, and organization into student cohorts.

Tom McCurry began a spirited Q-and-A session by asking Geiler's opinion of the current state of education. Her response — even in wishing that she could defer to a faculty member for an answer — was revealing for what it said about the flexibility of the Pacific Oaks approach. She felt that, as teachers are asked to accomplish more with less, they then need to be given *more tricks in their bag* to meet the challenge. Brian Hayes seconded the view that it should be possible for the teachers of tomorrow to be taught how to impart learning skills to their students — even as they are required to teach to the test! Geiler's presentation gives us the hope that these graduates will show the way and, moreover, transform lives as intended. ☺

Gordon Seyffert ☺

View

Continued from p.1

- "I don't make jokes. I just watch the government and report the facts." Will Rogers
- "We hang the petty thieves and appoint the major ones to public office." Aesop
- "A government big enough to give you everything you want is strong enough to take everything you have." Thomas Jefferson ☺



MONEY MATTERS

by Linda Wilkes

Economic Update Last Week in the News

Factory orders rose 1.8 percent in November to a seasonally adjusted \$459.2 billion, following a revised 0.2 percent decrease in October. Excluding the volatile transportation sector, orders rose 0.3 percent in November.

Retail sales rose 1.2 percent for the week ending December 31, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 5.3 percent. The Institute for Supply Management reported that the monthly composite index of manufacturing activity rose to 53.9 in December after a reading of 52.7 in November. A reading above 50 signals expansion. It was the 29th straight month of expansion.

Total construction spending rose 1.2 percent to \$807.1 billion in November, following a 0.2 percent decrease in October. Economists had anticipated an increase of 0.5 percent in November. Compared to a year ago, construction spending rose 0.5 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending December 30 fell 3.7 percent. Refinancing applications decreased 1.9 percent. Purchase volume fell 9.7 percent.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity rose to 52.6 in December from 52 in November. A reading above 50 signals expansion. It was the 25th straight month of expansion in the services sector.

Initial claims for unemployment benefits fell by 15,000 to 372,000 for the week ending December 31. Continuing claims for the week ending December 24 fell by

22,000 to 3.595 million. The monthly unemployment rate fell to 8.5 percent in December from a revised 8.7 percent in November and 9 percent in October.

Upcoming on the economic calendar

are reports on wholesale trade on January 10, retail sales on January 12 and consumer sentiment on January 13.

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

Dan Stover Competition to be a Humdinger

by Theo Clarke

Hold onto your seats. This year's Dan Stover competition at our Club, scheduled for February 16, is going to be a humdinger. Dan Stover Committee Chair Theo Clarke, and uberenthused new member Gordon Seyffert, visited and spoke with music directors/principals/administrators of no less than

14 (yes, fourteen) public and private high schools in the greater Pasadena area over the last 2 days [January 10 & 11].

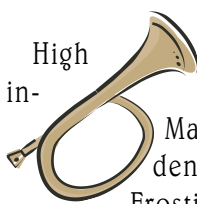
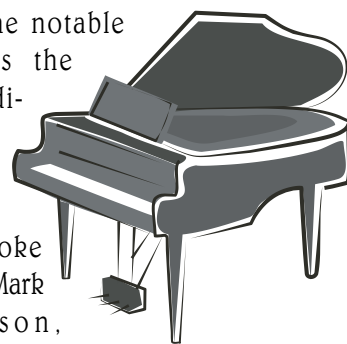
Mike Noll was a great help in providing us with names and locations of 7 private schools in the area. We visited all of them. Seyffert put together just enough fabulous packages with everything a music teacher could ask for explaining the Dan Stover competition., including application forms. They were all handed out and were received with great enthusiasm.

The High Schools we visited included: Blair, Marshall, Muir, Pasadena, Waldorf, A G B U, Frostig, LaSalle, Alverno, Polytech, Westridge, Mayfield, Maranatha, and Sacred Heart.

In one notable case, as the music director was out, they spoke with Dr. Mark Anderson, principal at Marshall High School. During the course of their conversation, Anderson said that for some time he had been wanting to join either Pasadena or Altadena Rotary, but didn't know how to go about it. Seyffert and Clarke simultaneously reached for their invitation cards. Seyffert won and handed Anderson a card. Anderson said he could not make it this Thursday [January 12], but hopes to make it next Thursday.

Our dependable and long time judge, Marya Basaraba, is rounding up judges. One of the judges from last year cannot make it on February 16, but she is working on rounding up another. It is possible that we will have more contestants than we can accommodate, in which case we will hand them over to other Clubs that might be looking for contestants.

Go Rotary!



Polio in Altadena in the Late '40s Part I

As some of you know, I started researching the early days of our Club by reading microfilmed back issues of *The Altadenan* at the Altadena Historical Society. What I quickly came to realize was that whereas the eradication of polio is now the key focus of Rotary International, it didn't figure much in the formation of the Rotary Club of Altadena. Nevertheless, our Club had an early link to this epidemic, and one that was "up close and personal."

Eleven cases of polio were recorded in Altadena in calendar 1946, resulting in an effort to double Altadena's support of the annual campaign of the Los Angeles Chapter of the National Foundation. Dr. H.E. Billig, a CalTech authority on polio and head of an LA clinic, spoke to the local Lions Club at the end of February 1947. By March polio was appearing at nine times the Jan.-Feb. average for the county, but the district health officer hopefully characterized this as merely a *hangover* from the previous summer's epidemic, and looked instead to the decrease in all other contagious diseases save diphtheria.

January 1948 dawned with the announcement that the Lions Club had agreed to sponsor the March of Dimes drive, led by club president Joe Finn. The 1948 quota for Altadena was to be \$6,000; the Campaign Treasurer was D.W. Church of the Lions Club. Some \$1,500 of this was collected at a county Wilshire Boulevard parade, with the balance to be collected in the community phase through donation cards and local events — including a performance by the Eliot Jr. High Band in the vicinity of the American Legion Hall under the direction of Eliot instructor Hugh E. Palmer.

Other community organizations prominently joining with the Lions Club were the Chamber of Commerce and the Altadena Merchants and Businessmens Association. But the list also included the Kiwanis Club, other civic groups, various PTAs and two Girl Scout troops. Meanwhile, the County Hospital and several private hospitals were "readjusting patient loads" as still more personnel and bed space were being sought.

In July, it became clear that this planning had been wise, as the California Dept. of Health office in LA reported a yearly running total for the county of over 224 cases. Still there was no alarm sounded, as this number did not yet rise to the definition of an epidemic (2 persons stricken per 1,000 population).

Ominously, however, the local subdistrict comprised of Monrovia, Sierra Madre, Arcadia and Altadena had thus far experienced three cases, compared to seven in the same area and comparable period in the previous year. Polio's *season* was known to shift from year to year. The County's Poliomyelitis Coordinating Council began distributing a guide to simple rules of hygiene through the press — it still being assumed (as it had been early in the century) that immigrants and the lower classes were more likely to be susceptible.

The July 29 issue of *The Altadenan* reported that two Altadena women had been hit with the disease within the past week, bringing Altadena's total to five. They were Mrs. Mabel Evans, 31, 2373 Glen Canyon Road, and Arleen Shearer, 48, 1514 Woodbury Road.

[Cont'd. in next article] ○

It's That Time of Year again

What we put up in October, must be taken down, starting Saturday, February 11 at 9 am.

Yes, I'm back in my tree again. I'd say on my soap box, but that's so inappropriate when talking about Christmas Tree Lane. Starting Saturday, February 11 at 9a, we will be taking down the lights that we so laboriously put up last fall. We will be starting at the top of the lane: Santa Rosa and Altadena Dr.

I expect that we will find a fair number of broken lights and broken lines and pulleys that have been removed from their former locations. And wind — even less violent than what came through at the beginning of December — can do wonders to tangle lines together and around limbs. We always hope to finish before April, but that is dependent on how many people come out to help and how much damage was done by the wind storm.

Much of the speed in taking down the lights — as well as putting them up — depends greatly on the number of ladder climbers that are there. Over time, I've noted that a very efficient ratio is three or four in the street for each climber.

As an incentive, we provide donuts and coffee while you work and the fellowship of lunch afterward.

Because of the winds earlier this winter, let me stress the importance of wearing eye protection and gloves. The lane has both, but it's always a good idea to bring your own if you have them. One of my self-appointed tasks is to work to make sure that everyone working on the lane who is under 18 wears both eye protection and gloves. To me, it just seems a prudent thing to do. Pieces of broken glass and tree needles fall downward, and we spend a lot of our time looking up to undrape the tree and untangle the lines.

Hope to see some of you there.

Jacque Foreman, Editor ○

The day I walked on-stage at the Chicago Theatre and slapped Dave Garroway

Sixtieth anniversaries seem to abound these days. First, Ray and my 60th wedding anniversary in late December, and now NBC's *Today Show* this week. What do they have in common in our lives?

Just before Ray and I were married in 1951, I was back stage at the Chicago Theatre waiting for a ride to a TV commercial assignment. I worked for Balaban & Katz, Chicago's largest theatre chain. The top four disc jockeys in Chicago were the *warm-up* act for the headliner, singer Vic Damone.

One of them spotted me in my long yellow gown for the TV spot, and came to me with the suggestion that I help them play a trick on Dave Garroway, the No.1 DJ in those days, who was center-stage by himself. I agreed and when the orchestra, cued in advance, suddenly played 'A Pretty Girl is Like a Melody,' I walked out

on stage to Dave Garroway, interrupted him and slapped him on the face, saying, "And you told me you were Sigmund Engel!" a notorious swindler of widows in the news at that time. I turned and stormed off stage. Garroway was flustered and lost his train of thought.

Afterward, he met me backstage and wasn't angry at all. He even found some flowers which he presented to me along with several recordings.

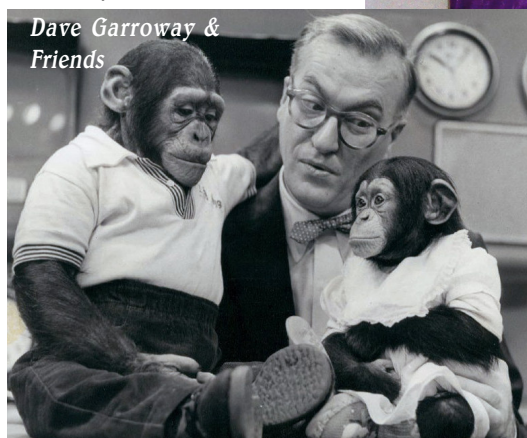
Shortly after, Ray and I married and moved away from Chicago. Two weeks later, Garroway moved to New York



Joy Carlson



Chicago Theatre



Dave Garroway & Friends

City in January 1952 to host a new morning show on NBC — *The Today Show* — which became so successful that the other networks copied the format.

Many years later, when back in the States, Ray and I were in a restaurant in Burbank for a business meeting. I noticed Garroway at a booth by himself. Ray urged me to go and greet him. Garroway invited me to join him and we talked for awhile. When I mentioned the Chicago theatre incident, he said "Yes, I remember, Did you have to slap me so hard that

my glasses nearly flew off?" His over-size glasses were always a signature of his appearance. On the way home, I told Ray, "He seemed so sad."

A few years after our meeting, Garroway sadly took his own life in 1982. He had left the *Today Show* in 1961, shortly after his wife died from drug-related causes. He became very depressed. The *Today Show* continued on for another 50 years and in 60th anniversary celebrations this week, Dave Garroway was shown repeatedly in clips as the esteemed founder and first host.

My memories of him triggered other memories of the days when I aspired to a career in the entertainment industry, then set aside an offer by a major Hollywood agency to travel with Ray to Europe where new adventures awaited me. ☺