

Jul 19, 2012

## This Week

# Martha Camacho Pasadena Library Pasadena Digital History Collaboration Program Host Gordon Seyffert

In 2010, Pasadena Central Library's Martha Camacho was named one of the American Library Association's *Emerging Leaders*. It is easy to see why. From the City of Pasadena I learned that she then "manage[d] the Research Services Section, the Pasadena local history collection and Municipal Information Services (Pasadena Public Library's personalized research service to city staff) and supervise[d] five reference librarians." And she hasn't slowed down in the intervening time!

Her newest endeavor is something called the Pasadena Digital History Collaboration.

As a project administrator representing her library to her partners, Pasadena City College, the Pasadena Museum of History, and — as of last year — the Huntington, she's attempting to create a single access point for

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# A full Calendar of Rotary

This past week has been full of won derful Rotary events. Last Saturday we had our first in a nine-week series of *Concerts in the Park*—Irish/American music provided by local talent. Come on out this Saturday for a wonderful evening of music, food, fun and fellowship.

Sunday was the dinner for the induction of the New Generations Club in Alhambra. It was the first time in Fifty years that Alhambra launched a new Rotary Club.

The new Generations Club consists of 35 energetic Rotarians ranging in age from 25 to 35. They are on fire and ready for service. We already have a joint project in the mix with them. The project involves the expansion of our Jobs Creation Seminars into universities in Cambodia.

Princess Seda of Cambodia — a New Generationer who just passed the California Bar — is going to be working with Ray Carlson to put together a proposal for our joint board approval. This moves us into the accomplishment of one of the three goals for this Rotary year.

This past Thursday our Rotary family grew by one more member with the in-

duction of Steven "Quick" Cunningham. After 37 years of being behind the camera, Quick has retired from his role as lighting director for NBC and is now a Personal Wellness Trainer. As his sponsor, I am excited but not surprised by the fact that he has already attended his first Rotary committee meeting.

His first evening as a Rotarian, Quick was at the lovely home of Gordon Seyffert, who hosted the Membership committee meeting. Ice tea, red wine and chocolate brownies, made for a relaxing fun and productive event.

The meeting was well attended, even drawing out our President-elect Dennis Mehringer who added positive energy to the proceedings. Creative and wide spread participation with occasional

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### Greeters

July 19
Gary Clark
July 26
Theo Clarke
August 02
Craig Cox

# Program Review

# **Stories of Union Veterans at Mountain View Cemetery**

ing story of Union War veterans and their influence on Pasadena. Most were members of the GAR (Grand Army of the Republic), which was similar to the Rotary Club in its day. The GAR lasted until the end of the Korean War, and its members were prominent in formation of businesses in the Pasadena area. Basically, Pasadena, as we know it today, was developed by these men (and women).

**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

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Membership		
oreman Graphics		
Jacque Foreman		

Some of the Civil War nurses settled in Pasadena and were instrumental in the early days of health care in the area. Southern California was considered an ideal place to recover from lung conditions, and many of these veterans came here for this purpose. Convalescent camps (tents) were set up along the Arroyo for these purposes, and were mildly successful.

Mountain View Cemetery was established after Pasadena outlawed cemeteries in its city limits, and the Quaker Cemetery was moved to Mountain View. We learned that there are over 600 Civil War graves in Mountain View, and at least 15 Confederate graves. Thaddeus Lowe, of Lowe Railroad fame, and Frederick

### **July Programs**

No Designation

Program Chair, Gordon Seyffert

Jul 19 - Martha Camacho, Pasadena Library - Pasadena Digital History Collaboration

Jul 26 - Susan Harden, RBF Consulting -Altadena Community Visioning Process

### August

Membership & Extension Month

Program Chair, Dennis Mehringer

Aug 02 - To be Announced

Aug 09 - To be Announced

Aug 16 - To be Announced

Aug 23 - To be Announced

Aug 30 - To be Announced

### September

Membership & Extension Month

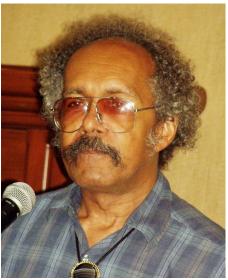
Program Chair, Ray Carlson

Sep 06 - To be Announced

Sep 13 - To be Announced

Sep 20 - To be Announced

Sep 27 - To be Announced



Woodbury (for whom Woodbury Road is named), and E.S. Frost are some of the more notable figures buried in the Civil War section of Mountain View. Right here in our midst in Altadena, at Mountain View Cemetery, is the site of many historical and significant graves. Thanks to Nick Smith for a fascinating presentation.

Tom McCurry O

### VOLUNTEER TO HELP AT THE NEXT SUMMER CONCERT: CLUBRUNNER MAKES IT EASY



# Chairmen's Pla Orner by Jacque Foreman, Public Awareness Chair

# **Planning Ahead**



I guess I might as well let you in on my plans for the Public Awareness Committee for this next Rotary year. The only prob-

lem is that then I'll have to do my best to Stick-to-the-Plan, and not let myself be redirected by the urgent needs of clients and other committees.

I foresee Sparks going along pretty much as it has been. Last evening (July 14) at the Concert in the Park, Don Applegate told me that this year he plans on submitting his Hilarious History articles once again. If you like finding inconsistencies and just strange stuff in times that have been, this is the column for you. Speaking of columns, Gordon Seyffert has been a regular contributor to his Gordon's Corner. He's apt to write about almost anything. And, in the process, he let's us glimpse into some of the corners of his life. I hope and believe that we will continue to receive these articles. At the end

of this last Rotary year, I started an additional column to which I hope some of you will be contributing from time to time — *Playing in the Mud.* This is a place to brag about your gardening prowess and share pictures of the wonderful flowers, vegetables or trees you are growing in your yards or ask if someone has an answer to a problem you are having and can't solve. And we'd love to read how you solved a gardening question or prob-1em

The website comes under the oversight of this committee and is in need of more than a bit of adjustment. It has been brought to my attention that specifics on such things as Avenues of Service may be inconsistent in the way they are explained from one section to another. There are several pages in the website and some organizational changes have taken place since some of them were written. And, while the newer pages reflect these changes, the older pages do not. I hope to address this inconsistency

this Rotary year or at least begin to address it.

Then there is the International Service page on the website. It is correct, but out of date and needs to contain information about our current International projects and our projects that fall between what has been covered and our newer endeavors. Here I'll be calling on the International committee members and anyone else I think can help me fill in the blanks.

Public Relations — or getting word out of our good deeds to the local papers falls under the purview of this committee also. This includes such things as our FaceBook page and possibly the starting of a group on LinkedIn. While I can play around with social media from time to time. I am by no means an expert and Please turn to Corner p. 4

# Judgment

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comic relief made for a very productive meeting.

The way Gordon kept his strong but gentle, guiding hand on all aspects of the gathering and with his intermittent summaries of our discussions made us feel that we accomplished a lot in just that one meeting. Well done Gordon!

This Tuesday, July 17, is our Rotary board meeting at Noon. The location is Iim Gordon's office, 909 East Green Street in Pasadena. You are all welcome to attend. For our new members, attending a Board meeting is one of the five things you can do to move from a red badge to a white badge on your journey to becoming a full fledged Rotarian.

There is always something going on in Rotary. Get off your couch, get involved and make a difference that makes a difference

### This Week

Continued from p. 1



digital images that depict Pasadena. She arrived at this through participation in the Eureka Leadership Institute for Librarians, and a subsequent mini-grant to spur the

idea to fruition. Camacho, a consummate professional, is all about"working together to share resources and expertise.

I should add that she is a specialist in event planning, having acquired this skill while still a high school librarian some years back. In her present job, she applies her abilities in launching new services, marketing the local history collection and assisting with City-wide programming outreach. "She understands the power that an event with purpose can have in drawing in existing users and reaching out to new users." And so she looks to us as yet another potential audience for her latest efforts



# Economic Update Last Week in the News

The Institute for Supply Management reported that the monthly composite index of manufacturing activity fell to 49.7 in June — after a reading of 53.5 in May — indicating that the manufacturing sector contracted for the first time since July 2009. A reading below 50 signals contraction.

Total construction spending rose 0.9 percent to \$830 billion in May from an upwardly revised \$822.5 billion in April. Compared to May 2011, construction spending is up 7 percent.

Retail sales rose 0.2 percent for the week ending June 30, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 1.4 percent.

Factory orders rose 0.7 percent in May to a seasonally adjusted \$469 billion, following a revised 0.7 percent decrease in April. Excluding the volatile transportation sector, orders increased 0.4 percent in May.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending June 29 fell 6.7 percent. Refinancing applications decreased 8 percent. Purchase volume rose 1 percent.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity fell to 52.1 in June from 53.7 in May. A reading above 50 signals expansion. It was the 30th straight month of expansion in the services sector.

Initial claims for unemployment benefits for the week ending June 30 fell by 14,000 to 374,000 from an upwardly revised 388,000 the prior week. Continuing claims for the week ending June 23 rose 4,000 to

3.306 million. The monthly unemployment rate remained unchanged at 8.2 percent in June.

Upcoming on the economic calendar are reports on international trade on July 11 and wholesale inflation on July 13.

# Insight NOW Succeed with Social Media

In this month's edition of *InsightNOW*, Prospect Mortgage's Chief Performance Officer Todd Duncan and business blogger Michael Hyatt discussed the importance of building a presence on social media and how expanding your market offers enormous possibilities for your bottom line.

Hayatt, former CEO and current Chairman of Thomas Nelson Publishers, and author of the new book, *Platform: Get Noticed in a Noisy World*, points out that creating a platform for your brand on social media is a cost-effective, crucial part of building a successful business today. By using channels like Facebook, Twitter, Pinterest and Google+, you can instantly connect with millions of prospective cus-

tomers, a virtual impossibility before the advent of social media. And he explains it doesn't need to take more than 30 minutes a day of your time.

Hayatt's step-by-step plan in *Platform*: Get Noticed in a Noisy World will help you create a powerful impression, no matter what your level of technical expertise. This same plan resulted in Hayatt accumulating 120,000 Twitter followers, 50,000 Facebook fans and 50,000 monthly subscribers to his blog in a short period of time. Hayatt and Duncan agree that, once you demonstrate that you're passionate about your product or service, you'll attract the very people who need to hear what you have to say. This is called cultivating a tribe, and that incrementally increasing tribe amplifies your brand and results in more sales. Today's successful marketing is more about a dialogue than one-sided promotion. The key is to be authentic, build trust and offer value: the rewards can be immense.

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



Secretary Jim Gorton (I) sneaks in a "loaned" Rotary pin for our newest member, Stephen Cunningham (second from the r). Standing (I to r) Gordon Seyffert, Membership Chair; Craig Cox; Stephen Cunningham, new member and president / sponsor Julius Johnson.



# My Mother-in-Law, the Librarian

I've always appreciated people who make something of themselves. And so, as we welcome a prominent Pasadena librarian to be our weekly speaker, my thoughts go back to my late mother-in-law.

Esther Hope Swingle was born in 1912 at a time when her family still lived out on the farm. But she wasn't destined to be a farmer's wife. Her father and a favorite unmarried uncle were the grandchildren of a German boy who had emigrated with his parents when he was six, and from that time forward the immigrant family's love of education and music were revered in each generation. And so it was that these twin lodestars were passed on once again to the next generation.

When her eight years of one-room schoolhouse education were at a close, the family moved to town so that she would have the right to attend the city's high school. And, from an early age, she had learned to play the piano for which her parents had scrimped and saved. Of several prospective suitors, she chose the one with the cleanest personal grooming (no farmboy need apply!) and the strongest ambition.

As luck would have it, they were married in 1934. Times were hard, and her husband left for Los Angeles to enter a vocational training program in aeronautical production. Soon he was hired on by Lockheed Aircraft, and she joined him. They made a home for themselves in North Hollywood — where Marsha spent her first four years.

The post-war era found Esther's husband feeling homesick for the Midwest,

and he & his family were lured home by his father. Esther was crushed. They had had such a rich life in Los Angeles, and now they were returning. Those first years were bleak ones, as Marsha can attest. But opportunity finally knocked in the form of an opening as County Librarian. She took it, and that library was never the same.

She was a strong believer that books needed to be broadly read. Though never a teacher (as was her next eldest sister), she was every bit an educator in her devotion to bringing education to the masses. Somehow she found the funds to start a bookmobile program to take those books to where the people lived, out in the countryside.

She was quick to abolish library fines for late books, knowing that penalties would dampen the public's willingness to embrace reading. She instituted childrens' reading programs and hired assistants — not much past childhood themselves — with an eye to broadening their horizons. One of these girls had never before encountered a sandwich, while a second was unfamiliar with flush toilets. Mercer County was not prosperous, and it was not California!

This was all accomplished with an acute awareness of the importance of political lobbying. Missouri's county courts were administrative and not judicial bodies, and so it was that the library's funding came from a *court* that was more interested in grading the county's gravel roads. She constantly catered to them, and, with the court behind her efforts, she became unstoppable. A new facility was constructed,

and, once the roads became paved, her bookmobile audience followed her into town — and to the library.

When I was still a young married man, the local paper conducted a survey of town and county leadership. It was no surprise to us when her name rose to near the top of the lists. Hers was a long and successful career (and I might add that her holdings in genealogy were some of the best in Northern Missouri!). Since her death, the library has had to be expanded. Her legacy lives on, although many of the younger patrons may by now not recognize her name. And so to her I tip my hat as I listen to another self-starter speak of the benefits that a strong library brings to a community.

### Corner

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could use the assistance of a member who really likes social networking. No, it isn't necessary to post something weekly, but it would be good to post something at least once a month. We do seem to have trouble getting our name in the local newspaper(s). If one of our number is good at this, I'd appreciate the help.

While Remembrance is not strictly part of the work of this committee, since I do it, I'm going to write about it. For our new members, Remembrance is the sending of cards to our members and their spouses/significant others for birthdays and anniversaries. Condolence and Get Well cards are also sent out as needed — sometimes with flowers or gifts. I plan to continue to do this.



### **New Generations** Service . . . Setting a Standard to which All Others Aspire

As we embark on a new focus by Rotary International, it is exciting to me to envision where this can lead and what it can mean for the future of Altadena Ro-

tary. And our outreach to our community and the World. Filling urgent needs on scale never before contemplated.

of her three years at the esteemed FIDM — Fashion Institute of Design & Merchandising — in LA Since returning to Zambia

business — Mangishi-Love — as a result

A chance meeting on a Los Angeles elevator gave Zambian fashion designer Kapasa Musonda her start down the runway

by Kate Nolan

# **ERFASHION**

Zambia, got on an elevator in Los Angeles with a Rotary club member and a college administrator. By the time she got off, she had the prom-

The esteemed Rolex watch company advertises that they are Setting a Standard to which all others Aspire. They certainly have that reputation in the watch world. What is our reputation in the world of Rotary? In our District 5300? In our little community of 42,000 that is not even classified as a city in Los Angeles County? Unincorporated!

We have done some great things, though. And the coming August issue of The ROTARIAN magazine describes in four full pages what Kapasa Musonda is accomplishing as a result of the Youth IT MicroEnterprise project we sponsored in Zambia in 2006 along with Rotary Clubs of Washington DC, Simi Sunrise CA, and Lusaka, Zambia. It was financed by a \$25,000 Matching Grant from the Rotary Foundation and a cultural exchange grant of \$130,000 from the U.S.Department of State.

At 22. Kapasa Musonda is definitely within the New Generation classification. She has launched her own fashion design last year, she had her first major exhibition of her label on June 9 at the Intercontinental Hotel in Lusaka, with 30 models walking the runway in her gowns. It was covered in a 6-page spread in the Zambian LiF Magazine of July 14. And she is only 22!

Be sure to read The *Rotarian* when it comes for the rest of the story and the generous mention of our club's role. Imagine what could happen when the magazine is read by the half-million Rotarians in the US and Canada. And then the Africanized English and French versions. And translated to the many language versions of The *Rotarian*. I anticipate that we will receive many enquiries about our Job Creation & Entrepreneurship program that we've been carrying on for 20 years ... by clubs that aspire to achieve what we have.

Our continuing program in Nigeria is being conducted all this month of July in four States. An Entrepreneurial Training Team — ETT of six instructors led by Sarah Philips and John Frykenberg, have finished classes in Imo State and Niger State. Sarah reported yesterday (Friday, July 13, 2012): "Both trainings were a success, but

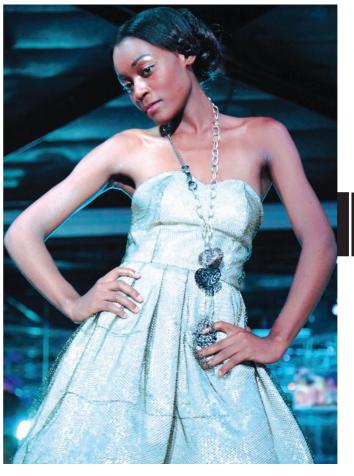
> Mina was more successful in terms of student participation. and from both the university a n d Niger State government.

The closing ceremony was wonderful and better seen than explained. About 500 students were trained in Owerri and 600 from Niger. The Owerri training was not at the Polytechnic (as before) but at the State Center for Professional Studies. Training at the Federal University of Technology in Minna was limited to students graduating in August."

We have started to prepare for similar projects in the Philippines (with GKeRotary Club of District 3780) and in Cambodia (with SGV New Generation Rotary Club of District 5300).

A guest from Wilshire Rotary at our club last week is eager to have a presentation at his club for the eventual franchising of our concept by Wilshire Rotary. I loved the thought of franchising our program throughout the 33,000-club world of Rotary. All focused on the New Generation. To stimulate a major creation of jobs in this grim and jobless economy, by 2020 and beyond.

Please turn to p. 7 for a complete Kapasa article



A chance meeting on a Los Angeles elevator gave Zambian fashion designer Kapasa Musonda her start down the runway

by Kate Nolan

HERFASHION

A teenager from Lusaka, Zambia, got on an elevator in Los Angeles with a Rotary club member and a college administrator. By the time she got off, she had the promise of a full-tuition scholarship and was on her way to a career in fashion. It was a sudden turn of events, but

not entirely unexpected: Rotary clubs in Altadena and Simi Valley, Calif., Washington, D.C., and Lusaka had laid the groundwork with their Youth IT Microenterprise project. At 17, Kapasa Musonda had written a plan for a fashion business through the entrepreneurship program, which the clubs launched in Zambia, and won a two-week trip to the United States. It included stops in Washington, D.C., and Los Angeles, where she toured the Fashion Institute of Design and Merchandising (FIDM).

Preview of the 4-page article about Kapasa that is set to appear in the August 2012 issue of the Rotarian magazine.

"This was the real payoff of our program," says C. Ray Carlson, a member of the Rotary Club of Altadena and chair of the District 5300 Job Creation Through Youth Entrepreneurship Education Committee. He got on the elevator that day in 2007 with Musonda and Dena Stitt. an administrator at the institute who had heard about the promising designer through Carlson and invited her to visit the school. Perhaps not entirely by chance, its president and founder, Tonian Hohberg, stepped on and, with amazement, looked at Musonda's portfolio. That prompted a quick meeting and an offer of free tu-ition if Musonda could cover her other expenses. Carlson promised to see what his Rotary club could do. Fellow club member Mike Noll recalls: "The Altadena club put its whole interna-tional budget on hold to pay for airfare, supplies, a laptop, and software in addition to a monthly stipend to pay for a cell phone, health insurance, and transportation."

Musonda returned to Zambia with less than a month to prepare, get a visa, and come back, she says, "I'd had no idea that my life would change di-rection, that I would study fashion. There is a lot of talent in Zambia, but not many have the opportunity to get training. I never would have done this if not for Rotary and FIDM. I can't express how great a feeling it is."

She originally got involved in the entrepreneurship project to keep busy between graduating from high school and going to the University of Zambia. When she found out about the program from her sister, she says, "I immediately got excited to sign up – I don't like to sit around." At that point, she considered fashion and ewing a hobby. But the entrepre-



neurial training she received showed commercial enterprise.

More than 200 young Zambians participated in the project in Lusaka, the nation's capital. Supported by a \$130,000 cultural exchange grant from the U.S. State Department and a Rotary Foundation Matching Grant of \$25,000, the effort was designed to help eradicate poverty through entrepreneurship. Carlson and his team recruited American business professionals to share their knowledge about starting companies, evaluate the par-ticipants' business plans, and help boost the odds of survival among

new enterprises. Musonda's plan to launch a fashion house was unconventional for her practically minded culture, she says. Her father has an agriculture degree and her mother is a retired nurse. Her three sisters are working in law, pharmaceuticals, and medicine. "In Zambia, fashion is not something someone would pursue. The fashion industry is small. We're not a trendsetting country, which is something I hope to change," Musonda explains. Ideally, she will build a fashion

business that will employ people in Zambia, says Noll, who served as the young designer's surrogate dad after his wife, Wendy, invited Musonda to stay with them while she went to school. The Nolls had each lived abroad and knew that the family set-ting could be helpful.

"It was different at first – exciting," Musonda says. "I was living with a wonderful family who met all my

expectations. We are friends for life." She borrowed a 1950s sewing ma chine that had belonged to Noll's mother-in-law (a Rotarian later gave her a new one) and bought herself a dress form. For the next three years she rose to all the challenges of the institute's curriculum, qualifying for a prestigious program in advanced fash-ion design that culminated in a 2010 runway show.

"She was a straight-A student," says Stitt, adding that the advanced program is highly competitive. "She was amazing, and I loved her a lot." Musonda had hoped to work in the

U.S. fashion industry before going home to Lusaka and starting her own business, but after she completed her studies, her visa allowed her to stay for only one year. She got involved in a number of brief projects with Disney and Scala Evening Wear, among others, but that was all she could do. "That was the heartbreak – that she was so gifted and talented and she couldn't get work," Noll says.

She returned to Lusaka last April and now, at 22, is putting the lessons from the entrepreneurial project to the test with the launch of her own fashion







sponsored by U.S. and Zambian Rotary clubs nurtured the talent of Musonda (opposite), who has begun to design clothing unde evious spread). Now she is supervising runway models who will be wearing her clothes during Zambian Fashion Week.

label. She updated the winning business plan she drafted at age 17, applying

what she learned at the institute. "It will be called Mangushi-Love," she says. "I am thinking about going back to school next year in South Africa, but that gives me time to work on my label and establish the brand, and see how it works out in the Zambian fashion industry." Last July, she managed to mount a collection, even though she was still waiting for her dress form and sewing machines to ar rive from the United States. By that time, she had already shown some of her work in several fashion shows.

Musonda calls her style "feminine sophisticated, and modern" – her designs use a lot of silk and straddle the line between wearable and couture She explains that she leans more toward wearable, in contrast to Zambian designers who gravitate to traditional fabrics and styles, generally worn only for weddings. Zambian people dress stylishly, she says, but their clothes of-ten come from outside the country. "I have so much in me I need to put out

there," Musonda says. "I can't wait to see how people receive my collection." And still, the idea of California con

Those to linger.

"I love the climate and In-N-Out burgers," she says. "I like the way life moves fast, always getting on with the next thing. I miss the variety: the beach, the malls, all the great places. Malls are useful for staying up on fashion. It's a big part of my research. Thank goodness there's the Internet. It's a bit of a culture shock to return to Zambia."

AUGUST 2012 | THE ROTARIAN







All <u>FREE</u> Concerts start at 7:00 PM in the Amphitheater at Farnsworth Park. 568 East Mt. Curve Ave., Altadena, CA 91001 for information: 626-798-6335 Visit: http://www.altadenasheriffs.blogspot.com

### 16th Annual Summer Concert Series Schedule - 2012

Those Manning Bhoys & the Irish Pride Dancers (Irish music) Saturday, July 7th
Downbeat Express (Big Band Sound featuring Jennifer Gates) Saturday, July 14th
Wreck N Sow (Americana, Folk & More) Saturday, July 21st
Susie Hansen Latin Band (Hot Latin Jazz & Salsa) Saturday, July 28th
Upstream (Reggae, Calypso, Soca & Steel Drum Music) Saturday, August 4th
Sgt. Pepper (The sounds of the Beatles and more!) Saturday, August 11th
Lisa Haley and the Zydekats (Cajun Zydeco Music) Saturday, August 18th
Guitarist Brian Hughes & Band (Contemporary Latin-Jazz) Saturday, August 25th

And... For Our Grand Finale... Saturday, Sept. 8th
The Walking Phoenixes in a tribute to Johnny Cash & other Country Classics
With Special Guests The Red Mutts 'Top Classic Rock'
Presented By: Stage Door Music Productions & SSGA

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