

This Week

How did Warren Buffet get so Rich?

Jeffrey A. Pierce, Vice President/Investments Stifel Nicolaus Program Host: Ed Jasnow

That's the question our speaker this week will address. Jeffrey A. Pierce, MBA is a Vice President/Investments at Stifel Nicolaus. Pierce has been a Financial Advisor for over 31 years. He also teaches the *Writings of Warren Buffet* course and will provide us a synopsis of the course. Jeff holds a BS in Political Science from Arizona State University, and an MBA from the University of California, Irvine.

Pierce will show us the complicated strategies that other people try to maintain is the only way, but he will explain how Warren Buffett uses his four criteria to invest. The four criteria are: 1) understanding a company's cash flow; 2) does it have favorable long-term prospects; 3) is it in an honest and competitive market; and 4) is it available at an attractive price.

This would be a great program for bringing guests, so bring along someone who likes to invest in the stock market.



View from the Hill

by President Tony Hill

Thank You All!

In this, my second to last article as President, I am taking this opportunity to express my sincere appreciation to members who have gone above and beyond and who by so doing have made my year as President much smoother than I had anticipated. My only reticence in recognizing members who deserve a special thanks is that I will overlook someone. For such oversights that are sure to occur I hereby apologize in advance.

My first thank you has to go to the first member who gets to read my President's article every week, the multi award winning editor of Sparks and our web site, **Jacque Foreman**. After pestering many of us to get our articles in, Jacque works tirelessly every weekend while most of us are relaxing by the pool, to put out our Sparks newsletter. Jacque also contributes much more than just putting out the newsletter and maintaining the web site; for example, she shows up at every Rotary event to take photos for Sparks, including taking pictures of our weekly speaker; she contributed her graphic design skills to our beautiful new brochure, to our new guest invitation cards and to signage for our events.

Next, a very special thank you to **Craig**

Cox. I cannot say enough about the enormous contribution that Craig has made to our Club this past year. When I made membership growth my goal as President, Craig stepped up to reactivate our membership committee and generously hosted the meetings every month or so at his home. As a result of his leadership he has doubled my goal of adding a net of three (3) new members to our Club. Craig's dedication to this goal included going door to door to businesses in Altadena, often by himself, inviting the business owners to come to a meeting. But that was not the limit of Craig's contribution: he also continued to Chair the Rotary Foundation, he agreed to chair our RYLA program for this year, and he continued to serve as a very valued member of our Board.

I recognize **Ray Carlson**, our tireless
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Greeters

June 21

Sue Applegate

June 28

Demotion - An Evening Event

July 05

George Buehler



Program Review

2012 Mini-Grants

“In a system starved for funding, what may seem like a small amount of money can make a big difference.” *PHS Teacher Mary Hines*

For many years, Altadena Rotary has supported the work of our local teachers through our mini-grant program. This year seven (7) schools received 35, \$300 grants. Altadena Elementary received the most — with 11 teachers receiving 17. Principal Greg White thanked the club for our generosity. He introduced 4th grade teacher



Beth Burleson to describe ways they have used the funds. This year the 4th grade teachers pooled their funds to purchase classroom sets of books, videos and science curriculum. They also used money to take field trips to the San Gabriel Mission and the Gene Autrey Museum.



Franklin Elementary Principal Caroline Bermudez told us of the emergency kits they were able to make for each student. Teacher John Newell bought math manipulatives with fraction tiles and math bingo — students were learning math concepts without even realizing it while they had fun with these games. In addition they bought balls and jump ropes for the playground — noticing a large decrease in playground problems when the kids had things to do.



Jackson Elementary Principal Rita Exposito had a teacher transfer from Al-

tadena Elementary to her school and has spread the word that our program exists (we should expect many new grant proposals from Jackson next year). The 2nd grade teacher was able to buy some authentic fossils (like the inner ear of a prehistoric whale) and rock samples. This inspired many students to explore the playground with a new appreciation for the granite, quartz and red marble they were able to find. They were also able to buy binders and pictures/scenes of major events in American history.



Pasadena High School teacher Mary Hines has used the grant money to help support the PHS Academic Decathlon Team. This year the team won 12 medals. Teacher Rachel Jacalone — a new biology teacher — was able to buy a locking file cabinet.



Our schools can use all the support we can give. Altadena Rotary should feel good about the partnership we are forging with our gifted teachers through the mini grant program. *Craig Cox* ☺

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949
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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

June Programs

Fellowship Month

Program Chair, Ed Jasnow

Jun 21 - Jeffrey Piece, Stifel, Ni Claus & Co.,
- The Warren Buffet Investment
Jun 28 - Demotion Party - An evening
Event

July Programs

No Designation

Program Chair, To be Announced

Jul 05 - Club Assembly
Jul 12 - To be Announced
Jul 19 - To be Announced
Jul 26 - To be Announced

Congratulations



Birthdays

06/03 - Kathleen Anne Fennell
06/08 - Theo Clarke
06/12 - Tom McCurry
06/17 - Gary Clark
06/20 - Dotty Clark
06/28 - Phyllis Soza



Anniversaries

06/05 - Mike Noll & Wendy Davis
06/10 - Brian and Gloria Hayes

Thank you ... Together we have grown Our Membership by 20 Percent



At this week's Altadena Rotary board meeting, we will be looking at our 6th new member proposal for this Rotary Year. This means we have grown our membership over 20 percent! Thank you everyone who has supported the work of the membership committee in 2011-2012.

From our first meeting where more than half of our members attended to our last where we put the final touches on our *everyone bring one* event in May – we have been able to make great strides in

broadening our outreach to the community.

We have created resources that help us be a welcoming club. Our lunch invitation cards and club brochure allow us to go into local businesses and engage with the owners in a positive way (special thanks to Jacque for putting up with the many drafts). We have the beginning of a Facebook page (again, thanks Jacque) to go along with our website. Guests and speakers are invited to visit these pages along with the general information about Rotary available at the **Rotary.org** site.

My biggest thanks go to everyone who invited a friend or guest to our meetings.

All the resources in the world would be meaningless if you, our faithful Rotarians, tried to keep Rotary a secret. The good news is you didn't. You did a great job this year to reach out to local merchants, local business people, and friends to have them come to lunch.

Thank you to some additional members who took on special projects. Tom McCurry and Gordon Seyffert for your help with the *every one bring one* event. Sterling Louviere for discussions and planning on creating a prospect list. President Tony Hill for his encouragement and support. ... We had a great membership year. Let's keep the momentum going. ☉

View

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81-year old member, who has a vision to spread entrepreneurship throughout the world. Ray thinks on a very large scale. He is now known throughout our District and Zone, and he is becoming known to the powers that be in Rotary International. Ray was a finalist this year as the person selected for recognition at the Rotary International convention for his outstanding contribution to Rotary. Ray continues to expand his efforts to bring entrepreneurship training to all parts of the world, particularly Africa, by speaking at Rotary functions and visiting other Rotary Clubs to promote his vision.

Thank you **John Frykenberg** for heading up another trip to Africa to teach entrepreneurship to university students in Nigeria. Along with Ray, in spite of his medical problems earlier in the year, John has successfully navigated the Rotary Matching Grant process to come up with two grants which will double the number of students in Nigeria who will be able to participate in this training opportunity. And John once again will take the trip to

Nigeria at some personal risk and some personal financial cost.

A special thank you to **Theo Clarke** for organizing many enjoyable events as fellowship chair. Our Club needs to be fun to thrive, and Theo delivers. Thank you **Mike Zoeller**, **Ed Jasnow** and **Dave Smith** for overseeing last summer's very successful summer concert series and again stepping up to administer the program this coming summer. Thank you also Ed for pulling off another successful teacher mini grant program which we all enjoyed last week. Thank you Dave for good-naturedly raising funds for our club each week as Sergeant-at-Arms. Thank you **Mike Noll** for carrying out your challenging job as Treasurer, and **Jim Gorton** for taking care of the Secretary roll for yet another year.

Thank you **Gordon Seyffert** for your depth of dedication to Altadena Rotary, to a degree unheard of by a member in their first year of membership, and you did all you did even though you had heart surgery in the midst of it all. Thank you

also to other new members to the Club: **Wilbert Smith**, **Sammy Kayali**, and **Santosh Srivastava** for stepping up and getting involved right off the bat.

Thank you to **Linda Wilkes** for spearheading the successful *Vision Plan* program. Thank you to **Tom McCurry** for always being there when asked: to set up facebook page, to take over JROTC program, membership, Concerts in the Park etc. Thank you to **Hal York** for stepping up to be Interact Chair. Thank you to **Brian Hayes** for your assistance in preparing me for the job as President and for overseeing my upcoming Demotion Party.

A special thank you to **Dennis Mehringer** for filling in for me at the District Conference and agreeing to be a repeat President in 2013/2014. Also for pulling off the PCC Awards in spite of some initial set backs.

Thank you to all members of my Board of Directors and Officers who regularly showed up and ensured that the Club continued to function smoothly. ☉

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MONEY by Linda Wilkes MATTERS

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

The trade deficit decreased to \$50.1 billion in April from a revised \$52.6 billion in March. Exports fell 0.8 percent to \$182.9 billion. Imports fell 1.7 percent to \$233 billion.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity rose to 53.7 in May from 53.5 in April. A reading above 50 signals expansion. It was the 29th straight month of expansion in the services sector.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending June 1 rose 1.3 percent. Refinancing applications increased 2 percent. Purchase volume fell 1.8 percent.

Wholesalers increased their inventories 0.6 percent to a record \$483.5 billion in April. Sales at the wholesale level rose 1.1 percent to \$415 billion in April. On a year-over-year basis, sales were 6.8 percent higher since April 2011.

Factory orders fell 0.6 percent in April to a seasonally adjusted \$466 billion, following a revised 2.1 percent decrease in March. Excluding the volatile transportation sector, orders decreased 1.1 percent

in April.

The Labor Department reported that in the first quarter, productivity fell at an annual rate of 0.9 percent and labor costs increased at an annual rate of 1.3 percent.

Retail sales rose 0.4 percent for the week ending June 2, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 2.8 percent.

Initial claims for unemployment benefits for the week ending June 2 fell by 12,000 to 377,000 from a revised 389,000 the prior week. Continuing claims for the week ending May 26 rose by 34,000 to 3.293 million.

Upcoming on the economic calendar are reports on retail sales on June 13, the consumer price index on June 14 and industrial production on June 15.

InsightNOW

Stand Out with Service

In this month's edition of *InsightNOW*, Prospect Mortgage's Chief Performance Officer Todd Duncan and Ron Kaufman, author of the new book, "Uplifting Service: The Proven Path to Delighting Your Customers, Colleagues, and Everyone Else You Meet," discuss the importance of service. Ron, who for two decades has

helped business leaders worldwide transform their service cultures, explains how the very notion of service has changed and outlines the principles necessary to keep ahead of today's competition.

Service now encompasses much more than a slogan ("the customer is always right"). Competing in today's fierce global marketplace with so many businesses offering the same products — from clothing and travel to properties and loans — only service elevates one company over another, asserts Ron. Todd agrees: "Service has always been the great differentiator."

Billions of dollars are spent every year on service training, says Ron, since service can't be articulated or anticipated in a script. The solutions need to be customer-based, empowering staff to use their own ideas to address the customer's needs.

Citing service powerhouses like Nordstrom and Amazon, Ron believes that the very essence of outstanding service (whether you're dealing with your marriage, colleagues, neighbors or customers) is constantly challenging yourself to do better for others.

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

View

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Thank you to all the program chairs. Thank you to all of the intrepid reporters who wrote up the weekly programs for *Sparks*. Thank you to all of you who joined committees and contributed to their success. Thank you to everyone who turned out each week to the Concerts in the Park to work as security or to sell wine and

beer, and to those of you who turned up at the LA County Fair to sell raffle tickets for the Corvette.

I could go on but I have already used far more space than allotted to me for my President's message. Just thank you all for helping make the Rotary Club of Altadena the *Treasure of the Foothills*. ☺



Why not stop and smell the roses?

District Conference

On Friday, June 1, Ray Carlson and I went for the day to Lake Arrowhead to attend Plenary Sessions #1 (International Projects) & #2 (Vocational and Community Service, including Entrepreneurship). Ray was, of course, giving his *Job Creation and Entrepreneurship* presentation to another gathering of Rotarians as he attempts to build interest in club participation within District 5300.

At the first session, he was introduced by Riad (Ray) Malki of Glendora, International Projects Chair. Ray began by recounting how he became involved twenty years ago, and how fulfilling this involvement has become — as he foresees it— an even greater need at a time of economic recession. He then cited to Rotary International's addition of "Job Creation and Entrepreneurship" to the Six Areas of Focus that we are to pursue. Henceforth it will appear under Area #6, Economic Development.

This #6b focus has already proven itself internationally. In Sweden, a study of training results revealed that 24 percent of students had started their own business within the decade following their participation. Moreover, those businesses each employed an average of four additional persons. The implication is clear: One new job can be created for each new training participant. That is why we have reached out to higher education students in Nigeria, training 1,000 at a time, and why we are sending two more vocational training teams. [Ray prefers to call these *Entrepreneurship Training Teams*.]

These teams will be led by John Frykenberg (Altadena) and by John Davis (Arcadia). Ray sees these teams as hav-

ing the additional benefit of serving as a Rotary recruiting tool. Only one member of each team must be a Rotarian — meaning that the others can be skilled individuals who are not yet Rotarians. Once they've experienced the power of *Service Above Self*, it should be an easy sell to invite them to join in their community. Future teams are anticipated for the Philippines and, possibly, Cambodia. The goal by 2020 is to reach 1 million students.

Plenary Session #2 was essentially a presentation by Theresa (Terry) Franke, president of Chino Rotary. She was introduced briefly by Ray, and spoke of entrepreneurial literacy. Terry explained how she'd heard Ray speak last year, and how what she'd thought might be a boring session turned out instead to be so challenging that she immediately went to her club to recruit a leader. Coincidentally, her club had invited the local high school principal to present a weekly program. Her enthusiasm was apparently contagious, as he not only recruited 17 Chino High students to sign up for training, but joined Rotary himself.

Ray provided the materials to be used at Chino. He favors Marilyn Kourilski's book, *Making a Job*, for its straightforward approach to sharing the tools that business leaders use in evaluating venture potential. Of those 17 students, all but one finished the training. Perhaps it was because several of the Chino club's Rotarians made the time commitment to attend the training sessions themselves over the several weeks of the course. Now their club is looking to expand this pilot effort.

The plenary session closed with Ray's

presentation of the certificate to the club sponsoring the winner of the 2nd Annual District Dewey Merrill competition — Monrovia! The Monrovia High team had presented a very professional 47-page analysis of their proposed venture, *Valuepon, Your Destination for Discounts*. Ray told the assembled Rotarians that he expects this District competition to grow as new clubs enlist.

And none too soon! For today's students, what's in their future? What jobs will they have? What is their opportunity? Ray is thinking long-term. The schools can't afford to do anything more financially, and their traditional focus has always been to prepare their graduates for higher education while also grooming them to become productive employees. But it hasn't been on job creation, and Rotary clubs can promote that as an option.

In closing, I'll mention that Ray (Surprise! Surprise!) was as dedicated as ever in seeking out Rotarians at informal settings to promote his vision. We stayed after the plenary sessions to attend the Hospitality Suite of the California-West clubs. Rosie Mares of Arcadia wanted me to tell you that Arcadia and CA-West "had the best hospitality suite ever!"

The theme was in keeping with the *Lasso A Legacy* motto of this year's conference, and Arcadia/CA-West had prepared an OK Corral setting, complete with hay bales and western party decorations on the walls. Arcadia members provided these decorations, much of the bar *staffing*, and the musical entertainment (accordion! — for the informal sing-along). Thanks, Arcadia!!



You are cordially invited
to the
Demotion Party
for
Tony Hill
Thursday, June 28, 2012
Starts at 6pm
The Residence of
Gordon & Marsha Seyffert
610 E. Calaveras
Altadena
\$35/Attendee



All **FREE** 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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