

This Week
4-Way Test
Speech Contest
Club-Level
Competition
Guest Host:
Kevin Moore

This is the week that high school students will be participating in this year's club level 4-way speech contest. The contestants attend public and private high schools in the Pasadena area.

The winner of this contest will compete next month at the group level 4-way speech contest against the winners of the club level contests held this month at Pasadena Rotary, Pasadena After Hours, and Sierra Madre. We will let you know when and where the group-level contest will be held.

The winning contestant of the group level contest will then compete in the regional level contest to be held in April.

As in previous years, the theme of the contest is the same as this year's Rotary International theme. Any topic related to this theme is acceptable, provided it is not obscene, profane, unpatriotic or racist.



View by President
 Tony Hill
from the Hill

Tested for Strength and Winning their Fights

Well, we have certainly had a spate of member health problems lately. I like to think of life as a bit like a roller coaster — we have had a string of bad news about members, so I hope that means we can look forward to a string of good news about members, maybe a sudden upturn in business or a lottery win.

First it was Sue Applegate — poor Sue — just as she had successfully recovered from heart surgery, she was diagnosed with breast cancer. An extraordinary personal challenge within a matter of about 6 months. But has anyone noticed a change in Sue's upbeat personality — I sure haven't. Last week she started her chemotherapy. Hearing this, I sent her an email saying that I would not expect to see her for a few weeks and just take care of herself and come back as soon as she was up to it. Sue replied by saying "Oh, I plan to be there on Thursday." Amazing.

Then we have John Frykenberg. John unfortunately slipped and fell doing major damage to his spine. He underwent spinal fusion surgery. Again I was suggesting to members that we would not likely

see John for several months. Mike Zoeller stepped up to take over John's International Committee. I was about to ring in the meeting two or three weeks after John's surgery when I realized that I had neglected to check in with John so I could give the members an update on his condition. As I was dialing John's number, lo and behold John walked in, and he has been attending our weekly meetings ever since. Wow — it's hard to keep a good man down.

Not to be outdone, last Monday, February 20, Gordon Seyffert went in to Huntington Hospital for open heart surgery. He had his chest cracked open, he had his carotid artery cleaned out. Major, major

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Greeters

March 01
Brian Hayes

March 08
Boyd Hudson

March 15
Ed Jasnow



Program Review

Using the Internet to Market Your Business

Most business and professional people use the internet for email or for moving files between themselves or clients. Many businesses and professional firms have websites that are used to promote their business or at least inform potential customers and clients about their products or services. However, most businesses are not taking advantage of the power of the internet to more effectively promote and market their products or services. Last Thursday

we heard from Bruce Waterman of www.ComF5.com. ComF5 assists businesses with internet marketing, in particular a concept called *Permission-based email marketing*.

Statistics and research have shown that Permission-based email marketing is the most effective form of online promotion available to businesses today and can provide a significant and rapid return on investment.

A well designed permission-based email marketing system can be used for large volumes of emails handling multiple contact lists. The system can track who



opens the emails and when and can also track which links are being clicked on. The system has unique customer relationship features and can deal with distinct market segments.

Finally, the system complies with legislation designed to prevent *Spam* and permits any email recipient to *unsubscribe* in order to prevent further *Please turn to Program, p. 3*

Introducing
comF5 a communication refresh
OFFICEPRO
 Video e-mail Marketing System
touchpro Mobile Business Apps
LiveF5 Live Webinars/Broadcasts
comF5 a communication refresh

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

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Meets: Thursday, 12:10p

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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

March Programs

Literacy Month

Program Chair, Sterling Louviere

Mar 01- Club-Level 4-way speech contest,

Guest program Chair, Kevin Moore

Mar 08 -Tamir Yardenne- Film Internship

Program for Students at Muir High School

Mar 15 - To be Announced

Mar 22 - To be Announced

Mar 29 - To be Announced

April Programs

Magazine Month

Apr 05 - To be Announced

Apr 12 - To be Announced

Apr 19 -Young and Healthy

Apr 26 - Altadena Historical Society

Congratulations

Birthdays

03/14 - Emily Aiken (Wilkes)

03/15 - David P. Smith

03/24 - Ed Soza

Anniversaries

03/01 - Tom & Etta McCurry

03/30 - Dennis & Noriko Suzuki Mehringer

Chairmen's Coming up Soon: The Corner Summer Concert Series

by Ed Jasnow, Community Chair



Believe it or not, it won't be long until our club has to gear up for our biggest activity within the community — the Summer Concert Series at Farnsworth Park. I know it's coming up soon because Mike Zoeller and I already had our first meeting with the Los Angeles County Parks and Recreation Department to review the rules for our serving wine and beer at the concerts.

This year, the park, and therefore, the concerts, are under the jurisdiction of a different region of the Parks and Recreation Division. Attending this meeting was the Deputy Director of the new region, Frank Gonzalez, who was very helpful as we reviewed the previous arrangements

from last year. As something different, he wants a *dry run* on site of how we will be operating during the concerts, since he is not familiar with the layout of the park. We agreed to hold that sometime in late May.

Otherwise, the meeting went very smoothly, and we can proceed to obtain the permits necessary to sell wine and beer at the concerts. This will be our second year doing this, and we will apply the lessons learned from last year to make this an even more enjoyable and profitable experience.

In addition to having a lot of fun attending the concerts and raising funds for the club, this is our highest profile event in the community for the whole year. There is a huge banner behind the stage that says, "Altadena Rotary Welcomes You To

The Summer Concert Series." Our name and the Rotary Wheel are prominently featured in the program as a major sponsor of the series.

The members selling wine and beer are wearing Altadena Rotary shirts and hats. Informational brochures about Rotary and our club are on a table at the top of the amphitheater. And, almost the entire club is there to explain what Rotary is and what it does for the community and the world.

Obviously, this is a great opportunity to recruit new members to our club, but it takes the effort of all of our current members to make it work successfully. So, start reserving those Saturdays in July and August, and be prepared to have a lot of fun while showing the community what Rotary can do. ○

Program

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contact.

Their permission-based email marketing system has some features that can be beneficial. For example, it is easy to add audio and video into the system. Many businesses incorporate *Webinars* into their systems in order to reach out to both current and potential customers. In addition, the system provides links to social media sites such as Facebook, Twitter and LinkedIn.

Many people today do much of their work on their mobile devices such as smartphones, Androids, Ipods and Ipad. All of these devices can be equipped to add *Apps* short for *Applications*. There are literally thousands of Applications for the Ipad and many more are being developed every day.

Waterman encourages businesspeople

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View

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surgery. When I went to visit Gordon five days later — last Friday February 24 — expecting the worst, there was Gordon sitting up on a stool, shirtless and getting ready to be discharged from the hospital. Other than seeming a little tired, he was his old self, already looking forward to returning to Rotary. Unbelievable.

And finally, at our meeting last Thursday Julius Johnson informed me that he was not feeling 100 percent and if I could have someone else lead our song. He stayed through the meeting, asked a question of the speaker and even got up to bring a chair to the speaker while he was working on the projector.

After the meeting, being aware that his health was not improving, Julius had the presence of mind to check himself into Huntington Hospital. He found out that his blood sugar level was off the

charts, and they told him he was a *walking coma*. But, when I visited him on Friday afternoon, after seeing Gordon, I found Julius relaxing in bed, in good spirits, with family and friends, being well taken care of by Hospital personnel — thankful that he had made the decision to get himself to the hospital when he did. Busy people often tend to deny what the bodies are telling them. Thank goodness Julius listened.

I consider myself fortunate. I have had very few health problems, and nothing especially serious so far in my 67 years. But the message from the recent experiences of Sue, John, Gordon and Julius, is that we can have a health emergency at any moment. So let's all make an extra effort to take care of our magnificent bodies and try to enjoy every minute of every day. ○



MONEY by Linda Wilkes MATTERS

Economic Update Last Week in the News

The index of leading economic indicators — designed to forecast economic activity in the next three to six months — rose a solid 0.4 percent in January, following an upwardly revised 0.5 percent increase in December.

Retail sales rose 0.4 percent to \$401.4 billion in January. On a year-over-year basis, retail sales increased 5.8 percent.

Total business inventories rose 0.4 percent in December to \$1.55 trillion, up 7.7 percent from a year ago. Total business sales increased 0.7 percent to \$1.23 trillion in December, up 8.9 percent from a year ago. The total business inventories/sales ratio in December was 1.26.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending February 15 fell 1 percent. Refinancing applications increased 0.8 percent. Purchase volume fell 8.4 percent.

The National Association of Home Builders/Wells Fargo monthly housing market index rose four points in February to 29 from a reading of 25 in January. It was the fifth consecutive monthly gain and the highest level since May 2007. An index reading below 50 indicates negative sentiment about the housing market.

The combined construction of new single-family homes and apartments in January rose 1.5 percent to a seasonally adjusted annual rate of 699,000 units. Single-family starts decreased 1 percent. Multifamily starts rose 14.4 percent. Applications for new building permits, seen as an indicator of future activity, rose 0.7 percent to an annual rate of 676,000 units. Housing starts for the year are up 9.9 percent.

Initial claims for unemployment benefits fell by 13,000 to 348,000 for the week ending February 11. Continuing claims for the week ending February 4 fell by 100,000 to 3.426 million, the lowest level since August 2008.

Upcoming on the economic calendar are reports on existing home sales on February 22 and new home sales on February 24.

Mind Your Money Save Time and Money with a Comprehensive College Plan

Statistically, the average American family with college-bound students has only enough savings to pay for one semester of college. Fortunately for many of these families, financial aid from colleges and the government can supplement this lack of savings.

Getting financial aid is a challenging task. Multiple applications for grants, scholarships, and loans must be submitted accurately and on time. A college planning service can help facilitate this process. Such companies offer tools that can save time by automating the submission of multiple applications, and save you money by maximizing your eligibility for financial aid while simultaneously reducing your out-of-pocket college costs.

One of the most comprehensive college planning systems available today is the Smart Track™ Toolkit. It's a robust college admissions and financial aid guidance program that provides students and their families with the tools necessary to successfully navigate the entire college planning process.

The Toolkit includes expert analysis to make sure your family receives all of the financial aid you're entitled to, and inter-

active workshops on subjects such as often overlooked tax incentives, getting grants and scholarships, and appeal strategies for receiving additional financial aid.

Most college planning services typically focus on either admissions or financial aid, but not both. The proprietary Smart Track™ Toolkit is much more comprehensive. In addition to both admissions assistance and financial aid, the Toolkit also provides expert test preparation, student athlete recruiting assistance, and the opportunity to speak one-on-one with a seasoned college advisor regarding your college plan.

The Toolkit also guides families through the complicated college selection process so you can find the school that's the best fit, both academically and financially.

For a free trial or to get your college plan started, you're invited to go to www.SmartTrackToolkit.com today. ☉

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

Program

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to develop Apps for their businesses and encourage their customers to include the business App on their smart phones and mobile devices. These Apps can be used to communicate with customers and receive instant feedback.

Marketing through the internet is clearly the wave of the future. Waterman's presentation was a peek at some of the developments and practices that are being utilized by businesses to more effectively and efficiently market products and services.

Boyd Hudson ☉