

This Week
Bill May, CPA
Project Cuddle
Program Host:
Sterling Louviere

Bill May is the President of May Consulting Group, Inc., a Pasadena CPA firm specializing in small, closely held companies, partnerships, non-profits, trusts and income taxes. He earned his Bachelor's degree in Business/Accounting from California State University (Los Angeles). He and his wife Patricia are very active in a number of non-profits and community service organizations in and around the Pasadena area. He has been a Member of the Pasadena Tournament of Roses since 1978. He is Vice President of Project Cuddle®, Inc., a nationwide volunteer-run nonprofit aimed at ending baby abandonment. He is also on the Advisory Board for Salvation Army and the Board of Directors of the Rose Bowl Aquatic Center. From 1967-1970, Bill served in the United States Army. May is a Vietnam Veteran. He and his wife Patricia have been married 36 years and have two children, Scott and Lynn, and a new granddaughter, Samantha Grace. He will be speaking on behalf of Project Cuddle.

Project Cuddle is a nonprofit orga-

Please turn to This Week p. 7



View by President
 Tony Hill
from the Hill

The Spotlight is on You:
Theo Clarke – Stand up and Take a Bow

Theo Clarke did it again. Another great Rotary fellowship event — this time at the Eden Garden Bar and Grill, formerly the Holly St. Bar and Grill, and, before that, I understand it was a mortuary. But, for a former mortuary, it was a pretty lively place last Friday. Thanks to the hard work of Theo, with the assistance of such stalwarts as Tom, Gordon, Marsha, Mike Z. and Dave, the rest of us were able to enjoy a relaxing meet and greet at the end of a stressful work week.

Theo is one of the many unsung heroes of our Club who puts up with more than his share of good natured teasing, and just gets the job done. As fellowship chair, he schedules his regular committee meetings, usually at the Pub in Altadena. Anyone who has attended such a meeting can attest to the fact that the committee meeting itself is fun event. Being blessed with the scientific mind, Theo comes to the meeting very organized, with an agenda and everything, taking meticulous minutes of everything that is said and giving credit to the person who said it. But things fairly quickly wonder off into discussions of a wide variety of topics, some serious and many far from seri-

ous, resulting in plenty of laughter. (The beer consumption along the way may help.) In the end, Theo gets the group back on track and accomplishes what he set out to do, in spite of the frivolity.

Being President (finally) gives me an overview of the workings of the Club that I never really had before. I see how hard some members work on their programs, and I sometimes worry that they may feel that their hard work is not appreciated. Well, believe me, as President, I really appreciate the *service above self* efforts of members such as Theo. He could coast through his year with two or three events, but Theo seems to value fellowship and works very hard to provide all of us with a wide variety of events throughout the year to allow us to meet and greet outside of the regular meetings. This provides

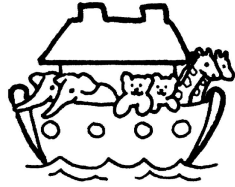
Please turn to View, p. 3

Creeters

- March 22
Julius Johnson
- March 29
Sammy Kayali
- April 05
Sterling Louviere



Program Review



ARC

Supporting the Charitable Work of the Rotary Club of Altadena

Every year, one regular meeting of Altadena Rotary is devoted to a report from the Board members of Altadena Rotary Charities [ARC]. Last Thursday, we had the great pleasure of hearing from Jim Gorton, Legal Advisor to the ARC Board, and Craig Cox, ARC Board member and investment committee member on the current state of ARC and its relationship to the Club.

The genesis for ARC was a gift of \$30,000 made to the Club approximately 15 years ago by a longtime member of

the club, Dr. Richard Pettit, who died in 1996. About the same time, Joe McMullen, a past President of the Club and past District Governor, approached the Club about taking over some of the duties of the Altadena American Legion, namely putting out the American flags on Lake Avenue on major US holidays. The American Legion also asked the Club to take over the administration of a scholarship program. Because this task involved the disbursement of funds, it was decided to create a new charitable organization with nonprofit status. Applications were filed with the IRS and FTB for this purpose. ARC shortly thereafter came into existence. Over time, the American Legion transferred almost \$1.2 Million to ARC.

As part of the transfer of the assets, ARC entered into a number of agreements with the American Legion regarding the use of the funds. Under these agreements, ARC may only spend the actual income from endowment funds. Income is strictly defined as dividends and interest only. Any capital gain from the sale of securities is not considered income. Such capital gains must be rein-

vested in the funds. There is an investment committee that consults with the outside investment advisor to ARC. The advisor is Jerry Tambe, a past District Governor. The allocation of the funds is 60 percent to equities such as common stocks; the other 40 percent is fixed income, primarily corporate bonds and bond funds. This allocation provides sufficient annual income to meet the charitable needs of the Club, while allowing for future growth in assets to offset the effect of inflation.

ARC provides between \$40,000 to \$50,000 of funds to the Club per year to meet its charitable commitments. These projects include the scholarships for mili-



Jim Gorton



Craig Cox

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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

Altadena Town & Country Club

2290 Country Club Drive • Altadena, CA

626-794-7163

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Julius Johnson Administration

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 22 - Bill May, CPA - Project Cuddle

Mar 29 - To be Announced

April Programs

Magazine Month

Program Chair, Theo Clarke

Apr 05 - Craft Talk, Sammy Kayali

Apr 12 - Singer/Students of Maraya Basaraba

Apr 19 - Young and Healthy

Apr 26 - Altadena Historical Society

Please turn to Program, p. 3

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 History of the Rotary Foundation

Corner

by Craig Cox, Foundation Chair



(The following article has been reprinted from the Rotary website: www.rotary.org)

In 1917, RI President Arch C. Klumph proposed that an endowment be set up "for the purpose of doing good in the world." In 1928, when the endowment fund had grown to more than US\$5,000, it was renamed **The Rotary Foundation**, and it became a distinct entity within Rotary International.

Five Trustees, including Klumph, were appointed to "hold, invest, manage, and administer all of its property . . . as a single trust, for the furtherance of the purposes of RI."

Two years later, the Foundation made its first grant of \$500 to the International Society for Crippled Children. The organization, created by Rotarian Edgar F. "Daddy" Allen, later grew into the Easter Seals.

The Great Depression and World War II both impeded the Foundation's growth, but the need for lasting world peace generated great postwar interest in its development. After Rotary's founder, Paul P. Harris, died in 1947, contributions began pouring into Rotary International, and the Paul Harris Memorial Fund was created to build the Foundation.

That year, the first Foundation program — the forerunner of Rotary Foundation *Ambassadorial Scholarships* — was established. In 1965-66, three new programs were launched: *Group Study Exchange*, *Awards for Technical Training*, and *Grants for Activities in Keeping with the Objective of The Rotary Foundation*, which was later called *Matching Grants*.

The *Health, Hunger and Humanity (3-H) Grants* program was launched in 1978, and *Rotary Volunteers* was created as a

part of that program in 1980. *PolioPlus* was announced in 1984-85, and the next year brought *Rotary Grants for University Teachers*. The first peace forums were held in 1987-88, leading to the *Foundation's peace and conflict studies programs*.

Throughout this time, support of the Foundation grew tremendously. Since the first donation of \$26.50 in 1917, it has received contributions totaling more than \$1 billion. More than \$70 million was do-

nated in 2003-04 alone. To date, more than one million individuals have been recognized as *Paul Harris Fellows* — people who have given \$1,000 to the Annual Programs Fund or have had that amount contributed in their name.

Such strong support, along with Rotarian involvement worldwide, ensures a secure future for The Rotary Foundation as it continues its vital work for international understanding and world peace. ☉

View

Continued from p.1

an opportunity for us to get to know each other better, and it also provides a venue for us to have friends, family and potential members join us so we get to know each other in relaxed, unstructured atmosphere.

Already we have had a great event at McCormick & Schmick's, that Theo worked hard to set up and then waited patiently for us to join him inside while your's truly set up seating outside, neglecting to inform the host. But did that sour Theo to setting up more events — no way. He then went on to set up the very successful Christmas Party at Gordon & Marsha's home and the Friday event at Eden Garden Bar & Grill. In addition, before this Rotary year is over at the end of June, Theo is planning an event at the Magic Castle in April and an event in May at his own mountain top home to provide an opportunity for new members and their friends and families to get to know us. Then — to cap it all off — the Demotion Party, the details of which Theo has not been sharing with me for some reason.

In addition, Theo set up and oversaw the Dan Stover Music Competition that we all enjoyed a few weeks ago plus he agreed to be program chair for the month of April. And if all of that were not more than enough, on occasion he treats us to a

violin solo, free of charge. Thank you, Theo, for all you do to bring fellowship opportunities to our members and for being such a dedicated member of our Rotary Club of Altadena. See you Thursday. ☉

Program

Continued from p.2

tary veterans attending Pasadena City College, the ROTC scholarships at the Pasadena junior high and high schools, and the vocational awards for PCC. It also provides funds for the mini-grant programs for the PUSD elementary schools in the Altadena area.

ARC can receive funds from individual donors as tax deductible gifts. In fact, in order for ARC to avoid being classified as a private foundation for income tax purposes, it is highly recommended that Altadena Rotarians make contributions to ARC, which in turn can be forwarded to the nonprofit of the Rotarian's choice.

The club is fortunate that prior members of the club had the foresight to acquire the American Legion funds and establish ARC. The funds from ARC have provided tremendous benefit to the greater Altadena and Pasadena communities. ☉

Boyd Hudson

Names ...

My wife called to make a doctor's followup appointment for me as I was sitting with her the other afternoon. I can't remember much about the beginning of her end of the conversation other than that she said she was calling for an appointment for Gordon Seyffert. Red flag! Immediately I sensed trouble.

In the medical world, everyone is reduced automatically to two names, and those are the first name and the surname. That's a default introduced, of course, by the need to avoid mixups. Still, I've heard of "clubs" consisting of individuals across the country having the same two names, such as all people sharing the name "Bill Smith" or "Bob Jones," as examples of common linked names. But you get the idea. If only first names are used it's "easier" for medical professionals to keep their Smiths and Joneses straight. And the whole thing demonstrates the dominance of an English-born culture over the almost four centuries of (northern) European-American existence.

The next part of her end of the conversation was predictable. They would say they only had records on a Marvin Seyffert, whereupon she would circle back to explain — which she could have avoided from the start by using my full legal name. Or, as an alternative, she could have said she was Marsha Seyffert, and was seeking to set a followup appointment for her husband...who had undergone surgery on the 20th.

But no. Pretty soon, I heard her say — having first called me Gordon Seyffert — that I "go by Marvin." No-o-o-o-o-o!

I do NOT go by Marvin. My father went by Marvin. In the family of my birth, two

of the men had the first name of Marvin, but only one of them ever used it. My father had "earned it," so to speak, and it had been given to me to honor him.

Okay, I'm a tad Asperger's, and favor accuracy to a fault, but why the sting?

Here's why. When medical personnel refer to me as "Marvin Seyffert," they're giving me a double slap in the face. They and telemarketers are the only two classes of people who can be depended upon to do that with regularity, and it doesn't speak well of the former group that the two groups tend to get equated in my professional status rankings at such times.

The first slap comes when they assign me my middle name without so much as getting to know me, or considering what's important to me. They might as well be calling me by the assigned patient number that I know I've also been assigned.

The second slap comes — invariably by some sweet young thing my daughters' ages or younger — who addresses me as though I'm her favorite uncle. Belying the fact that neither of us has ever set eyes on the other! Where does she get off adopting such faux familiarity? Why does it not occur to her to address me as Mr. Seyffert? [Okay, now my German culture is REALLY coming out; the "Du" form is only used with small children, animals, and those to whom one's relationship is extremely close — and then only by joint agreement.]

Well, you say, but there's also the possibility of insulting a patient who is called "Dr. So-and-so" by his colleagues and even his family. True, but whether that honorific title was obtained through hard work,

notable achievement or (perish the thought!) purchase, I respond that "whoever it is" was never born with it. "Mister" is in itself a default title for males of a certain age.

Back to the Sweet Young Thing — it would be easy for her to address the new patient as Mr. before being corrected, whereupon the correct response on her part would be to say, "Oh, thank you, Dr. So-and-so! I'll address you that way henceforth, but you know they never give us anything besides your first and last names." That rarely seems to occur to them. The result of their insensitivity is that I always feel in such circumstances as though I'm caught in some huge caste system, when I'd been raised to believe this was a democratic society.

In genealogy, a cardinal principle is that one always starts from what one knows. No making assumptions, no accepting anything without proof. Why is it that medical professionals today can't accept that they know very little about their patients, and can't usually take the time to get to know them better? Why can't they start with what they know — my "surname preference" — if you will, and then attempt to gain my confidence along with my information?

I remember that in my youth we had a family doctor who had been practicing in the same second floor office since at least fifteen years before I was born. For all I knew or assumed, he had always been there, and always would be. His nurse/receptionist was his wife, and he made house calls. His waiting room had magazines like Collier's and The Saturday Evening Post; his wall was adorned with a large depiction of John Alden and Priscilla ("Speak for yourself, John!"). It was truly a slice of Americana.

Where are you, Dr. Seabaugh, now that I need you again?



MONEY by Linda Wilkes MATTERS

Economic Update Last Week in the News

Factory orders fell 1 percent in January to a seasonally adjusted \$462.6 billion, following an upwardly revised 1.4 percent increase in December. Excluding the volatile transportation sector, orders fell 0.3 percent in January.

Retail sales rose 1.3 percent for the week ending March 3, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 1.7 percent.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity rose to 57.3 in February from 56.8 in January. A reading above 50 signals expansion.

According to the Federal Reserve, monthly consumer credit debt rose \$17.8 billion in January for a total credit debt level of \$2.512 trillion. Revolving debt, which includes credit cards, decreased \$2.95 billion to \$800.9 billion. Non-revolving debt, including loans for cars, rose \$20.7 billion to \$1.711 trillion, the biggest gain since November 2001.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending March 2 fell 1.2 percent. Refinancing applications decreased 2 percent. Purchase volume rose 2.1 percent.

The trade deficit increased to \$52.6 billion in January from an upwardly revised \$50.4 billion in December. Exports rose 1.4 percent to \$180.8 billion. Imports advanced 2.1 percent to \$233.4 billion.

Wholesalers increased their inventories 0.4 percent to \$475.5 billion in January. Sales at the wholesale level fell 0.1 percent to \$413.1 billion in January. On a year-over-year basis, sales were 7.9 per-

cent higher since January 2011.

Initial claims for unemployment benefits for the week ending March 3 rose by 8,000 to 362,000. Continuing claims for the week ending February 25 rose by 10,000 to 3.418 million. The monthly unemployment rate remained unchanged at 8.3 percent in February.

Upcoming on the economic calendar are reports on retail sales on March 13 and industrial production on March 16.

Insight Now Your Greatest Network Is the One You Already Have

In this month's edition of *InsightNOW*, Prospect Mortgage's Chief Performance Officer Todd Duncan talks with Bob Beaudine, best-selling author of *The Power of WHO! You Already Know Everyone You Need to Know*, about the book's new companion guide — "The Power of WHO! Workbook."

In reversing the motto "never mix business with friends," "The Power of WHO! Workbook" takes the premise of Beaudine's original best-seller — your greatest network is the one you already have (friends, family, colleagues) — and shows you how to focus on those all-important relationships to reach your personal and professional goals.

In this age of 24/7 *friending* and accumulating massive social media connections, the mistake is in going wide instead of deep. Beaudine's credo is *less is more*. He believes we need only a small circle to network most effectively. The good news is that the universe has already provided that network; your friends are your friends for a reason. The trust has already been developed; the loyalty is there.

Surround yourself with people who uplift you. Beaudine urges, "Go where

you're celebrated, not tolerated." Todd agrees: "Life's too short to do business with people you don't like."

Spend more time with fewer people, and build deep, meaningful relationships with close friends. Reach out, communicate and make sure you let others know you're available to help them; on the flip side, give others permission to help you. Give with no expectation of receiving, and you'll see how the universe rewards you. From finding a job to connecting with someone who can offer you life-changing advice, you already know someone who knows someone who can help you.

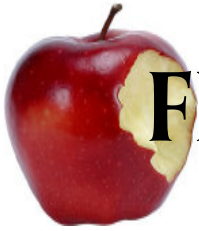
Big Idea Embrace Change to Avoid Irrelevance

After World War II, Sam Walton became a millionaire by running 15 Ben Franklin variety stores, selling merchandise with 25 percent markups. When he told his partners that he wanted to open discount centers that would have broader mass appeal but smaller markups, they thought he was crazy. So, acting alone, he opened his first Walmart store in 1962, and later became a billionaire.

"To succeed in this world, you have to change all the time," said Walton, who was following a rich tradition of American entrepreneurs quick to embrace change.

When soap salesman William Wrigley Jr. saw that the gum he gave away with each sold box of soap was more popular than his detergent, he went into the chewing gum business full time. Similarly, when A.P. Giannini found himself at odds with bank directors who wanted to lend only to the wealthy, he opened his own bank (the future Bank of America), extending credit to a new market: hard-working

Please turn to Money p.7



FELLOWSHIP... by Theo Clarke, Fellowship Chair

The Core of Altadena Rotary

Meet and Greet a Smashing Success at Eden Garden Bar and Grill

Chalk up another successful Altadena Rotary Club fellowship event. The Meet and Greet last Friday evening at the Eden Garden Bar and Grill was a smashing good time.

Twelve Rotarians and family members enjoyed good fellowship in the wonderful décor of the former Holly Street Bar and

Grill. Craig Cox kept ordering up those little octopi. Theo Clarke kept downing those Prankster Belgium-style beers, which Cox dissed saying "too much clove." He preferred Bass ale, with its *caramel finish*.

Hal and Barbara Yorke were there with their gorgeous daughter Colleen,

fresh from her 5 years in Berlin as an exchange student. President-elect Julius Johnson graced the table with his presence.

President Tony Hill and his wife Ann were there. Mike and Carol Zoeller and Ray Carlson rounded out the happy dozen. ○



Eden Garden Bar and Grill, Site of Our Club's March 16, 2012, Meet and Greet

Please turn to Fellowship, p. 7

Fellowship

Continued from p. 6



Celebrants at Eden Garden Meet and Greet: Hal, Tom, Craig, Ann, Tony, Julius, Carol, Mike, Ray, Theo, Colleen, Barbara

This Week

Continued from p. 1

nization that offers safe and legal alternatives to baby abandonment. They run a confidential toll-free 24-hour hotline for pregnant girls and women who find themselves scared and feel that they have no hope or that anyone can help them through this frightening time in their lives. Many are hiding their pregnancies, are near birth term, have no plans for their babies once born, and need prenatal care. They don't want anyone to know their secret. Every pregnancy is kept confidential. They work with girls and women throughout the United States and Canada.

Project Cuddle provides educational materials at no cost to schools that are interested in sharing them with their stu-

dents. Our *Believe Campaign* helps make students aware of options available to them other than abandonment of a newborn. Our school video features our national spokesperson, John Stamos, as well as Mary Stewart Masterson, Kathy Najimy and Paula Abdul. It has been distributed across America. They participate in assemblies conducted to help educate high school and college students.

Project Cuddle helps frightened girls/women through a difficult time in their lives. Some call 1-888-628-3353 and speak with a caring volunteer; others email them via their website. Once contacted, they listen and offer ways they can help. Many need guidance to medical care and coun-

seling. Some just need emotional support. They tailor each case to the specific girl or woman. Many choose adoptive families who have been carefully screened, while the rest will get support, guidance and confidence to raise their babies. **Project Cuddle's** goal is to have each baby safe, and each birthmother proud of the decision she has made.

Project Cuddle is a 501(c)(3) nonprofit organization. Their crisis line was created in 1996 and is able to continue because of the generous support of donors. They have a small staff and a large base of volunteers to keep their charity running. Their Advisory Board and Board of Directors are all volunteers. ☺

Money

Continued from p. 5

immigrants. The first day the bank opened in 1904, his new customers promptly deposited \$8,780.

Former US Army Chief of Staff Eric Shinseki said, "If you don't like change, you're going to like irrelevance even less." An iconic American company bears this

out. Eastman Kodak's Steven Sasson invented the digital camera in 1975, but because Kodak made huge profits selling film and photographic paper, it conceded the *film-less photography* business to Japan. The 131-year-old company recently filed for Chapter 11 bankruptcy.

Give change a chance. Solicit feedback from customers. Take inventory of your business to see what's been working and what hasn't. If you find a need, fill it, even if you must leave your comfort zone. ☺

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

17TH ROTARY INTERNATIONAL DISTRICT 5300 ANNUAL PEACE CONFERENCE

Saturday, March 24, 2012
9:30 A.M. - 2:30 P.M.

VICTOR VALLEY COLLEGE
18422 Bear Valley Rd.
Victorville, California 92395

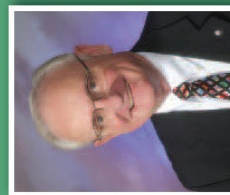
THEME: **OPPORTUNITIES FOR WORLD PEACE -- IN ROTARY AND BEYOND ROTARY**



SPEAKERS

PHIL SILVERS

ROTARY INTERNATIONAL
DIRECTOR 2008-2010



DR. NANCY ERBE

PROFESSOR OF NEGOTIATIONS,
CONFLICT RESOLUTION AND
PEACEBUILDING, CALIFORNIA
STATE UNIVERSITY, DOMINGUEZ
HILLS, CALIFORNIA



FOCUS GROUP BREAK-OUT SESSIONS



1
Peace As a
Process
PDG Gene
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Facilitator



2
Job Creation
Through
Entrepreneurship
Education of the
New Generation
Ray Carlson,
Facilitator



3
Interfaith
Paths to Peace
Dr. Sylvia Whitlock,
District Governor -
Elect

PRESENTATION OF PEACEBUILDING PROJECTS
SPEARHEADED BY DISTRICT 5300 CLUBS
ART FOR PEACE STUDENT CONTEST/EXHIBITION
WORLD PEACE MEDIA AWARDS
PEACEMAKER OF THE YEAR RECOGNITION
- RAY CARLSON, HONOREE



DISTRICT GOVERNOR
**DOUGLAS "DOUG"
FOWLER**



CONFERENCE CHAIR
**DR. GARBIS
DER-YEGHIAN, PDG**

FOR REGISTRATION, GO TO THE DISTRICT WEBSITE:
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Admission: \$20.00 per person, (\$10.00 for students)
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