

**This Week**  
**It's a Mystery**  
**Come and See**  
**what Sterling has**  
**in Store**  
**Program Host:**  
**Sterling Louviere**

It happens once in a while. A planned program falls through, and the program chair finds that he/she has to find a program on the fly.

That's exactly what has happened for the program this week. Sterling Louviere is very resourceful and knows many people who could come and give us a great program. He just has to find someone who can fit us into his/her schedule.

Our program for this week is, therefore, a mystery. We would give you a few clues, but we have been given no clues.

If by chance everything falls through, we can carry on good conversation and what other groups call *networking*.

Go ahead and bring your guest(s). He/she/they may have a rare opportunity to talk to our members in depth. I'll be there, camera in hand, ready to photograph our program presenter or tables having good conversation.



**View** by President  
 Tony Hill  
*from the Hill*

**My Personal Rotary Story**  
*You may be surprised to know ...*

**T**his week I will discuss my personal history with Rotary. I surprised all of you at the beginning of my Presidential year by informing you that I was not a citizen of the United States. Well here is something else that may make me unique among members of the Altadena Rotary Club: I may be the only member who was previously a member of a Rotary Club in another country, and yes, you guessed it, that other country was Canada. Before moving to California I was a member of the Rotary Club of Pickering, Ontario, Canada. Pickering is to Toronto as Altadena is to Los Angeles, a suburb to the east and north of the big city. Pickering's main claim to international fame is that Dan Ackroyd of Saturday Night Live fame came from that town.

The Pickering Rotary Club met in a conference room located in the Pickering Shopping Mall. This was the mid '70s, and I owned a gift store in that mall. The Rotarians — all men at the time — had to walk past my store on their way to their Monday evening meeting. I did not know anything about Rotary and really had no idea to what meeting these men were

headed. One of the members, a doctor who was a regular customer of my store, one day invited me to join him at one of the meetings. He told me what Rotary was about, and, as an ex-social worker and as a business man at the time, I was immediately interested. Shortly after being invited as a guest I became a member. Unfortunately, about a year and a half later, I resigned after making the decision to sell the store and go to law school. But my relatively brief experience with Rotary in Canada was definitely a positive one.

About ten years later, in the summer of 1988, I was a lawyer, I was married, I was living in Altadena and I had started my law practice in Pasadena. Rotary had

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**Creeters**

- March 29  
**Sammy Kayali**
- April 05  
**Sterling Louviere**
- April 12  
**Tom McCurry**



# Program Review

## Project Cuddle Saving Babies from Abandonment

Local CPA Bill May took time out of his busy tax season to share about Project Cuddle. May serves as Vice President of the Board of Directors of this nationwide charitable organization.

The Project Cuddle website (<http://projectcuddle.org>) describes how they got started:

Project Cuddle is the result of one woman's crusade to help prevent infants from being abandoned. Debbie Magnusen fostered over 30 drug-exposed babies,

while raising two biological children. Eventually five of those beautiful little ones were adopted and became part of the Magnusen Family.

The Project Cuddle crisis line was started in the living room of the Magnusen home, with the hope of ending baby abandonment. Within 12 hours of opening the 24-hour crisis-line, Project Cuddle got its




first crisis call. A frightened woman, who had hidden her pregnancy from everyone she knew, was due to deliver at any




minute and had no prenatal care. Magnusen had only days to orchestrate a safe and legal alternative to abandonment. Project Cuddle was able to retain an attorney, a family wanting to rescue and adopt the baby, as well as an obstetrician, hospital and social counselor. Magnusen coached this woman through the delivery of a beautiful baby girl. After the baby was delivered into the arms of the adoptive parents, the birth mother said to Magnusen: "I feel like I've done something I can be proud of for the first time." The woman did not break the law,

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*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

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### Rotary Club of Altadena - #7183

Chartered: February 14, 1949

P.O. Box 414, Altadena, CA 91003

[www.altadenarotary.com](http://www.altadenarotary.com)

Meets: Thursday, 12:10p

Altadena Town & Country Club

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Dist 5300 Gov. .... Doug Fowler

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Jim Gorton • Craig Cox • Julius Johnson  
Sterling Louviere • Brian Hayes  
Linda Wilkes • David Smith

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Craig Cox ..... Foundation  
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Jacque Foreman ..... Acting Publicity  
Jacque Foreman ..... Sparks/Website  
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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

## March Programs

### Literacy Month

Program Chair, Sterling Louviere

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

## May Programs

### No Designation

Program Chair, Julius Johnson

May 03 - PCC Vocational Awards

May 10 - Discover Rotary Visitor Day (?)

May 17 - Business Plan Competition

May 24 - GSE participants from Chile

May 31 - To be Announced

# Chairmen's Each One bring One Corner

by Craig Cox, Membership Chair

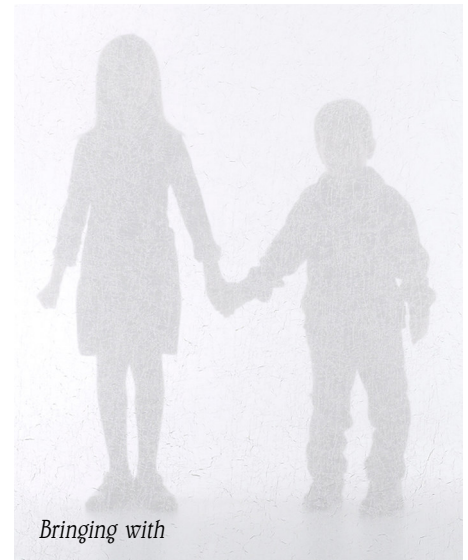


On May 10, 2012 you will have an opportunity to increase your enjoyment of Rotary, improve the club's ability to do service in the community, and raise our understanding of a broader set of needs in Altadena.


How? (You might ask). Make a commitment to have one friend or colleague attend our **Discover Rotary** luncheon on the second Thursday in May. Mark it on your calendar. Post it on your refrigera-

tor. Book it as an appointment. In other words: do everything you can to be there — with a guest.

To help you in this endeavor we will be mailing you two invitations and two Altadena Rotary brochures in mid-April. We would like you to get these in the hands of two people with whom you like to spend time and who you think would make a great Rotarian. Our goal is to have every member bring a guest on this day. If you are able to bring two: the more — the merrier.



Bringing with

Thanks for all your efforts this year to grow our membership. To serve we must grow. To grow we must serve. 

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## Program

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the baby was safe, and a rescue couple was overjoyed at having a new daughter in their lives.

Project Cuddle has saved over 675 babies across the country and into Canada from the fate of being abandoned, or worse. John Stamos is the National Spokesperson for their organization. With Stamos' help, Project Cuddle has been able to create a school video to educate students about the importance of calling for help instead of abandoning a baby. In May 2009, Oprah and Stamos surprised Magnusen and Project Cuddle by being featured on The Oprah Winfrey Show.

Project Cuddle was incorporated as a 501 (c)(3) nonprofit charity in 1994. A volunteer Board of Directors oversees the organization, which Magnusen runs on a day-to-day basis with the assistance of volunteers and a minimally-paid staff.

May explained that Project Cuddle raises all their funding through donations and private grants. Their budget is around \$300,000 per year. 

Sparks - Altadena Rotary Club Newsletter

## View


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become a very distant memory. Then, during a visit to our home, Ann's father, Bill Rider, asked me to join him at a local Rotary meeting because he needed to do a make-up. Bill had been a longtime member of the Rotary Club of Stanford, Connecticut. He tracked down where and when the Altadena Rotary Club met, and away we went. While attending the meeting, former member Don Lisle invited me to come to another meeting as his guest. I took him up on this as I was new to the community and saw it as an opportunity to quickly get *plugged in*. Soon thereafter, in September 1988, I joined the Rotary Club of Altadena.

I love being a Rotarian. To me going to the meetings each week is a pleasant break from the stresses of work. A time to relax, enjoy the company of friends, be entertained by an always interesting program provided through the hard work of the monthly program chairs. Rotary also provides me with a vehicle to satisfy my need to give back by joining others to

carry out good works for my local community and our world community.

So, for better or worse, after about 33 years since first joining Rotary, and after about 23 years since I joined the Rotary Club of Altadena, I finally bit the bullet and became Club President. Being President has been an amazing experience and personal journey — but that is an article for another day. Let me just say that now that the end of my Presidential year is in sight, I have no regrets about my decision to take on the job. It is definitely outside my personal comfort zone, but isn't that what life should be all about.

I know that each of you has your own story as to how you became a Rotarian and why you have chosen to continue to be a Rotarian. Now we just need to draw on those personal experiences to inspire others to join us in this very worthwhile organization. The more members we have, the more fun we will have and the more we will be able to do for our fellow man. 

# Memories ...

## Part I

Having had a lot of time to reflect after my recent epic heart surgery, I find I'm more than ever predisposed to honor those who have gone before me. My tribute two weeks ago to Art Ferris, whom I never actually knew, was one outgrowth of this.

But there's another about whom I've been thinking a lot, and he was my maternal grandfather (who died when I was not yet eleven years old). Everything about him made Edward Powell Cave a *class act*. He could easily have been a Rotarian, save for the fact that his workaholic ways would have prevented him from attending many meetings.

He was a true champion of free enterprise, but at the same time a man for whom ethics and fair dealing were foremost concerns and for whom greed held no claim. Serving as CEO of his company for just under a quarter-century, he refused a raise during the Korean War (when the top tax bracket was 90%) because he wouldn't see much of it anyway. Instead, he argued, that raise should be given to shareholders in dividends.

Here is a quote from one biographical sketch of him that was published before his death:

"...Mr. Cave is well liked by all who know him, and this is chiefly in the business world. He is a modest person who shies from publicity, preferring to give his time and energy to developing his business interests. He believes in quality merchandise at prices commensurate with value and is a grim and merciless battler of those who resort to *shoddy* practices of any kind at any time. *Quadriga* percales and *Gilbrae* fabrics are some of the high

quality merchandise produced under his direction. They are typical of all the high quality which he insists the company maintain."

If that piece doesn't cue you, I should tell you he was the last of the great dry goods kings, and certain stock prices on Wall Street were known to move when he visited New York. At the time of this "bio," he was on the board of directors of ten organizations, including First National Bank in St. Louis; Walton N. Moore Dry Goods Company, San Francisco; Clinchfield Mfg. Co., Marion, N.C. (about which there will be a reference next week); and the St. Louis Heart Association (of which he was a founder and major benefactor).

### **Another quote:**

"The President of Ely & Walker Dry Goods Co. of St. Louis, the country's biggest surviving wholesale drygoods house, is an old-school textile man named E.P. Cave who has piled success upon success merely by staying in business. He likes to produce from an inside pocket a booklet celebrating the fiftieth anniversary of an outstanding St. Louis competitor, the Samuel C. Davis Co. The latter (whence came the Davis Cup funds) liquidated in 1896 on the ground that 'there was no future in the business.' Last year Ely & Walker, well past its own semi-centennial, had sufficient life to do a \$124 million business—four times the prewar figure ... ."

So I find myself indebted to this man on several levels. Strictly in a direct sense, I owe him my gratitude for his support of heart research. Second, I think I get a strong will and sense of self from him, genetically. And then there's my sense of

humor, which also comes from my father, but with a difference. I don't believe I ever saw my grandfather become angry. Last, I tend to have a strong sense of place, and I love my current home because of the way it mimics my grandfather's main retreat — his beloved farm he called *Fernwood*.

Much of this comes through in a poem that was written by one of his business associates in tribute to both the man and his retreat, and that will be saved for next week...

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## Before the Meeting comes the Music



Every now and then Theo Clarke plays a few selections before the meeting gets underway. Over time he is allowing us to keep track of his progress as a violinist. If you've been in the club for a while, you've heard the difference.



# MONEY by Linda Wilkes MATTERS

## ***Economic Update***

### ***Last Week in the News***

Retail sales rose 1.1 percent to \$407.8 billion in February, the largest gain in five months. This follows an upwardly revised 0.6 percent increase in January. On a year-over-year basis, retail sales increased 6.5 percent.

Total business inventories rose 0.7 percent in January to \$1.569 trillion, up 7.6 percent from a year ago. Total business sales increased 0.4 percent to \$1.237 trillion in January, up 7.2 percent from a year ago. The total business inventories/sales ratio in January was 1.27.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending March 9 fell 2.4 percent. Refinancing applications decreased 4.1 percent. Purchase volume rose 4.4 percent.

The producer price index, which tracks wholesale price inflation, rose 0.4 percent in February after increasing 0.1 percent in January. For the year, seasonally adjusted wholesale prices are up 3.3 percent. Core prices — excluding food and fuel — fell 0.2 percent in February.

Consumer prices rose a seasonally adjusted 0.4 percent in February, following a 0.2 percent gain in January. For the year, consumer prices are up 2.9 percent. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.1 percent in February.

Industrial production at the nation's factories, mines and utilities was unchanged in February after advancing 0.4 percent in January. Compared to a year ago, industrial production is up 4 percent. Capacity utilization edged down to 78.7 percent in February.

Initial claims for unemployment ben-

efits for the week ending March 10 fell by 14,000 to 351,000. Continuing claims for the week ending March 3 fell by 81,000 to 3.343 million, the lowest level since August 2008.

Upcoming on the economic calendar are reports on housing starts on March 20, existing home sales on March 21 and new home sales on March 23.

## ***Homeline***

### ***Protect Your***

#### ***Home Electronic Equipment***

Lightning damage to home electronic equipment results in losses exceeding \$26 billion annually in North America, according to the Lightning Protection Institute.

Protection from lightning is challenging because it can enter the home in many ways: through the ground, water, plumbing pipes, phone, cable and electrical lines. And the electrical surge can travel as far as a mile, which means one nearby lightning strike — on average the width of a quarter, packing 100 million volts, and hotter than the surface of the sun — could potentially fry unprotected equipment throughout an entire neighborhood.

Surge protectors can protect your valuable electronic equipment (not all surge protectors are created equal, so read the fine print). Better surge protectors have higher joules ratings. This number refers to the amount of energy that can be absorbed, or dissipated, in the event of an electrical surge. Look for surge protectors with ratings above 1000 joules (top-end ratings are 7000 joules). High-quality surge protectors should also have phone and coaxial protection. Computers, routers and set-top boxes need surge protection not only from the power supply but also from all other connections, such as phone and coaxial cables.

Threats to consumer electronics don't

just come from the sky. Surges can be caused by faulty wiring, large appliances cycling power on and off, downed power lines and utility-company equipment failure. Surges often occur without notice but can compromise sensitive electronic equipment over time.

Power utilities have policies covering damage to electronic equipment, providing you can prove they're at fault. Most homeowner insurance policies cover damage caused by electrical storms, though most have limits on the coverage. Check with your insurance agent regarding the specifics of your policy. ☉

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

## **Real Water Problems are Local ...**

So writes Charles Fishman in the March issue of the *Rotarian* magazine, p. 31. His example is the Rangpuri Pahadi neighborhood of Delhi, India.

Here the members of the community had free water in the form of one pipe and pump. They chose to free themselves from the bondage of standing in line for from several minutes to hours for an opportunity to obtain this water.

The community members pooled their money and had two wells drilled that would allow those who wished to pay for the service to have water come to their homes on a specific schedule. This allows the residents to hold down jobs. It frees the children to go to school and be educated. It might be interesting to come back in five or ten years and see the difference that has been wrought. ☉