


May 03, 2012

This Week Planned Program Postponed... Program Host: Julius Johnson

If you've been thinking that we were going to be honoring the top vocational students from PCC this week, don't kick yourself, that was the planned program. However, communications between them and our special program chair, Dennis Mehringer did not happen, and that program has been postponed until another day.

Unfortunately, as *Sparks* is being put to bed, the staff is unable to locate our May Program Host for any description or clue as to what has been planned instead. If we find out before the Thursday meeting in time to send an email blast, our editor will see that that is done.

Meanwhile, it's a mystery. 



View
 from the *Hill*
 by President
 Tony Hill

Exit Interviews reveal Answers to unasked Questions

Fellow Members: This week for my President's article I am passing on the weekly message of Past District Governor Steve Garrett on the subject of Membership. I think he raises many good points and it is very timely with our bring a guest meeting coming up on May 10 and our Vision Plan meeting coming up on May 12. Garrett has a long history with Rotary so we should value his insights to help us all make Rotary bigger and better. So here is what he had to say this past week on the subject:

Exit Interviews

The creation of an eClub for District 5300 seemed like a good idea. As a part of turning that idea into reality, I obtained a list of people who had resigned from Rotary clubs in the district over the prior couple of years. From that list, I identified a few hundred people for whom we had email addresses. These folks were more of a random collection than scientific selection.

I sent those folks an email and asked why they had terminated their membership hoping to identify some potential members for our new eClub. The results were somewhat predictable. Some had

passed away while some had lost their job through retirement or termination. A few had left the area and expressed their intention of joining a new Rotary club in a new area. All of these folks accounted for approximately half of all responses.

The other half provided responses that were far more interesting. The response that economic pressure forced them to voluntarily leave Rotary combined with a few who experienced economic pressure and were terminated by their club. You have to wonder how smart we are that we can't find solutions to their challenges. This group seemed like a natural group of members in the new eClub that doesn't have meal cost and has a lower than average dues. Seemed like a good idea, but these folks usually left their old

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Greeters

May 03

Mike Noll

May 10

Gordon Seyffert

May 17

David Smith



Program Review

Preserving the History of Altadena

Altadena Rotary is blessed to be located in one of the most historically significant areas of greater southern California. The Altadena Historical Society (AHS) is dedicated to preserving that history for current and future generations. Last Thursday, the club was addressed by Jane Brackman, current President of the Society.

AHS was founded over 70 years ago in 1935. It maintains its archives in a portion of the Altadena Community Center. The

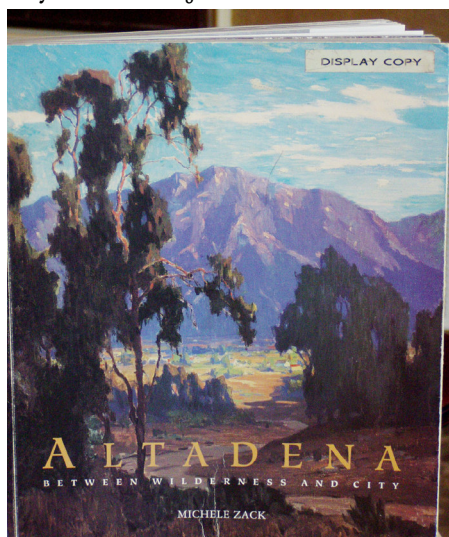
archives are composed of primary source materials. For example, the AHS has a large selection of maps dating from 1849 to the present. These maps display boundaries, historical sites, parks, businesses, travel routes and more. Some were prepared by realtor groups or the Chamber of Commerce with a goal to entice families and businesses to locate in Altadena. There are maps of the Mount Lowe Railway and the Angeles National Forest.



AHS, along with Altadena Heritage and private citizens, has been quite instrumental in securing registration on the National Registry of Historic Places for ten properties in Altadena. These properties include: the Mount Lowe Railway, the Davies Memorial Building, the Andrew McNally House, the Pacific Electric Substation, the Zane Grey House, and Christmas Tree Lane.

The archives include thousands of newspaper clippings, some going back as far as the 1920s, documenting the developments and stories of the people and places of Altadena. Copies of the various

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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

June Programs

Fellowship Month

Program Chair, Ed Jasnow

Jun 07 - TJROTC Awards
Jun 14 - Teacher Mini-Grant Reports
Jun 21 - TJeffrey Piece, Stifel, Niclaus & Co., - The Warren Buffet Investment
Jun 28 - Demotion Party - An evening Event

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

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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

Congratulations

Birthdays

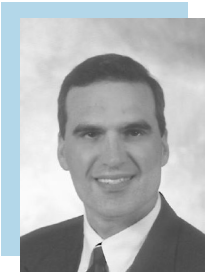
05/05 - Ursula Moore
05/15 - Elsa Smith
05/18 - Craig Cox
05/30 - Susan Applegate

Anniversaries

05/18 - Tony Hill & Ann Rider
05/19 - Roger & Kathleen Anne Fennell

The Paul Harris Society

by Craig Cox, Foundation Chair



As a Rotarian, you know about the Rotary Foundation and the work it does throughout the world. Many support the Foundation as Paul Harris Sustaining Members by making contributions of at least \$100 per year.

Many look to the Foundation as one of key charitable organizations that they wish to support each year with larger gifts.

View

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club owing money and that seemed to preclude their joining the new eClub.

Another set of responses that was of interest centered on the simple idea that some joined Rotary for the idea of fellowship and community service. Some of these felt the lack of inclusion in the activities of the club. One person did not respond by email, but made the effort to call me to make sure I knew he felt like an outsider who never understood the insider jokes and terminology. He said he never resigned; he simply attended more erratically and finally received a letter of termination with a final bill. He was perplexed that no one seemed to notice his lack of attendance, only his lack of dues payment.

The group of responses that accounted for almost a third of the total that was most distressing was centered on one idea. No one asked them to do something. Even more distressing was a disappointment voiced by one that everything he was interested in being a part of seemed to be a permanent committee that was not accepting new participants. How distressing is that?

The Foundation recognizes these individuals through *The Paul Harris Society*.

The Paul Harris Society is named after the founder of Rotary International. The society recognizes friends of The Rotary Foundation who annually contribute US\$1,000 (\$85/mo or \$250/quarter) or more to the Annual Programs Fund, PolioPlus, and other approved Foundation grant activities. Society contributions may count toward Rotary Foundation Sustain-

Two lessons for every member of Rotary comes to mind. The first centers on the idea of routinely following up with the people who have left our clubs to learn why we are losing their valuable participation. It would seem like common sense that the information gleaned from these inquiries might contribute to decreasing the loss of members in coming years.

The big lesson to me is the part about people leaving in disappointment over not being asked to do something. Most distressing of all has to be those who sought out an opportunity to serve only to be rebuffed. I am reminded of one Rotarian who had installed himself as the perpetual chair of his district RYLA committee and restricted participation to a committee that was limited to him and his son. It was his opinion that they ran a wonderful program with alumni from previous years as counselors and paid speakers who were not members of Rotary.

Just think of how many opportunities for service were provided to those who did not belong to Rotary at the cost of missed opportunities to those who did belong to Rotary.

ing Member, Paul Harris Fellow, Multiple Paul Harris Fellow, and Major Donor recognition.

These gifts will advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

Contribution supports activities such as:

- Vocational and on-the-job training for land mine victims in Cambodia
- Hand-washing stations, training for teachers, and in-depth hygiene training for students at a school in Ecuador
- Scholarships for Japanese students to study effective adult learning methods abroad
- Milking cows for farmers in Russia
- Microcredit loans to women in Togo
- Reading and mathematics textbooks for students in the United States of America

Projects like these depend on the ongoing support of dedicated Rotarians and friends like you.

The Paul Harris Society is a district-administered recognition program. Membership is tracked and recognized independently by each Rotary district. Contact your district governor or Craig Cox for details.

Program

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newspapers that circulated in Altadena are available in microfiche or in bound books. Over the years, a number of private citizens have donated their collections of books, photographs, and other memorabilia to the AHS. The archives contain over 1000 individual photographs and over 200 postcards highlighting such

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MONEY MATTERS

by Linda Wilkes

Economic Update **Last Week in the News**

Retail sales rose 0.8 percent to \$411.1 billion in March. This follows a downwardly revised 1-percent increase in February. On a year-over-year basis, retail sales increased 6.5 percent.

The National Association of Home Builders/Wells Fargo monthly housing market index fell three points in April to 25 from a reading of 28 in March. It was the first drop after seven consecutive monthly gains. An index reading below 50 indicates negative sentiment about the housing market.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending April 13 rose 6.9 percent. Refinancing applications increased 13.5 percent. Purchase volume fell 11.2 percent.

The combined construction of new single-family homes and apartments in March fell 5.8 percent to a seasonally adjusted annual rate of 654,000 units, after a decrease of 2.8 percent in February. Compared to a year ago, housing starts are up 10.3 percent. Applications for new building permits, seen as an indicator of future activity, rose 4.5 percent to an annual rate of 747,000 units.

Existing home sales fell 2.6 percent in March to a seasonally adjusted annual rate of 4.48 million units from an upwardly revised 4.6 million units in February. The inventory of unsold homes on the market decreased 1.3 percent to 2.37 million, a 6.3-month supply at the current sales pace.

Initial claims for unemployment benefits for the week ending April 14 fell by 2,000 to 386,000. Continuing claims for the week ending April 7 rose by 26,000 to 3.29 million.

Upcoming on the economic calendar are reports on new home sales on April 24, pending home sales on April 26 and gross domestic product on April 27.

Big Idea **Keeping Your Word will** **Keep You in Business**

After Best Buy informed some online customers in December 2011 that it couldn't deliver the heavily discounted products they ordered as part of the company's Black Friday (the day after Thanksgiving) promotion, the big-box retailer's reputation for trust and reliability suffered.

By not honoring its obligations — by not keeping its word — Best Buy saw some of its customers run to Amazon and other competitors that could meet their needs. Worse, some of those customers are likely never to shop again at Best Buy.

Here's how to keep this unfortunate scenario from ever happening to you:

Never over-promise. While it might be tempting to promise the moon as a way to compete with competitors, commit only

to what you know you can deliver.

Think of your to-do list as a *due list*. By treating everything on your to-do list as an item with a due date, you'll show yourself and others that you're somebody who always finishes what is started.

Don't try, do. Do not try to do something — do it. If you were to ask people over for dinner and they said they would try to come, would you cook? So, get off the fence and let people know where you stand.

Eat the loss. Even if fulfilling a vow results in financial loss, honor your agreement because your word is as valuable as gold, if not more so.

Apologize. If you absolutely cannot meet your commitment, deliver a straightforward and honest apology immediately to whomever you made the commitment. No excuses. When you're known for keeping your word, more people will entrust you with their business. That's straight talk you can bank on. ☉

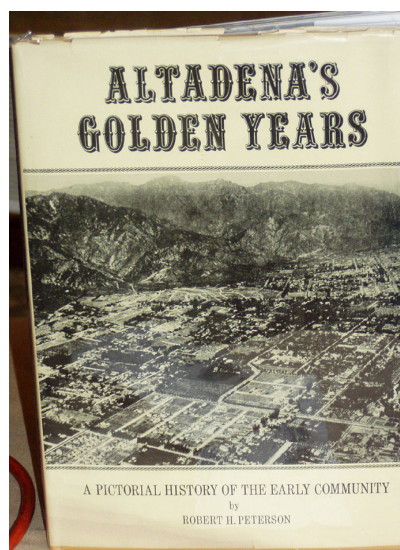
Find Linda Wilkes on line: <http://www.myprospectmortgage.com/lwilkes>

Program

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items as Christmas Tree Lane, the Pacific Electric Railway, Mount Lowe and others. There are over 400 books donated from private collections in the archives. AHS has telephone directories going back as far as 1911. With these directories, it is possible to trace the addresses and occupations of residents of Altadena.

AHS publishes a quarterly newsletter



called *The Echo*. It also hosts quarterly meetings at the Community Center. Tours of significant homes and structures are also conducted on a regular basis. Those interested in learning more about AHS are invited to check out their website:

www.altadenahistoricalsociety.org.

Boyd Hudson ☉

Gordon's Corner

by Gordon Seyffert

Well folks, I finally attended a District Assembly! It's been a long wait. And I think that I now get the distinction between the Assembly and the District Conference that will be held the first of June. One goes to the Assembly to learn skills to become a better Rotarian, but one goes to the Conference to *HAVE FUN!* Or at least that's the message that was strongly promoted towards the end of our day.

Those who came from Altadena in one vehicle were President Tony, Editor Jacque, our Entrepreneurship Trainer Extraordinaire Ray, and Newbie Gordon. Coming separately from business in Las Vegas was President-Elect Julius. Jacque identified herself (in so many words) as an *Assembly Junkie*, giving me the distinct impression that she's rarely missed one. Tony & Julius were both anxious to see me attend, particularly since I missed my Board of Directors training due to emergency surgery in February.

Because I had missed my earlier chance to be schooled in the ways of Rotary, I was particularly conscientious about seeking out any materials at this gathering that might help me make up for my earlier absence. Seeking out one of the yellow-vested Sargeants-at Arms, I was brought over to see EAG Don Brown. He listened to my tale of woe, gave me an Assembly packet (mostly reserved for Club officers), and directed me upstairs to sit in on the last of a special DaCdb presentation geared to Secretaries-Elect. This was an elaboration on the earlier and more general presentation that had been directed to the majority of attendees in the auditorium.

And here I will share one piece of wisdom that I gained from catching a frag-

District Assembly

ment of this second DaCdb introduction, for those of you who did not choose to attend, or who were unable to do so. Regarding DaCdb, be sure not to *opt out* of any of the Emailings you receive in regard to some particular Rotary activity, as the system will then exclude you from *ALL Rotary* district communications. And you don't want that. Anyway, if the Club Secretary notices this, he/she has the power to *re-up* you for these mailings — although, as a courtesy, he/she is supposed to notify you of what has been done.

A key portion of the Assembly, however, was the session on membership goals and objectives. EAG Adrienne Cox, of the Las Vegas Southwest Club, described the *Ignite Mission* that is intended to reverse our 10-year downward trend in Rotary membership. The optimum Club has at least 25 members, which is about where we were when I came on board. Under the *Ignite Mission*, each member commits to seeking out a prospect, inviting him/her to a club function, and ultimately recruiting that person. Presidents of clubs commit to *igniting* their club through plentiful activities, good fellowship, and avenues of service that will promote retention of recruited members. District Governors will then recognize *premiere clubs*. The membership coordinator for our Group #1 is Fred Paine, of San Gabriel. But we're already *on it* with next week's *Each 1 Bring 1* luncheon.

There were several other interesting sessions, plus a few that I missed. However, DGE Dr. Sylvia Whitlock will bring to her governorship a pronounced emphasis upon International Projects. Those of you who viewed the YouTube clip on the book *Half the Sky* will know what I mean.



Gordon Seyffert
with District
Governor Elect
Dr. Sylvia
Whitlock

But Pasadena's Hassan Kheradmandan in his session introduction made this point well with a quote he got from Whitlock: "A heart full of worry and fear has little accommodation for peace." We heard updates on our clean drinking water projects, the *super build* effort in Mexico, Rotaplast (to correct cleft lip and/or cleft palate), the donation of wheel chairs and many others. [Did I mention that there was a presentation on entrepreneurship and job creation?]

Last, for purposes of this report, there was some exciting news about new Public Relations campaigns. These should, if successfully mounted, contribute to the *Ignite Mission* mentioned earlier. One of these involves wrapped semi-trailers that display messages. The first of these will proclaim "End Polio Now" and give basic information about Rotary's involvement and commitment to polio eradication. Of interest to me (as an incoming Board member) was the directive that each monthly club board meeting should address its ongoing public relations focus. Community Services Coordinator David Mans, also of Pasadena, is available to work with clubs on this.

Now, remember District Conference!!

Your Invitation to

Catch the Vision!
and Make It Your Own

Saturday, May 12 -- 9a to 1p
Altadena Town & Country Club

Continental Breakfast Provided

to plan

***OUR FUTURE
FOR THE
NEXT 3 YEARS***

With help from the District Facilitators, all the members of our Rotary Club of Altadena will examine our organization as it now exists and work together to come up with ways to make our club stronger and more relevant and set goals for the next three years to help us achieve success

Guest Facilitators from District 5300
Frank Cunningham • Dennis Franklin
Gene Hernandez • Chris Montan

\$20 Venue Fee
Sign up on ClubRunner