



November 08, 2012

This Week

Cynthia Cohn
Realtor,
Deasy Penner & Associates,
Pasadena
Program Host
Boyd Hudson

This week we will be hearing from Cynthia Cohn. Cohn is a realtor with Deasy Penner & Associates in Pasadena. She is a member of Pasadena Rotary and lives in Altadena.

She will be speaking about the current state of the residential real estate market in the greater Pasadena area. Come prepared to ask questions about current prices of real estate, inventory of homes, and how to price your home in today's market.

Deasy Penner & Associates is a real estate brokerage dedicated to the art of design. Founded by Mike Deasy and George Penner, and together with their growing roster of partners, currently at 75, they bring years of experience and a deep knowledge of the Southern California real estate market to their clients.



Johnson's
Judgments
by President Julius Johnson

Vote . . . Vote . . . Vote

Not only do we have a chance to choose the direction of our nation for the next four years, but there are several choices to make for our state and local governments as well. Be informed before you vote: read — don't just listen to the ads.

- Christian leadership v. Non-Christian leadership.
- Government backed health care, focused on providing health care for all v. Privatized health care, focused on maximizing profits for the health care providers.
- Federal funding for schools, teacher training, and research v. State's rights and State's financial responsibility for these issues.

We have clear differences in our choice of selection this election.

Whatever your choice is, be a respon-

sible citizen and a good Rotarian — get up, get out and Vote.

Turn this year's election into an individual community service project. Take one or two other people to their voting station so that they can Vote also. At our next Rotary meeting, let us know how this mini community service project worked out for you. These are differences that make a difference.

Tuesday Nov. 6, 2012 is Election Day. Vote!

Greeters

November 08

Mike Noll

November 15

Gordon Seyffert

November 22

Thanksgiving -- Dark



Program Review

The Huntington Library

Kristy Peters, Director — Foundation and Corporate Relations — at the Huntington Library presented some interesting Huntington family history and its influence on the creation of this local treasure.

Henry Huntington was born in Oneonta, New York in 1850. He was the nephew of the railroad magnate, Collis P. Huntington and joined the family business. After moving to San Francisco in 1892, he had the opportunity to visit the Shorb ranch in the San Gabriel Valley and fell in

love with area. In 1898 Collis Huntington bought out the Consolidated Electric Railway (which became the red cars) in the Los Angeles area. When Shorb died the bank foreclosed on the property. Henry moved to Los Angeles in 1902 and bought the ranch through a short sale in 1903. Henry's family stayed behind in San Francisco and he divorced his first wife several year's later. Henry increased his fortune with investments in land development, utilities (he owned the Pacific Electric Company and Alhambra Water Company) and other companies. At one time he controlled 23 businesses in Southern California.

In 1900 Collis died, leaving half his wealth to Henry and the other half to his (Collis') second wife, Arabella. In 1910 Henry sold the Pacific Electric Company and began to devote his time to collecting books. He also began to develop an interest in art — and, as it turned out — in Arababella Huntington. To show he is serious in his intentions he builds a huge



house on his ranch property. He ups the ante by building the Japanese garden. Arabella and Henry marry in 1913.

Over the next 10 years, the Huntington's collection grew to two and a half million items — 40,000 in the art collection. Today the library owns more than nine million items — 7 million of these are manuscripts. Each year over 1700 scholars do research here in San Marino.

Recently, the library has begun working with Esteban E. Torres High School in East Los Angeles to introduce students to

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Rotary Club of Altadena - #7185

Chartered: February 14, 1949
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Hal Yorke Vocational/Youth Projects
Ray Carlson New Generation
Gordon Seyffert Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

November

Foundation Month

Program Chair, Boyd Hudson

Nov 08 - Cynthia Cohn, Realtor, Deasy Penner & Associates, Pasadena
Nov 15 - To be Announced
Nov 22 - Thanksgiving - Dark
Nov 29 - To be Announced

December

Family Month

Program Chair, Sue Applegate

Dec 06 - To be Announced
Dec 13 - Combined meeting, San Marino Rotary
Dec 20 - Christmas Party
Dec 27 - Dark - No Meeting

Congratulations



Birthdays

11/08 - Sterling Louviere
11/13 - Ed Jasnow
11/26 - Ray Carlson
11/26 - Roger Fennell



Anniversaries

11/01 - Jacque Foreman & Bruce Conroy
11/07 - Hal & Barbara Yorke
11/24 - Carlton & Julie Gustafson



Our Friends

The Rotary Club of Altadena now has Friends! On ClubRunner, I mean. Okay, so we had them before, too. But the list was sadly out-of-date, because — of the three *friends* we had on the old list — two had become members and the last *friend* was not a person with whom we'd been in touch in recent months.

I discovered this while moving around in ClubRunner, trying to see what tools could be harnessed in the service of our quest for new membership. And the proverbial lightbulb went off in my head as I realized that the ClubRunner Friends list was one of three potential groups of addressees for ClubRunner-generated email

notices. The primary one, of course, is our current list of Members.

Now you may be thinking.... "So?"

To which I can say, "Have you ever tried to maintain regular contact with prospective members by sending each one a personally directed communication every week or so?" And have you tried to keep this up with several prospective members at the same time? This was what I had been trying to do with the growing list of folks who'd provided their email address to us at the Rotary table at the Concerts-in-the-Park series.

Well, it's plenty difficult trying to keep all those balls in the air at the same time, and I *hate* the trick of sending to "undisclosed recipients" (by putting several

email addresses on the "bcc:" line). This is still a group mailing, but it's similarly discrete about hiding the email addresses of recipients from one another, all the while without making what was intended as a personal communication seem impersonal in the delivery. Follow me? I hope so.

Anyway, I made this discovery at the same time that Jacque Foreman shared with me the news that former Membership chair, Craig Cox, had been sending brief notes to our weekly speakers thanking them for their time and inviting them to consider membership. Okay, so I can do that, but then what? And ClubRunner now provides the answer. The next step is to add them (if they're willing) to the Friends list in order that they might automatically receive weekly announcements of the coming speakers.

Of course, anyone and everyone can already go to our web page to find the current issue of *Sparks*, and then there's our Facebook page as well. But how many people would regularly remember to look for info on our next scheduled speaker? Few, I suspect. And so the Friends list mailings seem to me to be an important component of this *three-legged stool* of ways that we get our message out into the community.

If YOU know of someone who is considering (or who might consider) membership, PLEASE send me his/her name and email address (at a minimum) with as much contact info as you may have, including their business name (if any) and their potential classification (to the best of your knowledge). That will keep us moving forward in our hoped-for membership growth. Thanks!!

Craig Cox

Program

Continued from p.2

volunteer and career opportunities.

Peters encouraged the club to visit the two Civil War exhibitions currently at the library. She also mentioned that the

library recently ac-

quired all the telegraphic records from the telegraph office that Lincoln used during the Civil War.

The Huntington Library is now on solid financial footing according to Peters. The estate of Frances Brody made a sizable



Entrance to The Huntington Library as it currently exists. Plans are underway to redesign the entrance.

gift (which included a Picasso that brought more than \$110,000,000 at auction). This is allowing the Huntington to create a new visitor center and education complex which should open in the next few years.



MONEY by Linda Wilkes MATTERS

Economic Update In the News

New home sales rose 5.7 Percent in September to a seasonally adjusted annual rate of 389,000 units from a downwardly revised rate of 368,000 units in August. On a year-over-year basis, new home sales were up 27.1 Percent compared with September 2011. At the current sales pace, there's a 4.5-month supply of new homes on the market.

The Reuters/University of Michigan consumer sentiment index for October's final reading rose to 82.6, the highest level in five years.

Orders for durable goods — items expected to last three or more years — rose \$19.6 billion or 9.9 Percent to \$218.2 billion

in September. This increase follows a revised 13.1 Percent decrease in August. Excluding volatile transportation-related goods, September orders posted a monthly increase of 2 Percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending October 19 fell 12 Percent. Refinancing applications decreased 13 Percent. Purchase volume fell 8 Percent.

Pending home sales, a forward-looking indicator based on signed contracts, rose 0.3 Percent in September after a 2.6 Percent decrease in August. On a year-over-year basis, pending home sales were up 14.5 Percent compared with September 2011.

The Commerce Department announced that gross domestic product — the total output of goods and services produced in the U.S. — increased at an annual rate of 2 Percent in the third quarter of 2012. This follows a 1.3 Percent pace of growth in the second quarter of 2012.

Initial claims for unemployment benefits for the week ending October 20 fell by 23,000 to 369,000. Continuing claims for the week ending October 13 fell by 2,000 to 3.25 million.

Upcoming on the economic calendar are reports on the housing price index on October 30 and construction spending on November 1.

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

Happy 125th Birthday, Altadena

Altadena Rotary participated in the birthday party by selling beer and wine. We were asked to do so because of our experience doing the same thing at the summer concerts. The celebration was held in the Davies Building at Farnsworth Park — a location that was way too small for the number of people who showed up. What follows are a few of the pictures that I took that evening.



Jacque Foreman, Editor

Gordon's Corner

by Gordon Seyffert

Book Review

This week I'm taking a break from writing about Rotary. I'm going to praise a book I recently bought in one of my regular forays down to Vroman's, where I go to see what's new in the field of History.

The book I have in mind was written by Joe Mozingo, a reporter for the *Los Angeles Times* who also wrote a three-part *LA Times* series on this subject in May 2010. The title is *The Fiddler on Pantico Run: An African Warrior, His White Descendants, a Search for Family*. The principal reason I liked this selection is that it shines a light onto the history that our school educations glossed over. And that goes back to my avocation as a genealogist; I feel we need to have a broad understanding of local, national and world history if we ever hope to understand the history of our various families.

Recently it was revealed that President Obama has a distant link to an African-American slave through his mother (not his Kenyan father!). That shook the trees of many people (including some Mormons I overheard talking at my Family History Center — one of whom was afraid he was now related!). But this wasn't the first time a high-profile figure was shown to be the descendant of a black slave and a white indentured servant. The comedian Wanda Sykes was shown by Prof. Henry Louis Gates, Jr. in his PBS series to have a line of free blacks that extends all the way back to the late 17th century.

How could this be? This is where one has to understand history at a depth way beyond the overview we received in school. In both cases, the white women who bore the children were free, and the

law at the time recognized the free status of the mothers over the slavery of the fathers, even though the children were of course mixed-race in both instances. Mental note: the 19th c. slavery we learned about at school didn't immediately harden into that form, and so we have these anomalies that are passed on from earlier times.

The book at hand takes this all a step further, because the slave in question was able to keep his African name and pass it on to his children. It isn't until late in the book that we discover why this was. Edward Mozingo was brought to the Jamestown colony as a slave in 1644, and his first European captors appear to have been Portuguese. His surname indicates he came from tribal royalty, and the irony is that "the Portuguese would have treated someone with a royal name with more respect." Further: "...it would be an honor to sell an aristocrat. It would increase the value of the slave: 'This is no ordinary slave. This family is from such and such family.'"

And so it was that, probably ten generations later, a white *surfer-dude* from Southern California began to wonder how he came by such a strange name as

Mozingo. He didn't intend to become a genealogist, but was drawn into an insatiable quest for answers as he delved deeper and deeper into the mystery. And the mystery required that he self-educate himself as to some history — American **and** African — in order to unravel the puzzle.

In the course of his search, he encounters Mozingos who are both black and white, including two brothers living today — one who is visibly *black* and the other who is white enough to *pass*. And as the author begins to understand his heritage, he meets Mozingos in Indiana who harbor definite racial prejudices — earlier members of their branch were even Klansmen. How does he break the news to them that they have a black ancestor?

The answer to that last question is that he writes a series for his newspaper. It effectively *outs* every American with the surname of Mozingo. Now ten years have passed, and the book relates the reactions of some of this far-flung tribe — all of whom appear to have descended from this one man who was brought to America against his will. It is a fascinating human interest story with respectable asides on history. ○

**MEET THE ROSE QUEEN
AND HER COURT
THURSDAY, DECEMBER 13
COMBINED MEETING WITH
SAN MARINO ROTARY**



*You are cordially invited
to our
Christmas Party Potluck*

*Thursday Evening
December 20, 2012*



6:30 to 9p



*257 S. Delacey
Pasadena, Ca 91105
Party Room above the Pool*

Turkey, Ham, Drinks, Utensils, etc. Provided

*Bring a Salad, Vegetable Dish, or Dessert
All Members and Families, including Children invited*

\$10 per person

Register on ClubRunner

