



April 11, 2013

## This Week

### RYLA - Rotary Youth Leadership Awards Guest Program Host: Hal Yorke

This Thursday we will have as our guests at the club the 2012-2013 RYLA award winners. At the risk of insulting some of the old timers in our club, I am going to describe the entire RYLA program and have asked our president-elect-elect Hal Yorke to explain the entire program to us.

**RYLA** is Rotary's leadership training program for young people. Participants can be ages 14-30, but most clubs and districts choose to focus on a narrower age range, such as 14-18 or 19-30.

RYLA emphasizes leadership, citizenship, and personal growth, and aims to:

- Demonstrate Rotary's respect and concern for youth.
- Provide an effective training experience for selected youth and potential leaders.
- Encourage leadership of youth by youth.
- Recognize publicly young people who are rendering service to their communities.

This year we have four very distinguished award winners whom you will

Please turn to This Week p. 4



## "42" and More

proud I am of my Rotary Family. I kind of felt like a kid who worked very hard on his part in the school play and wants his family to come out on a weekend night to see his performance even though he knows that they have so many other things to do. I knew it was going to be good; I just wanted my Rotary Family to see it. You did not disappoint me in the least, and I thank you for that.

You all got a chance to see my other world and some of my other involvements. I am the founding president of the Gamma Zeta Boule Foundation. That is the organization that put on the "42" event last Saturday night, and I am truely blessed to be a part of that organization. It is really doing wonderful things in our community and making a difference in the lives of the young men in the LAMP program.

For those of you who have not yet seen the movie, please please put it on

your list of must-see movies. The movie is about the life of an *American Hero*, Jackie Robinson. Harrison Ford is such a powerful actor, one could think that the movie could be subtitled "The Branch Rickie Legacy."

The movie was exciting, informative, entertaining, up lifting, and provocative. There were parts of the movie that made the eyes sweat. But when you walked out of the movie you felt better about yourself and America.

I am not going to tell you about the movie itself, but do yourself a favor, and go see it.

### Greeters

April 18

Boyd Hudson
April 25
Ed Jasnow
May 02

Boyd Hudson



## Program Review

### Sixty Years of shepherding the Goals of several Local Foundations

ennifer Fleming DeVoll is a return speaker, having previously spoken to us in 2005. She is Executive Directive of the Pasadena Community Foundation. now celebrating sixty years of service to Pasadena / Altadena residents and groups. This important support organization was formed from the vision of Mr. and Mrs. Louis Webb, a frugal couple who sought to create a hometown foundation that would nurture the community that they

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### Rotary Club of Altadena - #7183

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Rotary Int. Pres. ..... .....Sakuji Tanaka Dist 5300 Gov...... Sylvia Veronica Whitlock

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### **Directors**

Jim Gorton • Craig Cox • David Smith Gordon Seyffert • Sterling Louviere Dennis Mehringer • Tony Hill

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Jacque Foreman A	Acting Publicity	
Jacque Foreman	Sparks/Website	
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Ed Jasnow	Community	
John Frykenberg	International	
Gordon Seyffert Youth C	Contests/Awards	
Hal Yorke Vocational	/Youth Projects	
Ray CarlsonN	ew Generation	
Gordon Seyffert	Membership	
Editor, Design & Typesetting Photography		
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loved for years into the future.

This vision has been realized, for this organization now has \$36 million in total assets under management, representing some two hundred charitable funds. Of this amount, \$26 million provides income for discretionary grants that are distributed each year across a wide spectrum of community activities. Key focus areas are the following: Arts & Culture, Education, Environment, Human Services, Health. and Youth. Many of the beneficiaries of the vision of the Webb's were not even on the horizon when they began to put their plan into place.

And in recent years, the addition of so many new non-profits in our part of the County would undoubtedly amaze them. were they still with us. Just naming groups with Altadena in their title shows how we here are specifically affected... Altadena Christian Children's Center - \$20.000 in 2011. Altadena Library District - \$23,500 in 2011. Pasadena Altadena Community Endowment Fund - \$500 in 2011. Friends of the Altadena Senior Center - \$6.685 in 2012.

### April

Magazine Month

Program Chair, Dennis Mehringer

Apr 18 - RYLA

Apr 25 - PCC Vocational Awards

### May

Month not designated

Program Chair, Craig Cox

May 02-PCC Veteran's Scholarships

May 09 - Away meeting at the American Legion Post 13 (Pasadena)

May 16 - Dewey Merrill Business Plan Cometition

May 23 - JROTC Awards

May 30 - ClubRunner Training



Total grants for 2011 came to \$667, 531: for 2012 the figure is \$688,533. Because of the generosity shown, over \$22 million has been contributed locally over the years. Gifts to named endowments for Pasadena which generate these grants are a lasting gift to the whole community. This speaks to the power of stewardship; one can seed an endowment for as little as \$10,000. More information and regular updates are available on the Pasadena Community Foundation Facebook page.



# Chairmen's orner by Gordon Seyffert, Membership Chair



## **Restoring Husky Pride**

That's the Eliot Middle School Huskies, in case you were wondering, and our

role was to clean up the school grounds and present to the students and teachers a campus that would bedazzle them. Back on November 1 of last year, Mike Zoeller, Craig Cox, Dave Smith, and I were taken on a tour of the campus by the school principal, Lurene Martinez. What we saw made our hearts sink. There was trash and litter everywhere. Old pieces of discarded chewing gum defaced the entire open areas of the campus. It was a place that did not encourage learning.

We decided that something had to be done. The first step was getting Sammy Kayali to agree to be the leader of this project. Kayali worked diligently to contact both Martinez and members of the PTA. At long last he succeeded, and a date was set for a major cleanup by our Rotary Club and other groups. That date was Saturday, April 6.

On that date, a strong contingent of Altadena Rotarians arrived on campus, prepared to battle years of neglect and abuse. Led by Sammy, the group consisted of Tony Hill (a certified professional sweeper), David Smith (who provided a power washer), Quick Cunningham, Alan Kindrick (another certified sweeper), Tom McCurry, Mike Zoeller, Craig Cox (a certified power washer starter), Theo Clarke, Jacque Foreman (whose photo essay of the cleanup you saw in last week's *Sparks*), and yours truly.

The first step was sweeping up the trash that littered the campus. We all grabbed brooms and just started sweeping wherever we could. Then came the

power washers to try and get up the stains made by chewing gum. Dave Smith got his power washer going first, and started working down from the north end of the campus. Meanwhile, Mike Zoeller and Craig Cox got the school's new power washer, and, after much technical deliberation (Joke: How many Altadena Rotarians does it take to start a power washer?), they got it started. Craig then used it to clean up a stairwell on the south end that must have had years of dirt and chewing gum on each of the stairs. When

he was finished, it was discovered that the steps had a blue border on them that had been covered over by the dirt.

The effect of our efforts was immediately noticeable. The campus looked like new. Suddenly, Eliot Middle School looked like a place where education could happen. We hope, the school administration, the faculty, and — most of all — the students see this as a beginning to restore *Husky Pride* and keep their campus shining like new. Great work. Altadena Rotarians!!!

## An Invitation from the Pasadena After Hours Rotary Club

Greg Jones has invited us to join the Pasadena After Hours Rotary Club at its First Annual Pasadena Brewfest. This is

their first fundraiser in a long while for the PAH club, and all of the proceeds will go to supporting its local projects.

Pasadena Brewfest will feature local craft beers from twenty (20) local craft breweries, food and entertainment. The event is being held at T. Boyles Tavern, which is located at 37 N. Catalina Avenue in Pasadena. Brewfest is from 12n to 4p on Saturday, April 27.

You can find more information at www.pasadenaafterhoursrotary.com.

You can purchase tickets on the website or by emailing Greg Jones at *mpgreg@yahoo.com*, and he will set you up. They look forward to seeing all of us there! Tickets are \$15.

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At the writing of Sparks this weekend

— April 13-14, the After Hours Club website on ClubRunner has the wrong information. The website referenceed in this

article has the correct information.

How does your editor know? I called Greg Jones and asked. I was confused because an article on this event by Gordon Seyffert had different information that he said came from the After Hours Club website. It did. It was their ClubRunner website. Their independent web-

site contains the correct information. The ClubRunner site will be changed as soon as Jones can get a hold of their ClubRunner web person.

Thank you Gordon. Without your going to their ClubRunner website through the District 5300 link and extracting its misinformation, I would not have made my call, and there would be a lot of confused people going to the wrong location.



### Going to the Dogs

I think I've finally figured out why dogs often seek me out. I think it's my size. I'm always the biggest human in the room, and I think that registers with them, especially if it's a male dog that's used to associating with male humans.

My theory is that's it's all about Alphamale psychology. If you're a dog, and can't be the Alpha in a pack that's comprised of both canines and homo sapiens, then the next best thing is to get in good with whomever or whatever IS the Alpha male. And, if you're new to the pack, then where are you, a dog, going to place your best guess as to the resident Alpha? Yup,... the Big Dog.

Now, please understand. I don't dislike dogs as a category of animal, but I do have some issues with many of them. And I'm particularly prone to shun those dogs that immediately seek me out in a group and want to bond with me.

I really respect the One-Man Dog that doesn't make a beeline for whatever stranger comes within range. I really respect the working dog that has a job to do and does it with no questions asked. But I don't respect a dog that is too friendly, too demanding.

So when the average dog — chosen as a pet and unaware of any other life purpose — comes over to me in a crowd, my response is always: "Not again!" Part of it is that I value my personal space. I wouldn't want someone I didn't know coming up to me and grabbing my arm in greeting, and I don't appreciate strange animals jumping up on me, either.

But my unfortunate lot in life seems to be that I've got three children who just can't resist a dog — any dog! My eldest

daughter has always had one around if it was at all convenient. We got a toy poodle when the kids were all quite small, and it was intended to be the family dog. But Lindsay pretty much claimed him as her own, and often kept him in her room for hours at a time. She did go through a pet rat period, but rats don't live for very long, and she couldn't stand the continual heartbreak of losing pets. At least with a dog, death doesn't usually come as soon as it does for a rat.

Then there's my son, Gus. And when he got his last dog, he got a big one — a bull mastiff! Then his band touring intervened, and he found it too hard to keep a dog when he might be on the road for days or weeks. In fairness, his last two dogs were the choice of a girl friend. Both times the girl acquired the dog, they then split up, but it was somehow my son who ended up with the dog! And (lately) without a dog of his own, he's been finding and rescuing strays which he then tries to place with his sisters.

And Maggie, my youngest! She and my son-in-law wanted the perfect dog, and studied the question for weeks. Then Marsha gained a dog from a good friend who died very quickly from cancer. This friend had owned a small young poodlemix that had received extensive training. We flew the dog from Omaha (closest Pet Express airport) to LA on approval, and the dog has been a hit ever since. But Maggie — like her brother — has a soft spot for strays. She once tried to rescue a coyote pup before she realized what it was — no wonder the animal was dumbfounded at someone trying to coax it into a car!

I mentioned that my son has been finding strays recently. Not being able to keep them for himself, he thought of Maggie and Craig. They only have one, but that's all they're prepared to handle. Then there was Lindsay and her husband, who lost a dog within the past year and are now about to lose another to old age. They took both strays. But of the two, one gets along with everyone and everything (including their two cats), and the other one doesn't like cats and doesn't like sharing the spotlight with another dog.

So, guess who's got a dog now, until we can find a suitable home for it? Yup. Mom & Dad. The dog is sweet, so long as it's the only pet in the house. The dog is smart, as attested to by both a trainer and a dog walker. The dog doesn't mind being placed in a travel cage, and in fact seems happy to have this as its bed. The dog loves to be taken for walks, and loves to receive affection, yet is also content to lie around until such time as we're willing to provide one or the other.

This is a good dog, but Marsha and I are not pet people. We're hoping to find this guy a good home soon.

Wish us luck.

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### This Week

Continued from p. 1 meet on Thursday.

RYLA is one of four programs that are the newly reorganized Rotary Category of New Generation Programs. The others are Rotaract, Interact and Rotary Youth Exchange. RYLA's goal is to "Inspire the Next Generation of Community Leaders."

Altadena Rotary intends to participate in all four New Generation Programs over the next twelve months.

If you are interested in participating in one or more of the programs, please attend our first 2013-14 Board of Directors meeting on Tuesday, May 7 at 260 S. Los Padres in the third-floor conference room. (this is just down the hall from Tony HIII's office).

Adult refreshments will be served.



## Economic Update In the News

Total construction spending rose 1.2 percent to \$885.1 billion in February, following a 2.1 percent decrease in January. Compared to February 2012, construction spending has risen 7.9 percent.

Retail sales rose 4.7 percent for the week ending March 30, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 1.9 percent.

Manufacturing activity fell to 51.3 in March after a reading of 54.2 in February. A reading above 50 signals expansion. This was the fourth consecutive month of expansion.

Factory orders rose \$14.5 billion, or 3 percent, in February to a seasonally adjusted \$492 billion. This follows a 1 percent decrease in January. Excluding the volatile transportation sector, orders increased 0.3 percent in February.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending March 29 fell 4 percent. Purchase volume rose 1 percent. Refinancing applications decreased 6 percent.

Non-manufacturing activity fell to 54.4 in March from 56 in February. A reading above 50 signals expansion. It was the 39th straight month of expansion in the services sector.

The trade deficit decreased to \$43 billion in February from \$44.5 billion in January. Exports rose \$1.6 billion to \$186 billion. Imports increased \$0.1 billion to \$228.9 billion.

Initial claims for unemployment benefits for the week ending March 30 rose by 28,000 to 385,000. Continuing claims for the week ending March 23 fell by 8,000 to 3.06 million. The less volatile four-week

average of claims for unemployment benefits was 354,250. The unemployment rate decreased to 7.6 percent in March from 7.7 percent in February. Employers added 88,000 jobs in March.

Upcoming on the economic calendar are reports on wholesale trade on April 9 and retail sales on April 12.

### Big Idea 8 Ways to Cultivate Your Farm

To assure you have a constant flow of ready, willing and able buyers and sellers, you should develop multiple sources of lead generation rather than relying on a single source. Focus your lead generation efforts on these core groups:

Past client farming — Contact all of your past customers consistently, provide them with valuable local and industry-specific information, and regularly ask for leads and referrals.

**Geographic farming** — A neighborhood farm is a long-term investment in time and effort. Be active in your chosen neighborhood, become an expert on the homes in the area and contact residents regularly with important information.

Open houses — Holding an open house is a tried-and-true method of meeting people who are interested in purchasing a home and who may need to sell their current home before buying another.

For sale by owners (FSBOs) — If you diligently work this core group, it may become your best source of buyer leads. Track FSBOs, introduce yourself soon after their house goes on the market, and become a resource in exchange for leads.

**Absentee owners** — Investors who own real estate but don't live in your town have a higher need for information and

assistance than local owners do. You can build rapport with absentee owners by providing them with services they need to manage their investment properties.

**Expired listings** — Soliciting sellers whose listings have expired makes sense. After all, this is a group that has already established a need to sell. Do your homework and have a solid action plan in place before contacting expired listings.

Business and social contacts — Your alumni association, PTA, health club or volunteer work are all potential lead generation sources — as are attorneys, CPAs, banks, and investor and landlord associations.

**Demographic farming** — Trade shows, professionally conducted seminars, targeted ads in industry-specific periodicals, or niche newsletters can all get the attention of a specific group of prospects.

### Mind Your Money Buying a Home Is Cheaper than Renting

Buying a home is 44 percent cheaper than renting in America's 100 largest metro areas, according to a *recent study* by Trulia.

The savings accrued when buying as opposed to renting varied upon location. Buying is less than half the cost of renting in 46 of the 100 largest metros. The lower saving rates were in California and New York and the highest were in the Midwest. The savings varied from 19 percent in San Francisco to 70 percent in Detroit.

Those areas with a higher savings rate include Memphis (62%), Kansas City (60%), and Indianapolis (58%). Those areas with a lower savings rate include Los Angeles

Please turn to Money p.7



# Job Creation by C. Ray Carlson, Chair, Service Entrepreneurship

### The Consummate Entrepreneur . . . My Brother

My younger brother Sig has had a profound career that evolved from his working for Dewey Merrill early on. Yes, *our* Dewey Merrill, who died at Muir High School's gate after teaching two classes on Entrepreneurship. Our annual Business Plan Competition is named after him—and the awards are entitled the Dewey Merrill Award of Excellence. When my brother read an article I had written back

in 1999, he excitedly called me and told me of his earlier employment under Dewey and all he had learned about heat exchange and air conditioning from Dewey.

Yesterday (April12, 2013) , Sig died. Stage 4 lung cancer. Age 78.

A few weeks ago, while cleaning out files, I found the Junior Achievement newsletters that my then girlfriend Joy and I had published as student members of a J A Company

sponsored by the Chicago Daily News. The roster showed Sig as *reporter*, which I had forgotten. It struck me that Sig must have really paid attention to our mentors from the Daily News because he went on to become an entrepreneur far earlier than I did. And was far more successful than I ever became.

He invented a cooling system for chilling paint that was being stamped as images in place of paper labels onto ordinary cans like soda and which previously generated so much heat that the paint deteriorated. Sig's modular system was very compact, easily replaceable, and less expensive than competitors' alternatives.

He invented cooling systems for TV

vans and MRI vans that were lighter weight, more efficient, and cheaper than his competitors'. The mighty German company, Siemens, is one of the customers.

He invented the PillMinder, a 12-inch diameter, round plastic container, battery driven, for feeding multiple types of pills to ill people on a schedule as prescribed by the doctor. He licensed this to a manu-

The Carlson brothers (I to r. Sig. Ron & Ray

facturer and received a royalty for each unit sold. I have one, as does my youngest brother. Ron.

Rather than bother with a lot of employees, he rented a large warehouse and invited sub-contractors to rent space for each stage of manufacture. These worked as independent contractors and offered their services to other non-related businesses when not needed by Sig's company.

His only employee was his son who manages the enterprise and now has some mighty decisions to make as he takes over all aspects of sales, technical development, manufacturing, shipping, etc. Sig had worked from an office in his

home.

When teaching students about entrepreneurship and how to write business plans, I always used my brother Sig as an illustration of how a person can form a business based on good ideas and operate it at low cost and without many employees so that the overhead is kept low. I would hold up a fake million dollar bill and say that they could earn this over their

lifetime if they achieved a high school diploma, which could yield an extra \$25,000 per year over 40 years. A college degree could yield another million dollars because of an average of \$25,000/year more than a high school diploma. Then I would hold up a sheaf of million dollar notes and say they might earn one of these each year if they became an entrepreneur, just like my brother Sig. Then I would walk them through a simple 1-page business plan and ask them

to complete it based on their own idea. The *bottom-line* would show whether their business idea was worth investing in or they should try another idea. It has been very fulfilling to see the enthusiasm of the students and their business ideas and their oral presentations, especially during a Business Plan Competition.

Until the very end, Sig was dreaming up new ideas for business. He was a serial entrepreneur who enjoyed meeting problems or opportunities for which he could innovate solutions that were profitable. I'll really miss his excitement when he explained his latest idea to me ... or a solution to my need. A truly consummate entrepreneur.



Fellow Altadena Rotarians: As your current fellowship chair, I wanted to let you know about fellowship events that have been scheduled for the rest of Julius' Presidential year.

May 25 (a Saturday) at 4:15p, we will be attending the **Dodgers vs the Cardinals baseball game** at Dodger stadium. Our incoming President, Dennis Mehringer, will be making arrangements for us to see the game from the Stadium Club. Again, feel free to invite family and friends. Ticket and a meal will be provided at a charge of about \$35 per person.

June 1 (a Saturday) Hike in El Prieto Canyon ending with a barbecue lunch on the lawn of Theo's mountaintop home with panoramic view of the valley. Details such as meeting place, time and cost to follow (any cost should be minimal).

### June 2 (a Sunday) Lamp Program Luncheon

- This is the main annual fund raising event by Julius' fraternity Gamma Zeta Boule Foundation. It is a luncheon that will take place at the Pasadena Hilton Hotel on So. Los Robles Ave. The money raised will again be used to pay for college scholarships for local foster children. Our goal is to fill a table of 10 to support this very worthwhile project of our President. The cost is \$100.00 per attendee. The program will include good food and interesting speakers.

June 9 (a Sunday) - Antique Car Show at Lacey Park in San Marino. Although it will not be a project of our club, this event has been a fund raiser for the San Marino Rotary Club for many years, and is just an interesting program taking place in our area, and, by attending, you will know that the money will be going to support Rotary

projects.

June 27 (a Thursday) - The Demotion Party to celebrate the conclusion of Julius' year as Rotary President and the induction of the incoming President, Dennis Mehringer. This is an event you can be sure President Julius is looking forward to with great anticipation at this stage of his Presidential year.

Hope we will have lots of participation in these upcoming events. Remember, friends, family and potential members are *always* welcome at any of our Rotary Fellowship Events.

## Community Garden needs Investment

Silvera Grant, president of the Altadena Community Garden, was present with three others to present a community beautification project and to seek financial backing for its second stage. The project will place three sets of display plantings curbside on the Lincoln and Palm Street frontages of the Altadena Community Garden. [Some will recognize this location as being next door to the site of Altadena's weekly Farmer's Markets.]

The Lincoln Ave. section will feature California Native plantings, with emphasis upon locals that appear in our Foothill area. A corner section will be devoted to cacti and other succulents to draw attention to what we're doing at the Community Garden. Lastly, a long section facing on Palm Street will have *Mediterranean* plants to attract pollinators to the Garden.

The County's Parks and Recreation Department is a partner in the first stage of this project, and has provided irrigation and other preparation. But it is up to the Altadena Community Garden to find the money for the plantings, and that is the reason for their April 12 presentation. \$14,000 is needed to buy plants and materials, and the amount actually raised will ultimately determine whether the plants purchased will be attractive mature specimens, or starter plants that will need more time to become a true community asset. The project should offer special appeal to

students, and to youth generally. It goes public within the next week, and support is hereby solicited.



### Money

Continued from p. 4

(35%), New York (26%) and Honolulu (23%).

The report's calculation assumes a 3.5 percent 30-year fixed-rate mortgage, 20 percent down, itemized tax deductions at the 25 percent bracket, and the buyer staying in the home for seven years. Trulia provides an *interactive map* that reveals how the savings change under alternative scenarios. For example, if a homeowner does not itemize (many homeowners do not), the average savings goes from 44 percent to 35 percent.

The report factors in many considerations, such as maintenance, insurance, taxes and the fact that the average home for sale is 47 percent bigger than the average rental unit.

If you would like more information about the cost of buying versus the cost of renting, please contact me today.

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



Info/Tickets: Any Covina Sunrise Rotary member • www.CovinaSunriseRotary.org • (626) 858-0057

Bags, Wine Toss!