

February 28, 2013

This Week

Dan Stover Contest Club Level Program Host: Tom McCurry

Dan Stover, an Alhambra Rotarian, was an accomplished musician. He always entertained Club meetings and District Conferences with his musical wizardry. The year following Dan Stover's death, in 1987, the Alhambra Rotary Club established a music scholarship program and competition in his name. So successful was it that it became a District program the following year and has been every year since. Seniors talented with musical instruments from surrounding high schools compete at three levels for the chance to win the \$5,000 first place prize at the District Conference. We begin that competition this week at the Club level with the Altadena Rotary Club Dan Stover

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by President Julius Johnson

A Promised Profile and . . . Other Things

The biggest loser contest in our club is in its second week. As a horse in this race I am shamelessly recommending that you put a bet or two on me. I am really starting to get into this contest. I have even started walking around Devil's Gate Dam which I will be doing 2 to 3 times a week. That walk may be switched out for a walk around the Rose Bowl from time to time. Either way the pounds are going to come off.

Dave Smith has been spouting his commitment to win. Dennis is committed to swimming his way into the victory circle, while Tony Hill is taking his signature understated approach to becoming the *Biggest Loser*.

The second weigh-in is this Thursday at the club meeting. Come on down and place your bets.

As I pointed out in my last article this is Black History Month. I started out by giving you the names of a few Black bench and Bar members of the Altadena-Pasadena area who have made significant contributions of service that has made a positive difference in our community.

One of my personal favorites on the list is Judge Gilbert Alston. When I became

State wide President of the California Federation for Black Leadership (CFBL), Judge Austin came out to the installation Luncheon and swore me into office. Many years before that, when I passed the Bar, it was Judge Gilbert Alston who came to my family's dinner on Christmas day and performed a private swearing-in ceremony before my family and friends in front of the Christmas tree.

A native of Philadelphia, he served in the Air Force and became one of the first African American fighter pilots (in the main stream Air Force), serving from 1952 to 1957.

One of his colleagues on the Bench, Retired Los Angeles Superior Court Judge Nancy Brown said Alston was "as indepen-

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Greeters

February 28

Ray Carlson

March 07

Steve Cunningham

March 14

Craig Cox



Program Review

A Craft Talk

24 Years Late & Celebrating 50 years in Business

Ray Carlson has accomplished much in his Rotary career. Best known for his advocacy for entrepreneurship training Carlson is comfortable with speaking in front of Rotarians. Ironically, over his 23 plus years in Rotary he never gave his craft talk — that was completed on Thursday.

Carlson is a chemical engineer. Inspired by the words of Herbert J. Taylor (the man who wrote the 4-way test) about God hav-



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Rotary Club of Altadena - #7185

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Ed Jasnow Community
John Frykenberg International
Gordon Seyffert ... Youth Contests/Awards
Hal Yorke Vocational/Youth Projects
Ray Carlson New Generation
Gordon Seyffert Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

ing a plan for your life, he and his wife Joy had been praying for direction. In preparation they had their house up for sale when one December Ray was laid off from his job. Their house sold quickly (within two weeks) and he was contacted about a job working on an oil refinery in Stockholm, Sweden. He worked on this project for 8 years.

Ray saw that there was an opportunity to create Christian films for distribu-

tion in Europe. He was invited to become part of International Films, Inc. Their first animated film, *Humpty*, was successful. Allegorical stories are a great way to communicate Biblical truth. International Films produced animation, muppet style shows, live action movies, and children's media.

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February

Family Month

Program Chair, Tom McCurry

Feb 28 - Dan Stover Competition

March

Family Month

Program Chair, Craig Cox

Mar 07 - To be Announced

Mar 14 - To be Announced

Mar 21 - To be Announced

Mar 28 - To be Announced

Congratulations



Birthdays



02/02 - Julie Gustafson

02/08 - Mike Zoeller

02/10 - Julius Johnson

02/14 - Ruth Reeder

02/16 - Joan Frykenberg

02/25 - Brian Hayes

02/28 - Wendy Davis Noll



Anniversaries



02/03 - Sue & Don Applegate

02/17 - Ed & Mona Jasnow



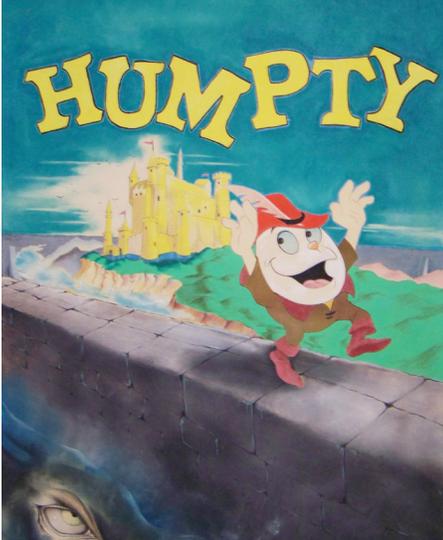
In this age of rapid and nearly universal electronic communication the concept of *friend* has undergone a major transformation. For non-Baby Boomers no longer is a friend someone you may visit or just *hang out with*, maybe taking in a movie or going bowling. Now, a *friend* is someone that

Program

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After the refinery was designed and 20 years in the petroleum industry, Carlson moved his family to England. In London he launched the English version of International Films. Some of the movies that he produced are *Patricia St. John's Tanglewood Secret* and *Treasures of the Snow*. Ray's son, Glen, described how *Treasures of the Snow* was sold to HBO, Showtime and also marketed to churches. Ray also had good success dubbing films into other languages. His company dubbed

Poster for a Carlson film



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Fire Your Imaginary Friends . . . But How?

you have added to your list of people on Facebook, with whom you are willing to share the most intimate details of your personal and professional life. These virtual friends know whom you are dating and the degree of seriousness of this liaison. They know what you had for dinner last night, what you did afterwards, and whether your pet dog just had a colonoscopy. And they know what your other virtual friends are doing and *liking*.

Yes, and the concept of *like* has evolved also. A *like* is an image or text fragment on your Facebook page that someone has clicked on, adding a virtual tag that all your virtual friends can see. Getting a lot of *likes* can make a Facebook junkie very happy, or ruin his or her day, should the opposite happen. All of this makes you

wonder how on earth folks were able to stalk their exes, remember birthdays, communicate with their friends with bumper-sticker wisdoms, or play a rousing game of Scrabulous prior to Facebook?

Trying to turn back the clock and leaving Facebook can be difficult if not virtually impossible. My daughter tried it once, but peer pressure forced her back into the virtual fold. At least now she has significantly reduced her Facebook time and has joined real groups of real people that actually see each other and do things together. And, guess what, in order to set up a group run through downtown LA or organize a group meet or just communicate with one another, one of her new groups created a Facebook page... 

Judgment

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dent as a hog on ice." In 1978, Alston was hailed as a defender of the First Amendment when he ruled that the state court rule banning broadcast coverage of court proceedings was unconstitutional.

Two years later, after the state Supreme Court adopted an experimental rule on television coverage, Alston presided over the first televised proceeding.

While on the Superior court bench here in Pasadena, after a criminal trial had begun and some evidence had been taken, Judge Alston stopped the proceedings, thanked and dismissed the jury, and stated that the courts had no business interfering in what was essentially "a business transaction between a whore and her trick." The evidence showed that she had agreed to perform certain acts for money. The acts were performed plus some extras. He refused to pay for the services,

and she claimed rape. In his way, Judge Alston defended the integrity of the Court.

Judge Alston lived here in Altadena for years in a house overlooking the Arroyo Seco from the East side. He later built a home on the side of the hill in Pasadena overlooking the 210 freeway west of the Arroyo Seco.

He mentored high school kids involved with Jr. ROTC and was a great help to young lawyers in our community. He also served as a great role model for me and others. In 2005, at age 74 Judge Alston passed away, leaving a legacy of service.

More profiles to come.

Please consider joining us in San Diego at the District Conference in May, 17 - 19 2013. Several of our members will be receiving special recognition from the District Governor for their *Service above Self*, preformed in this Rotary year. 



MONEY by Linda Wilkes MATTERS

Economic Update In the News

Retail sales rose 0.1 percent to \$416.6 billion in January. This follows a 0.5 percent increase in December. Compared to January 2012, retail sales have increased 4.4 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending February 8 fell 6.4 percent. Purchase volume fell 10 percent. Refinancing applications decreased 6 percent.

Import prices rose 0.6 percent in January, following a 0.5 percent decrease in December. On a year-over-year basis, import prices were down 1.3 percent in January. Export prices rose 0.3 percent in January, following a 0.1 percent decrease in December. Compared to a year ago, export prices were up 1.1 percent in January.

Total business inventories rose 0.1 percent in December to \$1.623 trillion, up 5.1 percent from a year ago. Total business sales increased 0.3 percent to \$1.274 trillion in December, up 3.6 percent from a year ago. The total business inventories/sales ratio in December was 1.27.

Industrial production at the nation's factories, mines and utilities fell 0.1 percent in January after increasing 0.4% in December. Compared to January 2012, industrial production has increased 2.1 percent. Capacity utilization fell to 79.1 percent in January from 79.3 in December.

The Reuters/University of Michigan consumer sentiment index for February's preliminary reading rose to 76.3 from 73.8 in January.

Initial claims for unemployment benefits for the week ending February 9 fell

by 27,000 to 341,000. Continuing claims for the week ending February 2 fell by 130,000 to 3.187 million. The less volatile four-week average of claims for unemployment benefits was 352,500.

Upcoming on the economic calendar are reports on the housing market index on February 19, housing starts on February 20 and existing home sales on February 21.

Industry Insider

Prospect Airs National TV Campaign

Prospect [the company for which I work] launched a national television campaign this week. The campaign's goal is to create awareness for the company's renovation home loan program and build its national brand presence.

The *campaign* will run for four weeks, throughout the day and evening, with the highest percentage running on targeted networks during primetime.

Over 12 million viewers will see the commercials. Prospect will be focusing on home-centric programming with the majority of the audience coming from national networks like HGTV, TLC and DIY.

"This campaign promotes our leadership position in renovation lending, provides national exposure of our renovation products, and highlights where we see solid growth in the mortgage lending market," said Prospect Chief Marketing Officer Kevin Morefield.

The commercials follow actual 203(k) loan customers through a renovation by showing before and after images and video of the home. The homeowners are featured on camera talking about their experience. By highlighting the benefits of a 203(k) purchase or refinance loan, the ad introduces Prospect to a new audience and brands Prospect as a source for

the highly popular renovation mortgage product.

"By highlighting this innovative product offering, we see an opportunity to differentiate Prospect from other mortgage companies that are focused solely on rate/term refinances," said Morefield.

Prospect is the nation's second-largest FHA 203(k) renovation lender. If you want to learn more about Prospect's new national TV campaign and how such loans may benefit you, please contact me today.

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

Program

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Campus Crusade's Jesus Film into 21 languages (it is now in over 1100).

Glen Carlson has continued to walk in his father's footsteps. He works for a Christian media company in Germany called ERF. They produce documentaries, dramas, talk shows, and children's shows.

Craig Cox

Poster for a Carlson film



This week we're continuing to look at the ways we earn points toward designation as a Premier Club in the new IGNITE membership program.

5. **Club selects and completes 4 or more of the "15 + Tips for Successful Clubs."** [10 points for each tip completed by club.] This one is a bit too complex to explore fully, as might be imagined. But some of the tips we've used in the past, such as designating a particular club weekly meeting as a day to send out mailed invitations to potential new members to attend and hear a weekly presentation. On the list of 15 this one's called "Rotary Guest Day," but we billed it as an invitation to "Look into Rotary."

Many of us may have forgotten, but the idea for this (a/k/a) *Each One Bring One* event came from a new member — Wilbert Smith. The Membership Committee embraced the idea and we all received a supply of printed invitations and envelopes for the purpose. Full participation only required that each member *invite* a prospect, not that each member actually bring a guest.

The weekly presentation was a twofer. Headlining was a presentation by retired police officer Harlan Ward, the then-current president of the Gamma Zeta Boulé Foundation (that runs a local mentoring program to encourage Black college enrollment). Equally important, however, were musical and artistic photography displays provided by youth from the NAACP's ACT-SO program. By featuring this particular paired presentation,

our club demonstrated commitment to both our greater community and to the theme *In Support of Our Youth*.

6. **Club assigns a mentor to each new member.** [10 points for each mentor assigned - five to mentor and five to mentee.] This one is easy — once we attract the new members!
7. **Club assigns new members to a committee assignment within first week of membership.** [10 points one time per new member.] I'm sure this was designed for clubs of either a larger size or a different climate than ours. We've always been a club built upon friendship, and getting to know one another doesn't take long — particularly when active members take the trouble to reach out quickly to the new person.

To assign points for this activity honestly requires us to move into an established system of committees with assigned membership. When I joined it was easy to become a committee member; I think I attended an open Membership Committee meeting at Craig Cox's home the very night I was inducted. And it wasn't long after that I was attending Theo Clarke's famous Fellowship Committee meetings at the Ale House, where the first item in his recorded minutes was always a notation as to what wines or beers we were sampling!

8. **Club holds Fireside training for new members.** [10 points for each Fireside.] As I understand it, Altadena Rotary used to hold such events. And we already meet with prospective members to discuss the obligations and opportunities of Rotary before we vote on a

membership application. I see the Fireside meeting as an extension of the first meeting, except that now we have a different objective.

The new member has made a commitment to us, and we to her or him. Now we're meeting our obligation by passing on more detailed information about the workings of RI and of the Rotary Club of Altadena, and by helping the new member understand how a White Badge may be earned.

Perhaps the reason we haven't reinstituted this is because we don't have assigned Membership Committee service. If we did, the chair would either call for a Fireside directly or assign the task to a committee member; the sponsor and/or mentor would be invited to join members of the committee, if not already so engaged.

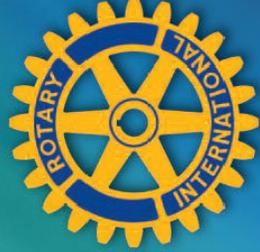
More next week!

This Week

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Competition. The winner of Thursday's program will compete at the regional level in April against other winners of local Club level competitions, and the winners of the regional competitions will compete at the District Conference in May 2013.

Assistant Director for Vocational Services, Gordon Seyffert, and this year's Chair of the Altadena Rotary Club Dan Stover Competition, Quick Cunningham, have some great competitors for us. We also have a slate of top notch judges, headed by longtime friend and renowned teacher Marya Basaraba



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DISTRICT 5300

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- >> World Peace Media Awards
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