

January 03, 2013

This Week
Mid-Term Club
Assembly
Planning for the Next
Six Months
Guest Program
Host: President
Julius

This week the Altadena Rotary Club will be holding its mid-term Club Assembly. This Club Assembly is intended to take a retrospective look at club accomplishments to date and planned activities to come.

President Julius has asked that each committee/subcommittee chair prepare a 2-minute presentation on what his/her committee/subcommittee has done and will be doing. Opportunities to serve on the committees/subcommittees are to be talked about. We may also be hearing from our officers and directors.

If you are new to Altadena Rotary or have some time to donate, this is a great time to make plans and talk to Committee and Sub-Committee Chair Persons. Think about your interests and which committee/subcommittee is a best fit for you.

This year our mid-term Club Assembly will be held at Big Mama's Rib

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Happy New Year and . . .

Welcome Back!

Believe it or not, we are at the half way point in this Rotary year. I am looking forward to a great time of fellowship and community service projects over the upcoming months.

This Thursday is our Club Assembly. We will be meeting at

Big Mamma's Soul Food restaurant
on Lake Avenue in Pasadena
Just north of Washington Bl.
Ribs, chicken and jambalaya
will be part of the buffet delight.

At the Club Assembly each club committee/subcommittee chair will give his/her report on what he/she has done year to date and what his/her plans are for the second half of this Rotary year. Each Chair will announce the date time and place of their next committee meeting and extend to you an invitation to join them and provide you with an enticing reason why you should be an active member of his/her committee.

It will be a good meeting to invite prospective new members because they will get a insightful overview of what we are doing this year in the Altadena Rotary

Club. Plus the food will be really good.

See you at the Club Assembly this Thursday at Big Mamma's. Committee Chairs, you will have four minutes each to give your report so have them ready to go. Please be there on time. I plan to start the presentations a little early to make sure all committee/subcommittee chairs have his/her turn at bat. As a reminder: 2 minutes has been set as a time limit.

Come and get a look into the future of Altadena Rotary.

I pray that your New Year will be healthy, happy and blessed. ☺

Greeters

January 03
Linda Wilkes
 January 10
Hal Yorke
 January 17
Mike Zoeller



Program Review

The Meeting Not Quite as Advertised

Once every year or so, instead of meeting at the Altadena Town & County Club or another Altadena venue for our regular Thursday meeting, Altadena Rotarians hit the road and visit another Rotary Club in the geographic area for fellowship and service.

On Thursday, December 13, the club was set to visit a special meeting of the San Marino Rotary Club. Not only is San Marino a larger club with many outstanding members and wonderful service



Isaac Hung, President, San Marino, Rotary

projects, the program for this day was to be their annual visit with the Rose Queen and her Court.

And so, the club members looked forward with great anticipation to visiting and participating in what should have been a highlight of the Christmas season.

A strong contingent of Altadena Rotarians arrived at noon filled with excitement, anticipation and Christmas cheer. However, our excitement soon gave way to dismay when certain facts were brought to our attention:

- First, the San Marino Rotary Club was not aware that we were coming to visit.
- Second, the Queen and her Court were not in attendance as they had appeared at the San Marino club several weeks earlier.
- Finally, instead of having a regular program with a highly informative speaker, the San Marino board had scheduled their Annual Meeting [their mid-term club assembly] for that day. Ah ha! This was probably the reason

for the light turnout of the San Marino folk. Our twelve members — Sue Applegate, Tony Hill, John Frykenberg, Tom McCurry, Jim Gorton, Theo Clarke, Mike Noll, Ed Jasnow, Ray Carlson, Julius Johnson, Jacque Foreman, and myself — and our two guests — Yvonne Miller and Brad Roc — helped round out their attendance by sitting in what appeared to be a vacant, northeast corner of the room. The program included election of officers and approval of board actions ... not the most scintillating stuff. I am sure that many of the San Marino Rotarians scheduled another, more exciting activity in lieu of attendance.

However, the San Marino Club officers and members were very welcoming to us and thanked us for coming to their annual meeting. In addition to bumping their attendance, we enjoyed an excellent repast that would have gone to waste had we not been there ... win-win for San Marino, as we paid them for our meals.

In spite of the absence of the Queen and her Court, it was nice to go to another

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Rotary Club of Altadena - #7185

Chartered: February 14, 1949
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Dennis Mehringer • Tony Hill

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Craig Cox Foundation
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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
Ray Carlson New Generation
Gordon Seyffert Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

January

Rotary Awareness Month

Program Chair, Dennis Mehringer

- Jan 03 - Club Assembly
- Jan 10 - To be Announced
- Jan 17 - To be Announced
- Jan 24 - To be Announced
- Jan 31 - To be Announced

Congratulations




Birthdays

01/03 - Betty Ferris
01/10 - Santosh Srivastava
01/14 - Bill Reeder
01/27 - Ann Rider Hill
01/27 - Barbara Yorke




Anniversaries

01/13 - Jim & Karen Gorton
01/04 - Mike & Carol Zoeller
01/22 - John & Joan Frykenberg

5 Reasons to Give to the Rotary Foundation by Antoinette Tuscano



By donating to The Rotary Foundation, you support Rotary's six *areas of focus*, which help advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

Contributions to the *Every Rotarian, Every Year* (EREY) initiative, are the primary source of funding for Foundation programs. By giving US\$100 a year through EREY, you become a Rotary Foundation Sustaining Member.

Here are a few ways your contributions are changing lives around the world.

5. Fighting hunger- In Romania, children have eggs, milk, and meat because of a Foundation grant that enables local farmers to buy animal feed, packaging materials, and other supplies. The farmers agree to donate a portion of their products to children's hospitals, schools, and orphanages.

In Alaska, USA, the Rotary Club of Anchorage East is also *fighting hunger* by distributing food to low-income families through a mobile food pantry.

Projects such as these address two

areas of focus:

- a) maternal and child health and
- b) economic and community development.

4. Reducing child mortality- The Rotary clubs of Jaela-Kandana, Western Province, Sri Lanka, and Madras Northwest, Tamil Nadu, India, are helping to reduce child mortality by providing improved sanitation facilities for 15 families in a small community in Sri Lanka. With a Rotary Foundation grant, the clubs have built 14 toilets, helping to prevent the spread of diarrhea-causing diseases related to poor sanitation.

According to the World Health Organization, 1.8 million children die of diarrhea every year, making it the second leading cause of death among children under five. Proper sanitation can reduce the child mortality rate in many communities by more than 30 percent. Water and sanitation is one of the areas of focus.

3. Promoting peace and conflict resolution - As the policy director for Latin America and the Caribbean for the International Centre for Missing and Exploited Children in Brasília, Brazil, former Rotary Peace Fellow *Katia de Mello Dantas* is helping to stop sexual abuse of children, including pornography, human trafficking, and abduction. Every day, at least 22,000 children worldwide are reported missing, and 5,000 are victimized through commercial sexual exploitation, according to the center.

Rotary Peace Fellows are leaders in promoting national and international cooperation, peace, and conflict resolu-

tion. *Help support the Rotary Peace Centers.*

Rotary is also promoting peace through three upcoming *Rotary Global Peace Forums*.

2. Basic education and literacy- A literacy project sponsored by Rotarians in South Africa and Rhode Island, USA, in conjunction with the International Reading Association and Operation Upgrade, is teaching adults in the rural community of KwaNibela, KwaZulu-Natal, South Africa, to read and write. These skills will help them fight poverty in their community.

Through the effort, nearly 600 adults are attending literacy classes taught by instructors trained with help from Operation Upgrade, which specializes in adult basic education. Funding from The Rotary Foundation provided classroom books. *Read more about the project*, which supports the basic education and literacy area of focus.

1. Eradicating polio- Around the world, Rotarians are going the distance — participating in walkathons, climbing mountains, cycling, even circumnavigating a continent in rubber dinghies, among other *fundraisers* — to help Rotary rid the world of polio.

You also can raise awareness by taking part in the *World's Biggest Commercial*, where you can upload your photo and let people know we're *This Close* to ending polio.

Since Rotary launched its *PolioPlus* program in 1985, eradicating the disease has become the organization's top priority. *End Polio Now* and help fulfill Rotary's promise to the world.

This Week

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Shack, 1453 N. Lake, Pasadena. Jacque Foreman plans to e-blast everyone as a reminder of our *different-than-usual* location. Those present will be hearing about new ideas and programs

Plan to come, ask questions and support your Altadena Rotary Club by being an active participant. ○



MONEY by Linda Wilkes MATTERS

Economic Update In the News

The National Association of Home Builders/Wells Fargo monthly housing market index rose two points in December to 47, the highest level since April 2006. This marks the eighth consecutive monthly gain. 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 December 14 fell 12.3 percent. Purchase volume fell 5 percent. Refinancing applications decreased 14 percent.

The combined construction of new single-family homes and apartments in November fell 3 percent to a seasonally adjusted annual rate of 861,000 units. Single-family starts decreased 4.1 percent. Volatile multifamily starts fell 1 percent. Compared to a year ago, housing starts were up 21.6 percent in November. Applications for new building permits, seen as an indicator of future activity, rose 3.6 percent to an annual rate of 899,000 units.

The Commerce Department announced that gross domestic product — the total output of goods and services produced in the US — increased at an annual rate of 3.1 percent in the third quarter of 2012, compared to the initial estimate of 2 percent.

Existing home sales rose 5.9 percent in November to a seasonally adjusted annual rate of 5.04 million units from 4.76 million units in October. Compared to a year ago, existing home sales were up 14.5 percent in November. The inventory of unsold homes on the market fell 3.8 percent to 2.03 million in November, a 4.8-month supply at the current sales pace, down from a 5.3-month supply in Octo-

ber.

Initial claims for unemployment benefits for the week ending December 15 rose by 17,000 to 361,000. Continuing claims for the week ending December 8 rose by 12,000 to 3.22 million.

Upcoming on the economic calendar are reports on the housing price index on December 26 and new home sales on December 27.

Knowledge Builder FaceBook and SEO

According to *Postling*, which provides social media tools to small businesses, 84 percent of real estate professionals were using social media last year, of which 79 percent were using Facebook. With Facebook's meteoric rise in popularity, it's important to know that Facebook plays a significant role in search engine optimization (SEO).

Here's how you can make your Facebook page SEO ready:

- Like regular websites, keywords rule in Facebook when it comes to SEO. Make sure your posted video and photo descriptions, discussion topics and even your wall posts use keywords when appropriate.
- Just like with your business website, backlinks that lead to your Facebook page are important for SEO. The more well regarded, and popular, the source of a backlink is, the better it will help your SEO ranking.
- You can create a unique username for your Facebook page. For example, you could create the following Facebook username: [facebook.com/JohnSmithRealEstate](https://www.facebook.com/JohnSmithRealEstate). If your first choice is taken, consider adding your location to the end of your username. Using terms that are related to your business will help your SEO strategy.

To change your current page name, log into your Facebook account and then go to [facebook.com/username](https://www.facebook.com/username).

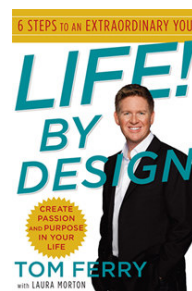
- Your Facebook **About** section is very important. Make sure you include your address — that will help with those searching by location. Again, use keywords in the description of your business.
- Facebook allows you to build custom pages, which appear as tabs that visitors can click and visit. The same SEO principles apply for new page content: Use keywords in your custom tab names, page titles, headers and upfront in any new copy created for those pages.

Finally, search engines will rank you higher when people **like** your pages. In order to improve your Facebook SEO strategy, you should consistently find ways to build your **like** fan base.

Insight NOW Design Your Life

In this month's edition of InsightNOW, Prospect Mortgage's Chief Performance Officer Todd Duncan talks to Real Estate Sales Trainer Tom Ferry, author of the *New York Times* bestseller, "*Life! By Design: 6 Steps to an Extraordinary You*," about his proven success strategies.

Living *life by design* means making the choice to operate at your highest level in the areas that are most meaningful to you, including relationships, business and health. Ferry has identified the four addictions that prevent people from achieving success in key areas of their life: Addiction to



Please turn to Money p. 7

Rotary's Early History

Recently Craig Cox was kind enough to think of me when he came across a fifty-year (1905-1955) anniversary history of Rotary, a book which he himself had been given some years ago. As I'm interested in things historical, including the history of our Rotary Club of Altadena, it seemed to Craig that this was an occasion to pass the book on to someone who might make active use of it. Thanks, Craig!!

The first thing that struck me about the contents of the book was that the story of the beginnings of Rotary has an *echo* in today's world. Here's what I read, beginning with the tale of how a mining engineer, a merchant tailor, a lawyer and a coal dealer got together to talk about an "idea for a new club" on a February evening in 1905:

"[Paul Harris] explained that it would be a good thing if a group of business men could get together periodically to get better acquainted, and perhaps to help each other obtain more business. The new club might be started on the basis of only one man from each business or profession, so there would be no competition. Keenly aware of the business rivalry of their time, they agreed that in this way there might be less chance for dissension within the new club.

"[The tailor] thought that it might be a good idea to make a lot of new friends who presumably would be working overtime to persuade new customers to have their clothes made at his place. [The coal dealer] also approved the idea. 'Each one of us,' he said, 'would be having some thought for the welfare of the other fellow.'"

What has remained the same?

I've learned that there is at least one group in our area that is based upon the idea of business referrals. It's a simple concept, really. Each member of the group has to refer a new customer to at least one other member over a given period of time. It's totally up to each member to decide whom to recommend, and also to select the friend or acquaintance who will be given the referral.

No one member has any control over whether they themselves will be picked to be a beneficiary of this arrangement. But it is assumed that over time the recommendations will even out, and that each and every member will benefit in some way. In its simplicity this informal group harkens back, it seems to me, to the above-described earliest vision of Rotary.

What has changed?

Clearly the concept of focusing upon the welfare of others has long since reached a higher definition within Rotary. We pride ourselves on *Service Above Self*. So much so that we easily lose track of our classification. We need not even be actively pursuing a business or professional endeavor to feel at home within the Rotary of today. Moreover, the world of work has become so very specialized that persons of the same *calling* may have quite different clienteles and specialties.

But I feel that it is still a good idea for us to continually push the limits of our respective visions about whom we should be encouraging to join. There are so many kinds of business and professional people whom we do NOT have represented.

Reading months ago of the early days of our club in Altadena, I was struck by

the representation of local merchants of various kinds. It's true that, today, Altadena doesn't support, say, a sporting goods merchant as we once did. Now we go to a mall or a *big-box* store for that — if we haven't first ordered what we need from a catalog or web site. But doesn't it seem odd that we don't have even **one** merchant among us?

And what of our interest in membership retention? That can refer to classification retention just as well as it can refer to keeping our new members who wear the red badge at our meetings. And so I think of the member who just left us for a new job in northern California. Are we thinking of replacing him with another person with roughly an equivalent classification?

I believe we should, and if you haven't made any New Year's resolutions yet, then how about resolving to think of a good candidate to fill the classification just vacated. Someone you know could be the right person — one who will welcome your interest in them and be pleased to be invited to one of our meetings as your guest ...

Program

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Club's meeting.

Thank you, Dennis Mehringer, for arranging this opportunity. There were no hard feelings. Heck, nobody can get upset when it's Christmas. In the future, perhaps we should encourage members of other clubs to guest at our club meetings when we are conducting club business.

Boyd Hudson ☉

Christmas Party

A Photo Essay

Photos by Jacque Foreman, Sparks Editor



MAXIMUM
OCCUPANCY
8
PERSONS



Party Photos

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Money

Continued from p. 4

- the opinions of others: Don't be afraid to try something new because of what people might think.
- drama: Eliminate the drama. You can't focus on goals when you're involved in drama or upset.
- the past: Get rid of old notions about the economy, politics and technology. The business world is changing fast and success comes to those who work in

the present and apply relevant strategies and solutions.

- worry: Be aware of your thoughts and what you say to yourself. Worry takes valuable time and energy and keeps us from reaching our goals.

An Instant New York Times **Best Seller**, *Life! By Design* is a high-energy journey into a world of proven success secrets Tom Ferry has shared with countless real es-

tate professionals through hundreds of acclaimed public appearances. For people ready to grab the brass ring, the book serves as a vivid blueprint for positive change in both their business and personal lives

*For information on Ferry's book, visit www.yourcoach.com/products.cfm ☉

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