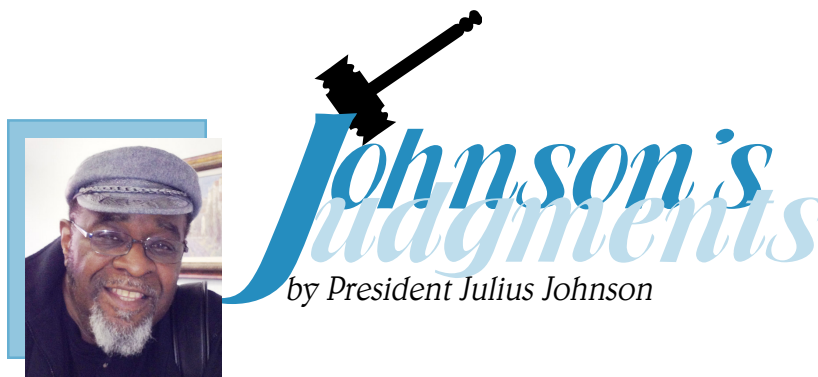



May 02, 2013



This Week PCC Veterans' Scholarship Awards Program Host: Craig Cox

One of the endowments created by the Altadena American Legion Post through Altadena Rotary Charities funds the PCC Veterans Awards. This year we will be presenting scholarships of \$1250 to four Pasadena City College student/veterans who live in Pasadena and Altadena.

Each student has exhibited leadership, scholarship and service to others. This year the applications were received through the PCC Veterans Affairs Department run by Patricia D. D'Orange Martin.

Make sure you attend this Thursday to support these students and to hear their stories. 

District Assembly Done . . . District Conference Coming

Interaction between clubs has been the call of our in coming District Governor, Miles Petroff. We got a chance to put it into practice this weekend as we attended The Las Vegas Fremont Rotary Club Foundation's Street Party. These Rotarians know how to party. The setting, the music, the food all was well put together with the glue of love fun and fellowship. The event was attended by District Governor Sylvia Whitlock, in-coming District Governor Miles Petroff and his lovely bride, Teresa and a host of past District Governors.

This was the third year in a row that they have put on this event, and it was quite successful raising money for the foundation and the Ronald McDonald House Charities. Next year we should put this down as one of our club's fellowship events. It is something we can do with our Rotary partners. They get to do all the work, and we get to have a really great time, and the Charities get supported. Truly it will be beneficial to all concerned while building good will and better friend-

ships.

Clear your calendar's for the District Conference, May 17 - 20, 2013. Book your room at the Town and Country Resort and Conference Center in beautiful San Diego. We are going to have a really great time — centered on fun and fellowship. It may sound like all we do is party, party and party, but we also do a lot of good works and make lives better for a lot of people locally, nationally and across the world. What a great combination! Making a difference that makes a difference and doing it with people about whom you care and with whom you enjoy fellowship.

Let's make a difference together. 

Creeters

May 02
Sammy Kayali
 May 09
Alan Kindrick
 May 16
Sterling Louviere



Program Review

50 Years of Rewarding Excellence

That's how many years our club has been presenting awards to students of Pasadena Community College's vocational schools. Started in 1963 by one of our outstanding members, Dr. Bill Gannon, this program's purpose is to reward those young people who are developing skills that our community needs. They do not require a four-year college degree, but they are essential to the well-being of all of us.

Opening remarks were made by

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

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Meets: Thursday, 12:10p

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Gordon Seyffert • Sterling Louviere

Dennis Mehringer • Tony Hill

Chairmen

Dennis Mehringer 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

Ray Carlson New Generation

Gordon Seyffert Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

David McClure, the Assistant Director of PCC's vocational school. He praised these students who have been recommended for these awards by their teachers for their dedication and achievement in their respective fields. He then invited the heads of the five departments to come up and present the award-winning students. Unfortunately, not all the students were present to have their pictures taken. These students are:

ENGINEERING & TECHNOLOGY

Construction Inspection - Susan Garmendia
Building Construction - Victor Swearingen
Graphic Communication - Rafael Rodriguez

Electronics Technology - Benjamin L.

Eng & Tech., (l to r) Daniel Inostroz, Wayne Houwman, Instr. & Victor Swearingen



Quiroz

Automotive Technology - Daniel Inostroz

BUSINESS

Biz., (l to r) Raechel E. Ceroni-Nanaeto & Cassandra Garcia



Accounting - Cassandra D. Garcia

Business Administration - Raechel E. Nanaeto

HEALTH SCIENCES

Please turn to Program, p. 3

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 Competition

May 23 - JROTC Awards

May 30 - ClubRunner Training

June

Month not designated

Program Chair, Ed Jasnow

Jun 06 - To be Announced

Jun 13 - To be Announced

Jun 20 - To be Announced

Jun 27 - Demotion Party - Evening Event

Congratulations



Birthdays



05/05 - Ursula Moore

05/09 - Bill Jennings

05/15 - Elsa Smith

05/18 - Craig Cox

05/30 - Susan Applegate



Anniversaries



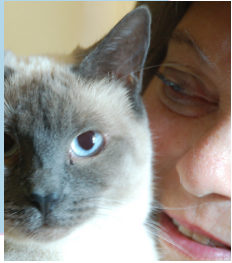
05/18 - Tony & Ann Rider Hill

05/19 - Roger & Kathleen Anne Fennell

Chairmen's Corner

by Jacque Foreman, Public Awareness Chair

A Forum for Ideas, Diverse Opinions and Just Plain Sharing what's of Interest to You . . .



... is one of the things that makes *Sparks* unique among the club newsletters in our district, and, perhaps, in any district. You may have noticed that I don't stifle what might be controversial ideas — even those with which I may disagree. However, the article must be well written and deal with **ideas** and **not personalities**. As editor, I do reserve the right to limit the discussion so it doesn't overtake *Sparks*. In all the years that I have been

editor — and that's since around August 1997, only once have I had to limit discussion and only one person has asked to be taken off the mailing list because I allow such discussions to take place. Now to another topic.

Strangely enough, one of the things on which the club newsletters are judged is how well we share articles with the district newsletter — **The Highlighter**. I submit those articles I believe to be of interest to the district at large. However, if you feel that you are writing for an even larger audience than our club and the 50 or so

others to whom I send *Sparks in Brief*, feel free to ask that I submit your article to the District or you can do so yourself — Ray Carlson does this quite often. He uses my skill at laying out a page and then shares it as a PDF and sometimes submits it directly to the District himself.

It must be said that they also judge the club newsletters on content, layout, consistency and a few other things.

Sparks is probably one of the largest newsletters in the District, because to me, content is *content*. That is not just a couple

Please turn to Chairman, p. 4

Program

Continued from p.2



Hlth Sci., (l to r) Hilda Cruz, Stephanie F. Tjie, Anita M. Bobich, Lori Gagliardi, Thomas P. Neiderer, Johnson Sung, Jorge Ramirez

Dental Hygiene - Stephanie F. Tjie
Dental Laboratory Technology - Jorge Ramirez
Johnson Sung
Dental Assisting - Hilda F. Cruz

NATURAL SCIENCES

Biological Technology - Leone A. D'Antonio

PERFORMING & COMMUNICATION ARTS

Broadcast Journalism - Brooke Peterson
Audio Production - Andrew D. Louie

Television Operations - Justin A. Naranjo

At the end of the program, host Dennis Mehringer invited all of the students and faculty to think about joining our club and coming to one of our lunch meetings. He then generously offered to pay the first year of dues and membership for anyone who joined. It would be an honor to have any of these students and faculty members join our club. Congratulations to all the winners!



Tel & Rad., (l to r) Brooke Peterson, Sarah Barker, Instr., Barbara Naylor, Justin Naranjo, and Andrew Louie

District Assembly

This is the second one of these for me, and I think I'm getting the hang of it. I took the training for Secretaries and Secretaries-Elect, and was glad that I did. DaCdb is beginning to look more and more like a resource to be used, and I'm starting to see how it all works.

President-Elect Dennis (one of the four of us from this club who attended) still isn't comfortable with it, and he asked me to update his home address on it for him. This I did upon my return, and I'm happy to assist others if requested to do so.

But that isn't the reason for my column this week. No, there's something else on my mind. While I was there, I thought I should buy a personal copy of the District 5300 Directory. After all, I reasoned, if I am selected as a Continent Leader for next year's RYLA experience, I'll need to visit clubs in our own Group 1 of the California West Region to make a recruiting pitch for Facilitators.

Buying the Directory gave me the opportunity to review it at my leisure, and I saw something on Page 6 of the District Section that I hadn't noticed before. It's the statement of the 2013-14 Governor's Goals. There are goals for Membership, The Rotary Foundation, Club Service, International Service, New Generations, and Public Relations. And then there's the top two lines, which convey the "District Governor Project," *in 25 words or less* — this last part being my observation only!

"Raise \$75,000 for Kathy Buckley's *No Limits Foundation* in California and Nevada, to meet the needs in auditorial, speech and language capabilities of deaf children."

Okay, I edited this slightly, because

that's what I do. But *WHAT*, you ask, is that? Not another word is provided to tell you about this Foundation, and I'll be the first to admit that I'd never heard of it before Saturday, April 20.

Now I'm pleased to be able to tell you about this group, because I heard the talk that Kathy Buckley gave, and I picked up the pamphlet that was made available to us at the time. Who is Buckley? She's the first hard-of-hearing comedienne in the country, and she delivered her comedy act to us after she made her serious presentation. As you might imagine, the two weren't unrelated....

No Limits was founded in 1996 by teacher Michelle Christie, who began an after school program of oral communication, socialization, and public speaking skills for children with hearing loss. Notice the word **speaking**. This is not a program to teach sign language; it's rather a program to give children the ability to really speak and be understood. With that, pretty much everything else becomes possible.

Other programs are available to fund cochlear implants and special hearing aids, but expenditures on technology alone won't mainstream a child. It takes what is called *Auditory Verbal Therapy* to take full advantage of medical advances, and that runs \$100-\$150 per hour! For middle- and lower-income families, providing all the needed support to lead children to effective speech is out of reach.

The No Limits Educational Center — presently in Culver City alone, but expanding soon to the Las Vegas area — is the only organization in the country that provides free auditory, speech, and language

services for disadvantaged hearing loss children between five and eighteen years of age. Plus, they also provide parent education, so that Mom and Dad can become their child's advocate. There are other programs in Performing Arts, Science and Technology, and college planning — more than can be explained here. [See: www.kidswithnolimits.org]

Miles Petroff, our new DG as of July 1, counts (along with his wife Teresa) Kathy Buckley as a personal friend. Like our current District Governor, his choice of a District Governor Project was borne of a personal commitment. The Assembly included a *bidding* segment following the presentations, and, in true Rotary spirit of *Service Above Self*, we did ourselves proud in District 5300. Stay tuned....

Chairman

Continued from p. 3

of pictures and captions, a list of officers and possibly members. Not all of us read all of *Sparks* all the time, but there is no denying that it always has *content*.

Remember ... if you are thinking that you might like to write about a particular topic or just whatever interests you that week, let me know, and I'll set up a column head for you. And, you can always have a *regular/irregular column* like my *Playing in the Mud*, which covers some of my gardening stories.

We currently have five (5) columnists: Linda Wilkes, Gordon Seyffert, Ray Carlson, Josh Miller (a new addition — welcome), your editor, and a sometime columnist from whom we have not heard

Please turn to Chairman, p.6



MONEY MATTERS

by Linda
Wilkes

Economic Update In the News

The combined construction of new single-family homes and apartments in March rose 7 percent to a seasonally adjusted annual rate of 1,036,000 units. Single-family starts decreased 4.8 percent. Volatile multifamily starts rose 31.1 percent. Compared to the previous year, housing starts were up 46.7 percent in March. Applications for new building permits, seen as an indicator of future activity, fell 3.9 percent to an annual rate of 902,000 units.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending April 12 rose 4.8 percent. Refinancing applications increased 5 percent. Purchase volume rose 4 percent, the highest level since May 2010.

The National Association of Home Builders/Wells Fargo monthly housing market index fell two points in April to 42. An index reading below 50 indicates negative sentiment about the housing market.

Consumer prices fell 0.2 percent in March, following a 0.7 percent increase in February. Compared to March 2012, consumer prices have risen 1.5 percent. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.1 percent in March.

Industrial production at the nation's factories, mines and utilities rose 0.4 percent in March after a 1.1 percent increase in February. Compared to March 2012, industrial production has increased 1.9 percent. Capacity utilization rose to 78.5 percent in March from 78.3 percent in February.

Initial claims for unemployment benefits for the week ending April 13 rose by 4,000 to 352,000. Continuing claims for the

week ending April 6 fell by 35,000 to 3.06 million. The less volatile four-week average of claims for unemployment benefits was 361,250.

Upcoming on the economic calendar are reports on existing home sales on April 22, new home sales on April 23 and gross domestic product on April 26.

InsightNOW Finding Your 'IT'

In this month's edition of InsightNOW, Prospect Mortgage's Chief Performance Officer Todd Duncan talks to Scott Wittig, mortgage industry veteran, motivational coach and author of "Holy IT! The Amazing Power of Clarity."

"All people have something they either want to be doing or absolutely should be doing based on their strengths, talents and abilities," says Scott. Each of us has an **IT** that we are passionate about, yet fail to pursue either in our personal or business lives.

Whether your IT is writing a winning business plan, furthering your education or writing a novel, Scott discusses how it is possible and why it is important to find your purpose and passion. "If you don't get to where you are excited and actively utilizing your talents, life can end up being frustrating," says Todd.

Here are some tips for discovering your IT:

- Get clear on your purpose. This will keep you from diverting from it.
- Share your idea, passion or special skill with others.
- When the people you've shared your IT with get excited about your idea they become your cheerleaders and can help motivate you to action.
- Create and embrace accountability to yourself and your cheerleaders.
- Remember that small victories and


well-paced steps over time will help you reach your goals.

Knowledge Builder

Accelerate Sales with A/B Testing

A/B testing is taking two different versions of a marketing piece, such as campaign emails, direct mail, landing pages and phone scripts, and presenting each version to the same number of different customers. You then measure results to see which piece invited a better outcome. With A/B testing — also known as a split test — you can analyze email subject lines, body copy, call to action, design photos, color, the time of day you send the piece and much more.

Here are tips to consider before devising your next A/B test.

- **Start simple.** Although you could test more than two versions of a marketing piece, start with two, especially if you are new to A/B testing. Call the **A** the controlled version and **B** the version you alter.
 - **Define what you're testing.** If you're testing the response rate between two landing pages, focus on one element, such as call-to-action placement. If **B** has a different call-to-action position and a different headline, how would you know which change had the most impact on results?
 - **Send A and B to an identical target audience.** If you're targeting a certain type of customer, such as high income, your A and B audiences must fall within the same income level. Also, unless you are testing two different release times, A and B should be delivered simultaneously.
 - **Set your goals.** Although **B** might have done better than **A**, is the response rate in accord with your defined goals? Also, remember, you can learn as much from an A/B testing failure as you can from A/B testing success.
- Even in success, don't stop testing an ongoing campaign; small changes can bring about big results. 
- Find Linda Wilkes on line: <http://www.myprospectmortgage.com/lwilkes>



From Tony Hill, Fellowship Chair

FELLOWSHIP...

The Core of Altadena Rotary

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 for-

ward 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. ○

Details regarding three of the Fellowship events listed on this page

"Details regarding three upcoming Fellowship events:

- **Dodger Game:** Saturday May 25 at 4:15 PM - Dodgers vs Cardinals. We are getting an amazing deal here through season ticket holder, Dennis Mehringer. These are great seats at only \$35.00 per person. Dennis has pre-purchased these seats to qualify for a substantial discount to our benefit. Please sign up early as at some point Dennis will need to dispose of any unused tickets. Craig has sent everyone an email to facilitate signing up through Club Runner. Be sure to invite family and friends, and bring your kids to this very family friendly event. Look forward to seeing you all there.
- **Hike in El Prieto Canyon & barbeque lunch at Theo's mountain top home:** Saturday June 1 - We will meet at Theo's at 8:30a. The hike will start at about 9a or shortly thereafter. The Hike is classified by our leader Gordon Seyffert as *moderately strenuous*. Bring a camera and water. Again, very family friendly, so do not hesitate to invite family and friends. Late morning or mid-day we will have barbeque lunch (hamburgers & hot dogs). Maps to Theo's place will be distributed to all attendees. Cost, if any, should be mini-

mal. Musical entertainment is being planned. More details and Club Runner sign-up to follow.

- **Lamp Program Luncheon:** Sunday June 2 - The luncheon will be at the Hilton Hotel on South Los Robles, Pasadena. A fundraiser sponsored by the Julius' fraternity Gamma Zeta Boule to raise funds for their Foundation, which provides college scholarships for local foster children. Julius is hoping to at least fill a table of 10 from our Rotary Club. Expect good food and thought provoking speakers. Cost will be \$100.00 per attendee. Further details, including suggested arrival time, to follow. ○

Chairman

Continued from p. 4

in a long time, Don Applegate. Oops ... that makes six (6).

The next time you find one of the articles by a columnist of interest/entertaining, don't hesitate, pick up the phone or go to your email and let the author of that article know you appreciated him/her sharing. And, if you disagree, you can do that, too, as long as you are polite and keep your discussion to ideas and facts. And writing it well is always a big help.

Join the discussion. Let's keep *Sparks* unique. ○