

November 14, 2013

This Week

**John M. Casci,
DC**

Craft Talk

Program Host:

Mike Noll

Inducted into Altadena Rotary just last month, Dr. John Casci is wasting no time fulfilling his red badge requirements. Some things you will learn about our newest member include:

- He was born and raised in Reno, Nevada,
 - He attended the University of Nevada, followed by
 - His career has been in the fitness industry — the last seven of which as a chiropractor.
- But it's not all about business:
- For the last two years, Casci has been a field doctor for local high school football.
 - He is currently the assistant football coach at Blair High School, and
 - he has been a part of the Tournament of Roses for 7 years.

Casci has been a resident of Pasadena since 2000. He and his wife of 17 years have a 5-year old daughter. ☺



Dollar & Sense
 by President
 Dennis Mehriinger

The Value of an Education

A recent study by JP Morgan reveals the real reason we are becoming a nation of haves and have nots. There is an ever increasing disparity based upon years spent in school.

First the unemployment level as of August 13, 2013. The overall unemployment rate was 7.3 percent. However, when it is broken down by education level, the figures are startling:

- Less than high school diploma - 11.3 percent unemployed.
- High School Graduates - 7.6 percent unemployed
- Some college - 6.1 percent unemployed
- College graduates - 3.5 percent unemployed
- Graduate degrees - 1.2 percent unemployed.

The difference is even more dramatic when measuring annual income. These figures are based on 2011 reported income:

- Less than high school - \$21,309 aver-

age annual income

- High School Graduates - \$32,493 average annual income
- Bachelor's Degree - \$59,415 average annual income
- Graduate Degrees - \$87,981 average annual income.

So the next time someone questions the value of a college education or a master's degree, refer him/her to these numbers.

Keep in mind that these are national averages, so the graduates of our premier universities like UCLA, USC and Caltech do quite a bit better. ☺

Greeters

November 21

Boyd Hudson

November 28

Thanksgiving -- Dark

December 05

Ed Jasnow

Program Review



Minh Luu is the Vice President of External Affairs of the Boys and Girls Club of Pasadena. He and his family left Viet Nam when he was 3 years of age. His parents decided to settle in Pasadena to help their children immerse themselves in American culture. Luckily, they moved right across the street

The Best Deal in Town

from the Boys and Girls Club, where he and his siblings used the club every day.

The Boys and Girls Club operates in two sites. They serve 500 children per day during the summer and around 300 per day during the school year. The emphasis is on academic success, citizenship, and healthy living. The cost is \$75 per year for a child to belong. All teams are free of charge.

The annual budget is \$1,500,000. The city of Pasadena provides around \$25,000



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Rotary Club of Altadena - #7183

Chartered: February 14, 1949
 P.O. Box 414, Altadena, CA 91003
 www.altadenarotary.com
 Meets: Thursday, 12:10p
 Altadena Town & Country Club
 2290 Country Club Drive • Altadena, CA
 626-794-7163

Rotary Int. Pres. Ron Burton
 Dist 5300 Gov. Miles Petroff

Officers

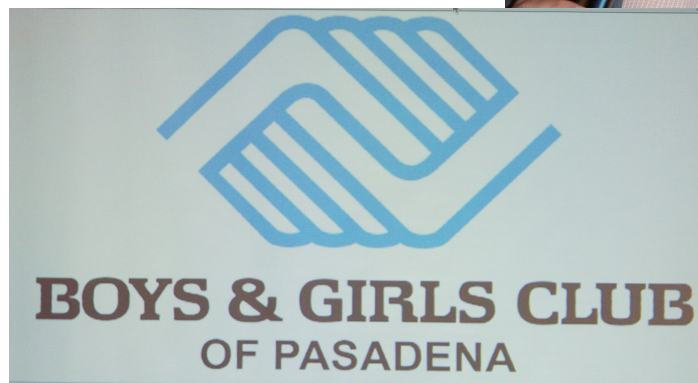
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 Hal Yorke, Pres. Elec. Bus. 818-354-5515
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 Gordon Seyffert, Sec. Bus. 626-345-0658
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 Mike Zoeller Club Projects
 Craig Cox Community
 John Frykenberg International
 Tom McCurry Youth Contests/Awards
 Mike Zoeller Youth Projects
 Ray Carlson Vocational
 Steve Cunningham Membership
 Editor, Design & Typesetting Foreman Graphics
 Photography Jacque Foreman



of this, and the rest is raised from indi-

viduals, corporations, and foundations. *Done in a Day* projects have been organized for groups that may want to support the organization in a more hands-on way. In addition

volunteers are always welcome.
 Craig Cox

November

Foundation Month

Program Chair, Mike Noll

Nov 21 - John Casci - Craft Talk

Nov 28 - Thanksgiving - Dark

December

Membership & Family Month

Program Chair, Jim Gorton

Dec 05 - Hunt Turner, Health Care Insurance Broker, Sullivan Curtis Monroe

Dec 12 - Christmas Party -- Evening Event

Dec 19 - To be Announced

Dec 26 - No Meeting — Dark

Congratulations



Birthdays



11-08 - Sterling Louviere

11-13 - Ed Jasnow

11-26 - C. Ray Carlson

11/26 - Roger Fennell



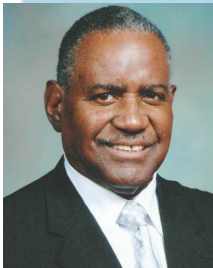
Anniversaries



11/01 - Jacque Foreman (Bruce Conroy)

11/06 - Hal & Barbara Yorke

11/24 - Carlton & Julie Gustafson



Membership Committee chair, Steve Cunningham hosted the November 7 meeting at his home — 1139 Armada Dr., Pasadena. The participants convened at 7p.

Those present were: Ray Carlson, Craig Cox, Tom McCury, John Frykenberg, Julius Johnson, Gordon Seyffer (Secretary), Steve “Quick” Cunningham (Chair)

It was their opportunity to talk over great ideas on recruiting our local business owners. A serious discussion began at approximately 7:20p with “Quick” introducing his stated agenda question: “What are the benefits of Rotary to business owners?” As Chair of the committee, he was looking for creative ways to recruit business owners, based upon the benefits they could derive from participation.

The first benefit, which they all recognized, is that they get to come to weekly lunches and hear interesting speakers. The second benefit is that they have a vehicle for involvement in community projects, theirs or those of other Rotarians. “Quick” joined Rotary because of *Service Above Self*, but suspects that many business owners might be looking for some personal benefit as well — and some benefits to their business ... perhaps.

Ray said: “I didn’t initially understand what Rotary was, or what it could do. Joe

The November 7 Meeting of the Membership Committee asked: “What’s in It for Me ...?”

McMullin’s encouragement was key for me. *It’s giving forward to the next generation* that got me involved and kept me coming back. Finding something one can *become passionate about* is of primary importance.”

It was stated by Craig that “We’re not about promoting each other’s business. But we are here to make a positive impact on our community, friends and family ... to enrich people’s lives in many ways.”

Ray believes finding something one can become passionate about is of primary importance. “Everyone likes to be heard, acknowledged and have their point made. Listening is the key to moving the conversation forward. By listening and focusing on the person in front of you, you are able to gauge how receptive he/she is to your point ... listening to objections and moments of agreement with the person you would like to join Rotary ...”

John talked about Alhambra’s New Generation Club as an example. “They have a totally new format from that which we’ve all known. These are young people standing around at a bar schmoozing. They really are about helping each other get their businesses established. We need to identify our prospects. This committee submits names to the Board for potential candidates.”

“Quick” says that he “got everything he needed from this discussion to go out into the community to recruit. His feeling

is that, within the black community, there are plenty of men and women loaded with desires to help the community, but; without a clear vision of how to implement these visions. He said, “We want all cultures, however, the problem is always the same: ‘how do we establish contact?’” “Can we visit them in their offices? The team approach to contact is for the purpose of ensuring that we get across *the message* that “We can help you achieve whatever it is that you hope to accomplish in the community.”

“Quick” continued the discussion by re-asking the question, “What’s in it for me?” as related to business owners. He further stated that, “We need to ask that with respect to others as well. We have to approach people through the hierarchy of their peers in the community.” He continued, “Again, I recently met with a group and I realized that the guys in the room were mostly pioneers — the first African-Americans to break into this or that organization. They will know how we should go about meeting others who might have an interest in joining Rotary.”

“Quick” added, “One place we could make a difference is within the black churches. There are 20 — maybe 40 — important black churches in our area, but, the nearest person we have to a black minister is Julius.

“We each have to keep asking the question, “who do I know?”



MONEY by Linda Wilkes MATTERS

Economic Update In the News

Factory orders rose \$8.1 billion, or 1.7 percent, in September to a seasonally adjusted \$490.8 billion. This follows a 0.1 percent decrease in August. Excluding the volatile transportation sector, orders decreased 0.2 percent in September.

Non-manufacturing activity rose to 55.4 in October from 54.4 in September. A reading above 50 signals expansion. It was the 46th straight month of expansion in the services sector.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending November 1 fell 7 percent. Purchase volume fell 5 percent. Refinancing applications decreased 8 percent.

The index of leading economic indicators — designed to forecast economic activity in the next three to six months — rose 0.7 percent in September, following an identical 0.7 percent increase in August.

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 2.8 percent in the third quarter of 2013. This follows a 2.5 percent pace of growth in the second quarter of 2013.

According to the Federal Reserve, monthly consumer credit debt rose \$13.7 billion in September for a total credit debt level of \$3.051 trillion. Revolving debt — which includes credit cards — decreased \$1.2 billion to \$846.9 billion. Non-revolving debt, including loans for cars, rose \$15.8 billion to \$2.204 trillion.

Initial claims for unemployment benefits for the week ending November 2 fell by 9,000 to 336,000. Continuing claims for the week ending October 26 rose by 4,000 to 2.868 million. The less volatile four-week average of claims for unemployment benefits was 348,250. The unemployment rate rose to 7.3 percent in October from 7.2 percent in September. Employers added 204,000 jobs in October.

Upcoming on the economic calendar are reports on international trade on November 14 and industrial production on November 15.

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

Flags come Down



the Presbyterian Church parking lot, and

On Saturday, November 16, Tony Hill, Ed Jasnaw, Santosh Srivastava, Mike Zoeller and Jacque Foreman assembled in

prepared to go take down the flags. Hill brought his folding ladder in the back of his van. Foreman was there to take photographs. Zoeller and Srivastava rode in the back with the flags, and Foreman was in the second seat.



In Search of a District Governor for Rotary Year 2016 / 2017

Each year in January, the District 5300 Nominating Committee convenes and interviews members of District 5300 to select a District Governor. This year, on Saturday, January 11, 2014, the Nominating Committee will convene and interview members to select the District Governor for Rotary Year 2016/17. The interviews will take place at the Spring Valley Lake Country Club in Victorville, California.

If any member of the Altadena Rotary Club is interested in becoming a District Governor, that person must complete an application* and send it to Charles M. Barr, PDG.

The interviews will start about 9:30a on Saturday, January 11, and each will last approximately 45 minutes.

The application deadline is December 31, 2013.

If you have any questions about the interview process, please feel free to contact Charles M. Barr, PDG by email: pdgcharlesbarr@gmail.com

*Both President Dennis and your editor have PDFs of the application.

*You are cordially invited
to our
Christmas Party*



*Thursday Evening
December 12, 2013*

6:30 to 9p



at the

*San Gabriel Valley
Boy Scout Headquarters*

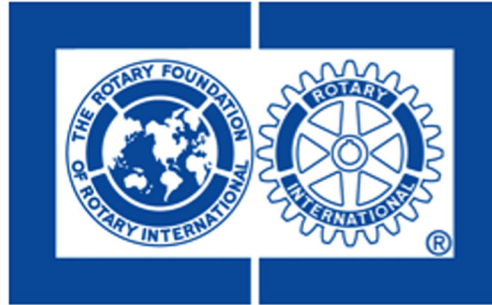
*3450 E. Sierra Madre Bl.
Pasadena, Ca 91107*

*First Driveway east of the Second Building east of the
Southeast Corner of New York Dr. and Sierra Madre Bl.*

*Parsons Room
Register on ClubRunner*



IN APPRECIATION OF YOUR SUPPORT OF



The Rotary Foundation

YOU ARE CORDIALLY INVITED TO ATTEND
ROTARY INTERNATIONAL

District 5300 Foundation Dinner

*A celebration honoring individual Rotarians & Rotary Clubs
For their Service to Humanity through The Rotary Foundation*
WITH KEYNOTE SPEAKER



Rotary International President

Ron Burton

FRIDAY EVENING, JANUARY 3, 2014
DOUBLETREE HOTEL, ONTARIO AIRPORT
RECEPTION & PHOTO OPPORTUNITY – 6:30 P.M.

DINNER - 7:30 P.M.

BLACK TIE OPTIONAL

Purchase your tickets on before December 5th: \$99.00 per person
Purchase your tickets after December 5th: \$125.00 per person

Register Now

District Rotarian Registration:  [Register NOW](#) for District 5300 Foundation Dinner - January 03, 2014

Non-Rotarian Registration: <http://www.IsMyRotaryClub.org/Register/GuestMemberExternal.cfm?EventID=77221461>

LOOKING FOR AN OPPORTUNITY TO MAKE A DIFFERENCE?

The Los Angeles County Superior Court is currently seeking qualified citizens who are interested in applying for the LOS ANGELES COUNTY CIVIL GRAND JURY.

Applicant must possess each of the following qualifications:

- *citizen of the United States;*
- *at least 18 years of age;*
- *a resident of Los Angeles County for at least one year;*
- *of ordinary intelligence, sound judgment, fair character;*
- *working knowledge of the English language.*

Primary functions of the Civil Grand Jury:

- *investigates county, city and joint-power agencies;*
- *acts as "watch dog" by examining carefully and completely the operations of various government agencies within Los Angeles County.*

Willing to volunteer 30-40 hours per week and earn \$60.00 for each full day of service?

2014-2015 Civil Grand Jury is now open for recruitment.

Deadline to submit an application is November 25, 2013.

For an application packet, please contact:

Los Angeles County Civil Grand Jury

Clara Shortridge Foltz Criminal Justice Center Building

210 W. Temple Street, 11th Floor Room 11-506

Los Angeles, CA 90012

Telephone No. (213) 893-1047

Fax No. (213)229-2595

For forms online: <http://www.grandjury.co.la.ca.us>