

This Week

Dr. Harold Martin
Professor of Psychology, PCC
Program Host:
Joshua Miller

Dr. Harold Martin is a retired Cal State University counselor. He is currently a Professor of Psychology at Pasadena City College. His responsibilities include advising the campus Veterans' Club. For over five years, he has been teaching courses specifically for veterans to help in their readjustment to civilian life, and is a frequent speaker on the issues and problems of today's veterans.

Martin has a PhD in Counseling Psychology from UCLA. He has traveled or worked in over 80 foreign countries, and retired as a Captain after 20 years of active and reserve duty with the Army. He fought as a Light Weapons Infantryman in Vietnam and is the recipient of 20 Army awards, medals, and badges.



Dollar & Sense
by President
Dennis Mehriinger

Of Primary Concern . . . Then and Now!

When we ponder the quality of public education in the PUSD, we do our best to help with improvements like the mini-grant program and the entrepreneurial program. However, the essential elements missing are manpower and money. According to our local newspaper, PUSD has a student/teacher ratio of 41 students per teacher. A far cry from the 20-to-1 ratio that the state of California was trying to achieve just ten years ago . . . before the *Great Recession* and ensuing budget crunches.

Just this past month, a *New York Times* reporter made a surprise visit to an elementary school in Shanghai, China. Though very similar to our elementary schools in curriculum, the most striking difference was student/teacher ratio. This school of 751 students had 59 teachers: a ratio of less than 7-to-1. In addition, he noticed the constant presence of parents helping the teachers with menial tasks, so the teachers could concentrate on giving the students individual attention.

Why can't we do the same thing in the PUSD? The simple answer is money. Back

in the good old days of the 60s, California schools were second to none. However, in the good old days, 80 percent of the tax paying households had children in the schools.

In the good old days, education was the number one expenditure of the state; now it is health care. What has happened is that society as a whole — including our Rotary Club — has aged. We have less households with children and more households with parents and grandparents in assisted living.

The demographics have changed. No one is to blame, it is just a fact of life. So we at the Rotary Club of Altadena will continue to assist the fine teachers of the PUSD any way we can.

Greeters

October 31
John Frykenberg
November 07
James Gorton
November 14
Anthony Hill

Program Review



Lessons learned from a Life in Non-Profits

Dan Maljanian is the Director of Development at the Huntington Medical Research Institute. Over the last 20 years he has been actively involved with five non-profits and shared with the club the key lessons he has learned that help an organization have a positive impact in their chosen area.

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

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

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Craig Cox Community

John Frykenberg International

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Mike Zoeller Youth Projects

Ray Carlson Vocational

Steve Cunningham Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

After graduating with a JD/MBA from Berkeley in the late 80s, Dan moved to Washington, DC to practice law. It was there that he founded Technical Assistance for the Republic of Armenia (TARA) in 1993. For the same reason the Rotary Club of Altadena created learning centers in Poland to help train people about capitalism, TARA worked to help Armenians understand business and capitalism. The US Government was the primary source of funding for these efforts. Dan's largest grant was \$100,000 to take Justice Scalia and others to Armenia for a legal forum.

Lesson 1: Make sure you have a diversified donor base. Because the government was the main source of funding, when they pulled back, the organization did not have the resources they needed.

Dan and his new bride then opened a bakery (for profit) and ran it for five years before moving back to California



to help with care needed by his mother-in-law, taking a position with the Los Angeles Children's Chorus. It was here that Maljanian found a great mentor and was exposed to lots of training. His mentor challenged him to work in an area where he did not have a passion; he could learn to have a pas-

please turn to Program, p.3

October

Membership & Extension Month

Program Chair, Josh Miller

Oct 24 - Dan Maljanian, Director of Development, Huntington Medical Research Institute -- Will speak about what he does, how he does it, and why it's important in our community

Oct 31 - To be Announced

November

Foundation Month

Program Chair, Mike Noll

Nov 07 - To be Announced

Nov 14 - To be Announced

Nov 21 - To be Announced

Nov 28 - Thanksgiving - Dark

Congratulations



Birthdays



10/04 - Melissa Kayali

10/08 - Susan Cox

10/17 - Noriko Suzuki Mehringer

10/24 - Jim Gorton

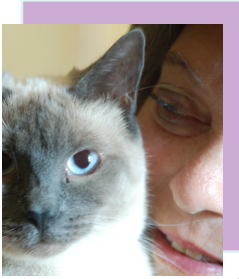


Anniversaries



10/01 - Freddy & Margarita Figueroa

David P. & Elsa Smith



You'll notice that I didn't write "Quite Unique," "A Little Unique," or even "Very Unique." That's because something is *unique* or it isn't. It's as simple as that! There are no modifiers, it's an *absolute* term. The most important thing that

Thank Those Who make Sparks Unique

makes us unique are those who write for us. We have six people who review the programs, eight people who are committee chairs or cochairs and keep us informed about their committees and those who write regular/irregular columns.

I am told that no other newsletter in the district is so blessed. Because we are a small club, our committee chairs and program reviewers overlap. And, sometimes

a columnist is also a program reviewer and/or committee chair.

At the end of each Rotary year, I thank those who are so generous with their time and talent. These are small gifts, because they come from me ... not the club. Each person is gifted, in accordance with what he does. The basic gift is doubled or tripled, depending on how many jobs the person fills.

Our committee chairs are: Ed Jasnow (Foundation), Craig Cox (Community Service), John Frykenberg (International Service), Mike Zoeller and Tom McCurry (Youth Services), Steve Cunningham and David Smith (Membership), and Yours Truly (Public Awareness). Our program reviewers are Ed Jasnow, Craig Cox, John Frykenberg, Charlie Wilson, Boyd Hudson, and Sammy Kayali. Our current columnists are Ray Carlson, Linda Wilkes, Josh Miller, and, on occasion, John Frykenberg.

Thanksgiving day is coming in just about four weeks. But why save your *thankyou's* until then or restrict them to that day? When you see an article, opinion piece, or program review by one of our writers, engage that person. Say that you enjoyed the article, that you enjoy reading a differing opinion, or that you just like your opinion verified. And, if you haven't seen one of our contributors in a while, why not email or call that person and say how much you enjoy reading his/her articles and that you miss seeing and talking with him/her.

We have an award-winning newsletter largely because of these contributors, so please take your time to thank them.

Another winning factor is consistency. Elements like the inside masthead, birthdays and the beginning of our features are always on the same page.

Program

Continued from p.2

sion. He also had a chance to develop relationships with local foundations.

Lesson 2: If you want to be in leadership in the nonprofit world, you have to be good at fund-raising.

The next position was as the Director of Development for the American University in Armenia. The goal of AUA is to help young Armenians with western style education. The university had several organizational challenges. The president could not raise funds (See lesson 2.). Only three board members actually supported the university financially. Because of this, they were in a perpetual financial crisis. In addition, a database conversion went very badly because there was no *buy in* from leadership. Last, a capital campaign was poorly run because they had no outside capital campaign consultant.

Lesson 3: You need an effective board to be an effective organization.

The Convalescent Aid Society (CAS) hired Dan as its Executive Director. CAS is now 90 years old. This was Maljanian's first chance to run an entire organization and apply his knowl-

edge. The first step was to transition the board and transform the organization to be able to do fund-raising. They recruited new board members, increased their vision, refreshed their image, and provided continuity. The database was improved. Also, Maljanian developed a passion for the work of CAS just as his mentor had said. He even saw CAS as a model for the entire US. Foundations took notice of the changes and liked what they saw.

Lesson 4: It is essential to recruit new people into your organization and board.

The Huntington Medical Research Institute (HMRI) is a brand new position. Although no longer the Executive Director, Maljanian is back to a familiar role as Director of Development. However, HMRI is 10 times larger than CAS with access to more resources. They use a very sophisticated database and have a very good major gifts and planned giving base.

Lesson 5: Be willing to move where you can grow even if your title changes.

Craig Cox



MONEY MATTERS

by Linda Wilkes

Economic Update In the News

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending October 11 rose 0.3 percent. Purchase volume fell 5 percent. Refinancing applications increased 3 percent. The re-finance share of mortgage activity increased to 66 percent of total applications from 64 percent the previous week.

The monthly National Association of Home Builders (NAHB)/Wells Fargo housing market index fell two points in October to 55. An index reading above 50 indicates positive sentiment about the housing market.

Retail sales fell 0.7 percent for the week ending October 12, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 1 percent.

The Bloomberg consumer comfort index fell 4.4 points this week to minus 34.1 on its scale of minus 100 to plus 100. In a separate, forward-looking measure, the number of Americans who say the economy is getting worse rose 13 points — the most in two years. The reason for the decline was attributed to the government shutdown.

Initial claims for unemployment benefits for the week ending October 12 fell by 15,000 to 358,000. Continuing claims for the week ending October 5 fell by 43,000 to 2.859 million. The less volatile four-week average of claims for unemployment benefits was 336,500.

Due to the shutdown of the Federal government, reports on the consumer price index, housing starts, industrial production and the index of leading economic indicators were not available.

Upcoming on the economic calendar are reports on existing home sales on October 21, new home sales on October 24 and durable goods orders on October 25.

Industry Insider Housing Market Snapshot

Compared to last August, home prices increased 12.4 percent in August 2013. This marks the 18th consecutive month of year-over-year home price gains, according to the latest Home Price Index report by *CoreLogic*, a data and analytics firm.

All states experienced year-over-year home price appreciation in August. The five states with the greatest year-over-year appreciation were Nevada (25.9%), California (23.1%), Arizona (16.4%), Wyoming (15%) and Georgia (14.8%). The five states with the smallest year-over-year appreciation were New Mexico (1.54%), Vermont (2.08%), Delaware (2.51%), West Virginia (2.62%) and Kentucky (2.73%).

The report showed that the monthly pace of price appreciation was slowing. On a month-over-month basis, home prices increased by 0.94 percent in August, 1.47 percent in July, 1.82 percent in June and 2.59 percent in May. The reason

for this was the winding down of housing's peak selling season.

Despite double-digit gains, home prices nationwide are 17.1 percent below their peak, which was set in April 2006. The five states that are the furthest from their peak values are Nevada (41.9%), Florida (37.2%), Arizona (32%), Rhode Island (29.1%) and Michigan (25.7%).

The *National Association of Home Builders* is forecasting 924,000 total housing starts in 2013, up 18 percent from 783,000 units in 2012.

Single-family home production is expected to rise 17 percent this year to 629,000 units, increase an additional 31 percent in 2014 to 826,000 units and surpass the 1 million mark in 2015.

"The cards are in play for a decent and fairly strong recovery in 2014 and particularly in 2015," said NAHB Chief Economist David Crowe. "From the standpoint of GDP growth, housing has been a plus, growing at two, three and four times the rate of the rest of the economy in recent quarters."

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

> > NEXT BOARD MEETING < <
TUESDAY, NOVEMBER 05, AT 6:15p
260 S. Los Robles, Pasadena
3rd Floor
Conference Room

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>