

April 10 2014

This Week

Andreas Hessing Artist and Landscape Design Program Host: Gordon Seyffert

Andreas Hessing is an artist, landscape designer and contractor. For more than 20 years, his site-specific installations have celebrated regional biodiversity while focusing on the philosophical, political and social implications of California's indigenous flora. <scrubjaystudios.com>

THIS CURRENT CLASS IS SOLD OUT. Three Saturdays: May 10, May 24 and June 7. This comprehensive three-session course for home gardeners offers a sound foundation in design styles and process, the importance of sustainability and how to model a garden after the patterns in nature. Students will devise a base/plot plan, implementing knowledge of hardscape materials, irrigation, soils and more. Prior to the class, students will complete a preliminary questionnaire and warm-up exercise for their site. In addition, students are asked to bring photos of their site and a baggy of the site's soil to the first day of class."

Gordon Seyffert first met Hessing
Please turn to This Week p. 3



Dollars & Sense

by President
Dennis Mehriinger

Where does the Culture of Prosperity Start?

So which came first the chicken or the egg in prosperity? Reducing Population growth (fertility rate) and prosperity seem to go hand in hand in the world today. However, the main cause of a global reduction in fertility rate is the increase in the education level of women. However, what is not settled is which comes first.

One school of thought among great scholars is that as women get more education and increase their employable skills, then this causes increases in prosperity (national GDP) and then since women are now going to school and holding down full time jobs they have less time to have babies plus have greater exposure to reliable birth control.

Another school of thought by equally great scholars is women get more education which makes them better informed about birth control options so they voluntarily reduce their fertility rates which frees up more time to work which increases their country's GDP.

Let's examine some individual countries. Starting with China which had a government imposed limit of one child per

fertile woman the order is obvious. Since women were required to limit their fertility to 1.0, they had more time for education and then more time for pursuing careers with their new skills and the country's GDP exploded growing 9 percent per year the last ten years.

At the opposite end of the spectrum is Lesotho. Lesotho is one of only a handful of countries which has a higher fertility rate today than 60 years ago. This is primarily caused by local religious practices which prevent women from going to school and expect women to have as many children as possible to provide workers for the primarily agricultural economy. Lesotho's GDP persists as one of the lowest in the world. Similar statistics exist in Guinea-Bissau, Gambia, Timor-

Please turn to Dollars & Sense, p.5

Greeters

April 10
Gary Clark
April 17
Theo Clarke
April 24
Craig Cox

Program Review



Transitioning . . . The Right Way

That's what our speaker, Brenda Shorkend, was talking to us about last week. We all know that we (and our parents) are going to transition from the healthy, productive, independent people into people who are unable to perform some things for ourselves, dependent on others, and unable to make some critical decisions. In order

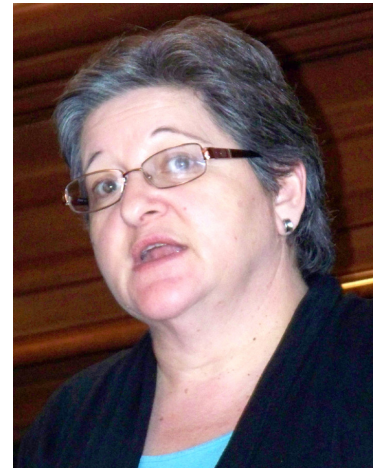
to assure that this transition is as effective as possible, it is important to have *the Conversation*.

This conversation can be from parents to children to let the children know their parents' wishes when they transition, or from children to parents to find out what their parents' wishes are. This conversation can be very difficult either way. Parents can be fearful of discussing this, and children may not want to hear about their parents becoming unable to take care of themselves.

Shorkend stated that this conversation must be handled very carefully. The talking should start early in the case of children to parents. The frame of reference for the children should be what they would like as they grow older. Who would we want around us? Where would we like to be? Who would we want making critical decisions for us?

The decision makers are crucial. They involve setting up a Power of Attorney and an Advanced Health Directive. It is important to be sure that the people empowered by these documents are competent and trustworthy. Family members

may not qualify. The decision makers must keep control, no matter who the caregivers are.



Shorkend said that the best way to have the conversation is the way you would have it with a teenager. It would have to be offhand and casual. She used the example of driving in a car and asking questions. It won't seem important or threatening.

The transition is a difficult time, both for those making the transition and for those assisting them. It is good to know that there are people like Brenda Shorkend who can help ease the way.

Ed Jasnow

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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 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

April Magazine Month

Program Chair, Gordon Seyffert

April 10 - Andreas Hessing, Scrub Jay Studios (landscaping with native plants)
 April 17 - Judy Pickett, Pasadena Family History Center (compiling & preserving family history)
 April 24 - Lori Webster, Webster's Fine Sta-

Congratulations



Birthdays



04/13 - Alice Hudson
 04/18 - John Frykenberg
 04/29 - Mike Noll



Anniversaries



04/27 - Sterling & Olga Louvierei



A lot of Putin vs. Obama comparisons have been popping up on the net lately ... enough to give one pause concerning the credibility of the United States in matters of state. The absence of moral or political leadership in the US has left the nation languishing in the wake of a growing string of *miscalculations* and embarrassments, which have robbed the nation of its stature and believability everywhere.

Macho-man vs. sissy-man headlines underscore the enormous failures of the White House.

The White House knew there were no anti-American demonstrations in the run up to Benghazi ... and the elections, but they locked up an innocent man anyway. And as it turns out, the Administration has been lying about what they knew and when, resulting in the murder of four Americans. (See CIA Deputy Director Mike Morell memo.)

The White House made a promise to the Ukrainian people to protect their sovereignty. That was a joke. And now the Crimea is gone ... What next?

The White House drew a red line in Syria. The Administration is really quiet about that. Meanwhile tens of thousands of people are dying and a hundred thousand plus have been turned into refugees. And the poison gas is still there!

The White House ended a war in Afghanistan and is pulling the troops out. Now the Taliban can run roughshod over the people. President Karsai has zero re-

International Body Language

spect for Obama. There go the communications links.

The White House sided with the Muslim Brotherhood in Egypt. That certainly worked out well. Now the ruling government will scarcely speak to us.

The White House has alienated Israel so severely that Netanyahu has promised to take whatever measures he deems necessary to deal with Iran without US help if Iran's production of weapons grade uranium does not stop.

The White House has absolutely alienated Pakistan, who is now negotiating its own cease fire with the Taliban.

Meanwhile, we are reducing our military manning levels ... just as our resolve lies in tatters and our pledges to our allies are shredded.

Photographs say it all: Putin looks the Saudi King in the eye ... Obama kisses his hand. Putin was a serious student ... Obama was a pot smoking clown. Putin drives Formula I race cars ... Obama drives go-carts. Putin controls his dog without a leash ... Obama's dog takes him walking. Putin rides horses ... Obama rides bikes. Putin's mom was a devout woman ... Obama's was a soft porn star. The comparisons are endless, and the photos are very real! (*Confucius say picture worth a thousand words.*)

How did we end up like this?

- Failure to vet a Presidential candidate?
- A sincere desire for a *hand out* instead of a *hand up* in our society?
- Embracing *social justice* driven more by redistribution of wealth rather than equity in our courts and regulatory

agencies?

- Disregard for the law to the detriment and demise of the *balance of powers* provided for in the Constitution?
- Legislating from the bench?

Oh my.

- Catholics and Evangelicals are cautioned not to express their faith while serving in the military. Parental prerogatives are subject to the *state acting in loco parentis*.
- Second amendment rights are being obliterated.
- Freedom of speech is punished by selective enforcement of the IRS.
- Bank accounts, telephone calls and emails are subject to 'search' by the NSA/Feds. (*This applies to foreign heads of state as well ... Andria Merkel of Germany, Cristina Kirschner of Argentina, et al*). *So much for our moral high ground!*)

Not all Rotarians will agree with my concerns about US foreign policy or my hard-line with the current Administration. Fortunately, the country is still free enough to express my opinion. So, I express my concerns. I just hate to see the good will and stature of our nation — won at so great a cost in so many righteous conflicts — flittered away by a government so clearly inept and devoid of principal or conscience. It is not too late for Rotarians everywhere to call for truth, transparency, honesty, accountability and utilization of government as the final resort as arbiter of our lives and freedoms and not our first resort to a *nanny* state.

We are better than that!





MONEY by Linda Wilkes MATTERS

Economic Update

In The News

March 31, 2014

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — fell 0.1 percent in January after a 0.1 percent decrease in December. On a year-over-year basis, prices rose 13.2 percent when compared with January 2013.

New home sales fell 3.3 percent in February to a seasonally adjusted annual rate of 440,000 units. January's initial reading of 468,000 units was revised to 455,000 units. On a year-over-year basis, new home sales were 1.1 percent lower than February 2013. At the current sales pace, there is a 5.2-month supply of new homes on the market.

Pending home sales, a forward-looking indicator based on signed contracts, fell 0.8 percent in February. On a year-over-year basis, February pending home sales were down 10.5 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending March 21 fell 3.5 percent from the previous week. Purchase volume rose 3 percent. Refinancing applications decreased 8 percent.

The consumer confidence index rose to 82.3 in March from a revised 78.3 in February. It was the highest reading since January 2008. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence.

Orders for durable goods — items ex-

pected to last three or more years — increased \$5 billion, or 2.2 percent, to \$229.4 billion in February. This follows a revised 1.3 percent decrease in January. Excluding volatile transportation-related goods, February orders posted a monthly increase of 0.2 percent.

The Commerce Department announced that gross domestic product — the total output of goods and services produced in the US — increased at a revised annual rate of 2.6 percent in the fourth quarter of 2013. This follows a 4.1 percent pace of growth in the third quarter of 2013.

Initial claims for unemployment benefits for the week ending March 22 fell by 10,000 to 311,000. Continuing claims for the week ending March 15 fell by 53,000 to 2.823 million. The less volatile four-week average of claims for unemployment benefits was 317,750.

Upcoming on the economic calendar are reports on construction spending on April 1 and factory orders on April 2.

Mind Your Money

How to Start a Simple Budget

A budget is integral for healthy finances, but it can be a daunting undertaking. Follow these simple steps to create a strategy that helps you see where you are spending money and how you can meet your financial goals.

- **Record your financial data.** You will find a mix of budgeting tools at *mint.com*, *Dave Ramsey* and *MYMONEY.gov*. You can also use a spreadsheet program like Excel or lined paper with debit, credit and balance columns (similar to

a check book register).

- **List your expense categories.** Your categories might include food, rent or mortgage, utilities, entertainment, sports, hobbies, vehicle, and credit cards. Under the appropriate category, list your monthly expenses. For example, under entertainment, you might list cable television (\$160), Netflix (\$7.99) and movie theater tickets (\$25). *Do not aggregate expenses; list them separately.*
- **Make a savings category.** Record all money that you contribute to a savings account. If you don't have any savings but have a goal of saving for something specific, add the category anyway, along with the goal (down payment on a home, new car, etc.).
- **Be as accurate as you want to be knowledgeable.** Not recording your ATM fees each month may seem insignificant but after a year, you may be wishing the money spent on fees was in your bank account instead.
- **Record your monthly income.** Record your salary and any extra income you might receive each month (eBay, craigslist, etc.).
- **Do the math.** Subtract your expenses and monthly savings from your income for a snapshot of what you have left over for the month.

Now that you can see where your money is going, it's time to consider changes that will direct more money into your pocket and savings account. ☉

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

by Jacque Foreman

Playing IN THE Mud

Share your gardening triumphs and tragedies.

Our Upsidedown Tomato

Yes, it really does hang upside down. Bruce saw it advertised in a magazine at the end of last summer. He decided we had to have one. But you know who ended up doing the honors of finding a tomato plant way at the end of the season and then planting it.

I did find a six-pack of tomatoes with two plants still alive, but no name at Osh. So, if it ends up that these are exceptionally good tomatoes, we'll never know what to ask for to replace it.

Here you see that the plant branches start out growing up and then gradually end up hanging down as the fruit develops.

The branch of the plant that is heading down has managed to stay alive through the winter and has a small tomato on it. The branch that is heading up, as you would expect, has a couple of set blossoms and will be gradually turning down as the fruit gets heavier.

The directions specify the number of hours of sun and that it should be watered daily. Now that spring is here and summer is on the way, it will be getting the proper amount of sun, and I'll keep watering it daily.

We have a Kangen water machine that makes both alkaline and acid water. People do well on 9.5 water, and fruiting plants do well on 4.5 water. When the machine creates 9.5 water, a by-product



is the 4.5 water, which we collect in a large, plastic watering can. When it gets full, I take it outside and water some of the plants with it. Generally the first to get this water are our fruiting plants.

We do have a couple of regular tomatoes also: a Big Boy and a Sweet 100. It will be interesting to see from where we get the best and most tomatoes.

Dollars & Sense

Continued from p. 1

Leste, Burundi, the Central African Republic, Niger, Liberia, and Swaziland.

All of the countries are in the top ten in fertility rate and the bottom ten in GDP.

At the other end of the Spectrum, the two countries with the lowest fertility rates — Japan and Italy also have economies stuck in neutral because a disproportionate percentage of their population are elderly and no longer employable so an inordinate tax burden has fallen on their small numbers of young workers. They are also two of the most anti-immigration countries in the world.

Meanwhile the USA, Mexico and South Korea still have high enough birth rates to replace their retiring workers. This has resulted in steady growth in GDP which has continued to outpace much of the world.

Finally, Germany and France had experienced some of the same problems as Japan and Italy but foresaw the looming loss in prosperity so starting paying young couples to have more children which resulted in higher levels in fertility rates and then higher GDP growth rates.

This Week

Continued from p. 1

when he held forth in an afternoon training session for homeowners on how to care for deodars — sponsored, of course, by The Christmas Tree Lane Association.

Later, as Seyffert pondered what to do about his dying oleanders, he hired Hessing to come up with a planting solution that would replace the oleanders in a Southern California-appropriate manner. Since then, the Seyfferts have asked him to help them design a plan for the grounds of their property that lies between their house and Calaveras Street. This plan is currently in development.



Job Creation & Entrepreneurship

by C. Ray Carlson, District Chair,
Vocational Service

Sitting in Our Classrooms Today are the Entrepreneurs of Tomorrow

Getting an Entrepreneurial Literacy class started in a new school is always a bit of a challenge. But Blair High School in Pasadena opened up when Judy Turner of the Pasadena Educational Foundation heard what we'd been doing at Muir HS since 1997. She suggested to Principal Trudell Skinner of Blair that we be invited to a 9th grade class and two 12th grade classes, one of which was already writing Business Plans and was interested in entering the District 5300 Business Plan Competition on May 8.

Pasadena After Hours (PAH) Rotary has an active Interact Club at Blair, so I asked President Greg Jones if his club would like to sponsor a business plan entry from Blair. "Yes" he said and suggested Tom Polenzani and Dr. Paula Santos as being two members who might help me. They joined me at the school, along with John Frykenberg of Altadena Rotary. Each gave a 5-minute presentation of his/her career and how he/she became an entrepreneur. Principal Skinner sat in on the first class and listened intently, along with teacher Judith Gonzalez and about 20 9th graders.

Another 20 students, seniors in the Culinary Arts & Hospitality Academy, and teacher Donnothea Wallace were in the afternoon class. Santos, a clinical psychologist and sponsor of the Interact Club, gave the most interesting testimonial I have ever heard on the benefits of becoming an entrepreneur. "I'm my own boss and can decide when I want to work, when I want to take a vacation as I will next week, and when I should get a raise in pay, as I did last week." She described

the large number of free-lance psychologists that she employs, of how she is paid a high hourly amount by a government agency for each child being treated and keeps a share of it for administration expenses and her own salary. The students were in awe — as was I.

Everything went so well that the teachers asked if I could come back to help the students with their business plans and then again to listen to their oral presentations. But for a total of 16 class periods for each of two senior classes! 32 hours for both! How could I possibly find time and energy?

Then I thought of the potentially dismal future that those 40 graduating seniors will face in just a few months with 41 percent unemployment in the 15–19 age range in LA County. And those who may find jobs are dismally paid and with little chance for advancement. Colleges are overloaded with students. Student loans may take many years to repay. Still, those who can attend college, should. But be wise about their major field, how much are average earnings of graduates, how soon can loans be repaid?

Then it sank into my head and heart — the time needed to give them the critical thinking skills required to develop a business plan would average out to only one hour of my time per student. It could change their lives for the better, maybe forever. And I would be training the teachers to carry on in future years. Service! That's what Rotary is all about!

So I said "Yes, I'll be there on March 25 for two class periods." Then I'd know better how to proceed in April. And maybe,

just maybe, there will be a Blair business plan presentation on May 8 at the Altadena Town & Country Club.

On March 25, I listened to seven teams of three students each give oral presentations of business concepts but not business plans. It became obvious that most of the students had not considered the financial ramifications of their concepts because they had not been asked to. Would they make a profit or even break even? What would be the cost of the space they were going to rent or buy? Especially in Old Town Pasadena! Why did they expect to hire so many employees when the minimum cost per year would be \$20,000 each? How much capital would they need for start-up?

But a couple of the teams had delved into some costs but without any profit/loss calculations or cash flow projections. I was encouraged when one student claimed knowledge of Excel for spreadsheets. Another said his Dad could help him. I was pleased when the three teachers agreed to require financials in the final business plans. I gave them a set of documents that would enable this.

What about the students in other communities? Can other Rotary Club members invest a few hours to give them a better future? Entrepreneurial Literacy is an important option. A business plan is essential to starting a business. And it's easy to teach for the typical business-savvy Rotarian. Why not give it a try for 2014-15? I'll be glad to help. ☉

<crayc@mac.com> 1-800-448-3456. For information on the May 8 Business Plan Competition, see the Dist. 5300 website.

2014 ANNUAL DISTRICT 5300 CONFERENCE

Thursday May 15, 2014 to Sunday May 18, 2014

Event Name: 2014 ANNUAL DISTRICT 5300 CONFERENCE

Description:



The Big Kahuna Miles Petroff invites you to enjoy the "Spirit of Aloha" at the 2014 District Conference! Join us May 15—18 at the Hilton Palm Springs Resort. Ohana means family and we want to see the District 5300 Ohana of Rotary out in full force! The cost is just \$209 for all five meals, with prices for individuals meals also available. **Meal and room prices go up April 24**, so [register now](#).

You'll enjoy golfing, the Palm Springs Street Fair, 4-Way Speech and Dan Stover Music contests, Rotary inspiration and, of course, the Tiki Lounges (hospitality suites)! You need to act now to secure your club's Tiki Lounge or space in the Ohana Hall, where you can show off your community service projects. More details are available on the flyer.

Don't delay! You'd be lolo (crazy) not to come!

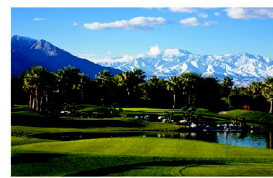
[Conference Flyer](#)



[Hilton Palm Springs](#)

400 East Tahquitz Canyon Way
Palm Springs, California, 92262-6605

TEL: 1-760-320-6868
FAX: 1-760-320-2126



[Tahquitz Creek Golf Resort](#)

1885 Golf Club Drive
Palm Springs, California 92264

Thursday, May 15, 2014
2:00 pm tee off, be there by 1:30

Meal Cost: Just \$209*/person for ALL five meals! *Individual meal prices also available.* ***\$239 after April 24.**

Rooms: Call now! (760)320-6868 Mention Rotary! \$125 (regular) - \$155 (suites) +tax. **Prices go up after April 24.**

Register: <http://www.directory-online.com/Rotary/index.cfm?EventID=77228040>

Who to call for...

Golf Tournament

Ernie Jensen (626) 359-7154

Hospitality Suites (Call to reserve)

Raghada Khoury (760) 559-3244

Interact Conference

Michael Real (626) 445-3818

Ohana Hall (Display your community service project)

David Mans (626) 449-7379

For additional information, please contact:

Co-Chair: Raghada Khoury (760) 559-3244 or *Email:* raghada@khouryent.net

Co-Chair: Kathie Martin 760-490-3488 or *Email:* rotarykat@gmail.com

Registrar: Michael Soden (702) 637-7380 or *Email:* msoden@harcalfagency.com

Location:

Rotary International District 5300 District Conference

Hilton Pam Springs
400 East Tahquitz Canyon Way
Palm Springs, California, 92262-6605

[MAP IT](#)

Event Date: Thursday May 15, 2014 to Sunday May 18, 2014

Start Time: 3:29 PM



2014 ROTARY INTERNATIONAL CONVENTION

SYDNEY, AUSTRALIA | 1-4 JUNE 2014

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Print Share

Join Rotary members from around the world in Sydney, Australia, 1-4 June. The 2014 RI Convention will bring together some of the world's leading experts on water, polio, and social media. You'll find new ideas for service — and perhaps a new partner for creating change — in the House of Friendship.

Plan now to make this convention a memorable family vacation.

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[Learn more about registration and fees.](#)



Preview Sydney's cosmopolitan charm and natural beauty with RI President Ron D. Burton. As the capital of New South Wales, Sydney offers visitors beaches, parks, gardens, and scenic vistas. It also serves as the gateway to the outback.

- [LATEST NEWS](#)
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HUMAN NATURE TO PERFORM
The Australian quartet Human Nature will be the featured entertainment during the opening plenary session, Sunday, 1 June. Learn more about the [entertainment lineup](#).

BRUCE AYLWARD TO SPEAK IN SYDNEY
Bruce Aylward, assistant director-general at the World Health Organization (WHO), will be a speaker at the 2014 Rotary International Convention in Sydney.

[more >](#)

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#ricon14

John Hewko 4h
@JohnHewko
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ABOUT THE PROGRAM



Thought-provoking speakers and world-class entertainers await you in Sydney. Get the full schedule of plenary and breakout sessions.

[Learn about volunteer opportunities.](#)

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Casual yet cosmopolitan, Sydney has a natural beauty that draws visitors to enjoy the outdoors. Explore the city with a [free transit pass](#) courtesy of the New South Wales Government.

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