

December 11, 2014

This Week
Prof. Oluwayemisi Obilade
Vice Chancellor, Tal Solarin University of Education, Ijebu-Ode, Ogun State, Nigeria
Program Host:
John Frykenberg

We will be hosting the Vice Chancellor at a special afternoon meeting — from 3 to 7p — on our regular meeting day, December 11. Our special location is the home of Steve and Jeri Cunningham, 1139 Armada Dr., Pasadena.

Background

The Vice Chancellor will be visiting Los Angeles / Pasadena with four (4) members of her staff for purposes of exploring Distance Learning relationships with California Universities, including W. LA College, Mount Sierra College, Fuller Seminary and Pasadena City College and the Huntington Library.

She is anxious to explore *cooperative exchanges* in possible *shared courses* for credit or audit with the goal of creating symbiotic cross cultural exchanges to enhance student learning experiences/ opportunities in Nigeria

Please turn to *This Week* p. 3



REFLECTIONS
 by Hal Yorke, President
BE REFLECTIONS?

on . . . Status Symbols

Status symbols are the visible indicators of one's social position. What is considered a status symbol will depend on membership in a particular subgroup and on the region in question as well as the time period.

For example, body piercings and tattoos are considered status symbols in certain American subcultures, whereas in other social groups, such modifications of the body would be frowned upon. At the same time, however, many of these other social groups accept plastic surgery, botox injections, breast implants, silicone injections, and other major body modifications as an appropriate display of wealth and high social standing. The list continues with less invasive body modifiers, such as hair coloring, wigs, toupees, tooth whitening, colored contact lenses, artificial eyelashes or nails, and cosmetics.

As a child in Puerto Rico in the 1950s, I can remember traveling through the poorer sections of San Juan. Many of the one-room shacks we passed were constructed out of metal sheeting obtained from oil barrels that had been cut open

and flattened. There may have been a rusty car parked in front. Kids ran around in rags. Occasionally, doors to the shacks were left wide open, so that everyone could see the color TV in operation. I was truly impressed; we did not even own a television set, and I had certainly never seen one in color! My parents explained to me that the color set was considered a *status symbol*, even though there was only one TV station that even had color and great financial sacrifices were necessary to buy one. I didn't understand the concept of *status symbol* then, and I still have difficulty with the concept now.

Status symbols are moving targets. What constitutes a status symbol evolves

Please turn to Reflections, p.3

Greeters

December 11

Tony Hill

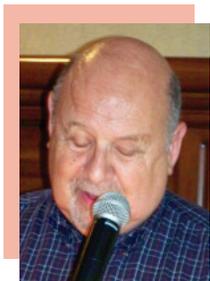
December 18

Christmas Party -- Everyone

December 25

Christmas -- Dark

Program Review



That is the mission of the Alabaster Mobile Clinic as presented by last week's speaker, Shannon Fernando-Rubera. Every year, this clinic travels to Kenya for two weeks to provide critically needed healthcare to some of the poorest people on the planet. The World Health Organization predicts that, in the year 2015, there will be a short-

Helping where It's Needed Most . . .

age of 800,000 healthcare professionals on the continent of Africa.

The clinic works with members of the Masai tribe. They provide immunizations, Vitamin A supplements, de-worming, and treatment of acute illnesses. They perform home visits because they want to go to where their patients live. They discovered that the children were constantly coughing because the family cooked inside over an open fire with no ventilation in their mud huts.

They also check for Trachoma, a disease of the eye which, if left untreated, can cause blindness. They treat it with an antibiotic that costs \$2.00 a dose. For immunizations, they were concerned about keeping their vaccines in temperature so they would remain stable. The Glendale Rotary Club donated a car-powered vaccine cooler that solved the problem. They vaccinated 500 children against typhoid.

Another mission of the clinic is training. They perform first aid training, as well as working at schools to train teachers in healthcare. They also hold fitness competitions and nutrition training.

They are currently planning to build a small medical clinic for only \$8,000.

It will be a three-room concrete building that will provide more permanent healthcare, since the Alabaster Mobile Clinic is only there for two weeks a year.



There are many stories of hope. One that Fernando-Rubera shared was about a woman, eight months pregnant, who had been kicked in the stomach by a cow. After that, she hadn't felt the baby move, so she was very concerned. The clinic had a monitor that allowed her to hear her baby's normal heartbeat for the first time. She subsequently gave birth to a healthy baby.

It is clear that the clinic performs vitally needed services, and also clear how gratifying it is. Ed Jasnow ○

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949
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Ray Carlson Vocational
Tom McCurry Asst. Vocational
Craig Cox Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

December Rotary Family Month

Program Chair, John Frykenberg

Dec 11 -Party for Vice Chancellor of Tai Solarin University of Education -- Special Location & Time -- Membership to be notified.
Dec 18 - Christmas Party -- Special Location
Dec 25 - Christmas -- Dark

Congratulations



Birthdays



12/05 - Linda Wilkes
12/12 - Karen Gorton
12/15 - Gordon Seyffert
12/15 - Jacque Foreman
12/18 - Olga Louviere
12/26 - Mona Jasnow
12/26 - Carol Zoeller



Anniversaries



12/10 - Kevin & Ursula Moore
12/22 - Gordon & Marsha Seyffert
12/29 - Ray & Joy Carlson

T'is the Season . . . for Rotary Membership



It's now December, and families are all preparing for the holidays. Decorations are going up (ask me about my cool new light show lollipops!). Meals and treats are being planned and prepared. Gifts are being wrapped. Finally, relationships — both family relationships and friendships — are being renewed. It is interesting to think about how all the lights, colors, good food and cheer would not be the same without other people to enjoy them with.

Rotary is like this. Without the fellowship and friendship, our service would feel very different. Yes, doing good things for our community, vocations, and the world makes a difference. But . . . making a difference with other people that you enjoy, that is truly special.

These friendships and the fellowship that we enjoy as Rotarians is truly a gift. It is something that important people in our lives crave. The good news is that, in this season of gift giving, you can offer those people something that can really change their life — an opportunity to consider

being a part of Rotary. As you are making your list and checking it twice, ask if this person would benefit by living a life of service above self.

I wish you and your family a wonderful holiday season. I look forward to helping you deliver the gift of Rotary into the lives of many people in 2015. ○

This Week

Continued from p. 1

and California.

Opportunity

This planned visit offers hands-on insight for educators, students and Rotarians alike with respect to markets, job and investment opportunities in Africa's largest and fastest growing economy, especially in technical/scientific fields of endeavor at every level. Nigeria is the *Giant of Africa* with a population of 160+ million people in a country that is only twice the area of California. Yet, despite its recent designation as Africa's largest economy, Nigeria has only 1/10 the infrastructure of its chief competitor — South Africa, creating great opportunities for development.

Itinerary

The Vice Chancellor will be meeting with students to discuss *opportunities in Africa* and will be addressing other cognizant parties interested in or working on

projects related to the African continent, and specifically Nigeria, which currently leads the continent in telecommunications, oil production, education, television and radio production and agriculture / farming. Enabling support from local colleges in conjunction with students and interested faculty and staff and support services for this visit will be solicited by our visiting dignitaries.

Overview

The Pasadena area liaison at participating colleges/universities is being provided by the Rotary Club of Altadena in cooperation with local venue contacts. Bring a guest to meet the Chancellor and participate in a very special event with your fellow Rotarians. Entertainment will be provided by songster and instrumentalist Veretta Heidelberg, a young woman we met at one of our recent meetings. ○

Reflections

Continued from p. 1

and jumps around. In times past, obesity and pale skin color were considered status symbols. This signified that you had more than enough to eat and that you did not have to work. Now that almost everyone works indoors, having a tan and an anorexic figure are considered status symbols, meaning that you have leisure time and can exercise self-control even though there is an abundance of food.

Status symbols depend on the peer group. I can remember one of my daughter's classmates crying, when she visited us. She was wearing brand new tennis shoes with 4 stripes and our daughters had sport shoes in the closet with three stripes. Apparently, three stripes were in and four were out.

The bottom line is: Whereas owning or having status symbols themselves may not necessarily make people happy, not having them can affect one's feeling of self-worth. People are willing to make large sacrifices for status symbols. They will sacrifice their health, their time and a large part of their available resources to have them. ○



MONEY MATTERS

by Linda
Wilkes

Economic Update In The News

Single-family new home sales rose 0.7 percent in October to a seasonally adjusted annual rate of 458,000 units. September's initial reading of 467,000 units was revised to 455,000 units. On a year-over-year basis, new home sales were 1.8 percent higher than October 2013. At the current sales pace, there is a 5.6-month supply of new homes on the market.

Pending home sales, a forward-looking indicator based on signed contracts, fell 1.1 percent in October, following a 0.3 percent increase in September. On a year-over-year basis, October pending home sales were up 2.2 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending November 21 fell 4.3 percent from the previous week. Purchase volume fell 5 percent. Refinancing applications decreased 4 percent.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — was unchanged in September after a 0.2 percent increase in August. On a year-over-year basis, prices have risen 4.9 percent when compared with September 2013.

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 3.9 percent in the third quarter of 2014. This is an increase from the initial report of 3.5 percent and follows a 4.6 percent increase in the second quarter of 2014.

The consumer confidence index fell to

88.7 in November from a revised 94.1 in October. 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 expected to last three or more years — increased \$1 billion, or 0.4 percent, to \$243.8 billion in October. Excluding volatile transportation-related goods, October orders posted a monthly decrease of 0.9 percent.

Initial claims for unemployment benefits for the week ending November 22 rose by 21,000 to 313,000. Continuing claims for the week ending November 15 fell by 17,000 to 2.316 million, the lowest level since December 2000. The less volatile four-week average of claims for unemployment benefits was 294,000.

Upcoming on the economic calendar are reports on construction spending on December 2 and factory orders on December 5.

Industry Insider Harvard's Annual State of Housing Report Demographics Are Key!

According to the State of the Nation's Housing report — published annually by Harvard University's Joint Center for Housing Studies — demographic forces will be a key determiner in the US housing market future.

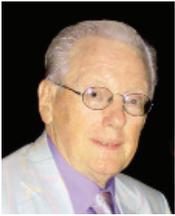
Essential findings of the report include:

- Mounting student loan debt is delaying homeownership for young Americans. Student loan debt has accounted for 63 percent of the growth in total debt over the past year. Student loan balances increased by \$114 billion in 2013 alone.

- Approximately 2.1 million more adults in their 20s lived with their parents last year when compared to 2012. However, because of the sheer volume of young adults coming of age, the number of households in their 30s should increase by 2.7 million over the coming decade, which will boost demand for new housing.
- Over the next 10 years, millennials will form 24 million new households, while baby boomers will shed 3 million households and pre-boomer households will drop by 10 million households.
- From 2015 to 2025, demographic forces alone will drive household growth of 11.6 million to 13.2 million. And the number of households aged 70 and older will increase by approximately 8.3 million and account for more than two-thirds of household growth.
- The report also indicated that incomes are not keeping pace with the rising cost of housing. From 2002 to 2012, the real median income for households aged 25–34 fell 11 percent, leaving their real incomes below those of same-aged households in 1972.
- Since 2002, the real median annual incomes among households in their 50s — the peak earning years for this group as they look to retire over the coming decade — have fallen by \$9,100 among 50–54 year olds and by \$5,700 among 55–59 year olds.

The State of the Nation's Housing report has been released annually since 1988. This year's report provides a current assessment of the state of the rental and homeownership markets; the economic and demographic trends driving housing demand; the state of mortgage finance; and ongoing housing affordability challenges. ○

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



Job Creation & Entrepreneurship

by C. Ray Carlson, District Chair,
Vocational Service

Making Pasadena a Haven for Young Entrepreneurs

How to teach

Entrepreneurial Literacy

In November of 2014, six Pasadena Unified School District (PUSD) teachers assembled at PUSD headquarters to learn how to teach basic entrepreneurship to



the students in the academies at all four high schools.

Dr Marisa Sarian, Director of College & Careers Pathways at PUSD, asked me to conduct this all-day *training-the-trainers* class as a result of first having witnessed my sessions on *How to write Business Plans* at Blair and Muir high schools in spring of 2014, and then after she observed our Rotary District 5300 Business Plan Competition in May of the same year. Four of the teachers present will start classes in four high schools during Spring 2015. For the expected 110 students, Rotary will provide the curricular materials.

Two of the teachers present at this *Training Class* will function as counselors to other teachers, and they will be training those they counsel how to teach the *How to write Business Plans* curricula so that their classroom students can develop business plans based on their own ideas. Sarian plans that the next students to learn to write business plans will be the sixth graders in the seven middle schools of PUSD.

Why is this important?

Entrepreneurs create jobs for themselves and those they hire. Surveys in Sweden of those who had participated in Junior Achievement's Company Program ten years earlier revealed that 24 percent

were actually operating their own businesses and had hired on average four employees each. This is a phenomenal result in economic development terms. Essentially, for every five students trained, one will become an entrepreneur who will create four more jobs, creating five jobs for every five trained; and at a miniscule cost for the entrepreneurial literacy imparted.

When I approached Superintendent Dr. Brian McDonald in 2013 about this program, I suggested that, of the 900 hours of class instruction required by the State of California, would it not be reasonable to carve out 15 class hours for instruction in Entrepreneurial Literacy?. McDonald gave me his card and asked that I come to his office. Which I did and met with Dr Fal Asrani, his Executive Director for Secondary Schools. She expressed enthusiasm for our program.

Coincidentally, instruction in Financial Literacy became a state requirement

in 2013. Important as this is, it does not create jobs.

The Training Class

Our training class was taught by Raoul Pascual, owner of WYNK Marketing, who covered marketing through social media; Norman Blieden, CPA, who taught the basics of accounting and that it is essential to prepare the financials within a business plan to determine its viability - will it make a profit; John Frykenberg, former property manager, taught business plan development; and I covered a portion of the curricula, having taught some thousand high school students - some in each of the four high schools, starting in 1995.

PUSD school board member Tyron A. L. Hampton, gave a fascinating account of his career as an entrepreneur in the fashion industry, and that of his parents and grandparents as building contractors. After his presentation, the teachers begged him to come to their classrooms and motivate their students to consider entrepreneurship as a career.



This day's experience of witnessing the launch of *Training in Entrepreneurial Literacy* in the PUSD was a major milestone for me. It was truly the start of *Making Pasadena a Haven for Young Entrepreneurs*, as observed by fellow Rotarian John Frykenberg who has led the training of almost 10,000 university students in Nigeria.

Playhouse Project picks up Speed

On Saturday, December 06, Mike Noll, David Smith, Mike Zoeller, Tom McCurry, Kimmit Haggins, Steve Cunningham, Theo Clarke and I assembled at the Altadena Christian Children's Center. Our purpose was to prepare the area where the playhouse will be sitting so that next week, on December 13, the concrete footing can be poured. In addition, we prepared a small walkway for pouring on the same day. Up

to now, the walkway has been paved with uneven stepping stones.

David Smith, Steve Cunningham, Kimmit Haggins and Mike Noll knew what was involved in the preparation, and the rest of us followed their direction. And I lucked out because there were enough guys there that I could stick to taking the pictures, but I had brought a shovel and work gloves just in case.

We really lucked out because the rain that fell earlier in the week left the soil close to perfect for digging, moving and smoothing. And we were lucky in another way: The Altadena Christian Children's Center thanked us by giving us an excellent breakfast and lunch.

Next weekend we should be pouring the cement — all things being equal, and it's not raining. ○



Please turn to p. 7 for more pictures

Sparks - Altadena Rotary Club Newsletter





*You are cordially invited
to our
Christmas Party Potluck*

*Thursday Evening
December 18, 2014*



6:30 to 9p



*130 W. Valley
Pasadena, Ca 91105*

Party Room above the Pool

The Caterer will supply the Basics

Dennis Mehringer will bring the Prime Rib

Members: Bring your Favorite Dish

All Members and Families - including Children - invited

No fee will be charged

Register on Club Runner

