

October 02, 2014

This Week

Ray Sidney Creator of Here-to-Praise Ministries Program Host: Gary Clark

Ray Sidney teaches people how to sing gospel music and to share the heart of that music across the United States and around the world.

On Sunday mornings, Sidney's *Gospel Brunch* transforms the Hollywood House of Blues from a Sunset Strip nightclub into a toe-tapping, hand-clapping gospel music extravaganza loved by audiences young and old, from all cultures and backgrounds. Ray named his eclectic, black gospel performing group of six singers and four instrumentalists, *Firm Soundation*.

His passion for gospel music was ignited at age five when he sang in church. His passion and life's mission is to sing for the Lord and to share the good news with people all over the world.

Sidney has sung in several professional gospel groups that have performed in venues like BB King's Blues Club and the House of Blues.

In recent years, he has taken his
Please turn to This Week p. 3



REFLECTIONS

by Hal Yorke, President

REFLECTIONS?

On Violence . . .

The World Health Organization defines violence as "the intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, which either results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment, or deprivation." Violence claims the lives of 1,600,000,000 people annually: over 50 percent through suicide, some 30 percent through homicide, and just over 12 percent due to war or some other form of conflict. In the US, violence is the second leading cause of death (after accidents) in the age group 15-35.

As a species, homo sapiens sapiens is fascinated by violence. Whereas most people may be appalled by the recent beheadings of American journalists, the internet depictions of these deplorable acts are valuable recruitment tools for the group of thugs that self-proclaims itself an *Islamic State*.

Whether appalled or thrilled, many watched the beheadings. At the same

time, maiming and beheadings are commonplace in many video games. Apparently, the only way to kill a Zombie is to behead it or at least destroy its brain.

Finally, we worship the heroes that perform multiple violent acts each week: the modern gladiators of the gridiron. Whereas movie stars and other non-sport celebrities can misbehave, simply because they have been told as long as they can remember (and probably believe) that they are really special, they usually misbehave by being jerks. When our football heroes misbehave, on the other hand, it is often through violent misconduct. Should we be surprised? No, not really. We have created these monsters. ○

Greeters

October 02

John Casci

October 09

Gary Clark

October 16

Theo Clarke

Program Review



Bonnie James is President and CEO of BRJ & Associates and has over 30 years of multi-level experience with in the California education system. He has served in many positions in his career as an educator and received his Doctorate in Education from USC. He said that he will always be an educator at heart, but currently he is working in the field of construction facilities man-

agement. Every construction project has thousands of details to keep on track and error free. His new business helps projects achieve success by taking all those minute details and putting together a marketable, organized, and thorough business plan together and selects the *right team* to manage your plan to success.

His talk, however, was regarding the importance of teaching *Entrepreneurial Literacy* in the US and World. He dedicated most of his talk to how someone can proliferate entrepreneurial literacy onto others. He began by defining to questions:

What is Entrepreneurial Literacy? ... Entrepreneurial literacy is defined as knowing how to make appropriate personal economic choices.

What is Entrepreneurship? ... Entrepreneurship is defined as the capacity and willingness to develop, organize and manage a business venture.

James' definition of an entrepreneur is *A person who is willing to endure punishment.*

He stated it begins with education and changing our school curricula to incorporate more classes in mathematics,

engineering, robotics, etc. His theory is as follows:

- **M o r e** mathematics in early education
- **M o r e** mathematical concepts and finance education
- Business literacy and management skills courses evolving risk management and further concepts.



Less than half of the fifty US states have any financial literacy requirements in K-12 schools. Today's children are unequally prepared to become financially solvent which he ties into the lower test scores our younger generations have had over the past few years. Some of the lack of entrepreneurial literacy is cultural, for instance, he was only taught to go to school; go to college; get a job. There was no talk about owning your own business. Most things dealing with money are currently taught at home. Many adults tend to classify **MONEY** conversations with their children

Please turn to Program, p. 3

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 - #7185

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. Gary Huang
 Dist 5300 Gov. Larry Skaggs

Officers

Hal Yorke, Pres. Bus. 626-577-9800
 Steve Cunningham, Pres. Elec. Bus. 626-786-1937
 Dennis Mehringer, V. Pres. Bus. 626-577-9800
 Gordon Seyffert, Sec. Bus. 626-345-0658
 Mike Noll, Treas. Bus. 626-683-0515

Directors

Mike Noll • John Frykenberg
 Steve Cunningham • Dennis Mehringer
 Gordon Seyffert • Mike Zoeller • Ed Jasnow

Chairmen

Steve Cunningham Administration
 Ed Jasnow Foundation
 Jacque Foreman Public Awareness
 Jacque Foreman Acting Publicity
 Jacque Foreman Sparks/Website
 Mike Zoeller Club Projects
 Craig Cox Community
 John Frykenberg International
 Tony Hill Youth Contests/Awards
 Mike Zoeller Youth Projects
 Ray Carlson Vocational
 Tom McCurry Asst. Vocational
 Craig Cox Membership

Editor, Design & Typesetting Foreman Graphics
 Photography Jacque Foreman

October Vocational Service Month

Program Chair, Gary Clark

- Oct 02 - Ray Sidney, Creator of *Here to Praise Ministries*
- Oct 09 - Fred Messick, Public Relations Representative, Fuller Seminary
- Oct 16 - John Frykenberg - Report on Nigeria trip
- Oct 23 - Varetta Heidelberg, Creator and Director, Instruments of Praise Program
- Oct 30 - Sea Captain Bethany Clark, Entrepreneur.

Congratulations



Birthdays

10/08 - Susan Cox

10/17 - Noriko Suzuki Mehringer

10/20 - Charles Wilson

10/24 - Jim Gorton

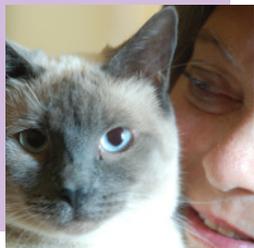


Anniversaries

10/01 - Freddy & Margarita Figueroa

10/19 - David & Elsa Smith

Let's Do Business



Some time ago I suggested that we have Altadena Rotary members who are in business — or have hobbies to share — bring samples of their work and be given 5 to 10 minutes to present a mini-craft talk while the other members are eating lunch. This way no time is taken from our regular speakers, and we get to hear a bit about what our fellow members do. This could happen, say, on the first meeting of each month and be introduced by the president saying, "It's great to do business with a Rotarian."

To augment this, the Public Awareness committee decided to create a **Let's Do Business** page on our website. Unfortunately, the fulfillment of this idea became

stalled for one reason or another and did not go *live* until relatively early in September of this year. Six members are currently listed. The committee decided it had a choice: It could start the page NOW with the available participants or keep waiting. The decision was to act.

Participation is open to any Altadena Rotary member — but only Altadena Rotary members — who is in business or has a hobby he/she wishes to share and discuss with those who may contact him/her.

All a member who wishes to participate has to do is submit a paragraph stating the name of the business or what he/she does, or describe his/her hobby. It's also handy if the member includes a category that will be listed at the top of the page and linked to the member's descriptive paragraph.

**BE A PART OF
THE NEW
BUSINESS PAGE
ON OUR WEBSITE
SEND THE WEBMASTER
A PARAGRAPH ABOUT
WHAT YOU DO
AND
GIVE THE WEBMASTER
ONE OF YOUR
BUSINESS CARDS**

Please go to the *Let's Do Business* page and see how it works. There is a link on the home page of our website.

A spot has been left for your business card. Just make sure that you give me one of your business cards, and I will scan it and put it on the *Let's Do Business* page.

The committee would like to see a large portion of our members participating, but that's up to each member. If you have trouble writing your paragraph, ask me for some help. You have to come up with the beginning, and I will look it over and correct spelling and grammar and ask questions where your information needs some *filling out*.

I am making no promises, but occasionally non-Rotarians and other Rotarians do come to our website, and you may be just the person for whom he/she is looking.

This Week

Continued from p. 1

music mission to South Korea, the Philippines, Israel, Africa, Sweden, Singapore, Hong Kong and the United Kingdom. He devotes four to six weeks, three times a year to the people of Japan leading Japanese youth choirs with hundreds of singers, in musical performances, often in Black Gospel music and contemporary praise and worship.

Sidney's passionate heart for people coupled with his powerful vocal gifts have led him from the concert stages in Los Angeles to Philippine orphanages, and from the House of Blues in Hollywood to the villages of Uganda. ○

Program

Continued from p. 2

along with other *untouchable* subjects, which shows that a lot of adults don't trust themselves in confidently speaking to their children about the topic.

He shared his concept to those in attendance:

1. Have a conversation
2. Understand "Needs" vs. "Wants"
3. "AHA" moment will appear itself, take advantage

He ended by saying that *entrepreneurial literacy* should start in the schools but should also be heavily subsidized in the home.

Charles Wilson ○



MONEY MATTERS

by Linda
Wilkes

Economic Update In The News

The monthly National Association of Home Builders/Wells Fargo housing market index rose four points in September to 59 from an August reading of 55. An index reading above 50 indicates positive sentiment about the housing market. It was the highest reading since November 2005.

The combined construction of new single-family homes and apartments in August fell 14.4 percent to a seasonally adjusted annual rate of 956,000 units, compared to the revised July estimate of 1,117,000 units. Single-family starts decreased 2.4 percent. Volatile multifamily starts fell 31.7 percent. Overall, housing unit starts were up 8 percent in August when compared to the previous year. Applications for new building permits — seen as an indicator of future activity — were at a seasonally adjusted annual rate of 998,000 units, 5.6 percent below the revised July rate of 1,057,000 units.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending September 12 rose 7.9 percent from the previous week. Purchase volume rose 5 percent. Refinancing applications increased 10 percent.

Industrial production at the nation's factories, mines and utilities fell 0.1 percent in August after a revised 0.2 percent increase in July. Compared to August 2013, industrial production has increased 4.1 percent over the last year. Capacity utilization fell to 78.8 percent in August from 79.1 percent in July.

Consumer prices fell 0.2 percent in August, following a 0.1 percent increase in July. Compared to a year ago, August consumer prices have risen 1.7 percent. Consumer prices at the core rate — excluding volatile food and energy prices — were unchanged in August, the first time since October 2010.

The index of leading economic indicators — designed to forecast economic activity in the next three to six months — rose 0.2 percent in August, following a revised 1.1 percent increase in July.

Initial claims for unemployment benefits for the week ending September 13 fell by 36,000 to 280,000, the second-lowest level in 14 years. Continuing claims for the week ending September 6 fell by 63,000 to 2.429 million, the lowest level since May 2007. The less volatile four-week average of claims for unemployment benefits was 299,500.

Upcoming on the economic calendar are reports on existing home sales on September 22 and new home sales on September 24

Big Idea 6 Prescriptions for Sales Healing

Todd Duncan, a renowned sales guru and New York Times best-selling author, has identified six ailments that can affect top-performing agents. He begins by asking agents: Are you using the wrong tool to fix common sales shortcomings? If so, you've been patching the problems instead of really fixing the problems. While Duncan writes for the mortgage industry, his suggestions are applicable to many

people in business.

Here are the six ailments, followed by the prescription for sales healing.

- **Falling Sales.** When you find yourself in a sales slump, try surveying clients before asking for their business. Find out what it will really take to seal the deal.
- **Overcoming Objections.** Instead of developing more scripts to talk your way through objections, find out what your clients really want beforehand so you don't hit this wall.
- **Low Sales.** To boost sales, you may be tempted to pick up the phone and start cold calling. Instead, improve sales by heeding your current clients' values and getting to know prospects better.
- **Time Management.** When you have a lot to do in a short amount of time, think about delegating tasks and focusing your energy. Work smarter, not harder!
- **Few-to-No Referrals.** The old adage — "always ask for referrals" — really works only if you provide great service and consistent follow-up. Your everyday interactions with clients will speak volumes.
- **oor Client Quality.** Make sure your potential prospects are a good fit for you. Prequalify the right clients for your business model before you pursue them.

A real cure to your sales woes may require more work, but it will pay off in the end. ○

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



Communities **IN ACTION**

A Guide to Effective Projects



ROTARY INTERNATIONAL®

Front Cover of the Rotary International's new booklet on Effective Community Projects