

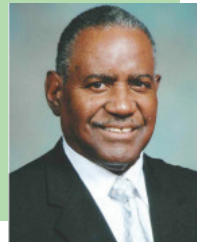
## This Week

### Robert Liljenwall Pasadena, One of the World's most Popular Brands Program Host: Kimmit Haggins

Robert Liljenwall was born and raised in Altadena. He attended Burbank Elementary, Marshall, and Pasadena City College, and, it is noteworthy that he and Stephen Cunningham played on the same 1953 Pasadena High School Bulldogs football team. He received his Bachelor's degree in Journalism from San Jose State University and his Master's in Business from Pepperdine University. Liljenwall served as head of Advertising and Promotion for Disneyland, Vice President for RMS Queen Mary and Spruce Goose, CEO of Real Time Sports television network, CEO of Bright Design, and had his own marketing agency for 30 years. He also served as Venue Press Chief for the 1984 Olympics and has been the Distinguished Instructor at UCLA Extension for the past 20 years, teaching marketing and brand management.

He's been an editor and he is co-au-

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## Quietly Quick

by Steve Cunningham, *President*

## The Never Changing Law

**B**uilding your life, you will find that you may freely choose what you think, but the result of your thought is governed by a never changing law!

Is it not wonderful to know that your life is not subject to sudden change or variability of any kind ... that it is governed by a law -- a never changing law? This stability is your opportunity, because, by complying with this law, you can secure the desired effect without the need for precision.

It is the law which makes the Universe one grand *SONG of harmony*. If it were not for this law, the universe would be Chaos instead of a Cosmos. Here, then is the secret of the origin of both good and evil — every good and every evil there ever was or ever will be.

Let me illustrate. Thought results in action. If your thought is constructive and harmonious, the result will be good. If your thought is inharmonious, the result will be destructive to your success.

There is, therefore, but one law, one principle, one cause — one Source of Power. Good and evil are simply words which have been coined to indicate the result of our action, or our compliance —

or noncompliance — with this law.

The importance of this is well illustrated in that we are to hate nothing — not even the bad — because hatred is destructive, and we shall soon find that, by entertaining destructive thought, we are sowing the *wind* and in turn shall reap the *whirlwind*.

With this rule in mind, you should understand that disharmony, hate and resentment are *VERY VERY* distracting from your purpose and mental energies,

Realize that a pure mind of gratitude, harmony, and confident expectation are very efficient. A pure mind can focus on *Real* goals and aspirations in a *VERY* effective way.

In addition, your harmonious mind has the ability to take very constructive action on a daily basis without worry, fear, and hatred looming in the back of it, ○

## Greeters

July 16

**Julius Johnson**

July 23

**Sterling Louviere**

July 30

**Tom McCurry**

## Economy in Everything



**R**otary guest speaker Chester Sohn is in the business of economy — of energy,

of cost, of agriculture, of water, of food and of resource management generally. And he has the patents and track record to prove it.

Hailing from South Korea, Sohn has a clear calling; to empower and enable

people to get the most from the least, be that wind turbine energy, recycling of everything from water to trash and getting the most out of everything we do by exploring cost effective means of delivery, acquisition, harnessing or utilizing limited resources to the max. Korea is doing it now:

- No land fills.
- No sewer plants as we would know them.
- No trash to speak of.
- Everything is recycled!

Example: The efficiency of wind turbines can be significantly improved by lowering maintenance and capturing lost energy from blades designed to capture wasted energy. Our speaker has a patent to do just that!

Another example: Remote site chlorine manufacture from electrolysis to sanitize water for drinking in locations around the globe that are rampant with water-borne diseases.

### Bottom Line?

Find ways to economically produce and utilize available resources in a cost-effective manner for the benefit of the greatest number of people.




Technology is rapidly changing the world in which we live; the total knowledge of mankind since the dawn of time is now doubling every 12-15 years ... information which staggers the imagination.

The opportunity to improve the lot of our fellow mankind is everywhere. All we have to do is to look. And opportunity — if seized — will reward those who are creative, a bit restless, who can work in community and meet a need or a want in our society.


Sohn is doing just that. He sees great

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**Congratulations**




**Birthdays**



07/08 - Regina Wilson  
07/27 - Tony Hill



**Anniversaries**



07/01 - Bill & Ruth Reeder  
07/15 - Craig & Susan Cox

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**Rotary Club of Altadena - #7183**

Chartered: February 14, 1949  
P.O. Box 414, Altadena, CA 91003  
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Tom McCurry ..... Asst. Vocational  
Craig Cox ..... Membership

Editor, Design & Typesetting.....Foreman Graphics  
Photography ..... Jacque Foreman

**July**  
**No Designation**

*Program Chair, Kimmit Haggins*  
July 16 - Robert Liljenwall - Pasadena,  
One of the World's most Popular  
Brands  
July 23 - To be Announced  
July 30 - To be Announced

**August**  
**Membership & Extension**

## It's Great to do Business with a Rotarian



Of course it is. Rotarians recite the 4-Way test at every meeting — the first being the most important: *Is it the Truth?* Then comes: *Is it Fair to All concerned?* *Will it Build good will and better friendships?* and *Will it be Beneficial to all concerned?* And this car-

ries through to their personal and business dealings. So there is a kind of *vetting* that takes place before we do business with another Rotarian or someone who knows about our 4-Way test and what it means.

To perhaps make this work for all of our members who are in business or have a service or product to sell, I have set up a page on our website where each of us

has the opportunity to write a paragraph about what he/she does, provide a business card, list and link to a website, etc.

While service — that is *Service above Self* to the club, the community and internationally — has become our higher calling, there is no reason to overlook the beginnings of Rotary. In February of 1905, a gentleman by the name of Paul Harris (who was fairly new to Chicago) got together with three other gentlemen for the purpose of improving business for all of them. Thus, Rotary was the first — the very first — of the business networking organizations. The remnants of this can be seen in that we each still receive a *Business Classification*.

That being said, I hope that our new, newer and longer-time members will help me make this page a reality. No promises are made, it's just an opportunity to put your name, your business/hobby/interest in front of those who visit our website. You will notice that a link to the page is on our website's home page where I have hidden it in plain sight with dark green letters.

I believe that at least a few of us can benefit from this exposure.

## Program

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opportunity — particularly for the courageous in the African continent (Tanzania especially because of its current stability and bent toward the US).

Transportation, energy production, communications, agriculture, health care, almost anything you can think of offers great opportunity for the brave and the bold.

### **So what is needed?**

Venture capital is clearly not enough. Billions of dollars in *investment* in Africa have gone wasted. Education, ownership, stewardship and commitment are needed, not on an interim — part-time — basis, but on a long-term basis. For instance, Africans across the continent are not happy with China. China is bringing in its own workers and capital and creating sub-standard infrastructural improvements — which do not last — in exchange for resources which, when depleted, simply rob the local and national economies of their birthright to a better life.

Quality, commitment, partnership,

community, fairness, a hand up or leg up for the deserving can and will reward all who are involved in building the future!

***This is our challenge.*** ○

## This Week

Continued from p. 1

thor of the leading textbook on retail marketing — *The Power of Marketing at-Retail* — with Sharon L. Dukes. In addition, he works on various entertainment projects around the planet.

And, Robert Liljenwall wants everyone to know that he is definitely much younger than our president, Stephen Cunningham. ○

> > **NEXT BOARD MEETING** < <

**TUESDAY, AUGUST 04, AT 6:30p**  
**260 S. Los Robles, Pasadena**  
**3rd Floor Conference Room**

# Flags come down after July 4 holiday

I arrived at the Presbyterian church parking lot within a minute or two of the appointed time of 9:30a. Ed Jasnow, Tony Hill, David Smith and Mike Noll were already there, standing around talking. Soon Mike Zoeller joined us. Oops! Hill had forgotten to put a ladder in his van, so he left to go pick it up. Smith had a ladder in the bed of his truck, but two

teams make the work go faster.

We all waited for a while, and then Smith and Noll decided that they would go get the flags and work the west side of the street from north to south. Jasnow jumped into the passenger area of the cab, and they were off.

As I pulled out to follow and get pictures of them taking down the flags, Theo

Clarke drove up. He would be part of the Zoeller-Hill team that would go north on the east side of Lake. After taking pictures at a couple of the *South Bound* group stops, I changed sides of the street to catch the *North Bound* group of Zoeller, Hill, and Clarke. When I caught up with them, I found that Steve Cunningham had joined them somewhere along the way. ○



# First Concert in the Park

Saturday, July 11 marked the first summer concert of this season. The program was the *Downbeat Express with Jennifer Gates*. It was their interpretation of the *Big Band era*.

El Patron — a local Mexican Food Restaurant on North Lake — provides the food at the concerts, and we supply the beverages: wine, beer (craftsman-style), soft drinks, water and various kinds of chips.

For us it seemed like quite a good evening; several times we had lines of clients waiting to be served. I'm not sure what

our profit for the evening was, but I can tell you that we made \$45 in tips for the children activities at the park.

In addition to taking photos, my job was to put bands on the wrists of those who were going to be drinking *adult beverages*.

While some of the time we had only one or two at the counter to get drinks and snacks, three or four times

we had people lined up back to the door waiting to purchase drinks or chips. We'll be going back next week. Can you volunteer? If so, volunteer on the *ClubRunner calendar*. ○





All FREE Concerts start at 7:00 PM in the Amphitheater at Farnsworth Park.  
 568 East Mt. Curve Ave., Altadena, CA 91001 for information: 626-798-6335  
 Visit: <http://www.altadenasheriffs.blogspot.com>

### 19th Annual Summer Concert Series Schedule - 2015

Downbeat Express (Big Band with Jennifer Gates)	Saturday, July 11th
The Brian Hughes Band (Ultimate Jazz)	Saturday, July 18th
The Manning Brothers & Friends (Irish Music & Dance)	Saturday, July 25th
The Mighty Burnt Bacon (Stax Style Soul Band)	Saturday, August 1st
Upstream (Reggae, Calypso, Soca & Steel Drum Music)	Saturday, August 8th
Kings of 88 (The Ultimate Tribute to Piano Rock)	Saturday, August 15th
Whiskey Hayride (Country Music and Much More)	Saturday, August 22nd
Floyd & The Flyboys (R & B Soul & Funk)	Saturday August 29th

**And... For Our Grand Finale... Saturday, Sept. 12th**  
**Back by Popular Demand...Sgt. Pepper in their tribute to the Beatles!**

*Presented by United Support Group & SSGA*

*Thank You to our generous sponsors*



Rotary Club  
Of Altadena



Georgia Rutherford  
In Memory of  
Don Rutherford





# ROTARY AT THE SPECIAL OLYMPICS

JULY 25, 2015 | LA COLISEUM



**Rotary is supporting thousands of international athletes at the  
2015 Special Olympics Worlds Games Opening Ceremonies.  
Be a part of this amazing experience!**

## ABOUT THE EVENT

All Rotarians, Rotaractors, Interactors, friends and family are welcome to attend. 1,000 seats in the same section have been reserved for Rotary at Opening Ceremonies at the LA Coliseum on **July 25, 2015 at 5:00pm** (gates open at 3:00pm).

This event will be broadcast by ESPN worldwide – a good opportunity to promote Rotary.

### Heading Talent Includes:

Stevie Wonder • Avril Lavigne • O.A.R. • Cody Simpson • Nicole Scherzinger  
J Balvin & Becky G • Cassadee Pope • Siedah Garret

### Special Appearances by:

First Lady Michelle Obama

&

Jimmy Kimmel • Eva Longoria • Lauren Potter • Michael Phelps • Yao Ming  
and many more...

## TICKET PRICES *(prices were specially arranged for Rotary)*

All tickets include admission to Opening Ceremonies and a T-shirt

\$40.00 for Small, Medium, Large, X-Large T-shirts

\$42.00 for 2XL and 3XL T-shirts

## PLEASE CONTACT by Friday, July 17<sup>th</sup>

*(with t-shirt count and sizes)*

DJ Sun: (323) 459-9236 or djsunrotary@gmail.com

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