

This Week

**Danny's Farm
 Petting Zoo
 Altadena Library
 Parking Lot — 12n-3p
 Guest Program Host:
 Mike Noll**

The Altadena Library — in conjunction with the Rotary Club of Altadena — will host Danny's Farm, a special petting zoo founded by former Los Angeles Dodger Pitcher and current pitching coach for the Los Angeles Angels of Anaheim, Jim Gott and his wife Cathy in 2007, in honor of their son Danny, who is diagnosed with Autism. As a child, Danny was drawn to farm animals and out of his continued affinity to them, Danny's Farm was formed. The farm is based at Cal Poly Pomona, but because of the generosity of the Rotary Club of Altadena, you and your family can have this experience right here in your own Altadena backyard!

Danny's Farm offers a safe and nurturing petting farm and social environment for all children and adults including those with autism and other developmental disabilities.

This program is being generously sponsored by the Rotary Club of Altadena. ○



Quietly Quick

by Steve Cunningham, *President*

Fire Bullets, then Canonballs by Jim Collins A Review

“You may not find what you were looking for, but you find something else equally important.”

Imagine you're sitting at an airline gate, waiting to board. You look up from your newspaper to see a pilot in full captain's uniform, walking to your plane ... wearing dark glasses and tapping a white cane.

You chuckle to yourself. You've flown on this zany airline before, and you know this is just another fun trick being played on unsuspecting passengers. Pilots would sometimes leave the intercom open and say things like, “Do you remember how to start this thing?” or “I thought you had the keys.”

The airline encouraged flight attendants to engage in playful banter, invent games, and crack jokes with passengers; “We are serving steak and baked potatoes today... on the flight that left an hour ago”. The airline singled out a passenger each time it logged another millionth customer. In one case, it acknowledged this marker by leading the tagged customer down the jet stairs and handing him the reins to a

cow, a befuddled bovine standing placidly on the tarmac, as a special gift. You love this renegade airline, which had brought a radical, new model and a fun-filled, high-spirit culture to the industry.

More seriously, though, you love this airline for its low fares, consistent on-time record, and no-frills approach. Instead of having to go through the traditional complicated procedure, you just get a simple cash-register receipt. There are no seating assignments, no first-class distinctions, and few delays. The planes land, quickly turn at the gate and go back out again. You love the point-to-point model, with no

Please turn to Quietly, p 4

November Team

**Mindy Kittay • Julius Johnson
 Mike Noll • Gary Clark
 Jim Gorton**

Meeting Responsibilities

- Setup • Greeter •
- Flag Salute • Song •
- Inspirational Presentation •
- Happy Bucks • 4-Way Test •
- Takedown •

Program Review

Current Status of the Pasadena Unified School District



Last Thursday (November 05) We were enthusiastic to hear a report on the status of the Pasadena

Unified School District, as we listened to Superintendent, Dr. Brian McDonald.

First a brief history: McDonald is originally from Jamaica but moved to New

York as a teenager. He graduated from High School in Queens, NY before attending the University of Houston, where he earned a degree in mathematics. He then went to work for Nations Bank as an accountant. During his time at Nations Bank, he participated in a program that connected him with local schools where he learned that he had a passion for education. He applied and was accepted into the University of Houston's *Alternative Education Certification Program*.

After finishing this program, he began his teaching career. He spent five years teaching mathematics at a local high school. Next he was an Asst. Principal. Then he became Principal of an elementary school. He also was a Principal of a local middle school. His last position in the Houston area was Supervisor, in which eleven school principals reported to him.

It was then that he received a call from then PUSD Superintendent, John Gundry to join him on staff and move to Pasadena, California. But the first position offered wasn't one for which he was willing to relocate his entire family to another state. It was when he received a call a week later in which Gundry offered him the position of his Chief Economic Officer,



and McDonald said "yes."

Superintendent McDonald has five children and is a resident of Pasadena, CA. His career in education has been the most rewarding and fulfilling thing he has ever done, and he is very proud and excited to be involved with the Pasadena Unified School District.

Some of the things that PUSD is currently doing or has planned for the future are:

Please turn to Program, p.3

Congratulations



Birthdays



11/08 - Sterling Louviere
11/13 - Ed Jasnow
11/20 - Steve Kerekes
11/26 - C. Ray Carlson
11/26 - Roger Fennell



Anniversaries



11/01 - Jacque Foreman & Bruce Conroy
11/07 - Hal & Barbara Yorke

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. Ravi Ravindran
Dist 5300 Gov. Randy T. Pote

Officers

Steve Cunningham, Pres. Bus. 626-786-1937
Charles Wilson, Pres. Elec. Bus. 626-351-8815
Hal Yorke, V. Pres. Bus. 626-577-9800
Steve Kerekes, Sec. Bus. 626-796-5000
Mike Noll, Treas. Bus. 626-683-0515

Directors

Tom McCurry • Mike Noll
Steve Cunningham • John Casci
Hal Yorke • Gary Clark • Charles Wilson

Chairmen

Charles Wilson Administration
David Smith Foundation
Craig Cox Membership
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

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

November Foundation

Program Chair, Jim Gorton

November 12 - Away Meeting - Altadena Library - We host Danny's Farm Petting Zoo - Arrive at Library around 12n
November 19 - Michele Zack, Altadena Heritage
November 26 - Thanksgiving - Dark

Our Winter Project Team begins Planning



The Rotary Club of Altadena aspires to complete a hands-on service project each season of the year — Winter, Spring, Summer and Fall.

The entire club is needed to support our Summer Concerts in the Park effort. For the other seasons, the club is divided into three teams.

We have set our clocks back an hour and the air is getting chillier. This means that our Winter Project Team is beginning to get organized so that we are *ready to go* sometime in late January through

February 2016.

John Casci has agreed to lead this intrepid group of Rotarians. The Winter Team is a healthy mix of Rotary experience and newer member energy. The other members of this team are: David Alimi; Roger Fennell; Jacque Foreman; Kimmitt Haggins; Ed Jasnow; Mindy Kittay; Tom McCurry; and Hal Yorke.

Project teams have three objectives:

- **First**, the team needs to organize a project.
 - >Who are we going to help?
 - >How much work will be involved?
 - >How long will it take?
 - >What materials do we need?

>What will it cost?

>When will we schedule the work?

>What task will each member of the committee take on?

- **Second**, the team needs to promote the project to the club. The more Rotarians who want to get involved, the easier the project is to complete.
- **Third**, the committee helps the entire club execute the project. This includes getting materials/tools on site and having food/drinks for volunteers.

A successful project takes a lot of planning. Thanks in advance for your efforts as we seek to do service within our community. ○

Visitors from Pasadena High School Interact

by Jacque Foreman

This past week — at our November 05 meeting — we were honored to acknowledge our visitors from Pasadena



Oswaldo Mejia

High School Interact: Osvaldo Mejia, faculty advisor and two members Azviena Lopez and Crystal Dominguez.

I had the pleasure of meeting Dominguez a week or so before her



Azviena Lopez

visit to Rotary when she helped on Christmas Tree Lane. She had never worked on the Lane, but was one of our best workers. She knew instinctively, how to observe and see where she was needed. We never had to *call her to work*; she was where she needed to be, observing how others handled that position and fitting in like she was one of our more experienced workers. We hope to see her on the Lane again in the near future. ○



Crystal Dominguez

REMEMBER
THOSE
WHO
FOUGHT/FIGHT
TO KEEP US
FREE
● ● ●
VETERAN'S DAY
NOVEMBER 11

Quietly

Continued from p. 1

hub-and-spoke connections. The whole experience is simple, fast, fun, reliable, safe, and cheap.

As you prepare to board the flight, hoping that you're not tagged as a millionth marker (you really don't want or need a cow), you notice one of your favorite things; the black "U" going from left to right under the front of the aircraft, creating the effect of a giant, friendly Smile-Face staring back at you, the cockpit windows like eyes and the front of the aircraft taking shape as a black-tipped nose. You're taking a business trip again, flying Smile-Machine in the Sky.

PSA became a success story for the airline industry. Not only did customers love this happy airline with its smiling aircraft, but the business model proved enormously profitable and full of growth potential. So, when a group of entrepreneurs decided to found an airline in Texas, they came up with a simple business plan: copy PSA in Texas. The New York Times wrote in 1971 that Southwest Airlines President Lamar Muse "says frankly — and repeatedly — that Southwest Airlines has been developed from its inception around the ideas that have proven to be successful for Pacific Southwest Airlines.

"We don't mind being copycats of an operation like that," said Muse in 1971, referring to visits he and other Southwest executives made to PSA as they assembled their operating plans. PSA welcomed the Texas upstart to its San Diego Operations; indeed, even selling them flight and operations training. This may seem odd, but, in a pre-deregulation world with Southwest constrained to Texas, PSA would remain unthreatened in its large intrastate market, California.

The visiting entrepreneurs from Texas flew in PSA jump seats, and took notes on every detail of gate and back-room opera-

tions. They returned to Texas with copious notes and a set of operating manuals that they used to mimic PSA's model to the smallest detail, including the fun and zany culture. Southwest Airlines copied PSA so completely that you could almost call it a photocopy!

But then how do we explain PSA and Southwest Airlines? Imagine our surprise to discover that the true innovator — PSA — no longer even exists as an independent brand, despite having created one of the most successful airline business models of the 20th century. Well, perhaps airlines present a special case, wherein

Program

Continued from p.3

- Dual Language Program (Mandarin at Field; Spanish at Roosevelt)
- Offering STEM & STEAM Magnet schools (Washington, etc.)
- Students at Elliot are offered a Performing Arts Program
- Linked Learning Pathways Program – preparing kids for college and careers
- 3D Printing is available in every school in PUSD
- Calculus in 5th Grade – thanks to a husband and wife team at McKinley

McDonald then shared that we should have high expectations for our kids, because, if we have 5th graders who can solve calculus problems then, we need to raise the bar and not keep our kids in a box. In the 2014-2015 school year, PUSD had 1,100 students graduate high school receiving over fifty million dollars in grants, scholarships and gifts.

Looking forward he shared some things to think about. Currently PUSD only captures only about 54 percent of the population attending school. The other 46 percent attend charter or private schools. He and his team asked themselves how

scale and costs count much more than innovation.

Our biggest shock came when we studied our pair of companies in biotechnology, the one industry in which the correlation between innovation and success should be close to 100 percent. Curious, we undertook a systematic analysis of innovation, focusing on the relevant dimensions of innovation for each industry, innovation in biotechnology focuses on new products and scientific discoveries, whereas innovation in airlines focuses on new business models and operating practices and so forth. ○

they could become better as a district. So they held a board retreat this past February to discuss that very topic.

They came up with the following three action items:

1. Clear and concise two-way communication.
2. Implement a comprehensive branding and marketing plan.
3. Align our system and processes with the mission and goals of PUSD.

McDonald ended by thanking us as Rotarians for our involvement in the schools and our local communities.

Charles Wilson ○

Flags go up for Veterans' Day

Saturday, November 07: I left working on Christmas Tree Lane and went to the Presbyterian Church parking lot to meet the teams who would be putting up the flags for Veterans' Day. Tony Hill came first, followed by Mike Zoeller, David Smith and Kimmie Haggins. Late arrivals: Craig Cox and Mike Noll. Pictures next week. ○