



Rotary Club of Altadena

Sparks

OFF THE ROTARY WHEEL
AN AWARD-WINNING NEWSLETTER



October 29, 2015

This Week

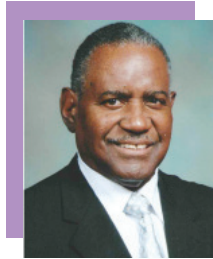
Isaac Hung
Group 1 Assistant
Governor,
District 5300
Program Host:
Gary Clark

Isaac Hung served as President of the Rotary Club of San Marino for years 2012 and 2013. He is currently the Group 1 Assistant Governor of District 5300. President Hung will report on his medical mission trip to El Salvador he conducted this past summer.

Hung was born in Taipei, Taiwan. He came to the United States for his high school education attending Temple City High. He attended University of Southern California and California State University in Los Angeles and received his BS in Accounting and MBA degree respectively.

During his graduate-study years he started a printing and copying business in Los Angeles. Running a small business in printing operation provided him enormous opportunities to learn many aspects of small business management. Consequently, he sold the business to his partner and moved on to real estate investment and manage-

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Quietly Quick

by Steve Cunningham, President

Two Teams of Adventurers by Jim Collins A Review

"Victory awaits him who has everything in order—luck people call it. Defeat is certain for him who has neglected to take the necessary precautions in time; this is called bad luck." ... Jim Collins

In October 1911, two teams of adventurers made their final preparations in their quest to be the first people in modern history to reach the South Pole. For one team, it would be a race to victory and a safe return home. For members of the second team, it would be a devastating defeat, reaching the Pole only to find the wind—whipped flags of their rivals planted 34 days earlier, followed by a race for their lives — a race that they lost in the end, as the advancing winter swallowed them up. All five members of the second Pole team perished, staggering from exhaustion, suffering the dead-black pain of frostbite and then freezing to death as some wrote final journal entries and notes to loved ones back home.

It's a near—perfectly matched pair. Here we have two expedition leaders — Roald Amundsen, the winner, and Robert Falcon Scott, the loser — of similar ages

(39 and 43) and with comparable experience. Amundsen led the first successful journey through the Northwest Passage and joined the first expedition to spend the winter in Antarctica; Scott led a South Pole expedition in 1902, reaching 82 degrees below.

Amundsen and Scott started their respective journey for the Pole within days of each other, both facing a round trip of more than fourteen hundred miles (roughly equal to the distance from New York to Chicago and back) into an uncertain and unforgiving environment, where temperatures could easily reach 20 degrees below zero F even during the summer, made

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October Team

Tom McCurry • Charles Wilson
Theo Clarke • Ray Carlson
John Frykenberg
Meeting Responsibilities

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

Program Review

Community Relations and Partnerships



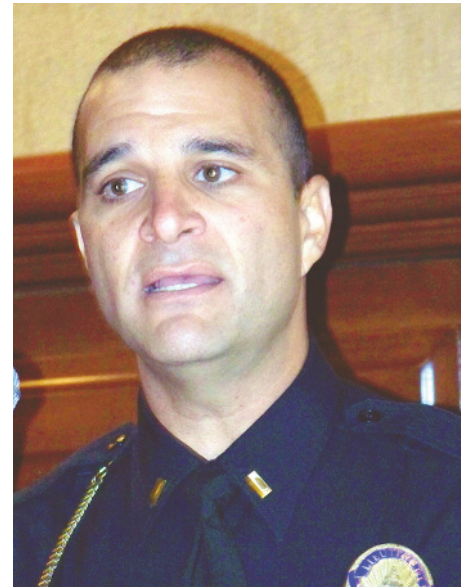
Last Thursday (October 22) Lieutenant Vasken Gourdikian of the Pasadena Police Department

came address Atadena Rotarians on the Community Services section of the Pasadena Police Department.

Gourdikian heads up a team of 20 officers in the department's Community

Services Department. This section works with community groups and neighborhoods, to help organize and help the police in doing a job the police cannot do by themselves. He stated that you need to "know your neighbor." The Community Services Section organizes neighbors in the community, and allows neighbors to settle issues themselves within the community, with issues that affect the whole neighborhood. One of the ways the Pasadena Police Department is doing this is by developing <nextdoor.com>. This allows neighbors within a neighborhood, to use social media as a means to gain information within a specific neighborhood. By putting in your specific zip code, you are able to enter the neighborhood network and gain information. For example, if a water main breaks in the neighborhood, you would be able to go on the neighborhood's site and gain information about the breakage and street closers. Other examples of <nextdoor.com> are *safety tips for safe trick or treating*.

The Community Services Section of the Pasadena Police Department, also helps in mediation of neighborhood disputes, that are not actually quite a police violation. Gourdikian stated that. "Not



everything is a police problem."

Lieutenant Gourdikian stated that the homeless population in the Pasadena community is a problem. This is partly due to the approval of prop 47 by California voters. Prop 47 allowed for prisoners to be released for non-violent crimes. Because of this, prisoners were released into the community, and the homeless population grew. The Pasadena Police Department saw this and developed the *Pasadena re-intergation program*. The Community Services Section oversees representatives

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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

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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

October Vocational Service

Program Chair, Gary Clark

October 29 - Isaac Hung - Medical Mission to El Salvador

November Foundation

Program Chair, Jim Gorton

Congratulations



Birthdays



10/08 - Susan Cox

10/17 - Noriko Suzuki Mehringer

10/20 - Charles Wilson

10/24 - Jim Gorton



10/01 - Margarita & Freddy Figueroa



10/19 - Elsa & David Smith

How do We Communicate The Benefits of joining Altadena Rotary?



This is an excerpt from ***Strengthening Your Membership*** from Rotary

International.

How do We Communicate the Benefits of joining Altadena Rotary?

In talking to prospective members, do you consider their interests and needs when you are explaining the benefits of Rotary membership? Here are some popular benefits that Rotary members worldwide have associated with being a part of a Rotary club:

- Making a positive impact on one's community through service projects
- Establishing business connections and lasting friendships
- Developing professional skills, such as event planning, public speaking, and fundraising, or finding a mentor
- Including family members in service projects and events and getting children involved in youth programs in the community or abroad
- Creating a global network of friends, especially when traveling

***Scenarios that show how
you can use
a prospective member's interests
as a starting point***

for introducing Rotary

Community Service ... A member of your community is regularly featured in the news for his community service activities. Invite him and other volunteers with whom he may work to join our next service project, bringing their ideas and experience. The extra help will allow you to make a greater difference, and the people you meet may be good prospective members.

Friendship and Connections ... Your colleague has recently retired and is feeling a bit isolated. Explain to her how membership in Rotary has kept you active in your community, connected you with business leaders, taught you about topics you wouldn't encounter elsewhere, and resulted in lasting friendships. Invite her to your club's next social event, community service activity, or meeting.

Family Involvement ... Your neighbor is looking for ways to involve his children in activities that have a positive impact. Tell him how Rotary members involve their families in club activities and explain how Rotary supports students through scholarships and opportunities to travel abroad for cultural exchanges.

International Focus ... A member of

your community is looking to increase her charitable contributions and participate in some international service. Tell her how Rotary clubs around the world connect to provide clean water, health care, education, and more.

You will be more successful by helping prospective members understand how Altadena Rotary can fulfill their needs and interests. ○

Membership Bulletin

In accordance with Club Bylaws, the Secretary notifies the membership that the following individual has been proposed for membership in the Rotary Club of Altadena.

The proposal has been approved by the Classification and Membership committees, and the Board of Directors has ordered the name submitted to the membership for approval.

Please notify the Secretary immediately if you think the proposed candidate does not measure up to the following requirements:

1. That he/she is one of the driving forces in his/her business;
2. That the firm he represents is one of the

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As the 201516 school year has started so has the Pasadena High School Interact Club. The PHS Interact Club has been focusing on recruiting. In early September, we participated in Pasadena High School's Clubs Day, a perfect opportunity to recruit new members.

As an incentive to join the club, the Interact Executives decided to have a jellybean raffle when one signed up for the club, he/she had the chance to win a jar full of jellybeans and a free Interact Club



The Pasadena Interact Club at the Interact Youth Mini Symposium on October 11

TShirt, which was designed last year. This increased membership from 10 members to 30 members! Also, recently the PHS Interact Club has been in close contact with Altadena Rotary Club member, Tony Hill. Thanks to Hill, seven members attended the Interact Youth Mini Symposium

on October 11. There, Interact members had the opportunity to communicate with other local Interact Clubs as well as exchange ideas for recruitment, involvement, and fundraisers. The Pasadena High School Interact Club hopes to live up to our motto: *Service above Self.* ○

Program

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of various non profits and programs to help reintegrate those prisoners released. If you have been released, you have to attend the program offered every Tuesday. The Pasadena Police department also visit these individuals, at various times throughout the year.

Gourdikian next spoke of the Community Services Section and law enforcement. He spoke of problems with law enforcement recruiting, hiring and retention. He stated that the minority populations are not interested or drawn to law enforcement. This is mainly due to various negative ideas within the community about law enforcement. Gourdikian stated that the Pasadena Police Department is going outside the state to recruit for law enforcement officers because they are unable to hire locally, due to negative marketing.

The Community Services Section is now focused on the youth in our com-

munity. The Pasadena Police Department is developing activities and mentoring for at risk youths. This is giving our youths a positive place and resources to succeed in the local community. Gourdikian stated that we need to ... and are ... making a difference in these youths' lives. He also stated that everyone in the room is buying into the importance of police in the community, but we need to touch our youth. The Pal program was developed, for youth to go to as an after school program, and do activities with police officers. He stated that all the youth in this program graduate from high school, and usually go on to college.

Lieutenant Gourdikian stated that law enforcement is *Service beyond Yourself*. The Community Services Section of the Pasadena Police Department is taking great strides in developing community relationships and partnerships.

John Casci ○

Membership

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- leaders in his/her line of business;
- 3. That his/her reputation and character are above reproach;
- 4. That his/her personal credit is unquestioned;
- 5. That he/she is socially acceptable.

If no objections are received within ten (10) days, membership will be extended to the proposed individual. An objection must be filed in writing to the Board of Directors within the ten-day objection period.

Logan Timothy Drew
Mortgage Finance
Classification: Finance
87½ Virginia Av., Pasadena, CA 91107
Pasadena, CA 91103
Bus: 949-609-9499

Submitted by Steve Kerekes
Secretary, Altadena Rotary
Bus: 626-796-5000, ext. 101 ○

Quietly

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worse by gale-force winds. And keep in mind, this was 1911. They had no means of modern communication to call back to base camp — no radio, no phones, no satellite links — and a rescue would have been highly improbable at the South Pole if they screwed up. One leader led his team to victory and safety. The other led his team to defeat and death.

What separated these two men? Why did one achieve spectacular success in such an extreme set of conditions while the other failed even to survive? It's a fascinating question and a vivid analogy for our overall topic. Here we have two leaders, both on quests for extreme achievement in an extreme environment. And it turns out that to the 10X business leaders in our research behaved very much like Amundsen and the comparison leaders behaved much more like Scott. We'll turn to the business leaders in a few pages, but first let's add a bit more detail to the tale of Amundsen and Scott.

Roald Amundsen traveled from Norway to Spain for a two-month sailing trip to earn a master's certificate. It was 1899. He had a nearly two-thousand-mile journey ahead of him. And how did Amundsen make the journey? By carriage? By horse? By ship? By rail? He bicycled.

Amundsen then experimented with eating raw dolphins, meat to determine its usefulness as an energy supply. Amundsen even made a pilgrimage to apprentice with Eskimos. What better way to learn what worked in polar conditions than to spend time with a people who have hundreds of years of accumulated experience in ice and cold and snow and wind? He systematically practiced Eskimos methods and trained himself for every conceivable situation he might encounter in route to the Pole.

Robert Scott presents quite a contrast

to Amundsen. In the years leading up to the race for the South Pole, he could have trained like a maniac on cross-country skis and taken a thousand-mile bike ride. He did not. He could have gone to live with Eskimos. He did not. He could have practiced more with dogs over ponies. Ponies, unlike dogs, sweat on their hides so they become encased in ice sheets when tethered, posthole and struggle in snow, and don't generally eat meat. (Amundsen planned to kill some of the weaker dogs along the way to fuel the stronger dogs.) Scott chose ponies. Scott also bet on a *motor-sledge* that hadn't been fully tested in the extreme South Pole conditions. As it turned out, the *motor-sledge* engines cracked within the first few days, the ponies failed early, and his team slogged through most of the journey by *man-hauling*, harnessing themselves to sleds behind them.

Amundsen not only flagged a primary depot, he marked his path every quarter of a mile with packing-case remnants and every eight miles with black flags hoisted upon bamboo poles. Scott, in contrast, put a single flag on his primary depot and left no markings on his path, leaving him exposed to catastrophe if he went even a bit off course. Amundsen stored three tons of supplies for 5 men starting out versus Scott's one ton for 17 men. Scott

ran everything dangerously close to his calculation, so that missing even one supply depot would bring disaster. Scott left himself unprepared and complained in his journal about his bad luck. "Our luck in weather is preposterous," penned Scott in his journal, and wrote in another entry, "It is more than our share of ill-fortune ... How great may be the element of luck!"

Amundsen reached the South Pole December 15, 1911. He and his teammates planted the Norwegian flag, which "unfurled itself with a sharp crack," and dedicated the plateau to the Norwegian king.

January 17, 1912, Scott found himself staring at Amundsen's Norwegian flag at the South Pole. We have had a horrible day, Scott wrote in his diary. On that very day, Amundsen already traveled nearly five hundred miles back north, reaching his supply depot with only eight easy days to go. Running out of supplies, Scott stalled in mid-March, exhausted and depressed.

Eight months later, a British Reconnaissance party found the frozen bodies of Scott and two companions in forlorn, snow-drifted little tents, just ten miles short of his supply depot. ○

James C. "Jim" Collins, III is an American business consultant, author, and lecturer on the subject of company sustainability and growth. Wikipedia

This Week

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ment field. His core business remains in multi-family (apartments) investment and management in the past 25 years.

Hung participated in many community activities, particularly in the San Marino school districts for school safety, PTA finances, and fundraising. He joined the Rotary Club of San Marino in 2008 and is a Paul Harris Fellow. ○

**REMEMBER
THOSE WHO
FOUGHT/FIGHT
TO KEEP US FREE**



**VETERAN'S DAY
NOVEMBER 11**