

September 17, 2015

This Week

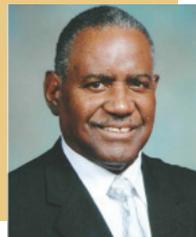
**Cynthia Cohn
 Mark & Cynthia
 Cohn, Realtors**
**Program Host:
 Ray Carlson**

Cynthia Cohn and her husband Mark, are a well known husband-wife realtor team in the Pasadena area because of their passion in guiding their clients. They have three children in local schools and are able to guide clients in their choice of schools when deciding where to live. They are also well known for their compassion for the needy in our community.

They regularly coordinate a 'Networking Mixer with a Cause' that raises funds for local charities. The upcoming one on September 30 is at The Raymond restaurant and for the benefit of Elizabeth House which provides care for indigent pregnant women with children.

I met Cynthia in 2011 when she was a participant in the prestigious Leadership Pasadena program when she involved us in the entrepreneurship class at Eliot Middle School. She is a member of Pasadena Rotary.

Invite a friend who may be thinking of buying or selling property, or just to learn the latest about market trends and financing opportunities



*Quietly
 Quick*

by Steve Cunningham, *President*

Visionary Companies Part I

The Study referenced in this article is from Successful Habits of Visionary Companies by James C. Collins and Jerry I. Porras

All the visionary companies in this study faced setbacks and made mistakes at some point during their lives, and some are experiencing difficulty as we write this story. Yet — and this is a key point — visionary companies display a remarkable resiliency, an ability to bounce back from adversity. As a result, visionary companies attain extraordinary long-term performance. Suppose you made an equal \$1 investment in a general-market stock fund, a comparison company stock fund, and visionary company stock fund on January 1, 1926. If you reinvested all dividends and made appropriate adjustments for when the companies became available on the Stock Exchange (we held companies at general market rates until they appeared on the market), your \$1 in the general market fund would have grown to \$415 on December 31, 1990 — not bad. Your \$1 investment in the group of comparison companies would have grown to \$955 — more than twice the general market. But your \$1 in the visionary company stock fund would have grown to \$6,356 — over

six times the comparison fund and over fifteen times the general market. (The ratio of the visionary companies and comparison companies to the general market over the same period.)

But the visionary companies have done more than just generate long-term financial returns; they have woven themselves into the very fabric of society. Imagine how different the world would have looked and felt without 3M Post-it notepads, the Ford Model T and Mustang, Boeing 707 and 747, Tide detergent and Ivory soap, American Express cards and travelers checks, ATM machines pioneered on a wide scale by Citicorp,

Please turn to Quietly, p. 3

September Team

David Alimi • John Casci
 Hal Yorke • Tony Hill
 Ed Jasow

Meeting Responsibilities

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

Program Review

Evolution into a New Rotary



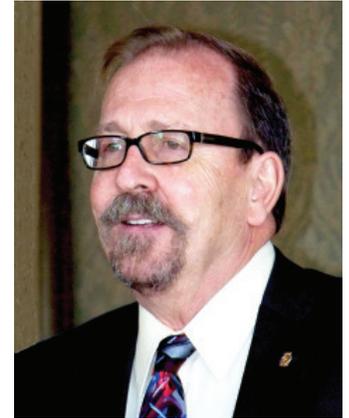
Last Thursday Randy Pote, District Governor of Rotary District 5300 was in town to address Altadena Rotary. He began his address stating that he has a wonderful opportunity as district governor. He was very quick to state that he cannot do this job without the help of others, especially Richard Reed

who was also in attendance.

He began his speech stating that “it’s not about the governor, it’s about the club, and it’s Rotarians.” “Clubs are first.” Governor Pote went on to say that every year, money is set aside for a District Governor’s project. This year our Governor is giving all of the money back to the clubs. He went on to say that Rotary is evolving. This year’s Rotary motto — *A gift to the world* — signifies that each of us is a gift, and we need to leave Rotary better than we found it. At that moment in his address, he gave a book of invocations, to the club. The invocations were created by his father, a fellow Rotarian.

District Governor Pote said his focus is giving tools for the clubs to evolve. Ten years ago Rotary had 1.2 million members. At present, he stated that it is about the same. “We are stinking at retention,” Governor Pote stated. Rotary’s new focus is on retention, and getting new members. “We are not getting any younger.” We also need to focus on keeping track of Rotary alumni. As Rotarians, we must feel like we need to do things because we feel obligated. We also need to focus on letting peo-

ple know w h a t Rotary is all about ... to not only do projects, but to let o t h e r s k n o w why we do projects. Governor Pote also stated that we — as Rotarians — can do better at involving young business members. “We need to be flexible,” which is important in attracting and retaining new members.



District Governor Randy Pote spoke about his upcoming duties as district governor. “He has been given a platform for the evolution of Rotary.” Once again he stated that the money set aside for a District Governor project was all given back to the clubs. He stated that it’s all but the clubs. He has been to Rotary meetings all over the world, and has seen the graciousness of fellow Rotarians. He ended with “we need to get evolved,” and that it was his pleasure to *break bread* with those from Altadena Rotary. John Casci ○

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949

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Meets: Thursday, 12:10p

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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

September New Generations

Program Chair, Ray Carlson

September 17 - Cynthia Cohn, Mark & Cynthia Cohn, Realtors

September 24 - Nathalie Rouviere, PhD, International Pharmaceutical Industry

October Vocational Service

Program Chair, Gary Clark

October 01 - Myer J. Sankary, Esq., Medi-

Congratulations



Birthdays



09/13 - Boyd Hudson

09/17 - Dennis Mehringer

09/18 - Allison Casci

09/19 - Bob Collinge

09/22 - Etta McCurry



Anniversaries



09/13 - Boyd & Alice Hudson

New Focus Presentation on Membership Presented Saturday, September 19 Chaffey College



In order to strengthen our Club's ability to attract new members and engage existing members so we can improve retention, District 5300 is offering the *New Focus Presentation*.

The New Focus is a presentation based on four key concepts gleaned from the work of Siegel + Gale, a branding firm

known for their tagline "Simple is Smart."

Their report has fundamentally changed traditional thinking about members in Rotary and introduces some very basic, simple tools that District and Club leaders can adopt with immediate actions to attract and retain members consistent with the Siegel + Gale concepts. Participants will learn to use consistent and aligned messaging in both their ask and answer to the question, "What is Rotary,"

and to create action plans to improve member retention.

Rotarians are invited to attend the presentation on Saturday, September 19 from 9a to noon at the Chaffey College, Health Science Building, 5885 Haven Ave., Rancho Cucamonga 91737. If you can't make the personal presentation on September 19, you can view the presentation on YouTube at <<https://www.youtube.com/watch?v=f0GinvQK8Ro>>. ○

Quietly

Continued from p. 1

Johnson & Johnson Band-Aids and Tylenol, General Electric light bulbs and appliances, Hewlett-Packard calculators and laser printers, IBM 360 computers and Selectric typewriters, Marriott Hotels, anticholesterol Mevacor from Merck, Motorola cellular phones and paging devices, Nordstrom's impact on customer service standards, and Sony Trinitron TVs and portable Walkmans.

Think of how many kids (and adults) grew up with Disneyland, Mickey Mouse, Donald Duck, and Snow White. Picture an urban freeway without Marlboro cowboy billboards or worse, these companies have made an indelible imprint on the world around them.

The exciting thing, however, is to figure out why these companies have separated themselves into the special category that we consider highly visionary. How did they begin? How did they manage the various difficult stages of corporate evo-

lution from tiny start-ups to global institutions? And, once they became large, what characteristics did they share in common that distinguished them from other large companies? What can we learn from their development that might prove useful to people who would like to create, build, and maintain such companies? We invite you on a journey to discover answers to these questions.

Twelve shattered Myths

Myth 1: It takes a great idea to start a great company.

Reality: Starting a company with a "great idea" might be a bad idea. Few of the visionary companies began life without any specific idea and a few even began with out-right failures. Further-more, regardless of the founding concept, the visionary companies were significantly less likely to have early entrepreneurial success than the comparison companies in our study. Like the parable of the tor-

toise and the hare, visionary companies often get off to a slow start, but win the long race.

Myth 2: Visionary companies require great and charismatic visionary leaders.

Reality: A charismatic visionary leader is absolutely not required for a visionary company and, in fact, can be detrimental to a company's long-term prospects. Some of the most significant CEOs in the history of visionary companies did not fit the model of the high-profile, charismatic leader-in-deed, some explicitly shied away from that model. Like the founders of the United States at the Constitutional convention, they concentrated more on architecting an enduring institution than on being great individual leader. They sought to be clock builders, not time tellers. And they have been more this way than CEOs at the comparison companies.

More Myths Shattered Next Week