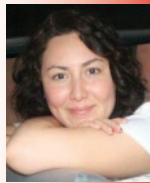


## This Week

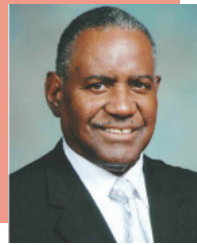
**Mystic Rosa,  
 Incoming President,  
 After Hours Rotary,  
 Program Host:  
 C. Ray Carlson**

Mystic Rosa is the co-founder and Executive Director of The Cleft Foundation, a non-profit that grew out of the desire to provide women and children an opportunity for healthy living, despite their income level. Rosa's passion for making healthy choices via functional medicine has evolved throughout her life.



The combination of being raised vegetarian and having tested positive for homozygous C677T genetic mutations has given Rosa a firsthand look at the impact of folic acid and the benefits of folate in a child and mother's nutritional foundation.

Rosa graduated from Pitzer College, attended the University of San Francisco School of Law, is a recipient of UCLA's post-baccalaureate premedical certificate, is a Burbank Health Foundation Scholar, is a Masters of Science in Nursing candidate, and is the incoming president of the Pasadena After-Hours Rotary Club. She lives with her husband in South Pasadena, CA. ○



## Quietly Quick

by Steve Cunningham, *President*

## The Baby Boom Generation

from  
*The Wellness Revolution*  
 by **Paul Zane Pilzer**

**T**he baby boom generation is the first wellness generation. The birthrate of American citizens increased dramatically after World War II. Between 1946 and 1964, approximately 78 million children were born in the United States. In contrast, in the same amount of years just prior to 1946 only 50 million births were recorded. And in the same amount of years immediately following 1964, despite a much larger population base, only 66 million births were recorded.

This huge bulge in the US population is generally referred to as the baby boom, or the baby boom generation. We define it as a boom because birth rates rapidly declined after 1964; had this not occurred, the postwar birth rate increase would simply have represented a long-term trend rather than a distinct population group.

The significance of this fact cannot be overstated. In any society, there is a limit to the number of topics that can occupy public concern at a specific period in time. With a normally expanding population, these topics are typically dominated by

the concerns and tastes of the younger member of the society, since there are simply more (and more) of them. However, the bulge in the US population of those born between 1946 and 1964 has caused our topics of concern to be dominated by this group rather than by the concerns of the next generation.

This phenomenon initially manifested itself in the late 1960s and early 1970s when certain oldies radio stations became more popular than contemporary ones — as the first baby boomers entering adulthood continued to listen to the music of their youth.

*Please turn to Quietly, p. 5*

## June Team

Sue Applegate • Kimmit Haggins  
 David Smith • Sarah O'Brien  
 Craig Cox • Mike Zoeller

### Meeting Responsibilities

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

# Program Review

## Rose City High School Serving the Students of Pasadena



**W**e have three terrific high schools in the Pasadena Unified School District: Blair High School, Pasadena High School and John Muir High School. These schools serve the students well. However, there are a number of students at these three schools who, for a number of reasons, are not suc-

ceeding in their academic studies. These students are at significant risk of dropping out of the system completely. Fortunately, there are alternatives for these students. PUSD has the Alternative Education program to address student needs through formalized, creative academic and career training to achieve a standards-based academic experience that satisfies high school diploma requirements and prepares students with 21<sup>st</sup> century skills. Last Thursday we had a presentation from Jack Loos, the superintendent of the Alternative education programs at PUSD.

The Alternative education program serves the children who do not fit into the traditional school district. Many of these children come from single-parent families, some are actually homeless; they face many challenges. The mission is to keep the students encouraged, engaged and enrolled. The job of the teachers is to develop relationships with their students. The teachers are in contact with the students on a constant basis through technology. The instruction is all done with the use of ChromeBooks.

There are two campuses for the PUSD alternative program. The first is Rose City High School which has approximately 250 students. Each student must complete a minimum of 15 hours of attendance

on campus and at least 15 hours of outside assignments. The student schedule

can vary based upon student need and performance. Counselors meet with students on a regular basis to evaluate their transcripts. The counselor designs an individual learning plan for student goals. Students who are credit deficient must complete all courses needed to be on track for graduation back to the traditional high school. However, many students who attend the school choose to stay at Rose City and finish their studies rather than return to one of the regular high schools.

The second school is the CIS Academy. CIS Academy is structured more like a

*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 - #7183

Chartered: February 14, 1949  
P.O. Box 414, Altadena, CA 91003  
www.altadenarotary.com  
Meets: Thursday, 12:10p  
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2290 Country Club Drive • Altadena, CA  
626-794-7163

Rotary Int. Pres. .... Ravi Ravindran  
Dist 5300 Gov. .... Randy T. Pote

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Mike Zoeller ..... Youth Projects  
Ray Carlson ..... Vocational  
Tom McCurry ..... Asst. Vocational

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

### June Rotary Fellowship Program Chair, Ray Carlson

June 16 - Mystic Rosa, president-elect, Pasadena After Hours Rotary Club  
June 23 - Demotion Party - Evening Event  
June 30 - To be Announced

## Congratulations

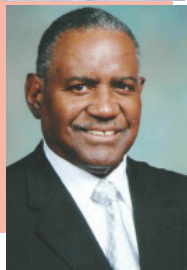
### Birthdays

6/03 - Kathleen Ann Fennell  
6/08 - Theo Clarke  
6/12 - Tom McCurry  
6/17 - Gary Clark  
6/20 - Dotty Clark  
6/21 - John David Duncan  
6/23 - Margarita Figuerora  
6/28 - Phyllis Soza

### Anniversaries

6/05 - Mike & Wendy Davis Noll

## Rotary Foundation Global Scholarship Grants



The Rotary Foundation offers scholarship funding through the Rotary Foundation Global Grant scholarships. The scholarship funds graduate-level coursework or research for from one to four academic

years.

### **Masters/PhD Degrees**

Any approved University located in a country where there is a host Rotary club or district, outside of the applicant's home country.

Rotary Foundation global Grants can be used to fund scholarships with sustainable, high-impact outcomes in one of Rotary's six areas of focus:

- Peace and conflict prevention/resolution,
- Disease prevention and treatment,
- Water and sanitation,
- Maternal and child health,
- Basic education and literacy,
- Economic and community development.

Target group; Non-Rotarians sponsored by Rotary Districts or clubs.

The minimum budget for a global grant scholarship is \$30,000 which can fund the following:

- Passport/visa,
- Inoculation,
- Travel expenses (as specified,

- Language training courses (but not if university admission is contingent on improvement of language skills).

Most personal and miscellaneous expenses are not covered by the scholarship funding.

Applicants may NOT be

- A Rotarian;
- An employee of a club, district, or any other Rotary entity, or of Rotary International;
- The spouse, a lineal descendant, or an ancestor (parent or grandparent by blood) of any person in the forgoing two categories.

Applicants must study outside of their home country. They must provide proof of university admission at the time of application. Conditional admission is acceptable when the school requires a financial guarantee or completion of undergraduate degree, but it is not acceptable if admission is contingent on

improvement in a language score. An applicant's previous work or volunteer experience, academic program, and career plans should be strongly aligned with one of the six areas of focus.

Interested applicants can contact their local Rotary clubs via the Rotary Club Locator to inquire on how to be sponsored for the grant.

Global grant applications are submitted online. The sponsor clubs or districts create the initial application, and the scholar candidate then completes the scholar profile online.

Global grant scholarship applications are accepted on a rolling basis throughout the year,\* but applications should be submitted at least three months before the scholar's intended departure date to allow adequate time for Foundation review and processing.

\*Each Rotary Club/District may have its own specific timeline.

## Program

Continued from p.2

college. Students are assigned to master teachers who mentor and guide students for their academic studies. Each student must complete a minimum of 30 hours of school work per week. The program is all digital, with the students using ChromeBooks.

There is also a Twilight Program, which provides academic support for at-risk students who cannot attend during regular school hours. This includes working stu-

dents, non-graduates and 5<sup>th</sup> year seniors, and those who are substantially behind academically.

The PUSD alternative program also offers athletic teams, debate teams and other extra-curricular activities. It is very encouraging to know that PUSD students who are not succeeding at the traditional schools have opportunities to complete their studies and academic careers.

Boyd Hudson ○

# Augmenting the Low Water Use Garden at the Altadena Library

## *With Benches and a Trash Can*

Your story teller is going to have to start arriving early at Rotary projects. I am arriving at the appointed time and finding people already at work. Once again we had a couple of volunteers from the Muir High School Interact Club: Andres Mendieta and Jorge Barragan. Their club members are becoming regulars at our projects.

When I arrived, these young men were digging a hole for the poured footing for the trash can we are providing. The ground they and others were digging up was hard and full of stones. They had the hole pretty much to the size and matching the pattern brought by Craig Cox when they were told that they had to add two inches all the way around for the frame and that the sides of the hole had to be straight so the 2-by-4s would fit and be level.

Mike Noll explained why and how to accomplish this and showed them how to use the proper tool to make it happen. In addition to Cox and Noll, the other Rotarians taking part were: Steve Cunningham, Kimmit Haggins, David Smith, Charles Wilson, and Mike Zoeller, with John Casci, Tony Hill, and Boyd Hudson arriving after I got there. And Mindy Kittay took time from her library duties and brought us a box of donuts.

This Saturday was cold and damp, so the concrete set up quite slowly. At one point Cunningham slipped while preparing to work the cement and managed to catch himself before he really got hurt. Cox and Noll told him from then on he would supervise only, explaining to others how to do the finishing steps.

The footings were troweled, leveled and edged under Cunningham's supervision. Because the concrete was setting up

so slowly, the two young men — Mendieta and Barragan — and Casci agreed to return in the early afternoon when Cunningham would instruct them on how to finish the tops of the footers.

It turned out that we had to purchase more cement than we needed, so Smith instructed us in how to make *stones* so they could be loaded into a trailer at a future time and taken to the dump. But wait, a problem arose. After the *stones*

had almost all been formed, we were told that they had to be moved so a delivery of mulch could be transported across where they were to designated spots in the garden area. The mulch was to be delivered on Monday morning.

Smith asked for volunteers to help him on Sunday when he would come and move the stones to create a path for the mulch delivery.

Pictures follow.



For More Photographs, see p. 5

Sparks - Altadena Rotary Club Newsletter

# Quietly

Continued from p. 1

Beginning in the 1970s, we saw boomers increasingly returning to the fashions of their youth in clothing, automobiles, housing, furniture, industrial design, and commercial architecture. A new word was coined to define this phenomenon: *retro*, which entered our vernacular (and our dictionary) in 1974.

Now, as the baby boom generation (currently ages 43 to 61) is in its most economically productive years, this phenomenon of catering to their concerns will accelerate even more. Their economic dominance will continue until sometime after 2010, when the first boomers turn 65 and their economic power and social influence begin to wane.

The economic impact of the baby boomers on wellness is even stronger than their numbers suggest — because this group is behaving differently than any prior generation. Boomers are refusing to passively accept the aging process.

One of the most important truths about boomers is that they are still the youth market. In their teens and twenties ... boomers created the youth market. As they enter their forties and fifties ... boomers are proving the youth market to be a state of mind rather than a stage of life. Most boomers still live in that state, refusing to adopt the attitudes and lifestyles of their parents ... Businesses savvy enough to determine what boomers want will catch a wave of consumer demand that will be the ride of a lifetime.

Boomers are already responsible for the largest stock market rise in history, the housing boom, the rise of international airlines, the personal computer, the Internet, the sport utility vehicle — in short, boomers are responsible for roughly \$7 trillion of our near \$14 trillion national economy.

But it is even more important to know

which consumer products boomers are purchasing most. From the current T-Bird convertible that looks like the 1956 model, to retro furniture and clothes, boomers flock to purchase products and services that remind them of their youth.

If baby boomers are spending all this money on things that simply remind them

of when they were young, think of how much these boomers will soon spend on wellness products and services that actually make them young or slow the effects of aging. It's easy to see why boomers are driving wellness to a \$1 trillion sector of our economy as they seek to preserve what they hold dearest. ○

## More Photographs *The Library Project continues*



For More Photographs, see p. 6

**HONORING  
JOHN FRYKENBERG**

**OUR ROTARIAN  
OF THE YEAR**

**Friday, June 17  
6 -- 10 pm**

**Pinocchio's Restaurant**  
1449 N. Lake Av., Pasadena  
North West Corner, Rio Grande & Lake

# More Photographs

*The Library Project continues*





# Job Creation & Entrepreneurship

by C. Ray Carlson, District Chair,  
Job Creation

## Rose City High School *An exciting New Dimension to Teaching Entrepreneurship*



simply lecture them for 45 minutes, then they can complete assignments at home.”

“Wrong!” Saxton said. “These students don’t do homework because they have too many other things to do, like working, or taking care of young siblings, or just lacking inter-

While expecting an entry from any of the four high schools in Pasadena Unified School District to compete in our 6th Annual Rotary District 5300 Business Plan Competition, a request came from the smallest and 5th high school: Rose City, with only 250 students — half Black, half Hispanic — an *Alternative Education* school. I knew nothing about such a school.

The teacher, Mrs. Kathleen Saxton, asked if I would come and teach her 14 students how to write business plans so that they could submit an entry. But more important, because her students would likely have difficulty finding a job — maybe they could make a job for themselves by becoming Entrepreneurs! But she knew

nothing about business plans — she was an art instructor. She wanted to learn from me.

She described her students as not being *academically inclined*, some had failed in a regular high school due to credit deficiencies, behavior problems, court placement, and other personal, family, or social issues.

A *Litany of Woe* is what came to my mind. How would I handle this new situation never encountered in my 20 years of teaching Entrepreneurship and Business Plan development?

When I learned that they each had a computer pad they could take home and, in addition, had iMac large screen desktops in class, I thought “Oh, good, I can

interested in the subject.” I would have to work with them 1-on-1 to get them to start writing a business plan, filling in blanks on my 1-page fill-in-the-blanks form I had prepared many years earlier for a Middle School.

Many struggled with finding an idea as to what kind of business would they be interested in, so I shared ideas on what I had seen other students decide upon.

The story they enjoyed the most was about Jasmine, a tiny Latina who struggled for a long time on her idea. When I asked what she did after school, she said, “I walk dogs.” “What kind of dogs?” “Pit Bulls” she replied. “Pit Bulls? Don’t they bite and drag you all over the ground?” I

*Please turn to Jobs, p.5*

# Jobs

Continued from p. 7

asked. “No, but you must speak Spanish to them in my neighborhood.” She added, “I can walk three at a time by putting the chains between my four fingers; but you must use chains and not leather!” I could imagine that this was a good idea. Then I asked, “Do you get paid?” “No, I just like to walk with them.” “Could you get paid?” She thought for a minute, then said, “Yes, I think so.” “How much?” “Oh, ten bucks.” “So you could earn \$30 each time!” “How many days each week?” “Three, probably.” “So you could earn \$90 per week ... \$360 per month?” “That’s a lot of money,” I said.

Jasmine got excited, jumped to her computer, looked for clip-art about pit-bulls — specifically blue-nose pitbulls — and transferred the image to her flyer and business card. She stated firmly, “Don’t ask me to tell the class about my idea. I am

very shy.” “OK.” I said.

As her papers were coming out of the printer, the principal entered the room and selected Jasmine for the first oral presentation! “Oh, No!” I thought. But she walked to the front table, clamped her hands on both sides of the table, looked at the principal, then at the other kids, and started explaining her business plan in a firm voice.

When she finished, the principal applauded her, and the whole class joined in. They had never seen THIS Jasmine before. She rarely talked to anyone!

My new students were inspired to come up with their own ideas and turned to their computers. When they departed that first day, each shook my hand and thanked me. “Such polite students!,” I told the teacher.

The next day Saxton showed me how she had automated my business plan with an Excel app so that changing any parameter — price, number of sales, expenses, or whatever — would immediately change the *bottom line*! I was very impressed!

On the last day, I handed out award certificates to all who had completed their business plan. After they left, Saxton told me, “You have no idea how much you have helped these students, just by talking with them, helping them, showing your interest in each one. They seldom get any affection or affirmation at home. They think of themselves as failures.” I got all choked up.

Every Rotarian should enjoy the fulfillment that I feel in serving youth like these and hearing this kind of affirmation as a result of making a difference. ○

One of the Businesses for which Plans were Written







All concerts are FREE and 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>

### 20th Annual Summer Concert Series Schedule - 2016

The Walking Phoenixes (Tribute to Johnny Cash)	Saturday, July 9th
Hollywood Hillbillies (Play Willie Nelson/Merle Haggard)	Saturday, July 16th
DBX (Tribute to Big Band Female vocalists)	Saturday, July 23rd
Heartbeat City (Tribute to the Cars)	Saturday, July 30th
Hot August Night (Tribute to Neil Diamond)	Saturday, August 6th
Upstream (Tribute to Bob Marley and more)	Saturday, August 13th
Nowhere Men (Tribute to the Beatles)	Saturday, August 20th
The Tuners (Tribute to Credence Clearwater Revival)	Saturday August 27th

**And... For Our Grand Finale... Saturday, Sept. 10th**

**The Rising in their Tribute to:**

**Bruce Springsteen**

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