



Rotary Club of Altadena

Sparks

OFF THE ROTARY WHEEL
AN AWARD-WINNING NEWSLETTER



ROTARY:
MAKING A
DIFFERENCE

December 07, 2017

This Week

Bill Dawson & Dan Paige

Altadena Mountain Rescue

Program Host:
Sarah O'Brien

Bill Dawson is an almost-retired attorney who splits his time between the Bay Area and Altadena. He attends Rotary meetings in both places. He became intrigued by the frequent helicopter flights over the mountains and, through Dan Paige of the Sheriff's Department, discovered the unique history of its Mountain Rescue Team.

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Dan Paige has dedicated his life and career to helping the citizens of Los Angeles County. He is the product of public schooling in Los Angeles County and has volunteered with organizations that provide entertainment as well as safety for County residents. To date, his volunteer work includes over 20 years of experience with the Tournament of Roses Parade and the American Red Cross, and he has been involved with the Los Angeles Dodgers' organization First Aid team. Paige brings a unique skill set to the organization, having been involved with Public Safety since 1992, including volun-

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Dialing In

By Steve Kerekes,
President



An Investment Opportunity

Our Club has pledged \$3,000 to the Annual Programs Fund for our District (part of the Rotary Foundation) for the current Rotary year (July 1, 2017 through June 30, 2018). That works out to a little less than \$100 per person. Our goal is to have every member contribute something to the Foundation this year, even if it cannot be as much as \$100. At the end of every Rotary year, contributions to the Annual Programs Fund from all Rotary clubs in a district are directed into two funds:

- Fifty percent is credited to the *World Fund*, and
- Fifty percent is credited to the *District Designated Fund*.

The Foundation uses the *World Fund* portion to pay for the worldwide grant and program opportunities available to all Rotary districts, such as the international projects which our Club has sponsored. The District uses the *District Designated Fund* portion to fund the Foundation grants and programs of its choice.

By any normal measure of financial success, this is a better investment than most of the alternatives available in the marketplace today, as discussed below in the article, *An Investment Opportunity* by Frank Deaver,

Professor Emeritus of Journalism at the University of Alabama and a member of the Rotary Club of Tuscaloosa, Alabama. It can be found in its original form at <https://www.rghfhome.org/first100/historians/deaver/editorials/2010foundation.htm#.WiRSSjtrwDU>.

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"American financier J.P. Morgan (1837-1913) was once asked what he expected the stock market to do. He answered in one word: *fluctuate*. Rotarian investors have witnessed that fluctuation over the past decade, with exciting gains followed by frustrating losses. But Rotary offers an investment that in so many ways out-performs even the best years of the stock markets.

- **More for your money** - A stock market investment typically offers (at least in the short run) less for your money, with deductions for trading fees and

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Greeter of the Week

December 7
Dennis Mebringer

December 14
Sarah O'Brien

December 21
Christmas Party - Evening Event

Program Review

A Charmer of a Craft Talk



We were charmed by the craft talk of one of our newest members, Maria Perez-Arton. She told us of being

born in Puerto Rico, then moving to the



management evaluations for academic and non-profit institutions. She fascinated us with her insights and experiences in dealing with academic institution executive searches. She gave us an extensive list of institutions and non-profits for which her company provided their services. Clearly, she adds much insight and wisdom to our club, and we are delighted to know her better.

Tom McCurry ○

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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. Ian H.S. Riseley
 Dist 5300 Gov. Raghada Khoury

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 Mark Mariscal, Sec. Bus. 323-816-6713
 Mike Noll, Treas. Bus. 626-683-0515

Directors

Mindy Kittay • Anthony Hill
 Charlie Wilson • Dennis Mehringer
 James Gorton • Sarah O'Brien • Mark Mariscal

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 Jacque Foreman Public Awareness
 Jacque Foreman Acting Publicity
 Jacque Foreman Sparks/Website
 Mike Zoeller Club Projects
 Craig Cox Community
 Doug Colliflower Asst. Community
 John Frykenberg International
 Tony Hill Youth Contests/Awards
 Mike Zoeller Youth Projects
 Ray Carlson Vocational
 Editor, Design & Typesetting Foreman Graphics
 Photography Jacque Foreman

Boston area with her family, and finally settling into Westchester County, NY. She became Director of Executive Recruitment and Evaluation for the City University of New York (CUNY), where she supervised presidential searches and evaluations, and searches for system-level vice chancellors. Previous to that, she served as Executive Assistant to the Chancellor of the 18-campus City University system. And, prior to joining the City University, Perez-Arton served with the Education Task Force [a crisis management team] in the Office of the Mayor of the City of New York.

She has been an adjunct faculty member at Bernard M. Baruch and Hunter Colleges. She holds Bachelor's and Master's degrees in Sociology from Hunter College and undertook doctoral study at CUNY's Graduate School and University Center. She was also trained at Harvard University's Institute for Educational Management and the Institute for Mediation and Conflict Resolution in New York City.

In 1984, she formed Perez-Arton Consultants, and served as the President and founder for the next 20 years. In this role, she conducted over 350 searches and

December

Disease Prevention & Treatment

Program Chair, Sarah O'Brien

Dec. 07 - Bill Dawson & Dan Paige - Altadena Mountain Rescue
 Dec. 14 - Linds Nshio - Lyengar Yoga Practitioner
 Dec. 21 - Christmas Party - Evening Event

Congratulations

Birthdays

12/12 - Karen Gorton
 12/15 - Jacque Foreman
 12/18 - Olga Louviere
 12/26 - Mona Jasnow
 12/26 - Carol Zoeller
 12/29 - Mendel Hill

Anniversaries

No Anniversaries

Altadena Rotary prepares for its New Role as Presenter of the *Concerts in the Park* < < < Committees are being Formed > > >



As you may have heard, the Rotary Club of Altadena has taken over the production of the

Farnsworth Park *Concerts in the Park*. Although we are excited about our new role, we know it will take a team effort from the club to be successful.

The planning committee has had several meetings, and the committees and Chairpersons for the 2018 concert season are taking form.

- Chair Person: Mike Zoeller.
- Vice Chair: Craig Cox.

Our sub-committees are taking shape.

The duties of each committee and the confirmed members are:

- **Concert Production** - This group will book the 8 acts for the 2018 season and recruit a Master of Ceremonies. The confirmed members are:
 - Sarah O'Brien,
 - Mindy Kittay,
 - Ben Green, and
 - Bob Klomburg will advise.
- **Fundraising** - This group will reach out to current sponsors and find additional new sponsors for the event. The confirmed members are:
 - Ruben Alvarado,
 - Doug Colliflower,
 - Boyd Hudson,

- Ed Jasnow,
- Dennis Mehringer,
- Mike Noll, and
- Charlie Wilson.
- **Promotions** - This group will create and produce all media for the concerts, including programs. The confirmed members are:
 - Jacque Foreman and
 - David Campbell.
- **Permits & Facilities** - This group will handle all items related to the concert venue including permits, licenses, insurance, etc. and the participation of the Altadena Sheriff's station. The confirmed members are:
 - Mark Mariscal,
 - Tom McCurry,
 - Tony Hill, and
 - Ed Jasnow.
- **Concessions** - David Smith will continue his role overseeing our sale of beer, wine, soft drinks and snacks. Members will be recruited to help provide security and staffing for the concerts.
- **Your not on a committee yet** - If you don't see your name listed, please let us know if there is an area in which you would like to be involved.

We are looking forward to a great concert series this year!

This Week

Continued from p. 1

teer work with the Los Angeles County Fire Department, experience as a certified emergency medical technician, and culminating his career as a law enforcement agent.

Paige currently organizes and assists the Altadena Mountain Rescue Team – an all volunteer group associated with the Los Angeles County Sheriff's Department – as well other community focused activities while performing duties meant to keep

the citizens of Los Angeles County safe. His other duties include working with the Altadena Sheriff's Station Uniform Reserve Deputy program – an all volunteer group that performs the duties of full time deputies. He also participates in Altadena Sheriff's Explorer program, which teaches youth about law enforcement and affords them an opportunity to ride with deputies who are on patrol.

Dialing

Continued from p. 1

annual management fees. The Rotary Foundation, however, offers 100 percent investment in benefits for every dollar contributed. Donations received by the Foundation go through a three-year investment cycle, with earnings paying for administrative costs. Then the full amount of a Rotarian's contribution goes into educational and humanitarian programs. Even more for your money – in years when investments perform well, more than 100 percent of contributions can be channeled into awards.

- **Two-for-One** - A grocery sale promotes ice cream, "buy one carton, get one free." Rotary's matching grants offer a Rotary Club not only *two-for-one*, but often *four-for-one* and sometimes even more. If a club gives \$1000 for a project in another country, a partner club there can match the contribution, doubling the impact. Each club's district can allocate from its District Designated Fund (DDF) any multiple of the club's contribution. And, in some circumstances, RI may match up to 100 cents on the dollar. Wow! A \$1000 club donation can, under some circumstances, be doubled, tripled, or even quadrupled, for an educational or humanitarian project!

- **Cash Back** - An automobile dealer advertises "cash-back" on the purchase of a new car. But when a district's Foundation contributions are totaled each year, 50 percent of the Annual Programs Fund is allocated back to its District Designated Fund, allowing the local district to decide how best to use that share of member contributions. Those amounts may be used for Rotary Scholars, Matching Grants for International Humanitarian Projects, Group Study Exchanges, and more. Districts get *cash-back* for discretionary spending on Rotary programs, largely of their choice.

- **Extended Warranty** - Some commercial products may be guaranteed for a number of years of service, or even *for life*. Rotary Foundation contributions may be made either to the *Annual Program Fund* or the *Permanent Fund*. The latter, as its name implies, is Rotary's endowment – a fund whose principal is never spent and investment earnings are channeled into service programs. Its initial goal of \$200 million was quickly surpassed, and the fund continues to grow even as its proceeds are put to work.

Past RI President Bill Boyd said, "Rotari-

ans know the value of a good investment," and "a dollar or a euro or a yen given to the Foundation can do much more than anyone might expect." "The Rotary Foundation," he said, "is a major reason Rotarians are able to accomplish so much."

The obvious economic message – in these fluctuating times – is that a Rotarian's donation to the RI Foundation is indeed a good investment."

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Please consider giving to the Annual Programs Fund before the end of the year by contacting Dave Smith or Sue Applegate. Thank you. ○

The Awarding of a Special Paul Harris



It was a *Committee Effort* that finally brought all the pieces together to award a very special Paul Harris certificate, pin and medal.

Leah Rodemich's parents are very active Rotary members in Santa Fe, New Mexico, where her mother serves as President of the Santa Fe Club. They thought it would be wonderful to celebrate Leah's birthday in a special way by having her presented with a Paul Harris certificate, pin and medal.

It seems that this presentation is the

culmination of about five months of work on the part of Rodemich's mother, Lynn Schneider. She knew that her daughter served on the Board of Directors of Casa de Las Amigas with a local Rotary member, who turned out to be Altadena member Boyd Hudson, and she requested that he be part of the presentation. *Happy Belated Birthday, Leah.* – In the photograph (l to r), David Smith, Foundation Chair, Recipient Leah Rodemich, Charlie Wilson, Past President, and Boyd Hudson. ○



ROTARIANS ON THE ROAD

John Frykenberg awarded Honorary Doctorate in Literature



While serving under Rotary Global Grant 1755217 in Nigeria, John Frykenberg, has been awarded the degree of *Doctor of Literature* by Ogun State Tai Solarin University for contributions to Education and Vocational Training at the University's Convocation Ceremonies on November 28.

Before a crowd of some 5000 students, faculty and friends, the honor was bestowed by University Vice Chancellor Olujemisi Obilade accompanied by the Deputy Governor of Ogun State, the Commissioner of Education and Pro-Chancellor of the Governing Council of the University.

Frykenberg, a ten-year veteran Global Grant writer/coordinator and Volunteer

Training Team member currently serving in Nigeria, is one of a five-member team teaching teachers a *How to Make a Job* curriculum that can be duplicated throughout Nigeria for the purpose of enabling university students to develop and write a *Business Plan* based upon their own original ideas for the purpose of becoming *self-sufficient* members of society.

The program directly addresses the high unemployment rate among university graduates in Nigeria.

The training programs and value have been acknowledged previously both in *The Rotarian* magazine and in key strategic goals of The Rotary Foundation and Rotary

International's outreach to the world.

The programs that were initiated through the Rotary Club of Altadena, California are expected to pass the 12,000-student training mark in Nigeria this year, each student having been certificated in writing a *Business Plan* following a four-day intensive seminar designed to teach basic entrepreneurial skills including:

- Market Analysis,
- Budgeting,
- Sales,
- Distribution,
- Customer Satisfaction,
- Promotion and
- Writing a Business Plan.

Flags come down, to be raised again for Memorial Day

On Saturday, December 2, six Rotary members assembled to remove the flags that had been adorning Lake Avenue to commemorate Veterans' Day so they could be laundered before their next showing for Memorial Day through July 4.

When I arrived at the Presbyterian

Church parking lot, Tony Hill was already there. In short order, Ben Green and Mike Zoller joined us. Then Doug Colliflower, David Smith and Mike Noll rounded out the group. After greetings and conversation, they broke into teams – Smith, Noll and Green going north on the east side of the

street in Smith's truck, and Hill, Zoeller and Colliflower going south on the west side of the street in Hill's van. I followed in my car, camera in tow.

When the flags were all down and rolled on their poles, the teams met at the parking lot and moved all the flags to Hill's van. ○



Artist's Rendering of the Rotary Rose Parade Float

More next week.

We have pictures of what it looks like now. It's ready to be taken to the decorating shed.



*You are cordially invited
to our
Christmas Party*

*Thursday Evening
December 21, 2017*

6:00 to 9:00pm



*Monte Cedro
2212 El Molino Avenue
Altadena*



*Members & Guests: No Charge
Register on Club Runner*

*Plan to join your fellow Rotarians with
your Significant Other
for an evening of Fellowship and Merry Making
as we Celebrate the Holidays*





Entrepreneur & Small Business Workshops

SATURDAY, DECEMBER 16TH
“What Does It Take to Open Your Business?”

10:00AM - 11:00AM

“Permits and Licensing Requirements in LA County”

11:00AM - 12:00PM

Community Room, Altadena Main Library

600 E. Mariposa Street, Altadena 91001



REGISTER TODAY!

Please email hello@altadenalibrary.org to claim your spot at these special workshops!

Call (626)798-0833 with any questions!

What Does it Take to Open Your Business?

Learn what you need to consider when opening your business. Topics covered: the importance and elements of a business plan, understanding finances, and learn about free resources available to you.

Permits and Licensing Requirements in LA County

Learn which departments handle which permits and licenses, what to expect when dealing with LA County, and how to prepare to expedite the process!



ABOUT THE DEPARTMENT OF CONSUMER & BUSINESS AFFAIRS

The mission of the Los Angeles County Department of Consumer and Business Affairs is “to create a fair and vibrant marketplace.” It achieves this through educating consumers about their rights and responsibilities, mediating disputes and investigating consumer fraud complaints, assisting small business owners, and enforcing LA County’s minimum wage ordinance.

“Small businesses are really the engine in the economy.”

- Karen Mills -

23rd Administrator of the U.S. Small Business Administration

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ALTADENA LIBRARY DISTRICT PRESENTS THE

Second Saturday

2017-18 CONCERT SERIES*

October 14	<i>Upstream*</i>	March 10	<i>DeRumba</i>
November 11	<i>The Tone Brothers</i>	April 14	<i>Kenny Sara and the Sounds of New Orleans</i>
December 2	<i>Upbeat Swing Orchestra</i>	May 12	<i>The Podunk Poets</i>
January 13	<i>Kai Clark with special guests John York & Carla Olson</i>	June 9	<i>Crown City Bombers</i>
February 10	<i>Gerry Rothschild Band</i>		



*October 14th's Second Saturday Concert featuring Upstream is sponsored by the office of Los Angeles County Supervisor Kathryn Barger.

All other Second Saturday Concerts are supported in part by funds received from the Pasadena Tournament of Roses Foundation.

Free live music, delicious food and drink, and good friends... all right around the corner!



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