

This Week

**Richard Ross,
 VDPAM
 South Pasadena
 Rotary Liaison to
 the Tanzania Water
 Project
 Guest Program Host:
 Steve Kerekes**

Dr. Ross' membership in Rotary began about 2002 with the Ames, Iowa Noon Rotary Club. A few years later, he joined the South Pasadena Rotary Club where he has served as chair of an emergency preparedness committee, a RYLA committee member and RYLA Chair.

For the past two years, Ross has served as International Committee Chair and Liaison to the Tanzania Water Project which is being headed up by the Dr. Jerry Klonglan of the South Pasadena club.

We will be brought up-to-date on this Water Project, and the planning of *Tanzania Water Part II*. This project brings clean, potable water to crops and animals such as cattle and goats as well as to the population. In addition, the wells serve as a center of commerce for the villages in which they are dug and from which water is disseminated. This may dovetail well with Kimmie Haggins' Tanzania Coffee/US Boy Scout Project. ○



Mixed Messages

Taken from an article by Sophia Dembling, Scouting Magazine, October 2008

Media constantly bombard us. Some of it's good, some bad. That's why schools and Scouting believe teaching media literacy can help young people critically evaluate everything they see, read, and hear.

Brothers Robert and Tom Step of Stillwater, Okla., don't believe everything they see on TV.

Infomercials, for Example

"When people say the knives they demonstrate are so sharp and all, I don't think that's true," asserts 12-year-old Tom, a Boy Scout in Troop 802.

"And the acne stuff," adds 13-year-old Robert. "Everyone says their product is the best, but sometimes the before and after pictures look like different people."

Robert and Tom don't watch much television. But when they do, a parent is usually nearby, answering questions and creating teachable moments about advertising and other media messages.

"There are a lot of weird shows out there, and lots of times there are questions," says mom Cheryl Step. "The boys ask, 'What are they doing?' Or, they hear a word and want

to know what the word means."

Cheryl also might discuss with the boys the payment plan for those infomercial knives, to help them figure out the product's total cost despite low monthly payments. Or she might seize an opportunity to affirm the family's values.

"They had questions about one of the home makeover shows," Cheryl recalls. "My kids pointed out to me that the people often say 'Oh my God, oh my God.' I explained that some people don't consider that to be using God's name in an improper way. We talked about how different people use different words."

The Steps are working to keep the media in perspective.

Messages from every direction

We live in a media ecosystem, where the
Please turn to Scout's, p.4

Greeters

February 16

John David Duncan

February 23

Roger Fennell

March 02

Freddy Figueroa

Program Review

Pasadena/Altadena A Rich History



Gary Moody is passionate about Pasadena. Having been born and raised, worked, and served in the city, he loves to tell about Pasadena's rich and illustrious history.

Settled by the Hahamongna Indians

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Rotary Club of Altadena - #7183

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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

(pronounced: hah-HAH-mow-gnaw) a small group of Tongva Native Americans that lived behind what is now the Jet Propulsion Laboratory and later called the Pascual and Gabrielinos by the Spanish, people have been enjoying the Arroyo Seco for thousands of years.

Pasadena is part of the original Mexican land grant given over from Spain to Mexico, named Rancho del Rincon de San Pascual. The Rancho later became Pasadena, Altadena, and South Pasadena.

Attracting wealthy easterners because of its mild climate, Pasadena became a stop on the Atchison, Topeka, and Santa Fe Railway. This led to an explosion in growth in resorts, hotels and related businesses. The Mount Lowe Railway took people to its associated hotels later destroyed by fire. The demand for trips west became so great that the railroad sold a one way fare for \$2.

Domestic servants and gardeners followed the wealthy families to the area. Moody's grandfather was part of an association of Japanese gardeners – the only African-American among them. He arrived in 1920 and lived in the Vanderbilt summer home. The family followed in 1921.

February

Peace: Conflict Prevention & Reduction

Program Chair, Steve Cunningham

February 16 - Richard Ross - Water Project in Tanzania

February 23 - To be Announced

March

Water & Sanitation

Program Chair, Theo Clarke



Gary learned the ethic of work when he would follow his grandfather. Using impeccably maintained tools like a push mower or pruning shears, he discovered the joy in a job well done. Moody would go on – as he became an adult – to take over some of his grandfather's clients.

Pasadena has a rich history in civil rights

Please turn to Program, p.4

Congratulations



Birthdays



02/02 - Julie Gustafson
02/07 - Freddy Fugueroa
02/08 - Mike Zoeller
02/10 - Julius Johnson
02/14 - Ruth Reeded
02/16 - Joan Frykenberg
02/16 - Sunny Wu Kerekes
02/28 - Wendy Davis Noll



Anniversaries

Don & Sue Applegate
Ed & Mona Jasnow



Seven Things to know about Your Membership Dues As published on *Rotary.org*, February 14, 2014



How much does it cost to be a member of your club?

You can probably answer that question. What do your membership dues cover? That may not be as clear.

Many Rotarians know that a portion of their dues funds club and district expenses, as well as Rotary International operations worldwide. Few know exactly how that all breaks down. Dues are extremely important, as they are the single biggest source of revenue providing the services you enjoy as a Rotarian.

As a companion to Rotary's annual report, and on the heels of a \$1 dues increase approved by the 2013 Council on Legislation, we answer some frequently asked questions about where your money goes.

How much of my total membership dues goes to RI?

Right now, RI dues are \$53 per year. Depending on where you are in the world, that equates to about 4 to 14 percent of your total membership dues. The rest of your membership dues total primarily covers club and district expenses, meals, and a subscription to *The Rotarian* or your regional magazine.

Why are RI dues increasing?

The RI Board of Directors proposed the increase based on a five-year financial

forecast projecting that Rotary's spending would exceed its revenue by \$9 million in 2018 if there were no increase. With the dues increase of \$1 a year for three years, spending is still projected to exceed revenue, but by a smaller margin. The increase keeps the general surplus fund, which is Rotary International's savings, above the mandated level but does not prevent cutbacks in service.

Why increase dues?

Why not cut spending?

This issue is a hot topic not only for Rotary but for the larger philanthropic community. In fact, the three major US charity-rating groups have publicly agreed that nonprofits should not be judged solely on frugality; impact is also a critical factor. Significant spending cuts will translate into diminished service for Rotarians, clubs, and districts, reducing our impact on the communities we serve. So, Rotary is committed to monitoring and controlling expenses closely, making prudent cuts, and investing where needed. For example, more meetings than ever take place virtually, and Rotary's data center, software development, and some transaction processing services were moved to Pune, India, to lower costs. However, it is important that Rotary continue to invest in staff and technology to grow and improve the organization.

Besides dues, what other sources of revenue does Rotary have?

Dues account for about 65 percent of Rotary's revenue. The next largest source of income comes from return on investments. Rotary also earns money through publication sales, international convention registration revenues, royalties, license fee income, and rental income at the world headquarters building in the US.

Is Rotary financially healthy?

Yes. Rotary International's general surplus fund exceeds the target established in the bylaws, and the budget is balanced. In 2011 and 2012, the RI Board of Directors designated \$15 million of the general surplus fund to support strategic initiatives to grow the organization. It allocated \$10 million to be spent over three years on additional public relations grants, a new communications plan, the creation of Rotary's new visual identity, and the expansion of the organization's social networking presence. The Board also approved \$3 million to be spent on creating and implementing regional membership development plans, and \$2 million for other initiatives. In 2013, the Board approved \$2 million to be used for strategic and operational costs if needed. This strategic spending is important to promoting Rotary and helps support membership growth, which is critical to the future of the organization.

Does RI ever make special efforts to support The Rotary Foundation?

Please turn to Chairmen, p. 4

Program

Continued from p.2

both good and bad. Martin Luther King visited the city twice. In WWII – when internment camps were set up where Pasadena City College and the Santa Anita Racetrack are now located – in Pasadena, neighbors would protect their neighbors' homes. And Pasadena was the first city to have forced bussing for school diversity.

As Moody closed his talk, he reflected that, as he was growing up, he didn't know if he was rich or poor, black or white – he just knew that he was from Pasadena.

Craig Cox ○

Chairmen

Continued from p. 3

On occasion, the Board will take extraordinary measures to support the Foundation financially. For example, over the last two years, RI contributed \$10 million from the general surplus fund to *PolioPlus*. As a result of that commitment, the Foundation received a \$50 million grant from the Bill & Melinda Gates Foundation.

How do our costs compare to those of other service organizations of similar size?

It's difficult to compare Rotary to other international service organizations. However, The Rotary Foundation's financial performance is included in assessments by various charity-rating agencies. For example, in the United States, the Foundation receives high marks from several ratings groups. Charity Navigator gives the Foundation four stars, its highest score. The Foundation meets the 20 standards for charity accountability set by the Better Business Bureau's Wise Giving Alliance and is a silver-level GuideStar Exchange Participant, demonstrating its commitment to transparency. Rotary's partnership with the Gates Foundation is another strong affirmation of our metrics and reputation. ○

Scout's

Continued from p. 1

ubiquity of media is unprecedented. Piped-in music puts us in the mood to spend. Talking heads spin the news. TV, computers, radio, newspapers, music, and movies pump out a cacophony of messages clamoring for attention. And we are just starting to understand the media's power to shape and reshape our values and worldview.

Kids need help developing sharp critical thinking tools to hack through their media jungle. That's why courses in *media literacy* are showing up in school curricula and Scouting programs. And for many adults, the fast-paced reality facing today's young people seems alien and intimidating.

"It's a whole new world, this whole digital media environment, and it's changing so quickly," says Kathryn Montgomery, a professor at American University's School of Communication. "That makes it a real challenge to figure out what to teach your kids. Parents need to be educated as well."

Teenagers especially, with their relatively large disposable incomes, find themselves the target of diverse media messages. Advertising teaches them what David Walsh, founder and president of the National Institute on the Media and the Family, calls "More, Easy, Fast, and Fun."

Walsh, author of *No: Why Kids-of All Ages-Need to Hear It and Ways Parents Can Say It*, believes that the media's relentless "Yes!" message of instant gratification can interfere with kids' development and their ability to succeed.

Minnesota has made Walsh's book the backbone of its "Say Yes to No Campaign," a statewide program designed to introduce media literacy to schools, parents, and groups, including the BSA's Northern Star Council in Minneapolis/St. Paul.

At a recent Webelos Scout event, for example, leaders distributed surveys to boys and their parents that prompted discussion about how adults could and should monitor

kids' Internet, TV, and video-game use.

Watch your Kids' Video Games

Richard Neuner, the council's marketing chair, knew that his then-14-year-old son, Ben, played video games. But Neuner had never thought much about it until he saw Walsh's presentation.

"What was new to me, " Neuner says, "was the very graphic illustrations of violence and pornography that's imbedded in some of the video games that I've seen on the floor of our house and in other parents' homes."

When he approached Ben with his concerns about the content of one particular video game, his son's response didn't surprise him. "Ben said, 'Dad, it's not real. It's a game,'" Neuner recalls.

But according to Bob McCannon, co-president of the Action Coalition for Media Education, kids (and adults, too) often don't perceive the subtext or effects of the music they listen to, the Web sites they visit, the TV shows they watch, the games they play, or the thousands of advertisements they encounter daily.

In his presentations to schools and other groups, McCannon illustrates his message by citing a beer commercial that uses a "blonde joke" punch line.

McCannon says the joke always gives the kids a laugh, and even he concedes that it's funny. But he also encourages youngsters to look beyond the easy laugh. "I ask, 'Who's the joke on here? What color is her hair? Do we have those kinds of jokes elsewhere in our culture?'"

In that way, McCannon leads students toward the connection between blonde jokes and sexism.

"Advertising, as does most mass media, conveys much more than just desire for individual products," he says. "It conveys attitudes and values and lifestyle choices."

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Scout's

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For that reason, Neuner told his son he didn't care if the video game wasn't real and that he didn't want the game in the house. "I said, 'I'm so concerned about this game in terms of respect for women and in terms of the values that you're saying you uphold, that I would ask you to think seriously about whether this is a game you want to own.'"

Question, don't strong-arm

Steering kids toward good decisions about media is not a matter of strong-arming them. That can backfire. McCannon cautions adults not to rail at kids about media they find distasteful or wrong-minded.

"Many media educators tend to do that — they show a lot of examples of bad things and talk about why they're bad or ask why they're so bad."

The trouble is, says McCannon, kids may like that bad media or laugh at blonde jokes and other poor taste in advertising. After all, ad-makers spent millions of dollars making sure their ads are effective.

"Ads are the most carefully crafted media that our civilization has produced," says McCannon. Make kids feel guilty about buying into these expensively crafted messages, and they might shut you out.

Instead, he says, make like Socrates and ask questions. The goal is teaching kids to think critically, not telling them what to think.

Neuner did not insist that Ben give up

the video game, but Ben made that choice anyway.

"He came back to me the next day and just

handed me the game," Neuner says. "He said, 'I can't really say that I understand, but if you feel this strongly about it, then something must be wrong.'

"That's pretty much everything a parent could want to hear," Neuner concluded with a laugh.

Of course, not all media is bad. (After all, the magazine you hold in your hands is part of the media.)

The term covers newspaper articles as well as Janet Jackson's wardrobe malfunction, PBS's "American Experience," as well as Fox's "America's Next Top Model."

"I have taught for years that all media are good and bad," says McCannon. "There is almost never any piece of media that is value-neutral."

Part of the trick is teaching kids healthy skepticism, not dark cynicism.

"Cynicism is ultimately negative and can be pretty soul destroying," says McCannon. "Skepticism, on the other hand, is that affirmative attitude of inquiry that allows you to learn and teach others. Skepticism is what Socrates died for."

Create a dialogue

Leading kids to a healthy media diet also requires mutual respect. When their 15-year-old grandson, Kevin Somers, came to live with them, Cerie and Stan Segal of Plano, Tex., knew he had grown up on a diet of hip-hop and sitcoms. World traveled and avid

about current events, the Segals don't try to force-feed Kevin more nourishing news. Instead, if they find an article that Kevin might relate to in the newspaper about, say, a local controversy over sagging pants, they leave it on the kitchen table in the morning.

"I've noticed if I put out a page with an article I think would be of interest to him, he'll read the whole page," Cerie says.

And when the Segals talk with Kevin about the media (and other issues), they listen to what he says without judgment.

"We don't ever put him down for his thoughts," Cerie continues. "We don't ever put him down for the way he's approaching something. We just include him in the conversation. We ask him why he thinks that."

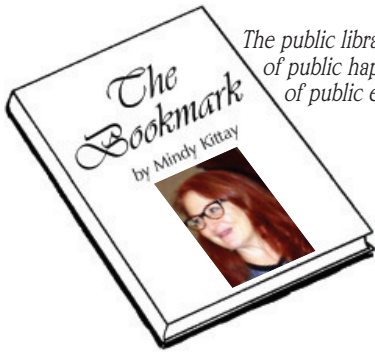
Media messages come at us in a variety of ways, so it's important to stay aware of the images and language, says professor Montgomery. "What are they trying to say to you with the choice of symbols and visuals, like the American flag behind a candidate?" And kids need to ask themselves the same questions about the Internet.

"Who's putting this message on this Web site and what is their motivation? Are they trying to sell me something? Are they trying to convince me of something?"

In addition, Montgomery says, "I don't think young people realize when they're on MySpace, that companies are monitoring everything they say, everything they post, everything they do. They're collecting that information and using it to market to each individual."

Therefore, because media represent an ever-present force in modern life, kids should learn to approach it with caution, an inquiring mind, and strong reasoning skills.

"Media education has to be a participatory process that the kids buy into," McCannon says. "It has to be done intelligently and compassionately, and it has to involve dialogue." ○



The public library is a center of public happiness first, of public education next.

John Cotton Dana,
A Library Primer, 1896

A Gesture of Love to Our Library

Love is in the air! Traditionally, February is the month of love, but as we continue to celebrate the 50th Anniversary of our library's main building, we are beginning to see 2017 as the year of *loving our library*. What is the ultimate gesture of love for a historic library? A renovation, of course!

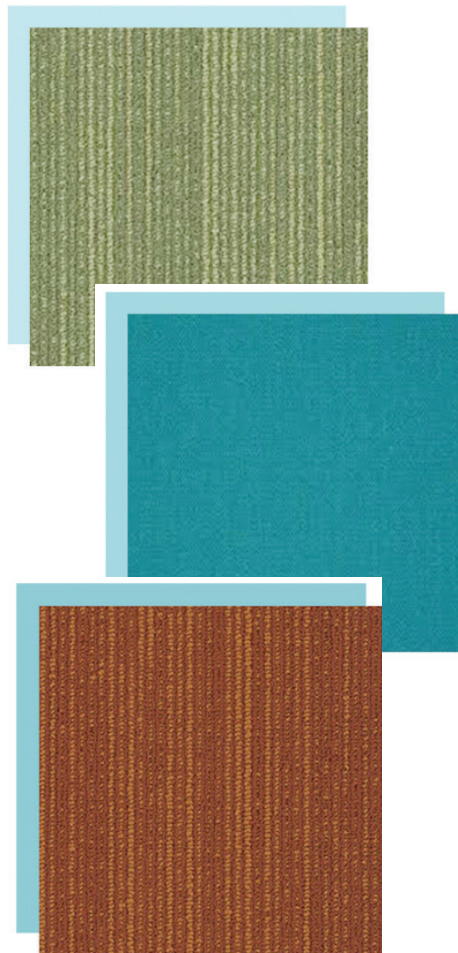
Built in 1967, our beloved library is due for some much-needed touch-ups, and, in order to fix the effects of 50 years of heavy use in a cost-effective way, the project will use grant funding from the US Department of Housing and Urban Development, beginning with the imminent Phase I Renovation.

Phase I Renovation

The Phase I Renovation will begin with important adjustments to shelving and doorways throughout, to meet compliance requirements of the Americans with Disabilities Act (ADA) of 1990 and seismic safety code. Beautifully crafted, state-of-the-art shelving and displays will be installed across the library floor, including the Children's Section. Brand new, artful book bins will be provided to optimize the space allocated for our youngest patrons.

The most visible of planned changes will undoubtedly be the updates to flooring and carpeting. Thanks to the generosity of the Altadena Library Foundation, floors will be replaced with modern Shaw Contract® flooring. Say goodbye the worn, aging carpets we have grown accustomed to! Per the swatches below, the color of the primary library carpet will be a deep mossy pine,

reflective of the lush foliage surrounding the library. The teens' lounge will be updated with rust- and clay-colored carpet, and our child patrons will enjoy a timeless teal.



While the floors receive their well-deserved renewal, the library will take an important step toward expanding its potential for technology usage: installation of additional electrical and data outlets throughout the library. More outlets allow for charging stations for mobile device

users and increased computer capacity in the future.

The Final Steps of Phase I

Finally, to keep up with the bright, colorful carpeting and flooring, final steps of the renovation will include creation of innovative signage and rejuvenation of the library's planters, original wood and tiling. Sadly, time has come to retire the 50-year old palm in the atrium and replace it with a new palm that we hope will last another 50 years.



To accomplish the extensive Phase I Renovation, the Main Library will be closed from mid-March through the end of April.



The Grand Re-Opening in June

Please mark your calendars and come love the new library at our culminating Grand Reopening celebration on Saturday, June 10! After months of closure, the community will gather for a day of excitement, community building, and discovery. As we explore the newly renovated library, we will celebrate the Library's 90+ -year legacy and its 50 years in the Main Building, originally designed by renowned architect Boyd Georgi in the 1960s.



Have questions? We have answers! Have suggestions? We want to hear them! Contact Library Director Mindy Kittay at MKittay@AltadenaLibrary.org or in person at the Library.



Second Saturday CONCERTS



SECOND SATURDAYS
[mostly]
FROM 6:30 TO 8:30 PM
AT THE
**ALTADENA
LIBRARY**

Listen to great music as you sip craft beer and fine wine from The Ale House; savor wonderful dishes from El Patron and Guerrilla Chef Mateo; and sample delectable desserts from Sweeter Than Honey



UPCOMING EVENTS

Todd Washington Trio

Blues, Folk, Rock, Soul and Gospel
January 14, 2017

Splish Splash Band

Rock, Jazz and Blues
February 11

DeRumba

Spanish Guitar to the beat
of the Gypsy Rumba
March 11

Louis Van Taylor Quintet

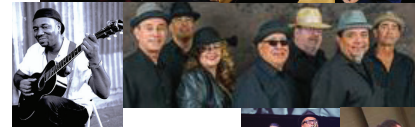
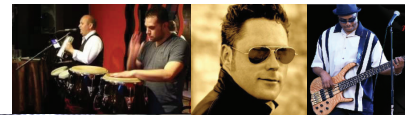
Jazz
April 8

Michael Haggins Band

Funk and Smooth Jazz
May 13

The Satisfaction Band

Dance music Top 40, Latin Rock,
R&B, Cumbias and Oldies
June 10



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