

Rotary Club of Altadena

# Sparks

OFF THE ROTARY WHEEL  
AN AWARD-WINNING NEWSLETTER



ROTARY:  
MAKING A  
DIFFERENCE

November 30, 2017

## This Week

### Maria Perez-Arton Craft Talk

### Program Host: Dennis Mehringer

The President and founder of Perez-Arton Consultants, Inc., Maria Perez has conducted over 350 searches and management evaluations for academic and non-profit institutions.



Before forming Perez-Arton Consultants in 1984, she was 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. Previously, she served as Executive Assistant to the Chancellor of the 18-campus City University system.

Prior to joining the City University, Perez 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 Grad-

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## Dialing In

By Steve Kerekes,  
President



## Haircuts, Neckties, and Politics

*There are things known and there are things unknown,*

*And in between are the doors of perception.*

Aldous Huxley,

*The Doors of Perception*

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*Over the past several weeks in this column we have been discussing how the principles of the **Four-Way Test** are often in conflict when put to application. This week continues that discussion and looks at some examples of that conflict in our everyday lives, and how different people resolve this conflict differently. This discussion is taken from an essay 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/haircuts.btm#>. WbnsGjtrwdU >*

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**G**entlemen, the lady of your life cuts her hair, but you liked it long. Nevertheless, you tell her how becoming it is. Ladies, the man in your life wears a

tie you think is ghastly, but you compliment him on his good taste. In each case, it's a lie; we may call it a *white lie*, justified as keeping good relationships. But how do we balance the Four-Way Tests of **TRUTH** versus **GOODWILL**?

A politician publicly rails against government spending, but back home gladly takes credit for its local benefits. A candidate supports abortion rights and same-sex unions, while belonging to a church that disapproves of both. Politicians face the conflict of **FAIR** versus **BENEFICIAL**.

The Greek philosopher Plato – in the third century BC – posed a dilemma: “Do we do right because it is right, or would we do otherwise if no one would know?” In his *Myth of Gyges*, Plato wondered if even a basically honest person might yield to the temptation to do wrong if the deed is certain to go undiscovered.

*Please turn to Dialing p. 4*

## Greeter of the Week

November 30

Tom McCurry

December 7

Dennis Mehringer

December 14

Sarah O'Brien

# Program Review

## Rose Queen and Princesses Brighten the Holidays!



**A**ltadena Rotarians, guests of the Rotary Club of San Marino in multi-year

Feté for the Rose Queen and her Court got to enjoy the smiles, the poise, the up-beat youth and infectious enthusiasm of the seven princesses who joined us for lunch. A great time was had by all!

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

Altadena Town & Country Club

2290 Country Club Drive • Altadena, CA

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Dist 5300 Gov. .... Raghada Khoury

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Steve Kerekes, Pres. .... Bus. 626-796-5000  
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Charlie Wilson • Dennis Mehringer  
James Gorton • Sarah O'Brien • Mark Mariscal

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Tony Hill ..... Youth Contests/Awards  
Mike Zoeller ..... Youth Projects  
Ray Carlson ..... Vocational  
Editor, Design & Typesetting ..... Foreman Graphics  
Photography ..... Jacque Foreman

**Queen Isabella Marie Marez**, a LaSalle



soft-baller, social justice warrior and anatomy scholar covets a future as a health care provider and is off to Central and South America in the

scope of time.

Her court includes:

**Princess Lauren Elizabeth Buehner** of



Arcadia High School, a track star and Spanish and history tutor, is active in her Apostolic church where she teaches Sunday School and recently traveled to Belize. She is a passionate political scientist destined to bring clean water to the world.

**Princess Alexandra Marie Artura**, a senior at Sacred Heart High, has aspirations of being a therapist and is currently busy proving herself as President of her High School National Honor Society while working for her Gold Award in the Girl Scouts of America.



Not alone – **Julianne Elise Lauenstein**,



another pretty princess has earned her accolades as a Girl Scout serving as volunteer in her hospital where she hopes to pursue a career in health care as a physical therapist.

Meantime, **Princess Sydney Grace**



**Pickering**, already a solid Gold Girl Scout Award recipient from Arcadia High School, is captain of her dance team and has emerged in performing arts with an eye toward International Relations.

Now **Princess Savannah Rose Bradley** of



Pasadena High leads the school's Teen Corps in addressing violence among teens. Not surprisingly, her passion is social justice for

*Please turn to Program, p. 3*

## December

### Disease Prevention & Treatment

**Program Chair, Sarah O'Brien**

Dec. 07 - Bill Dawson & Dan Paige - Altadena Mountain Rescue

Dec. 14 - To be Announced

Dec. 21 - Christmas Party - Evening Event

Dec. 28 - Dark - No Meeting

## Congratulations



### Birthdays



11/06 - Mindy Kittay

11/08 - Sterling Louviere

11/09 - David Campbell

11/13 - Ed Jasnow

11/20 - Steve Kerekes

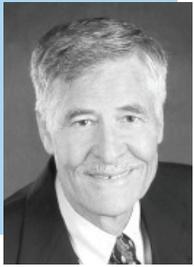


### Anniversaries



11/01 - Jacque Foreman & Bruce Conroy

## Altadena Rotary Now in Show Biz!



In our Club meeting of November 9, Craig Cox and Mike Zoeller presented the Club's 2017 Summer Concert Series sponsorship check to Bob Klomburg of the Sheriff's Support Group of Altadena (SSGA). This was the 10th annual check the Club has presented in support of this wonderful community event, consisting of nine summer concerts during July, August and early September each year since 1996. The Club has been further involved since 2011, when it began selling beer and wine at the events as a fundraiser.

After presenting the check, Cox and Zoeller announced that, at the November 2 Club Board meeting, the Board approved a proposal to greatly expand club involvement in the Concert Series. After 21 years, Bob

Klomburg has decided to retire from the concert show biz and asked the Club to take over the tasks of producing, fund-raising and promotion of the concerts, beginning with the 2018 season. Klomburg will work closely with the club for at least the 2018 season to ensure that the handoff goes smoothly.

This will be a terrific chance for the club to increase Rotary presence in the Altadena Community. Each concert draws between 500 and 1,000 enthusiastic attendees – adults and children, and the atmosphere at the events is overwhelmingly positive. The Farnsworth Park amphitheater is a great location for all events and one of only two county-sponsored amphitheatres in LA County. The other? - Hollywood Bowl, of course!

The new project will be organized under our Community Projects committee, headed

by Craig Cox. To begin preparing for next season, several new committees will meet shortly to organize the project. We expect three new committees will be required:

- A Production Committee to handle all tasks involving the booking of existing and new concert acts.
- A Fund-Raising Committee to maintain existing community sponsors and solicit new sponsorships.
- A Promotions Committee to help promote attendance at the events.

This will be a big, but very rewarding effort for the Club, and we invite all members to become involved.

If you would like to be in any of these new committees and you have not already told us, contact Craig Cox or Mike Zoeller so you can be part of the committee of your choice. ○

## Program

*Continued from p.2*

juveniles and the study of criminology. And finally, with **Georgia [Jane Cerven-**



**ka]** on my mind, we can be grateful for tall blond basketball players who are willing to mentor *best buddies* looking up to a princess as their

role model. She is a leader in her local Youth Council and sure to bring royalty

to all her future endeavors.

Queen Isabella and her Princesses look forward to riding the new *Good Year Blimp* on New Year's Day and to presiding over the Rose Parade enjoyed by many millions of Americans and visitors over the past century.

It was an honor to host the Queen and her Court.

Special thanks from Altadena Rotarians to San Marino Rotary President Denise

Wadsworth and her club for the splendid Feté and congeniality. ○

## This Week

*Continued from p. 1*

uate 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. ○

# Dialing

*Continued from p. 1*

Segue from Plato to the present, and we might mention stop signs, speed limits, and tax returns. We are confronted daily with questions of ethical conflict: in corporate and government sectors, in sports and society, and in our own lives. Might those current events be more clearly viewed in Rotary's *Four-Way Test*? For Rotarians, decision-making rises above what is legal, or what is company policy, or what is written in a code. It is the choice to do what is right simply because it is **RIGHT**. That is the challenge of the *Four-Way Test*.

In our business and professional lives, we face almost daily the classic struggle between two important ethical considerations in decision-making: **PRINCIPLE** and **PRAGMATISM**. Examples are so common that most go unrecognized.

City councils are sometimes asked to condemn residential property to facilitate construction of a shopping center. Families protest against giving up their homes, but the council anticipates higher tax receipts. How do they balance the principle of private property rights against the pragmatism of highest revenue?

A young couple believes that abortion is morally wrong, but when her fertility medication allows pregnancy, she learns that she is carrying eight fetuses. Her doctor says she cannot carry them all to term; and if she tries they will all die, with her life also at high risk. The alternative is to abort six and carry twins to maturity. How do they balance their beliefs with their choice, principle versus pragmatism?

At the opposite end of life, an agonizing decision is sometimes necessary about withdrawing life support. Many hold that families and doctors have no right to *play God*, but, when faced with the inevitable, they may conclude that heroic medical measures only prolong suffering. Again the question is *principle* versus *pragmatism*.

Let us return, then, to look at our Rotary *Four-Way Test* in what may be a more introspective way. Its four questions appeal to the best of both principle and pragmatism.

In the first two questions are words of principle: **TRUTH** and **FAIRNESS** call for apparently unbending dedication to seek truth, to dedicate ourselves to fairness. But sometimes we face the reality that we don't know the whole truth, and that what is fair to some may not be fair to others.

The other two questions embrace practicality: **GOODWILL** and **BENEFICIAL** are goals usually attainable through intelligent

application of human reasoning. They call us to practical analysis of actions, seeking the greater good that may result from our decisions.

It is not enough that we ask the four questions; not enough that we make a decision based on some **ONE** of those questions. Our *Four-Way Test* is not only a call to lofty principles and to beneficial practicality – it is our challenge to combine them in ethically responsible decisions and actions. We must conscientiously answer and balance the questions of our *Four-Way Test*. ○

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## Special Paul Harris Presentation to Leah Rodemich This Week



This week we are having a special presentation of a Paul Harris Certificate to Leah Rodemich, former Executive Director of Casa de las Amigas in Pasadena, and currently Chief Executive Officer at Casa Treatment Center.

She has successfully developed and implemented an organizational strategic plan to enable organizations to expand services and ensure its long-term viability. Cognizant of organizational culture, She worked closely with key members of the program management team to ensure employee buy-in during the roll out of new programs.

In concert with the Board of Directors, she has also developed a long-term financial plan to position, efficiently grow and remain a leader in a competitive market.

Casa de las Amigas appointed Leah Rodemich Executive Director, effective November 1, 2013. She has served on the management team of Casa de las Amigas since 2005, most recently as the agency's chief operating officer under Interim Exec-

utive Director, Shelly Wood.

As executive director, she worked closely with the agency's 17-member board of directors and assumes responsibility for Casa's program, development and operations team of 11 full-time and 18 part-time employees.

Altadena Rotary member Boyd Hudson serves on the Casa de las Amigas Board of Directors with Rodemich and may be one off those presenting the Paul Harris Certificate to her.

Rodemich's parents, the Scheiders, are long time Rotarians in Santa Fe New Mexico. Her mother, Lynn Schneider, is the President of the Santa Fe New Mexico Club. The Paul Harris donation was made by them in honor of her birthday.

Rodemich's mother knows that she serves on the board with a local Rotary member, and did a fair amount of research to confirm that Hudson is a member of Altadena Rotary and requested that the presentation be made at the Altadena Club.

It is our honor to fulfill the Schneider's wish that we present Leah Rodemich with her Paul Harris Certificate. ○

# 300 Bicycles assembled Saturday, November 18 — Altadena Rotary provided Our Famous Pancake & Sausage Breakfast

It was 7am and a bit cool when I arrived to take photos of our members preparing, cooking and serving breakfast and Craig Cox and Doug Colliflower were already there beginning the setup. Not long after that, Kimmit Haggins arrived to set up a large coffee maker to serve his now famous Tanzanian Coffee to all comers. Steve Kerekes arrived not long after Haggins and helped with the setup. Tony Hill came with a propane tank to power a grill to make pancakes, and then went to find bikes to assemble.

Our work stations finally broke down to Craig Cox cooking pancakes from the

batter stirred up by Doug Colliflower and Steve Kerekes cooking sausages. I ended up doing the serving to those coming over for breakfast.

Mark Mariscal came by as the chafing dishes were being filled with sausages and pancakes and went out to the crowd of bike assemblers to let them know that breakfast was ready to be served.

Boyd Hudson went directly to assembling bikes and came by later for some sausages to refresh his energy and fill his tummy. Several of our Muir Interactors — accompanied by their supervisor — came to help with bike assembly. They stopped by later for

some sustenance. Tom McCurry stopped by our breakfast booth for a bit and then, like Hudson, went to find bikes to put together. His photo was taken by Tony Hill.

David Campbell came by after spending the morning at his dental practice. He arrived as all the bikes were being taken to an area for final check before being wheeled to the designated storage van.

By noon, everything was pretty well finished. Three hundred bikes had been put together, checked, and moved to storage in record time, and we were cleaning up the breakfast dishes and packing our grills and supplies into David Smith's truck. ○



The Pasadena, Altadena, San Marino and South Pasadena Rotary Clubs worked together to make this happen.



*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: 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 16<sup>TH</sup>**  
**“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](mailto: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!



**LOS ANGELES COUNTY**  
**CONSUMER & BUSINESS AFFAIRS**

## 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 -**

**23<sup>rd</sup> Administrator of the U.S. Small Business Administration**

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ALTADENA LIBRARY DISTRICT PRESENTS THE

# Second Saturday

## 2017-18 CONCERT SERIES\*

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



\*October 14<sup>th</sup>'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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