



BE THE INSPIRATION

August 09 2018

**This Week**  
**Sylvia Rosenberger**  
**Chief Development**  
**Officer**  
**Los Angeles**  
**Arboretum**  
**Foundation**  
**Guest Program Host:**  
**Ruben Alvarado**



The Los Angeles Arboretum Foundation is the nonprofit that raises philanthropic support for the LA County Arboretum and Botanic Garden. As Chief Development Officer for the Foundation, Rosenberger oversees the Membership and Development Departments responsible for raising support vital to sustaining the gardens, historic architecture, and educational programming.

Her 20+ years of nonprofit management experience also includes the areas of nonprofit operations and executive leadership with both the Girl Scouts and the Downtown Women's Center, the later serving homeless women on LA's Skid Row. Currently, Rosenberger serves on the Arcadia Chamber of Commerce Board of Directors and is also a happy home gardener living in Pasadena.

**Also Appearing!!!**

*Please turn to This Week p. 3*

## Name That Tune!

**C**ongratulations Altadena Rotarians! The success of our ongoing Farnsworth Park concert series continues thanks to the dedicated teams who have planned for months, the financial sponsors, volunteers who show up on the night (Lampshade hats included!), and the talented bands who energize an enthusiastic audience to dance the night away under the stars ...!

***We are raising money  
and bringing the  
community together!***

The style of music performed has been diverse – something to please everyone – and was carefully selected. Original music combined with old favourites has been a winning combination. Tribute Bands in particular hold a special place in our hearts and have become more popular in recent years. Song titles, melodies or a single lyrical line can take us back in time and trigger special memories or feelings that only music can do. If our favourite band or artist is no longer alive or performing, Tribute Bands offer us an experience that's close to the *real deal*, and audiences cannot get enough of the nostalgia!

◊ ◊ ◊

This reminds me of a talk at our Club last year about Music and Memory that takes us beyond the *feel-good* factor of flashbacks at a concert ... to the current research into how music can help patients with memory loss and dementia.

"Research suggests that listening to or

singing music  
vide emotional  
and behav-  
ioral benefits



**In  
Tune**

*by Sarah  
O'Brien,  
President*

for people with Alzheimer's disease and other types of dementia. Musical memories are often preserved in Alzheimer's disease because key brain areas linked to musical memory are relatively undamaged by the disease."

*Jonathan Graff-Radford, M.D.*

Individuals and organisations now take recordings into care facilities and play music to patients. The transformation can be extraordinary, bringing unresponsive patients *back to life* once they hear a familiar song.

"New research actually suggests that music can have a powerful impact on the human psyche and memory retrieval. In a recent interview with Music and Memory – a non-profit organization that promotes the health benefits association with music – founder, Dan Cohen, explains just how much music can do for the human soul, psyche and dementia-diagnosed loved ones we think we've lost.

Dan Cohen: "For people who suffer from advanced Alzheimer's disease – to the

***Please turn to In Tune p. 4***

## Greeter of the Week

August 09  
**David Smith**  
 August 16  
**Charlie Wilson**  
 August 23  
**Mike Zoeller**

# Program Review

## Map Your Neighborhoods! We Learned all the Reasons Why



**W**hen we are going through our daily lives, we do not think about what would happen if there is a disaster like an earthquake, a flood or a fire. However, these disasters do occur on a regular

basis, and we should take the time to get ourselves ready for the next disaster. This was the message of our speaker at last week's meeting. Karen Gibson spoke to the club about a program called *Map Your Neighborhood* (MYN).

The message of MYN is that your neighbors are your closest source of help. MYN gives you a system for dealing with disasters in a step-by-step process. Immediately following a disaster, there are a set of steps to follow. First take care of yourself and your immediate family. Next: one should dress for safety. Have a bicycle helmet or hard hat ready, along with sturdy shoes and gloves. The next step is to shut off the natural gas or propane as this step is one of the best ways to prevent a fire. One should next shut the water off at the main line to the house. This will trap water in the home. It will also keep pollutants out of possible drinking water.

If help is needed, one should place a **Help Needed** sign on the front door, front lawn or front window. If your immediate family or house is secure, place an **OK** sign



in one of these places. This action will help your neighbors and the local authorities locate those who need help first. If one has a fire extinguisher, it should be placed on the sidewalk where those neighbors who are experiencing a small fire can access it.

Once these steps have been completed, one should meet at the identified Neighborhood Gathering Site. The Site is a protected area easily accessible. It can be an open garage; a porch or a carport. The local neighborhood can also designate a place where children, those who are elderly and

Please turn to Program, p.4

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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To be Announced ..... Asst. International  
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Mike Zoeller ..... Youth Projects  
John Frykenberg ..... Vocational  
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Photography..... Jacque Foreman

### August

#### Membership & New Club Development

Program Chairs: Doug Colliflower & Frank Cunningham

- 02 - Karen Gibson
- 09 - Sylvia Rosenberger, Chief Development Officer, Los Angeles Arboretum
- 16 - Lisa Bricker - Insights into Alzheimer's
- 23 - Dawn Digrius - Craft Talk

### Congratulations

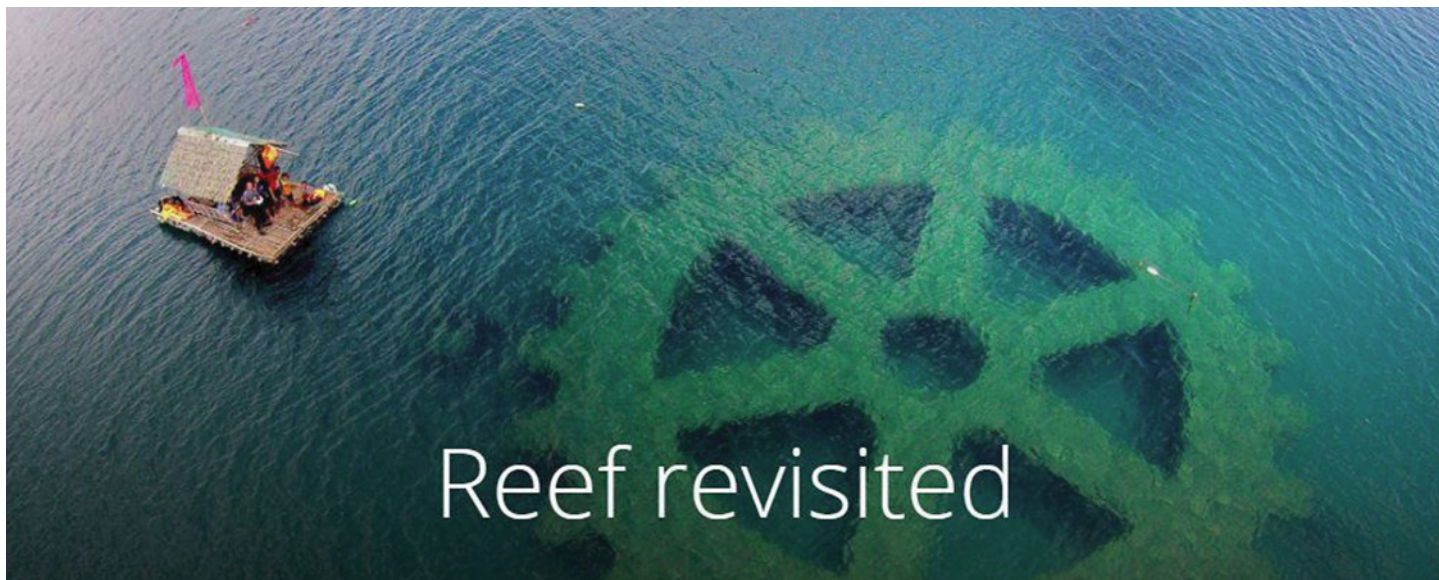


#### Birthdays



- 02 - Phyllis Merrill
- 10 - Don Applegate
- 27 - Elaine Klock
- 30 - Paula Mariscal
- 31 Bruce Conroy (Jacque Foreman)

## A giant artificial reef in the shape of a Rotary wheel restores marine life and protects the livelihood of several fishing villages in the Philippines



In the calm blue waters of Lamon Bay lies a source of pride for local fishermen and a submerged salute to Rotary: an artificial reef in the shape of the Rotary wheel.

The wheel has helped restore the local fishing industry, which was devastated by large-scale commercial fishing vessels that used dynamite, cyanide, and fine mesh nets from the late 1990s through the early 2000s.

Fishing is considered the lifeblood of the area's coastal villages, including Balubad, Lubi, Talaba, and Kilait. And for years, vil-

lage fishermen fought to protect the waters that fed their families.

In 2005, the fishermen turned to the Rotary Club of Atimonan, Quezon Province, Philippines, for help. They decided to build

an artificial reef. The club partnered with the Rotary Club of Madera, California, USA, on a Rotary Foundation grant to help fund the project, which would cost more than \$1 million. ○

### This Week

*Continued from p. 1*

#### **Remember When You Were Young**

Did you have an opportunity to spend time in a foreign country (or host a student from one) before you headed off to college? Probably not. The Rotary International Foundation has such a program: The Rotary Youth Exchange.

This program builds peace one young person at a time. Exchanges for students 15 to 19 are sponsored by Rotary clubs in more than 100 countries. Our club has par-

anticipated over the years. The program allows students to learn a new language, discover another culture and truly become global citizens. Students have developed lifelong leadership skills, learned new languages and culture, and built lasting friendships on their way to understanding the world.

We will be hearing from Maggie O'Hagan (USA) and Adriana Sanchez (Spain), about their experiences as part of the Short-Term Youth Exchange Program ○

# In Tune

*Continued from p. 1*

point when they can no longer recognize their own family or even speak – personalized music from one’s youth can have an amazing affect. People actually *awaken* and can sing the music when they hear it – a wonderful thing for families and caregivers to experience after watching their loved ones’ transformations into strangers. You see, people often lose their sense of self and identity in a nursing home or assisted living facility. Nursing home staff know who someone is as far as a resident who is on a medication or daily routine, but actually knowing who people are – and their past – is a different story. Through music, the senior housing staff and their residents are able to connect as a resident’s



reaction to music can bring up fascinating questions, stories and conversations of the resident’s past.

“Music actually brings back functions of

the brain. It offers a *back door* of memory retrieval that is seemingly lost. In fact, while hearing and talking components are located in specific places in the brain, music

is located throughout the brain. So often music remains preserved, even if parts of the brain are lost through dementia. And music from our youth is deeply embedded

in our neuro-network, and it’s cumulative over time. So, if people listen to music for three hours a week over a 10-month period, many of their cognitive test scores actually improve, according to a NY State DOH Dementia Grant program study.”

So let’s continue to make the most of our music events in Altadena and enjoy the rest of the concert series together. At any age it’s great for our enjoyment and our health! ○

*Source: Is Music Therapy an Effective Dementia Treatment?*

*By: Dana Larsen*

*Photo by Aspen Senior Center*

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# Program

*Continued from p.2*

those with a disability can be brought for care and safety.

As part of the MYN process, neighbors can meet and identify what equipment and supplies are available in the neighborhood. The neighbors can inventory such items as first aid supplies, portable radios, walkie-talkies, fire extinguishers, camp stoves, ladders, ropes, flashlights, electric generators, tents, blankets and emergency equipment. The neighbors can also survey themselves to see which one of them has the following skills: first aid, child care, plumbing, electrical work, radio operation, language skills, and elder skills.

The *Map Your Neighborhood* process also includes some mapping. The mapping process will include the streets, building lots, and house numbers. The mapping will also include the contact names and phone numbers of all neighbors. The map should also mark the exact location of each gas meter or propane meter in the neighborhood. Finally the map should identify those residents in the neighborhood who may need extra assistance during disasters. These would include elderly residents, disabled residents or homes with unattended children.

Gibson indicated that over eight percent (8%) of the neighborhoods in Altadena

have participated in the MYN program. In addition to the MYN process, she encouraged Rotarians to store grab-and-go bags with emergency supplies: a weeks’ supply of water, first aid kits, and food supplies. Other items to include in the bag would be a helmet, hiking boots, goggles, face mask, leather gloves, a whistle, and a gas wrench. She encouraged us to volunteer in the process by hosting a MYN meeting in your neighborhood. Her presentation was a wake-up call to us to meet with our neighbors and prepare for the natural disaster which will eventually come to southern California. **Boyd Hudson** ○

## How to find the Right Person to sell Your Home



Your home is where you've lived and loved, raised your children, celebrated birthdays, anniversaries and created many wonderful memories. And you've been through a lot together.

Now that it's time to put it on the market, you're likely experiencing some sadness, plus plenty of anxiety. Because really: How often does your future depend on selling your past? If you're a little overwhelmed, we don't blame you.

But there's also good news: You don't have to go it alone.

• • •

The right real estate agent becomes a close partner and has your back when it comes to setting a listing price, marketing, staging, and making appropriate repairs to your house. Your trusted partner will also help you navigate more personal issues,

such as your timeline, eliminating as much stress as possible and achieving other personal goals that are important to you.

For all of these reasons, it's important to choose an expert who is right for you, your family and your specific situation, and who can help you get what you want. Here's how.

Before you start interviewing prospective agents, have a clear sense of what you want to get out of the selling process. When so much money is on the table, it's crucial to know what your goals are, so that you can find an agent who really speaks to them. Then, it helps to understand what a listing agent does, other than sell your most valuable asset.

### **Pricing your home**

This is the **BIG** question, right? How do I set the price? The short answer is: you'll need to trust your agent to recommend a

smart listing price.

So how can you tell whether an agent – a relative stranger to you – is choosing the best price for your home? You need to do two things:

- **Know – generally speaking – what your property is worth.** Do your own research on the prices of local comps [comparable properties], (but understand the limits of online property sites). Run your information by your agent for an informed perspective.

- **Ask the agent for pricing information on homes s/he has recently sold.** Specifically, what the differences were between their listing prices and how much the homes ultimately sold for.

When it comes to the agent's pricing history, you're looking for accuracy. Anyone could suggest a high price for your home, knowing it's what you'd like to hear. But nobody (especially you) wants to have a house languish on the market, or to reduce a price repeatedly.

### **Marketing your home.**

The listing agent will also get the word out that your house is on the market, using a combination of old-school (but powerful) marketing techniques – such as direct mail, signage, and open houses – and the modern methods we know and love: like social media. Savvy agents will post pictures of your house on Instagram, Facebook, Twitter, and any other platform that can get likes plus the attention of other real estate agents who can bring buyers to the table.

### **Negotiating with buyers**

**Please turn to Real Estate, p. 6**

# Real Estate

*Continued from p. 5*

When offers start pouring in, your agent will evaluate each competitive offer to ensure the buyer has the ability to fulfill the contract obligations and then negotiate with prospective buyers on not only the sale price but also on what contingencies (aka special circumstances) are attached to the contract. As with any negotiation, there could be some stressful-fraught moments

with the buyers. You'll want an agent who can step up for you, and who has a negotiation style that you're comfortable with.

## ***Closing the sale.***

Once you've signed a purchase agreement with a buyer (woo-hoo!), your agent will help you navigate the sale's remaining steps. This includes negotiating home repair requests post inspection and dealing with

any last-minute surprises before closing.

The average listing agent does all of the above. A great listing agent does all of the above, while also inspiring your confidence – that they're getting the best price for you, and that they're representing you and your home in the best possible light.

So, let's talk about how to find and hire a great listing agent.

## **Ask These Questions to Find a Great Listing Agent**

Here, time is on your side. Aim to hire a listing agent six to eight weeks or longer, before the day you actually want to list the house. It takes time to properly prepare a house for sale: take photos, video, approve all marketing material and approve the marketing plan. You'll be grateful for the cushion, especially if the agent you ultimately hire recommends that you make repairs or upgrades to your home before it's listed.

To find prospective agents, start with your network. Ask friends, relatives, neighbors, and colleagues for recommendations. Word-of-mouth endorsements, as always, can be priceless.

You can also turn to another trusted friend: the internet. Property websites such as [realtor.com](http://realtor.com) have directories that let you search for agents in your area. These databases can clue you in to important details, such as an agent's years of experience, number of homes sold, and past client reviews.

Three out of four home sellers only contact one candidate before picking their listing agent, according to a NATIONAL ASSOCIATION OF REALTORS® report. While that may be the norm, it's smarter to shop around. Interview at least three agents before deciding on the one you want to work with.

During the interviews, ask these questions to help assess whether an agent is the right fit for you:

- ***Do you work as an agent full-time?*** Like most professions, experience is no guarantee of skill. That said, much of real estate is learned on the job.
- ***How long have you been in the business?*** Generally, the more experience an agent has, the more they're tapped in to the local market.
- ***How many homes have you sold in my neighborhood in the past year?*** You don't need to find an agent who specializes only in your community, though that would be ideal. You do want someone who has recently sold at least a few homes in your neighborhood and knows the local and hyper-local inventory.
- ***What's the typical price range of homes you sell?*** Most agents work across multiple price points, but you don't want an agent who has never sold a home in your range.
- ***What's your fee?*** An agent should be able to articulate his/her value and explain his/her commission rate.
- ***How will you market my home?*** You don't want to hire someone who's just going to stick a For Sale sign in your yard and call it a day. The agent should present a comprehensive marketing plan for your listing – this should include strategies for staging your home, taking professional photographs of your home, promoting the listing on social media,

marketing to other brokers, scheduling open houses, etc.

- ***Will I be working with you directly, or with a team?*** Some agents lead or work as part of a sales team. The lead listing agent shares client responsibilities with other agents. Where one agent may handle private showings for a listing, another may host open houses. A benefit is that, for the same fee, you get many people working for you. But if you want the sole attention of the listing agent, you may want to stick to a one-on-one arrangement.
- ***Will you provide one-on-one service?*** Whether you're working with one agent or a team, ask how responsive they can be to you, your timeline, and your goals.
- ***How long on average are your listings on market? Your average sold-to-list price?*** This can help you determine whether the agent is a solid marketer and negotiator. These are real estate stats that the agent can pull from your local multiple listing service, or MLS.
- ***The bottom-line: It's in your best interest to pick an agent who understands your goals, fits your personality, and can get your home sold for top dollar.***

When you meet someone who can offer all of the above, congratulations – you've found your listing agent. ○

# Los Angeles County Sheriff's Department Reserve Deputy Program

Back in the 1800s, the Sheriff would look to the community to form a posse and deputize citizens to assist him in the apprehension of horse thieves, murderers, or other criminals. Thankfully, we have thousands of full-time deputies to perform those duties today, but, in 2018, just like the 1800s, the Sheriff is looking to the community to find citizens to volunteer and help by becoming reserve deputy sheriffs.

Reserve deputies undergo the same training and background checks that full-time deputies receive. It's a year-long process, but, after graduation, reserve deputies can perform a wide array of duties and service to the community.

The *Los Angeles County Sheriff's Department Reserve Program* is one of the largest in the country, with over 600 all-volunteer sworn reserve deputy sheriffs. Last year they worked 182,000 hours keeping the citizens of Los Angeles County safe. Those 182,000 hours represent millions of dollars in savings to taxpayers.

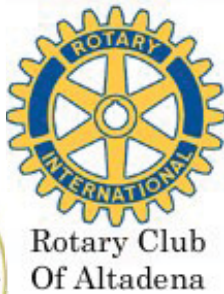
Patrolling our communities is only one of many functions performed by reserve deputies. Lifesaving search and rescue missions are performed every week by reserves as part of the Los Angeles County Sheriff's Department's Search and Rescue Program. Last year reserve deputy sheriffs performed 684 missions throughout the county, saving countless lives.

Another opportunity for reserve deputy sheriffs to serve is by becoming a member of the Sheriff's Department's Posse. Posse members work patrolling trails and various community events on horseback.

Reserve deputies also help solve crimes by working in many of the Sheriff's Department's detective units, such as Homicide Bureau, Narcotics Bureau, Fraud and Cyber Crime Bureau, and Special Victims Bureau. We also have reserves who ride street and off-road motorcycles for the Department.

Reserve deputies come from all walks of life and from a wide variety of professions. The common thread of all is a burning desire to give back to their community and assist their fellow citizens.

If you are interested in signing up – just like citizens did over a 150 years ago – there is a reserve deputy academy scheduled to start in February 2019. Please contact the Los Angeles County Sheriff's Department Reserve Forces Detail at 323-526-5100 and ask for Assistant Director Mike Leum to get started.



The annual Summer Concert Series is organized by the Rotary Club of Altadena, in association with the Sherriff's Support Group of Altadena, the LA Department of Parks and Recreation and LA County Supervisor Katheryn Barger. All Concerts are free .

Like us on Facebook at Concerts in Farnsworth Park...562 E. Mt. Curve Av.

## 22nd Annual Summer Concert Series Schedule - 2018

Kenny Sara & the Sounds of New Orleans	Saturday, July 7 <sup>th</sup> at 7PM
Susie Hansen Latin Band	Saturday, July 14 <sup>th</sup> at 7PM
Lisa Haley & the Zydekats (Americana/Cajun)	Saturday, July 21 <sup>st</sup> at 7PM
Mary Jane's Last Dance (Tom Petty Tribute)	Saturday, July 28 <sup>th</sup> at 7PM
déjà vu (Rock & Roll Dance)	Saturday, August 4 <sup>th</sup> at 7PM
Upstream (Steel Drum Reggae and Soca)	Saturday, August 11 <sup>th</sup> at 7Pm
Greg and the Gallows (Country/Americana)	Saturday, August 18 <sup>th</sup> at 7PM
The Blue Breeze Band (Motown, R&B, Funk)	Saturday August 25 <sup>th</sup> at 7PM

*And... the Grand Finale... Saturday, September 8th*

*Who's Next in their Tribute to*

**THE WHO**

*Presented by B & E Promotions & the Sheriff's Support Group of Altadena*



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