



Rotary Club of Altadena

# sparks

OFF THE ROTARY WHEEL  
AN AWARD-WINNING NEWSLETTER



January 11 2018

## This Week's Program

**Steven Nicholas**  
*Mind Reading*  
Program Host:  
**Sue Applegate**

Steven Nicholas is a Los Angeles based entertainer who will be speaking about memory techniques. He is a graduate of the University of Las Vegas, Nevada theatre school.



Nichols has appeared in national commercials and consulted for shows on the travel channel and nickelodeon. He also performs an interactive mind reading show which led him to further study and develop his memory.

He is looking forward to sharing with you some of those techniques. ○



## Dialing In

By Steve Kerekes,  
President



## Happy Mid-Year!

This week's column borrows from an editorial by Frank Deaver, Professor Emeritus of Journalism at the University of Alabama and a member of the Rotary Club of Tuscaloosa. It can be found in its pristine form at <[https://www.rghfhome.org/first100/historians/deaver/editorials/2011midyear.htm#WIE\\_sLBrwdU](https://www.rghfhome.org/first100/historians/deaver/editorials/2011midyear.htm#WIE_sLBrwdU)>



"[F]or Rotary and Rotarians, the beginning of [2018] is only the middle of the Rotary Year. It's not an annual beginning or ending, not a blank slate for starting over, but a mid-point in the progress of Rotary accomplishments. It's a time for club presidents and officers, directors and committees to determine if their annual goals are even half accomplished.

Mid-year in Rotary is a time for evaluation, and for scheduling the completion of Rotary tasks in the half-year remaining, because time is rapidly ticking away. How much time? From January 1 to the end of June the half-year consists not only of six months and 26 weeks, but also 181 days, 4,344 hours, 260,640 minutes, 15,638,400 seconds.

Listen closely. The clock is ticking. The

minutes, hours, and days are passing rapidly. It's time for a brief look back.

What were those ambitious goals which we laid out [at the start of the Rotary Year]?

- Membership growth?
- Fellowship events?
- Effective club bulletin and website?
- Participation in District meetings?
- Community and International projects?
- Increased support of the Rotary Foundation?

Are those goals accomplished? Or at least half-way completed? While the Rotary Year is defined by two dates, July 1 – June 30, the dates are separated by a dash. That dash is of special importance, for it's the accomplishment between the two dates, within the dash, that really matters. And on January 1, the dash is half gone."



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## Greeter of the Week

January 11  
Tom Surnock

January 18  
Charles Wilson

January 25  
Mike Zoeller

# Program Review



Our first meeting of the year happened at the Smiser Scout Headquarters in Pasadena. President Steve decided to wrap the proceedings using Soviet imagery for some reason – he likes to keep us on our toes! Mike Noll started us off by

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#### Rotary Club of Altadena - #7183

Chartered: February 14, 1949

P.O. Box 414, Altadena, CA 91003

[www.altadenarotary.com](http://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

#### Officers

Steve Kerekes, Pres ..... Bus. 626-796-5000

Sarah O'Brien, Pres. Elec ..... Bus. 310-902-6547

Charlie Wilson, V. Pres ..... Bus. 626-351-8815

Mark Mariscal, Sec ..... Bus. 323-816-6713

Mike Noll, Trea ..... Bus. 626-683-0515

#### Directors

Mindy Kittay • Anthony Hill

Charlie Wilson • Dennis Mehringer

James Gorton • Sarah O'Brien • Mark Mariscal

#### Chairmen

Sarah O'Brien ..... Administration

David Smith ..... Foundation

Steve Cunningham ..... Asst. Foundation

Craig Cox ..... Membership

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

## Directors and Committee Chairs Outline 2018 at Club Assembly



President-Elect Sarah O'Brien said that she is trying to engage newer members in finding our weekly speakers.



Mike Zoeller described the projects that will be taking place for the remainder of the Rotary year. These include many scholarship awards – including PCC Veterans, PCC Vocational Awards, JROTC and other academic scholarships. We will also be participating in the Rotary Youth Leadership awards (under the direction of Tony Hill). In addition, the club is now engaged in the full production of the summer concerts at Farnsworth Park. Five committees are up and running:

- Fundraising,
- Production,
- Facilities and permits,
- Promotion, and
- Concessions

If you are not participating, please speak to Mike about where you want to serve.

In addition to his direction

### January Vocational Service

#### Program Chair, Sue Applegate

- Jan 04 - Mid-Year Club Assembly  
Jan 11 - Steven Nichols - Mind Reading  
Jan 18 - Ben Green - Craft Talk  
Jan 25 - To be Announced



of RYLA, Tony Hill helps with our Interact Club at John Muir High School. He is assisted in these efforts by Steve Cunningham. Tony explained that the Interact Club is in great shape and is very open to assisting the Rotary Club with our hands-on projects.



Craig Cox thanked the club for the success of our hands-on projects in the Fall (Triangle Park and the Bike Give-Away).

He said that we will be meeting to plan our hands-on project(s) for Winter/Spring. We have a potential project at the Altadena Community Garden, but we are open to other ideas.



Jacque Foreman discussed the work she is doing on *Sparks* and the website. David Campbell continues to promote the club through our Facebook page.



John Frykenberg reviewed our 10 years (and 12,000 students) in Nigeria teaching entrepreneurship. We are now turning over the reins to locals and are looking for other opportunities. We have

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## Congratulations

### Birthdays

01/07 - Helen Zivkoviche Hill

01/16 - Sarah O'Brien

01/27 - Ann Rider Hill

### Anniversaries

01/03 - Jim & Karen Gorton

01/04 - Mike & Carol Zoeller

01/22 - John & Joan Frykenberg

# Chairmen's Corner

by Craig Cox, Membership Chair



If you look at the many activities of the Rotary Club of Altadena (see the review of the Club Assembly), you can appreciate the positive impact more members would have on our ability to do great community service. As a club of 30 plus members, we are close to running out of capacity.

The good news is that, as a club, we have great active members, lots of great projects, and resources (with Altadena Rotary Charities). This should make us attractive to service minded individuals who are looking

to make a difference in the world.

As your membership chair, I encourage you to look at your circle of friends and colleagues. One of the strongest desires of people is to be of significance.

Being part of a group of friendly, service-minded individuals who have the means and ability to deliver service to the community and the world is a good way to satisfy that desire. Inviting them to attend a lunch and to consider joining the club could be one of the most significant gifts you could give them.

As a reminder ... we budget funds to cover the lunch cost of a guest who you

think would be a great member. Tell the club secretary that the individual is a "guest of the club." We will cover two meals.

Also, potential members are proposed by a club member. The proposal goes to the membership committee to make sure the proposal is complete (see me for the form.) Once the proposal is complete, it is submitted to the board for their approval. Once approved by the board, the proposed member's name is published to the club members for 10 days.

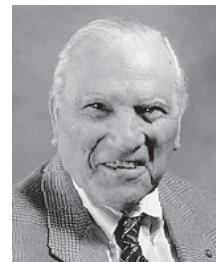
We have a lot of fun and do a lot of good. Share the opportunity so we can do even more.

## Program

*Continued from p.2*

some potential in Tanzania. We also have some opportunity as club members look to participate in Polio vaccination efforts in the world.

 Ray Carlson's heart is for fighting poverty by creating jobs through entrepreneurship. Ray explained how he was motivated during the Rodney King riots to do something by teaching business planning to our local students. He has now been doing this work for 25 years. He explained the efforts he is taking to our local high schools and the invitations he is receiving at other local schools in the community. Craig Cox ○



Long-time members should remember Ed Soza, who died on Dec. 28 at 96. He served as President for the 1990-1991 Rotary year. Ed was very proud of his Hispanic Heritage, which stretched back to Arizona in the late 1800s/early 1900s and is the basis of his six books:

- A Walk through the Past: *Soza Family Newsletters, 1972 - 1999*
- Affidavits of Contest: *Vis-a-Vis Arizona Hispanic Homesteaders, 1880-1908, Compiled and Edited General Land Office Correspondence*

## Memorial Service for Ed Soza

- New World Odyssey: *A Search for Roots: The Sosa, Soza Families of Arizona*
- Hispanic Homesteaders in Arizona, 1870 - 1908: *Under the Homestead Act of 1862 and other Public Land Acts*
- Mexican Homesteaders in the San Pedro River Valley and the Homestead Act of 1862: 1870 -1908
- Arizona Pictorial Biography: *Soza Family History*

The service and reception will be held January 13 at 10a, Westminster Presbyterian Church, 1757 N. Lake, Pasadena, followed by a military burial at 2p. at Mountain View Mortuary, 2400 Fair Oaks Altadena. ○

# Dialing

*Continued from p. 1*

**A**mong the goals our Club hopes to accomplish before the end of this Rotary Year are the following:

- *Set up of Summer Concert Series which we have agreed to take over from the Sheriff's Support Group of Altadena (SSGA).* Under the tutelage of Project Chairman Mike Zoeller and Community Chairman Craig Cox, this is already organized and well under way.
- *Expansion of Scholarships and Scholarship Moneys.* Scholarship moneys at Muir High School are being expanded from \$1,000 to \$4,000 and we are also adding Marshall Fundamental with scholarship moneys of \$4,000. We are also keeping some scholarship money in reserve with the hope that we can continue granting these additional scholarship moneys on an annual basis in future years.

- *Website Renovation.* Jacque Foreman

and her website committee are working with the website designer from the Pasadena Club to update it and make it more contemporary.

- *Increased Membership.* We are almost at our goal of increasing membership by ten percent. We had 32 members as of July 1, 2017. Since then, we have lost one regular member and added three new members.
- *Work on the Direction of our Club at the international level.* John Frykenberg has recently returned from Nigeria on his last Rotary trip on behalf of our Club. We need to discuss how our Club will participate at the international level in the future. Do we want to sponsor a new international project of our own, help out on an existing international project sponsored by another club, or just make a monetary contribution? And where? Possible projects under

consideration are in Tanzania, Cambodia and Nepal and involve building a medical clinic or a school, a clean water project (drinking well or earthen dam) and, yes, even teaching financial literacy and entrepreneurship at one of these places. Now is the time we need to plan because a proposal has to be submitted and approved by the Board of Directors early in the next Rotary year in order to have sufficient time to apply this Fall for matching funds at the District and International levels.



The Chinese New Year – February 16 this year – is designated as the Year of the Dog. The dog is characterized in the Chinese zodiac as being honest, friendly, faithful, loyal, smart, straightforward, and has a strong sense of responsibility. Let this be an inspiration to us as we enter into the last six months of the Rotary year. ○

**Second Saturdays**

<b>January 13</b>	Kai Clark with special guests John York & Carla Olson
<b>February 10</b>	Gerry Rothschild Band
<b>March 10</b>	DeRumba
<b>April 14</b>	Kenny Sara and the Sounds of New Orleans
<b>May 12</b>	The Podunk Poets
<b>June 9</b>	Crown City Bombers

Ring in the New Year with  
**music and community!**

EVENT DETAILS ONLINE →

[ALTADENALIBRARY.ORG/PROGRAMS](http://ALTADENALIBRARY.ORG/PROGRAMS)



**Altadena  
Libraries**



# REAL ESTATE

*Matters!*

by Doug Colliflower

The costs associated with selling a home appear to be very high to some, and, therefore, many consider selling without an agent. Is this an option for you?

The first step required to answer this question is to define **success** for you in



selling your home. Does success mean

- Closing a sale without an agent?
- Selling without an agent for the top price?
- Closing in less than 30 days?
- Net \$ \_\_\_\_ at close of escrow?

The answer depends on several factors: your home, your situation, your ability, and how much time you have available to devote to the task.

You may seek an attorney to provide assistance with the contract and related paperwork. However, how familiar is he/she with your specific market conditions?

Zillow and other online websites are not the best resources to use in pricing your home. They are not able to factor property

condition, unique amenities and other distinctive features.

Real estate transactions are complicated. Some sellers may have limited access to the market data, but lack understanding in utilizing the information for their benefit. The

law of supply and demand, the competition, and understanding how to identify and judge the best comparable sales are critical pricing factors. Then, bringing the parties together takes skilled negotiation. I have seen home sellers by owner (FSBO) give the commission they **saved** away to the buyer needlessly. They took all the risk, did all the work, endured all the stress and netted the same amount as if they had used an agent!

Most of us are rarely in the market and cannot learn enough to take advantage of how the industry works. Many home sellers starting down the FSBO path end up utilizing an agent for some or all of the work, wasting time and opportunities in the process.

# Should You Sell Your Home Without an Agent?

While the real estate brokerage industry has numerous flaws, I believe the current system is the best method yet devised to bring the best buyers and sellers together.

According to the National Association of Realtors (NAR), more than 90 percent of consumers choose an agent rather than trying to buy or sell on their own. Consumers apparently believe that avoiding an agent can be riskier, more time-consuming, and may not save money.

Think about the FSBO seller in this scenario: They

- Placed a **for sale** sign in the front yard
- Advertised in FSBO magazines and online FSBO websites
- Excluded the majority of home buyers that are using an agent with full access to the MLS.

Unfortunately, the seller is limiting their market, which is contrary to the law of supply and demand. The irony here is that, even if they ultimately negotiate and close the sale, it is unlikely they will have saved any money.

The significant savings comes by identifying an excellent real estate agent, and knowing how to take advantage of their tools and their knowledge. Learning how to identify suitable agents is not easy to do, because marginal agents mimic the best agents in delivering a presentation, but cannot perform in the execution. Learning how to interview multiple agents for competency and then choosing the agent that best fits your circumstances and personality is the final step in agent selection.