



## This Week

### Val Zavala Recently Retired from KCET Program Host: Mark Mariscal

Val Zavala is recently retired from her position as VP of News and Public Affairs at KCET after 30 years of service as a television anchor,



reporter, producer and executive producer. Over her three decades in public television, she has covered major issues impacting Southern California politics, education, healthcare, environment, demographics, the economy, arts and culture. As anchor/reporter for KCET's prime-time news magazines, *SoCal Connected* and *Life & Times*, Zavala has won 18 LA Area Emmy® Awards, eight Golden Mikes and numerous Los Angeles Press Club awards. She also won a prestigious Walter Cronkite Excellence in Journalism award for her 1-minute ballot proposition explainers.

Zavala was a John S. Knight Journalism Fellow at Stanford University in 1992. She received her master's in journalism

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## Goal: To Be *In Tune!*

Once Jacque suggested *In Tune* for the title of my weekly *Sparks* article, I have had plenty of time to ponder what it truly means – as a musician, in life and as a Rotarian!

Before I touch on that, greetings at the start of the new Rotary year and thank you for trusting me with the Presidency of our amazing Club for 2018/19. I hope to follow the great leadership of the past and vision for the future to *Service Above Self* and *Be The Inspiration* – our themes for the year ahead. I am looking forward to a terrific year of ideas, collaboration and fellowship, and I truly welcome your support and guidance in the months to come.

I have spent most of my life as a cellist attempting to play *in tune*, and that challenge continues every time I prepare for a performance. Despite good intentions, sometimes playing – or *being* – in tune is not easily attained, but it's essential for success in music and significant to much of what we do in Rotary. A few thoughts are shared below.

- First: *Getting in tune* or *tuning up* at the start of a performance is not the be-all and end-all of a concert. However it is the critical *first step*, allowing the music to flow as intended. If not initiated with care and focus, there is no strong foundation for the performance which inevitably results in discord and disappointment for performers and audience alike. However, careful preparation opens up possibilities for magical moments to occur and for the music to

flow with ease!

- Second: Being *in tune* involves others. One cannot really be *in tune* with oneself unless playing unaccompanied, and that can be a little lonely! In an ensemble or group setting, one must listen and make adjustments to be in *harmony* with others – i.e., the orchestra, colleagues or friends – in order for a successful performance or collaboration. *Tuning up* involves a single-minded, purposeful act of care and judgement combined with consideration of one's environment and others involved who share a common purpose. One can only be responsible for one's own *tuning* – no one else can be *in tune* for each of us, and we can only inspire others to *tune in* with us to get on the same wavelength. I've learned that harmony with others cannot be forced just by playing *louder* – no one wants to play with a bully, and people may even start to *tune out* – the worst outcome!

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## *Greeter of the Week*

July 12  
 Mark Mariscal

July 19  
 Tom McCurry

July 26  
 Dennis Mebringer



by Sarah O'Brien, President

# Program Review

## Our 2018/2019 Year Begins with our July Club Assembly



Twice a year our Altadena Rotary Club has a program called *Club Assembly*. This program occurs on the first meeting in July when the new Rotary year begins, and again on the first meeting in January, when the second half of the Rotary year begins. The purpose of this meeting is to inform and

update the members regarding the many programs in which our Club participates during that particular Rotary year. This first meeting gave us the chance to hear from the new Club President for the upcoming Rotary year, i.e. Sarah O'Brien, and hear from those members who will be overseeing the various Club programs for the coming Rotary year.

**Sarah O'Brien** told us how much she is looking forward to her year as President and hopes we will understand her occasional absences while she is on tour with the Yanni orchestra. She told us that the program adopted by the District for this Rotary year is Rotoplast surgery in Tanzania. She outlined efforts our Club will make this year to increase our exposure on social media. Then, on a very personal note, she told us that she will be traveling to China next month to adopt a 17-month old baby. What a milestone year she has to look forward to.

**Jacque Foreman**, our Public Awareness Chair, told us that David Campbell will continue as editor of our Club's Facebook page(s). There are apparently three Facebook pages operated by our Club: one is a *group page* that is only accessible to members of Altadena Rotary; a second is a *public page* that allows us to promote the Rotary Club of Altadena and its activities to the local community; and the third is

a Facebook page dedicated to inform the public about our summer Concerts in the Park. Jacque advised that we have approximately 48 speakers each year, and unless the program chair would prefer to do it themselves or advise her not to do it, she usually sends a copy of the Sparks that has the writeup of the speaker's program of the previous week, and invites that speaker to consider revisiting our Club and entertain the possibility of applying for membership.

Our Club treasurer, **Mike Noll** advised that he has not as yet closed the books for the 2017/2018 Rotary year so any outstanding expenses needing reimbursement should be submitted without delay. He also summarized the Club's financial status by saying "all bills have been paid and their his money in the bank." Sounds a lot better than the alternative.

President-Elect, **Mark Mariscal**, informed us that part of his job this year is to line up speakers and working on bringing in new members, with the help of all of us. He gave us a heads up on some of the upcoming programs that we can look forward to. He summarized the goal of membership as "to have more members at

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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  
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Rotary Int. Pres..... Ian H.S. Riseley  
Dist 5300 Gov. .... John Chase

#### Officers

Sarah O'Brien, Pres. .... Bus. 626-796-5000  
Mark Mariscal, Pres. Elec..... Bus. 310-902-6547  
Steve Kerekes, V. Pres..... Bus. 626-351-8815  
Jim Gorton, Sec..... Bus. 323-816-6713  
Mike Noll, Trea. .... Bus. 626-683-0515

#### Directors

Mark Mariscal • Ed Jasnow  
John Frykenberg • Dennis Mehringer  
David Campbell • Sarah O'Brien • Mike Zoeller

#### Chairmen

Mark Mariscal..... Administration  
David Smith ..... Foundation  
Charlie Wilson ..... Asst. Foundation  
Frank Cunningham ..... Membership  
Jacque Foreman ..... Public Awareness  
Jacque Foreman ..... Acting Publicity  
Jacque Foreman ..... Sparks/Website  
Mike Zoeller ..... Club Projects  
Doug Colliflower ..... Community  
David Smith ..... International  
To be Announced ..... Asst. International  
Tony Hill ..... Youth Contests/Awards  
Mike Zoeller ..... Youth Projects  
John Frykenberg ..... Vocational  
Editor, Design & Typesetting..... Foreman Graphics  
Photography..... Jacque Foreman

### July

#### New Rotary Year

Program Chair: Mark Mariscal

12 - Val Zavala - 30 Years of TV  
News: From Cronkite to Fake News

### Congratulations



#### Birthdays



06 - Maria Perez-Arton  
08 - Regina Wilson  
27 - Tony Hill



#### Anniversaries



15 - Craig & Sue Cox  
16 - Doug & Candace Colliflower  
28 - David & Heather Campbell

## Inviting, Inviting and Inviting: the Secret to Increased Membership



**“W**hy am I writing about this?” you ask. “We have a Membership Chair, and it isn’t you!” That’s correct, however, do you remember what Craig Cox, our previous Membership Chair, wrote?

### **Membership Means Me!**

If we are going to grow our Rotary Club each member must take it upon himself or herself to invite people to a meeting, and think **Membership means me.**

Everyone must be prepared to help those who don’t know about Rotary to learn about Rotary. Each of us can encourage people to check out [www.altadenarotary.com](http://www.altadenarotary.com). And . . . ,

Each member must carry “Meeting Invitation Cards” – preferably with the name and phone number filled in – so he/she can hand them out at the right time – letting people know where and when we meet. **Membership means me.**

## This Week

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from American University in Washington, DC and her BA in Latin American Studies from Yale University. She is an active community leader serving as a Senior Fellow and mentor at the UCLA Luskin School of Public Affairs, as well as a board member for Alzheimer’s Greater Los Angeles, and a regent for Mount Saint Mary’s University.

She lives in Altadena with her artist husband and dog Casey. ○

Each member needs to foster an attitude that, when I am out in the community – whether it is running errands, shopping, standing in a grocery store line – I will run into people who should check out Altadena Rotary. **Membership means me.**

Understanding that many of those establishing their business/career or who already have an established business/career are looking for other business people with whom to network and with whom to exchange business referrals. **Membership means me.**

## Program

*Continued from p.2*

the end of President Sarah’s year than we have at the beginning, and we want to look for members of good quality.” Mariscal also indicated that he is working with five (5) other area Rotary Clubs to select a group services project, with each Club contributing at least \$1,000.

Co-Chair of youth services, **Tony Hill**, advised that Past-President, Steve Kerekes, has volunteered to be the chair of our Interact Club at Muir High School this year, and Kimmit Haggins informed us that he will be assisting Steve with the task. In addition, Hill advised that we will again be participating in the RYLA program next spring when, with the invaluable assistance of Counselor Dr. Nancy Gonzalez Heusser, we will be selecting high school students at Muir High School with leadership potential to attend a leadership camp in the mountains.

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**So, I’m offering to help you contact your speakers and invite them back to experience a meeting when they are not the program and suggesting that they think about membership. But, it’s up to you to ask me to do so and provide contact information.**

**Want someone to thank your visitor for coming as your guest? Just ask and give me the contact information. I’ll send an email saying just that.**

**But, it’s up to you to request that I or someone else to do it and then share the contact information.** ○

**Craig Cox** advised that he will be looking for members to take over his past duties as Membership Chair and Special Projects Chair, in order to free himself up to focus on overseeing the Concerts in the Park program, which has become an enormous endeavor now that our Club has taken over all aspects of this program from the Sheriff’s Support Group of Altadena.

**Mike Zoeller**, Co-Chair of youth services, will again be overseeing our youth competition and awards programs, including the 4-Way Speech contest, the Dan Stover Music competition, the Americanism Awards, and the PCC Veteran Awards program.

**Jim Gorton** will be moving back into his formerly held position of Club Secretary, in which he always did a fantastic job. Steve

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# In Tune

*Continued from p. 1*

• Third: One can never be on auto-pilot and assume one is *in tune*. Circumstances change - for me on stage that can be temperature, humidity, worn cello strings, fatigue or a lapse in concentration. To remain *in tune*, one must be aware and making adjustments constantly - sometimes the adjustments are subtle, and few notice. Musicians are constantly (and hopefully discreetly!) checking their tuning to make sure their pitch hasn't slipped. These adjustments keep the performance on track to achieve the best sound. Other times a string may need changing, and a major *tune up* or action is required to get back on track. Just like a vehicle. But there is always a way to get back in tune, especially with the support and patience of others.

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Performing in different cultures involves different *tuning standards*, and individuals often have personal preferences regarding tuning. Sometimes it's a matter of taste. Although tradition and harmonic laws can claim  $A = 440$  Hz as a universal tuning

standard (as with a metal tuning fork, or currently digital tuners), Russia and some European countries like to tune higher, while other nations tune lower. Expert piano tuners around the world tend to *stretch* the high and low registers for added depth and sparkle that defy standard tuning norms.

What is considered *in tune* to some, is considered *out of tune* to others, and there is no point being stubborn or resistant to it. If one doesn't have an open mind to accommodate these nuances and search for common ground, the performance will suffer, and one is unlikely to make any connection or impact at all. Being in tune is always a compromise at some level, and adaptability ensures cooperation and a successful outcome. Good players are *consistently* in tune but one can never be *perfectly* in tune at all times!

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Above all, I've realised that *being in tune* involves *listening* more than anything else. Musicians tend to get carried away with the joy of playing (I admit I am guilty at times), but that doesn't always serve us well. One

may have advanced technical skills, a priceless Stradivarius instrument and adoring fans around the world, but without being a good listener, one will never be genuinely *in tune* with others.

I believe that listening with patience and compassion, taking responsibility, developing awareness and having an open mind and flexibility will ensure that our Rotary *performance* this year is a dynamic, successful and tuneful one for all!

Working to get *in tune* – and to stay *in tune* – with our Club members is a great way to learn about each other as well: our interests, talents and passions, even though we may each play a different *instrument* and have different musical tastes and backgrounds.

So let's tune up, take the stage and have the best year ever! In harmony with each other and our extended Rotary family, we can effectively bring change to our local communities and the world. Bravo for your dedication and commitment and thank you again for the honor to serve the Altadena Rotary Club! ○

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# Program

*Continued from p. 3*

Kerekes, will take on the Past President duties of Fellowship Chair.

**David Smith** is again Foundation Chair, overseeing contributions to the RI Foundation. In addition, he is this year's International Chair. Smith outlined that, under consideration this year are: • a program in Cambodia to clear land mines and repair schools • a program overseen by President Sarah's father – Christopher O'Brien, as a member of the Rotary Club of Nottingham, England – setting up 15 community hospitals in Nepal • programs John Frykenberg is involved in, i.e., teaching entrepreneurship and working with Rotari-

ans providing medical services in Tanzania • the building of dams in India, that Smith has been involved in during the past couple of years • and possibly the District's rotoplast program. Lots of decisions to be made here to choose among all of these very worthwhile International programs.

**Dennis Mehringer** will again Chair the PCC Awards, a very large-scale program of our Club that Mehringer has coordinated for many years. He also advised us that he will also be backing up David Smith in his role as International Chair, and he will be backing up Ed Jasnow in his Mini-grant program in which awards are presented to teachers

at area primary, middle and high schools.

**John Frykenberg** indicated that he is proposing a *Ray Carlson Memorial Award* to be given through our District to students competing in entrepreneurship projects, a program started by Carlson.

One has to be impressed with the array of wonderful programs our Altadena Rotary Club is involved in each year. For those new to the Club, as President Sarah suggested in her introductory comments, please consider volunteering to participate in one or more of the programs discussed above or any other programs of our Club that were not mentioned in this write-up. **Tony Hill** ○

# Concerts in the Park

## > The First Concert < A Reception for Our Sponsors & Other Photos

It was all planned. We had made arrangements with El Patron – one of our sponsors – to supply the food for the reception. And then it happened, Daytime temperatures of around 116 degrees resulted in power outages, one of them from Altadena Drive south for several blocks. That meant that El Patron could not supply the food because they couldn't do any cooking. Mark Mariscal quickly made a run down to the Stone Fire Grill in Pasadena. The food was enjoyed by all present. Honorary certificates from Supervisor Kathryn Barger's office were presented to all sponsors present and to Bob Klomberg in appreciation for his many years of presenting the Concerts in the Park with the Sheriff's Support Group of Altadena. Sponsors not present will be presented their honorary certificates at a later date.

Our Sponsors not present were: the Altadena Library District, El Patron, the LA County Arts Commission, MonteCedro, Super King, and The Print Works.



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# More Photos

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## Certificates of Appreciation



*To The Rotary Club of Altadena  
(l to r) Sarah O'Brien, President;  
Doug Colliflower; and Christian  
Daly, Sup. Barger's Office*



*To Lynda Seyffert Associates  
(l to r) Lynda Seyffert; Sarah O'Brien, Pres-  
ident, Altadena Rotary; Doug Colliflower,  
Altadena Rotary; and Christian Daly, Sup.  
Barger's Office*



*To Altadena Town and Country Club  
(l to r) Craig Sloane; Sarah O'Brien,  
President, Altadena Rotary; Doug Collif-  
flower, Altadena Rotary; and Christian  
Daly, Sup. Barger's Office*



*To Morgan Stanley, Pasadena  
(l to r) Craig Cox; Sarah O'Brien,  
President, Altadena Rotary; Doug  
Colliflower, Altadena Rotary;  
and Christian Daly, Sup. Barger's  
Office*



*To Riedon  
(l to r) Sarah O'Brien, President, Al-  
tadena Rotary; Mike Zoeller; Doug  
Colliflower, Altadena Rotary; and  
Christian Daly, Sup. Barger's Office*



*To The Care Patrol  
(l to r) Frank Cunningham; Sarah  
O'Brien, President, Altadena Rotary;  
Doug Colliflower, Altadena Rotary; and  
Christian Daly, Sup. Barger's Office  
Please turn to p. 8 for more photos*



## What do I do with All My Stuff? A Senior's Guide to Downsizing

"I don't believe moving is on anybody's bucket list, and it's especially difficult for seniors contemplating leaving their family home. The memories fill every room: all the Christmas mornings, the kid's birthday parties, the special meals prepared in your kitchen. All those places you lived your life and created family memories will now be someone else's home. The emotional issues can be **HUGE**. But it must be done. For whatever reason, health, retirement, family, finances or otherwise, it is time to sell your home. You know what else fills every room, the garage, the attic and the shed? All your **STUFF!!** This article is designed to address *right-sizing* your personal property in an-

icipation of making this major transition.

Downsizing can be overwhelming and complicated. When you look around your house and struggle with, "where do I start?" You see treasures, necessities, and a lifetime of memories. Your Realtor and/or children see a houseful of stuff to sort, sell or toss. Only the death of a spouse or divorce rank as more stressful than downsizing and moving to your retirement home.

Everyone agrees that this is a daunting task. **START EARLY.** Give yourself and those helping you plenty of time. First approach your family and confirm that what you believe to be family treasures are actually wanted by your family. Ask them

what they want and listen carefully. You will likely be astonished by the brevity of the list. I caution you not to ask your children about a specific item or collection. Often, they will humor you and tell you that they "would love" your collection of antique teaspoons, when they just don't want to hurt your feelings.

***You have an excess of stuff  
and are prepared  
to be generous***

I am a huge supporter of gifting – especially valuable items – to children, grandchildren and those special people in your life during the holidays. You will experience so much joy in giving these treasures to your benefactors, and you avoid any potential for family fights after your passing. Unless you happen to have family members in great need or just setting up a household, no one really wants the bulk of your personal possessions. They have their own stuff and don't have room for yours and tastes have changed over the past 30 years.

***The Hardest News to Appreciate***

Virtually all your prized possessions, carefully accumulated over decades, are nothing more than *yard sale inventory*. Dishes, China, fine crystal, and related items are often virtually worthless. Today people want microwavable, dishwasher safe, durable dishes. Silverware, platters or a tea service are worth whatever the silver will bring melted. Fine art and antiques have also lost significant value, and younger tastes have gone elsewhere. I have heard it said that millennials "don't want anything if it

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# Real Estate

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can't fit on their phone." One of my greatest surprises was the lack of value of real wood furniture. Your maple dining room set with 8 matching chairs and buffet are hardly worth the moving expense.

Once you have given the children and other benefactors all the family treasures, you still need to deliver an empty property to the buyer. You will likely still have a good amount of stuff – some of which may have real value. At this point, you can hire a personal property appraiser, call a trusted consignment shop or other experts to inspect and value any items of great value. It may be old, it may be rare, but seldom does that

mean it is valuable. Often a simple internet search will tell you whether the item has any value. Search for it on eBay!

## **These Things retain Their Value**

I have been told that real jewelry, guns, and tools are really the only categories which have gone up and/or held their values. Most everything else you own is worth pennies on the dollar of what you paid for it.

## **You are Loved . . . But**

Yes, your heirs and benefactors love you and will do whatever is necessary to help you downsize into your retirement home, but they won't take your china. What stuff do you really need to have a happy, full life?

Take this to your new home. Everything else has got to go. Be generous to your benefactors and your charities of choice.

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Seniors have special real estate needs. As a Senior Real Estate Specialist, I am trained to advise you regarding your housing options, adaptations you can make to your existing home, financing options only available to seniors, and, of course, selling your home and finding your new home. For questions I don't have an answer for, I have a sizeable network of caring professionals at my disposal. If you have questions, I may be reached at 626-524-4158 ○



**To Los Angeles County Department of Parks and Recreation**

**(l to r) Albert Gomez; Sarah O'Brien, President, Altadena Rotary; Doug Colliflower, Altadena Rotary; Christian Daly, Sup. Barger's Office; and Alejandro Miranda, LA County Dept. of Pars and Recreation**

## More Certificates of Appreciation

Again, thank you very much to all our sponsors. We are sorry that not all of you were able to join us for the first concert of the season and take part in the reception and receive your *Certificates of Appreciation*.

Those who will be receiving their certificates at a later date are the Altadena Library District, El Patron, the LA County Arts Commission, MonteCedro, Super King, and The Print Works.



**To The Sheriff's Support Group of Altadena (l to r) Bob Clomberg; Sarah O'Brien, President, Altadena Rotary; Doug Colliflower, Altadena Rotary; Christian Daly, Sup. Barger's Office; and Vicki Stuckey, Captain, Altadena Sheriff's Office**



**To Bob and Kathy Clomberg**

**(l to r) Sarah O'Brien, President, Altadena Rotary; Bob Clomberg; Kathy Clomberg; Doug Colliflower, Altadena Rotary; Christian Daly, Sup. Barger's Office**





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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AND sponsors Georgia Rutherford in memory of Don Rutherford, first president of SSGA; Dennis Mehringer; John Diehl, State Farm Insurance; Dr. Campbell, Century Dentists & Orthodontists; The Altadena Ale and Wine House; Altadena Chamber of Commerce