

**This Week**  
**Brian Sheridan**  
**Development**  
**Director,**  
**The Coalition for**  
**Clean Air**  
**Program Host:**  
**Ruben Alvarado**

For 17 years, Brian Sheridan has leveraged the power of relationships to bring increased awareness to nonprofit causes. As the Development Director at the Coalition for Clean Air, he leads the fundraising efforts for this statewide policy advocacy organization with a budget of \$1.4 Million.

Sheridan developed and implemented the first *California Clean Air Day* at the Coalition for Clean Air, a statewide campaign built on the idea that shared experiences unite people to action. More than 100,000 people from more than 160 organizations would go on to take the clean air day pledge.

He believes in the power of good, regular communications to achieve fundraising goals. For this reason, he's always had a hand in pushing for stronger brand awareness. The result: a 300-percent increase in Coalition for Clean Air followers across the social media spectrum, more individual donations and

*Please turn to This Week p. 3*

**GONG XI FA CAI!**  
**Happy Chinese New Year**  
**Make way for**  
**The Year of the Pig!...Coming soon**



The Chinese New Year is fast approaching and roughly a sixth of the world will be taking part in the festivities, greeting each other with “gong xi fa cai” or “gong hey fat choy” – “happy New Year” in Mandarin and Cantonese, respectively.

Chinese New Year falls on Tuesday, 5 February 2019, but preparations start as early as 28 January, and celebrations lasts until 19 February.

Festivities occur not just in China, but also Singapore, Malaysia and Taiwan, as well as in cities with Chinese communities across the world.

New Year, also known as Spring Festival, is one of China's oldest festivals. It marks the beginning of a new year and a new agricultural season and is considered a time for loved ones to reunite and take part in traditions designed to bring good fortune for the next 12 months.

The noise and colour come from one of the legends associated with the celebrations: the monster Nian, which would appear at the end of every year and attack people. In the story, villagers discovered that loud

noise, bright lights and the colour red kept the beast at bay, and so the seeds of Chinese New Year celebrations were sown.

In Chinese towns and Chinatowns alike, the streets are decorated with bright red lanterns. Chinese families gather for a reunion dinner on New Year's Eve, and clean their houses to sweep away bad fortune on New Year's Day. In the past, children would be given red envelopes stuffed with *lucky money*

and positive wishes on New Year's Day, “but now some teens have red envelope apps, so their relatives can transfer cash *digitally!*”

Each year is linked to the Chinese zodiac – a list of 12 animals – with 2019 being the year of the pig. The full list of animals is: the ox, horse, goat, rooster, pig, rat, tiger, rabbit, dragon, snake and monkey. The zodiac



*Please turn to In Tune p. 4*

**Greeter of the Week**

- January 31  
Sterling Louviere
- February 07  
Tom McCurry
- February 14  
Dennis Mebringer

# Program Review

## > *Friends in Deed* < Indeed a Friend to the Homeless and Lost in our Dual Community of Altadena & Pasadena



**R**abbi Joshua Levine Grater, CEO of *Friends in Deed*, a Pasadena-based charitable non-profit service provider to our homeless population for the past 125 years (since 1894), briefed Club members on the

growing problem of those without shelter or domicile in our community.

Currently running a regional Food Pantry, Day Refuge for Women, Supportive Housing Placement, Health Service Referrals, Emergency and Foul Weather Sheltering, Disabilities Support Services and Legal Services to the Elderly and Homeless, *Friends in Deed* plays a low profile but critical role in compassionate outreach on behalf of local churches, benevolent organizations and outreach agencies within our community.

Providing space to *hang out* for those living on the streets: by providing showers, laundry, and hygiene; a place in which to rest, some safe space, encouragement, counseling and conceivably a new / fresh start is at the heart of *Friends in Deed* services – programs which all Rotarians and citizens of our community are encouraged to support.

Rabbi Joshua took pains to discuss recidivism of placing the homeless into domiciles and the great effort and work required to develop trust in relationships with those living in both peril and risk on our streets. Fifty percent or more of those who are homeless suffer mental disease or drug addiction which breaks self-confidence

and often the will to live or ability to live within society's generally accepted parameters and behavioral expectations within the law.

Despite expectations of a compassionate society for those unfortunate enough to be homeless due to a myriad of circumstances; down on their luck, caste out by family or friends or target of their own insufficiencies to abide by public mores, the homeless are nonetheless growing in numbers for more reasons than can be addressed in many recitals. 134,000 homeless in California alone this year represent an increase of almost 14 percent in our greater homeless population.

It is good *Friends in Deed* is dedicated to addressing the fault line of homelessness lying just beneath the surface of our prosperous community. **Thank you Rabbi Joshua.**

**John Frykenberg** ○



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

626-794-7163

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, Treas.....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

### January Vocational Service

Program Chair: Ruben Alvarado  
24 - Rabbi Joshua Levine Grater, *Friends In-Deed*  
31 - Brian Sheridan, Development Director, *The Coalition for Clean Air*

*Congratulations*

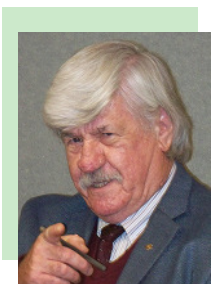
**Birthdays**

7 - Helen Zivkoviche (M. Hill)  
16 - Sarah O'Brien  
27 - Ann Rider Hill

**Anniversaries**

03 - Jim & Karen Gorton  
04 - Mike & Carol Zoeller  
22 - John & Joan Frykenberg

## RYLA is Coming . . . Coming in March RYLA is Coming . . . Coming in March RYLA is Coming . . . Coming in March



This year's RYLA program is scheduled to take place at Camp Cedar Crest in Running Springs, CA on the weekend of March 29-31. Rotary Youth Leadership Awards (RYLA) is described by the District as "an intensive, two and one-half day leadership training program for high school sophomores and juniors in District 5300, chosen for their leadership potential. In addition to the development of leadership skills, RYLA is meant to develop understanding of Rotary among youth participants and reinforce and provide recognition for their efforts, accomplishments, skills and potential as leaders. Rotarians serve as facilitators to the students' learning and discovery, as well as role models of Rotary ideals of the *Four-Way Test* and *Service Above Self*."

Our Altadena Rotary Club sponsors the RYLA program at John Muir High School each year. We are ably assisted in this process by Dr. Nancy Gonzalez Heusser, Ed.D, one of the student counselors at Muir. Heusser gathers a group of Muir sophomores and juniors who show a potential for leadership and who would like to be interviewed for the program. A small group of Altadena Rotary Club members will be interviewing these potential candidates and selecting 4 girls and 4 boys to attend this year's RYLA program, and selecting another 4 girls and

4 boys as alternates who will have a chance to attend if any of the primary candidates is unable to attend. Any member who has



done these interviews in the past will tell you how difficult this job is because of the high quality of the applicants.

This is a wonderful annual Rotary program that at some time or other each member of our Rotary Club of Altadena can have the opportunity to participate in as a RYLA *facilitator*. Rotary members selected to participate in a given year as a facilitator will lead a group of 8 student RYLA participants. If you want an insight into this weekend job, talk to members who have done this in the past such as Craig Cox and Tony Hill. The program is not only a very positive and inspirational experience for the students, but it has a similar effect on the facilitators. Working for one weekend with approximately 288 exceptional young people from throughout our Rotary District 5300 – an equal number of boys and girls – is truly an amazing experience. The time will fly by, and you will never regret having devoted a weekend to this outstanding program. If you are interested in volunteering

for this program for the March 29 weekend, please contact Tony Hill [(626) 795-5363; <tlctony@aol.com>] as soon as possible.

Sometime after the conclusion of this year's RYLA program, we will invite all of the students that our Club sponsored to RYLA, as well as Dr. Heusser to one of our meetings. At this meeting, each of the students will say a few words about their RYLA experience. Upon hearing what this students have to say, you will see the high caliber of the Muir students who attended and how their lives have been positively impacted by the experience. ○

### **This Week** *Continued from p. 1*

more larger gifts from individuals.

Sheridan comes to CCA from the Council for Watershed Health, where he spearheaded the growth of outreach, funding and events. Prior to this, he was the Director of Development for Heritage Square Museum. In this role, Sheridan oversaw the growth of the museum from a sleepy outpost to one of the Los Angeles' landmark historic destinations. Heritage Square was named the number one museum in Los Angeles three years in a row on Fox 11.

Brian Sheridan is proud of his current organization's accomplishments and looks forward to the day when clean air truly comes to California. ○

# In Tune

Continued from p. 1



moves in a 12-year cycle, so those born in 1935, 1947, 1959, 1971, 1983, 1995, 2007 and 2019 are all classed as pigs. Each year is also associated with one of five elements: metal, water, fire, earth and wood, which modify the traits of those born under them. This year's elemental sign is earth.

According to <[ChineseNewYear.net](http://ChineseNewYear.net)>, people born under the *earth pig* are said to be “social butterflies with friends from all walks of life”, and have “a lot of support in both work and life”. They are said to live

fortunate lives and can find happiness easily. However, despite having a high chance of being successful in later life, they may not be the most romantic people and “might need to work on that!” The site adds:

The origins of the Chinese Zodiac can be traced back to the Jade Emperor, a primordial god from Taoist theology, who ordered the calendar to be made up of animals, telling them that the first 12 to arrive at his palace would be selected for inclusion in the calendar. According to the legend, at the time the cat and the rat were good friends and promised to travel together. But the rat forgot to wake up his friend and started off alone. On the road he met the tiger, horse, ox and other animals. They were much faster than the rat, but he convinced the ox to carry him on his back in exchange for a song. The Ox arrived first but the rat

sneaked in front of him and became the first lucky animal. By the time the cat arrived, the selection was over – which is why the cat hates the rat and will always try to chase and kill him!

*Arts and Life, The Week*



Rotary Clubs exist in Beijing and Shanghai, made up of international members. The charters were signed on Feb. 8, 2006. Chinese nationals are currently not permitted to join. However, the Chinese Govt recently allowed honorary membership of two Chinese citizens. More about Rotary's development in China is here: <<https://www.rghfhome.org/first100/global/regions/china.htm>>

Happy Chinese New Year and may 2019's Year of the Pig be a happy, healthy and successful one for all!



## BEGINNING TO END

- Sunday, March 10, 2019
- 4:00 PM 7:00 PM
- College of the Canyons Performing Arts Center  
26455 Rockwell Canyon Road  
Valencia, CA, 91355 United States

“The Creation,” considered by many to be the greatest masterpiece by Franz Joseph Haydn, is a musical illustration of the Biblical account of the beginning of life. We will perform the favorite choruses and solos from this splendid work. John Rutter’s “Requiem” has become one of the most popular settings of this text that honors the passing of life. Performed together with orchestra they offer a musical experience that celebrates the full circle of life.



## Sharing Thoughts on PUSD Events I attended, and the Upcoming Rotary Year

One of the nice aspects of our Rotary Club is the ability to speak with other members before and after our meetings. Additionally, our members also reach out via email, announcements during *HAPPY BUCKS* or asking to have a flyer placed in *Sparks*, our weekly newsletter, for members to review and take appropriate action.

Most recently, a flyer has been included about an upcoming musical performance (February 5) by club member Nick Santangelo. Both Frank Cunningham and Doug Colliflower have placed flyers about educational programs that they have provided the local community as professionals on a particular topic. Last week, I received an email invitation from Jennifer Hall Lee to attend the Science Fair at Elliot Middle

School, one of the local schools where our club provides teacher mini-grants and two scholarships to students.

My wife and I attended the Science Fair last Friday evening, and we really enjoyed the 40 or so booths and exhibits that were available for parents and the community to visit. We spoke with many volunteers staffing the booths that were getting out their messages regarding science, the environment, outer space (JPL and CalTech were well represented) and helping to preserve open spaces. The other interesting thing I noticed was the attendance by a few of the local Pasadena Unified School Board Members. What message would I like to leave you with? ... the fact that our local Public School system is strong and healthy with vibrant

programs and staff. Many PUSD programs are as strong or stronger than some of the charter schools in the area.

On Saturday morning I attended a training by District 5300 District Governor-Elect, Luanne Arredondo. The focus of this training was to make sure that incoming Rotary Club Presidents understand the DACdb system in order to help club members use the power of this software program. We also had to start writing into the Rotary International Website the *Goals and Programs* that we anticipate for the upcoming Rotary year that starts on July 1.

In a future article, I will write more about the goals that I will be sharing with the Board of Directors and with all of you at the first meeting in July. ○

---

## Form & Line by Jacque Foreman, Editor

The book in front of me is one of my favorites: *The Unexpected Evolution of Language* by Justin Cord Hayes.

When *Soap Box* first began to appear in writing during the seventeenth century, it referred to a box in which one carried soap. Since soap existed as much as 3,000 years before Christ, *soap box* or some variation was probably used even longer ago in conversation. "Hey, Ramses, where do you want these soap boxes?"

Leave the pharaohs behind and move forward some 5,000 years to the days just before World War I. Many people were out of work. Popular entertainment options were limited. Many political movements

were in the air, and cardboard hadn't been invented yet. Prior to the familiar cardboard box, manufacturers used sturdy, wooden crates for shipping. As a result, *soap boxes* were easily available. People with time on their hands, no TV to watch, and a desire to spread the word about the offbeat political movement *du jour*, grabbed a box, set it up on the corner of a public street, and started orating their guts out.

Presumably, soup box or cantaloupe box could have caught on instead of soap box. Perhaps *soap* became the favored box because people stood on these platforms and *cleared the air*.

### *Soap Box Derby*

## The Soap Box became Something on which to Stand

Since the 1930s, people have made cars out of various household objects – without motors, engines, etc. – and let gravity carry them down a hill until one of the cars crosses the finish line first.

Ironically, no one – even the All-American Soap Box Derby (AASBD), which governs the annual All-American Race – knows why *soap box* became the type of box associated with the derby. The organization's website notes that plenty of orange crates were used in the early days and suggests that someone probably just randomly used a soap box, but it's seemingly no more aware of the event's etymological origins than the average derby competitor ○

THE *Mixxx*

February 5, 2019

**BLUES CHANNEL** will host the  
Tuesday jam! Set starts @ 8,  
with the jam starting @ 9.

VALET PARKING AVAILABLE!



**Audrey Scates**

443 E Colorado  
(@ Los Robles)  
Pasadena 91101



**Ronnie Hudson**



**Steve Sadd**



**K.C. McCarthy**

Bookings? Call 213 804-9714



**Nick Santangelo**



**Larry Wilburn**

# 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.



**Altadena  
Libraries**

**Second Saturdays, 6:30pm  
at the Altadena Main Library  
600 E. Mariposa Avenue**

# Second Saturdays



**October 13\***

**Upstream**  
*Reggae, Soca, Caribbean*

**November 10**

**Past Action Heroes**  
*80s & 90s Covers*

**January 12**

**Pasadena Playboys**  
*Country*

**February 9**

**JazzZone**  
*Smooth Jazz, R&B*

**March 9**

**The Allan Wasserman  
Jazz Ensemble**  
*Jazz*

**April 13**

**Sangre Nueva**  
*Salsa*

**May 11**

**The Leapin' Lizards**  
*Rockabilly, Blues, Swing*

**June 8**

**Harbor Groove**  
*Latin Rock*

**MADE POSSIBLE BY FUNDING FROM THE FRIENDS OF THE ALTADENA LIBRARY**

*\*October 13<sup>th</sup>'s Second Saturday Concert is sponsored by the office of Los Angeles County Supervisor Kathryn Barger.*