



April 01, 2010

This Week

Alex Matsumura
Priority Banking
Officer
Craft Talk
Program Host:
Theo Clarke

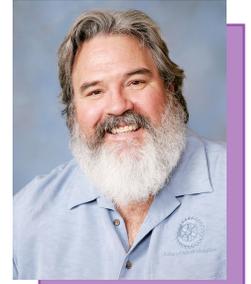
Alex Matsumura is an Assistant Vice President and Priority Banking Officer at the local Unionbank Branch in Pasadena, where his passion and knowledge of banking serves his clients needs. Matsumura started his banking career at Countrywide Bank in 2005, where he received numerous awards for excellence in his field. He was later recruited by a team of financial advisors at Washington Mutual, where he was instrumental in managing the client base at the Burbank Wamu Investments Branch.

A native of Seattle, Washington, he now resides in Los Angeles with his wife Rina and 9-year old son Niko. His success in banking comes from his Customer Service centered focus and his background in the service industry.

Join us this Thursday for Alex Matsumura's craft talk. This is a great opportunity to see and hear our newest member tell the Club who he is, what he does, and how he got to where he is today.

THE Construction CREW

by Jacque Foreman
 for President David Smith



Each One bring One — May 27

The day to remember is May 27. The magic number is **ONE**. That's all the Membership Committee asks — that each of us brings one person who is a potential member. But don't be stifled. If you know more ... invite more.

The May 27 program is the honoring of the high school students in the Junior ROTCs. This is a great program for potential members to see: we are honoring academic achievement and patriotism. What could be better? This is Altadena Rotary in action in our community — honoring the high achievers of the next generation of leaders.

Now we know that many of us are going to be very busy until around April 15. But ... after that, it's time to think about whom we will invite. This could be a good time to reinvite your guest from last time, especially if time has just gotten away from you, and you have been intending to bring your guest back for a second visit.

Come up with a blank when you think about bringing a potential new member? Let's see. What about ...

- Your neighbor?
- Someone with whom you work?
- A sister or brother or child?
- A member of the networking group

- to which you belong?
- Your competition?
- A person with whom you do business?
- A person with who you would like to do business?
- The parent of your child's friend?
- Your baby sitter?
- A previous speaker?
- An upcoming speaker?

Now for the rule of halves. Let's say that 20 of us each invites four. That means that 80 are invited, 40 will say they will show up, 20 will come, and 10 will say they are interested, and 3 to 5 will become members. These are not my numbers. These numbers come from Business Network International — the largest networking group in the world.

If we start talking up Altadena Rotary now, we can have much better results. John Guerrini will tell us when he needs a count of those to expect.

Greeters

April 01
Sterling Louviere
 April 08
Tom McCurry
 April 15
Dennis Mehringer



Program Review

Digital Native or Digital Immigrant?

This week, we were treated to an entertaining and humorous talk by Jeff Holder, an independent producer and consultant to the entertainment industry. With a resume consisting of past executive positions at ABC Network TV, Hanna Barbera, and SONY Wonder, he shared his extensive knowledge of the media industry. In Holder's words, he came to share his "observations on media." "We are in the middle of a sea change with respect to the way we interact with media," he explained.

Thus, he declared that every one of us

is either a *Digital Immigrant* or a *Digital Native*. A Digital Immigrant ("most of you," said Holder, as he pointed to us) probably remembers when the world wide web began to go mainstream, around 1994. How do you know if you're a Digital Immigrant? "If you go to Facebook and ask for the instruction page, or the manual," then you're a Digital Immigrant, explained Holder. (For those of you who don't get it — the answer is "there is no instruction page and there is no manual." But then that would mean that you are Digital Immigrants.)

"I ask my children," he said, "How did you learn to do Facebook?" Apparently, his kids gave him quizzical looks. "We just do it," they tell him. "Digital Natives," explains Holder. A Digital Native just knows how to do it.

"Need more examples? How about an iPhone? Does it have a manual? The answer is of course, "no." "There's a sense of intuitiveness with respect to people who have grown up in the age of the computer and the internet. Anyone who is of college age or below has grown up with a cell phone, a computer, the internet. They've grown up communicating in a very different way than at any time in the past." These people are Digital Natives.



"How do we interact with media when it's new or novel?" asked Holder. He used the Lumiere brothers as an example. Apparently the Lumiere brothers (*Ed. Note: August and Lewis Lumiere were French filmmakers at the turn of the 19th century.*) developed the predecessor to the modern film projector, patenting a number of significant processes leading up to their motion picture camera. The first footage ever to be recorded using their motion picture camera was in 1885 and was called "Sortie des Usines Lumière à Lyon" (*literally, "Workers Leaving the Lumière Factory"*). The film was 17 meters long which, when hand cranked through their projector, ran less than one minute. That the brothers charged people (and people paid!) to watch the film is testament to the magnitude of the novelty.

"People thought this was fascinating," Holder shared. Apparently, that short film was followed by others, including *The Sneeze* and *The Kiss* (which depicted, ap-

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Rotary Club of Altadena - #7183

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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. John Kenny
Dist 5300 Gov. Thomas B. Novotny

Officers

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Photography Jacque Foreman

April Programs

Program Chair, Theo Clarke

- Apr 01 - Alex Matsumura, Craft Talk
- Apr 08 - Sheriff Steve McLean, new Captain at the Altadena Sheriff Station
- Apr 15 - To be Announced
- Apr 22 - Voices of Blair IB School for the Performing Arts
- Apr 29 - Stephanie Bettman (country western violinist/singer) and her group

Congratulations



Birthdays



- 04/13 - Alice Hudson
- 04/18 - John Frykenberg
- 04/29 - Mike Noll
- 04/30 - Rose Steinbacher



Anniversaries



- 04/26 - Ed & Marcia Guth
- 04/27 - Sterling & Olga Louviere

Chairmen's Free Concerts in the Park

by Ed Jasnow, Community Chair



Yes, it's coming up to that time again. The *Good Ol' Summertime* from the famous song can only mean one thing in Altadena — Free Concerts in Farnsworth

Park. And, as one of the primary sponsors of this wonderful series, the Rotary Club of Altadena has an extra special interest in its success. As many of you recall, this has become our club's highest profile community event, replacing the Old-Fashioned Days Parade since it was discontinued by the Chamber of Commerce. It is an opportunity for us to proudly place our big yellow banner in front of the stage, wear our blue Rotary shirts, and have a table at the entrance to the concert seats to hand out brochures about our club to prospective members.

The concert series has always featured an extraordinary array of entertainment talent, and this year is no exception. One change this year is that, since the series will start a bit later this year, the concerts will be spaced one week apart (with some exceptions), rather than two weeks, as in previous years. All of the concerts start at 7p on Saturdays.

This year's series begins on July 3, with the Elks #99 Concert Band playing patriotic music in honor of America's Independence Day. On July 10, the *Downbeat Express* treats us to the best of the big band music. On July 17, the Crown City Dixieland Band will perform outstanding Dixieland Jazz. On July 24, Melena will perform a wonderful concert of Latin Jazz. On July 31, a group called *Upstream* will treat us to the world of Caribbean Music. On August 7, the group *Wreck 'N Sow* will perform country and Americana songs. On August 14, *Those Manning Boys & Friends* will put on a show featuring Irish song and dance. Then, we skip a week,

and on August 28, the *All American Flyers* will perform a concert of Classic Rock 'N Roll. Then, we skip another week, and on September 11, the Grand Finale: Randy Caputo's Legends Show Band (*Swing, baby Swing*).

Our role in this series, in addition to financial support, is to assist in publicizing

the concerts and help generate great turn-outs. Remember, these concerts are FREE, so let's prepare to tell all our friends and neighbors about them, and attend them ourselves in our Rotary shirts. This is our best chance to let the community know that we're here and we're doing great things for our community.





All Concerts start at 7:00 PM in the Amphitheater at Farnsworth Park.
568 East Mt. Curve Ave., Altadena, CA 91001 For information: 626-798-1131
Visit: <http://www.altadenasheriffs.blogspot.com>

14th Annual Summer Concert Series Schedule - 2010

Elk's #99 Concert Band (Patriotic Music)	Saturday, July 3rd
The Downbeat Express (the Best in Big Bands)	Saturday, July 10th
Crown City Dixieland Band (Dixieland Jazz)	Saturday, July 17th
Melena (Latin Jazz)	Saturday, July 24th
Upstream (Caribbean Music)	Saturday, July 31st
Wreck N Sow (Country, Americana)	Saturday, August 7th
Those Manning Boys & Friends (Irish Song & Dance)	Saturday, August 14th
All American Flyers (Classic Rock 'n Roll)	Saturday, August 28th

And... For Our Grand Finale...
Randy Caputo's Legends Show Band (Swing, baby Swing!) Saturday, Sept. 11th
 Presented By: Stage Door Music Productions & SSGA

The Summer Concert Series 2010

Is provided **free of admission** to all members of the community through a participation of funding that comes, in part from the private sector, as well as:

- Warner Bros. Entertainment
- Rotary Club of Altadena
- The Office of Los Angeles County Supervisor, Michael D. Antonovich
- Dickson Podley Realtors Altadena (*Michael Baietti & Linda Seyffert*)
- Georgia Rutherford and Toyota of Pasadena
- Special hosting is provided by the Altadena Sheriff's Station, County of Los Angeles Department of Parks and Recreation and Farnsworth Park

(Artists subject to change without notice)

Thank you to our generous sponsors



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Custom Celebrations









*Georgia Rutherford
In memory of
Don Rutherford*

Quick & Easy Fresh Tomato Sauce over Linguine

John and Nick guarantee that this fast and easy tomato sauce really is fast and easy. It uses fresh tomatoes, and the sauce cooks fast, so the resulting sauce is bright and spunky with lots of zing. If you have access to heirloom tomatoes, now is the time to get a few large ones. And yes, those are roasted beets in the photo. But those are a simple side dish (and you don't necessarily have to make those). Still, since they practically make themselves (they spend most of their time baking in the oven), you might as well include them



too. First things first, here's the recipe:

Roasted Beets:

3 large beets, skinned, cut into chunks
 2 TBSP olive oil
 2 TBSP honey
 2 TBSP balsamic vinegar

1 tsp ground black pepper
 1 tsp crushed basil

Sauce:

4 TBSP olive oil
 4 cloves garlic, minced
 4 large heirloom tomatoes, cut into rough chunks

1 small can tomato paste
 2 cups water
 1 tsp ground black pepper
 1 tsp salt
 1 TBSP sugar

Several stalks of basil, leaves removed, chopped (about 1 cup firmly packed)

Garnish:

Handful of pine nuts, toasted
 1 small heirloom tomato, sliced

Pasta:

Pot of boiling salted water
 1 pound of linguine

Using a very sharp paring knife, trim the tops, bottoms and skin from the beets.

Then slice into chunks, and toss with the remaining four ingredients. Arrange beets on a baking pan and put into a 400 degree F



oven for approximately 40 minutes, until a knife slices easily



through them:



Meanwhile, while the beets are

baking, make the sauce. In a large saucepan, saute the first two ingredients. Cut up the tomatoes, seeds,



skin and all, and add to the saucepan.

While they simmer, whisk together the paste and the water, and add to the saucepan. Simmer on medium for approximately 20 minutes. (This would also be a



good time to start cooking the pasta.) After 15 minutes into it, wash the basil leaves, then chop roughly and add to the saucepan.

Simmer another five minutes and you

get this:

Heat up a small saute pan and quickly toast a handful of pine nuts. Plate up the beets, and add the nuts. Toss the pasta with all of the sauce and add to the plate.



Tonight, we opened

up a wonderful Bordeaux blend — the 2005 *Chateau Lascombes Margaux*. This is a stellar example of a Bordeaux that is not priced in the stratosphere. You can probably get a bottle of this for around \$150. (We were fortunate enough to score a few for less at an online auction.) Robert Parker rates this a 94 and calls it "the most profound Lascombes produced under the new ownership." (It's a blend of 52% Cabernet, 45% Merlot, and 3% Petit Verdot.) Typical of any good Bordeaux, its inky purple with a nose bursting with charcoal and cherry. This one also coaxed us



closer with berries and violet. But wait? Was it too young? Did we open too soon? We checked the reports, and no, they say that this wine is ok to open. Still, it seems a bit reserved,

as if it's holding back. It's quite astringent too. We think that the remaining stash is going to have to wait a few years.

Until next time . . .





MONEY by Linda Wilkes MATTERS

Last Week in the News

Industrial production at the nation's factories, mines and utilities increased 0.1 percent in February, following a 0.9 percent gain in January. It was the eighth consecutive monthly increase. The overall factory-operating rate rose to 72.7 percent of capacity in February from 72.6 percent in January.

The National Association of Home Builders/Wells Fargo housing market index fell two points in March to 15. Economists expected a reading of 17. A reading below 50 indicates negative sentiment about the housing market. The last time the index was above 50 was in April 2006.

The combined construction of new single-family homes and apartments in February fell 5.9 percent to a seasonally adjusted annual rate of 575,000 units. The decrease was largely blamed on winter blizzards in the Northeast and South. Applications for new building permits, seen as an indicator of future activity, fell 1.6 percent to 612,000 units.

Import prices fell 0.3 percent in February following a 1.3 percent increase in January. The drop was driven by 2.2 percent decline in petroleum prices. On a year-over-year basis, import prices are up 2.1 percent. According to the report, export prices fell 0.5 percent in February.

The producer price index, which tracks wholesale price inflation, fell 0.6 percent in February, following a 1.4 percent increase in January. Economists had expected a decrease of 0.3 percent. Consumer prices were flat last month after a 0.2 percent gain in January. A rise in February food prices was offset by a decline in gasoline and other energy costs.

The Art of Active Listening

Listening carefully to those closest to you will bring you much success and

power. Sound like a fortune cookie? Maybe, but this token of wisdom is what separates good sales people from the great. Mastering the art of active listening will help you nurture your customer relationships, build trust with new clients and ultimately help to grow sales.

Simply stated, active listening is the difference between hearing and listening. Active listeners identify with and validate their customers by rephrasing what they've heard and repeating it back. With active listening, you gain the power to fill your customers' needs and close the sale.

Make a powerful impact with your clients when you follow these active-listening strategies:

- Stay focused — Lock your focus in on the customer. Avoiding distractions like cell phones and email shows your clients that your sole focus is their needs.
- Show them you understand — Restate what your customer has to say in a new way to show you've listened. Not only will you validate your client, but this may build further dialogue.
- Take Notes — Create a form that you can fill in during meetings. Make sure you transfer the key details to your customer database — you'll send a powerful message when you're able to present these details back to your client in future communications.

Develop your listening skills by employing these strategies. Listening is power; master the art of active listening and find your own fortune.

Home Insurance: The Basics

A home is probably the most valuable asset you will ever own, so it must be protected with adequate insurance. The basic homeowner insurance policy covers against damage from thunderstorms, lightning, fire, smoke, burglary, deface-

ment of property, civilian chaos, vehicle or aircraft damage, and volcanic eruptions. More comprehensive policies cover against damage by earthquakes, floods, ice, sleet or the malfunction of an air conditioner or heating unit.

Condominium owners are typically required to have an insurance policy that only reimburses them for loss of their belongings. The condo association should provide structural insurance, which covers the roof, outside and adjoining walls.

There are two primary types of home insurance:

- Actual cash value coverage pays the value of property or belongings at the time they were lost, taking into account their age and depreciation.
- Replacement cost coverage provides enough money to replace lost or damaged property or belongings with new items at cost.

Usually there are replacement-cost limits for certain expensive items, such as jewelry, artwork, antiques and home office equipment. Consult your insurance agent about individual riders for additional coverage on these possessions.

It's wise to keep an itemized record of household contents, noting their value, date of purchase and description. Valuables should also be photographed or video taped. This will help determine their replacement cost.

Experts suggest that a home be insured for at least 80 percent of what it would cost to replace at its current value. A homeowner policy should be reviewed every year. If you have made any improvements, or the home value has increased, more insurance may be required.

Always consult with a licensed insurance provider before making any changes to your home insurance policy. ○

Don Applegate's

Hilarious HISTORY

A Backward Glance At ... Eccentrics — PART II

"Spoonerism: An accidental transposition of the initial sounds, or other parts, of two or more words." An example of a simple spoonerism is to say, "broiled spats" instead of "spoiled brats." Since the English language contains hundreds of thousands of words, the number of possible transpositions among them is — at the least — astronomical. Therefore, the odds are that ALL of us have, on a few occasions anyway, uncontrollably spouted spontaneous spoonerisms. And, whether this happens to us very rarely or even fairly often, probably none of us could ever be so wildly, yet routinely, tongue-tied as the acclaimed founding father of the verbal flub — Dr. William Archibald Spooner.

Born in 1844, this native Londoner had much to surmount in his life. An albino with bad eyesight and an oversized head atop his tiny body, he nonetheless achieved great heights within the academic and theological communities. In 60 years at Oxford University he was both its dean and president, plus a respected lecturer in philosophy, divinity and history. For these soaring accomplishments he was certainly EXTRAORDINARY; although, it is his ECCENTRICITIES that

defined his character. Spooner was merely legendary for his extreme absent-mindedness; but...he would become positively IMMORTAL because of his unintentional way with words. Numerous chroniclers have cited some of his best-known lapses of memory and

displays of mental turmoil. In one of those instances he encountered an undergraduate student crossing the campus quadrangle. He stopped the young man and said to him, "Now let me see ... was it you or your brother who was killed in the war?" Another time he extended an invitation to a faculty member to attend a tea and welcome the new archaeology Fellow. "But sir," responded the puzzled man, "I am the new archaeology Fellow." Unfazed, Spooner came back with, "Well, never mind...come all the same."

Since he was an Anglican priest as well as academician, Rev. Spooner was frequently found in the college chapel — lecturing, preaching, conducting marriage ceremonies. And it was there that some of his greatest gaffes were heard. He once proclaimed Our Lord as being a "... showing leopard." After one Sunday sermon, he apologized to the congregation for repeatedly referring to Aristotle when he meant to say St. Paul. Once wedding vows were spoken, Rev. Spooner happily informed the new groom that it was "... kisstomary to cuss the bride." When a stranger unknowingly sat in the Reverend's chair, Spooner graciously offered to "... sew him to another sheet." And, possibly the zenith of all his in-chapel isms is this beauty in which he announced the hymn they would now sing, "Kinking Congs Their Titles Take."

World War I was raging when the good doctor attended a naval review and de-

scribed it as a "... vast display of cattleships and bruisers." He also lauded the farmers of Great Britain in their war effort as being "... noble tons of soil." And, he confidently pledged to his students that when hostilities ceased and all those lads were returning from France, "... hags would be flung out" to honor their homecoming.

Dr. Spooner was reputedly a warm, friendly man. However, he could also be quite stern when disciplining a recalcitrant student. To one particularly guilty young man he sharply exclaimed, "You have hissed all my mystery lectures, I saw you fight a liar in the back quad, and in fact you have tasted the whole worm!" Hard to know if that student was shamed into silence after being so severely skewered, or, if he simply couldn't find his voice because he was laughing so hard.

Needing to see the head of the school, Spooner once walked into the dean's office and asked his secretary, "Is the bean dizzy?" And finally, no one — not even England's beloved Queen Victoria — was immune to the doctor's verbal manglings; at least once he was heard to refer to the monarch as "... the queer old dean."

...

In all of Hilarious History, William Spooner appears to stand alone. His monumental forgetfulness was certainly noteworthy, if not all that unique. But it was his *gift of gab* that made him so special and earned such a high position among his Eccentric colleagues.

Nope ... they just don't make 'em like they used to!

Well folks, as this installment wraps up, I'd like to express both a wish and a warning: If you're working for someone else in these tight economic grimes, then here's hoping you'll jang onto your hob and avoid getting slink-pipped. Also, should you ever sense that a *spooneristic event* will happen just as you begin to speak, then be extra cautious if addressing an audience and introducing guests named Dewey Chung, Pat Risser or Shelly Smitt. And to that I'll add, "Pee you in the fast, in the very near suture!"



Program

Continued from p.2

propriately enough, someone sneezing, and two people kissing, respectively). The point, he explained, is that, at the time these films were created, they were novelties. They were *cutting edge*. "When Walt Disney created the short, *The Dancing Teapot*, people were fascinated that the lines moved."

But now, in this age, would any of this captivate us? "For a few seconds," Holder speculated. "Whenever something is new, it's a novelty. But ultimately, a novelty must wear out, and it must become functional if it is to grow." Otherwise, people get bored, and the novelty is a thing of the past.

"We are at the same stage with the Internet," suggested Holder. "The novelty of the Internet is beginning to wear off. People want more." Thus, he speculated that, in order for the Internet to grow — to become *functional* — it must include more and more ways for people to interact with the various media carried by the Internet.

Long ago, a radio was the focal point of the household. Then it was the television. "But even now, television is too slow. People don't rely on their television for news anymore. They go straight to the internet," observed Holder. "The Internet represents tons of untapped potential." He offered examples such as Youtube.com and Hulu.com as *untapped potential*.

"We have a *tv box* and a *computer box* and a *phone box*, and they are all becoming the same *box*," he explained. As an example of an *all in one box*, Jeff suggested the *xbox*. "It can do it all — play games, play CDs, play DVDs, surf the Internet." "Someday soon, you will watch a show on TV, see a piece of clothing you want, touch the screen and use a menu to order that suit. You will watch a cooking show, see an item you want, touch the screen and order that food and also get wine recommendations. **Interactivity is key**. Look at Youtube, the prime example of user interactivity. There are hundreds, some-

times thousands of comments posted under each video."

Holder explained, "The last 20 years have been a revolution of *delivery*. The future will see a revolution in *content*. Youtube started the revolution of *content*. iTunes is another example of the *content* revolution. It used to be that the sale of records was limited by how much shelf space was taken up by the records in the

store. Now, there is unlimited shelf space. *Content* is now the most rapidly changing element in media because it's becoming more and more accessible to everyone."

Well ... almost everyone. At the conclusion of the presentation, several club members decided they were neither Digital Natives nor Digital Immigrants, but rather, Digital Refugees. 



Invite
your
Friends
to

join us as we
Honor the Students
of the
Junior ROTCs



At our next Visitor Day
Thursday, May 27, 2010



All we ask ...
Each One bring One

Make the Pig *fly*

