

## This Week

### Mystery Guest Program Host: Alex Matsumura

From time-to-time it happens. A planned program falls through. Such has apparently happened to Alex Matsumura this week.

He had it all planned, but his speaker is now unable to speak to us this week.

Matsumura is busy lining up someone else, and you'll be apprised of the program as soon as it has been arranged.



## Hayes Stack

by President Brian Hayes

### Dig A Little Deeper

One Friday afternoon, someone wandered into the CHAP administrative office looking for the medical clinic. I stepped out to greet the stranger and realized it wasn't a stranger at all. It was a former co-worker whom I hadn't seen in more than ten years, and I think she was as surprised to see me as I was to see her.

It turned out that this woman needed medical care. She had been employed, but her company was downsizing in light of the recession, and she had been laid off. She was living off unemployment insurance and meager savings, and could not afford to continue her insurance out of pocket.

I had been hearing about the number of new patients who had enrolled at CHAP after losing their insurance coverage, but seeing it happen to someone I knew brought it home for me. A person's life could be upended for no fault of their own, and how many of us plan for — or even think about — the unthinkable?

I believe in the resilience of human beings, and our culture is rife with stories of how people overcame obstacles to prosper. Yet I wondered how this woman,

in her late 50s, would find a new job and refill the coffers that would support a retirement that was anything more than subsistence.

As I have observed in working for nonprofits and participating in Rotary, most people are willing to lend a helping hand to those in need. Unfortunately, today it seems like there are more hands reaching out for help — in this country and throughout the world — than there are hands to grasp them.

Economic upheavals and natural disasters create such intense and seemingly insurmountable needs that many people feel that they have nothing more to give at precisely the time when their help is needed most. At such times that Rotarians are willing to dig a little deeper. ☉

### Greeters

August 19

**Jim Gorton**

August 26

**John Guerrini**

September 02

**Carlton Gustafson**



# Program Review

## Rebuilding Lives Casa de las Amigas

**A** 24-hour drug and alcohol treatment facility, Casa de las Amigas in Pasadena is one of the several women-only treatment facilities in the area. It is run by a staff of over 30 people, and last week, its executive director Doreen Garcia shared with us on a personal and professional level. Garcia has been at the facility for nearly 25 years — 12 of then as executive director. 25 years ago, the budget for the facility was only \$300,000. Today, it is three times that much. “Over time, I’ve also seen the age of the addict decrease, while abuse of drugs other than

alcohol has increased,” she shared. “Twenty five years ago, most of our cases were *closet cases* — alcohol addicted elderly housewives.”

She took us back in time to 1984. “A lady came to the facility. She was in jail with a three year sentence for theft. She had been disowned by her family. Though she had a college degree, she wasn’t working. She was using drugs. She came to Casa de las Amigas and was greeted with love. She came homeless. She had nothing but the clothes on her back. She went into treatment, and, while there, she learned responsibility. That lady . . . is me. *This is my story.*”

Garcia explained, “Our philosophy, unlike many facilities, is not *tough love*, but rather, *love them until they are ready to love themselves.*” At the facility, while in treatment, women learn to live without alcohol and/or drugs, while at the same time, they learn parenting and coping skills. Of course, not all new residents make it. “We can’t force them to stay,” she told us. But, “*I am a living example that you can transform your life if you truly want to.*”

Based upon the ubiquitous 12-step program of AA fame, the facility is divided

into three groups — residential (detox, up to 90 days, inpatient), sober-living (transitional housing, up to one year), and outpatient (non-residential, with counseling, indefinitely). “Success” is defined as completing the detox portion of the program and living in the transitional housing for up to one year. “We have a 78 percent success rate,” she said.

Still, it’s not cheap. While five beds of the facility are subsidized by the county, the rest are private pay at \$4000 per month. But for some women, this is their only hope. “The hope that I had, the love that I received — it changed my life.” Twenty-five years ago, Garcia entered Casa de las Amigas. She hasn’t left yet.

John Guerrini



**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. .... Kalyan Banerjee  
Dist 5300 Gov. .... Roger Schulte

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Tony Hill, Pres. Elec. .... Bus. 626-795-5363  
David P. Smith, VPres. .... Bus. 636-398-2010  
Jim Gorton, Sec. .... Bus. 626-793-6215  
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Regina Bette ..... Youth Contests/Awards  
Tony Hill ..... Vocational/Youth Projects  
John Guerrini ..... Membership  
Editor, Design & Typesetting ..... Foreman Graphics  
Photography ..... Jacque Foreman


## August Programs

Program Chair, Alex Matsumura  
August 26 - To be Announced


## September Programs

Program Chair, Ray Carlson  
September 02 - Dyanna Henderson, Rotaract  
September 09 - Mike Seaton - New Multiple Pathways will bring radical change to high schools  
September 16 - To be Announced  
September 23 - To be Announced  
September 30 - To be Announced


## Congratulations




### Birthdays



08/02 - Phyllis Merrill  
08/05 - Kevin Moore  
08/08 - Joseph McMullin  
08/10 - Don Applegate  
08/11 - Joy Carlson  
08/22 - Nick Robles (John Guerrini)  
08/24 - Hal Yorke  
08/27 - Elaine Klock  
08/31 - Bruce Conroy (Jacque Foreman)



### Anniversaries



08/01 - Phyllis & Ed Soza  
08/23 - Dotty & Gary Clark



# Chairmen's Corner Are we Hiding our Candle under a Bushel Basket?

by Jacque Foreman for the Public Awareness Chair to be named



It's no secret — or perhaps it is a secret. Who besides the members of Altadena Rotary have any idea of what we do in our community? I've talked to

some living in Altadena who are unaware that Altadena Rotary exists.

Who in the community not involved in the school district



— specifically those who were at Burbank Elementary School in Altadena know that, in 2004, our members gave their time and energy to creating a new lower playground?



Many people see flags on Lake Avenue on July 4, Memorial Day



and Veteran's Day, but few if any know that Altadena Rotary — with the help of Boy Scout Troop 4 — put up the flags.

Did we announce to the community that, in June 2009, our members crossed

the Mexican border and took part in the Corozon



project to build houses for families that had been living in cardboard boxes?

September of 2007 we participated in and partially funded an Eagle Scout project that replanted the south (Woodbury side) of Christmas Tree

Lane. It took two weekends to first clean

out the ivy that had taken over the area and then to



replace plants that had died out. All the new plantings were drought-resistant, so they could last for years without a lot of attention.

Each February Altadena Rotary gives



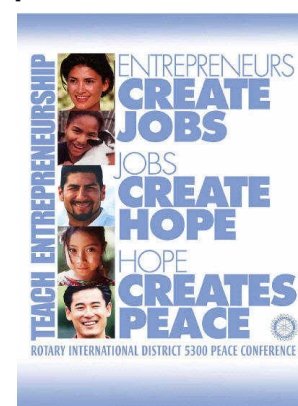
\$100s of dollars to local teachers in the form of \$300

mini-grants. The teachers apply for these grants in writing by telling our Community Service Chairman and his/her committee what will be done with the money. And then, in May/June, the recipients are invited to be our guests and tell our membership how our mini-grants changed the classroom life of their students. The sad



reality is that only the teachers and the administrative staff know that we do this. Do the teachers share with the parents of their students that Altadena Rotary has made a specific activity possible? Do we even suggest that they do?

For several years, Altadena Rotary has been involved in the teaching of entrepreneurship and the creation of business plans. But who outside the school or the



classes knows that Altadena Rotary is part of this great endeavor.

We need someone who is willing to take on the job of

letting our community know what Altadena Rotary is doing. I see other Rotary clubs mentioned in the newspaper, but not us. I'll be happy to help one of our members learn to write press releases.

Don Applegate's

Millions

HISTORY

## A Backward Glance At ... Eccentrics — PART IV

Of all those souls declared by fellow humans to be eccentric, none are more scrutinized, studied, written about or clucked over than the leaders of nations. And if this series on Eccentrics now turned its attention exclusively to every off-center ruler from history, then the segment wouldn't start running out of material until sometime around this date, 8:30p, 2017.

So, to spare us all from that scenario, this — the final part in the series — will showcase just one of those loopy leaders. Well, hold on a sec ... make that a pair of them, since this guy counted for at least two.

As a lifetime heavyweight, this reporter knows well what it's like being the butt of fat jokes. Therefore — and whenever possible — a small measure of revenge is obtained by telling fat jokes about others, thus exacting that pound of flesh ... if you'll pardon the terrible pun.

Anyhow, this portly potentate had more rolls than a bakery, more chins than a Chinese phone book. His bathroom scale needed load levelers and, if he ever wore an aloha shirt, he could easily have been mistaken for a Rose Parade float. Oh, there's a million of 'em ... but you doubtless get the message that this dude was plump. In fact, as corpulent kings go, he made Henry VIII seem like some scrawny British kid with only six wives.

At 16 in 1936, Farouk became King of Egypt on the death of his pop, King Fuad I.

Besides the throne, five palaces, a few airplanes, a couple of yachts and a partridge in a pear tree, our two-ton teener also inherited thousands of acres of rich farmland plus breathtaking wealth. His was a life of excesses — gastronomic and everything else. A prime example was his fleet of over 100 automobiles, each painted bright red (meaning *hands off* to police, who were never to stop him for speeding). Our big-bellied bad boy also disallowed other cars from passing him on the highway by simply shooting out their tires. King of the road and Egypt too. And the giggles just keep on coming!

Despite being the entrusted ruler of his ancient country, His Heftiness did not let affairs of state hinder him in the ongoing pursuit of an enterprise at which he had great skill: stealing. An inveterate thief, he would, and did, filch literally *anything* he wanted, no matter who possessed it. A visiting Emir from nearby Yemen fell victim to the mountainous monarch's purloining talents and lost a dagger encrusted with precious stones. England's Prime Minister Winston Churchill sat at Farouk's table, only to find that a priceless family heirloom watch had gone missing from his vest. It was King Klepto, of course. The massive monarch — a gifted pickpocket — had deftly pinched the cherished ancestral object. But later (and for reasons known only to Farouk) the obese Egyptian left the table for a short while, re-

turned with Winnie's timepiece, and offered the feeble yarn that he'd fortunately ferreted out and captured the vile perpetrator. Now, is that a whale of a tale ... or a tale *from* a whale?

Pudgy Galore also ran a sweet little racket that nicely dovetailed with the many functions he was invited to attend, usually held in high-end homes. A coterie of toadies would go to these places ahead of the King's arrival and case them to determine types and locations of the nicest pieces for *Fingers* Farouk to lift while attending the event. It was even reported that the King was so skilled he had a criminal released from the slammer so as to *pass on* his knowledge and personally train the jailbird in the finer points of thievery. And you thought Ali Baba died a thousand years ago!

Yes, our spherical scoundrel was an accumulator *par excellence*. It wasn't enough to be so obscenely rich that he could buy outright whatever struck his fancy; no, for him it was the thrill of the hunt, wherein his prey were those things he craved, and intended to have — his way and at his price. Naturally, his list of acquisitions was topped by the Middle Eastern ruler's obligatory parade of gorgeous women. But a surprising thing is the wildly eclectic array of items he *misappropriated* in a 16-year reign, discovered hidden within his Cairo palace when he was overthrown and exiled in 1952.

Obvious targets like jewels, rare stamps, coins and pricey watches numbering *in the thousands* were just part of his treasure trove. Also included was a bewildering hodgepodge of everything

*Please turn to History, p. 5*





# MONEY by Linda Wilkes MATTERS

## ***Last Week in the News***

The Institute for Supply Management reported that the monthly composite index of manufacturing activity was 55.5 in July after reaching 56.2 in June. A reading above 50 signals expansion. It was the 12<sup>th</sup> straight month of expansion.

Total construction spending rose 0.1 percent to \$836 billion in June, following a downwardly revised \$834.8 billion in May. Economists had anticipated a drop of 0.8 percent in June.

Factory orders fell 1.2 percent in June to a seasonally adjusted \$406.4 billion. The decline was more than double the 0.5 percent economists had anticipated and follows a revised decrease of 1.8 percent in May.

The National Association of Realtors reported that its pending home sales index, a forward-looking indicator based on signed contracts, fell 2.6 percent in June after a 30 percent decrease in May. On a year-over-year basis, pending home sales are down 18.6 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending July 30 increased 1.3 percent. Refinancing applications rose 1.3 percent. Purchase volume rose 1.5 percent.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity rose to 54.3 in July from 53.8 in June. A reading above 50 signals expansion. It was the seventh consecutive month of growth. Economists had anticipated a reading of 53.

Initial claims for unemployment benefits rose by 19,000 to 479,000 for the week ending July 31. Continuing claims for the week ending July 24 fell by 34,000 to 4.54 million. The unemployment rate remained unchanged at 9.5 percent in July.

Upcoming on the economic calendar are reports on wholesale trade on August 10, international trade on August 11 and retail sales on August 13.

## ***Why Buy Now***

According to a recent survey commissioned by Move Inc., 23 percent of adults plan to purchase a home in the next five years and 53.5 percent of them happen to be first-time homebuyers. If you know potential homebuyers who are sitting on the fence thinking about purchasing a house, here are some points you can share with them.

Lower property values are making homeownership more attractive than renting in many markets throughout the country. Paying for a mortgage is now less expensive than renting in many large metropolitan areas, including Miami, Las Vegas, Phoenix and Washington, DC, as well as smaller cities like San Antonio and Fresno, California.

Buyers have the upper hand as sellers are cutting prices on nearly one quarter of US homes listed for sale in June 2010 according to the real estate website Trulia.com. That's up 9 percent from the previous month and represents a total price reduction of about \$27 billion.

Lower mortgage rates are the result of the current recession. What does this mean? On a 30-year fixed-rate loan amount of \$200,000 at 5 percent, the interest paid over the life of the loan is \$186,512. That brings the total loan payments to \$386,512. At 6 percent, the amount of interest paid rises to \$231,676, a 24 percent increase. At 7 percent, it's \$279,018, a 49 percent increase.

Investment opportunities abound as mortgage rates and home prices have dropped dramatically since March 2008. This has created one of the best buyer

affordability conditions with the percentage of median household income needed to pay the mortgage on a median priced home at a 30-year low.

## ***Did you know — Some fun facts***

Cream of the crop: About 9 percent of all the milk produced by US dairy farms is used to make ice cream. Where we vacation: 97 percent of summer trips are to domestic destinations while 3 percent are to international destinations. Top three U.S. tourist attractions: Times Square, New York (37.6 million visitors per year); Las Vegas, Nevada (29.1 million visitors per year); and the National Mall and Memorial Parks, Washington, D.C. (25 million visitors per year).

You can find Linda Wilkes on line: <http://www.myprospectmortgage.com/lwilkes>

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## **History**

*Continued from p. 4*

from flashy bric-a-brac and objects fashioned from gold, to packets of razor blades, 75 pair of binoculars, a lifetime supply of pornography and uncounted comic books from America. All this boodle was auctioned off, possibly some of it even going back to those from whom it had been snatched.

Indeed, Farouk al Rotundo was one of a kind, and quite likely the Egyptian people hope he was the last of his species. Here's guessing that there was no widespread weeping when he died in 1965. Maybe there was a cheer or two to be heard instead. At the very least though, Egypt's streets were now considerably safer.

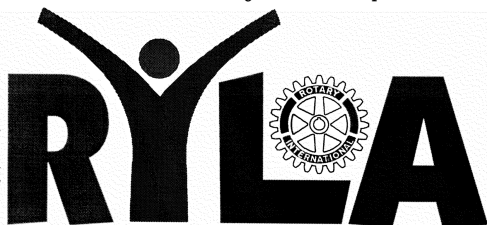
Well ... once again we wrap up a series, and will soon start a new and different one. See you in the past, in the very near future!

# New Generations Month — September

by C. Ray Carlson

This new 5<sup>th</sup> area of Rotary service is gaining momentum as we begin to understand all its dimensions — Interact, Rotaract, RYLA, Youth Exchange and more — yet

to be determined. Interact now begins at age 12,



while Rotaract extends from 18-30. The older age range — well beyond college — allows for community-based clubs that include young professionals, sort of like the Jaycees — Junior Chambers of Commerce. We have only three Rotaract clubs in D-5300 while neighboring D-5280 — with fewer clubs and members — has 22 Rotaract clubs. So we have much to do in reaching out to start Rotaract Clubs and attract younger folks into a track that can lead to membership in Rotary Clubs.

Altadena Rotary recently inducted a young, energetic professional, Dyanna Henderson, a Jamaican-American age 28 who was taken to the last district assembly where she attended the Rotaract section and became enthusiastic about starting a Pasadena community-based Rotaract Club in collaboration with a young lady from Pasadena Rotary who also attended. Henderson's father had been a member of Altadena Rotary, but died suddenly when Dyanna was young. Her mother pressed

her to join Rotary and become active in serving the community.

So there we have a good model: find off-spring of Rotarians,



even former ones and any other youth professionals in our community, invite them to a Rotaract training session, support them in the launch of a Rotaract Club

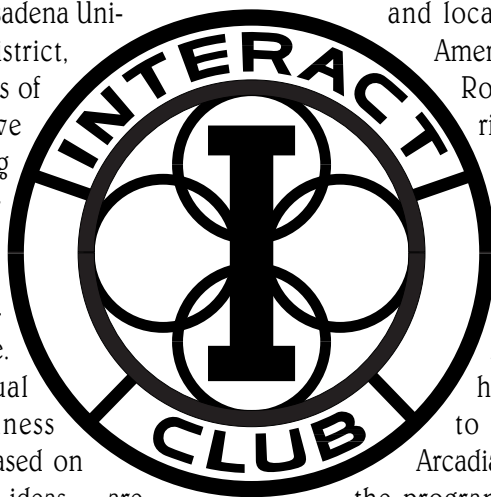
by offering financial support and advisers, contacts with college administrators and business and community leaders, and a trip to the Rotaract pre-conference at the next

RI convention (New Orleans in 2011).

Amanda Hurst is the D-5300 Rotaract Representative and has a lot of valuable information to help us. Read her August Rotaract Newsletter [www.District5300.org/rotaract](http://www.District5300.org/rotaract) to learn about the three clubs in D-5300 and their coming activities.

A new program for Interact Clubs and high schools is a District-Wide Business Plan Competition similar to the Dan Stover Music Awards. Altadena Rotary has been conducting such for the past 11 years in the Pasadena Unified School District, where members of the club have been teaching Entrepreneurship and Business Plans since 1995 as their Vocational Service.

When individual student business plans — based on their own ideas — are written and oral presentations made in the classroom, the best five or six are selected by a committee of Rotarians, as a Vocational Service project, and those students are invited to a Rotary club meeting. There they again give oral presentations and, after a Q&A period, receive Certificates of Excellence, plaques, commendations from



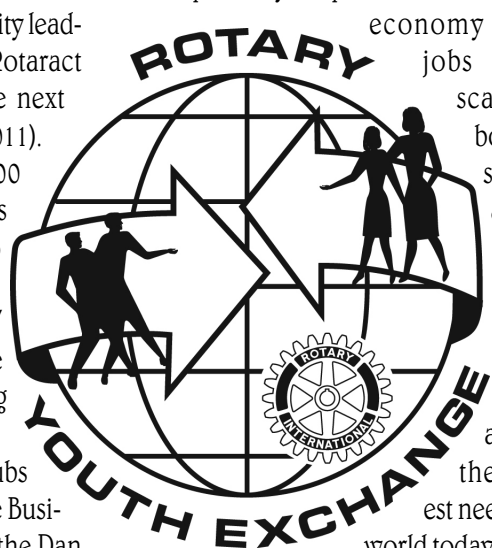
representatives of the US Congress and State Assembly, and receive checks as to-ken seed money for their start-up costs. For business-savvy Rotarians, it is exciting to see and hear high school kids talk about businesses they would like to start ... especially important in this grim

economy where jobs are scarce for both high school and college graduates.

Job Creation is the greatest need in the world today, and Altadena Rotarians have been involved

abroad in this for 20 years in 17 countries and locally — including Native Americans — for 15 years. Ken Rowland (Claremont Sunrise) has organized the first class at San Antonio High School (Claremont Unified) during July and is planning to do it again in the Fall. Brad Miller (PE Arcadia) and colleagues have presented the concept to the Superintendent of Arcadia Unified and expect to get the program underway at Arcadia High School in the next school year. For details on how to start this, contact Ken Rowland [knowland@ca.rr.com](mailto:knowland@ca.rr.com) or C. Ray Carlson [ray@rotapreneur.com](mailto:ray@rotapreneur.com).

After the pilot year for high school students, Rotaract clubs will be invited to conduct a similar Job Creation program and Business Plan Competition, which should prove outstanding for recruiting members.



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## **NEWS ADVISORY**

Contact: Binti Harvey  
(626) 396-3606

For Immediate Release  
August 11, 2010

**PUSD PRESENTS “PREPARING MILLENNIALS FOR THE 21<sup>ST</sup> CENTURY WORKPLACE”**  
*Guest Lecture Focuses on Preparing this Generation for College & Careers*

**Pasadena, CA** – The Pasadena Unified School District’s (PUSD) invites parents, educators, community partners, and the general public to *Preparing Millennials for the 21st Century Workplace*, a free lecture about raising children born after 1981, and how to prepare them to succeed in college and in their careers.

Author and social marketing expert Richard Delano will discuss the ways generations form unique and predictable personalities in their youth, and how these define their attitudes and behaviors at each stage of life.

He will focus on the “Millenials,” and the characteristics that may surprise, intrigue, and inspire their parents and teachers. He will also talk about the education that Millenials want and need to prepare them for the 21<sup>st</sup> century workplace.

Mr. Delano co-founded and is marketing director for LifeCourse Associates with authors Bill Strauss and Neil Howe (*Generations, 13 Gen* and *4th Turning*). Mr. Delano is working with PUSD as a Next Generation Learning Community designated by the Ford Motor Company Fund’s Advisory Council.

The lecture is sponsored by PUSD’s High Schools and College and Careers Pathways Department, which prepares all students for college and careers through programs such as academies, career and technical education, and work experience.

**WHEN:** August 23, 2010  
3:30 – 5:00 p.m.

**WHERE:** Pasadena High School Auditorium  
2925 East Sierra Madre Blvd.  
Pasadena

**RSVP:** (626) 396-3600 Ext. 88421

###



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>

**14<sup>th</sup> Annual Summer Concert Series Schedule - 2010**

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

**And... For Our Grand Finale...**  
**Randy Caputo's Legends Show Band (Swing, baby Swing!) Saturday, Sept. 11<sup>th</sup>**  
*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*), Altadena Parks Advisory Committee in Honor of Cumi MacKenzie, Amy's Patio Café & The Coffee Gallery
- Georgia Rutherford, Toyota of Pasadena, Beven & Brock Property Management
- 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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