



December 09, 2010

This Week

Jeff Moran Altadena Mountain Rescue Team Program Host: Sue Applegate

Jeff Moran, is the Training Officer for the Altadena Mountain Rescue team. We'll be shown a short video about their work, and then we'll hear a little about their organization.

The Altadena Mountain Rescue Team (AMRT) was established in 1951 and is the oldest organization of its kind in Los Angeles County. AMRT is a nonprofit volunteer organization dedicated to saving lives through mountain rescue and safety education. It has been a member unit of the Sheriff's Department Reserve Forces Bureau since 1956.

The Team is headquartered at the Altadena Sheriff's Station. The team is staffed by reserve deputies and is operational 24 hours each day, 365 days every year. It is one of eight teams in the Los Angeles County which, together, are staffed by 160 trained members.

The Altadena Mountain Rescue Team assists lost or injured hikers and conducts searches and rescues in the foothills behind Altadena. In addition

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by President Brian Hayes

What Time is It?

I'm sitting at my computer on a chilly December afternoon, wondering what happened to summer (let alone fall). I barely noticed Halloween slip by and now Christmas is only a few weeks away. I'm ready to ask Hal, our JPL scientist, to explain why it seems the earth is speeding up.

When I was a child, time seemed to move at a glacial pace toward the December 25 bounty of toys, games and obligatory socks that reliably graced our Christmas tree. "Are we there yet?" was the refrain that seemed to begin at the first Ohio frost and continue until sleepless night of the December 24. It is literally one of the longest nights of the year, but to a child, morning seems as far away as Neptune.

Now, it seems like only a moment ago that I completed my Masters degree, yet my diploma says September 2009. I seem to have only recently started my current job but realize that, at 5½ years, I possess

one of the longest tenures on staff.

Is it just that my energy is lower ("low T," as the commercials say), or that life is busier, demands are greater and, as a result, time is more precious?

The actuarial tables tell me that I still have a good 40 years (give or take) on this planet. My parents are both a healthy 76, even having spent a couple decades as red-meat eating cigarette smokers before they saw the light (and the Surgeon General's report). That sounds like a lot of time, but as I know too well, it will be gone before I know it.

I'd better use it well.

Greeters

December 09

David Smith

December 16

David SparksDecember 23

Harold Yorke

Program Review

In the Presence of Royalty

hat's exactly where we were on No vember 18, as we got to see the Oueen of the Tournament of Roses and her six Princesses at a combined meeting of five clubs. Meeting in San Marino were the Rotary Clubs of Altadena, East Los Angeles, Montebello, South Pasadena, and San Marino We were all there to meet these wonderful voung women who were so impressive with their poise, intelligence, and beauty.

The first Princess to speak was Princess Sarah (Fredrickson), who happened

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to be seated at a table full of Altadena Rotarians. Princess Sarah, a senior at Maranatha High School, told us that she works with an organiza-

tion called Blue Shadow, which teaches underprivileged children to ride horses. She does this as part of her goal to build dreams through friendships.



Next up was Princess Michelle (Washington), a freshman at Pasadena Community College. The lesson she learned from her grandfather

was "Always reach for the moon, because even if you miss, you'll land among the stars." She is a very creative person, always painting whenever she can. And, her tie to Rotary is that she entered the 4-Way Speech contest when she was a freshman in high school.



Princess Jessica (Montova) is known to her fellow Court Members as "Montoya the Destroyer." A senior at Flintridge Preparatory School, she

December Programs Family Month

Program Chair, Susan Applegate December 16 - Michael N. Budincich (Dr. Bud) - Haiti Emergency Relief Trip December 23 - Jerry Landry December 30 - To be Announced

January Programs

Rotary Foundation Month

Program Chair, Regina Bette

January 06 - May be Club Assembly

January 13 - Tony Perez

January 20 - To be Announced

January 27 - Cathy Clement

played Powder Puff Football, and the members of the Court came out to cheer her on. She's a big believer in teamwork. since she's played soccer since she was five years old. She believes that "Together Everyone Achieves Much."



Princess Tanaya (Senzaki) is a resident of Altadena and a senior at Pasadena High School. She has been in the Girl Scout organization since she was

five, and recently achieved her Gold Award. Her connection to Rotary is that she's a member of the Pasadena Unified All-Star Band, for which the four Rotary Clubs in the PUSD provided uniforms. The Rotary wheel is on the front of the uniform hats. She marched in the Rose Parade and in the New Year's Parade in London. She plays four different instruments, and one of her proudest achievements is cleaning out the band room at PHS.

Princess Katie (Kathryn Thomson) is a senior at Flintridge Sacred Heart Acad-Please turn to Program, p. 6



Chairmen's Loving Imperative by John Frykenberg, Chair, International Committee



What can I say? What can I do? But offer my heart oh God to you!

Within a world fraught with turmoil,

conjecture, strife, sickness, poverty of body and spirit, what is lacking is sufficient love and compassion to go around. We obviously have failed to meet the needs of the destitute, the forlorn, the impoverished.

What is needed is greater personal commitment to relieve suffering, offer solace, and care for all those we can reasonably care for. If each member of our community cared for one other member of the community in addition to their family members there would be no homeless, no soup lines, no shelters necessary and no one going hungry.

Commitment and loving your neighbor as yourself of course always lead to vulnerability; the chance that what we do for others will be rejected, not appreciated or that our good intentions will backfire. (The road to you know where is paved with good intentions!)

There is a saying in the legal community that "no good deed will go unpunished."

This, unfortunately, is the price we pay for love. Along with love goes the risk of hurt. We have all felt it

What then shall we risk? How much can we / shall we love our fellow man? And if we fail to risk loving our fellow man, what is the price we must pay for a world without love in it?

Answers differ. We live in a society, a world which focuses on personal achievement, rewards for personal success and self-made individuals ... often at the expense or sacrifice of others, i.e., the cost of freedom, the cost to industrialize or

even go to the moon.

Recognition of this truth and the acceptance of our roles in business, finance, law or government carry a requisite degree of stewardship, responsibility and expectations for our behavior and conduct as trustees of the community and the "common wealth" of our community and nation.

Every right and privilege carries a moral if not legal responsibility to those in our charge who directly or indirectly contribute to the status and privilege we enjoy. A part of our responsibility, our obligation is to ensure in-as-far as possible that peace and tranquility permeate as a condition of prosperity and the pursuit of happiness. To do less is simply to contribute to pain and suffering needlessly.

The principles by which we conduct our affairs, govern our people and our relationships are based in equity, mutual respect, honesty, freedom of thought and action, building of consensus, the exercise of justice and building what Rotarians call making decisions that are "beneficial to all concerned." Actions/conduct falling within this parameter tend toward Peace which may be considered as the absence of war and the presence of justice.

This, of course, applies to the international community as well. It is no accident that wars occur between neighboring nations in this world and that cultural clash and perceptions of equity differ so widely given economic, political and religious differences in the world.

Institutions like the World Court, the World Bank, and the United Nations try to address the *issues* and difference as much as they can, but these institutions in themselves become politicized.

Rotary International, World Vision and hundreds of other organizations also reach out in efforts to find common

ground, and many do, indeed, address the conditions resulting from poverty or war or terrorism.

Unfortunately, many others do not. Too many organizations today are simply political fronts for ideologies less interested in love and compassion and caring for humanity than in imposing ideological *solutions* for utopian societies. As long as some preach *hate*, insist their solution to the world's problems is the only solution and that force is essential to impose that solution ... wars will continue.

Insistence upon coercive *political solutions*, the curbing of free speech or amassing sufficient power to *control* everything and everyone in a totalitarian society—on the right or the left—is not compatible with values held dear by Rotarians in general or in embracing humanity simply because it is the right thing to do and not because we believe government can or should institutionalize compassion or caring.

Love is still an imperative, something that can change the world one person at a time and requires no more than an individual willing to risk his/her feelings to love thy neighbor.

This Week

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to those rescues in our area, the team participates in rescue operations throughout Los Angeles and California. The team conducts weekend patrols of the mountain areas within its jurisdiction, namely the 20 canyons behind Altadena and Pasadena. Members are assigned weekend duty on a rotating basis, which averages once every month. These patrols ensure a quick response to emergencies during a time when they are most likely to occur.



Last Week in the News

Retail sales fell 0.6 percent for the week ending November 20, according to the ICSC-Goldman Sachs index. On a yearover-year basis, retailers saw sales increase 2.8 percent.

Gross domestic product — the total output of goods and services produced in the US — increased at an annual rate of 2.5 percent in the third quarter of 2010. This follows a 1.7 percent pace of growth in the second quarter of 2010.

Existing home sales fell 2.2 percent in October to a seasonally adjusted annual rate of 4.43 million units from 4.53 million units in September. The inventory of unsold homes on the market declined 3.4 percent to 3.86 million, a 10.5-month supply at the current sales pace, down from a revised 10.6-month supply in September.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending November 19 rose 2.1 percent. Refinancing applications decreased 1 percent. Purchase volume rose 14.4 percent.

Orders for durable goods — items expected to last three or more years — fell 3.3 percent in October after increasing an upwardly revised 5 percent in September. Excluding volatile transportation-related goods, orders posted a monthly decrease of 2.7 percent.

New home sales fell 8.1 percent in October to a seasonally adjusted annual rate of 283.000 units from a rate of 307.000 units in September. Economists had expected a pace of 314,000 units.

Initial claims for unemployment benefits fell by 34,000 to 407,000 for the week ending November 20. That's the lowest level since July 2008. Continuing claims for the week ending November 13 fell by 142.000 to 4.18 million.

Upcoming on the economic calendar are reports on the housing price index on November 30, construction spending on December 1 and pending home sales on December 2.

The Learning Edge

The ability to adapt, learn and grow within your work environment is a key habit of success. In his book. The Learning Edge, Calhoun W. Wick outlines a simple and effective blueprint for selfimprovement called the SMART plan. It is a practical approach to promoting and maximizing intentional learning in the workplace.

- Select a learning goal Ask yourself what is important to your company's success. Are there new skill sets you need, new certifications, etc.? To help prioritize your list of learning goals, write down precisely how each will benefit your business.
- Map out a detailed learning plan -Write down each specific action step necessary to achieve your learning goal. Assign a completion date. Make a list of resources needed and barriers you anticipate. This is a crucial step because it will provide measurability and, therefore, accountability.
- Act on your plan to make learning part of your daily routine - Set up a schedule that allocates a daily time slot devoted to your learning goal. Start with the first specific action step listed on your learning plan. Begin work immediately. Don't procrastinate.
- · Review what you've accomplished and evaluate what you've learned -Keep a learning journal and record your progress. If you find something challenging, write that down, detailing what and why. Use this journal to

- evaluate and document not just what you've learned but how you learned
- Target your next learning goal Continually refine your learning goals. Make sure they are specific enough to accomplish, large enough to challenge your ability, yet small enough to achieve in a reasonable time frame.

Find Linda Wilkes on line: http://www. myprospectmortgage.com/lwilkes

Christmas Party a **Fellowship** Success

I arrived at the Noll home a bit before 5:30p on December 4. As anticipated, the Nolls had the most decorated home on the block — set up early to make it easier for their guests to distinguish their home from the rest in the dark.

I also noted — and was grateful for the votive candle light illuminating the stairs and walkway. Before even entering the doorway, the magnificent aroma of cloves and brown sugar was in the air. On entering their home, the living room was filled with Christmas decorations. The fireplace was held several lighted, red candles, and, to the left of the fireplace, a tall, fully decorated tree.

Joan Frykenberg was clearly in charge of the kitchen, and, when asked, said that she had been cooking for three days. Joan was being ably assisted by her friend Barbara, and her friend Delores came later to help with the dishes.

The back yard was set with tables and chairs underneath protection in case of rain. Please turn to page 9 for a photo essay of the party.

Jacque Foreman, Editor ()



Was there Anything for which to be Grateful?

Everyone I met along the way told me how lucky I was and how things could have been a lot worse. And I started wondering how many things along the way there were for which I could be grateful. I may have missed one or two, but I found it amazing that I could find things for which to be grateful instead of concentrating on the fact that my car had left me stranded and would be gone for a bit more than a day (this all started about 9a Tuesday, and the car was not ready to be picked up until about 2:30p Wednesday) and all the time I lost because of it — approximately 5 hr in all. The Story ...

There I was happily going to deliver a job to my client in Monrovia after picking it up from the printer, and I see steam coming from under the hood. Oh, Oh! Fortunately, I had planned on getting gas at the 76 station in between the two places, so I was in the correct — right hand — lane and could safely pull out of traffic and stop. (1st thing for which to be grateful).

The mechanic — who had just leased the space some three months before had apprenticed on German cars — (2nd thing for which to be grateful) and knew what was probably wrong. He said that, in VW Golfs of around 1998, there is a plastic coolant sump very close to the engine, and it goes out at about the 90,000 mark. I have just over 93,000 on the car. He turned out to be exactly correct.

I told him I was on my way to deliver a job in Monrovia. Wonder of Wonders, he drove me into Monrovia — not far by car but very far by foot — so I could deliver the job. (3rd thing for which to be grateful). I will be sending him a thank you card with a Starbucks card included. I found out that the mechanic at the service station is just starting out on his own — he is not part of the station, and invited him to be my guest at the next PAN (Pasadena/

Arcadia Networking Group) meeting (two days from then, or, perhaps the following Thursday).

I decided to have the car towed to my regular mechanic — Fremont & Purdon. It was the tow truck driver who first told me how lucky I had been that I had not been on the freeway when it happened and that I had been in a place to easily get out of traffic. That's when it first occurred to me that maybe I could find a few things about which to be grateful. Later he highly praised the place to which I was having him tow my car.

When I got there, Steve reiterated that I had been lucky not to have been on the freeway and asked if I had turned the car off. I answered that of course I had turned the ignition off. "NO!" he said, "you don't understand. Did you turn the car off or did it stall out?" I told him that I had turned it off. Then he explained that, if I had not turned it off, and it had stalled, it would have been a good indication that the head gasket had been damaged — add about \$2000 to the bill. (4th thing for which to be grateful).

Next, I needed a ride from Pasadena into Altadena, and all his people were on lunch break. For a change, I had remembered to bring my cell phone with me. I was able to call Bruce — even though the phone was complaining of a low battery. And I learned that when it shows the battery as half charged, that's not exactly correct (5th thing for which to be grateful). Bruce came to pick me up. Again, not a far distance by car, but a very long walk and all up hill that gets steeper and steeper as you go (6th thing for which to be grateful).

When I called to find out if the car would be ready in time for me to pick it up and go to the MyCity mixer that evening, I was told I could ... but ... [but what ...] the hoses going to the coolant

sump by the engine that had cracked and caused all the problems in the first place were soft and squishy and were hoses that had to be ordered — not available as after market items, but I could decide. I decided to opt to leave it there instead of bringing it back and paying for a couple more hours of labor. (perhaps the garage's diligence is a 7th thing for which to be grateful). I did my best to contact the MyCity person in charge of the mixer and explain why I would not be at the mixer. I found out on Wednesday that the message did, indeed, get to him.

My next problem was to get to my Wednesday morning networking meeting at 7a in La Canada. I called our BNI massage therapist/acupuncturist who also lives in Altadena and left a message asking for a favor. She called back and said that she could and would take me to the meeting. (8th thing for which to be grateful).

Hiccup in my plan: She had an appointment directly after the meeting and couldn't give me a ride back to my place. I would either be able to find someone else who could, or it really isn't too bad of a walk if a time deadline is not needed to be met. But good things were happening, and the ComF5 representative just happened to be going back to Pasadena before going on to an appointment and said he would give me a ride. (9th thing for which to be grateful).

Thinking about things that evening, I had a choice to make: I could choose to concentrate on the fact that my car stranded me and I lost at least 5 hours in the process, or I could choose to find small things for which to be grateful.

It is true — as a hypnotherapist friend of mine often says: "If you change the way you look at things, the things you look at change" In this case, at least pieces of it did.

From the PCC Courier Student Veterans awarded Rotary Club Scholarships

by Natalie Sehn Weber — submitted by Craig Cox

Seven PCC student veterans were awarded scholarships by the Rotary Club of Altadena at a luncheon at the Altadena Town and Country Club on Thursday, Veterans Day.

Each veteran received a \$1,500 scholarship, bringing the total contribution to \$10,500, said Counselor and Veterans' Adviser Patty D'Orange-Martin.

She said applicants had to write an essay on their military service experience, as well as their plans for the future.

The additional scholarship recipients were PCC student veterans Cameron White, Charles Hu, Ryan Mills, Jorge Zamora and Detrick Hudson.

Mechanical engineering major Josh Miller, 28, had sound plans for his scholarship money.

"[I'm going to] save it, basically," said Miller.

"The engineering program [runs several months] long and the G.I. Bill will [expire] before that, so every little bit helps," he said.

According to Miller, the Post-9/11 G.I. Bill covers 36 months of higher education for Iraq and Afghanistan War veterans.

"It's definitely great that these [scholarships] are out there," said Miller.

Scholarship award winner and business major, Felipe Sanchez, said he found the Altadena Rotary Club's generosity inspirational.

"[The Rotary Club is] big on helping and doing things for the community," said Sanchez.

"That's something I may want to be a part of [in the future] because they're like a brotherhood, just like veterans are," he said.

Sanchez said he wrote his essay on the decrease of ethical practices in business.

"I really want to bring an ethical change to business," he said.

According to Craig Cox, Altadena Ro-

tary Club member and president of its charity projects, the source of the scholar-ship funding was an endowment from the Altadena American Veterans Legion Post that recently closed down.

He said the Legion had looked for a club to continue its annual tradition of awarding scholarships to veterans that lived in the Altadena and Pasadena area, attended college and carried a 3.0 GPA or higher. They chose the Altadena Rotary Charities as a their successor.

Cox said he attended the scholarship luncheon, met and was impressed with all of PCC's veteran scholarship award winners. "They're all very mature and know what they want to do [in the future]," he said.

Cox said the stories the veterans told about their military service were especially compelling.

According the Cox, the Rotary Club of Altadena plans to award five more scholarships to veterans in the spring.

Program

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emy, and her motto is "Throw your heart over the wall, and your body will surely follow." That means that once you have committed your

heart, you will do what is necessary to make that dream happen. She said that when she found out that a former Tournament of Roses Princess had slept in a room in the new home they bought, she made sure she slept in that room and dreamed about being a Princess herself-and that dream came true. She currently is involved in mentoring children in South Los Angeles.



Princess Tatyane (Berrios) is a senior at Arcadia High School, and her passion is traveling. She has already been to many countries, and this

has fueled her passion to become a pe-

diatrician in underdeveloped countries. She said her love of traveling includes going to over 150 events with the Royal Court.

And, at last, Queen Evanne (Friedmann), a senior at La Canada High School. Her passion



is the making of films, because they tell stories. They show dreams coming true. Also, they are a product of collaboration, people working to-

gether. She was also a Girl Scout, and is currently a member of the National Charity League. She described working on the La Canada float for the Rose Parade, and her task of applying flowers to a leaf on the float. When the float passed by in the parade, she was very proud of her leaf, but realized then that it was just part of the larger collaborative effort of making the whole beautiful float. She said that what she loves about Rotary was that we worked to make other people's dreams come true.

After listening to these seven young women speak, you can't help coming away with your faith in the next generation completely renewed.





Altadena Rotarians enjoy Beer Tasting at the Altadena Ale House

Photos by Theo Clarke

It was another first for the Altadena Rotary Club: Club members descended on the Altadena Ale House Monday evening, November 15, 2010, for a righteous beer tasting, snack munching, fellowship event. Proprietor/Owners Gail and Judah Casburn did their usual bang

up job of catering to us.

Shown in the accompanying photos are the beer tasting menu, the troops sitting around the *round table* ready for a joust, and David Smith and Gail Casburn sporting the menu. Altadena Rotarians attending included Jim Gorton, Bryan

Hayes, Ray Carlson, Regina Bette, Mike Zoeller, David Smith and Theo Clarke. Bryan's wife Gloria and three friends of Regina also enjoyed the festivities. The star of the show was the Craftsman Poppyfields Pale Ale, 5 percent alcohol by volume. The Craftsman Brewery is a small place tucked into the NE portion of the SE corner of Lincoln and Washington. Craftsman is made from west coast hops. They do not yet bottle their beer; it is only offered in kegs. They give tours.

Following the Craftsman Ale, Casburn poured us, in order, ESB (Extra Special Bitter), a malty, hoppy, bitter English beer, 5.5 percent abv (replacing the Fuller's London Pride); Scarecrow Organic Golden Pale Ale (thrice hops); and then the Stella Artois, 5.2 percent abv, as a pallet cleanser. After the pallet cleanser, Gail said, with a flourish, "Time for the full flavor mode," and poured a tasting of Xingu Black Beer from Brazil, 4.7 percent abv, a light-bodied black lager with a smooth light finish and mild bitterness. It was dark, but not heavy like a Guinness. "It's a light, refreshing lager."

The tasting wrapped up with the Guinness Draught, from Ireland, 4.5 percent abv. We had a good time.

Beer Tasting at the Altadena Ale House Monday, November 15, 2010

Each beer taste is \$2.00. Featuring the following...

Craftsman Brewing:

Poppyfields Pale Ale 5% abv

English Ales:

Fuller's London Pride 4.5% abv

Boddington's Ale 4.7% abv

Bottled Beer

Scarecrow Organic Golden Pale Ale 4.7% abv

Ireland

Guinness Draught 4.5% abv

Belgium:

Stella Artois 5.2% abv

Brazil:

Bottled Beer

Xingu Black Beer 4.7% abv (light-bodied black lager with a smooth light finish and mild bitterness)

Beer Tasting Menu

Beer Tasting brings out Smiles in David Smith and Gail Casburn





Beet Tasters chowing down

Beer Tasting Rotarians



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Fellowship

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First Ever Wine Tasting & Dinner — A Photo Essay

Hosted by John Guerrini Photos by Guerrini daughters, Christina & Allison



Fellowship Continued from p. 8

Our Christmas Party — A Photo Essay



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Fellowship Christmas Party, Continued

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Vocational Training Team from D-5300 Heading to Nigeria

by C. Ray Carlson

A 3-person team — John Frykenberg, Julius Johnson, and Sarah Philips — will teach the basics of entrepreneurship and how to write business plans to about 1,500 university students in two polytechnic universities in Nigeria, one in the South (Owerri) and one in the North (Kaduna). The one-week, day-long intensive workshops in each location in early January are intended to stimulate job creation through new business start-ups. A Matching Grant from The Rotary Foundation will provide the finances for the trip and printing of curriculum.

The goal is for 1 in 5 of the students to actually start a business some day that will hire, on average, 4 others, thus creating 5 jobs for every 5 students taught. The 4 out of 5 students that do not start a busi-

ness should nevertheless become more employable because of their understanding of business basics and the importance of the bottom line. College graduates in Nigeria face unemployment rates of 50 percent or more, so interest in the workshops is great. Kaduna Polytechnic University is starting an Entrepreneurship Center and the workshops should spark interest in the center.

John Frykenberg, past president of Altadena Rotary, is making his third trip to Nigeria, and last year conducted a similar workshop in Owerri Polytechnic (Nekeda) where 1,000 students filled the lecture hall for intensive instruction by Frykenberg and a team including members of the Rotary Club of Owerri, the faculty, and the business community.

Fellow Rotarian and prominent Altadena African-American attorney **Julius Johnson** is making his first trip to Africa and is excited to be doing in Nigeria what he has done several times in Altadena Rotary's Vocational Service program in the Pasadena Unified School District — teach about legal entities for business pursuits.

Nigerian-American **Sarah Philips**, in the process of becoming a member of Rancho Cucamonga Rotary, launched the first entrepreneurial program in her home town of Kaduna in 2005 among high school students, and it was very successful. "Working with university students will be better because they are more mature and see the need for making their own jobs," she believes.



(I to r) John Frykenberg, Sarah Philips and Julius Johnson

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