



Rotary Club of Altadena

sparks

OFF THE ROTARY WHEEL
AN AWARD-WINNING NEWSLETTER



October 07, 2010

This Week

**Mike Hammer
Special Projects
Manager,
Waste Management
Program Host:
Tom McCurry**

Mike Hammer is currently Special Projects Manager for Waste Management in Los Angeles. He has responsibility for new facilities and enhancements. He will be informing us about exciting new developments in the San Gabriel Valley area and new technologies to be utilized in the waste disposal industry.

Hammer has degrees in chemistry and law, and was a patent attorney for several years. He was then a youth minister for 10 years for the Los Angeles Church of Christ. He wound up in the trash industry as the company president of Looney Bins, based in Sun Valley, after directing the startup of Downtown Diversion, a Construction and Demolition recycling company. Looney Bins and Downtown Diversion were purchased by Waste Management in April of 2008.



Hayes Stack

by President Brian Hayes

The Spicy Secret of Success

I recently attended the 90th birthday celebration of Mijares Restaurant in Pasadena. It's amazing that any institution has such staying power, and even more so in the fickle food industry. Better still, they remain a family restaurant, carrying on the traditions established by the family matriarch, Jesucita. They haven't sold out to some corporate conglomerate bent on franchising their brand, and, in the process, dumbing down their menu for the bland taste buds of Middle America.

I'm not sure the founder had a business plan. She was an immigrant with a will to survive in a new country that had few paths to success open to an uneducated and unskilled (except for her cooking!) woman. She knew what she could offer and turned it into a business that has endured for nearly a century.

The printed program for their recent celebration listed the length of service for their employees, and it seemed the majority had decades of under their serapes. A few are descended from the founder,

but the rest form an extended family. This, it occurs to me, is the secret to their success. They make their customers feel like family. As I'm sure our many entrepreneurial Club members could attest, it isn't the new business but the *repeat* business that sustains an enterprise over the long haul.

Mexican food is a staple of Southern California, and there seems to be a taco vendor on nearly every street corner. Yet Mijares survives. People keep coming back, now for second and third generations. The food is good, the atmosphere pleasant, but it is the spirit of welcoming that makes me keep going back. ☺

Greeters

October 07

Julius Johnson

October 14

Sterling Louviere

October 21

Tom McCurry



Program Review

The Destitute among Us

Charles K. Nelson, leader in Pasadena's African-American community and Deputy Director of Public Works, board member of the Business and Entrepreneurial Academy at John Muir High School, the NW Commission, Outreach PCC and other community institutions came to share with us a vision of the destitute in our community.

Forty-one percent of black high school male students in our community do not graduate. Many eventually end up in

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John Frykenberg International
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Tony Hill Vocational/Youth Projects
John Guerrini Membership
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prison or unable to make a living. What to do?

Mentoring makes a difference. Someone who cares and is willing to invest in one life at a time can make that difference by putting in the time, the interest and belief in a fellow being desperately in need. Failure to gain a necessary education can condemn too many to a menial / marginal existence on unemployment and welfare rolls or to be recidivists in the penal system.

A mind and life are a terrible thing to waste and constitute a sad state of affairs. *Reprobate* may apply to a limited num-



ber of those who cannot or will not subscribe to societal mores, but these are/can be exceptions if we act to rescue the less fortunate.

Social programs, adult education, work-study, can all contribute to resolution and a *Purpose Driven Life* as Rick Warren points out.

The message to the fortunate and moneyed is simply this: with privilege comes responsibility to care and to be fair, exercising corporate and individual social responsibility for those in our charge and in our community. (Sounds like a Rotary

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October Programs

Vocational Service Month

Program Chair, Tom McCurry

October 07 - Mike Hammer, Waste Management - New Projects for helping the Environment
October 14 - Dr. Mark Rocha, new PCC President
October 21 - To be Announced
October 28 - Dr. Kelly Lawson, Burbank Elementary - Mandarin Immersion Program

November Programs

Rotary Foundation Month

Program Chair, Hal Yorke

November 04 - To be Announced
November 11 - To be Announced
November 18 - To be Announced
November 25 - Thanksgiving - Dark

December Programs

Family Month

Program Chair, Susan Applegate

December 02 - Possibly Dark
December 04 - Saturday - Christmas Party
December 09 - To be Announced
December 16 - To be Announced
December 23 - To be Announced
December 30 - Dark

Congratulations



Birthdays

10/08 - Susan Cox
10/17 - Noriko Suzuki Mehringer
10/24 - Jim Gorton



Anniversaries

10/01 - Freddy & Margarita Figueroa
10/19 - David & Elsa Smith

Chairmen's Corner A Chance to make Good PR

by Jacque Foreman for Public Awareness Chair TBA



As many of you know, but others may not, I have been working on Christmas Tree Lane (CTLA) for a number of years, helping put up and take down lights.

This is a very time-consuming project, and takes many man-hours to complete. One of the things that we need is a more numerically stable group that shows to do the work. As a *rule of thumb*, we need three people on the street for every climber on the ladder. No, you don't have to be one of those who climbs the ladders to be of use. Believe me, there is plenty to

do for those of us who don't climb.

What I am NOT asking for: We do NOT need a group of Rotarians to come and make a day of helping.

What CTLA *NEEDS* is a small group of dedicated Rotarians who will come out week after week to do the work. Come ahead and wear your Rotary caps and shirts, let everyone there know that Rotary is helping CTLA.

So you have an idea of how big this job is: We have approximately 100 trees in the mile between Woodbury Road and Altadena Drive. Most of the trees get four 50-foot strings of lights -- 25 lights per string. The corner trees get six strings of lights.

Conservatively speaking, we screw in, test and pull up 10,000 light bulbs. The ceremony this year is set for December 11, and we'd like to be finished by December 5. Except when it is raining, we work Saturdays and Sundays from 9a to approximately 12n. We give you coffee and donuts while you work and lunch after the day's work is done.

This is a *fellowship of work* that extends from October through December and from February through March or April. We start work Saturday, October 9 at 9a at the top of the Lane: Altadena Drive and Santa Rosa. If you can come and work, but can't stay for lunch, that's OK. Most of the time I work on Saturdays. But if you can only make it on Sundays, that's OK, too.

Feel free to call me for more information — 626-794-9620. You don't have to climb ladders, but, if you want to learn how, they will be happy to teach you.

I'll be there on Saturday, October 9 at 9a at the top of the Lane, unless it's raining. If your hands are hard to fit, bring your own gloves, I do. I hope to see some familiar faces.

Program

Continued from p.2

message). Being a good steward of the resources we have, and the power and position which have been entrusted to us, we will ultimately characterize the society in which we live.

There has been much discussion of late about *Restoring Honor* in our society by telling the truth, being honest in our dealings, standing up for truth and justice, disavowing greed and self-serving endeavors and setting an example to be followed.

America is a generous nation. We give more on a percentage basis than any other nation. We have spawned the Red Cross, Salvation Army of the US, Alcoholics Anonymous and any number of charitable non-profits. We have fostered church communities and civic associations with charitable aims to care for the indigent and downtrodden. And we have become personally involved and committed.

Unfortunately, we have also estab-

lished Social Security (the ultimate safety net), Welfare, Health and Human Services, Children's Services, and a thousand similar institutions to serve our fellow man through government bureaucracy. We have paid dearly through tax dollars to have someone else deal with the problems of poverty and crime in our communities, and, in so doing, we have abrogated personal responsibility for sharing and caring.

As a result, we now have 45 percent of our population supported to one degree or another by government programs. We have bought solutions that don't work, and so we reap a whirlwind.

Charles Nelson is taking the commitment of personal involvement seriously, not by talking about the problems, but by becoming involved in his community. He is a shining example of someone who can make a difference; someone we can follow and admire for rolling up his sleeves and going to work.

Last Thursday, John Frykenberg told us the good news that his medical missionary trip to Nigeria has

been set up as a matching grant and asked that we make our donations to the foundation do double duty by also going to fund his matching grant.





MONEY MATTERS

by Linda
Wilkes

Last Week in the News

The National Association of Home Builders/Wells Fargo housing market index was unchanged in September at 13. An index reading below 50 indicates negative sentiment about the housing market.

The combined construction of new single-family homes and apartments in August rose 10.5 percent to a seasonally adjusted annual rate of 598,000 units. The increase was largely due to a boost in the construction of multi-family homes. Applications for new building permits, seen as an indicator of future activity, rose 1.8 percent to an annual rate of 569,000 units.

Existing home sales rose 7.6 percent in August to a seasonally adjusted annual

rate of 4.13 million units from an upwardly revised 3.84 million units in July. The inventory of unsold homes on the market declined 0.6 percent to 3.98 million, an 11.6-month supply at the current sales pace, down from a 12.5-month supply in July.

The index of leading economic indicators — designed to forecast economic activity in the next three to six months — rose 0.3 percent in August after a 0.1 percent increase in July.

Orders for durable goods — items expected to last three or more years — fell 1.3 percent in August after increasing a revised 0.7 percent in July. Excluding volatile transportation-related goods, orders posted a monthly increase of 2 percent.

New home sales were unchanged in August at a seasonally adjusted annual rate of 288,000 units, matching July, which was revised up from 276,000. Economists had expected a pace of 290,000 units.

Initial claims for unemployment benefits rose by 12,000 to 465,000 for the week ending September 18. Continuing claims for the week ending September 11 fell by 48,000 to 4.49 million.

Upcoming on the economic calendar are reports on the housing price index on September 28 and construction spending on October 1.

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



From our Fellowship Committee

Altadena Rotary Club

Fellowship Committee: 2010- 2011

MINUTES OF THE SEPTEMBER 23, 2010 MEETING OF THE ALTADENA ROTARY CLUB FELLOWSHIP COMMITTEE

[The next meeting of the Fellowship Committee is scheduled for Wednesday, October 13, 2010, in Eden II.]

Attending Today's Meeting: Ray Carlson, Craig Cox, Brian Hayes, John Frykenberg, Theo Clarke

The agenda for the meeting was:

AGENDA

Welcome	Theo C
Rejoice at Success of Meet and Greet and Final Concert in the Park Events	All
Establish Day for Christmas Party	All
Day at the Races Date (next year)	All
October/November Event	All
Next Meet and Greet Event	All
Adjourn	

1. Committee members gathered on the porch at Eden II. At 5:30 pm Theo welcomed Committee members present. The Committee was again blessed with a beautiful afternoon. Craig strummed out a few bars on his newly purchased banjo. Brian brought his dog along, which was fine until it discovered Theo's cat wandering around. Theo poured those Committee members present two bottles of Pinot Noir: a 2006 Joseph Swan Vineyards Cuvee de Trois from the Russian River Valley, and a 2008 Poppy from Monterey County. The Russian River Pino received poor rating. Craig said it had a strange color, like apple. It definitely was a lighter shade of purple/red than the Poppy, which received a high grade. Craig raved that the Poppy is what a Pinot Noir should look and taste like. Snacks served included a platter of whipped cream cheese, chopped liver, and jalapeno chili pepper jelly, along with a plate of Jerusalem Baked matzos. After rejoicing sufficiently Committee members got down to business.

2. The Next Meet and Greet Event: There were some negative comments about The Pub: "A little rugged for my taste," said Craig, and "Like a seedy Speakeasy" suggested John F. As a result, it was decided that the next Meet and Greet event would be held Friday, October 29, at McCormack and Schmidt in Pasadena. However, Theo accepted the action item to query Hal Yorke to learn if his wife Barbara knew of any German pubs in the Altadena/Pasadena area where we might celebrate Octoberfest on October 29 instead of at McCormack and Schmidt.

3. A beer tasting event at the Craftsman Brewery, Altadena's local brewery and source of beer at the Altadena Ale House, was suggested. John F took the action item to prod Dave Smith to call the Brewery and try to set it up. The brewery is not open to individuals, but may be open to an organization like the Altadena Rotary Club. Craig referred to the action item on John F as "The Prodding of the Smith."

4. John F proposed a combination Dinner/Fashion Show/Silent Auction. There is the connection with Mike Noll, and Kapasa could be involved. Other clubs could be invited. This proposal soon morphed into a combination Christmas Party/Fashion Show. Everyone liked this idea. The date for the combination Christmas Dinner/Fashion Show is set for December 4. John F will take the lead in organizing this event. Brian mentioned that Sterling Louviere is the Club's Fund Raising Chair, and he should be brought into this. Brian said he will have a conversation with Sterling. Brian mentioned that the purpose of this event would be to get other club's engaged.

5. No action was taken on A Day at the Track. Theo learned that there would no longer be an Oak Tree running at the Santa Anita Race Track. No date for an event during the regular racing season, end of December to mid April, was proposed.

6. No action was taken on the proposal from last meeting of taking the Gold Line to Union Station for an afternoon at L.A.'s Olvera Street. Alternate dates of Saturday, October 16 or October 23 had been suggested at the last meeting.

7. Ray brought a flyer promoting Art Night, October 8, 6-10 pm. The event is free. There are 14 participating cultural institutions including Art Center College of Design, Norton Simon Museum, Pacific Asia Museum, Kidspace Children's Museum, among others. Free shuttles to ferry participants around are provided.

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Fellowship

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Meeting Fare: Cream Cheese, Chopped Liver, Chili Pepper Jelly, Matzo, Wine



Craig Strumming on His New Banjo

4



Brian and His Dog



John F, Craig, Brian and Ray Discussing the Club's Next Fellowship Event

5

Fellowship Committee Distribution List:

Ray Carlson, John Frykenberg, Craig Cox, Ed Jasnow, Brian Hayes, Tom McCurry, Mike Zoeller, Mike Noll, Alex Matsumura, John Guerrini, Dave Smith, Regina Bette, Paul Sirois, Dyanna Henderson, Theo Clarke

Respectfully Submitted
Theo Clarke
Chairman, Fellowship Committee