

This Week
Charles K. Nelson
Chair, Northwest
Commission, City of
Pasadena
Program Host:
Ray Carlson

Charles Nelson is a member of the advisory council of the Business & Entrepreneurship Academy at John Muir HS. When he learned from the faculty leader that Black male students would not accept unpaid internships at businesses in our community, experience that is essential to their future, he immediately mobilized seven other Black men on the council and formed a special task force to mentor all minority male students at Muir.

His rallying cry was 'I believe that we have a responsibility to assist our young men of color in preparing them to compete in a global economy through high-caliber preparedness and innovative ideas that will enable them to assume leadership roles and achieve the American dream.'

Nelson is a man of action in our community. He deserves our help in this unusual initiative. Come and hear his progress to date. Invite a friend who is concerned about our youth.



Hayes
by President Brian Hayes
Stack

Meet Me at the Fair

Several of us recently attended the Los Angeles County Fair to hawk raffle tickets for the annual charity raffle organized by the Rotary Club of Pomona. There we stood on the midway in front of a beautifully restored 1967 Corvette (which, by the time you read this I could be driving!) watching friends and families pass by in what for some is a yearly ritual.

When I was working for the Pomona Valley Chapter of the American Red Cross and a member of Pomona Rotary, I had the opportunity to attend the Fair dozens of times to staff the raffle and the Red Cross booths. It was likely a burden to some of the volunteers, but I always looked forward to stepping through those gates to a world of thrills, decadence and connections. It isn't just the Fair that fills me with joy but rather the flood of memories that the Fair evokes.

For three summers during college, I worked at Cedar Point, an amusement park located in Sandusky, Ohio. Those were times of such personal growth — finding and losing love, making lasting friendships and being away from my parent's nest — that filled me with a well of experience that rises to the surface

when I hear the clank of a roller coaster or a barker's call, or smell some deep-fried decadence served up on a stick.

Following that thread of memory can take me to an even deeper place. My grandparents owned a cabin on Caroga Lake in upstate New York where my family spent many summers. What my siblings and I most anticipated was visiting Sherman's Amusement Park which sparkled across the lake. It was an old-fashioned (run-down, my parents would say) collection of carnival rides and unwinnable games of chance with a ballroom facility that may once have been an elegant regional meeting place. (I'm told the rides are gone and the ballroom is all that remains.)

Each day is so full of experience that it's a wonder we can even remember

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Greeters

- September 30
Ed Jasnow
- October 07
Julius Johnson
- October 14
Ed Jasnow



Program Review

New Directions at Pasadena High School

The scheduled speaker — Gilbert Barraza Jr, new principal of Pasadena High School — was suddenly called to a meeting of all principals in the PUSD. Chris Anderson, math instructor and advisor to the Interact club at PHS and well-known to our club's Interact representatives Hal Yorke and Tony Hill, became the stand-in and gave an excellent presentation on Barraza's background prior to coming here.

But first he introduced student Emma Persico, incoming VP of the Interact Club,

who gave a brief summary of last year's activities, which will likely be continued this year.



The biggest project was Pennies for Patients, collecting money for Leukemia-afflicted children. Cleaning trash from Eaton Canyon was another project, as

well as the annual stringing of lights on Christmas Tree Lane.

Then Anderson explained that Barraza came from the Calexico Unified School District, where he served as principal of Calexico High School since 2004. He led the re-constitution of the campus and helped the school earn a six-year accreditation, rather than customary two-years, from the Western Association of Schools and Colleges. School graduates won two prestigious Gates Millennium Scholarships. That experience bodes well for PHS

Anderson was called to the principal's

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Rotary Club of Altadena - #7183

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Mike Zoeller Service Projects

Ed Jasnow Community

John Frykenberg International

Regina Bette Youth Contests/Awards

Tony Hill Vocational/Youth Projects

John Guerrini Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

September Programs

New Generation Month

Program Chair, Ray Carlson

September 30 - Charles K. Nelson - Chair,

Northwest Commission, City of Pasadena

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

Congratulations



Birthdays

09/13 - Boyd Hudson

09/17 - Dennis Mehringer

09/19 - Bob Collinge

09/22 - Etta McCurry

09/29 - John Guerrini



Anniversaries

09/13 - Alice & Boyd Hudson

Chairmen's Progress is Our Most Important Product

by Ed Jasnow, Community Chair



Those of you who are a bit older will recognize this as a slogan used by General Electric many years ago. It can also apply to our education system as well, and in that regard, our product is getting better.

Through news bulletins and articles in the Star-News, the Pasadena Unified School District is proudly trumpeting the reports of significant improvement in the several indexes that show the status of the ability of schools to educate their students. The numbers are indeed encour-

aging, and, in light of the fact that they have been achieved in the face of horrific budget cuts, they are even more remarkable.

I like to think that our Rotary Club has had a small hand in this progress. Thousands of dollars in mini-grants to teachers, gifts of books every week in honor of our speakers, an active Interact Club, classes and awards for entrepreneurship, awards to ROTC programs, participation in the Principal-for-a-Day Program, and the conveyance to teachers and principals that we care deeply about their ability to educate our students to compete globally in the 21st Century, have all con-

tributed to the progress PUSD has been able to achieve.

As the deep budget cuts continue to impede the ability of the District to perform its vital role in education, we must continue to do as much as we can to try and fill the gaps created by the lack of funds. Whether it be mini-grants, awards, personal participation in the classroom, we must step up and do what we can to see that the students of PUSD receive the best education possible that will allow them to continue on with their education and succeed with their lives as we enter the second decade of the new millennium. As Rotarians, we can do no less. ○

Program

Continued from p.2

office on his very first day at PHS — which caused Anderson some apprehension, wondering what he had done wrong. But it was because the new principal had heard that Anderson could provide a comprehensive overview about PHS, how it works and what is needed. At the first faculty meeting, Barraza displayed a budget for PHS, which was a first for the teachers and helped them to understand the diffi-

cult financial situation facing all schools in the PUSD and, in particular, PHS with 3,000 students. He then showed how PHS would nevertheless fulfill its responsibilities to educate children of this community.

During Q&A, Ray Carlson asked how Altadena Rotary might become involved in establishing a business plan class at PHS, preferably in the Graphics Academy and Visual Communications Academy, and perhaps involving the Interact Club. Anderson replied that a new business class was to be introduced at PHS this Fall as part of the new Multiple Pathways program of the PUSD. He will bring our suggestion to the attention of Barraza and urged the club to request a meeting with him.

John Frykenberg emphasized the need for an entrepreneurial mindset as an important way for students to create a job for themselves in the face of current high unemployment, especially for teenaged high school graduates. Their ideas could help them to survive on their own if they

knew how to write a business plan.

Anderson interjected that he himself is considering how to start a math tutorial service as a business.

Dyanna Henderson explained the value to her of being raised in an entrepreneurial home where her widowed mother had to suddenly create ways to support her family. Henderson has become very entrepreneurial herself and learned a lot through Leadership Pasadena at 12 entrepreneurship classes conducted in Eliot Middle School early this year, co-sponsored by Altadena Rotary.

The program served to enlighten us further on how Altadena Rotary can expand our involvement with New Generations youth to help create jobs for them.

Editor's Note: Thank you, Ray Carlson, for taking the time to write a program review this week based on the video you took of the program. Unfortunately, our appointed reviewer did not take notes after the program focus changed.

C. Ray Carlson ○

Stack

Continued from p.1

anything! Our psychic file drawers are chock full of thoughts, memories, lessons and random information that it's hard to recall a fragment of information when you need it (and, as I approach 50, it's getting harder!). It's amazing how a sight, a sound or a taste can lead you on a fascinating inner journey.

For me, going to the Fair isn't just a brief respite from modern existence; it's a ticket to visit my whole life. ○



MONEY by Linda Wilkes MATTERS

Last Week in the News

Retail sales rose 0.4 percent in August after a revised 0.3 percent increase in July. It was the biggest gain since March. Economists had anticipated retail sales to rise 0.3 percent in August.

Total business inventories rose 1 percent in July, following a revised 0.5 percent increase in June. Total business sales rose 0.7 percent in July after falling 0.5 percent in June and 1.2 percent in May.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending September 10 fell 8.9 percent. Refinancing applications fell 10.8 percent. Purchase volume decreased 0.4 percent.

Industrial production at the nation's factories, mines and utilities rose 0.2 percent in August, following a downwardly revised 0.6 percent increase in July. Capacity utilization rose to 74.7 percent in August after a revised 74.6 percent in July.

The producer price index, which tracks wholesale price inflation, rose 0.4 percent in August, following a 0.2 percent increase in July. Core prices — excluding food and fuel — rose 0.1 percent after a 0.3 percent increase in July. For the year, seasonally adjusted wholesale prices are up 3 percent.

The Reuters/University of Michigan consumer sentiment index for September's preliminary reading fell to 66.6 from 68.9 in August. It was the lowest reading since August 2009.

Initial claims for unemployment benefits fell by 3,000 to 450,000 for the week ending September 11. Continuing claims for the week ending September 4 fell by 84,000 to 4.49 million.

Consumer prices rose a seasonally adjusted 0.3 percent in August, matching a 0.3 percent increase in July. For the year,

seasonally adjusted consumer prices are up 1.2 percent.

Upcoming on the economic calendar are reports on the housing market index on September 20, housing starts on September 21 and existing home sales on September 23.

Housing Market Snapshot

According to the National Association of Realtors, pending home sales bounced back after two months of decline. This forward-looking indicator, based on signed contracts, rose 5.2 percent in July after a 2.8 percent decrease in June and a 30 percent decline in May.

New home sales on a seasonally adjusted annual rate are averaging approximately 300,000 units a month. That's down approximately 70 percent from the peak levels in mid-2005. Existing home sales, which make up more than 90 percent of the market, are down approximately 30 percent from peak levels in mid-2005. Annual sales are expected to reach 5 million in 2010 because of strong activity in the first half of the year.

According to the Standard & Poor's/Case-Shiller housing price index, home

prices are 6 percent above the April 2009 bottom but 28 percent below their peak in July 2006.

The Housing Affordability Index showed that 72.3 percent of all homes sold in the second quarter of 2010 were affordable to families earning the median income of \$64,000.

Interest rates have been falling since April as investors sought safety in Treasury bonds. That has lowered their yields, which mortgage rates tend to track. The low rates have fueled a wave of refinancing. In late August, refinancing made up 82.9 percent of total loan applications, the highest level since January 2009.

The low interest rates have not provided a boost in home sales. Home sales are being held back by unemployment. There were 8.4 million jobs lost in 2008 and 2009, approximately 7 percent of all jobs at the start of the recession. That compares to a loss of 3.1 percent of jobs during the 2001 recession and 1.9 percent of jobs lost during the 1990-1991 recession.

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

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FELLOWSHIP ♦♦♦

The Core of Altadena Rotary

by Theo Clarke

Altadena Rotarians Score Big on Danny's Farm Project

On a hot Saturday morning on a dusty plot of ground in northwest Altadena seven Altadena Rotarians, Regina Bette, Mike Zoeller, Mike Noll, Dave Smith, Craig Cox, Jacque Foreman, and Theo Clarke bent their backs, clicked their cameras, and took notes in a labor of love. Their goal was to install a sump pump to drain the ground at Danny's Farm of water that accumulates during the rainy season.

The genesis of the Danny's Farm project goes back four years to when two ladies, Lisa Houseman and Cathy Gott, neighbors in San Marino, were enjoying themselves watching the 2007 Rose Bowl Parade. They are both mothers of autistic children and were pondering what they might do to make life easier and more meaningful for their kids. One of Gott's autistic son Danny's favorite things is petting zoos. This was the inspiration. They hit on creating a petting farm where autistic kids from all over the area can come and enjoy a quiet, safe, and not too big farm like environment.

When County Supervisor Mike Antonovich was told of the project he allocated the funds to buy a piece of property west of Lincoln and just south of Altadena Drive. It was transformed into Danny's Farm. Danny's Farm — located at 3064½ Ridgeview Dr. — officially opened in November 2007. Houseman has been the Director of Danny's Farm since it opened. Today the farm is stocked with donkeys, pigs, horses, rabbits, chickens and ducks. The Farm is a high profile site for organizations to sponsor events. Southern California Edison sponsors events here. Regina's 5 Acres has been using the Farm for events since it opened. The Farm is a Win, Win site in Altadena. Danny's Farm also provides meaningful and fulfill-

ing employment for adults with developmental disabilities.

Cathy's husband is Jim Gott. Gott was a major league pitcher from 1982-1995. He and Noll were classmates and friends at San Marino High School in the 1970s. They have remained friends ever since. A couple of months ago the Farm's horse kicked the water line leading into the pens and ruptured it. Water for the animals had to then be carried to the pens in buckets several times a day. Mike Noll learned of the problem from Gott and mentioned it to Dave Smith. They promptly installed plumbing for a new water line.

While installing the plumbing Noll became aware of the annual problem of

excess water accumulating on the grounds. Ever mindful for potential Rotary projects he put together the project to install a sump pump on the grounds to pump out the water. Altadena Rotary volunteers gathered at Danny's Farm at 8:30a Saturday morning, September 25, 2010, and began the grueling task of preparing the ground and laying the foundation for the sump pump. The temperature reached 104° before the foundation had been completed. The pump will be installed when the concrete dries, in a couple of weeks. The task was labor intensive. The results were incredibly fulfilling. The fellowship could not have been better — *Service Above Self* in action. ☺



<Two of the Pens — Horse and Donkeys

The Pregnant Pig — She's Expecting this Evening



<Laying Sump Pump Foundation on Grounds that need draining from the Rains

Mike Noll, Regina Bette and Craig Cox Working on the Problem



Please turn to Fellowship, p. 6

Fellowship

Continued from p. 5



Crait Cox Wheeling a Load of Concrete to the Site

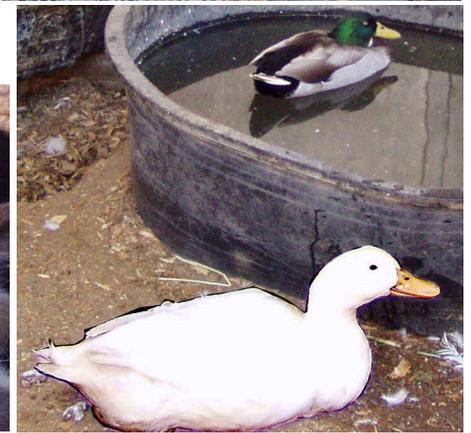


Pouring the Concrete into the Foundation Forms



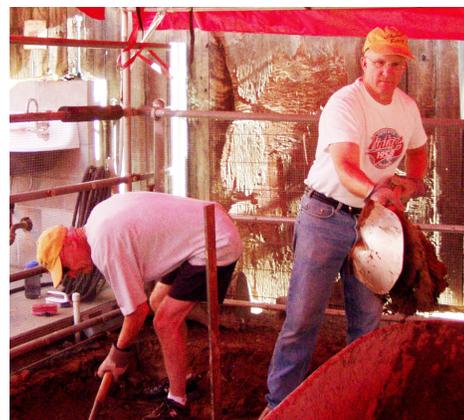
David Smith Levels the Wet Concrete in the Foundation Forms

The following photos are by Jacque Foreman - few have captions; the photos tell the story
Danny's Farm is a farm and petting zoo in one.



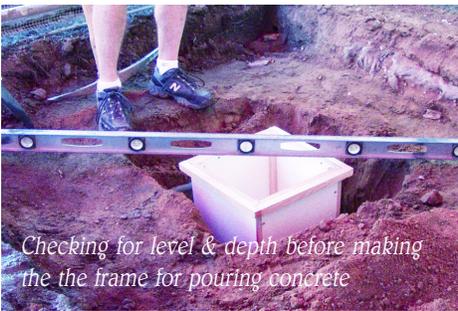
But we were there to do a job: put in a sump pump. Two holes were dug: the outside to provide the drainage to the sump pump in the center.

Photos continue on p. 7



Fellowship

Continued from p. 6



Thank you for all your hard work.