



June 03, 2010

This Week Which came First: The Chicken or the Egg? Guest Host: Craig Cox

That's the question we hope our speaker, David Cisneros, will answer for us. Cisneros has spent his career in the food and agriculture industries, gaining a worldwide perspective on food production in the process. He is currently Director of Strategy at Moark, one of the country's leading egg producers with operations stretching from California to Connecticut. Cisneros' current work and past experience have provided a solid understanding of the expectations of customers for the eggs they buy. He is a graduate of Brigham Young University and the University of Michigan. As a father of five, youth sports coach and Boy Scout leader, he is committed to providing safe, affordable and nutritious food for his family and yours.

Cisneros will discuss modern farming practices and how they have evolved over the years. He will focus his remarks on the egg industry in California and the US and how it has changed over the years. He will also talk about the future and what it may

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THE Construction CREW

by John Guerrini
for President David Smith



Freedom is *not* Free

On my recent trip to Washington, DC, I had the opportunity to do a *walkabout* around town. I started at Ford's Theatre and walked to the Capitol Building then through the Mall, stopping to pay homage to the World War II Memorial, then the Vietnam Veteran's Memorial, and the hauntingly beautiful Korean War Veterans Memorial, then to the Washington Monument, then over to the Lincoln Memorial, and finally to the White House and the Treasury Building. I have no idea how many miles I walked that day; however, the entire walking *tour* took me about five hours, and it was certainly a wonderful way to experience the US Capital. A few moments are etched into my mind.

Washington Monument



Perhaps the most emotional time was spent at the Korean War Memorial, for at the Memorial appear the words, "*Freedom Is Not Free.*" How appropriate those words still ring today. The shrine — yes, it's a shrine, because I dare you to stand there among the larger-than-life steel soldiers at night and conclude any other

way — has inscriptions of the number of total soldiers killed (over 600,000), captured (about 100,000), wounded (over 1,000,000) and missing (over 500,000) during the war.

There are a total of 19 soldier statues — which, when added to their reflections in the wall, **become** 38, representing the 38th parallel north (the place where the cease-fire was called to end the fighting).

The Vietnam Veteran's Memorial is two huge reflecting granite walls, inscribed with the names of all US personnel killed or missing in action in the war. The names begin on June 8, 1956 (the first official death of the war) and continue through May 15,

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Creeters

June 03

Mike Zoeller

June 10

Sue Applegate

June 17

Regina Bette



Program Review

Recognizing Outstanding Local Students

Springtime brings many wonderful developments, including the promise of summer. Springtime is a great time at Altadena Rotary as the club gets to hand out money to many deserving recipients in the local community. Last Thursday we recognized outstanding students from the local Pasadena schools for their academic and military excellence. The awards are part of the Americanism program through Altadena Rotary Charities. Paul Sirois did an outstanding job of hosting this recognition ceremony.

From Eliot Middle School, we gave

awards for academic achievement to Ashley Ramos and Noway Silva. Ramos enjoys sports and volunteering at the Altadena Senior Center. Her most inspirational person is her mother, a nurse at Huntington Memorial Hospital. She is looking forward to attending Pasadena High School (PHS) in the fall. Silva wants to be an aerospace engineer. After attending PHS, he hopes to attend Cal Tech or MIT for his college engineering studies.



From Blair High School, Amy Ruiz, an ROTC candidate, received the scholastic award. Ruiz participates in an internship with the Pasadena Police Department in the Ride-Along program. After graduation she hopes to attend PCC, and eventually become a police officer. From Blair, the award for military excellence was given to Whitney Chapman. For volunteer activities, she likes to bake cookies that are sent to soldiers in Iraq and Afghanistan. She likes to play tennis. Like Ruiz, Chapman is planning to attend PCC.



From PHS, the award for academic excellence went to Brian Monroy, a mem-



ber of the National Honor Society and hopes to attend Harvey Mudd College in Claremont, California to study engineering. Monroy enjoys volunteering in special education at PHS. The award for military excellence went to Janet Rankin who had a very interesting career aspiration. She is planning to attend Embry-Riddle Aeronautical University in Daytona Beach, Florida to study air traffic control management. Rankin's hobbies include archery, and she works every summer at a camp in the state of Maine.



From John Muir High, Corbin Law was recognized for his volunteer work. Law's favorite class is mathematics, and she hopes to attend Louisiana State University to study economics. Taylor Mills was recognized for her athletic excellence. She participates in Track and Field, doing the high jump, the relays, the

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Photography Jacque Foreman

June Programs

Program Chair, Ed Jasnow

- June 03 - David Cisneros - The California Egg Board
- June 10 - Teacher Mini-Grant Report
- June 17 - Rich Bocchia - Principal, Blair IB High School
- June 24 - President Dave's Demotion Party

Congratulations



Birthdays

- 06/08 - Theo Clarke
- 06/12 - Tom McCurry
- 06/23 - Margarita Figueroa
- 06/28 - Phyllis Soza
- 06/30 - Ron Morris

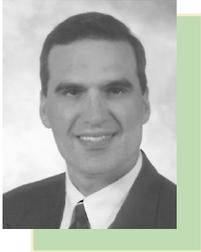


Anniversaries

- 06/05 - Wendy Davis & Mike Noll
- 06/10 - Brian & Gloria Hayes

Chairmen's Altadena's All Time Giving Total Corner nears \$500,000

by Craig Cox, Foundation Chair



As we wind down another Rotary Year — President Dave can you here those steps behind you? I wanted to update the club on the progress we have made since June 2009 in our support of the Rotary Foundation. At the beginning of President Dave's term the *All Time Giving* total for our club stood at \$490,340.67. As of our official report on May 24, 2010 our number is now \$495,922.67 — an increase of \$5,582! Thanks to everyone who made a contri-

Program

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low hurdles and the triple jump. She also plays volleyball. She is planning on attending UNLV to run track. She hopes to go into sports broadcasting. Yasmine Alvarado, also from John Muir, received the award for academic excellence. Alvarado enjoys boxing and hopes to attend Loyola Marymount University (LMU). The final recipi-



ent was Ignacio Flores who has dedicated his high school career to music. He sings in the choir and participated in all the musicals put on at John Muir. He is planning on attending Cal State Northridge in the fall.

Giving out awards and money to deserving students is a great part of what we do at Altadena Rotary. It is very rewarding to know there are deserving students worthy of our support.

Boyd Hudson

but ion this Rotary Year.

You will notice that we are now within striking distance of giving a half a million dollars toward the humanitarian efforts of the Rotary Foundation during 2010. I know that \$500,000 is only a psychologically important number (as they say on CNBC) but it is a nice milestone all the same.

To assist the club in attaining this goal, I recently sent an email to all our members who had started a Paul Harris Fellowship for themselves or a family member. With the *club match*, many were surprised at how close they were. If you did not hear from me and think you are close, please contact me, and I can confirm your balance. During Brian's year I'd like to double the number of new Paul Harris Fellows from 3 to 6.

In addition, the Foundation recognizes any club where all of the dues-paying members contribute at least \$100 to the Annual Programs Fund as a *100 percent Sustaining Member Club*. It would be terrific if everyone made a commitment be a sustaining member this next year.

Contributing is easy. On the Altadena Rotary website you can make a secure contribution to Altadena Rotary Charities designated for the Rotary Foundation by Credit Card. You can also send Sue Applegate a check made out to *Altadena Rotary Charities* and designated to the

This Week

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hold for animal agriculture given the passage of Proposition 2 in California, a constitutional amendment that essentially bans the production of eggs from hens in cages, and similar type activity around the country. He will also touch on lessons from Europe, as they are in the process of banning cages for egg production.

Foundation. Please indicate if the contribution is for the Annual Programs Fund or Polio Plus. It is possible to split your contribution and they both qualify for Paul Harris recognition.

Crew

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1975 (eighteen marines were killed on the last day of the war). Next to the Memorial is the bronze statute "The Three Soldiers" — three soldiers looking at the names of their dead friends. Yes, it's an extremely moving experience. There are even signs posted at both ends of the Memorial reminding visitors "no drinks, no running" and talk "quietly." Stand next to someone searching for a name of a dead relative, and I assure you that no one needs to remind you to talk quietly — the place is eerily silent.

At the Lincoln Memorial, above the 19-foot high seated Lincoln read, "IN THIS TEMPLE AS IN THE HEARTS OF THE PEOPLE FOR WHOM HE SAVED THE UNION THE MEMORY OF ABRAHAM LINCOLN IS ENSHRINED FOREVER." Standing next to the huge image of our 16th President, one can't help but to gasp, as if speaking should not be permitted in this place. The text of the Gettysburg Address, perhaps the most often quoted speech in US history, appears on one wall. Lincoln's second inaugural address appears on the other.

At the National World War II Memorial, there is a giant circle of 56 granite pillars, each 17 feet tall, with water features all around. Each pillar represents one of the then-48 states, DC, the then-territories of Alaska and Hawaii, the Philippines, Puerto Rico, Guam, American Samoa, and the US Virgin Islands. There are several haunting scenes of the *war experience*. (I think the style is called *bas-relief*, but I'm

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MONEY by Linda Wilkes MATTERS

Last Week in the News

The National Association of Home Builders/Wells Fargo housing market index rose three points in May to 22. It was the highest reading since August 2007. An index reading below 50 indicates negative sentiment about the housing market.

The combined construction of new single-family homes and apartments in April rose 5.8 percent to a seasonally adjusted annual rate of 672,000 units. Applications for new building permits, seen as an indicator of future activity, fell 11.5 percent to an annual rate of 606,000 units.

The producer price index, which tracks wholesale price inflation, fell 0.1 percent

in April, following a 0.7 percent increase in March. Economists had expected a 0.1 percent rise. For the year, wholesale prices are up 5.4 percent. The Mortgage Bankers Association said its seasonally adjusted index of mortgage applications for the week ending May 14 fell 1.5 percent. Refinancing applications jumped 14.5 percent. Purchase volume decreased 27.1 percent.

Consumer prices fell a seasonally adjusted 0.1 percent in April, following a 0.1 percent increase in March. It was the first decline since March 2009. On a year-over-year basis, consumer prices at the core rate — excluding volatile food and energy prices — were up 0.9 percent, the

smallest increase since January 1966.

Initial claims for unemployment benefits unexpectedly rose by 25,000 to 471,000 for the week ending May 15. Continuing claims for the week ending May 8 fell by 40,000 to 4.625 million.

The index of leading economic indicators — designed to forecast economic activity in the next three to six months — fell 0.1 percent in April, after a revised 1.3 percent gain in March. It was the first decline since March 2009.

Upcoming on the economic calendar are reports on existing home sales on May 24, the housing price index on May 25 and new home sales on May 26. ☉

Crew

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not sure). The scenes start with servicemen getting physical exams, being issued gear, experiencing combat, being wounded, and ultimately dying and returning home. This particular memorial was dedicated just two days before Memorial Day 2004.

So, on this Memorial Day weekend, I think it's appropriate that all US residents (regardless of citizenship) remember that indeed, **Freedom is not free.** ☉

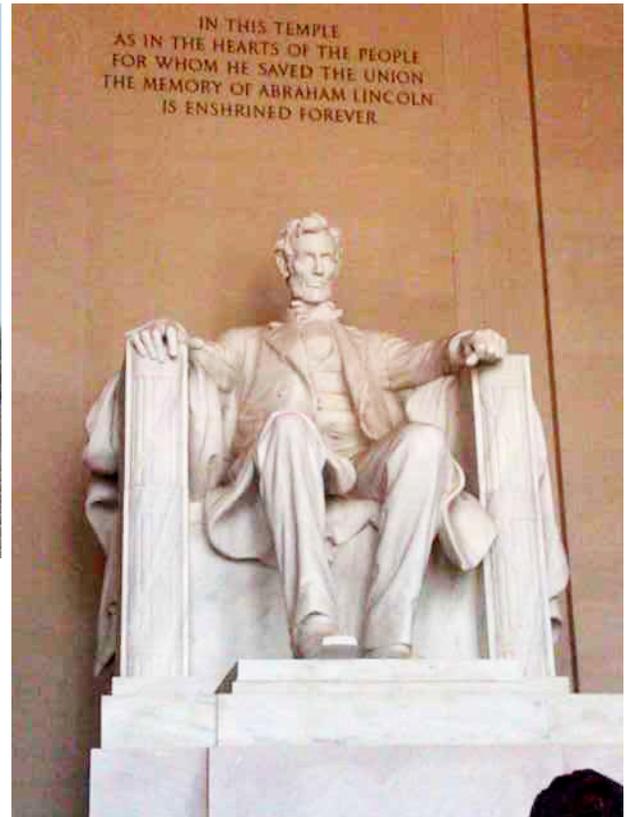


The Capitol Building

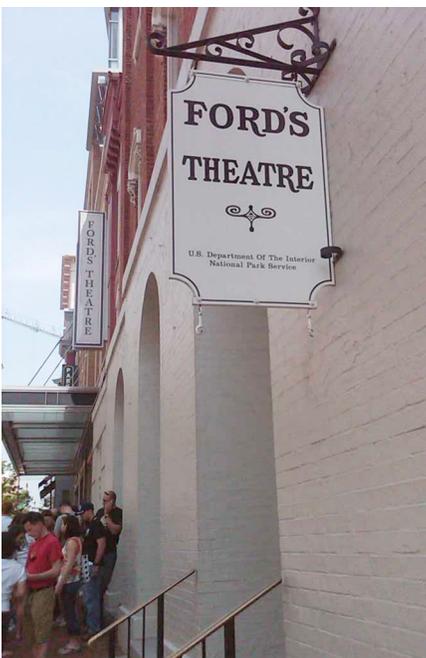


^ The Whitehouse >

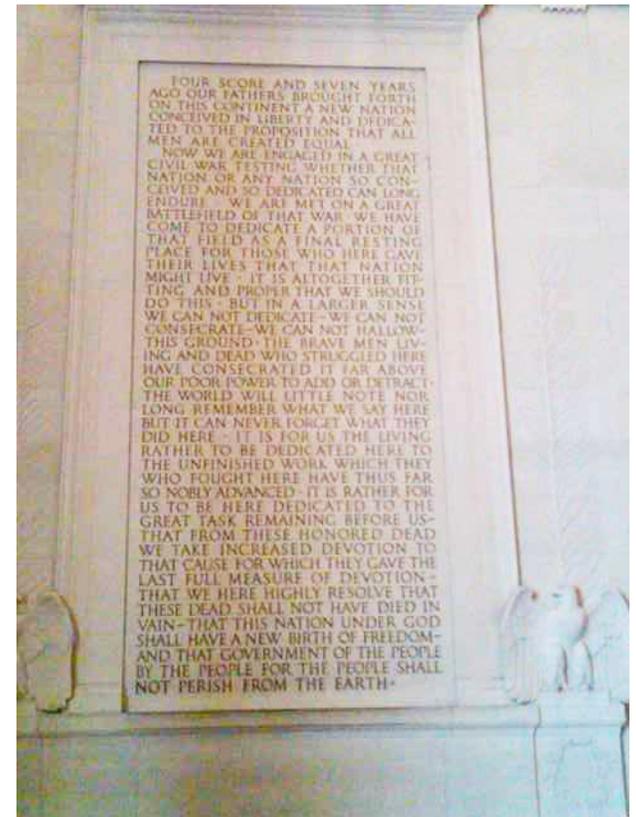




The Lincoln Memorial



<Ford's Theatre



^ The Gettysburg Address

<War Memorial

Make the Pig *fly*

