

April 14, 2011

This Week

Anita David
Photo Journey
through El Prieto
Canyon

Program Host:
Theo Clarke

Anita David has an incredible eye for photography. This will be eminently on display when she takes attendees at this Thursday's luncheon meeting on a mind expanding voyage through El Prieto Canyon to see its sensational rebirth following the Station Fire.

David was born and raised in Kenya and received her BA in English Literature from Cambridge University in England. She tried her hand in advertising and then in television documentary work, which is where she first picked up a camera. That was 32 years ago and her camera has not been put away since. It has taken her traveling throughout Africa and parts of the Middle East in the capacity as a photo-journalist, often during times of much conflict in those regions, exposing her to excitement and danger that youth thrives upon.

David moved with her husband and two small children to the United

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Hayes

by President Brian Hayes

Stack

No One to Blame

Through an unexpected convergence of factors (a few days off and a friend who's a casting director), on Wednesday I found myself on the set of a *Lifetime* movie playing a detective. The working title is *No One to Blame*, and, from what I understand, it will be shown on television in a couple months. Since I was in the background, I suggest recording the program so you can freeze the brief frame in which I appear!

When I first moved to Southern California in 1986 to break into the entertainment industry, I spent the first six months working as a movie extra. Doing the same task 25 years later, I realized how little had changed (including the pay rate!). It's all a process of *hurry up and wait*, with minutes of action followed by hours of boredom.

One thing that has changed in 25 years, however, is I. I was so full of hope and optimism when I made that 2,000-mile cross-country drive more than two decades ago. I was going to take Hollywood by storm. It would only be a matter of time, I thought, before I'd be on stage accepting my Oscar for best original screenplay.

I'm not quite sure when that dream died. It could have been when I simply

had to accept a stable job to support myself. It could have been the combined toll of rejection letters that had piled up. Or it could have been that the more I learned about the cut-throat nature of show business that I felt comfort and satisfaction working for compassionate, nonprofit organizations.

I sometimes wonder if my life might have turned out differently if I had stuck with my Hollywood dream a bit longer. I have a friend who pursued the same path who is now a television producer living in a large home in Los Feliz. But I also can't imagine my life without the people I've met or the experiences I've had over the past 25 years.

Perhaps the lesson I've learned that has come from experience and maturity is that life is full of dreams, but it's meant to be lived with eyes wide open. ☉

Greeters

April 14
Boyd Hudson

April 21
Ed Jasnow

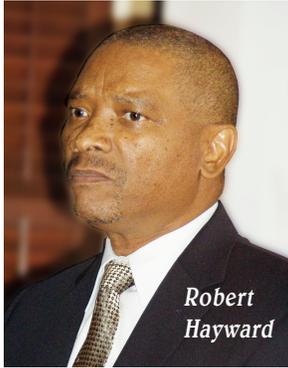
April 28
Julius Johnson



Program Review

How can We ensure that Future Generations of Californians have Safe and Reliable Drinking Water?

That is the question posed this past week by Robert Hayward of the Lincoln Avenue Water Company and Bruce Morrison of the Los Angeles Department of Water & Power. Hayward



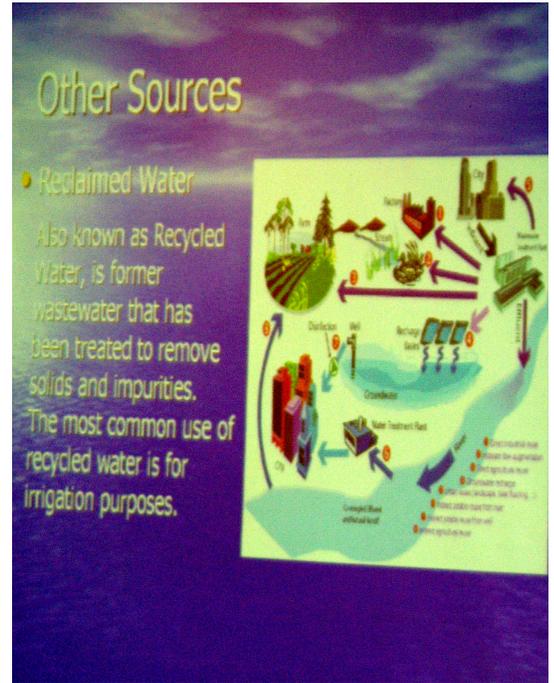
Robert Hayward

— general manager of the Lincoln Avenue Water Company for 31 years — explained that the water used in Southern California comes from groundwater, Los Angeles aqueducts, the Colorado River, and various state water projects. “75 percent of the water being used in Southern California is not from Southern California,” he said. Although the first aqueduct in the County of Los Angeles was completed in 1913, by the mid 20th century, Southern California



Bruce Morrison

needed additional water sources. In the 1960s, the state of California completed its



Grapevine project, which brought much-needed water from Northern California. “A lot of the water is where the people aren’t,” said Hayward. “Nearly three quarters of the water we use comes from Northern California.”

Although Governor Brown declared last week that the drought “is over,” there is always a need for conservation, he explained. “There is always a push for con-

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Congratulations




Birthdays

04/13 - Alice HUDSON
04/18 - John Frykenberg
04/29 - Mike Noll




Anniversaries

04/27 - Sterling & Olga Louviere

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949

P.O. Box 414, Altadena, CA 91003

www.altadenarotary.com

Meets: Thursday, 12:10p

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Tony Hill Administration

Craig Cox Foundation.

TBD Public Awareness

TBD Publicity

Jacque Foreman Sparks/Website

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

April Programs

Magazine Month

Program Chair, Theo Clarke

April 14 - Anita David: Photo Journey through Altadena's reborn El Prieto Canyon

April 21 - Barry McGuire and John York: Country Western Fiddlers' Extravaganza

April 28 - Tara Alexander and Randy Murphy: Singers, Musical Theater and Operetta Repertoire

May Programs

No Designation

Program Chair, John Guerrini

May 05 - To be Announced

May 12 - To be Announced

May 19 - To be Announced

May 26 - To be Announced

Chairmen's Remembrance ...

Corner *A Drop of Social Glue that holds Us together*

by Jacque Foreman, for the Public Awareness Chair, TBA



Remembrance is an underspoken part of the Public Awareness committee. I was thinking it fell under the auspices of the Membership Committee, but it doesn't. I actually had to look it up in one of the articles that is included on our website in the *Director/Chair* area to make sure.

I'm trying to remember how long I've been doing it. No one asked me to take on Remembrance, I just saw the need and slipped right in. [I did the same thing with our website, but that's a different story.] I think it was 2004 or 2005 — again in August because that's when Bruce's birthday is. When he didn't get a card, I thought

Program

Continued from p.2

servation, because California has a problem with water storage. We have sufficient snowfall each year to meet the drinking water needs of the entire state's population." So why do we have water issues? "We lack the ability to store the water. The major source of water loss is not evaporation but rather, runoff."

"By the year 2020, every person in California will have to decrease his/her water use by twenty percent of current levels," they explained. And, although the state apparently makes good use of *reclaimed water*, this type of recycled water is not used for drinking water ... yet.

It is unclear if the question posed at the beginning of the program was actually answered, but it did lead to a lively question and answer session that engaged all Rotarians.

John Guerrini ☉

that the job was either too big for the person who had volunteered to do it or the club was cutting back on expenses by only sending cards to members.

But, when December came around, and I didn't get a card, I reasoned that the whole process had fallen through the cracks. I'm a *SendOutCards Distributor*, so it seemed only fitting that I *Just Do It*. So I did.

I send birthday cards to our members and their spouses/significant others and anniversary cards, with an occasional get well card or sympathy card sprinkled in the mix. *SendOutCards* gives me approximately 13,000 cards and 400 categories (counting subcategories) from which to choose. Instead of setting up annual birthday and anniversary *campaigns*, I prefer to pick out each card as the occasion arises, and I apologize if I happen to pick the same card for you a second time. That just means that to me that card is a perfect fit.

There is an *add-on* to *SendOutCards* called *PicturePlus I and II*. This allows me to create my own card fronts and/or put pictures or graphics on the inside. I quite often create special cards for Christmas or other holidays and special clients..

In addition to our current/attending members, I also send cards to our long-time members and their spouses who no longer attend meetings, the spouses/significant others of members who are deceased, and a few members who have drifted away but have voiced an intention to return to Altadena Rotary when their schedules/finances allow.

I send cards because I think it is important to do so. To me it is one of those small drops of social glue that holds Altadena

Rotary together. If you like the cards I send and want to learn how to send your own, just contact me, and I'll let you send two cards free, and then help you decide at what level you wish to continue.

For those who keep track of such things and think the club should not spend one cent on something like cards, let me put your minds/hearts at ease; it doesn't. The cards I send are my gift to the club, its members, and a few others. ☉

This Week

Continued from p. 1

States in 1989. She got into the Hollywood scene with her camera and enjoyed a career as a portrait photographer, photographing Bar and Bat Mitzvahs, red carpet events and aspiring and established actors.

However, the real times of connection through the lens were the long road trips she would take with her children through Arizona, Utah, Colorado and New Mexico. She fell in love with the landscapes of mystery and space, of color and canyons, of rugged sparseness. There was a light that was reminiscent of her African childhood, and, with a renewed energy, her lens moved away from the glitz and glamor of Hollywood to the canyons and natural and urban wilderness. These are the things that make her feel most alive, and it is through her images of these worlds that she hopes to bring some meaning and poetry to mankind.

David lives on a semi-tamed acre of Altadena in a beautiful Italianate villa with her grand piano and two dogs.

You won't want to miss this stunning, mind expanding event. Bring a guest. ☉



MONEY by Linda Wilkes MATTERS

Last Week in the News

Pending home sales, a forward-looking indicator based on signed contracts, rose 2.1 percent in February after a revised 2.8 percent decrease in January. On a year-over-year basis, pending sales are down 9.3 percent.

Retail sales rose 0.2 percent for the week ending March 26, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 2.6 percent.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — fell 1 percent in January after a 1 percent decrease in December. On a year-over-year basis, prices fell 3.1 percent compared with January 2010.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending March 25 fell 7.5 percent. Refinancing applications decreased 10.1 percent. Purchase volume fell 1.7 percent.

Factory orders fell 0.1 percent in February to a seasonally adjusted \$446 billion, following an upwardly revised 3.3 percent increase in January. Excluding the volatile transportation sector, orders rose 0.1 percent.

The Institute for Supply Management reported that the monthly composite index of manufacturing activity fell slightly to 61.2 in March after reaching 61.4 in February. A reading above 50 signals expansion. It was the 20th straight month of expansion.

Total construction spending fell 1.4 percent to \$760.6 billion in February, following a 0.7 percent decrease in January. Economists had anticipated a decrease of 0.3 percent in February.

Initial claims for unemployment ben-

efits fell by 6,000 to 388,000 for the week ending March 26. Continuing claims for the week ending March 19 fell by 51,000 to 3.7 million. The monthly unemployment rate fell to 8.8 percent in March from 8.9 percent in February.

Upcoming on the economic calendar are reports on chain store sales on April 7 and wholesale trade on April 8.

Second-Home Certification

The trend of purchasing second homes saw growth in 2010 that outpaced investment property and regular home sales, according to the National Association of Realtors (NAR).

An additional survey by NAR indicated that 79 percent of prospective buyers said they were likely or very likely to buy a second home in the next two years. The survey cites that the typical profile of a second-home buyer is 46 years old, married and has a median income of \$87,500. Census Bureau data shows that 44 million people in the United States fit this profile.

To take advantage of this growing trend — and potential for increased sales — consider getting certified as a NAR Resort and Second-Home Property Specialist (RSPS). RSPS certification helps real estate professionals with training specific to buying and selling resort, vacation and second-home properties.

The RSPS certification is a two-day course focusing on the core essentials of assisting customers and clients in tourist-driven areas and other second-home markets.

To earn the RSPS certification, you must complete the Resort and Second-Home Markets Course and two NAR-accredited electives. The two electives can be selected from 13 courses, which include subjects on 1031 tax-deferred exchanges, residential property management, short

sales and foreclosures, international real estate, residential real estate investments, commercial real estate investments and a resort symposium.

The NAR certification officially designates the resort and second-home industry as a specific real estate industry specialty, along with commercial, international, buyer representation and other real estate sectors.

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

First Group of Nigerian Business Plans Evaluated

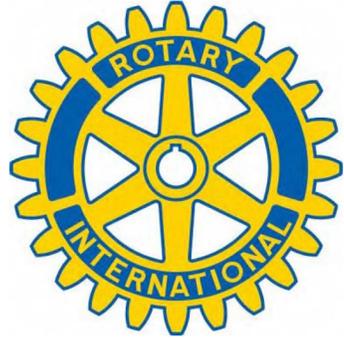
Saturday, April 9, Julius Johnson, Ray Carlson, John Frykenberg and Jacque Foreman met and read the 11 business plans sent from Owerri. Two were picked to receive laptop computers: a plan to sell household goods and a plan to manufacture aerosol cans. The aerosol-can candidate already has a fledgling business.

The third — chosen for mentoring — is a plan for raising Grass Eaters (rabbits) for food. Both Johnson and Foreman thought this could be a viable business and fought to make it the third choice. As the discussion went on, they brought up that this contestant needed to be told about avenues of revenue he had not explored: selling manure to farmers for fertilizer, selling the pelts to furriers, and being paid to cart away *salad waste* that he could feed to his rabbits. Foreman has already emailed this information. More later.



District 5300 Rotary International

DISTRICT ASSEMBLY



Sat., April 16, 2011

9—10am Registration &
Continental Breakfast

10am-2pm Program

Victor Valley College
18422 Bear Valley Rd * Victorville, CA 92395

Doug Fowler, Trail Boss, (Dist. Governor Elect) invites y'all on a trail ride to success at the first training event of his term! Cowpoke attire is encouraged!



And bring a can, if you can! We're collecting grub for the local food pantry.



Keynote: Roy "Dusty" Rogers, Jr.

Past Pres of Apple Valley Rotary (82-83)



FRIENDSHIP DINNER

Immediately following District Assembly, head on down the trail to the

***Rotary Gardens at the
Apple Valley Chamber of Commerce
16010 Apple Valley Road, AV, 92307***

Enjoy a mouth-watering BBQ Dinner by
Out of This World BBQ!

Hosted by the High Desert Clubs, with friends, food and fellowship in a casual setting. Dusty will be there for photo and autograph opportunities!

WHO should attend: Club leaders, new members, committee members, and anyone interested in learning more about Rotary.

WHAT we will learn: Sessions on secretary and treasurer duties, membership, public relations, foundation and more.

COST: Each club is assessed \$300, and can send an unlimited number of members. For registration info, see the District Assembly page at www.District5300.org.



Doug Fowler
District Governor, 2011—2012

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