

This Week

**Wilbert Smith,
 PhD
 Program Host:
 Julius Johnson**

Wilbert Smith was raised in Los Angeles and attended local public schools. Later, he received a bachelor's degree in Economics, a master's degree in Special Education, an MBA and became a Doctor of Philosophy in Business Management.

Smith is not only a businessman but also an author and award winning filmmaker. His most recent works are a nonfiction book entitled *Hole in the Head: A Life Revealed*, and a documentary of the same title was recently awarded the International Black Film Festival of Nashville's *Honorary Mention Best Documentary Award*. Through his work as managing partner of Smith Leonard Productions, Smith endeavors to inspire his audience with the essence and power of the human spirit. He inspires people to dream his message of hope and commitment through education and hard work.

Before forming Smith Leonard, he enjoyed a successful career. Smith worked for Bank of America for 26 years, beginning in the mailroom at

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View by President Tony Hill from the Hill

An Outline for Success Together We can make it Work

My intent this year is to keep things simple. I would like to have us do our best to maintain our existing programs. But my one main focus this year will be MEMBERSHIP GROWTH. We must grow the Club. I have been a member of this club for more than 22 years. I can remember not too long ago when we had over 50 members, but I cannot remember ever having as few members as we have today.

We are not alone. Declining membership is a problem being faced by other Rotary Clubs throughout the US and in many areas of the rest of the world. And those of you involved in other volunteer groups know that it is not just Rotary Clubs that are facing this problem.

As our membership shrinks the remaining members have to do more just to maintain our existing programs. The danger is that, in doing this, we risk burning out those remaining dedicated members. In addition, with fewer Rotarians the member donations that we rely on to pay for many of our programs will quickly diminish. As a result of these problems, the size or even the existence of some of these programs will be in jeopardy. We just can't let this happen. We all have to do what

we can to turn this trend around.

We will explore many varied ways to address the problem. Craig Cox has generously offered to reactivate our membership committee to look at creative ways to attract new members. We will also take advantage of assistance offered by the District and by Rotary International. Following up on one of Brian's ideas, we will schedule a special Club meeting using District experts as facilitators to help us develop a *vision plan* for the future, drawing on input from all of you.

We will look at anything and everything that may help enhance membership growth:

- We will consider where we meet and when we meet.
- We will examine how we run our meet-

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Greeters

July 14

Ray Carlson

July 21

Gary Clark

July 28

Theodore Clarke



Program Review

First Club Assembly 2011-2012

President's Report

President Tony outlined the coming year; *'Leaner and meaner. Think big and positive thoughts. Scramble for new members. Don't burn out but get used to doing more with fewer resources. Expect to use Rotary International and District 5300 resources. Be prepared to use Facebook and Twitter. Participate in Vision Planning for the Club meet future challenges.'* That was



President Tony's message, distilled to its essence.

He went on to announce that Craig Cox has agreed to take over "Membership".

President Tony also announced the selection of Mike Noll as "Rotarian of the Year 2010-2011" and presented the citation of District Governor to Mike. Congratulations Mike!

Treasurer's Report

Mike Noll reminded Club members that the Club is currently committed to 30 meals per week at cost of \$15.18/ meal plus \$25 per month membership dues. He is currently negotiating with the AT&CC to see if our commitment can be lowered to 15 meals per week as current membership cannot sustain losses of several hundred dollars per week.



Mike went on to say that ARC (*Altadena Rotary Charities*) funding is not endangered and that Club is being more careful and cost conscious in running events to insure careful stewardship of limited resources. He cited the Christmas party and recent Annual Demotion as examples.

Foundation and Membership

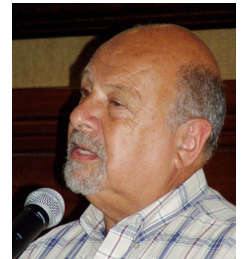
Craig Cox reported that Club has gone over the \$500,000 mark for giving... \$507,400+ to be precise... a milestone the Club can be most proud. He also reminded members that the Fellowship



Committee has been most successful over the past year thanks to regularly scheduled meeting and planned activities which involved all members. The reconstituted Membership Committee plans to do the same! First committee meeting will be next Thursday evening at Craig's house. Among other agenda items, the committee will discuss "Cards, Brochures, RI Tapes, and PR" as tools which may be utilized in membership development.

Community Service

Ed Jasnow reported on Club commitment to 9 Community Concerts running consecutive Saturday nights beginning this weekend (July 9). All Club members are expected to 'volunteer' to help out with 'security' and 'sell beer' and 'promote the club'. Volunteers should show up at 6 pm - 8:30 pm for their shifts. A minimum of 8 volunteers are needed each week and 10-12 would be preferable.



Ed went on to report on planned mini-
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Congratulations



Birthdays
07/27 - Tony Hill





Anniversaries
07/01 - Bill & Ruth Reeder
07/04 - Linda Wilkes & Emily Aiken
07/15 - Craig & Susan Cox



July Programs

No Designation - New Rotary Year

Program Chair, To be Announced

Jul 21 - To be Announced
Jul 28 - To be Announced

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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
Altadena Town & Country Club
2290 Country Club Drive • Altadena, CA
626-794-7163
Rotary Int. Pres. Kalyan Banerjee
Dist 5300 Gov. Doug Fowler

Officers

Tony Hill, Pres. Bus. 626-795-5363
Julius Johnson, Pres. Elec. . Bus. 626-797-1186
Brian Hayes, VPres. Bus. 626-529-8093
Jim Gorton, Sec. Bus. 626-793-6215
Mike Noll, Treas. Bus. 626-683-0515

Directors

Jim Gorton • Craig Cox • Julius Johnson
Sterling Louviere • Brian Hayes
Linda Wilkes • David Smith

Chairmen

Julius Johnson Administration
Craig Cox Foundation
Jacque Foreman Public Awareness
TBD Publicity
Jacque Foreman Sparks/Website
Mike Zoeller Club Projects
Ed Jasnow Community
John Frykenberg International
TBD Youth Contests/Awards
TBD Vocational/Youth Projects
TBD Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

Chairmen's Corner No more hiding our Light under a Bushel Basket

by Jacque Foreman, Public Awareness Chair



There's no reason for Altadena Rotary to keep pretending that the community will see our good works if we don't tell them. I believe this is the third or fourth year of us



sponsoring the summer concerts in the park. This past Saturday we unveiled our new 10- x 3-foot banner that hangs on poles at the back of the stage. Now, if the community doesn't know we are a main

sponsor, it's not our fault.

In addition, we have obtained permission to sell beer and wine at the event. This means that



the concerts have become a fundraiser for us. Mike Zoeller and Ed Jasnow are the cochairs of this event. You will be asked to participate.

Program

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grants for the 2011-12 FY including 25 Unrestricted Grants, 10 Americanism Grants in addition to our recognition programs for Vets, PCC Students, ROTC, RYLA, Dewey Merrill and Dan Stover Awards.

Ed also solicited members willing to meet with the new in-coming Superintendent of Schools for PUSD in order to facilitate the Club's on-going commitment to public education in Altadena. And finally, Ed happily reported on the invitation of Ken Roberts (*Altadena Town Council*) for Club members to attend Council meetings to report on the activities of Rotary in the community; a real opportunity to raise the Club's profile.

International Service

John Frykenberg reiterated upon the Club's high profile in International Service within the District and the receipt of two (2) Outstanding Club International Service Awards and an RI Outstanding NGO Service Award within the past two years. The on-going commitment of the Club to "Making Jobs" at home and abroad (*Israel, Zambia, Nigeria, Phillippeans, American Indian Nations, Mexico*) must 'leverage' resources in the coming year in order to broaden the scope of partici-



pation and capital resources needed to encourage indigenous leadership in teaching young people 'How to Make a Job'. The program, strategically implemented, can and will offer hope to become self-sustaining for un-told millions of unemployed through 'replication'. Altadena Rotary can do its' share to provide necessary skills and resources to those wishing to rise above their circumstances and become 'self employed'.

Vocational Service

Ray Carlson, District Chairman of Vocational Service reminded Club members of the wonderful opportunity to teach 'business planning' skills in local schools; typically one day per week for 8 weeks when program starts. He also commented on opportunities envisioned including E-Clubs like the one started by Manila Rotary in conjunction with the Del Chino Club (Rene Fruto), New Generations programs being promoted by RI and new emphasis given to Vocational Training Teams (VTT) by The Rotary Foundation (TRF) for which there is opportunity and resource. Altadena Rotary is currently 1 of 27 currently designated "Signature Activity" Clubs in the world.



John Frykenberg

View

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ings and if changes could make the club more attractive to potential members, particularly younger members.

- We will look at how we publicize our activities in the community and if we could incorporate new forms of communication such as Facebook and Twitter to enhance our exposure and by so doing attract new members and younger members.
- I will share with you successful membership growth ideas that I have gathered from District representatives when I attended PETS, from Rotary International representatives when I attended the RI Convention in New Orleans, and from representatives of other clubs throughout the Rotary world.

Let's think big, let's think positive and let's see if together we can do the impossible and significantly increase our membership by this time next year.

Other than that, I am looking forward to an exciting, fun-filled year and doing our best collectively to carry out this year's RI theme from RI President, Kalyan Banerjee: *Reach Within to Embrace Humanity*.



MONEY by Linda Wilkes MATTERS

Last Week in the News

Pending home sales, a forward-looking indicator based on signed contracts, rose 8.2 percent in May after a revised 11 percent decrease in April. On a year-over-year basis, pending sales are up 13.4 percent.

Retail sales rose 2.9 percent for the week ending June 25, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 3 percent.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — rose 0.7 percent in April after a 0.9 percent decrease in March. It was the first monthly increase in eight months.

The consumer confidence index fell to a seven-month low of 58.5 in June from an upwardly revised 61.7 in May. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending June 24 fell 2.7 percent. Refinancing applications decreased 2.6 percent. Purchase volume fell 3 percent.

The Institute for Supply Management reported that the monthly composite index of manufacturing activity rose to 55.3 in June after a reading of 53.5 in May. A reading above 50 signals expansion. It was the 23rd straight month of expansion.

Total construction spending fell 0.6 percent to \$757.9 billion in May, following a revised 0.6 percent decrease in April. Economists had anticipated a decrease of 0.3 percent in May.

Initial claims for unemployment benefits fell by 1,000 to 428,000 for the week

ending June 25. Continuing claims for the week ending June 18 fell by 12,000 to 3.7 million.

Upcoming on the economic calendar are reports on factory orders on July 5, jobless claims on July 7 and wholesale trade on July 8.

Insight Now:

The Power of Diversity

In this month's edition of InsightNOW, Prospect Mortgage's Chief Performance Officer Todd Duncan talked to Kim Box, author of *Woven Leadership: The Power of Diversity to Transform Your Organization for Success*.

Woven Leadership, a philosophy that Kim follows, occurs when business leaders consciously weave together the diverse and unique qualities of each employee, such as personality and communication style. By creating teams containing a variety of strengths, the result is stronger companies that benefit from the power of diversity. Effectively utilizing Woven Leadership means employees are accountable for reaching individual goals and everyone works for the good of the organization. The next step requires the leader to weave in a culture based on creativity, adaptability and authentic expression. "Diversity is a secret weapon businesses can use to be more successful and competitive," says Kim. "Strategic hiring based on the diversity of candidate skills and perspectives can put a company in a very strong position. All of those perspectives can contribute to developing and implementing innovative ways of solving problems and doing business. It is essential to have lots of different points of view around the table." "The bottom line is that strong leaders who run powerful organizations are authentic, transparent, rela-

tionship oriented and promote a diverse, innovative, adaptable corporate culture," says Todd.

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

Hayes Stack

by
Past President Brian Hayes
and Gloria Hayes

Thank You Letters

My Fellow Rotarians,

I am deeply grateful and honored by the warm send-off I received at my demotion party. I accepted the president's post with some trepidation, but our dedicated and reliable membership made the task manageable and rewarding. Thank you to my board of directors, and everyone else who lent a hand to make this year one I'll always remember. I look forward to serving the club and the community in new ways for years to come.

Sincerely,

Brian Hayes

Past President

Dear ARC Members,

It's no small wonder that you represent the Alta of the 'denas; you are a beacon in the San Gabriel Valley. I share in Brian's happiness at finding the purpose and fellowship he has in this club. Thank you for your support and hospitality this past year.

Peace~

Gloria Hayes

From President to Vice President in 2011

The Demotion of Brian Hayes

by Theo Clarke

Some 25 Rotarians enjoyed themselves tremendously at the demotion party for Brian Hayes, held at Montrose Bowling, June 30, 2011. There was plenty to eat, once Theo ran over to Mom and Pop's Pizza up the street to order up another helping of pizza, spaghetti, and chicken wings. The original feast of pizza, lasagne, and salad trays came from Georgee's, but we ran out before everyone had had their

fill. Dessert was apple and berry cobblers from the Gourmet Cobbler Factory.

The group enjoyed bowling. Sue Applegate won the prize (little plastic bowling pin) for the lowest score, 35. Brian had the high score, 134 as well as most consecutive strikes. Sue Cox won for best shirt, in 50s style.

The venue was of course unique. The mild roast was also unique, with individu-

als rising to say a few words of praise mixed with good natured tweaking.

The most memorable part of the party was when Brian admitted he had lost the Club Pin, so had nothing to pass on to Tony. He also admitted that the gifts he had ordered for the outgoing Board members hadn't arrived on time for the party.

Gaffs aside, it was an enjoyable Demotion Party.



Balloons tied to projector
Craig Cox Style



Balloons tied to projector
Theo Clarke Style



Demotion
Party
Dinner at
Montrose
Bowl



Party
Time



^ President Tony Hill reading as Past President Brian
Hayes looks on
< Sterling Luviere enjoying Pizza

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More Demotion Party

Photo Essay

by Jacque Foreman



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Sparks - Altadena Rotary Club Newsletter

More Photos

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Thank You, Brian for Your Service

This Week

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age 17 and working his way up to Vice President and Director of National Accounts for its Business Services division. A consistent high achiever, he was the recipient of numerous awards, including the CEO's *Eagle Award*, the highest award granted by Bank of America.

Smith is active in his community. He served as a Reserve Deputy Sheriff for over 20 years, including Drug Abuse Detail through which he provided intervention for both juveniles and adults in schools and community programs.

He has taught in the School of Business at Pasadena Community College and served on the Board of Directors for its foundation. Smith was also appointed by

then-Governor Pete Wilson to sit as a prestigious member of the Community Colleges Board of Governors, establishing policy and procedure for over 100 of California's community colleges. Today, he serves as a Senior Fellow in Education with the Pacific Research Institute for Public Policy.

In 1989, he was elected to a four-year term on the School Board of the Pasadena Unified School District. In 1994, he finished a close 3rd place among a crowded field of 14 candidates seeking to become California's State Superintendent for Public Instruction. Following the election, Smith joined the governor's staff as Director of then-Governor Pete Wilson's

Office of Community Relations.

He joined Allstate Insurance Company's agency force as an exclusive agent in 1998. Alongside family members, Smith continues to own and operate one of Allstate Insurance Company's premier insurance agencies.

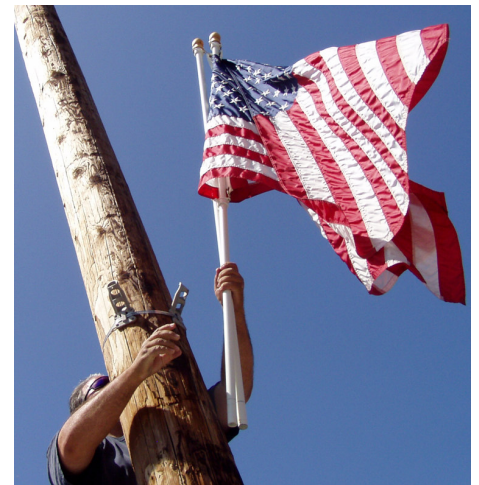
Smith has been a contributing newspaper columnist and has hosted community programming for both cablevision and radio. An outgoing and fluent personality, he is a frequent speaker before various civic organizations, functions and church congregations. He is an author, lecturer and consultant in the areas of business, education, law enforcement, film and government.

Flags Down

I arrived at the Presbyterian Church parking lot a couple minutes after 10:30a on Saturday, July 9. Craig Cox and Tom McCurry were already there. Cox told me that David Smith was on his way, and asked that I wait for him, let him know that they had already started the takedown process. They were going up the east side of Lake and we were to go down the west side. About ten minutes later Smith drove up in his truck

With the old system, I went to the top of Lake and *pulled* the flags, rolled them up and left them along the way to be picked up. The new system requires one person to climb the ladder and another to grab the flags.

When I opened the door of his truck, a major problem became quite evident. I am way too short to step up into the cab of his truck — that is without a curb from



which to step. Even then it's difficult. And the cab doesn't have a *pull up* handle either.

Do you know that not all the curbs on Lake are created equal? Even an inch can mean that I can't get into the cab of his truck. At one point, the curb was not tall enough, so I walked to the next flags.

Jacque Foreman, Editor 

*Shuttle Launch . . .
by Theo Clarke*





All **FREE** Concerts start at **7:00 PM** in the Amphitheater at Farnsworth Park. 568 East Mt. Curve Ave., Altadena, CA 91001 for information: 626-798-1131
Visit: <http://www.altadenasheriffs.blogspot.com>

15th Annual Summer Concert Series Schedule - 2011

The Irish Volunteers & the Irish Pride Dancers	Saturday, July 9th
The Downbeat Express (Big Band Sound)	Saturday, July 16th
The Brian Hughes Quintet (Jazz)	Saturday, July 23rd
Upstream (Caribbean Music & Much More)	Saturday, July 30th
The Blue Breeze Band (R & B, Soul, Blues & More)	Saturday, August 6th
Lisa Haley & the Zydekats (High Energy Zydeco Music)	Saturday, August 13th
The Mixx (Get Ready to Rock 'N Roll!)	Saturday, August 20th
The Tumbling Tumbleweeds (Country Western)	Saturday, August 27th

And... For Our Grand Finale... Saturday, Sept. 10th
THE BEACH TOYS in the Ultimate Tribute to THE BEACH BOYS
Presented By: Stage Door Music Productions & SSGA

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