


This Week

**Dr. Robert Piccioni
 Scientist
 Program Host:
 Paul Sirois**

Dr. Piccioni is a retired scientist and author who graduated from Caltech and earned his PhD from Stanford University and served on a Harvard research faculty.

Piccioni will share *Einstein for Everyone* and how his [Einstein's] discoveries impact our lives and how his famous equation(s) can help solve today's major challenges.

So, mark your calendars and see you on Thursday! 

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**DISTRICT
 ASSEMBLY
 FLYER
 PAGE 5**
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Hayes by President Brian Hayes Stack

He who Sleeps ... Wake Him


I've always enjoyed reading the works of Washington Irving, one of our country's first literary greats. His former home, Sunnyside, in Tarrytown, New York, has been turned into a museum. When visiting the area several years ago, I could picture the village and countryside that inspired works like The Legend of Sleepy Hollow and Rip Van Winkle.

We are all aware of the rapidly evolving nature of technology. It seems that every week, the next new thing comes to the marketplace. These innovations aren't always useful, but at least they aren't surprising to us since they have been built on the foundation of the last new thing. But imagine if someone somehow slept through the past two decades and was introduced to our fast-paced, technology-driven world?

As many of you know, I am in the process of gaining experience that will lead to my licensure as a marriage and family therapist. During an internship at a drug and alcohol treatment facility, I encountered a modern-day Rip Van Winkle. One of my clients, a man in his 50s, had missed the better part of two decades through

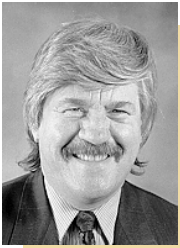
his drug-induced slumber from reality. A former art student, I hope to help him to reconnect to his artist identity. As he tried to describe his favorite artists, I logged onto the computer and brought up the artist's work on Google images. My client's eyes went wide. "So this is the Internet?" he said.

I almost couldn't believe that the Internet, which is a ubiquitous presence in my life, could be completely foreign to someone else. I let him *surf the net* for a while, taking in his amazement as he got caught in the World Wide Web for the first time. It gave me a new appreciation for how far technology has progressed in my lifetime.

The next 20 years will likely bring even more life-changing technologies. I'd better stay awake. 

Greeters

March 31
Dyanna Henderson
 April 06
Tony Hill
 April 13
Boyd Hudson



Program Review

Support Your Local Library

Our program this past week was provided by representatives of the Altadena Library. The first Library representative to speak was, **Dale LaCasella**. She is a former attorney who, in her retirement, works as a member of the Altadena Library District Board of Trustees. She is also a found-



ing board member of the Altadena Library Foundation. In her presentation, LaCasella made it clear that we are all fortunate to have the Altadena Library in our community.

She told us that the Library has many resources that the locals can take advantage of, including books, newspapers, magazines, video tapes, CDs, DVDs, computers, audio books and more. LaCasella further stated that the Library is wired for wifi, provides passport services, provides meeting facilities for community groups, provides speakers on a vast variety of subjects, provides tutoring, live and online. The Library also provides specialized programs targeted to different age groups such as programs for young children, pre-teens, teens, adults and seniors. They like to think of the Altadena Library as the *heart of Altadena*.

The Library gets funding through property taxes for operating expenses only. This tax costs each local homeowners approximately \$37 per year. Other costs

must be paid for by fund raising programs. We were advised that right now the 50-year old building needs substantial upgrades, including doing renovations to be in compliance with ADA regulations. The *concept plan* prepared by an architect can be viewed online at AltadenaLibrary.org. The estimated cost of the essential capital improvements is estimated to be 16 to 20 million dollars. At this point they have one-half a million dollars, so unfortunately they have a long way to go.

Our second speaker was **Roberta Lauderdale** who spearheads the literacy program at the Bob Lucas Memorial Branch of the Altadena Library, located at the corner of Lincoln and Ventura Avenues. This program is aimed at adults in the community who need assistance in reading and writing. One of the motivations is that a parents inability to read or write impacts the children. This program



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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

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Dist 5300 Gov. Roger Schulte

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Tony Hill, Pres. Elec. Bus. 626-795-5363

David P. Smith, VPRES. Bus. 636-398-2010

Jim Gorton, Sec. Bus. 626-793-6215

Mike Noll, Treas. Bus. 626-683-0515

Directors

Jim Gorton • Craig Cox • John Guerrini

Sterling Louviere • Brian Hayes

Tony Hill • TBD

Chairmen

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

March Programs

Literacy Month

Program Chair, Paul Sirois

March 31 - Robert Piccioni, Scientist

April Programs

Magazine Month

Program Chair, Theo Clarke

April 07 - Bob Hayward (Lincoln Ave. Water Company) and Bruce Morrison (LADWP): Water - Local, Regional and State

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

Congratulations



Birthdays



03/13 - Regina Bette

03/14 - Emily Aiken (Wilkes)

03/15 - David P. Smith

03/15 Trish Robinson

03/24 - Ed Soza



Anniversaries



03/01 - Tom & Etta McCurry

Dennis & Noriko Suzuki Mehringer

Chairmen's Youth Awards Season fast Corner Approaching — An Overview

by Regina Bette, One of Our Youth Chairs



Altadena Rotary will soon be giving out a number of awards to local High School students and two awards to 8th graders at Eliot Middle School. Some of you may ask why we have chosen these awards to give out.

It all started when Altadena Rotary was approached by Altadena American Legion Post No. 470, Inc. They were disbanding, but wanted their legacy and focus on Americanism to carry on. They had sold their property and had an endowment [*Monies raised to build a new meeting location*] that they asked Altadena Rotary to manage. Altadena Rotary agreed, and that is how Altadena Rotary Charities (ARC) was founded. The money was apportioned to focus on different activities near and dear to the American Legion. These were:

- Maintenance and replacement of flags and lights lit by spotlights at four (4) specified locations [*the triangle park at Lake Av. and Altadena Dr, the front of the Altadena Town & Country Club, the Altadena Senior Center, and the main branch of the Altadena library*];
- Maintenance and replacement of flags and poles, and display of such flags along Lake Avenue and Mariposa Avenue on three (3) national holidays [*Memorial Day, July 4, and Veteran's Day*].
- New projects for the proper display of the American flag throughout Altadena;
- The development and maintenance of patriotic Americanism throughout the community of Altadena and its various schools by awarding scholarships in the following manner:

a) Two (2) awards in the amount of

\$1,000.00 to be awarded annually at each of the following Junior ROTC units to graduating seniors, one (1) for scholastic excellence, and one (1) for military excellence [six (6) total]:

- Air Force Junior ROTC at John Muir HS;
- Navy Junior ROTC at Pasadena HS; and,
- Army Junior ROTC unit at Blair HS.

b) Two (2) scholarships each in the amount of \$1,000.00 to be awarded to graduating seniors at John Muir HS, one (1) to a boy and one (1) to a girl, using the criteria set forth in the Agreement.

c) Two (2) scholarships each in the amount of \$500.00 to be awarded to graduating students at Eliot MS, one (1) to a boy and one (1) to a girl, using the criteria set forth in the Agreement.

This is why each year we continue to award scholarships to these schools. The originators of this agreement understood that the original funds might grow, so they also included permission to develop new or additional scholarships to recognize and encourage students in the Altadena community and its school system or to grant additional ROTC scholarships to worthy students attending colleges, universities or schools in the area. This is how we also fund our teachers' Americanism Mini-Grant and regular Mini-Grant programs and the Pasadena City College veteran's and outstanding-student awards.

The members of the American Legion who developed this agreement also wanted Altadena Rotary to use specific qualities as criteria for the scholarships. These qualities are:

1. **Courage** - Bravery in the face of opposition and danger; determination and

force to do right without public applause and regardless of personal advantage. A quality of the intellect.

2. **Honor** - Highly-developed moral character; moral excellence; strength and stability of character; high standards of conduct; devotion to duty; adherence to truth; keen sense of what is right; practice of clean speech and thoughts.
3. **Leadership** - Ability to lead and accomplish through group action; ability to work in harmony and in unison with other leaders in accomplishing group results; desire and ability to fill the voids in the lives of others caused by timidity, illness and other handicaps.
4. **Patriotism** - An ideal of loyal Americanism, religious tolerance, righteous freedom and the willingness to defend our Flag against all enemies - foreign or domestic. Perhaps best defined in the American's Creed.
5. **Scholarship** - Attainments in school studies; quality of school work reflecting the fine traits of industry; perseverance; efficiency and intelligence.
6. **Service** - Kindliness; unselfishness; fellowship; protection of the weak; promotion of the interests and the welfare of associates; and, constructive aid for the up-building of schools and of community.

It is with great pride that we continue to honor the American Legion and specifically the Altadena American Legion through the giving of these awards each year. ☉

If you wish to learn more about our continuing the work of the Altadena American Legion Post 470 awards and a bit more of the history of our encowment, go to the members only section of our website.



MONEY by Linda Wilkes MATTERS

Last Week in the News

Retail sales rose 0.1 percent for the week ending March 12, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 3.1 percent.

The National Association of Home Builders/Wells Fargo housing market index rose one point in March to 17. An index reading below 50 indicates negative sentiment about the housing market.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending March 11 fell 0.7 percent. Refinancing applications increased 0.9 percent. Purchase volume fell 4 percent.

The combined construction of new single-family homes and apartments in February fell 22.5 percent to a seasonally adjusted annual rate of 479,000 units. Single-family starts decreased 11.8 percent. Multifamily starts dropped 46.1 percent. Applications for new building permits, seen as an indicator of future activity, fell 8.2 percent to an annual rate of 517,000 units.

The producer price index, which tracks wholesale price inflation, rose 1.6 percent in February after a revised 0.7 percent increase in January. Core prices — excluding food and fuel — rose 0.2 percent in February.

Consumer prices rose a seasonally adjusted 0.5 percent in February, following a 0.4 percent increase in January. For the year, seasonally adjusted consumer prices are up 2.2 percent.

Industrial production at the nation's factories, mines and utilities fell 0.1 percent in February, following a revised 0.3 percent increase in January. Compared to a year ago, industrial production is up 5.6 percent. Capacity utilization was 76.3 percent in February.

Initial claims for unemployment benefits fell by 16,000 to 385,000 for the week ending March 12. Continuing claims for the week ending March 5 fell by 80,000 to 3.7 million.

Coming on the economic calendar are reports on existing home sales on March 21 and new home sales on March 23.

The Law of the Broom

In his best-selling book *High Trust Selling*, Todd Duncan says, "In order to take your business to higher levels of trust and effectiveness, you must first clean up your business." He calls this the Law of the Broom.

Most salespeople spend only 25 percent of their time selling because they spend 75 percent of their time managing the sales they've made. They are reactive instead of proactive. The goal, through the Law of the Broom, is to flip this around so that you're spending the majority of your time selling as opposed to managing.

When you take the time to clean up your business by establishing systems and procedures to effectively deal with the most common and most productive activities of your day, your business becomes proactive and is able to continually expand. More than that, when your business is cleaned up, your time is freed up to do what you do best. That's the essence of following the *Law of the Broom*.

To clean up your business, heed the traffic signals that lead to success. Identify your green-light activities — those that build trust and earn you more money — e.g., referral follow-ups and new client prospecting. Remove the red-light activities — those that don't build trust or increase your profits — e.g., dealing with high-maintenance/low-profit customers.

To be successful, you must do more than seek out the green lights and avoid

the red lights. You must also heed the yellow lights. Observing a yellow light in your sales career is the equivalent of slowing down long enough to evaluate how well you're using your time and identifying what is — and what is not — helping your progress.

Todd Duncan is Chief Performance Officer at Prospect Mortgage. 


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

Program

Continued from p.2

provides one-on-one tutoring, usually for 1 or 2 hours per week. They also provide small group classes. The program has three part time personnel, with most of the tutoring being done by volunteers. The Library provides one day of training and asks the volunteers to commit to a minimum of 6 months of volunteering.

All services provided by the Library are free. These include other special programs such as CPR training, diabetes prevention classes, instruction in resume writing and budgeting principals, courses to help participants find work, 8-week basic computer classes to name a few. Keeping up with changes in technology, the Library is hoping to introduce e-book capability in the fall of this year. This would allow participants to download books and other publications directly onto e-readers such as an I-Pad or Kindle, etc.

This is indeed a wonderful community resource which we should all support. When visiting, be sure to check out the bookstore that was developed over an 18-month period though the dedicated work of the Friends of the Altadena Library Bookstore, spearheaded by a close friend of the Altadena Rotary Club, Phyllis Merrill. 

Sparks - Altadena Rotary Club Newsletter

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

www.District5300.org
office@district5300.org



District 5300 Rotary International

BODTS

Board of Directors Training Seminar

Leadership Training Brings Rotary Strength

Saturday, Mar 26

Register by Mar 23
Doubletree Club Hotel
7250 Pollock Drive
Las Vegas, NV 89119

Saturday, Apr 2

Register by Mar 30
Etiwanda Gardens
7576 Etiwanda Ave.
Rancho Cucamonga, CA

**Cost:
\$25 per
person**

8:30 a.m.: Registration/Continental Breakfast

9 a.m.—12: Be efficient and consistent in your Club Administration and leave more time and energy to change your community and the world. Topics include Defining Documents, Role & Responsibility of Board Members; Robert’s Rules of Order; Club Leadership Plan; Dos and Don’ts of Raffles

TO REGISTER: Sign up online at www.District5300.org/BODTS

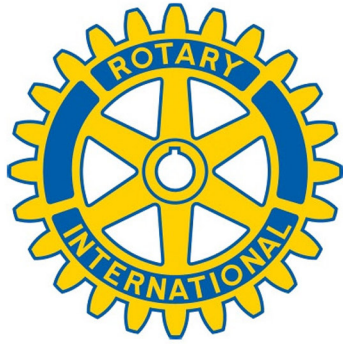
WHO SHOULD ATTEND:

New, continuing and potential board members, or those interested in expanding their Rotary knowledge and leadership skills.

BIGGER BETTER BOLDER



Roger J. Schulte, District Governor, 2010—2011
www.District5300.org • office@district5300.org



District 5300 Rotary International

BODTS

SPEAKERS



Mary Ann Lutz is President of Lutz & Company, Inc. an Electronic Reporting Training and Consulting Service in Monrovia, California. Mary Ann has developed and lead seminars in retail, sales, court reporting and transcribing. Mary Ann joined the Monrovia Rotary Club in 1994, serving as President in 2001-2002. She has also served as Assistant District Governor and Executive Assistant District Governor, and has implemented training for both positions. Mary Ann is currently the District Governor's Aide, and is also a team leader for Club Leadership Plan and Vision Facilitations. Mary Ann has also been member of several ad hoc committees including organizing several District Conferences and the 2008 Rotary International Convention in Los Angeles. In 2009 Mary Ann was elected as Mayor of the City of Monrovia having served as a City Council Member since 2003 .



Randall J. Campanale, CFA, is the Senior Vice President and Senior Portfolio Manager at Northern Trust. Mr. Campanale joined Northern in 2006 with almost thirty years of experience in most facets of the wealth management industry and organizational development and management. Mr. Campanale has been the head of investment management for Nevada, First Interstate Capital Management; Regional Manager, Wells Fargo Private Client Services as well as Senior Vice President, Western National Trust Company and First National Wealth Management. Mr. Campanale currently sits on the Executive Committee of the Nellis AFB Support Team and is a member and past President of the Las Vegas Rotary Club. He has been honored as a "Distinguished Alumnus" of the College of Business and Economics at the University of Nevada at Las Vegas.



Don Brown is the founder and broker of Lee & Associates Commercial Real Estate Services – Inland Empire North Inc., headquartered in Victorville. He has been providing exceptional commercial real estate services to the community for over 30 years. His specialized experience in all facets of commercial real estate has proven beneficial for the companies and individuals that have utilized his services. Mr. Brown is an active member of the community currently serving on the Advisory Board of the Victor Valley College, Chairman of the Board of Trustees for The High Desert Academy of Arts and Applied Sciences, Past President of the Victor Valley Sunrise Rotary Club, California Chairman for Rotary District 5300 Potential Rotary Leadership Seminars, Former Board Member of Institute of Real Estate Management (IREM) and is a member of American Industrial Real Estate Association (AIR) and International Council of Shopping Centers (ICSC).



Rae Shirer served as Tax Manager for the Watt Companies of Santa Monica while completing her legal education at Loyola Law School. Since 1999, she has represented a diverse group of businesses, both large and small though The Law Office of Rae Shirer in Orange. Rae represents children and their legal guardians as a volunteer for the Public Law Center of Santa Ana. She joined Orange Sunrise Rotary in 2003 and served as President in 2006-2007. Rae also served as Foundation Dinner chair, on the Nominating Committee, as an Assistant Governor and as District Secretary. Rae was recognized as Rotarian of the Year for District 5320 by 2009-10 Governor Bret Gerdes. She currently serves as one of two Executive Officers, and is the District 5320 Governor Nominee Designate (2013-14). Rae enjoys music and travel, one highlight being a trip to Carnegie Hall to perform with the Santiago Canyon College concert choir. She has attended conventions in Copenhagen, Salt Lake City, Los Angeles and Montreal and is planning a wild road trip to New Orleans.



Lee Mothershead joined San Marino Rotary in 1987 just as the Polio Plus drive was getting into high gear. He was Club President in 1994 -95 and District Governor in 1998-99. He was in secondary education for his career, and as Dean at Southwestern Academy in San Marino. He and his wife Therese were first in the District to travel to India for a NID in 2004. This year Lee has headed up the Polio matching drive for the San Marino Rotary Club, with a goal of raising \$25,000 towards the eradication of polio.

