

**View** by President  
*from the Hill*  
 Tony Hill

**9/11 Memorial on New York Dr.  
 A go — Dedication: September 11, 11 a**

**This Week**

**Rodney Walker  
 President, Grant  
 Writing Central  
 Program Host:  
 C. Ray Carlson**

Our speaker this week is a keen Pasadena entrepreneur who has developed an incredibly compelling website. It offers online courses in grantwriting that can help us find funds to do more with what we have, even matching Rotary Foundation funds or getting more from sources like the World Bank and US Department of State that funded our Uganda and Zambia projects.

Check it out at <<http://grantwritingonlinecourse.com/about.html>>

He has offered to develop a similar website for online business plan development and micro-finance funding to expand our Job Creation program globally.

Among his many accomplishments, John McDannel is a member of the Rotary Club of Pasadena, a past Rotary Club President, a retired United Airline pilot. He spoke to our Club a couple of months ago about his goal to have a portion of New York Dr. dedicated as a 9/11 memorial. Since then McDannel has worked diligently to make his dream a reality. Although it has been an uphill battle, the good news is John has accomplished the first phase of his goal. This achievement will be symbolized on September 11, 2011 at 11a by a dedication ceremony at the corner of New York Dr. and Bradley St. All of our members have been invited to attend.

This week's District Newsletter contained the following comments about this event:

"Marking the first monument of its kind outside of New York, the Pentagon, and crash landing site in Shankesville, Pennsylvania, community leaders, pilots, flight attendants, military personnel, multiple service groups, friends, and family members of the victims and survivors of that fateful day will gather to dedicate New York Dr., in Pasadena, as a memorial to

those lost on 9/11/2001.

"... There are rumors that the team coordinating this event is working hard to get F-18s to fly a missing man formation overhead.

"District 5300 encourages Rotarians to attend the event. For details about the monument and the memorial, visit [www.pasadena911memorial.org](http://www.pasadena911memorial.org)"

I certainly also encourage all members of our Altadena Rotary Club who have the time to also attend to support our fellow Rotarian in this mammoth undertaking.

Since I am already quoting from this week's District Newsletter, let me also quote from another article in the same issue about increasing membership:

"When it comes to recruiting club mem-  
 Please turn to View, p. 4

**Greeters**

September 01

**John Guerrini**

September 08

**Brian Hayes**

September 15

**Boyd Hudson**



# Program Review

## Magic: The Hand is indeed ... quicker than the Eye

That point was clearly presented to us by last week's speaker, Don Kenney, a member of the International Brotherhood of Magicians and the Magic Castle. He invited the members of our club to close their eyes and imagine a blank screen — like in a movie theater. He then asked us to imagine an object on the screen when he clapped his hands. He then repeated the process, asking us to imagine a different object on the screen. He then asked us if the objects we saw on the screen were a tree and a car. Nearly all of the members saw one of the

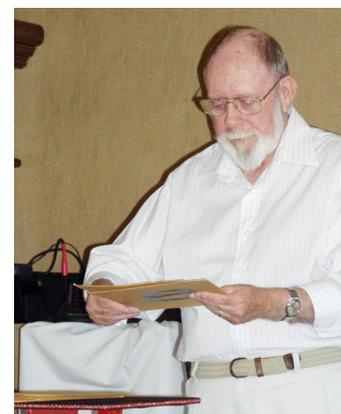
objects, and a couple saw both. Kenney told us that was because most people think of trees and cars.

Kenney is a member of Ring 21, the Hollywood Ring, of the International Brotherhood of Magicians. The Ring meets on the first Thursday of every month, and guests are invited. The members assist each other in the performance of their magic tricks. Additionally, they are involved in a large number of charities, performing their acts for hospitals and other venues for free.

Kenney then asked President Tony to come up and assist him in a trick. He showed us two washers, each with a big hole in the middle. He asked Tony to hold one, while he proceeded to rub the other

h e a r  
s o m e -  
o n e s a y  
"w o w"  
a t t h e  
c o n c l u s i o n  
o f a t r i c k .

Kenney then brought out nine envelopes numbered one through nine. He then proceeded to switch them around in response to various members instructions so they were completely out of numerical order. He then brought up nine members and had them hold their envelopes. He then asked them to remove a card from inside their envelope, and voila! — the cards neatly spelled out the word ROTARIANS in perfect order. We all said in unison — "WOW!"



one gently. Lo and behold, the hole in that washer disappeared! Then, he said that hole had to go somewhere. He asked Tony to open his hand and, sure enough, the washer he had now had two holes in it.

"Wow," exclaimed Tony, and Kenney said that the pinnacle of high magic is to



Ed Jasnow

**Sparks** is published 48 weeks a year and is the official publication of the Rotary Club of Altadena. The deadline for submission of articles is Friday at 6p to current editor email, fax, or delivery.

### Rotary Club of Altadena - #7183

Chartered: February 14, 1949  
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TBD ..... Vocational/Youth Projects  
TBD ..... Membership

Editor, Design & Typesetting ..... Foreman Graphics  
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## September Programs

### New Generation Month

#### Program Chair, Ray Carlson

Sep 01 - Rodney Walker - Grant Writing Institute -- How to leverage ARC funding to do bigger projects  
Sep 08 - DG Doug Fowler - District Governor's visit  
Sep 15 - Raoul Pascal - WYNK Marketing- Website, Facebook, marketing design  
Sep 22 - To be Announced  
Sep 29 - To be Announced

## Congratulations



### Birthdays



9/13 - Boyd Hudson  
9/17 - Dennis Mehringer  
9/19 - Bob Collinge  
9/22 - Etta McCurry  
9/29 - John Guerrini



### Anniversaries

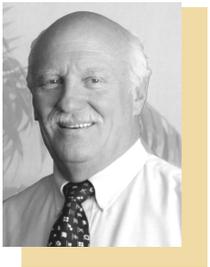


9/13 - Boyd & Alice Hudson

# Chairmen's Corner

## “Walk Softly, but Carry a Big Stick”

by John Frykenberg, International Chair



Teddy Roosevelt's advisory in international relationships had less to do with foreign aid than sabre rattling in support of American trade relationships abroad and diplomatic overtures in support of open markets and favorable treatment for American entrepreneurs. Time passed, and the Marshall Plan helped to rebuild a bankrupted Europe after WWII, and Peter Drucker laid out a plan for Japan to build an economic empire from the ashes of Hiroshima and Nagasaki.

And today, we have built China into a behemoth that will soon eat our lunch and make us forget the evils of materialism and *accouterments* which we will no longer be able to afford anyway.

All in the name of *brotherhood* of man, we sacrifice to absolve our collective consciences for the lives we live and the wealth we have gathered unto ourselves — like the Romans of old. And we are generous to a fault, naming *social justice* in lieu of *equal justice* as the maxim by which we will live and conduct our affairs ... because we are a caring and compassionate people.

The only problem is ... In foreign aid or income redistribution at home, we empower and we entitle and we hand out only to be bitten in return.

Typically, social revolutions are borne not of the *have-nots* of this world, but by the *want-mores*. And handouts — unlike hand-ups — are short-term solutions to fundamental problems, which will not go away without restructuring. And this translates into social or military revolution.

Abroad — as here at home, the ideologues debate the efficacy of

*government's* role in the generation of wealth and health and happiness of the governed. And the Roman prescription of bread and circuses for all seems palatable until we run out of other people's money, which is just what is happening throughout Europe and the United States.

There seems to be some agreement on the principal of *fairness* and *equal opportunity* in the world, but definitions differ still. In Islamic nations, women are unquestionably treated as second-class citizens with fewer opportunities. Some would argue that holds true in the West as well, even as the Wizard of Oz steps from behind the screen to offer a medal to make us feel better.

Intentionality in the equal redistribution of wealth, power and resources historically has proven fallacious, virtually always resulting in support of a privileged, elite class of decision makers who *know best*. And far from *meritocracies*, these states prove to be totalitarian on both the left and right.

The argument over whether or not “*government creates jobs*” is limited only to the resources at the disposal of ours or any government. And those resources ultimately come from the people. The only question remaining is if our *collective will* is inherently more principled or moral than that of individuals, especially in stewardship of resources expended for the commonweal. And the answer to that

question always begs another question as to “*who is in charge*” and “*who is accountable*” in the end.

Democracy or a republic at least offer the option of getting rid of its leaders who are found wanting over the course of time — and we hope — without the shedding of blood. And a *free market* similarly is self-correcting over time if government is relegated to the role of insuring that all players play by the same rules ... which clearly does not allow for monopolies of any kind, including monopolies on power or communication.

So who's more ethical? I would give the edge to individuals over government generally (*beware the tyranny of the masses*) because individuals tend toward more accountability. And the bad ones inevitably get caught!

I think our founding fathers recognized this axiom with the caveat that democracy can only work over time for a moral people and those willing to pay the price of freedom, which is often paid in blood.

Knowing or sensing the price of freedom, there are peoples who would prefer to be taken care of by the state and are willing to give up freedom for security — keeping their thoughts and opinions to themselves in quiet hope that they may gain some semblance of autonomy — three squares a day and a roof over their heads. The price for complaining about this arrangement may also be extracted in blood.

Rotary's greatest international outreach may be in the realm of *freedom of thought* — which challenges the status quo of totalitarian regimes ... whether socialist or fascist ... and champions the merits of personal initiative and open markets of ideas and trade.

> **VOLUNTEER** <  
**SEPTEMBER 10, 2011**  
• **STREET FESTIVAL** •  
**DURING THE DAY**  
• **CONCERT** •  
**IN THE EVENING**



# MONEY by Linda Wilkes MATTERS

## ***Last Week in the News***

The National Association of Home Builders/Wells Fargo monthly housing market index was unchanged in August at 15. An index reading below 50 indicates negative sentiment about the housing market.

The combined construction of new single-family homes and apartments in July fell 1.5 percent to a seasonally adjusted annual rate of 604,000 units. Single-family starts decreased 4.9 percent. Multifamily starts rose 7.8 percent. Applications for new building permits, seen as an indicator of future activity, fell 3.2 percent to an annual rate of 597,000 units.

Industrial production at the nation's factories, mines and utilities rose 0.9 percent in July. Compared to a year ago, industrial production is up 3.7 percent. Capacity utilization rose to 77.5 percent in July.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending August 12 rose 4.1 percent. Refinancing applications increased 8 percent. Purchase volume fell 9.1 percent.

The producer price index, which tracks wholesale price inflation, rose 0.2 percent in July after a 0.4 percent decrease in June. For the year, seasonally adjusted wholesale prices are up 7.2 percent. Core prices — excluding food and fuel — rose 0.4 percent in July.

Existing home sales fell 3.5 percent in July to a seasonally adjusted annual rate of 4.67 million units from a revised 4.84 million units in June. The inventory of unsold homes on the market decreased to 3.65 million, a 9.4-month supply at the current sales pace, up from a 9.2-month supply in June.

Initial claims for unemployment ben-

efits rose by 9,000 to 408,000 for the week ending August 13. Continuing claims for the week ending August 6 rose by 7,000 to 3.7 million.

Upcoming on the economic calendar are reports on new home sales on August 23 and gross domestic product on August 26.

## ***Knowledge Builder Early Architecture in Colonial America***

Saltbox architecture is among the earliest types of architecture found in Colonial America. Essential features of a saltbox include a two-story house consisting of four rooms, a central chimney, a single-story rear lean-to addition and a sloping back roof line. This type of architecture resembled an English cottage and was common in rural England, where many New England settlers originated.

As the colonies prospered, saltbox architecture evolved. The lean-to addition became a full story, making for a four-on-four room house with a central hallway and staircase. This standard Colonial design featured a symmetrical front with a central door, two windows on either side and five windows across the second floor.

What made American Colonial architecture unique was how it varied, depending on the nationalities of the settlers that populated the South and Eastern Seaboard. Each fashioned different versions of American Colonial architecture.

English Colonial architecture — most common in New England — featured a four-on-four room house with a central chimney to conserve warmth. Dutch Colonial — prevalent in New York City and along the banks of the Hudson River Valley — incorporated gambrel roofs and paired chimneys, details common in their Dutch homeland. French Colonial —

found along the Mississippi River and in southern Louisiana — featured steep hipped roofs, dormers and stairs leading to a wraparound porch.

By the 1750s, another Colonial style — Georgian — had become the predominant architectural style of the leisure class from Maine to the Carolinas. Classic Georgian architecture is marked by the same symmetry of earlier styles but with additional grace and distinction.

Common features include sash windows, paired chimneys, pilasters or column-like boards flanking the front door and a side-gabled roof. 

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

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## **View**

*Continued from p.1*

bers, there are almost as many ideas as there are Rotarians, which is not a surprise considering Rotary's diversity. A few ideas include:

- Invite friends, colleagues, or neighbors to participate in club projects;

- Give potential members a "Start with Rotary" postcard or wallet card;

- Talk with potential members about Rotary's humanitarian work, including programs like PolioPlus. Mention the Bill & Melinda Gates Foundation's involvement;

- Invite professional women in the community to club meetings. Initiate projects that focus on women's issues, and invite prominent women in the community to participate, speak, or lead.

- ..... For additional ideas, contact Adrienne Cox at [adriennecx@yahoo.com](mailto:adriennecx@yahoo.com) " (Adrienne Cox — hmmm — could there be any relation here with our membership chair, Craig Cox?) 



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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