

August 16, 2012

This Week

John Frykenberg
Altadena Rotary
His Nigerian
Entrepreneurship
Venture

Guest Host
C. Ray Carlson

The results of our \$50,000 Matching Grant ventures in Nigeria are absolutely staggering! 4,500 university graduates were impacted in universities in four states of Nigeria. One in the North faced a curfew of all citywide activities from 7a to 7p each day because of the notorious Boko Haram terrorist group that has murdered thousands, — 6 this past week.

Don't miss this exciting presentation by John Frykenberg who has now completed three trips to Nigeria that have impacted a grand total of about 7,400 university students and recent graduates. He has succeeded in doubling the number each year.

Service above self takes on new meaning when you realize what John and others of the 6-person team had to endure in order to achieve phenomenal results. Our club president Julius Johnson knows from his experience last year. Your friends will be impressed by what our club is doing. Invite them!



Johnson's Judgments

by President Julius Johnson

Changing Lives One Person at a Time

Last night (August 11) I got to experience *Concerts under the Stars*. This is the 7th or 8th year of this annual fund-raiser sponsored by the Hafif Foundation. Hafif is an 82-year old personal injury attorney who hosts this intimate, sit-down dinner in his back yard for 2500 special guests. We each pay \$55 per ticket.

The Hafif foundation distributes the tickets to over a hundred different non-profit organizations throughout the Inland Empire. The organizations sell the tickets, and they get to keep 100 percent of the money. The Hafif foundation pops for all the expenses of the concerts and the dinners. I believe they are doing four of these dinners this year.

During the course of the evening between the performances of the various artists, one of the organizations that benefits from the Hafif foundation's largess tells the audience what their organization does and how they help the community. Sometimes they have a kid get up and tell us how his/her life has been touched — changed and enriched — by the different organizations supported by the Hafif Foundation. It is all very moving to see the positive difference that these organizations are making in people's lives.

I have been going to these concerts for a few years now, and each time we

get to hear Herb Hafif tell his story: He has gone from poverty in the early 1930s to being very comfortable today. This year, because of ill health, Hafif's son took his father's place in sharing the story. When his father was a small boy, his Grandmother gave him a bleach bottle which He was to cash in and use the 5 cents to pay for his admission to the movie.

As luck would have it, he lost the bottle and could not get into the movie. He started to cry. A man on the street — clearly a street person — asked him why he was crying. He told the man his story. The man reached into one of his pockets, and gave him 3 cents and he reached into his other pocket, and gave him his last 2 cents. This act of generosity stated Herb Hafif on his giving spree.

The question was asked: "Can one man change the world?" Hafif suggested is that this is the wrong question. A more

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Greeters

August 16
Greg Edmonds
August 23
Roger Fennell
August 30
Jacque Foreman



Program Review

The Internet: Market Place to the World

The internet provides for a worldwide marketplace with seemingly unlimited potential for access to customers. The growth of this particular medium attracts the attention of advertisers as a more productive source to bring in consumers. A clear advantage to consumers is the control they have over the product, choosing whether to check it out or not. John Mehringer, Vice President of Hardware development for Open X, a Pasadena-based company specializing in

Internet advertising software and services, described the inner workings of the online advertising industry.

Online advertisements may offer various forms of animation. In its most common use, the term *online advertising* comprises all sorts of banner, e-mail, in-game, and keyword advertising, including on platforms such as Facebook, Twitter, and MySpace. Web-related advertising has a variety of ways to publicize and reach a niche audience to focus its attention to a specific group. Market research shows that online advertising is directly linked to business revenue growth. For the year 2012, Jupiter Research predicted \$34.5 billion in US online advertising spending.

The use of online advertising has implications on the privacy and anonymity of users. Hosting the banner images on its servers and using third-party cookies, the advertising company is able to track the browsing of users across these two sites. Third-party cookies can be blocked

by most browsers to increase privacy and reduce tracking by advertising and tracking companies without negatively affecting the user's Web experience. Many advertising operators have an opt-out option to behavioral advertising, with a generic cookie in the browser stopping behavioral advertising.

In addition to contextual targeting, online advertising can be targeted based on a user's online behavior. This practice is known as behavioral targeting. For example, if a user is known to have recently visited a number of automotive shopping / comparison sites based on clickstream analysis enabled by cookies stored on the



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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
P.O. Box 414, Altadena, CA 91003
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Hal Yorke Vocational/Youth Projects
Ray Carlson New Generation
Gordon Seyffert Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

August

Membership & Extension Month

Program Chair, Dennis Mehringer

Aug 16 - John Frykenberg - His recent trip to Nigeria. Guest Host C. Ray Carlson
Aug 23 - George Buehler - Craft Talk
Aug 30 - To be Announced



September

Membership & Extension Month

Program Chair, Ray Carlson



Sep 06 - William J. Kelso II, President, SGV New Gen Rotary Club & Social Media Consultant
Sep 13 - Mikal Pradia, CEO; Danya Mibes, CFA; & Sam Mason Chief Strategist, Get in Gear Now - Entrepreneur Education
Sep 20 - To be Announced
Sep 27 - To be Announced

Congratulations

Birthdays

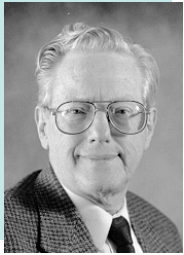
08/02 - Phyllis Merrill
08/05 - Kevin Moore
08/08 - Joseph McMullin
08/10 - Don Applegate
08/11 - Joy Carlson
08/14 - Marsha Seyffert
08/24 - Hal Yorke
08/27 - Elaine Klock
08/31 - Bruce Conroy (Jacque Foreman)

Anniversaries

08/01 - Ed & Phyllis Soza
08/23 - Gary & Dotty Clark

New Generations Service What is it and what must we do differently?



New Generations Service (NewGen) became Rotary's fifth Avenue of Service in 2010 and is defined in article 5 of the Standard Rotary Club Constitution:

NewGen recognizes the positive change implemented by youth and young adults through leadership development activities, involvement in community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding.

The NewGen brochure further states: *Rotary Clubs should be committed to involving youth and young adults in their vocational, community, and international service projects, and to providing programs and resources that support them.*

NewGen covers various age ranges from 12 to 30. The age range of 12 to 18, which includes **Interact** in both middle schools and high schools; 18 to 30, which includes **Rotaract**, both college/university-based or community-based. Ages 15-19 can be involved in **Rotary Youth Exchange** for up to one-year terms; Ages 18 - 25 for up to three months. **Rotary Youth Leadership Awards (RYLA)** can have participants ranging from 14 to 30, usually focused on specific age groups, such as 14-18, 19-24,

or 25-30.

The most interesting development is that NewGen **Rotary Clubs** are being chartered to offer young adults an alternative to existing clubs, e.g., the **SGV New Generations Club** spawned by Alhambra Rotary in our District 5300. It's age range is 25 to 35, all young professionals.

The president of that club, **William J. Kelso II**, will speak to our club on September 6 to kick off the new theme of **New Generations Service** for that month.

I have proposed to the Membership Committee that we should explore the formation of a New Gen club in Pasadena/Altadena to recruit young professionals into Rotary. Greg Jones, of the **Pasadena After Hours Club** that meets on Thursday evenings, suggested that we explore a collaboration on this since his club has some members below age 40. We will meet this week for preliminary talks.

This week's **Rotary Showcase** gives an interesting example of the thinking of one young Rotarian, Kate Ehliis:

Yes. It's true that Rotary needs younger members — in 2009, 11 percent of Rotarians were under 40. But I'm focused on recruiting for a new generation of Rotarian, and



that isn't necessarily about a specific age target. There are people who want to Skype into meetings and conferences when they can't be there, and have other Rotary club members view that as acceptable. Also, I'm seeing a lot of potential members who want to be more involved in decision making from the get-go, versus the hierarchical model that says, "You're a new member, so you won't be a part of the board or anything until you've been here a couple of years."

TR: Why did you start a new club in Minneapolis (South Metro Minneapolis Evenings Rotary)?

EHLIS: After I moved there for work, I started visiting the local clubs. The people were fantastic, but the club structures weren't a good fit. I was getting started in my career, so showing up late to work once a week or taking two hours for lunch wasn't going to fly. And the dues were high for someone with a starting salary.

TR: How did you make the new club different?

EHLIS: I wanted something affordable. There aren't meals and beverages at meetings, so you don't feel pressure to pay every week to partake in that. It helped us set dues fairly low, at US\$265. Regular meetings are held in the evenings, but one meeting a month is a volunteer event, like helping at a local food shelf. Also, they meet at a hotel once a month to hear a speaker, and many people gather beforehand in the hotel bar, like a happy hour. The club does have high turnover, but it's building passionate Rotarians. Even if people leave the club, once they get settled in the next city, they're most likely going to join a club or start their own.

Program

Continued from p.2

user's computer, that user can then be served auto-related ads when he/she visits other, non-automotive sites.

Semantic advertising applies semantic analysis techniques to web pages. The process is meant to accurately interpret and classify the meaning and/or main subject of the page and then populate it

with targeted advertising spots. By closely linking content to advertising, it is assumed that the viewer will be more likely to show an interest (i.e., through engagement) in the advertised product or service. Further growth is predicted for this industry with expansion into mobile devices and other electronic media. *Sammy Kayali* 



MONEY by Linda Wilkes MATTERS

Economic Update ***Last Week in the News***

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — rose 2.2 percent in May, following a 1.3 percent increase in April. On a year-over-year basis, prices fell 0.7 percent compared with May 2011.

The Bureau of Economic Analysis reported that personal income increased \$61.8 billion or 0.5 percent in June. Consumer spending was flat in June, following a 0.1 percent decrease in May.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending July 27 rose 0.2 percent. Refinancing applications increased 0.8 percent. Purchase volume fell 2 percent.

Manufacturing activity rose to 49.8 in July after a reading of 49.7 in June. A reading below 50 signals contraction. This was the second consecutive contraction since July 2009.

Total construction spending rose 0.4 percent to \$842.1 billion in June from an upwardly revised 1.6 percent increase in May. Compared to June 2011, construction spending is up 7 percent.

Factory orders fell 0.5 percent in June to a seasonally adjusted \$465.8 billion, following a revised 0.5 percent increase in May. Excluding the volatile transportation sector, orders decreased 1.8 percent in June.

Non-manufacturing activity rose to 52.6 in July from 52.1 in June. A reading above 50 signals expansion. It was the 31st straight month of expansion in the services sector.

Initial claims for unemployment benefits for the week ending July 28 rose by 8,000 to 365,000 from an upwardly revised

357,000 the prior week. Continuing claims for the week ending July 21 fell 19,000 to 3.272 million. The unemployment rate rose to 8.3 percent in July from 8.2 percent in June. Employers added 163,000 jobs in July.

Upcoming on the economic calendar are reports on consumer credit on August 7 and wholesale trade on August 9.

Insight Now ***Create Added Value*** ***for Your Clients***

In this month's edition of InsightNOW, Prospect Mortgage's Chief Performance Officer Todd Duncan talked with Michael J. Maher, known to many as America's most-referred real estate professional. His book, (7L) *The Seven Levels of Communication: Go from Relationships to Referrals*, outlines how to increase referrals, a *rainmaker* for any business.

Having netted almost a million dollars in his third year as an Agent, Maher explains how any sales professional can leverage the power of relationships to increase profits. He recounts how throwing his very first buyer a *thank you* housewarming party got him 11 referrals out of 45 guests — and how he's done it for every buyer since. Realizing that this honest act of appreciation positively impacted his business, he adopted the principle of added value, with lucrative results.

Maher believes that today's *generosity generation* — consumers attracted more to the personal touch than by photos of luxury cars and lifestyles — will more likely do business with someone who displays a sincere interest in helping them. Investing time in a phone call or a handwritten note instead of spending money on expensive ads or mass mail-

ings pays off. Instilling trust is key to developing a mutually beneficial relationship.

He suggests setting up a schedule to ensure that you touch base with everyone in your database at least once a year, noting that the top two reasons people aren't contacting you are perceived indifference and lack of expressed appreciation — both of which are easily reversed. (Maher makes 10 phone calls first thing every morning.) "If you don't follow up with them, they won't follow through with you," says Todd. Find more information at 7LBook.com.

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

Judgment

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important question is: "Can one person change the world for one other person?" The answer to that question is absolutely "YES."

This is the same question that we get to ask ourselves in Rotary every day: "Can I change the world for one person by my act of *Giving, Sharing*, or through my *Participation*? The answer is a resounding, "Yes I Can."

We do not have to be wealthy to make a difference. We do not even have to fly half way around the world to get involved. The beautiful thing about Rotary is that we can collectively act wealthy and we can fly half way around to make a meaningful difference. But we don't have to. And, whether we go or stay, we don't have to do it alone. Make a decision to make a difference that changes someone else's life for the better. Be active in Rotary this year.



ROTARIANS ON THE ROAD

Thoughts on Traveling to Africa

by John Frykenberg, International Chair

I've been through H——, sorry, I meant to say *arduous circumstances* in my travels from Los Angeles to Ghana, Nigeria, back to LA, Frankfurt, Nigeria again... just to get to my assignment for Rotary to promote the merits of free markets and free enterprise and the rewards of *making a job* for yourself and becoming self-sustaining.

I come from a nation that is still debating the merits and possible shortcomings of a powerful central government at its helm capable of providing cradle to grave services to the indigent and those less confident of self-direction.

I had dinner one night with an official of the IMF carrying a Namibian passport who resides in Washington DC and shakes his head at the thought of a nanny state and welfare in a nation that boasts 49 percent of its population receiving some form of government support. I think most Nigerians would agree with him, but then Nigeria does not have 30 percent of its work force receiving disability payments or even claiming to be disabled.

Forgive my rant. My 3-Month-Work-Permit went over like a whoopee cushion with the Nigerian Immigration authorities. And despite their power to issue a new entry-visa-upon-entry (with a reasonable explanation of course), the lady in charge of immigration in Abuja would not issue me an entry visa; I suspect because US Immigration had just returned an elderly handicapped woman from New York earlier that day with little thought for her comfort or convenience. (Ain't bureaucracy grand?). Definitely payback, I surmise.

Yes, I went home again, tail between my legs and swollen feet to beat — Glad

it was not the on-set of deep-vein-thrombosis (DVT). A good walk around the block, and I was as good as new except for my hurt pride and fanny ... and a lesson learned that an official work permit signed off by a senior official of the Nigerian Immigration Service (NIS) is not enough to get you into Nigeria if you do not have a regular tourist or business entry visa. Wow, hard lesson ... and expensive too.

So forget Delta Airlines. Let's try United and Lufthansa. (Did you know United flies 125 million passengers a year? ... nearly half the population of the US??)

Seat by the window this time, with camera in hand to provide proof positive that people do smile in spite of everything and that God has made a world that you really must see. I got a couple of quick window pics of the mountains of Greenland poking their heads above the snow covered landscape below and the sea-ice-flows and bergs bumping up gently against the land mass even as glaciers seemingly pour into the sea at the pace of a snail.

Sat next to an HP Exec this time. Pretty lady and pretty high powered compared to the new Naval Attaché and family on his way to Accra, Ghana for assignment who I met on my first go-around. (Don't you just love the people business?)

On the second run, I made it to Frankfurt am Main, but too late for my Lufthansa flight to Abuja. Can you imagine? A night at the Park Inn, a nice hot German shower, some Weiner Schnitzel, Munster cheese and an aperitif and I no longer feel bad about missing my flight. German food is great if not fattening and good for

heart attacks. And German soap operas are a refreshing change from all the American dramas following similar themes. Of course neither can compete with Nollywood in Nigeria for sheer emotional fever pitch.

Question? Why does a major international hub like Frankfurt boasting exquisite hotels (the Hilton *Ship* hotel), international terminals (Abflughalles) and boutique shopping (even a Hagggen Das emporium) have to check you into your connecting flights by going through security twice? Do we do that? It is a real pain, let me tell you.

This gets down to the whole point of what I have learned in my travels to date. The whole world has become paranoid about lurking terrorists everywhere. And my Nambian Economist agrees with my conclusions. The Germans only make the obvious more obvious because Lufthansa ships so many international passengers around the globe ... probably people who have come to borrow Deutsche Marks.

The Germans apparently watch every pennig they spend. They do not borrow or go into debt unless it is for a very good reason; like reuniting with East Germany. They manage their resources extremely well, and their politicians do not promise the German people what they cannot deliver. Wow!

Did I have to travel 34,000 miles (so far) to learn this great truth about how we should manage our money as individuals or as nations?

The Nigerians know better. They have free national healthcare ... Right! No one really believes that. If you want to die in

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Rotarian Fellowship

Part I

Did you see the August issue of the District 5300 *Highlighter* recently? I did, and I noticed two things of interest. DG Sylvia Whitlock first announced that this month is Membership and Extension month. Further down in her message she observed: "A good spirit of retention demands that we provide friendship and fellowship, nurture on the strength of Rotary, and provide opportunities for all to be ACTIVE contributors to our organization." I thought, how would I — a very new member still learning the ropes — be able to promote retention?

Then, in the left-hand column, I spotted an item titled *Doin' the Rotary RAG*. It spoke of "Rotarians who share similar interests and avocations" and urged: "Go beyond your club and district. Explore the world of Global Networking Groups." I read on. The title was a bit misleading, as the article discussed *two* different kinds of Global Networking Groups: (1) Rotarian Action Groups, which relate to opportunities for international partnership in service, and (2) Rotarian Fellowships, defined as "Rotarians who are sharing their favorite activities and professional interests through organized recreational and vocational groups." In both, advancement of opportunities for service is key.

While Ray, John and Gary might want to investigate the creation of a Rotarian Action Group (RAG) for job creation and entrepreneurship outreach, I was drawn to the idea of a Rotarian Fellowship relating to my avocation classification of genealogy research. Here was a way that I could contribute, and it was not among the fellowships listed — even though ge-

nealogy is one of the most popular hobbies in America and is also an important part of clan identity in certain Asian societies.

Service Above Self enters into Rotarian Fellowships, as well as Rotarian Action Groups. So, how might Rotarian genealogists provide service? That's easy! It's difficult to find someone whose family tree and/or extended living family doesn't involve residence in, or migration to, another nation. Sometimes borders changed, and our ancestors found themselves living in another country without ever having moved. The service we might collectively provide would be assistance in overcoming language or cultural barriers to find ancestors or distant family members who are difficult to trace.

My specialty being German genealogy, I have helped both Americans searching

for their German *roots*, and Germans seeking to find distant cousins in America. The skills I've acquired can be shared with others as a service, but done so more efficiently if linked to a collective effort involving like-minded Rotarians. And so I've begun the process of linking up with fellow Rotarian genealogists to see if we have what it takes to form a new Fellowship.

My first step was to write a brief note to the Rotary Fellowships staff at RI. I explained that it was my sense that genealogy "only gains from hands extended across oceans," and that many of us might have a willingness to surmount language barriers, if necessary, to promote bilateral exchanges relating to this interest. I've received a response from Beth Santos, Rotary Service Program Coordinator, and am on my way. To be continued....

On the Road

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Nigeria, just wait for a doctor or some free meds. Or ... alternately, go to a private hospital, see a private doctor, pay for your meds and a doctor's visit, and you just might survive (with some competent follow-up visits of course). Ask President Julius Johnson about this.

None of these travel observations had much to do with my mission in Nigeria: to teach entrepreneurial skills to unemployed university students who desperately need to know how to write a business plan. But ... you might as well benefit from some of my observations in making the trip. After all, Marco Polo

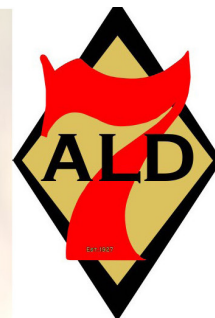
made the trip ... but *The Trip Made Marco*.

Happy to be home warm and snug and will have much to say about the actual mission in near future.

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 Visit: <http://www.altadenasheriffs.blogspot.com>

16th Annual Summer Concert Series Schedule - 2012

Those Manning Bhoys & the Irish Pride Dancers (Irish music)	Saturday, July 7th
Downbeat Express (Big Band Sound featuring Jennifer Gates)	Saturday, July 14th
Wreck N Sow (Americana, Folk & More)	Saturday, July 21st
Susie Hansen Latin Band (Hot Latin Jazz & Salsa)	Saturday, July 28th
Upstream (Reggae, Calypso, Soca & Steel Drum Music)	Saturday, August 4th
Sgt. Pepper (The sounds of the Beatles and more!)	Saturday, August 11th
Lisa Haley and the Zydekats (Cajun Zydeco Music)	Saturday, August 18th
Guitarist Brian Hughes & Band (Contemporary Latin-Jazz)	Saturday, August 25th

And... For Our Grand Finale... Saturday, Sept. 8th
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