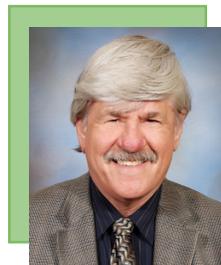


This Week

**Marcia
 Moody, PhD
 Dean of Online
 Education, Pacific
 Oaks College
 Program Host:
 Brian Hayes**

Technology has the potential to transform education. While technology may not replace bricks and mortar university campuses, it can enhance the educational experience for the tech-savvy generations, and provide access to populations not currently being served by the traditional higher education system.

Online programs are no longer the domain of dodgy degree mills. Now, anyone, anywhere who has a high-speed internet connection, can gain a high quality bachelor, masters or even doctoral degree. Dr. Marcia Moody has focused her recent career on developing online programs, and her expertise has brought a new dimension to educational programs at Pacific Oaks since joining the faculty one year ago.



View by President Tony Hill from the Hill

Looking Forward to a Great 2012

Welcome to the new year of 2012. Times are tough, and some of us are personally experiencing the most difficult business climate ever. But Rotary can be a refuge from the challenges of our day-to-day lives. I look forward to our weekly meetings when I can forget about the trials and tribulations of my work day to spend an hour and a half enjoying fellowship, good food, outstanding programs and a feeling that, as part of this organization, I am doing some good for my community.

In the second half of our Rotary year, through the extraordinary efforts of **Craig Cox** and his Membership committee, we hope to add even more members to our Club. Membership growth was the single goal of my Rotary year. I have seen our membership slowly slide from over 50 members to about 25 members. We are not the only club experiencing such decline in membership but I felt things had reached a critical stage. I have seen what we are capable of doing with 50+ members, and I can see the strain in trying to keep up with our many endeavors with half as many members. I want us to maintain our high standards and, if anything,

do even more. But the key is membership. *"Many hands make light work"*.

So along comes Craig — taking the bull by the horns, and tackling the problem right off the mark. I had told the District that it was my goal to reach a total of 30 members by the end of my Rotary year. At the time I made the proposal in May, this would have meant have a net increase of three (3) new members. But then in June we lost two (2) more members and one (1) at the beginning of July, meaning we would have to have a net increase of six (6) members. When the District Governor visited in August, I stuck with my goal of a total membership of 30 members by June 30, 2012, even though that now meant growing the club by a net of six (6) new

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Greeters

January 12
George Buehler

January 19
Ray Carlson

January 26
Gary Clark



Program Review

What's Up?

On Thursday, January 5, the Rotary Club of Altadena greeted the new year with an inspiring Club Assembly. President Tony Hill presided over a celebration of recent accomplishment and call to action for upcoming programs and activities.



Club Treasurer Mike Noll began the proceedings with a report on Club finances. He reassured the assembled that the organization continues



to maintain a positive cash flow and has money in the bank to sustain our operations.



The second half of the program year traditionally ushers in the bulk of our youth-related activities. Gordon Seyfert has stepped forward to coordinate several of the youth programs and honors. We are seeking talented high school seniors to participate in the club-level Dan Stover music competition. The 4-Way Test speech contest comes next, and the JROTC recognition program follows in the spring. Altadena Rotary is participating in Rotary Youth Leadership Awards (RYLA) by sponsoring local youth and sending a facilitator.

One of the most impactful of the Club's activities is the awarding of mini-grants to PUSD teachers to enhance classroom activities. Ed Jasnow



continues to coordinate this program, and once again, there are more applications than we have funds to award.

While the Altadena summer Concerts in the Park take place in the next Rotary year, planning is about to begin. We are hoping to build on last year's success at raising awareness and funds through this important community outreach activity. Volunteers are needed to make it a success.



As most of us are aware, there are few clubs in the world our size that have had such an impact on international development. Job creation is increasingly becoming a priority of Rotary International. Through the energy of Ray Carlson, Altadena Rotary has provided an exemplary model for teaching entrepreneurship, and new opportunities abound.

As President Tony stated at the beginning of the year, membership growth is a primary objective. Membership Chair

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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
 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
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Julius Johnson Administration
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 Jacque Foreman Public Awareness
 Jacque Foreman Acting Publicity
 Jacque Foreman Sparks/Website
 Mike Zoeller Club Projects
 Ed Jasnow Community
 John Frykenberg International
 Gordon Seyffert ... Youth Contests/Awards
 Hal Yorke Vocational/Youth Projects
 Craig Cox Membership

Editor, Design & Typesetting ForemanGraphics
 Photography Jacque Foreman

January Programs

Rotary Awareness Month

Program Chair, Brian Hayes

Jan 12 - Marcia Moody, Dean of Online Education, Pacific Oaks College
 Jan 19 - Someone from PUSD
 Jan 26 - Lindy Carl, Executive Director, Grandview Foundation

February Programs

World Understanding Month

Program Chair, JohnFrykenberg

Feb 02 - To be Announced
 Feb 09 - To be Announced
 Feb 16 - Dan Stover Preliminary Contest
 Feb 23 - To be Announced

Congratulations



Birthdays

01/03 - Betty Ferris
 01/09 - Gloria Hayes
 01/10 - Santosh Srivastava
 01/14 - Bill Reader
 01/27 - Ann Rider Hill
 10/27 - Barbara Yorke



Anniversaries

01/03 - Jim & Karen Gorton
 01/22 - John & Joan Frykenberg

Chairmen's Youth Awards Corner

by Gordon Seyffert, one of our Youth Services Chairs



A little over five years ago, Brian Hayes wrote the review for an early November program on Vocational Service, presented by Director Regina Bette. The program title was: "Current Programs — Which ones do we support this year?" In the *Sparks* preview for this program, it was observed that our Club was in need of event chairs:

"During the past year, we have lost several members, many of whom worked on Vocational Service Programs. If we are to continue our current level of activity, volunteers are needed. . . . Most of the programs are for the children in our community and require only intermittent service."

The situation is different this time around in one respect: We have the chairs that we need, and it doesn't appear that we're faced with having to choose which events we'll support — and which we can't. However, it is also regrettably true that some experienced members are (again) no longer present in our club, and we'll be needing others to take up where they left off. Here is a run-down of where things now stand.

Four-Way Test Speech Contest. Then: Patty Falahee and David Smith offered to oversee this Speech Contest, while a companion Essay Contest was headed by Theo Clarke and John Frykenberg. Now: The Essay Contest is currently not being held, and the Speech Contest is under the direction of Kevin Moore. District program, generally held in February.

Dan Stover Music Contest. Then: The leadership for this contest remained to be assigned. Now: Theo Clarke is the Chair. District program, generally held in Feb-

ruary. This one should be easy enough to perpetuate as in past years; Clarke knows how it's done.

Dewey Merrill Business Plan Contest. Then as now, Ray Carlson shows high school students how business planning skills can be valuable to their futures. It might be held in May. Still to be decided is whether this contest becomes, as it was last year, a District event. To do so would require larger funding — from the Merrill family, Altadena Rotary fund-raising, or both. Carlson also hopes to start a business plan contest for middle schools.

He is looking for a Rotarian to take over the PUSD contest with an eye to continuing his work when he's no longer able to do so. Carlson says that his *mission for life* is Job Creation for New Generations through Entrepreneurship Education. And the way he sees it, Rotarians need to go beyond merely writing checks to fund these worthwhile programs "to apply[ing] their business acumen and leadership experience directly to the youth of our community and beyond... ." New (and old) members, you could make a real difference here by stepping forward!

JROTC Awards. Then: No one was yet named to chair the program, then known as the ROTC/Americanism Awards (owing, I believe, to its origination with Altadena's former American Legion post). Now: Gordon Seyffert is taking over from John Guerrini. Held in May, once our four contacts have provided their selections. Then the plaques and checks are prepared.

PCC Awards. Then: No chair named, but called PCC Vocational Awards. Now: Dennis Mehringer is the Chair. Held on the first May meeting — if PCC departments all nominate in a timely fashion. Thirty \$100 awards, 30 plaques and lunches for fifty meeting attendees equates to

~\$4,500 in cost, but *much* exposure to Rotary where we need it the most — with young leaders-of-tomorrow. However, Dennis says he could use some help with arrangements. This could come either from those who benefitted from outside recognition at a key time in their college career — or from those who wish they could have!

PCC Veterans Awards. Then: No chair named. Now: Craig Cox is the Chair. Held in June or July. This one really does honor the memory of Altadena's veterans, and of its American Legion post. Is there a veteran in the house who would want to assist Craig? He's a Rotarian who wears many hats, but let's free him up to do still more membership canvassing that he does so well... .

Program

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Craig Cox proudly reported that we had gained 5 new members in the first half of the year and raised a challenge that we seek at least 5 more by the end of June.

A team of volunteers is working hard to plan and execute membership outreach, but everyone can play a role by inviting friends and associates to club meetings, or by recommending community leaders to the membership committee for consideration.

Cox is also the foundation chair and urged all members to make Altadena Rotary Charities and the Rotary Foundation one of their family's philanthropic priorities. President Tony concluded the meeting by urging all members to deepen their involvement with Club activities.

Brian Hayes



MONEY by Linda Wilkes MATTERS

Economic Update *Last Week in the News*

Pending home sales, a forward-looking indicator based on signed contracts, rose 7.3 percent in November after a 10.4 percent increase in October. On a year-over-year basis, pending home sales are up 5.9 percent. The number of pending home sales in November was the highest level in 19 months.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — fell 1.2 percent in October after a revised 0.7 percent decrease in September. On a year-over-year basis, prices fell 3.4 percent compared with October 2010.

Retail sales rose 0.9 percent for the week ending December 24, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 4.5 percent.

The consumer confidence index rose to 64.5 in December from a revised 55.2 in November. It was the highest level since April. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence. Economists consider a reading of 90 to be the threshold for a healthy economy.

Initial claims for unemployment benefits rose by 15,000 to 381,000 for the week ending December 24. However, the four-week moving average for initial claims — considered a less volatile measure — fell to 375,000, the lowest level since June 2008. Continuing claims for the week ending December 17 rose by 34,000 to 3.6 million.

Upcoming on the economic calendar are reports on construction spending on January 3, factory orders on January 4

and the employment situation on January 6.

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

In this month's edition of InsightNOW, Prospect Mortgage's Chief Performance Officer Todd Duncan talks 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.

View

Continued from p. 1

members. Well, with the help of **David Smith, Theo Clarke, Julius Johnson** and **Craig Cox**, each of whom has sponsored a new member since July and the return of a former member, we are now at a net of 29 members, and we still have half a year to go. Let's keep up the good work and blow past my membership goal. Believe me everyone will benefit by membership growth by allowing us to do more without burning out many of our most hard working members.

Maheer 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 mailings 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. (Maheer 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, and get the first chapter of Maheer's book free at 7LBook.com 

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

In addition to our focus on membership, you can look forward to many other accomplishments of our Club in this 2nd half of our Rotary year. **Craig Cox** and his team will be interviewing high school juniors at Muir to select 2 boys and 2 girls to attend the Rotary Youth Leadership Awards camp at the beginning of March. In Youth competition and awards, **Theo Clarke** will be organizing the Dan Stover Music Award Competition; our phantom

Please turn to View, p.5

Gordon's Corner

by Gordon Seyffert

On Fellowship

Marsha [my wife] has been reading a 2009 novel by the Pulitzer Prize-winning author Richard Russo, *That Old Cape Magic*. Other than to say that she enjoyed it, and that it comes with a string of recommendations from the reviewers at major daily newspapers,

I'll leave it to you to explore further. [ISBN is 978-1-4000-3091-0.]

The reason I mention it is that she shared with me something inside the pages of this novel that you'll just have to see:

Heresto pauds pen d
asoci al hourin har
mles smirt hand fuul
etfri ends hipre ign
hej usta ndkin dan
devil spe akof no ne.

Can't make heads or tails of this, you say? Well, it figures in the plot — which I'm not about to reveal. But the hero later determines that the key to this lies in a change in the letter spacing. Reconfigured, and placed in a more readable typeface, it then becomes:

**Here stop and spend
a social hour in
harmless mirth and fun
let friendship reign
be just and kind
and evil speak of none.**

Gosh, I can't think of a more Rotarian casual motto, can you? I think it addresses very ably the ideal of being *fair to all concerned*, and also that of *building goodwill and better friendships*. So, kudos to my wife for having such a good sense of what

being a Rotarian is all about. I thank her for thinking of me and my fellow Rotarians in passing this along.

But there's a contrarian view to be considered in thinking about fellowship, which I take from the 1875 "New Encyclopedia of Prose Illustrations, Adapted to Christian Teaching"—

"FELLOWSHIP, Law of. Fellowship of souls does not consist in the proximity of persons. There are millions who live in close personal contact — dwell under the

same roof, board at the same table, and work in the same shop — between whose minds there is scarcely a point of contact, whose souls are as far asunder as the poles; whilst, contrariwise, there are those separated by oceans and continents, ay, by the mysterious gulf that divides time from eternity, between whom there is a constant intercourse, a delightful fellowship. In truth, we have often more communion with the distant than the near."

... Dr. Thomas.

View

Continued from p. 4

member, **Kevin Moore**, will be organizing the Four-Way Speech Competition; **Dennis Mehringer**, another phantom member, will be organizing our PCC awards; **Ray Carlson** will be working on the Dewey Merrill business plan awards; **Gordon Seyffert** will be organizing the JROTC awards; and Craig will be taking care of the PCC veteran's awards. **Ed Jasnow** will be setting up the teacher mini-grants. **John Frykenberg**, will, we hope, be back to work on another effort to bring entrepreneurship training program to Nigeria. In addition, **Theo Clarke** and his committee will be working on more fellowship events, and **Jacque Foreman** will continue to publish our award winning Sparks every week plus keep our web site up to date.

It is truly amazing what our limited membership is able to accomplish, but all of the program chairs listed above need help. Please do not be shy in offering your assistance in a program that interests you, and program chairs do not be shy about asking members to volunteer when you

need help. I commend our new members: **Gordon Seyffert** in taking on Director of Youth Competitions and Awards, **Wilbert Smith** in agreeing to sit on the RYLA interview panel and **Sammy Kayali** in offering to assist with the PCC awards.

Let's all continue our efforts to grow membership and carry out all of our many Rotary programs. ☉

Thoughts for the Week

*Whether you think you can
or you think you can't
you are absolutely correct*

Henry Ford

*You are guaranteed to miss 100%
of the shots you don't take*

Wayne Gretzky

*Some people want it to happen
Some wish it would happen
Others make it happen*

Michael Jordan