

Jul 26, 2012

## This Week

**Susan Harden**  
*RBF Consulting*  
**Altadena**  
**Community**  
**Visioning Process**  
**Program Host**  
**Gordon Seyffert**

Our speaker this Thursday wears many hats. I have chosen her association with Altadena as my title as that is how I encountered her. But Susan Harden is more than a visioning process leader. She is Vice President for Planning and Design at RBF Consulting (a Michael Baker Company), located in Orange County. Additionally, she is a Lecturer in the Department of Planning, Policy and Design at UC Irvine as well as a member of the Neighborhood Training Institute Faculty at NeighborWorks America.

The Altadena Community Visioning Process came about as a collaboration between two Los Angeles County entities, the Community Development Commission and the Department of Regional Planning. The process began with various meetings and interviews with Altadena indi-

*Please turn to This Week p. 3*



## Johnson's Judgments

by President Julius Johnson

### What if ... ?

While I was at the District Conference in Lake Arrowhead, I got into a discussion about God. The person I was talking with believes that Satan has to get permission from God to do the things he does in this world. War, sickness, disease, hunger, murder, all come from Satan, but he got permission to bring these things about from God. She cited the story of Job as her authority for her position.

In the book of Job, there is a reported conversation between Satan and God. In that conversation God says to Satan something like "Have you considered my servant Job how faithful and up right he is in his worship and praise to me."

Satan replies by saying something like, "Surely he is faithful and worships you, but that is only because you have a hedge of protection around him his family and all that he owns. If that hedge of protection were down and Job fell on hard time, he would curse you and die.

In that story, God removes his hedge of protection from around Job and allows him to be tested by Satan. During the test, Job loses his wealth, health and children, but he remains faithful to God. She uses

this story for the proposition that Satan gets his permission to cause harm from God. Since God is the source of all pain and suffering in the world, how can he also claim to be just loving and forgiving? She wonders how can she worship a God who causes such pain, death, misery, and strife.

In the law, there is an objection an attorney can make which says "objection Your Honor; the question assumes facts not in evidence." When my friend was asking herself "...how can I worship a God who caused such pain death misery and strife?" The question assumes that God causes the pain, death, misery and strife; a position not supported by the evidence. Satan is a liar, a thief and a murderer. Jesus said that Satan is a liar and the fa-

*Please turn to Judgment p.3*

### Greeters

- July 26  
**Theo Clarke**
- August 02  
**Craig Cox**
- August 09  
**Roger Fennell**



# Program Review

## Digitizing Our History

That's what our team of speakers last week are attempting to do. Martha Camacho, of the Pasadena Public Library, Mary Ann Luan, of PCC, and Laura Verlaque of the Pasadena Museum of History, are part of a collaboration that also includes the Hun-



Mary Ann Luan

tington Library. Together they form the Pasadena Digital History Collaboration. The brainchild of Camacho, these four organizations have agreed to pool their resources to digitize the enormous number of photographs and articles that date back to the very founding of Pasadena back in 1886. Together, they will comprise the most complete history of the city ever assembled, and thanks to the technology of the World Wide Web, this data will be available to the general public.



Laura Verlaque

Working on a shoestring with volunteers and unpaid interns, the Collaboration started in 2010, and in a single year

had digitized 6,000 images and received 16,000 visits. The Huntington Library and Museum joined shortly afterward and contributed more data and caused a significant spike in the number of visits. Over 40 organizations are on a waiting list to have their historical data digitized.

Camacho then proceeded to demonstrate how their web site works. She brought up this amazing aerial photo of the Rose Bowl on New Year's Day, 1926. It reminded everyone that the Rose Bowl used to hold well over 100,000 people, before several renovations shrunk the seating capacity.



Martha Camacho

Right now, the Collaboration is working with very low tech scanners to do their work, but they have applied for some grants to help them buy more efficient equipment. They also are seeking to work with the Altadena Historical Society so they can include Altadena photographs in the data base Eventually, they will have a complete digitized photographic history of the Pasadena-Altadena area. What a treasure that will be! 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

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

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 ..... Foreman Graphics

Photography ..... Jacque Foreman

## July Programs

### No Designation

#### Program Chair, Gordon Seyffert

Jul 26 - Susan Harden, RBF Consulting -  
Altadena Community Visioning Process

## August

### Membership & Extension Month

#### Program Chair, Dennis Mehringer

Aug 02 - To be Announced

Aug 09 - To be Announced

Aug 16 - To be Announced

Aug 23 - To be Announced

Aug 30 - To be Announced

## September

### Membership & Extension Month

#### Program Chair, Ray Carlson

Sep 06 - To be Announced

Sep 13 - To be Announced

Sep 20 - To be Announced

Sep 27 - To be Announced

*Congratulations*




*Birthdays*

07/27 - Tony Hill




*Anniversaries*

07/01 - Bill & Ruth Reeder

07/04 - Linda Wilkes & Emily Aiken

07/15 Craig & Susan Cox

## A Prayer for John and Sarah



This isn't the article that was supposed to appear here. The promised International article did not arrive.

I am very worried about John Frykenberg. Nigeria is currently even a more dangerous place than normal, and neither Ray Carlson nor I have heard from Frykenberg or Sarah Philips in about three weeks. There has been no answering email. We don't know if the Nigerian government has turned off the internet to outside influences or if things are so bad that there is no email at all — even within the country. What we do know is that Frykenberg is usually very good about returning emails, and three weeks of not hearing is extremely worrisome.

In an email to me Carlson mentioned that bands of Islamist terrorists are roaming Nigeria, and one of the hardest-hit areas is Kaduna, Philips' home town. Many

of the terrorists' hits seem to be on Sunday, when Christians are in church. Many have died.

As I am writing this article, I called Joan Frykenberg to see if she had heard from John. I left a voicemail asking her to return my call. If she calls back with any news, I will let you know.

At any rate, because of these circumstances it seems appropriate to ask that we remember John Frykenberg, Sarah Philips, and their team in our prayers for their safety and their safe return. Before they left, I was told that an armed guard had been arranged to meet them on their arrival in Nigeria and that the supplies that had been sent ahead of them were being guarded as well. And I know that both of them know not to wander around unprotected by armed guards.

Since no one has heard from Frykenberg in the past three weeks, I thought I would see if I could find some news about Nigeria on the web. There seem to be a

lot of outlets that purport to have the news from there. For me it is hard to tell which is really the news. I came across something called *Voice of Nigeria* in which the lead article is that their president, Goodluck Jonathan, is urging Nigerian Muslims to spend a good part of their day during Ramadan praying for and promoting peaceful coexistence and greater unity amongst all Nigerians. Hmmm???

## Judgment

*Continued from p. 1*

ther of it and that, when he tells a lie, he speaks from his own resources. One of Satan's best tools is to get people to believe he does not exist. His next biggest tactic is to get people to blame God for the things he (Satan) does or causes.

Have you ever played the "What if" game. What if God created all the world and gave Man authority and dominion over all of it. What if, God told man that the day he ate from the Tree of knowledge he (man) would surely die. What if man ate from the forbidden tree and died, turning over the authority and dominion of this world to Satan who lied to man to get him to eat from that tree.

What if God gave dominion to man and man forfeited it over to Satan, would that mean that Satan — not God — has dominion and Authority over the world? Wouldn't it mean that Satan — not God — is responsible for the pain, misery, and suffering we see in the world and not God?

What if God sent his son to the world to set things right. Wouldn't that make God a loving and forgiving God worthy of our praise and worship?

What an interesting conclusion. What If ... ?

## This Week

*Continued from p. 1*

viduals and groups. The community visioning objective was to "gather input about Altadena's future" through a series of three workshops in which we, the community members, would speak.

The first workshop was a brainstorming process similar to our own recent club visioning exercise. The second was aimed at developing the themes identified at the first workshop into coherent statements of our community aspirations, together with our projected strategies for reaching them. The third — and last — time we met to consider a draft vision report.

RBF Consulting began to produce the final report following early June's third

workshop. This report sets the direction for any future updates to County planning, and to the zoning regulations that apply to Altadena. And the future of business in Altadena was a key concern throughout the process. So invite a guest to attend with you as we receive an update on the process!





# MONEY by Linda Wilkes MATTERS

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

Retail sales rose 2 percent for the week ending July 7, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 3 percent.

The trade deficit decreased to \$48.7 billion in May from a revised \$50.6 billion in April. Exports rose 0.2 percent to \$183.1 billion. Imports fell 0.7 percent to \$231.8 billion.

Wholesalers increased their inventories 0.3 percent to \$484.1 billion in May. Sales at the wholesale level fell 0.8 percent to \$409.6 billion in May. On a year-over-year basis, sales were 5.7 percent higher since May 2011.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending July 6 fell 2.1 percent. Refinancing applications decreased 3 percent. Purchase volume rose 3 percent.

The producer price index, which tracks wholesale price inflation, rose 0.1 percent in June, following a 1 percent decrease in May. On a year-over-year basis, wholesale prices were up 0.7 percent in June. Core prices — excluding food and fuel — rose 0.2 percent in June.

The Reuters/University of Michigan consumer sentiment index for July's preliminary reading fell to 72 from 73.2 in June.

Import prices fell 2.7 percent in June, following a 1 percent increase in May. On a year-over-year basis, import prices were down 2.6 percent in June, led mostly by a decline in fuel prices. Export prices fell 1.7 percent in June after advancing 0.4 percent in May. Compared to a year ago, export prices were down 2.1 percent in

June.

Initial claims for unemployment benefits for the week ending July 7 fell by 26,000 to 350,000 from an upwardly revised 376,000 the prior week. Continuing claims for the week ending June 30 fell 14,000 to 3.304 million.

Upcoming on the economic calendar are reports on the housing market index on July 17, housing starts on July 18 and existing home sales on July 19.

### *Big Idea*

#### *Four Rules of Time Management*

Good time management is all about setting rules and sticking to them. It is the only way to bring order, sanity and productivity to the chaotic demands of our daily lives.

Start with these four rules for time management:

- **Plan.** Start the day with a plan that spells out exactly what you need to accomplish. Try to create it the night before. Without a daily plan, you are vulnerable to working in a reactive mode that will lower your productivity.
- **Prioritize.** Always know your high-priority tasks and the next action step that each requires. Every morning, train yourself to focus and complete high-priority tasks first. Completing high-

value projects is the essence of progress and accomplishment.

- **Purge.** Look at your work as if you were analyzing a budget. Where do you want to spend more time? Where is too much time going? Identify the key things that waste time, such as long phone calls, excessive socializing, etc. Take aggressive steps to eliminate or drastically reduce less productive activities.
- **Protect.** Know that your time is valuable. Guard it. Need an hour to finish a task? Schedule the time in your planner. Set time limits on activities that tend to drag on, such as dealing with emails. Learn to plough through your daily inbox in 30 minutes or less, and then turn back to your priority list.

Each morning, ask yourself what needs to get done today. Typically, 20 percent of your efforts generate 80 percent of your results. Distinguish the vital 20 percent that drives your productivity. Leverage these four rules of time management to keep focused on what is most important. Be watchful of the number of urgent tasks that interrupt your daily plan of priorities to accomplish. Urgent tasks might not be your most important tasks. ☉

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

*by Jacque Foreman*

## Playing IN THE Mud

*Share your gardening triumphs and tragedies.*

I've been giving special attention to our apricot tree. Many of the leaves on the south side were folded together and looking wilted. I did what an arborist had suggested: spray the tree with water. It made

not the slightest bit of difference. On to the second suggestion: drip water from the surface at the drip line for

*Leaf folded to prevent evaporation from the surface*



*Please turn to Mud, p. 5*

## Visioning — the Sequel

At the June Board meeting, Frank Cunningham returned to coach our club on the next steps in the process. For those of you who've already had enough of hearing about this, I'll cut to the chase, and just say that he had two key take-away points to make to us.

**First:** we should avoid seeing this five-year plan as having goals that can be achieved quickly. If our club envisions meeting our goals within the initial months, then we're not truly reaching high enough in our aspirations.

**Second:** once we've settled on what's truly important to our club, we should limit strategic target areas to from four to (possibly!) six of the nine options listed. Any more will result in scattershot efforts that won't concentrate our vision sufficiently to have any long-lasting effect.

To review, we of the Rotary Club of Altadena said that our principal attributes as a club were (historically and/or presently) our great fellowship, the fact that we're somewhat younger in our membership, and that we're also multi-ethnic. A plurality of our visioning participants thought that our club size in four to five years should be 60, with goals of 75 and 45 members being the runners-up. Not surprisingly, we believe that our club stands for fellowship, interracial and multigenerational service, and for the promotion of youth entrepreneurship.

So where does that lead? That's what we have to decide. Our possible strategic target areas are:

1. RI Foundation
2. Fund-raising

3. International Service
4. Community Service
5. Vocational
6. Leadership Development
7. Public Relations
8. Club Service
9. Membership

### **For Victor Valley Sunrise**

Frank presented Tony Hill with a copy of the plan adopted by his club, Victor Valley Sunrise (VVS), and Tony promptly had this copied for those present at the meeting. VVS felt that four issues or areas were crucial to the success of their club:

- Membership,
- Public Relations,
- Financial Stability (aka: Fund-raising), and
- Club Service.

This then translated (for VVS) to the following strategic directions to be accomplished in the next three-to-five years: Their Club will ...

- motivate current members to develop and enhance club membership for the sustained stability of the club.
- embark on creating a process to enhance and grow public relations within the club and our community.
- develop programs to establish financial stability within the club by implementing sound fiscal policies to sustain the future of the club.
- embrace multiple avenues of developing club service.

### **For Altadena**

Now it was our turn. But, before we leave the example of Victor Valley Sunrise, I have some observations. I keep tripping over the words "sustain" and "stabil-

ity." And I realize again how fortunate our own club is in having inherited the assets of American Legion Post 470! Also, my sense is that the VVS club has been taking to heart the District Assembly presentations. One point I heard then was that Rotary membership in the District has declined in recent years, so I can see why the VVS club is concerned about attracting new members and finding the financial means of continuing their programs.

Clearly we are in different place than Victor Valley Sunrise. Nevertheless, each club has challenges. If we are to do our part in turning the District membership trend around, we'll have to take seriously the planning process that our District leaders have shared with us. Let us begin! ☉

## Mud

*Continued from p. 4*

24 hours. 48 hours made no difference.

Next was to purchase a deep root watering device. I had to pound it into the ground to get it more than barely below the surface. Could this have been my problem with surface drip watering? Ya think? Tuesday, July 24 will mark two weeks of drip watering at root level 24/7. And today, July 22, I am seeing some of the leaves on the south side flat and open as they should be. Some success at last! ☉

*This is the leaf of an apricot tree that is beginning to be properly hydrated*





# Job Creation by C. Ray Carlson & Entrepreneurship

## We'd like to start businesses in CAMBODIA . . .

Those were the words of Russell, a friend of a friend. I met him at Jamba Juice in Old Town Pasadena. *'Is this something we can work together on?'* he asked. I explained how I worked through Rotary Clubs to set up entrepreneurial literacy classes locally and abroad. But I didn't know any Cambodians in Rotary and I always try to find a point-person from the country for such projects. *'I'll give it some thought and see what I can find.'* I said. That was on Thursday morning.

On Friday I was rummaging through an old desk in my office when I discovered a crisp currency note of 100 something from *Cambodia*. I couldn't recall how I had gotten it. A remarkable coincidence, I thought.

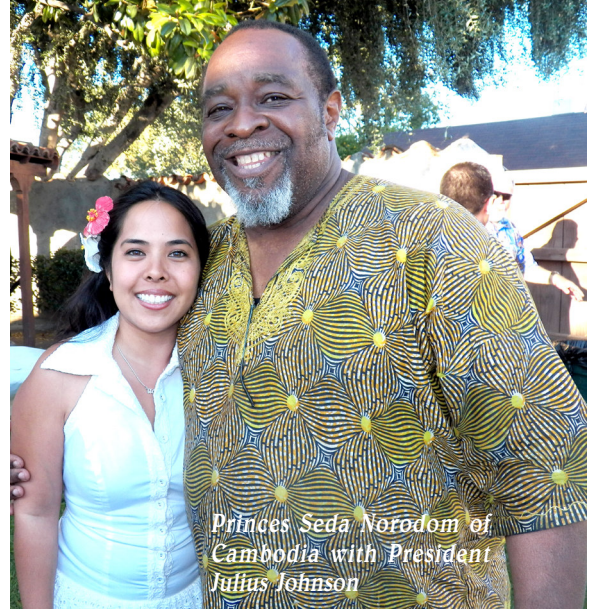
On Saturday at a Rotary District Conference, while in the lunch line, I introduced myself to an attractive young lady in front of me — Seda Norodom, age 30 and an attorney. She said it was a Cambodian name! An even more awesome co-

incidence! Three days in a row — *Cambodia*. The powerful movie, *The Killing Fields*, came to mind and the horror of the Khmer Rouge era.

My excitement was obvious and I explained why. We agreed to meet for lunch. She became excited by the prospect of leading a program to create jobs in Cambodia. Likely at the prominent university where she taught Political Science. She made arrangements for me to speak at her San Gabriel Valley New Generation Rotary Club.

There I met president William J Kelso II, a social media specialist — just what we need for teaching abroad how to use social media in businesses. I gave my usual presentation on the importance of teaching entrepreneurial literacy to stimulate business formation that would create jobs. I handed out my 1-page, fill-in-the-blanks business plan and answered a lot of questions. I found it to be uniquely exciting to be talking with Rotarians who were all in the 25-35 age range.

When I later attended the club's charter ceremony at the San Gabriel Mission, I saw Kelso and



Princess Seda Norodom of Cambodia with President Julius Johnson

greeted him. He excitedly told me how successful their fund-raiser of selling fireworks had been and attributed their success to my business plan form. The man who actually led the fund-raiser rushed up to tell me essentially the same thing. They had sold twice as much as any other fireworks seller — \$46,000 and netted about \$23,000! No need for any more fund-raisers this fiscal year.

I met Seda's father (royal family of Cambodia) and sister and sat with them, then introduced our president Julius Johnson to them. Altadena Rotary will help to prepare the Matching Grant application for \$25,000 from the Rotary Foundation, and will participate with part of the \$7143 cash needed. Seda will make arrangements for a Cambodian host country partner and two universities. So, in less than 2 months, a project for Cambodia has been formed — an all-time record! And maybe a thousand or more NewGen young adults in Cambodia will soon be trained by NewGen Rotarians in Rotary District 5300. Am I excited? You betcha! <crayc@me.com>



In back (l to r) Princess Seda's sister, Princess Seda Norodom, and Ray Carlson, Altadena Rotarian. In front, Princess Seda's father



**THE SHERIFF'S SUPPORT GROUP OF  
ALTADENA  
PRESENTS THE  
INAUGURAL COMMUNITY GOLF  
CLASSIC**



**Thursday, August 16, 2012**  
Brookside Golf & Country Club | 1133 Rosemont Ave., Pasadena CA 91103

**6:30 AM Registration | 7:00 AM Putting Contest | 8:00 AM Shotgun Start**

**\$150 per Player Package Includes:**

- Green Fees & Golf Cart
- Use of Driving Range
- Gift Tee Package
- Buffet Luncheon
- Food & Beverage on Course
- Drawing & Awards Presentation

**\$30 per Guest for Luncheon and Award Ceremony Only**

**SPONSORSHIP INFORMATION**

**Eagle Sponsorship \$3000**

- Four complimentary playing spots
- Two Tee and Two Green Advertisements
- Food & Beverages on course
- Four luncheon spots
- Four guest luncheon spots

**Birdie Sponsorship \$2000**

- Four complimentary playing spots
- One Tee and One Green Advertisement
- Food & Beverages on course
- Four luncheon spots

**Par Sponsorship \$1000**

- Four complimentary playing spots
- One Tee or One Green Advertisement
- Food & Beverages on course
- Four luncheon spots

**Hole Sponsorship**

- \$200 per hole
- \$500 for three holes
- One Tee or Green Advertisement

NAME: \_\_\_\_\_ COMPANY: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
 CITY, STATE, ZIP: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_  
 PLEASE PAIR ME WITH: 1. \_\_\_\_\_ 2. \_\_\_\_\_  
 3. \_\_\_\_\_

SPONSORSHIP LEVEL: \_\_\_\_\_ AMOUNT ENCLOSED: \_\_\_\_\_

Please make checks payable to the Sheriff's Support Group of Altadena  
 730 E. Altadena Dr., Altadena, CA 91001  
 For more information call: (626) 296-2107



All **FREE** Concerts start at 7:00 PM in the Amphitheater at Farnsworth Park.  
 568 East Mt. Curve Ave., Altadena, CA 91001 for information: 626-798-6335  
 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**  
**The Walking Phoenixes in a tribute to Johnny Cash & other Country Classics**  
**With Special Guests The Red Mutts 'Top Classic Rock'**  
**Presented By: Stage Door Music Productions & SSGA**

*Thank You to our generous sponsors*



*Georgia Rutherford  
 In memory of  
 Don Rutherford*



**MonteCedro**  
 The art of life in harmony



**Pro Image Transfer**  
 DIGITAL GRAPHIC REPRODUCTION



**Rotary Club  
 Of Altadena**

