

This Week

The Demotion Party for Tony Hill

Special Location: The home of Gordon and Marsha Seyffert

Guest Program Host: Brian Hayes, Immediate Past President

Please join your Rotary friends to celebrate the presidency of Tony Hill and welcome him into the exclusive Past President's Club.

The event will feature music from the impressive young musicians from ACT SO, a delicious BBQ dinner, and the world premiere of a an original one act musical play based life of Tony Hill. The event will end with the inauguration of our incoming President, Julius Johnson.

Spouses, significant others and families are welcome to attend. The cost is \$35 per person.

Please watch for your Clubrunner invitation.



View from the Hill

by President Tony Hill

It's been a Growing Experience!

Welcome to my last Sparks article as President. I do not think any one would be surprised to hear that I was a reluctant President. It took me 23 years as a member of the Rotary Club of Altadena to finally agree to take the job on. By becoming President, I traveled far outside my comfort zone. I really do not enjoy being the center of attention. But my Catholic guilt finally got the best of me and I decided to *bite the bullet*, step forward and take on the challenge.

Well, almost 365 days later, my job as your President is at last coming to an end. I must confess that the experience has not been nearly as unpleasant as I had expected. One reason is all of the support and assistance that I received as President. In last week's *Sparks*, I said my thank you's to the many individuals who helped make the past Rotary year a success and helped minimize my stress level. One of the benefits of being President, as Julius is about to find out, is that for once you see the big picture. You are involved in varying degrees with all aspects of the many facets of our Club. With this overview, you come to appreciate how hard many of our members work to make the programs of our Club a success.

I saw right off the bat the level of com-

mitment that members made to the Summer Concert series at Farnsworth Park. Such success does not happen without most of our members contributing toward the cause, from making up the banner at the back of the stage, ordering supplies each week, manning the wine and beer table, manning posts as security, photographing events for posterity, arranging for the Corvette to be there as a fund raiser and on and on. As this event illustrated, one of the great aspects of Rotary is that, as a group, we can accomplish so much more than we could ever do as an individual.

The most difficult part for me personally was being the master of ceremonies each week. But again, the members helped tremendously by maintaining a spirit of good humor, reminding me when I forgot things, which unfortunately was a

Please turn to View, p.4

Greeters

June 28

Demotion - An Evening Event

July 05

George Buehler

July 12

Ray Carlson



Program Review

Never invest in a Business you Can't Understand

Warren Buffett may be among the world's richest men, but you wouldn't know it if you met him. By the age of 14, Buffett had purchased a small farm in his hometown of Omaha, Nebraska, using the profits from his paper route. By the time he graduated college, he had \$90,000 in savings. In 1962, Buffett became a millionaire with his Omaha-based investment partnership, Buffett Partnership, Ltd. He began buying shares of a textile manufacturing company, Berkshire Hathaway, and eventu-

ally took control of the company. By 1990, he was a billionaire. Today, he's the second-richest man in America — just beneath Bill Gates—with a net worth of \$45 billion. He's known for being humble, courteous and personable, and it's not uncommon for him to take a visitor to McDonald's on the way to the airport.

Our speaker, Jeffrey A. Pierce, is Vice President/Investments at Stifer Nicolaus where he teaches a course on the *Writings of Warren Buffet*. Pierce contrasted the approaches and techniques used by various investment professionals to those used by Buffet to illustrate his simple, common sense approach to investing. Pierce also discussed Warren Buffet's investment rules and provided a number of quotes.

- Rule No. 1: Never lose money.
- Rule No. 2: Never forget Rule No. 1.

Sounds pretty simple, but when you're buying or selling stocks, never losing money can seem impossible due to stock price fluctuations. Buffet, though, believes in buying the value of a company and not its stock price. He buys value at the right price, he doesn't speculate or gamble. He makes sure that he knows a company's value and that it will far outweigh the price that he paid, and that is how he sticks

to Rule No.1.

Understanding the company's cash flow is paramount on Buffet's criteria, and he avoids companies which do not have predictable and simple cash flow models. He also looks at the long-term prospects of the company. "It's far better to buy a wonderful company at a fair price than a fair company at a wonderful price." Buffet would always put more value in a great company with great products and management than a mediocre one that can be bought on the cheap. A company's stock price moves with the whims and emotions of traders and speculators, and is never a good indicator of value. Never mind Wall Street, focus on Main Street and look for a great company that brings great value to its customers, investors, and industry.

Bill Gates's wife Melinda urged people to learn a lesson from the philanthropic

Please turn to Program, p. 3



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

June Programs

Fellowship Month

Program Chair, Ed Jasnow

Jun 28 - Demotion Party - An evening Event

July Programs

No Designation

Program Chair, Gordon Seyffert

Jul 05 - Club Assembly

Jul 12 - To be Announced

Jul 19 - To be Announced

Jul 26 - To be Announced

Congratulations



Birthdays



06/03 - Kathleen Anne Fennell

06/08 - Theo Clarke

06/12 - Tom McCurry

06/17 - Gary Clark

06/20 - Dotty Clark

06/28 - Phyllis Soza



Anniversaries



06/05 - Mike Noll & Wendy Davis

06/10 - Brian and Gloria Hayes

Chairmen's Corner

by Gordon Seyffert, one of our
Youth Program chairs

JROTC — A New Perspective



Well, it finally happened! I had expected to play a part in a Youth event — the Dan Stover club competition — on February 16, but that was

the day I checked into the Huntington Hospital. Then there came my surgery and recuperation period, and, for several weeks thereafter, I was not present for other such Rotary events.

So it was just in late May that I got my first taste of the public role that goes along with the post of Director of Youth Awards. As it happens, this was for the end-of-year awards presentations, promotions, and change of cadet command for the Naval Science JROTC program at Pasadena High School. And I was pleased to discover that it was as Ed Jasnow had described in reference to his teacher mini-grant awards — very rewarding!

I really hadn't known what to expect. It's been since my own high school experience that I'd attended any ceremony of this sort. How would it be handled, I wondered? I prepared very brief remarks, in case I was called upon "to say a few words" about our club, the former American Legion post here, and the reasons my two recipients were being honored. I needn't have worried. All that was necessary was to read the titles of the awards and to name the recipients of each.

There were two bittersweet realizations that occurred to me in the course of the two hours. The first came with the observation that perhaps only three dozen cadets were in attendance, and that, even with expected Memorial Day weekend absences, the entire corps of cadets was well below the minimum of one hundred required for the program

to retain its full status as a JROTC unit. And, given that most cadets in attendance were Hispanic, I can imagine that (for whatever reason) most other Pasadena HS students had chosen not to participate. Lack of enthusiasm kills such programs.

The second realization concerned the fate of Lieutenant Commander Stubbe, USN-retired. In my first meeting with him, he had been clear that the Department of Defense was demoting his unit to lesser status. At that time my attention had been focused upon the additional burden being handled to the PUSD as it was forced to pick up the cost of two FTE positions previously underwritten by the Federal government.

Now, when I told him I'd be looking forward to seeing him next year, he reminded me that he might not be there. He pointed out that, inasmuch as a new contract with DOD was now required, his position would henceforth be advertised nationally. If the PHS principal should choose to hire someone else for the next academic year, then LtCmdr. Stubbe's some 25 years of service there will have ended.

But for all of that, the thrilling part of my presence came in observing the true esprit-de-corps that was present. These young men and women seemed truly proud of their unit and of their involvement in it. In my own JROTC years, I was attending a military academy — and JROTC wasn't an option one chose. I distinctly recall one classmate saying: "Culver is a nice place to be from, but not a nice place to be."

And so it carried special meaning for me to observe the proud passing of the guidon and the verbal relinquishing of command by Cadet Lieutenant Commander Mijares to her Executive Officer — the new cadet commander. Here was the true attainment of the promise of

JROTC. Not merely an obligation to be met, but an achievement to be savored and passed on with pride. Forget that this unit was undermanned. To those in it, they were as dedicated to their service as would have been any larger unit.

My special thanks for their support this year goes to Hal Yorke, who shares a part of our youth programs with me, and to Tom McCurry, without whose yeoman service in arranging so much of this year's awards I would surely have been *lost*. I would also like to say that Theo Clarke's willingness to include me in the Dan Stover candidate recruitment was a true example of Rotary fellowship for which I was, and am, still grateful.

Program

Continued from p.2

efforts of the family that sold its home and gave away half of its value, as detailed in *The Power of Half*. On December 9, 2010, Buffett, Bill Gates, and Facebook CEO Mark Zuckerberg, signed a promise they called the *Gates-Buffett Giving Pledge*, in which they promised to donate to charity at least half of their wealth over time, and invited others among the wealthy to donate 50 percent or more of their wealth to charity.

Buffet was quoted as saying, "The reaction of my family and me to our extraordinary good fortune is not guilt, but rather gratitude. Were we to use more than 1 percent of my claim checks on ourselves, neither our happiness nor our well-being would be enhanced. In contrast, that remaining 99 percent can have a huge effect on the health and welfare of others. That reality sets an obvious course for me and my family: Keep all we can conceivably need and distribute the rest to society, for its needs. My pledge starts us down that course." *Sammy Kayali*



MONEY by Linda Wilkes MATTERS

Economic Update Last Week in the News

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending June 8 rose 18 percent, the highest level since May 2009. Refinancing applications increased 19 percent, the highest level in more than a year. Purchase volume rose 13 percent, the highest level in six months.

Consumer prices fell 0.3 percent in May. For the year, consumer prices are up 1.7 percent. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.2 percent in May, matching April's pace.

The producer price index, which tracks wholesale price inflation, fell 1 percent in May. It was the largest one-month drop since July 2009 and follows a 0.2 percent decrease in April. On a year-over-year basis, seasonally adjusted wholesale prices were up 0.8 percent in May. Core prices — excluding food and fuel — rose 0.2 percent in May.

Retail sales fell 0.2 percent to \$404.6 billion in May. This follows a downwardly revised 0.2 percent decrease in April. On a year-over-year basis, retail sales increased 5.3 percent in May.

The Reuters/University of Michigan consumer sentiment index for June's preliminary reading fell to 74.1 in June, a 2012 low, from 79.3 in May.

Industrial production at the nation's factories, mines and utilities fell 0.1 percent in May, after a 1 percent rise in April. Compared to a year ago, industrial production increased 4.7 percent in May. Capacity utilization eased to 79 percent from 79.2 percent in April.

Initial claims for unemployment ben-

efits for the week ending June 9 rose by 6,000 to 386,000 from a revised 380,000 the prior week. Continuing claims for the week ending June 2 fell by 33,000 to 3.278 million.

Upcoming on the economic calendar are reports on housing starts on June 19 and existing home sales and leading economic indicators on June 21.

Knowledge Builder Keywords Part 2:

Placing Keywords in Your Content

Perhaps the most important SEO tactic that search engines use to rank sites in search results is based upon a page's keywords. Keywords (or key phrases) mainly refer to those words typed into search engines in order to find relative content.

Once you determine the keywords and phrases that are relevant and popular to your audience, you need to strategically place them in your copy. Here are some tips on where to put them.

- Treat each web page individually and use keywords relevant to your page's topic. Keywords can certainly be repeated on different pages if the topic warrants their use.
- As a rule, a 300-word web page should have two or three keywords or phrases that a person would use to find your content.
- Make sure keywords appear in your browser page title, content headlines and body text, especially in the first line of the first paragraph.
- Search engines like bulleted lists, so where appropriate, use keywords in lists.
- When you link to internal or external web pages, use your keywords in the hyperlinked text that visitors click on.
- Place links using your keywords in any

content you share, such as press releases and articles.

Finally, search engines know when you are trying to trick them. A big mistake is to *stuff* your site with keywords. This means using an excessive number of keywords on a page to try to make your content seem more relevant and popular to your audience. This tactic will actually help lower your ranking. 

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

View

Continued from p. 1

common event, and making sure I did not get carried away in this position of power. I also had stressed over running the Board meetings, but again, with the help of a group of very competent and knowledgeable Board members, I survived this role as well and learned a great deal in the process.

I also came to appreciate the support of the District hierarchy, from my Governor, Doug Fowler and his assistants on down. First at Pre-PETS and PETS, and then at the Governor's visit in August of last year. What I learned was that the District was not there to judge me and the other Club Presidents, but rather to be a resource to we Presidents and to be available to guide us through a role at which we were all novices. The support of the District really became clear to all of our members at our recent Vision Plan program. There personnel from the District facilitated a clever process to help us come up with our own priorities for our Club which we can now implement over the next three years.

I am very thankful to have had the opportunity to travel to New Orleans for the Rotary International Conference. Unfortunately, I may be the last Altadena Rotary President to be able to do this for a while as, for the next 5 years, such RI Conferences will be held outside of North America. Attending the RI Conference

Please turn to View, p. 5

Gordon's Corner

by Gordon Seyffert

End of Year One

Some of you may not know this, but I moved to California just one year ago. June 15th, to be precise. It hadn't been an overnight decision, and had in fact been years in the making. Marsha and I had seen our children locate here one-by-one. And as they did we began to re-evaluate our retirement plans.

Lindsay was the first to go. She was the impetuous one. Her high school experience was a roller-coaster. If she liked the class and teacher, she aced it. If not, it was always touch-and-go to see if she would pass it. She applied to only one college in her certainty that she would be accepted. This trait of self-assuredness carried over into other realms of her life, and in mid-December of her high school senior year she was broad-sided by an SUV as she misjudged her chances of safely crossing a busy thoroughfare in the rain.

She spent several weeks in a hospital bed during which time she was tutored. This brought a focus into her life that she hadn't previously had. And, when she went to Chicago with me to her theater program audition for the CalArts freshman class, her self-confidence melded with this new focus. I was astonished at her poise. Given her looks and these traits she reminded me greatly of Holly Golightly in "Breakfast at Tiffany's."

It was 1994, and she was accepted. We can't know what actually got her in, but I have an idea. Other applicants were nervously going over their lines before they were called in. Not Lindsay. She was a girl who knew what she wanted, and was relaxed under pressure. [Fast-forward to now, as she is receiving her Master's de-

gree in Film Editing from the American Film Institute after two very intensive years.]

And so to her goes the credit for our family's chain migration west. She took root and flourished! This did not go unnoticed.

Our son Gus followed two years later as he, too, came to CalArts. Already at age 17 he was an accomplished and experienced bass player. He came here to study under the great bassist Charlie Haden. He bounced back to Kansas City for a time, but the music scene there wasn't so compelling and it wasn't long before we were helping him pack a Uhaul with all his worldly possessions. Now he plays and tours with The Black Keys, but divides his free time amongst composing, session work, producing for others with his sophisticated home studio, and leading his own band, Willoughby.

Next in the chain was our youngest, Maggie. She could have gone elsewhere, and did so for a time. She attended New School University in New York City, melding Dance and Arts Administration into a Bachelor's degree that she knocked out in three years. It seemed she would dance on Broadway, but then came 9-11. She saw the second tower go down with her own eyes. And dance jobs in New York vanished overnight. Soon she had found a slot in educational outreach at American Ballet Theatre and, not long afterwards, a serious boyfriend. It somewhat surprised us when they came here together, as two-career moves are always tricky. Now she's an administrator at the Colburn School in downtown L.A.

Click. The last piece was in place. Now

the ball was in our court. I was the one who hung back. There were two reasons: no house commitments and no grandchildren. I thought it wise to wait for their lives to fully take root. Then my wife turned sixty-six, and said to me: "I could move now, but I don't know if I could do it by the time I'm seventy."

It made sense, and although I fought with her briefly my own commitment became total — once the decision was made. That was in August, 2010. The next months were occupied with a furious effort to trim back our possessions. Our home had been spacious, with a full attic and full basement on top of two floors of living space. Now we needed to downsize; the booksale at our church was never greater!

What's changed in the year we've been here is that Marsha and I have switched places. After my retirement I'd had few associations or outlets, while she had been very busy socially and in community affairs. Once I arrived, I dove in and became very active while she has sought out as much contact with our three children as their careers will permit.

As I take on ever more responsibilities she worries a bit about me. But life is good. Like my eldest, perhaps, it seems as though I accomplish more when things are busier. We will soon see... 

View

Continued from p.4

was simply a mind-blowing experience, meeting Rotarians from all over the world. I learned a great deal, I was inspired and I came away with the feeling that I was part of a huge, international program with the single goal of making the world a better place.

Well, in summary, although initially reluctant, I am very happy that I accepted this personal challenge. I have learned a lot and have come away with an even greater admiration of Rotary and a profound appreciation for Rotarians in our Club, in our District and around the globe. Thank you all for giving me this exceptional personal growth experience. 



Job Creation ^{by} C. Ray Carlson & Entrepreneurship

Make it Matter!

HP's advertising slogan these days makes a compelling case for how we should approach our club activities, as we plan for the 2012/2013 Rotary year.

"If you're going to do something, **Make it Matter!** Why do you do what you do? Why do you put in the work? Why do you make the effort? You do what you do because it matters. Because it's important. Big things or little things that add up to big things."

All as advertised by the company that was started by Bill Hewlett and David Packard who formed the company in Palo Alto that eventually became the birthplace of Silicon Valley. In a garage, now world famous. With \$538 in working capital. With Walt Disney as their first customer. Selling him audio oscillators that made possible the fantastic music score in the movie *Fantasia*.

Little things that added up to big things

Chino Rotary (under president Terry Franke's leadership) has completed what could be considered a *little thing*—her team of six Rotary volunteers has taught 17 students at Chino HS how to write business plans ... plans that could lead to the formation of businesses some day ... businesses that create jobs ... jobs that are desperately needed in this grim economy. The principal of Chino HS joined Rotary. He's eager to expand the program in the Fall, So seemingly **little things** can



soon add up to **big things** in the Chino Unified School District. All because President Terry was determined to **Make it Matter** (her term as president) **Matter**

Maybe some day that impact will match — in relative terms — the entrepreneurship and civic education program our District 5300 helped to start in 1995 in the Republic of Armenia where 170,000 students are now being impacted each year in a tiny country with only 3 million inhabitants. We raised six Matching Grants of \$10,000 each for six provinces. Then US AID stepped in with \$2.4 million to enable **every** high school student [in Armenia] to learn about civic governance (Armenia had been one of the Soviet Socialist Republics) and entrepreneurial literacy. An Armenian-American woman, Armine Hovannisian, JD UCLA, made it happen by moving her family to Armenia and pressing on year after year, always devoted to making 'little things' grow into 'big things.'

Altadena's entrepreneurship program in Nigeria is growing like that. Two entrepreneurial training teams of three Rotarians each, with two Matching Grants of \$25,000 each, will be impacting upwards of 4,000 university students and New Generation young adults in four provinces. Sarah Philips, Nigerian-American member of Rancho Cucamonga Rotary, is leading the way ably assisted by John Frykenberg (Altadena Rotarian) who is on his third trip. Goal by 2020: 1 million impacted. A very **big thing** indeed. But it started with 200 in 2006.

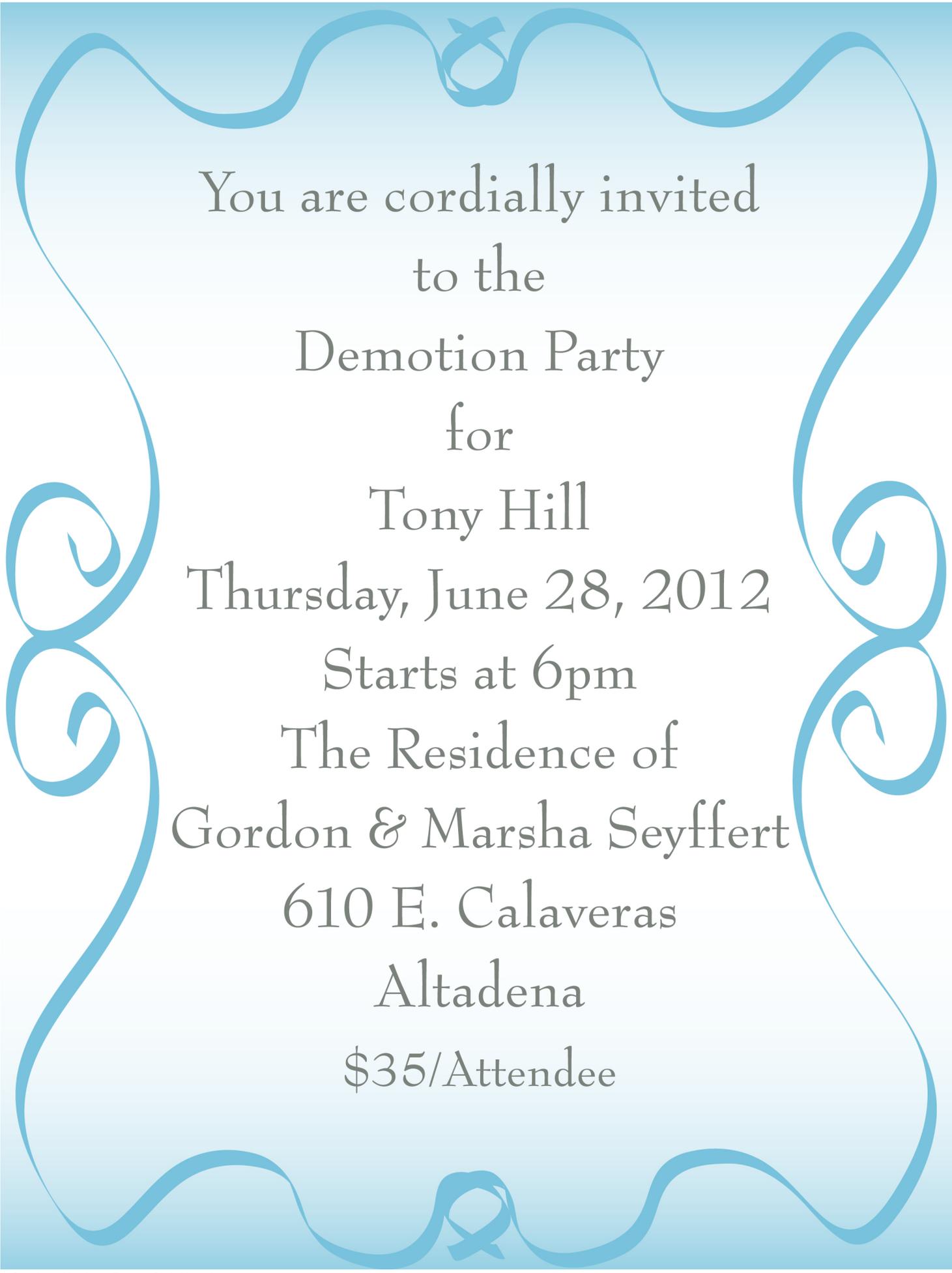


Sometimes it is a local teacher who sees the need for his students to learn entrepreneurial literacy, as Scott Sorgent of Monrovia HS did in teaching his 44 students. Two of them — Amanda Mansoorbakht and Timothy Ramirez — made oral presentations at the District 5300 Business Plan Competition on May 31 and received the 2012 Dewey Merrill Award of Entrepreneurial Excellence.

As we contemplate what to do with our time and treasure in 2012/2013, ask questions like *Will it Matter?* If so, *How?* Can we choose projects that *Can be Made to Matter?* Will the results draw new members into our club so that more can be done?

If you'd like my input, contact me at 1-800-448-3456 or <crayc@me.com>.


ROTARY INTERNATIONAL DISTRICT 5300
 PRESENTS
THE 2012 DEWEY MERRILL AWARD OF ENTREPRENEURIAL EXCELLENCE
 TO
VALUEPON
 A BUSINESS PLAN BY
AMANDA MANSOORBAKHT, TIMOTHY RAMIREZ, BREANA SALGADO, AND BRYAN BRAVO
 ROP TEACHER SCOTT SORGENT
 MONROVIA HIGH SCHOOL
 MONROVIA, CALIFORNIA
ALTADENA TOWN & COUNTRY CLUB ALTADENA, CALIFORNIA MAY 31, 2012 DOUG FOWLER, DISTRICT 5300 GOVERNOR 2011-2012 C RAY CARLSON, CHAIR, DISTRICT VOCATIONAL SERVICE



You are cordially invited
to the
Demotion Party
for
Tony Hill
Thursday, June 28, 2012
Starts at 6pm
The Residence of
Gordon & Marsha Seyffert
610 E. Calaveras
Altadena
\$35/Attendee



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



**Rotary Club
 Of Altadena**



Pro Image Transfer
 DIGITAL GRAPHIC REPRODUCTION



**All American
 Audio Visual**

