

**This Week**  
**Renata Cooper**  
**President, Board**  
**of Education,**  
**PUSD**  
**Program Host:**  
**Julius Johnson**

Renata Cooper is President of the Board of Education of the Pasadena Unified School District. First elected to the Board in 2007, she was selected as its president in 2011, and unanimously reelected to a second term last week.

As a member of the Board of Education, she has focused on early childhood education, closing the achievement gap between groups of students, English learners, and stronger engagement of parents and the community.

From 2007-11, academic achievement in PUSD rose by 59 points on the Academic Performance Index, the district's student dropout rate was reduced by half, and the themed College & Career Pathways were created to link the business and cultural resources of the Pasadena area with schools and students.

Named a YWCA Woman of Excellence in Education in 2003, Cooper is a recognized expert in early child-

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

**Have a Laugh or Two**

I am writing this on Sunday ("Mother's Day"). Ann is out of town. We had a very successful "Vision Plan" program yesterday but that is enough Rotary of this weekend, so guess what? More jokes culled from the pages of the Pasadena Star News. This time the theme you will see running through all the jokes is motherhood, in honor of all mothers on this, their special day. So here they are ... enjoy:

- My mother taught me RELIGION: "You better pray that this will come out of the carpet."
- My mother taught me LOGIC: "Because I said so, that's why."
- My mother taught me IRONY: "Keep crying, and I'll give you something to cry about."
- My mother taught me STAMINA: "You'll sit there until all that soup is gone."
- My mother taught me GENETICS: "You're as bad as your father."
- My mother taught me JUSTICE: "One day you'll have kids, and I hope they turn out just like you."

During the game the coach called aside one of his youth soccer players.

- "You understand what team effort is

- all about, right?" "Right."
- "You know that it's not as important who wins or loses, as how we play the game, right?" "Yes."
- "And you're aware that it's a bad idea to kick officials, curse at them and call them idiots, right?" "Yes."
- "And when I call you off the field and send in a substitute, you know it's bad sportsmanship to call me a Big Dope, right?" "Right."
- "Ok, good. Now go over and explain all that to your mother."

• • •

A 6-year old and a 4-year old are upstairs in their bedroom. The older one says, "You know what? I think it's about time we started cussing." His younger

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**Greeters**

- May 17  
**David Smith**
- May 24  
**Wilbert Smith**
- May 31  
**Linda Wilkes**



# Program Review

## Helping Youth with a Hand Up

The May 10 Program was exciting, entertaining, and informative. The *Each-One-Bring-One* event was a resounding success with a number of new guests and returning old members providing ample opportunity for fellowship and exciting conversation.

Carrying on the theme of *In Support of our Youth*, Wilberta Richardson, Supervising Assistant City Attorney at City of Los Angeles, introduced us to the Afro-Academic, Cultural, Technological and Scientific Olympics (ACT-SO) Program.

Richardson is the chair of the Altadena Branch NAACP ACT-SO Program and an active participant in the Altadena community.

ACT-SO is a year-long enrichment program founded in 1978 by renowned author and journalist Vernon Jarrett, and designed to recruit, stimulate,



and encourage high academic and cultural achievement among African-American high school students. The program starts at the local high school level and culminates in a national competition covering 28 categories of competition in the sciences, humanities, business, and performing and visual arts. The program spans most of the year beginning in the fall with planning and coaching the participants throughout the winter months, and culminating in nearly 200 local com-

petitions that run through April and resulting in the top gold medalists at the local level qualifying for the national competition in the summer. The program is locally supported through the commitment and dedication of more than 100 community volunteers and business leaders who serve as mentors and coaches. Haisem Khalfani, a 15-year



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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

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Gordon Seyffert ... Youth Contests/Awards

Hal Yorke ..... Vocational/Youth Projects

Craig Cox ..... Membership

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## May Programs

### No Designation

*Program Chair, Julius Johnson*

May 17 - Renata Cooper, President, Board of Education, PUSD

May 24 - GSE participants from Chile

May 31 - To be Announced

## June Programs

### Fellowship Month

*Program Chair, Ed Jasnow*

Jun 07 - JROTC Awards

Jun 14 - Teacher Mini-Grant Reports

Jun 21 - Jeffrey Piece, Stifel, Niclaus & Co., - The Warren Buffet Investment

Jun 28 - Demotion Party - An evening Event

*Congratulations*




**Birthdays**

05/05 - Ursula Moore  
05/15 - Elsa Smith  
05/18 - Craig Cox  
05/30 - Susan Applegate




**Anniversaries**

05/18 - Tony Hill & Ann Rider  
05/19 - Roger & Kathleen Anne Fennell

# Chairmen's Corner JROTC

by Gordon Seyffert, one of our Youth Chairs



Earlier this year I wrote a whimsical account of my own days in an Army Junior Reserve Officers' Training

Corps (JROTC) program in the mid-Sixties. In it I pondered how much of the instruction had passed me by, how little I therefore benefitted from it, and how much things had seemingly changed in the intervening years. Now I've actually had my first introduction to today's JROTC programs, having visited (with Tom McCurry) all three programs in the Pasadena Unified School District.

I must say that I was somewhat disheartened. That's no reflection upon the six men who run these three programs. Much of what disheartens me is what they're up against as they do their level best to maintain and/or improve what we have in this community.

The chief impediment to their success is a new requirement that all six of them must (within a set time period) become certified as physical education instructors in the District. There is an argument to be made for this requirement. Teachers view these retired military men as persons who don't have to meet the same standards as others, and call the situation unfair. This is because JROTC can be substituted for a PE credit. But understand that a person who majors in the subject in college becomes automatically certified upon graduation. For these military retirees, they know how to bring their students to high physical fitness standards. But now, as they move well beyond their own educational years, they are being asked to pass a series of examinations. Worse yet, we hear that the tests — while they may be retaken if failed — never indicate the

cause of failure. It all seems a bit senseless!

The reaction of some has been to hold off seeking certification in the hopes this new rule would be overturned. Of the six individuals, both assigned to the Air Force JROTC program at Muir will see their program protected by two 2-year waivers (that do not have to be taken concurrently). For the others, not gaining certification will eventually jeopardize their program. One has vigorously pursued the goal, and should be certified around the end of this academic year. That leaves possibly two programs under a cloud.

But it gets worse. To maintain certification as a JROTC program with the DOD, each program should have at least 100 students enrolled. Blair meets that standard. But Pasadena HS has fallen below this threshold for several years, and will now become instead the partial financial responsibility of the PUSD instead of being fully funded by the Federal government. This will be a largely transparent change from the standpoint of students, who will still receive free uniforms, etc. But funding two FTE faculty hits the PUSD at a time of drastic budget cuts!

Muir's program has roughly 140 students, but this may leave a false impression of strength. We have heard that many of these students have been essentially assigned to the program, are not fully committed to it, and, in many cases, have not even sought out uniforms. With fully-new personnel running the program, with the principal leaving, and with school esprit-de-corps needing a lift after some recent incidents, having only partially committed students — if true — is not a good omen.

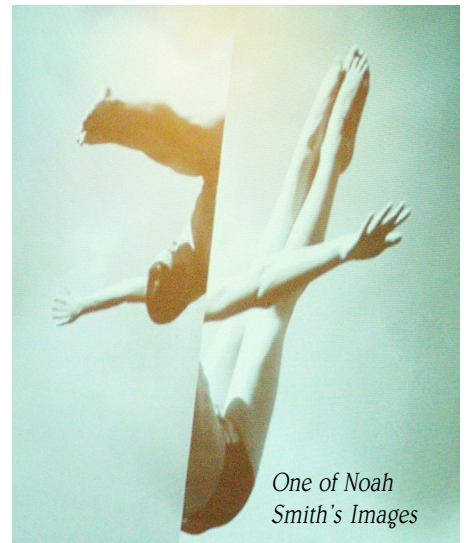
Tom McCurry and I have been striving to mount a good awards program for June

7. We know that most, if not all, of the students to be honored are truly worthy of recognition; we've met several of them, and they are impressive. Please, know that the issues I raise are not a reflection on these students, so let's (as always) show our appreciation to them, and to those receiving Americanism awards as well. ☺

## Program

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old young man, and a current gold medal finalist from South Pasadena entertained us with an outstanding performance on the Alto Saxophone. Khalfani has only been playing music for 4 years, but his performance showed that he has the ma-



*One of Noah Smith's Images*

turity, timing, and fluidness of a refined musician. That was followed by a presentation of artistic photography of Noah Smith, another local national gold finalist who is currently attending Dartmouth College.

The program continued with an informative and compelling presentation, by Harlan Ward, retired Los Angeles Police Department Commander and current

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# MONEY by Linda Wilkes MATTERS

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

The Commerce Department reported that consumer spending rose \$32.3 billion or 0.3% in March, just one-third of February's increase. Personal income in March increased \$50.3 billion or 0.4%, after a 0.3% rise in February.

The Institute for Supply Management reported that the monthly composite index of manufacturing activity rose to 54.8 in April from 53.4 in March. A reading above 50 signals expansion. It was the 33rd straight month of expansion.

Total construction spending rose 0.1% to \$808.1 billion in March from a revised \$807.3 billion in February. Economists had anticipated an increase of 0.5% in March. Compared to a year ago, construction spending is up 6%.

Factory orders fell 1.5% in March, the biggest drop in three years, to a seasonally adjusted \$460.5 billion, following a revised 1.1% increase in February. Excluding the volatile transportation sector, orders increased slightly in March.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending April 27 rose 0.1%. Refinancing applications decreased 0.7%. Purchase volume rose 2.9%.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity fell to 53.5 in April from 56 in March. A reading above 50 signals expansion. It was the 28th straight month of expansion in the services sector.

Initial claims for unemployment benefits for the week ending April 28 fell by 27,000 to 365,000 from a revised 392,000 the prior week. Continuing claims for the

week ending April 21 fell by 53,000 to 3.276 million. The unemployment rate fell to a three-year low of 8.1% in April from 8.2% in March.

Upcoming on the economic calendar are reports on international trade on May 10 and the producer price index on May 11.

## ***Knowledge Builder***

### ***Keywords Part 1:***

#### ***Selecting Your Keywords***


In search engine optimization (SEO), search engines use keywords (or key phrases) to rank sites in search results. Therefore, understanding the words your customers are typing in search engines and then strategically placing them in your web copy are critical to improving your website's ranking in search engines such as Google, Yahoo and Bing.

For example, someone looking to buy a home may type in "house for sale Belmont Heights" in a search engine. If those keywords are in your content, you have a better chance of this buyer finding you.

Before discussing where to place keywords in your content, you must determine effective, relative keywords that

your customers are using. Here are some tips:

- Use Google AdWords to help determine relevant keywords for your content. This tool allows you to explore keyword ideas by entering a word or phrase related to your business. You can also enter a website address similar to your business. Google AdWords will tell you what keywords are popular on that website.
- Use location data as keywords to add specificity and attract better qualified leads. If potential buyers are looking for a home or services in a specific area, they will most likely use that location as a search term.
- If you have an internal search engine that customers use to search your website, monitor the keywords they are typing in. Your customers' popular search terms might be good keywords to use throughout your content.

Remember, 81% of all searches contain more than one word. Experts say a good rule for keyword phrases is using two to four words. 

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

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## **Program**

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president of the Gamma Zeta Boule Foundation, on mentoring Pasadena area youth where he discussed the Leadership, Achievement, Management, and Professionalism (LAMP) Mentor Program. The Gamma Zeta Boule foundation collaborates with professionals, practitioners, and educational institutions, in support of high school students who are committed to at-

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## **LAMP Mentor Session Topics**

- Law and Order
- Health and Nutrition
- Financial Literacy
- College Interview Preparation
- Volunteerism and Public Service
- Public Speaking and Presentations
- Business Etiquette and Dining Manners

## Genealogy and Vocational Service

Many of you heard my craft talk last October 6. But how many of you took the time to examine closely some of the hand-outs that I distributed for sharing during the course of my remarks? Some of those addressed the ways that genealogists can find their vocation — or in my case, avocation — to be a path toward service to others.

Genealogists, you ask? Well, sure. Because so many have at least a passing interest in their heritage or pedigree, and because few begin their search with the skill-set that will produce the results they seek, there are ample opportunities for experienced researchers such as myself to assist *newbies*. In fact, the notion of service is deeply ingrained within the genealogical community. There is even a group that promotes *Random Acts of Genealogical Kindness*, in which persons reach out to help others by finding and sharing information that may be invaluable to another's quest — but of no value at all to the conveyor of this data.

Our Vocational Service directive has been described in these words: "Encourages Rotarians to serve others through their vocations and to practice high ethical standards." We all understand what is implied by the last part, but I think there's an aspect to the first that requires further explanation.

It would be so easy for me to merely perform a search for someone — culminating in a report of some kind — without requiring payment for services rendered. That's what the *Random Acts* folks do, of course. Yet, it must be pointed out that, in their case, the kindness involved is un-

derstood to be in the nature of a local person who knows local records providing an item or items that an individual living at a distance might not so easily find, or for which that individual might not be able to justify a research expedition.

When I think of service, what comes to mind is the kind that involves some hands-on instruction and encouragement extended by those experienced in the craft to those who desire to learn their skills. It's on the same principle as: "Catch a fish for a man and feed him for a day, but teach him how to fish and you feed him for a lifetime."

I was reminded of that recently when I received an email request from an unknown person who wrote: "I ran into some entries on the 'Emigration from Lippe to the USA' website ... regarding the Böke family from Asendorf, Lippe, Germany that list you as the source of the information." The person was seeking further data from me, as he/she felt that his/her family was descended from the same immigrant family.

This had all come about because, back in Kansas City, I had served as a volunteer research consultant on immigration from Germany. I was styled by the library as a *German Expert*, despite the fact that my skill in the language is limited to a very modest reading comprehension.

Nevertheless, with the limited information this person had been able to provide from family sources, I was able to locate the exact village from whence his ancestral couple had emigrated in the 19th century.

But I took it a step further. I had this

fellow rent the films of the church book records that would show (for the husband and father of this family) the births, marriages and deaths that would take his line back several decades.

Then, reviewing the film myself, I made a transcription (in German) of the record entries that clearly pertained to his line. Next, I demonstrated to him how he could use the citation provided with each entry to advance the film to the exact page upon which the church book entry was to be found. Comparing my typed entry with the handwritten entry from the film, he could begin to see that, with some practice, he could begin to read these records for himself.

Finally, I gave him the call number of the film that would contain the family records of the wife and mother of this family — the husband and wife having stemmed from different — but nearby — villages. Now it was time for him to *fish* for himself. And so we circle back to my recent correspondent. Being a natural packrat for records, I had retained my original transcript of those records (and some associated records from the internet). It was thus an easy matter to forward these on to this second individual, along with my encouragement to pursue his own genealogical quest in similar fashion.

I like to think that one contribution of service has resulted in the (self-)training of two more *fishermen*. And they will, if they pursue this, have the satisfaction of telling their respective families: "I did this *myself*! But, of course, with a little help along the way." ○

# View

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brother nods in approval. The 6 year old says, "Ok, when we go down stairs for breakfast, I'm gonna say something with 'heck' in it, and you say something with 'fanny' in it." The 4-year old agrees.

The boys proceed to the kitchen and sit down at the table. Mom asks them what they want for breakfast. The older one says, "Heck, just give me Cheerios." WHACK! Mom smacks him good. He flies out of his chair, tumbles across the kitchen floor, gets up and runs upstairs, crying his eyes out.

Mom looks at the 4-year old and asks, sternly, "What do YOU want for breakfast, young man?" Wide-eyed, the boy says, "I don't know, but you can bet your big fanny it won't be Cheerios!"

• • •

Four well-to-do brothers bragged about the gifts they had given their mother on her recent birthday. The first said, "I had a big house built for you Mama." The second said, "I know, and I financed an addition to the house, a \$100,000 state-of-the-art home cinema." The third said, "I had my Mercedes dealer deliver an SL600 to her." The fourth said, "You know how Mama loved reading the Bible, and of course she can't read anymore, so I bought her a parrot that can recite the entire Bible. It took a dozen preachers 20 years to teach that bird. It cost \$500,000, but it

was worth it, for Mama's sake."

Mama soon sent out her thank-you notes.

- "Milton, the house you built is so huge. I live in only one room, but I have to clean the whole house. Thanks anyway."
- "Michael, you gave me a home theater that holds 50 people, but all of my

friends are dead. I'll never use it, but thanks for the gesture."

- "Melvin, I don't drive any more, but thanks for the luxury car, It's the thought that counts."
- "Myron, you were the only son to have the good sense to put a little thought into your gift. The chicken was delicious. Thank you." ○

## This Week

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hood education. She has served on the National Early childhood Advisory Board Scholastic, the Advisory Board of the State of California Pre-K Guidelines committee, and others. A perfect program for all who are interested in the education of 18,000 children in our community.

Prior to her election to the Board of Education, Cooper taught graduate-level child development courses at Pacific Oaks College in Pasadena, where she helped create and fund the Hixon Center for Early Childhood. She served as a member of the **First 5** LA commission, the group that was formed with the passage of the state initiative headed by Rob Reiner to fund the development of early childhood education centers in Los Angeles County, from 2001-05. She took a leadership role in the development and passage of the \$500 million Universal Pre-

school Initiative, the \$32 million Family Literacy Initiative, and the \$27 million Workforce Development Initiative. Since 2005, she has worked as an educational coordinator in the Los Angeles County Chief Administrator's Office.

Cooper is the liaison between the County Office of Child Care and other organizations concerned with strengthening the early childhood workforce to improve the educational outcomes of young children in Los Angeles County. Cooper graduated cum laude with a degree in Early Childhood Education from Towson State University in Baltimore, and earned a masters in Human Development, with a specialization in multicultural studies, from Pacific Oaks College in Pasadena. Born in Berkeley, California, Cooper is a resident of Pasadena, and a proud Pasadena High School Bulldog. ○

## Program

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GAMMA ZETA BOULE  
(Pasadena, CA)

L.A.M.P. Mentor Project:  
Leadership, Achievement,  
Management & Professionalism

tending and graduating from the college or university of their choice.

The L A M P Mentor

Program underscores this mission, by in-

stillng Leadership, Achievement, Management and Professional skills, along with scholarship support. The program provides high school boys with an opportunity to interact and be mentored by positive role models from the local community along with workshops on Health and Nutrition, Financial Literacy, Law and Order, College Interview Skills, Public Speaking, and Business Etiquette and Dining Manners. The Gamma Zeta Boule

Foundation's Annual Scholarship Luncheon is planned for Sunday, June 3, 2012 at the Pasadena Hilton. ○





# Each One Bring One

We had several guests, some returning members, and one Rotarian who was looking for a smaller club. All-in-all, a successful event. To top it off, we were treated to a great program.





# Did You *Catch the Vision?*

Saturday morning May 12 at 9a 19 of us (*that's roughly 66%*) gathered to help decide where we wanted Altadena Rotary to be in May of 2017 — *provided that all those dire predictions for the end of the world at the end of this year don't come true.*

The idea behind this brainstorming session is to provide the incoming Board of Directors and succeeding Boards with a direction.

To provide this direction, we were each asked to answer specific questions, e.g., How many members should the club have by 2017; How do you want to be known in your community? What international projects do you want to be doing and have accomplished, etc.

Those who participated were: Jim

Gorton, Gary Clark, Julius Johnson, Jacques Foreman, Tony Hill, Linda Wilkes, John Frykenberg, Tom McCurry, Gordon Seyffert, Santosh Srivastava, Mike Zoeller, David Smith, Dennis Mehringer, Sammy Kayali, Mike Noll, Theo Clarke, Craig Cox, Wilbert Smith, Sterling Louviere and Rebecca Hardiman, Julius' Presidential Assistant for his term in office. The process was very interesting.

First we were given 30 minutes to fill in the blanks on sheets that were already in front of us. Second, one of our four district facilitators (Chris Montan, Gene Hernandez, Dennis Franklin and Frank Cunningham), Gene Hernandez, asked the questions and went around the room for each to answer, Chris Montan and Frank Cunningham took turns writing the an-

swers on extra large post-it notes, and Dennis Franklin posted them around the room as the sheets were filled.

Then we were given sheets of red dots and a partial sheet of green dots. We were each to go around the room and put one red dot on our three top choices of the answers given to each question.

Next we each put one green dot on our choice of the top red-dot winners. In the end, the answer that had the most green dots is the direction in which we will be going.

The answer to our first question was the most clear: by May 2017, we want our club to have 60 members.

To get a feel for how our choices were made, this is what the walls looked like with the giant post-its on them: 