

This Week

Ryan Taylor Serial Entrepreneur Program Host Sterling Louviere

Ryan Taylor is the principal founder of DROBE, Custom Clothing, a 12-year old style boutique located in downtown Los Angeles, CA. Today DROBE has 1,500 clients, including Jay Leno, Martin Lawrence, Manny Ramirez and hundreds of professionals nationwide. Taylor manages operations, quality control and marketing.

Taylor is also the Executive Director of leap (learning enrichment after-school program), a Los Angeles based 501c3 nonprofit. **leap** currently operates on 11 inner city school campuses, enriching 1200 students and their families every school day. Taylor oversees operations, creates visibility and maintains **leap**'s mission.

An award-winning entrepreneur and active board member of Operation HOPE's 5 Million Kids initiative, Taylor has been honored by the Los Angeles City Council for his philanthropy. Taylor has been featured on CNN, Los Angeles Times, Entrepre-

Please turn to This Week p. 3




Johnson's Judgments

by President Julius Johnson

All Things work together for Good

Last Sunday (September 23, 2012) was my church's (New Dawn Missionary Baptist) 13th anniversary. We were having a special service that afternoon. My play mother, Jo Camp, wanted a ride to the service. So, at about 2:30p, I was driving south on Fair Oaks just north of Ventura Street in the number 2 lane when the car next to me decided to change lanes right into the side of my Surburban. This was not good!

On reflection, I realize that, during the entire event, I did not get angry or upset. There was his fussing or high anxiety and his yelling of accusations. We took pictures, exchanged the necessary information, picked up my play mother, and we made our way to the service in a timely manner.

There is a verse in *Hebrews* that says, "All things work together for those that love the Lord and are called according to His holy purpose." It does not say that all things are good. Clearly getting into an accident is not good. But it does say that

all things work together for the good according to His holy purpose.

This is one of my favorite Bible verses and one I find myself repeating to myself all the time. I consider it to be a *faith builder*. Faith comes by hearing the word of God.

From the world's prospective, it would have been easy to say, "God, how could you have let this accident happen to me. Here I am taking my Sunday afternoon to go to a church service and I am even picking up a *Little old Lady from Pasadena* to give her a ride to church, and you let someone run into the side of my

Please turn to Judgments p. 3

Greeters

October 04

Sammy Kayali

October 11

Sterling Louviere

October 18

Tom McCurry



Program Review

Accepting the Challenge

That's what our speaker, Timothy Sipple, did when he decided to take the position of principal at John Muir High School. As a security guard at Blair High School, "They're sending you to Vietnam." That was because of the reputation that Muir had within the PUSD community. That was in 2007, when Sipple accepted the position of assistant principal.

Sipple's background has definitely pre-

pared him for the challenges at Muir. He graduated from Georgetown University 22 years ago, and spent 14 years in the Los Angeles Unified School District. In 2005, he came to Blair High School, and in 2007 came to Muir. Despite the bad reputation, Sipple found that Muir was "never as bad as you would have thought." It is, after all, a school. If you walk on campus when class is in session, you will see students in their classrooms learning. Noth-

ing bad is happening. It's Muir's reputation that is making parents afraid to send their children



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Gordon Seyffert ... Youth Contests/Awards

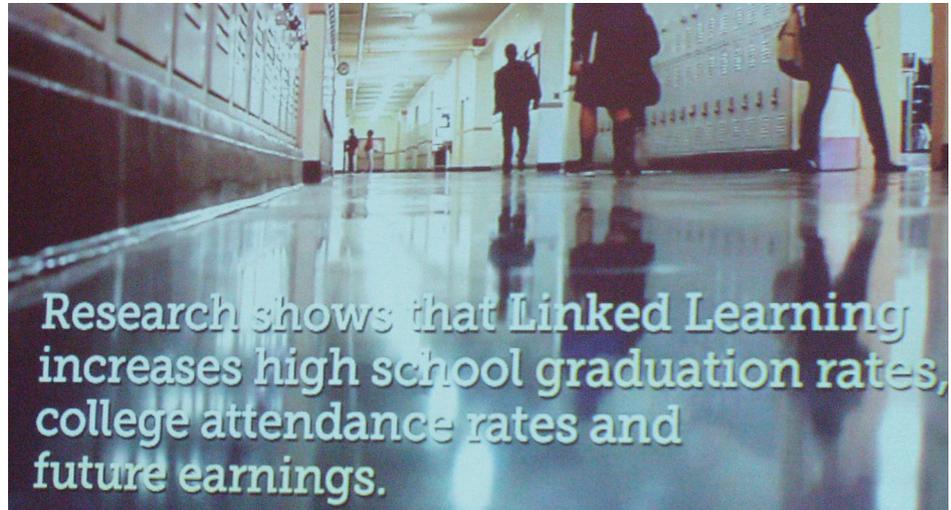
Hal Yorke Vocational/Youth Projects

Ray Carlson New Generation

Gordon Seyffert Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman



October

Vocational Service Month

Program Chair, Sterling Louviere

Oct 04 - Ryan Taylor - A serial entrepreneur who started a consulting business in addition to the two other businesses he is currently operating

Oct 11 - To be Announced

Oct 18 - Cal Tech Professor Michael Hoffman -- recipient of the Bill and Melinda Gates Foundation grant for a solar toilet recently in the news

Oct 25 - To be Announced

November

Foundation Month

Program Chair, Boyd Hudson

there.

But, that reputation is slowly changing. Four years ago, Muir went on to the acad-

Please turn to Program, p. 3

Congratulations



Birthdays



10/04 - Melissa Kayali

10/08 - Susan Cox

10/17 - Noriko Suzuki Mehringer

10/24 - Jim Gorton



Anniversaries



10/19 - David P. & Elsa Smith

Christmas Tree Lane

Gearing up for New Season

by Jacque Foreman, editor

That's right, you all know what's supposed to be in this space: A committee chair's article. Unfortunately, the person who was supposed to get me an article is apparently having a problem with his email, because no article has arrived in spite of emails and phone calls.

It's no secret that one of my community passions is Christmas Tree Lane. OK, this is a pitch to get a couple more Altadena Rotarians out helping to put up lights. As usual, we will start the process the second weekend on October — this year that's in two weeks: October 13. We will work you from 9a to noon and then feed you lunch.

There are lots of different kinds of fel-

lowship, this *ship of Work*. The process of putting lights on



is a *Fellow*. The putting the lines, testing

each line, pulling up the lines on the pulleys and then draping the trees is highly labor intensive. And then there's walking up and down Santa Rosa. As in most places in Altadena, we are either walking up hill or down hill. And one can walk quite a distance in small increments in three hours. It's a great way to get your exercise in, while enjoying the company of your fellow workers.

We always feel in a bit of a time crunch when putting up the lights. The lighting ceremony is the second Saturday in December — December 8, and, of course, we want lights on all the trees by then.

At the end of last year's round of putting lights on the trees, please turn to *Christmas*, p. 5

Program

Continued from p.2

emy system, where the curriculum is divided into separate academies that emphasize specific areas of study. These include an entrepreneur academy, an environmental science academy, and an arts and entertainment academy among others. These academies allow the teachers to focus more attention on the individual student. Sipple was very proud of the fact that this year, Muir was able to give students their first choice of academy.

Sipple then showed a video made by the Irvine Foundation which showed life at Muir. Interviews with both students and

teachers clearly showed the positive experience of the academy method. The effect was clearly uplifting.

And, most interesting to us as Rotarians, for the first time ever, Muir will have an Interact Club sponsored by the Rotary Club of Pasadena. More importantly, the impetus for this came from a Muir student

who had just experienced RYLA. Having seen examples of what Interact clubs do, she inquired about starting one at Muir, and sure enough, it became reality.

We look forward to continued improvement at Muir, and we will support the principal in any way we can.

Ed Jasnow

This Week

Continued from p. 1

neur magazine and many publications.

Taylor is a member of the Omega Psi Phi Fraternity, Afterschool Alliance, America's Promise Alliance.

When Taylor is not enjoying time with his children Morris, Olyn and Nora, he takes pleasure in swimming, reading and developing business systems.

Surburban. What is wrong with this picture?"

At one point on my life, I was a very angry young man. This situation would have given me a license to vent my anger. The prince of this world would have encouraged me to exercise my right to be angry. I have since learned better who I am and — more important — *whose* I am. I'm the King's kid, and he is going to work all things together for the good according to His holy purpose.

As I look back on the events surrounding the accident, I now realize that the

lack of anger was because of the presents of Faith. I am not perfect nor have I arrived. But I am so very grateful for *from where he has brought me*.

No one was injured in either vehicle, both car's were insured, and the other driver's insurance company is covering my repairs and the cost of my replacement rental car. While my surburban is in the shop, I am driving around for free, in a brand new Cadillac STC and loving it.

He did work all things together for good. And that is very good to know. Be at peace.

Economic Update In the News

The National Association of Home Builders/Wells Fargo monthly housing market index rose three points in September to 40, the highest level since June 2006. This marks the fifth consecutive monthly gain. An index reading below 50 indicates negative sentiment about the housing market.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending September 14 fell 0.2 percent. Refinancing applications increased 1 percent. Purchase volume fell 4 percent.

The combined construction of new single-family homes and apartments in August rose 2.3 percent to a seasonally adjusted annual rate of 750,000 units. Single-family starts increased 5.5 percent. Volatile multifamily starts fell 4.9 percent. Compared to a year ago, housing starts are up 29.1 percent in August. Applications for new building permits, seen as an indicator of future activity, fell 1 percent to an annual rate of 803,000 units.

Existing home sales rose 7.8 percent in August to a seasonally adjusted annual rate of 4.82 million units from 4.47 million units in July. Compared to a year ago, existing home sales were up 9.3 percent in August. The inventory of unsold homes on the market increased 2.9 percent to 2.47 million in August, a 6.1-month supply at the current sales pace, down from a 6.4-month supply in July.

The index of leading economic indicators — designed to forecast economic activity in the next three to six months — fell 0.1 percent in August, following a revised 0.5 percent increase in July.

Initial claims for unemployment benefits for the week ending September 15 fell by 3,000 to 382,000. Continuing claims for the week ending September 8 fell by 32,000 to 3.272 million.

Upcoming on the economic calendar are reports on the housing price index on September 25, new home sales on September 26 and pending home sales on September 27.

Big Idea

The Law of the Bull's-Eye

To improve your business, it's best to understand that prospecting is not a numbers game — it's a productivity game. That's why you must implement the Law of the Bull's-Eye, says Todd Duncan, Prospect's Chief Performance Officer and The New York Times best-selling author of "High Trust Selling."

In short, the law says: It doesn't matter how many prospects you see. It matters how you see the right prospects.

To maximize your prospecting efficiency, you must replace the traditional *more is better* quantity concept with a *less is better* quality concept. Doing so will increase your earnings without increasing your hours.

The law requires precision prospecting and that requires preparation. It's not about cold-calling or sticking business cards under windshield wipers. It's about targeting a *wish list* of top prospects in your field and categorizing all your prospects into one of the following four categories:

- Low profit/high maintenance: Prospects who produce little business and few referrals, and are difficult to serve.
- High profit/high maintenance: Prospects who produce a lot of business and

many referrals but are difficult to serve.

- Low profit/low maintenance: Prospects who currently produce little business and few referrals but are easy to serve and have the potential to generate more business as they grow and the relationship deepens.

- High profit/low maintenance: Prospects who produce a lot of business and many referrals, and are easy to serve.

Prospect types three and four are obviously the kinds of people you want to work with on a regular basis. Type two prospects could be good to aim for but only if you can lower the level of time and energy it takes to serve them. ☉

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

Alan Kindrick, Our Newest Member Inducted



Alan Kindrick (l) being "pinned" by Membership Chair Gordon Seyffert. Kindrick learned about Altadena Rotary at the Summer Concert Series, where Seyffert manned a table at the top of the amphitheater. This year we added our Rotary Minute to the mix. ☉

Membership Training

On September 22 I attended the District 5300 training session in Ontario. In my case, being one of four Altadena Rotarians who attended, it was specifically for the purpose of bringing back some ideas to use as Membership chair. The trainers were Apple Valley's Group 8 Membership Coordinator Raghada Khoury, District Public Relations Co-Chair Luanne Arredondo (from West Covina), and Group 5 Assistant Governor Roger Gutierrez (from Azusa).

Those of you who attended our 2011 District Assembly in Victorville probably recall hearing of Rotary's IGNITE program, which aims to reverse the 10-year downward trend in Rotary membership. We heard this message again, and I can tell you that the key point is that: "If you're breathing, and in the club, YOU have a role in growing Rotary membership!"

The optimum club size is above 25 members, and we should congratulate ourselves in Altadena that we didn't let our numbers slip below that figure. But as we reach towards our 2012-13 goal of matching last year's growth we should *each* consider how we might bring a new person into our club. And, expect me to call on you this fall to see whom YOU might know who would make a good member.

One bit of advice that I received in Ontario was not to think of our growth in absolute numbers, but rather as a percentage increase. Another was to target *exceptional* club growth, so that less-than-exceptional achievement might still land the club on its *goal*. In both instances, it's all about not resting in the quest for new

members — never stop thinking about growth just because some arbitrary number has been reached!

An idea of particular interest to me was to invite *new* Altadena business owners to join us. I've mentioned at our Membership Committee meetings that I'd like to start making cold calls on businesses, just as Craig Cox did last year. My thought had been to follow his lead and revisit some of the persons with whom he'd talked about Rotary. But the trail may have *gone cold* at this point, and so there may be no special advantage in seeking out those with whom contact had previously been made.

What would be helpful to me is for each of you to think of a business (or two!) that has come to Altadena within the last year or so, and to write the name of that business and its owner (if known) on a note

for me. Please give me these notes at our weekly meetings, so that I can chat with you about what you know. I'll be pleased to make the personal call on them, so this should be an easy way for each of us to contribute to our drive for new members.

An area where I will need your help is in sponsoring and/or mentoring of the new members we do recruit this year. It's clear that I'm going to be busy enough as it is, and I'll repeat what was said at our last committee meeting: New members need to become involved in projects, fellowship and club service at an early date if we are to leave them with the feeling that they reached the right decision in joining Altadena Rotary. Of course, as far as fellowship goes we *could* aspire to match Apple Valley, which calls itself "the drinking club with a community service problem...." ☉

Christmas

Continued from p. 3

ting up lights and then taking them down, two of our most dedicated workers moved out of state. It is necessary that we replace them and get more volunteers out working to preserve this tradition that has been part of Altadena for approximately 90 years.

We welcome volunteers of all ages. We

provide gloves if you don't bring your own and eye protection.

Christmas Tree Lane is Santa Rosa Avenue, and we usually start putting up the lights at Altadena Drive. Oh, yes, I almost forgot. We do provide donuts and coffee and water while you work. Call me if you have any questions: 626-794-9620. ☉

**SIGN UP FOR THE
WICKED LIT FELLOWSHIP EVENT
ON CLUBRUNNER
FAMILY & FRIENDS WELCOME**



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

Are You Ready . . .

. . . to become a Catalytic Force in our local schools?

The Pasadena Unified School District had a *State of the Schools* breakfast at Blair Middle School last Friday (September 28) to inform the community of *where we're at* in educating the children of our community.

District Superintendent Jon Gundry (who spoke to our club last year) gave an encouraging report on all the changes that are taking place in the academic programs and the structural changes of High Schools to Academies of various specialties.

PUSD Board of Education President Renata Cooper (who spoke to our club in August) delivered the annual *State of the Schools Address*. She discussed the efforts of the district to provide an education focused on 21st century skills while continually threatened with drastic budget cuts hinging on the outcome of the November election. Teacher layoffs have already led to larger class sizes and potentially less effective instruction, and this could worsen quickly.

California ranks 47th in the nation in per capita funding for education. And may soon be 50th if the November ballot measures are not passed. Our once great California educational system has steadily degenerated to almost Third World status, it seems.

So what can Rotarians do about all this?

Plenty. We can make a real effort to pass on to the children much of what we have learned in our careers and life experiences. The leadership of the PUSD urged us to do just that. To get involved.

To offer our time. To get in the classroom. Teachers will welcome us. We can serve and also recruit from our networks of friends and business acquaintances.



We can become a catalytic force to make a difference in our schools. As a chemical engineer in the petroleum industry for 20 years, I specialized in catalytic processes and the international sales of catalysts before becoming project design manager of Scandinavia's largest oil refinery. I had to prepare business plans for the Swedish oil company's management to make their decisions on refinery size and investment cost. Eventually the refinery provided high-paying jobs for more than a thousand workers.

Since 1995 I've spent hundreds of hours in classrooms instructing more than a thousand students on how to write business plans that might enable students to get excited by the prospect of maybe starting their own business some day and even hiring others. That they will remain in school and earn a diploma, rather than drop out because they are bored or hate studying.

I've trained 155 ROP/CTE teachers from the LA County Office of Education in how to teach their students the above. I was told that the LACOE can provide literally hundreds of teachers for training in entrepreneurship each year; even though they have an approved curriculum for this, very few classes are taught. A real opportunity for us to provide this. Last week Sarah Vielma, ROP business

consultant with the LACOE, spoke to our club and offered to help us promote our business plan training and competitions throughout LA county and beyond.

Superintendent Gundry mentioned to me that he likes Junior Achievement's classic Company Program because he had been a

school sponsor in Texas of a JA student-operated company mentored by employees of Conoco (Continental Oil Co.).

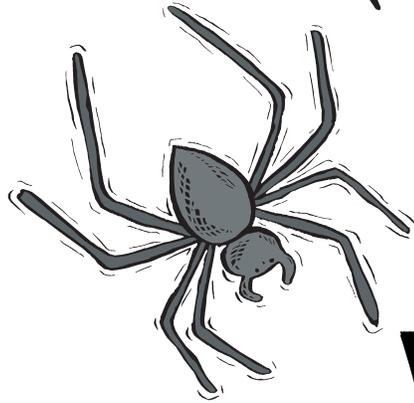
Independent surveys in Sweden of those who had ten years earlier completed the JA Company Program, 24 percent had started and were operating their own businesses; a phenomenal result. Of interest to the Swedish government was that each business had hired on average four others. The average of five jobs thus created by each business had over a 20-year span added significantly to taxes of one kind or another collected by federal and state governmental and at minuscule cost for the training. The governments now finance one-half the cost of that training, and the private sector the other half, with the objective of offering the training in every high school in the nation, and in recruiting as many students as possible.

Job Creation on a massive scale is needed and the **'entrepreneurs of tomorrow are sitting in our classrooms today'** whether in Sweden, in Nigeria (where in July we trained 4,258 university new graduates in four weeks), or in Pasadena/Altadena. Our **Get in Gear Now** program will start on Saturday Oct 27 in Morrison Hall of Westminster Presbyterian Church, Lake and Woodbury. Sign up and help us. For details: <crayc@me.com> Tel 800-448-3456





**HAPPY
HALLOWEEN**



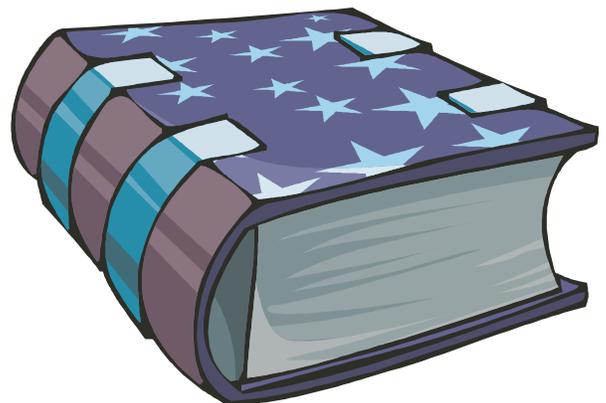
**OUR
FELLOWSHIP
COMMITTEE
PRESENTS
WICKED LIT**

**MOUNTAIN VIEW
MAUSOLEUM & CEMETERY**

**Saturday, October 13
Starts Promptly at 7:30p**

REGISTER ON CLUBRUNNER
15 OR MORE -- \$39 per person
14 OR LESS -- \$49 per person
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OF CLASSIC HORROR LITERATURE
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