

October 11, 2012

This Week

Charles Woodford Aging Youthfully Program Host Sterling Louviere

Sorry to tell you that we have not received a lot of information from our speaker. It looks like from what was sent that our speaker, Charles Woodford will be using himself as an example of how to *age in a youthful manner*.

Our speaker describes himself as a Results-oriented, motivated and hands-on professional with successful leadership expertise with communication and instructing skills. This is a bit of what we do know about our speaker for this week:

- >>His professional affiliations are:
 - The Pasadena club of Toastmasters International
 - A member of the Masonic/Shrine Fraternal Order
- >>Some of his education has been:
 - American Institute of Holistic Theology
 - The Hypnodyne Foundation - Certified Hypnotherapist
- >>His professional accomplishments include:

Please turn to This Week p. 3



Johnson's Judgments

by President Julius Johnson

The Power of Forgiveness and UN-Forgiveness

I really love my job and I really enjoy *Sharing The Word*, especially with someone who truly needs to hear it at that moment in time. Sometime ago I had a client whose mother passed away. Before her passing the mother had slipped into a comma from which the doctors explained she would never return. My client and her mother — over the years — had formed an extremely close family unit, they were each other's world.

Mom's condition put my client into an emotional tail spin. She called on her only sibling for help and comfort. The relationship between these siblings had been strained and estranged for years. Not even mom's impending death was enough to get the sisters to break the ice. "It's been you and mom together all of these years, you deal with it" was essentially the sister's response to the call for help and comfort.

It was clear that *UN-FORGIVENESS* was not just the stumbling block but the mountain keeping this family from coming together. Righteous indignation in the

world is fuel for the fire of unforgiveness.

By world standards, it is so easy to say something like, "that sure was cold, I see why you and your sister don't get along." When such affirmations are used — often with the intent to comfort the injured party — what really happens is to make the unforgiveness appear justified, which makes the healing power of forgiveness harder to obtain.

Unforgiveness is a poison working inside the body and soul of the *unforgiver*. That is why it is so important to forgive and to do so quickly. Don't let that poison stay in your system because the longer it

Please turn to Judgments p. 4

Greeters

- October 11
Sterling Louviere
- October 18
Tom McCurry
- October 25
Dennis Mehringer



Program Review

Facing One's Fears . . . with a Passion

Ryan Taylor is a man of many talents. As the principal founder of DROBE Custom Clothing in downtown Los Angeles he is known to many as the person who brought *custom-made* direct to the individual — some 1,500 of them nationwide. As an active board member of Operation HOPE's 5 million Kids initiative he was honored by the LA City Council for his philanthropy. And, as an involved father, he turned a knowledge of how after-school programs work

into *leap*, a learning enrichment after-school program that currently serves over 1,100 students at eleven inner city schools.

But when faced with public speaking, he admits (with a certain shyness) to having fears about describing his several efforts. He was introduced by Program Chair Sterling Louviere as "a man of great taste and an entrepreneur," the latter quality being a special cause and interest of the Rotary Club of Altadena. But then Taylor informed his audience that he wasn't going to address his business operation in any detail, but merely by way of explaining how he got to where he is, and where he's now headed.

Fresh out of college with a marketing degree in 1993, Taylor thought he saw an opportunity to create a clothing line that would be sold to boutiques and selected major retailers. This dream was based upon a keen interest in style and a wish to put his knowledge of marketing to use on his own account.

What he didn't have, though, was an



understanding of his chosen line of business. Faced with a sudden realization that it would require financial resources he didn't have to open a trade show booth to shop his clothing line (shirts, initially) to corporate buyers, he quickly changed his business plan to one of direct sales to individuals. He succeeded largely because of his philosophy that "if you add value, they will come."

This could have been the extent of his story, except for his son; Morris had started at a new school that had yet to develop its

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

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. Sakuji Tanaka

Dist 5300 Gov. Sylvia Veronica Whitlock

Officers

Julius Johnson, Pres. Bus. 626-797-1186

Dennis Mehringer, Pres. Elec. Bus. 626-577-9800

Tony Hill, VPres. Bus. 626-795-5363

Jim Gorton, Sec. Bus. 626-793-6215

Mike Noll, Treas. Bus. 626-683-0515

Directors

Jim Gorton • Craig Cox • David Smith

Gordon Seyffert • Sterling Louviere

Dennis Mehringer • Tony Hill

Chairmen

Dennis Mehringer 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

Ray Carlson New Generation

Gordon Seyffert Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

October

Vocational Service Month

Program Chair, Sterling Louviere

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

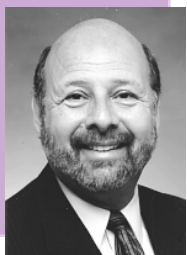
Nov 01 - To be Announced

Nov 08 - To be Announced

Nov 15 - To be Announced

Nov 22 - Thanksgiving - Dark

Nov 29 - To be Announced



Next week letters will be going to the principals of eleven schools in the Pasadena Unified School District inviting their faculties to submit proposals for the Rotary Club of Altadena mini-grants. These are grants of \$300 and are given to teachers who have proposed ideas to enhance the classroom experience of their students. The process is probably the simplest in the grant proposal world.

- The teacher submits the proposal to the principal.
- If the principal likes it, it gets sent to our club.
- If we like it, we give the teacher \$300 to implement the proposal.


No fuss, no muss, no bother.

This year, the charity budget includes funds for 25 unrestricted grants and 10 Americanism grants, for a total of 35 \$300 mini-grants, or \$10,500. These are funds for items that would normally come out of the teacher's own pockets, and, at their salaries, it's just not fair.

We've been giving out these mini-grants since 1992, and if you do the math, we've given over \$200,000 in that span to help teachers educate our country's most important resource — its children. Over those years, I've personally given out those checks, and it's like being a combination of Santa Clause and an Oscar presenter. When I come to the schools, the principals want me to either present the

checks at a faculty meeting, or in the classroom in front of the students. Either way, it is the most gratifying feeling I've ever had: The teachers are so grateful, not just for the money, but for the expression of support they feel from our club. That means everything to them.

Pretty soon, I'll be looking for volunteers to help me evaluate the proposals to select those creative enough to receive the mini-grant. It's a difficult process because you want to fund all of them, but we only have so much money.

It's a great opportunity to get involved in one of our best programs, and, if you can come with me to the schools to give out the checks, you'll be very proud to be a Rotarian. 

Program

Continued from p.2


after-school program, and his Dad knew something about how these programs worked. And so, because he wanted his son to have a quality program to complement the school's standard curriculum, Taylor approached the principal with an offer to design such a program. It blossomed.

His success at these two ventures caused him to realize something about himself. He doesn't love the operations side of either of his business or his civic contributions — the day-to-day aspects. His *story* is one of moving from one challenge to the next, and thus it never has a neat ending that lends itself to a presentation.

Fear of public speaking thus relates to his having to describe "what he's doing," as it constantly changes. To Taylor, the one thing any manager desires is ... more free

time. His message to us was that a manager should seek to put systems into place which allow one to spend time on pursuits beyond normal operations.

It's easy to be confident within one's own field, but how does one gain the confidence to face new challenges? By harnessing one's passions! That's "what he

does," and fostering a passion for something within young learners is the key to the vision of his *leap* endeavor. He is not just good at starting or fixing businesses or programs, he is passionate about it! And where he's headed now is toward finding new ways to package and promote his insights. 

Gordon Seyffert

This Week

Continued from p. 1


- Veteran of the US Army with an honorable discharge
- Retired from the Federal Government where he served as a computer operator, computer specialist, computer programmer, quality assurance monitor, etc.

>>His special interests include:

- The martial arts, including: T'ai Chi

Ch'uan, Chi Gong and Psycho-neuroimmunology art forms

- Expanding knowledge through instructing and learning

Maybe our speaker will tell us a bit more about who he is when we see him at the meeting. We know a fair amount about what he has done, but very little about him. 



MONEY by Linda Wilkes MATTERS

Economic Update In the News

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — rose 1.6 percent in July, following a 2.3 percent increase in June. On a year-over-year basis, prices rose 1.2 percent compared with July 2011.

The consumer confidence index rose to 70.3 in September from a revised 61.3 in August. This is the highest reading since February. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week

ending September 21 rose 2.8 percent. Refinancing applications increased 3 percent. Purchase volume rose 1 percent.

New home sales fell 0.3 percent in August to a seasonally adjusted annual rate of 373,000 units from an upwardly revised rate of 374,000 units in July. On a year-over-year basis, new home sales are up 27.7 percent compared with August 2011. At the current sales pace, there's a 4.5-month supply of new homes on the market.

Orders for durable goods — items expected to last three or more years — fell \$30.1 billion or 13.2 percent to \$198.5 billion in August. This decrease follows a downwardly revised 3.3 percent increase in July. Excluding volatile transportation-

related goods, August orders posted a monthly decrease of 1.6 percent.

Pending home sales, a forward-looking indicator based on signed contracts, fell 2.6 percent in August after a 2.4 percent increase in July. On a year-over-year basis, pending home sales are up 10.7 percent compared with August 2011.

Initial claims for unemployment benefits for the week ending September 22 fell by 26,000 to 359,000. Continuing claims for the week ending September 15 fell by 4,000 to 3.271 million. Upcoming on the economic calendar are reports on construction spending on October 1 and factory orders on October 4.

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

Judgment

Continued from p. 1

stays the more damage it can do.

When Jesus was teaching his disciples to pray he taught them, "Father forgive us our trespasses as we forgive those who have trespassed against us." In this prayer we are asking God to forgive us *as we forgive those who have sinned against us*. If we are not forgiving of others, we cut off God's forgiveness of us.

Unforgiveness works like a cancer in our inward parts. It may be about only one issue, but, if left unchecked, it spreads to other parts of our spiritual bodies. The spirit world is from whence we came. That which we allow to grow in our spirit will manifest itself in our physical bodies. In the case of *unforgiveness* it will manifest itself in the form of sickness and disease. Both emotionally and physically.

The poison of *unforgiveness* is so toxic

that not even God himself wants to handle it. In talking about the sins of the children of Israel God said, "I have taken your sins and thrown them into the sea of forgetfulness, for mine own sake."

If God can't handle holding on to the poison of *unforgiveness*, what makes us think that we can handle it.

I have a secret for you, we cannot handle it ... not without paying a very high price in terms of self-injury, loss of joy, increased anger and diminish physical well-being.

Jesus says, "If you come to the altar with your offering and remember that you have ought against your brother, leave your offering, go handle your business with your brother (i.e., go and forgive your brother) and then come back to give your gift. That's how important

forgiveness is. God doesn't even want you to give your gifts to him until you get rid of the *unforgiveness* in your heart. God wants to bless you for your gift, but your *unforgiveness* can block God's blessings to you.

One of the important things to remember about forgiveness is that you control it. You can forgive someone for their trespasses against you all by yourself. It does not require that the trespasser do or say anything. The power to forgive is in your control and your's only.

You can free yourself from the burden and poison of *unforgiveness* by your own free will. If you need some help, call on the Holy Spirit and he'll be right there to help you exercise your free will to forgive.

Try it, you'll like it.

Facebook Ads for Rotary

Rich Lalley of the Rotary Club of Winnetka-Northfield in District 6440 is the webmaster for his club. He recently posted on *Rotary Voices* <<http://blog.rotary.org/2012/09/25/lalley/>> his account of what it's like to advertise a Rotary district through Facebook's network of active users.

Why advertise a Rotary district? Because we all need to get the word out about how this organization is committed to service! Facebook can assist with this by targeting users based upon where they are and what they find interesting. According to Lalley, the cost of this is far less than by using competitive media.

Using a Rotary International public relations grant of \$12,000, District 6440 initiated a Facebook ad campaign in North-east Illinois that sent direct ad messages to 220,000 service-minded adults living within the district.

How was this accomplished? By defining the target audience! They chose to advertise to persons older than thirty who had expressed an interest in one or more of the following: causes/charity, education/teaching, environment, politics, or small business ownership.

Here is the *bang* they got for their *buck* — and this is quoted from his post:

1. Over 34 million ad impressions, a *cost per thousand impressions* of \$0.36. This compares favorably to typical advertising costs.
2. The average Facebook user in the target audience saw a Rotary ad more than 1 time per day, every day, for five months.
3. *Clicks* on the ads resulted in nearly

9,700 visits to specially crafted Facebook *landing pages*, which answered "What is Rotary?" and "Why Join Rotary?"

4. Over 240 new Facebook fans for the District 6440 Facebook Page <<http://www.facebook.com/Rotary6440>>. These fans now receive a steady stream of Rotary-related news.
5. Over 100 inquiries to the district for more information about joining a local Rotary club.

The ads are small: a thumbnail photo, headline, and some brief text. Here are some examples, but without the thumbnail photos, again *mostly* quoted — I hope they didn't intend to say "make new fiends" in the text portion of the first one...


1. Make New Friends. Join a local Rotary Club and make new friends while doing good in the world. Click to learn more about local clubs.
2. Why Join a Rotary Club? Check out 20 Reasons to join a local Rotary Club. You can help us embrace humanity, in our local communities and around the world.
3. Reasons to Join Rotary? #4: Leader-

ship Development. Serving in Rotary positions is like a college education in Leadership. Click to learn more.

4. Reasons to Join Rotary? #7: Fun. Rotary is fun. The club projects are fun. Social activities are fun. And the service is fun. Click to learn more about Rotary.

Lalley observes, nevertheless, that messages can be refined "by tracking which ads cause user interaction and which don't. District 6440 found that ads that work the best were images of happy faces with appeals to making new friendships ..."

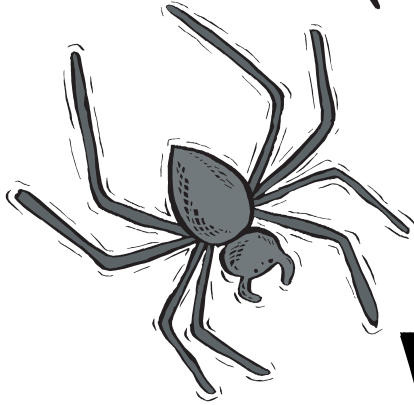
Well, Rotary in Southern California is also thinking about getting the word out; I'm waiting for the day when I see one of those "truck wraps" on a highway semi that proclaims "End Polio Now." [This was announced at the last District Assembly by our Public Relations co-chairs, for those of you who were unaware.]

But, in the meantime, I'm just happy to have found out how to make our club's Facebook page come to life. If any of you Facebookers out there want to lobby for our page to *Like* a certain community organization, I'm all ears. 

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



**HAPPY
HALLOWEEN**



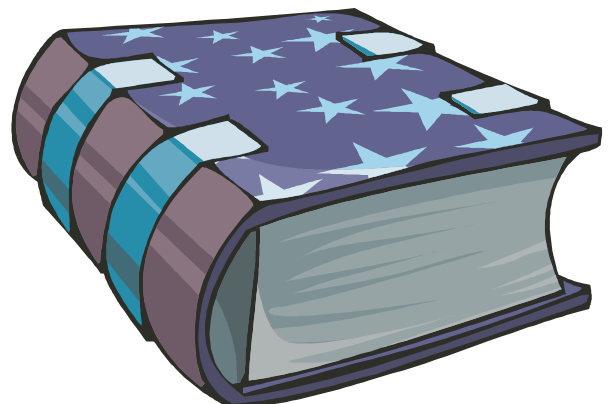
**OUR
FELLOWSHIP
COMMITTEE
PRESENTS
WICKED LIT**

**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
FAMILY & FRIENDS WELCOME

THREE WORLD PREMIERE ADAPTATIONS
OF CLASSIC HORROR LITERATURE
FULL THEATRICAL PRODUCTIONS
Not for the Weak of Heart



NEED INFORMATION?
CONTACT TONY HILL - BUS: 626-795-5363