



September 13, 2012

## This Week

**Mikal Pradia,  
Danya Milbes &  
Sam Mason —  
The Mastermind  
Collective**

**Get in Gear NOW!  
Program Host  
C. Ray Carlson**

As our second program on the R.I.-designated theme for September of New Generations, we will hear an exciting proposal for Get in Gear NOW! This is a new high-concept for promoting personal development and youth entrepreneurship in the Pasadena Unified School District and beyond. Job Creation is the eventual objective. It is more comprehensive than any thing we have done to date. And it will begin on October 27th.

The presentation will be by a young group of social media consultants - The Mastermind Collective - based here in San Gabriel Valley. Their innovative ideas were presented to a group headed by President Julius Johnson, and including Tom McCurry, C. Ray Carlson, and two prominent clergymen in our community.

*Please turn to This Week p. 3*



**Johnson's  
Judgments**  
by President Julius Johnson

## Stay Home at Your Own Risk ... Take a Vacation and Live Longer and Happier

I just got off a jet plane coming back from my annual trek to the lawyer's convention — this year in Las Vegas. I actually learn something each time I go. This year was no exception.

Sometimes the gem of knowledge comes from one of the outstanding speakers, sometimes I catch a gem from someone I meet during the convention. This time it was a twofer.

I learned that people who take regular vacations each year of ten days or more live longer, have fewer heart attacks, fewer strokes, have fewer sick days during the year and have greater productivity a week before their vacation and ten days after they get back than people who

do not take regular vacations.

Do yourself, your family and your job a big favor. Take a ten-day vacation away from work and away from home each year. It will make you a better parent, a better partner, a happier you and a better Rotarian.

## Greeters

September 13

**Tony Hill**

September 20

**Boyd Hudson**

September 27

**Ed Jasnow**



# Program Review

## Welcome to the Newest Rotary Club in District 5300: The New Generations Rotary Club of San Gabriel Valley

**R**otarians have long been committed to serving youth in their communities and have long desired to get younger generations involved in Rotary.

The New Generations Rotary Club of San Gabriel Valley was chartered in April 2012 and officially inaugurated in July 2012 and has 34 current members under the age of 35. The club utilizes social media (Facebook, twitter, text) to communicate

to a younger audience who shares the same interests in community service.

William Kelso II, president of the Rotary Club of San Gabriel Valley New Generations, discussed the formation and structure of the club. The club is structured with the working young individual in mind with meetings in the evenings (6-7:30p) at the Fronteras Mexican Grill and Cantina in Alhambra which allows for a relaxed atmosphere and opportunity for fellowship.



The club is involved in a number of community service activities with a focus on veteran services, including free medical and dental exams, job education opportunities, provisions of suits and business attire, and care packages to active military personnel with a connection to the San Gabriel valley.

The club members have benefitted from guidance and advice of the San Gabriel Valley Rotary club and conduct business like a typical Rotary club meeting with a structured program and active participation by the members.

Sammy Kayali

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### Rotary Club of Altadena - #7183

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P.O. Box 414, Altadena, CA 91003  
www.altadenarotary.com  
Meets: Thursday, 12:10p  
Altadena Town & Country Club  
9290 Country Club Drive • Altadena, CA  
626-794-7163

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Dist 5300 Gov. .... Sylvia Veronica Whitlock

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Hal Yorke ..... Vocational/Youth Projects  
Ray Carlson ..... New Generation  
Gordon Seyffert ..... Membership

Editor, Design & Typesetting ..... Foreman Graphics  
Photography ..... Jacque Foreman

## September

### New Generations Service Month

#### Program Chair, Ray Carlson

- Sep 06 - William J. Kelso II, President, SGV New Gen Rotary Club & Social Media Consultant
- Sep 13 - Mikal Pradia, CEO; Danya Mibes, CFA; & Sam Mason Chief Strategist, Get in Gear Now - Entrepreneur Education
- Sep 20 - Sarah Vielma, MBA, Business Consultant for ROP/CTE program of L.A. County Office of Education
- Sep 27 - Timothy Sipple, new Principal, John Muir High School

## October

### Vocational Service Month

#### Program Chair, To be Announced

- Oct 04 - To be Announced
- Oct 11 - To be Announced
- Oct 18 - To be Announced
- Oct 25 - To be Announced

## November

### Foundation Month

#### Program Chair, To be Announced

- Nov 01 - To be Announced
- Nov 08 - To be Announced
- Nov 15 - To be Announced
- Nov 22 - Thanksgiving - Dark
- Nov 29 - To be Announced

*Congratulations*



*Birthdays*

- 09/13 - Boyd Hudson
- 09/17 - Dennis Mehringer
- 09/19 - Bob Collinge
- 09/22 - Etta McCurry



*Anniversaries*

- 09/13 - Boyd & Alice Hudson



## Nigeria Now!



A nation thinking about its future may be an apt way to describe the national consensus. Theocracy, democracy, loose federation, amalgam of diverse values, politics, religious views, systems of justice, public services and private corruption leave you with a colorful collage of forces moving in opposite directions and in pursuit of too many goals.

The unofficial theme, unity in diversity, plays well in Nigerian football and EOWAS (*Economic Organization of West African States*), but not so well in providing *Security* to its citizens. Announcements to vacate the Fulani from Plateau State to enable the National Nigerian Police Force to operate with impunity to restore security to the State suggests nighttime raids and dead bodies everywhere. Make no mistake; people are dying violent deaths every day, particularly in the northern pre-

dominantly Muslim states.

Innocents die daily in Nigeria as the result of terrorists ... be they Boko Haram (*All Western Education in Evil*) or to serve vested financial or political potentates who simply wish to remain in power and to control local or regional economies for their own interests.

National office holders are presumably elected at the polls in free and fair elections, but in reality, results are arranged in smoky back rooms in exchange for concessions, cash, influence or favors. The country in some ways reflects the experience of 13 independent states of America before there was a United States. Indeed, recent elections have restored some previously, centrally vested power by returning that power to the states; suggesting little faith in Abuja to solve local issues.

Differences can be noted of course. Nigeria has a national police force, a national army (the largest in Africa), a National Youth Service Corps (NYSC) requiring a year of na-



1700 Students in Gedan Waya learn how "To Make a Job"

tional service from every young adult and a national system of justice ... when it is not supplanted by *Sharia Law*, *Traditional Law* or *local custom*. (*Better be careful where you commit an infraction of the law*). Justices tend to be lenient in sentencing anyone to prison knowing full well that inmates may well die behind bars and never return to society.

Oh, and the scam, *The Scam*; everyone knows of the Nigerian scam. Who on the Internet has not been promised a fortune from a destitute Nigerian who has just inherited \$5 million and needs you to open a bank account in the US into which he or she can transfer the funds with a consideration for you in the amount of 10 percent of these monies just for being compassionate and helpful!? We have all heard it and it has ruined the credibility of Nigeria in the international electronic marketplace; all of which is very sad.

Please turn to Corner p. 7



Vice Chancellor of Federal University of Technology, Minna awards graduation certificate to student completing Rotary Entrepreneurial Seminar.



# MONEY by Linda Wilkes MATTERS

## **Economic Update In the News**

Pending home sales, a forward-looking indicator based on signed contracts, rose 2.4 percent in July after a 1.4 percent decrease in June. On a year-over-year basis, pending home sales are up 12.4 percent compared with July 2011.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — rose 2.3 percent in June, following a 2.2 percent increase in May. On a year-over-year basis, prices rose 0.5 percent compared with June 2011.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending August 24 fell 4.3 percent. Refinancing applications decreased 6 percent. Purchase volume rose 1 percent.

The consumer confidence index fell to 60.6 in August from a revised 65.4 in July. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence.

The Commerce Department announced that gross domestic product — the total output of goods and services produced in the US — increased at a revised annual rate of 1.7 percent in the second quarter of 2012, compared to the initial estimate of 1.5 percent. This follows a 2 percent pace of growth in the first quarter of 2012.

Retail sales rose 0.5 percent for the week ending August 25, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 3.4 percent.

Factory orders rose 2.8 percent in July to a seasonally adjusted \$478.6 billion, fol-

lowing a 0.5 percent decrease in June. Excluding the volatile transportation sector, orders increased 0.7 percent in July.

Initial claims for unemployment benefits for the week ending August 25 were unchanged at 374,000. Continuing claims for the week ending August 18 fell by 5,000 to 3.316 million. Upcoming on the economic calendar are reports on construction spending on September 4 and the employment situation on September 7.

## **Insight NOW Sell or Be Sold**

In this month's edition of *InsightNOW*, Prospect Mortgage's Chief Performance Officer Todd Duncan and sales training expert Grant Cardone, author of *Sell or Be Sold: How to Get Your Way in Business and in Life*, discuss how to view everything in life as a sale and how to be a winning seller. Grant, a *New York Times* best-selling author whose books and programs have influenced hundreds of thousands

of people and organizations worldwide, advocates that the advantage always goes to the person who sells best. In today's real-estate market, that means not only selling the buyer, but the seller and the lender as well — something that wasn't necessary before. He and Todd both point out that, with almost 2 million agents in America, setting yourself apart is crucial to success.

Grant says it's important to know that people buy things to do only one thing: to solve a problem. Figure out that problem, and you're on your way to sealing the deal. He also praises social media as "the greatest gift that has ever been given to entrepreneurs," explaining that it immediately solves the problem of obscurity.

If prospects don't know you, they can't buy from you, no matter how good you are.

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

## **2nd Program Review ... August 30 Program**

George Buehler was born in San Pedro in the 1950'. He attended high school in Rhode Island but returned to California to attend Occidental College before attending law school at USC. He also has a Master's degree in theology from the Fuller Seminary.

He is a criminal lawyer who has been part of the following very interesting cases in his career:

1. Roman Polanski
2. "Snake in the mailbox"
3. Wife of the head of the Mexican Mafia
4. Currently working on a case where the

Federal Government has charged a Philippine National with smuggling guns into the USA.



This has caused him to take lengthy

*Please turn to August 30 p. 5*

# International Literacy Day

I learned from *Rotarians on the Internet* (ROTI) over the Labor Day weekend that it is an International Rotary custom for clubs to spend at least a part of their program near the date of September 8 celebrating International Literacy Day. More than 780 million of the world's adults (nearly two-thirds of whom are women) are illiterate, and up to 115 million children lack access to education. International Literacy Day, traditionally observed on September 8, focuses attention on worldwide literacy needs.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has lead the United Nations Literacy Decade since 2003. Their *High-level International Round Table on Literacy*, held September 6-7 in Paris, marked the last year of the United Nations Literacy Day (2003-2012). It was held to "reflect, plan and design future actions for scaling-up literacy efforts [toward the 2015 Literacy Target], and to also envision the post-2015 literacy scenario."

UNESCO monitors global literacy levels and evaluates the effectiveness of literacy programs and the impact of increased literacy on societies. What people can do with literacy often depends on how they learned it. Appropriate pedagogical approaches should be — but often are not — adapted to learners' profiles and learning goals, which depend heavily upon whether they are children, adolescents or adults. However, there is a lack of reliable and comparable cross-national data on the state of literacy.

As difficult an issue as literacy may be in our society, it thus becomes ever more

complex at the international level. Through its function as a clearing house of information on literacy, UNESCO maps existing cutting-edge research, promotes the development of networks, and provides a platform for the exchange of dialogue and the dissemination of ideas.

What are Rotarians doing to meet the challenge? Obviously, the average club does not have the resources of either UNESCO or the national and/or state government responsible for a particular locale. But there is always some way for even a smaller club to participate.

Last year, John Nelson of the Dunedin (NZ) East Rotary Club wrote that he was "working on a project within our club to improve the literacy of prisoners and their families." He noted that prisoner numbers tend to swell as lack of literacy reduces life options — in particular, employment options. According to Nelson, "In NZ the

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## August 30

*Continued from p. 4*

trips to the Philippines since he became a member of our club.

He is now in a small firm because he likes to go to court *Not* write briefs for other lawyers. He has a two-man firm with a partner whom he trusts. He hopes to never retire because he enjoys his work.

His Father was a Baptist Minister and also a Professor of the New Testament in a Christian college. From this back ground he tries every day to uphold his Christian beliefs and his oath as a member of the bar. "A Christian and a Lawyer is what

literacy levels of prison populations is less than 20 percent of the general population."

Now, I don't know about you, but I don't think of New Zealand when I try to envision a country with a literacy problem. To hear the above statistic makes me think that — while we have a shot at eliminating polio — we may always be burdened by problems of illiteracy. John Nelson concluded by observing that a lack of literacy not only adds to the crime rate, but also makes rehabilitation all the much harder. And so, for those whose motto is *Service Above Self*, there is always an opportunity for another project.

Thanks for the ROTI announcement and the UNESCO links (that inspired this week's Gordon's Corner) go to Dr. Sara C. Mansbach, District 7750 Literacy Chair 2007-13, and Project Advisor to "Partners in Literacy Haiti." ○

Jesus describes in his last parable in the book of Matthew in the New Testament.

Dennis Mehringer ○

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## This Week

*Continued from p. 1*

Don't miss this program that will revolutionize our outreach to community youth and include involvement by all our members. Invite friends and business acquaintances to see what the future direction of our club will be and why they should join us. ○





# Job Creation <sup>by</sup> C. Ray Carlson & Entrepreneurship

## Are you ready ... to Push the Envelope?

Our exploration of new concepts during September - New Generations month - is aimed at the effects of the grimmest economy since the Great Depression. And to choose appropriate solutions that s h o u l d make a difference locally and globally by leading to Job Creation on a large scale.

Here's what we might do:

1. Recruit younger club members - we heard last week about the SGV New Generation Rotary Club with members age 35 and under - 'young professionals' - who meet right after work in a restaurant room with open bar - 'Happy Hour' - to allow longer fellowship time, and minimize personal club expenses by individually ordering (or not) from a menu and paying separately. Collaborate with Pasadena After Hours Club in launch of a New Generations Rotary Club in Pasadena/Altadena area.
2. Launch 'Get In Gear Now!', a new concept for high school students to encourage personal development, basics of entrepreneurship, and job creation, all as conceived by a team of young social media professionals - MasterMind Collective - with implementation starting all-day October 27th and through November and December with involvement of our members and new ones that are recruited.
3. Expand L.A. County-wide our Business Plan Competition with the help of Sarah Vielma, business consultant for the

ROP/CTE program of L.A. County Office of Education, and together with other Rotary clubs and districts. She'll speak to us next week, Sept 20th, (at Malbec Restaurant not AT&CC).

grams in Cambodia and The Philippines in collaboration with other clubs that have welcomed this.

8. Promote the above to Rotary district-wide, nationally, and globally so that

our ambitious pilot concepts get adopted on an ever-increasing scale and fulfill the desperate need for Jobs. The ROTAR-



4. Expand our 17-year involvement with PUSD schools, starting with John Muir High School under new Principal Tim Sipple, who speaks to us on Sept. 27th. The new Superintendent of Schools, Ron Gundry, and the President of the School Board, Renata Cooper, have spoken separately to us in the past 12 months, and will welcome our proposals.
5. Explore what we can do to help our Veterans to form businesses that create jobs for themselves and others, starting at Pasadena City College. Administrators there will welcome a proposal of what we might do. PCC's president, Mark Rocha, spoke to our club last September.
6. Explore what can be done to equip students with craft skills like carpentry, electrical, welding, contracting, etc. so they can become self-employed and even hire others. Our own 'contractor'-classified Dave Smith has been wanting to do this locally; let's help him.
7. Internationally, expand our successful Job Creation & Entrepreneurship program in Nigeria to universities in 8 Nigerian states, and launch new pro-

grams in Cambodia and The Philippines in collaboration with other clubs that have welcomed this.

grams in Cambodia and The Philippines in collaboration with other clubs that have welcomed this. How can we possibly do but a fraction of the above? Our club's 20 years of relevant experience have paved the way. The diverse and extra-ordinary talents of our members can accomplish this by simply volunteering an hour or two each week. Each one has a skill set that can be applied to the challenge. Some have literally 'pushed the envelope' of our national space program at JPL in pursuing projects that have taken decades to launch and more decades to measure the results. Now, Hal Yorke has concluded 14 years as Science Division director of JPL to embark on a new mission of Strategic Planning for NASA! Can he guide us in our own strategic planning of how to achieve the seemingly impossible. I'm certain of it.

**ARE YOU READY to push the envelope?.....and make Altadena Rotary the most exciting club on Planet Earth? More importantly, to help the suffering of this Earth by promoting Job Creation.** ☉

# Corner

Continued from p. 3



Mosque in Abuja

The people of Nigeria are good people (*by-in-large*). Nigeria is the giant of Africa in population terms (*9<sup>th</sup> largest country in the world*). And Nigerians are happy, well educated, hard working and productive. They don't look for or expect handouts or complain about how tough life is. And they have an entrepreneurial mindset while appreciating a guaranteed government job when they can get one; just like those on the public payroll in the US. Remember of course that 90 percent of Nigerian Federal Revenue comes from big oil! (*No need to cheat on your taxes.*)

Unfortunately, Nigerians don't live as long as we do — 47 years is the average life expectancy. Health Care is universal, but try to get excellent care when you really need it. It is in all likelihood not going to happen unless you can afford private health care, which clearly leaves that option out of the question for the vast majority of poor Nigerians. (*Makes one wonder where our Affordable Health Care legislation is going?*)

Perhaps the most exciting thing about Nigeria is that **Hope and Change** are not merely platitudes. Change is in the air. And hope of *making it* is everywhere present because there is no-one telling you what you can or cannot do, where you can go,

what to try, what you can accomplish ... providing, of course, you can provide a small bribe here and there. Hey, I was hit up for at least a dozen bribes in my short stay (4 weeks) in Nigeria. Most of those wanting some consideration were wearing uniforms (*government employees from baggage checkers to Immigration officials*). Having a government job seemed to be tantamount to giving one a license to steal ... making it all right of course!

Still, make the right investment (*almost anything you can do with competency*), and you could get a 1000 percent return on investment. Nigeria and Nigerians are willing to pay for competency! Be a building contractor, a mechanic, an electrician, an oil driller ... and you can make it **BIG!**

Nigerian builders build big, beautiful houses, and you can own one! And you can have your own cook, gardener, valet and errand-boy. They are all affordable! Just be prepared to live behind high walls and barbed wire! Faith in one's neighbors is clearly lacking and every home is literally a fortress.

For all the competing programs to evangelize the nation, Catholics, Pentecostals, Mormons, Muslims, do not seem to be able to work cooperatively together to overcome the prevalent mood of distrust found everywhere despite the obvious congeniality and friendliness of the people.

The vicissitudes of teenagers or countries that have not yet found themselves is both remarkable and endearing while keeping one on his or her toes in fear of being run down.

Like the Wild, Wild West? You will love Nigeria; land of opportunity, intrigue, promise and hope for tomorrow.

The opportunity to provide instruction to 4500 university students in Owerri, Kaduna, Minna and Gedon Waya under the auspices of two \$25,000 Rotary Foundation Matching Grants and support from local churches and regional governments during our *Rotary Team* trip to Nigeria in July of this year was and is an awesome responsibility and privilege of life-changing proportions.

Thank you all for entrusting yours truly, Sarah Phillips, Mary Edo, Helen and Lorri McLean with the opportunity to bring these students instruction on *How to Make a Job* and provide them with a chance to *Write a Business Plan* to jump start their careers. ☺



"Girl on Fire" excited to be an entrepreneur stands with team member Sarah Phillips, a Nigerian American citizen and Rotarian from Rancho Cucamonga, CA