

September 27, 2012

## This Week

**Timothy Sipple, MEd  
 Principal, John Muir  
 High School**

**Program Host  
 C. Ray Carlson**

Timothy Sipple was appointed principal of Muir in June 2012 after seven years with the Pasadena Unified School District. Five were as an assistant principal and most recently as Director of College & Career Pathways which reorganized four high schools into academies.

Muir has the Business & Entrepreneurship Academy with which we have been engaged as a *business partner* in an advisory role, assistance with instruction, and participation of Muir students in our Dewey Merrill Business Plan Competition.

Sipple received his Master of Education degree from UCLA and BS in Foreign Service from Georgetown University, which included a year in Buenos Aires.

Invite your friends to hear how our club has opportunities for service among the youth of our community, opportunities for *giving forward* business savvy and skills. ☉



## Johnson's Judgments

by President Julius Johnson

# Coming from Two Divergent Directions – One Rotary Project

**A**round the turn of the century there were two major and divergent philosophies in the Black community regarding the future of Blacks in America. The one radical thinker — W.E.B. Du Bois — argued that the Black man in America would never be truly free until he was educated in his mind. He argued for academic education for his people and would push for college education for the Black man in America.

The more politically acceptable position was held by Booker T. Washington. Washington pushed for equality and racial tolerance by achieving jobs and trade skills for his people. He once gave a speech where he compared Black America and White America to the human hand. "You are the hand, and we will be the figures working together to build a stronger America."

I believe that the *Get In Gear Now Program* that we are about to launch would please both of these great America heroes

October 27, 2012 will be our start date for the teaser program. Look for the sign up sheets at our meetings and on Club Runner so that you and your Rotary friends can be a hands-on part of this upcoming event.

As a result of attending the District training event this past Saturday with Steve Cunningham, Gordon Seyffert, and Ray Carlson, we found some more funding and two other Clubs that may want to partner with us in this endeavor.

*Joint venturing with other Rotary Clubs to do joint programs.* What a wonderful idea. ☉

## Greeters

September 27  
**Ed Jasnow**

October 04  
**Sammy Kayali**

October 11  
**Sterling Louviere**

# Program Review



## The LA County Regional Occupation Program *Can this augment our Current Program?*

The Los Angeles County Regional Occupation Program (LACOROP) was established in 1974 by the Los Angeles County Office of Education. It partners with the county, 23 school districts, apprenticeship programs, High School for the Arts, the Los Angeles County International Polytechnic High School, and Juvenile Court Schools. In addition, LACOROP works with community colleges, business,

industry, labor organizations, and employment agencies in planning workforce preparation training programs. It is one of 74 ROPs in the state.

ROP Consultant, Sarah Vielma, explained that LACOROP is one of 12 ROPs in Los Angeles County. All ROPs operate under state guidelines and serve over 418,000 students in California.

Programs used to take place after school hours. Today, more and more programs are taking place during instructional hours.

Students benefit in many ways:

- They are encouraged to apply and reinforce their academic skills with real world experiences.
- They can obtain job-placement and career counseling assistance.



- They can improve their people-communication and team abilities with many hands-on opportunities.

A study conducted by UC Riverside found that ROP students improved their high school grades and attendance. They also earned higher wages than non-ROP students. They also secured raises and promotions 33% faster than a control group.

Businesses are encouraged to participate through Advisory Committees and Partnerships.

Craig Cox

**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

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Gordon Seyffert • Sterling Louviere

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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

## September

### New Generations Service Month

#### Program Chair, Ray Carlson

Sep 27 - Timothy Sipple, new Principal,

John Muir High School

## October

### Vocational Service Month

#### Program Chair, Sterling Louviere

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, 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

*Congratulations*




*Birthdays*

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




*Anniversaries*

09/13 - Boyd & Alice Hudson



Nine of us met last Thursday evening to consider our *to do list* from the first meetings of the Rotary year. As reported to the Board this month, we stand ready to induct our first new member of the year this week, Alan Kindrick of Altadena, who came as our guest to two of our meetings. He found us at the *Concerts in the Park* series this summer, and felt that we had interests in common. We need still more new members, and our goal for the year remains net six or seven. We have lost no members to date.

This Committee feels that we may be on to something, if the *Rotary Minute* experiment of this summer can become a staple of next year's opening introductions at Farnsworth. Two other prospects are

## Membership Committee

### *An Assessment of the Year so far*

on our active list, but we'll need all club members working together if we are to continue the momentum begun under Craig Cox. Please consider those whom you personally know, or target groups with whom you may be familiar, and bring those ideas to the attention of the Membership Committee. Thank you!!

The recent Membership Committee meeting carried no formal agenda, and its length was kept to about one hour. Fellowship Committee chair Tony Hill was in attendance. He personally was asked to attend in order that he might hear further discussion of the importance this committee attaches to membership retention as we seek to hold those members we have while we seek more new members.

Mike Zoeller's participation was also

appreciated, for as *Projects* chair he needs to be apprised of our thinking as we seek to *plug in* both our new and seasoned members to Altadena community programs. It is through rewarding involvement in service that we prove the worth of Rotary both to our community and to ourselves.


The meeting resulted in some specific ideas of organizations or classifications that should be *naturals* for our recruitment. Our club Facebook is beginning to come to life, although there does exist a learning curve with respect to page management. Lastly, your chair looks forward to his District training in the area of *Membership*, scheduled for tomorrow as this is written. Let's keep our spirits strong and our momentum ongoing! 



Photo by Bruce Conroy

*Shuttle Endeavor*  
Please tun to p. 4  
for more photographs



# MONEY by Linda Wilkes MATTERS

## ***Economic Update In the News***

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending September 7 rose 11.1 percent. Refinancing applications increased 12 percent. Purchase volume rose 8 percent.

The trade deficit increased to \$42 billion in July from a revised \$41.9 billion in June. Exports fell \$1.9 billion or 1 percent to \$183.3 billion. Imports fell \$1.8 billion or 0.8 percent to \$225.3 billion.

Wholesalers increased their inventories 0.7 percent to \$485.2 billion in July. Sales at the wholesale level fell 0.1 percent to \$402.4 billion in July. On a year-over-year basis, sales were 2.7 percent higher since July 2011.

The producer price index, which tracks wholesale price inflation, rose 1.7 percent in August, following a 0.3 percent increase in July. Compared to August 2011, wholesale prices have risen 2 percent. Core prices — excluding food and fuel — rose 0.2 percent in August.

Retail sales rose 0.9 percent to \$406.7 billion in August. This follows a revised 0.6 percent increase in July. Compared to August 2011, retail sales have increased 4.7 percent.

Consumer prices rose 0.6 percent in August, following a flat reading in July. Compared to August 2011, consumer prices have risen 1.7 percent. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.1 percent in August.

Industrial production at the nation's factories, mines and utilities fell 1.2 percent in August after a 0.5 percent rise in July. Compared to August 2011, industrial production has increased 2.8 percent. Capacity utilization eased to 78.2 percent in August from 79.2 percent in July.

Initial claims for unemployment benefits for the week ending September 8 rose by 15,000 to 382,000. Continuing claims for the week ending September 1 fell by 49,000 to 3.282 million.

Upcoming on the economic calendar are reports on the housing market index on September 18, and existing home sales and housing starts on September 19. ○

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

***Top Photo: Cars double parked on Windsor Ave. as traffic comes to a stop and people leave their cars and walk to lookout area.***



***Bottom Photo: Traffic jam as people return to their cars after flyover of shuttle.***

***Photos by Jacqu Foreman***



## Rotary's Tryst with the Facebook Generation

Because of a prior commitment, I had to miss our weekly meeting of September 13 when DG Whitlock made her visit to Altadena. But I had a plan for a makeup. The week before I'd told *sgvnewgen*\* club president Will Kelso that I'd join his group at Fronteras Mexican Grill that evening.

My intentions were good, but I clearly marked myself as a member of the *older generation* when my plan came to naught. First, I started out way too late to make a 6p meeting. What I hadn't understood was that the traffic from Altadena to Alhambra any time after 5p is truly exasperating! It was 6:15 before I finally arrived. And then — no parking. Anywhere!!

Once I realized that this makeup was not going to happen, I turned back to Altadena to contemplate how — as an *old guy* — I just didn't get the concept of making a *NewGen* meeting. I should have left at 4:30, both to avoid the heavy traffic and to get an early parking space. The time before 6p should have been spent leisurely at the bar, which (in concert with a later meal) would have given my old body a bit more time to process a drink or two before again hitting the road. Hindsight is always perfect, they say . . . .

PDG Sunil K. Zachariah provided a keynote address with my this week's title to a District 3190 assemblage at Bangalore on September 9, and the transcript of his remarks was posted to the *Rotary* and *Tech* sections of Rotarians on the Internet (ROTI) a few days later. Here are edited excerpts which I thought might be of interest as we at Altadena Rotary attempt to reach out to the New Generation.

"The Facebook Generation is growing

up in a world where the use of online social networking is part of their life. Although 30 percent of Facebook users are above 35 years, it is the 70 percent below 35 that are more at home with Facebook. 48 percent of those 18 to 34 log into Facebook right when they wake up. About 28 percent of them check FB on their smart-phones before even getting up from their bed. Even in this group below 35 you can divide the Facebook users into two groups — those below 24 and those above. Last year the below 24-year-olds grew 74 percent on Facebook; it is this subgroup that I venture to call the *Facebook generation*."


We've heard a part of this message before. Dr. Mike Ukleja presented a December 2011 program on *Managing the Millennials*. Quoting Boyd Hudson's program review, "It could be said that the first language of the millennials is technology. Millennials work very well in teams, as they have been involved in teams their entire education and working lives . . . . According to Ukleja, the millennials are the first generation that has not needed an authority figure to access information."

And what did Ukleja recommend? Among others, these were two of his admonitions for managers: "Build Relationships. Reach out and connect." "Put their imaginations to work. Let them work outside the box to arrive at their own approaches and solutions . . . ."

PDG Zachariah's understanding is that this *Facebook Generation* is both more global in its outlook and more service-oriented than most earlier generations.

The former characteristic may call into question our Rotarian tendency to divide service into *youth* and *non-youth* (i.e., *community*) segments.

But it is the latter characteristic that offers the prospect of a powerful partnership with the young. This *Facebook Generation*, owing to an awareness born of constant communication, is upset with everything that is not fair and just. And that makes it open to our message. Because, as Zachariah states, "Rotary is indeed the world's largest army of good people."

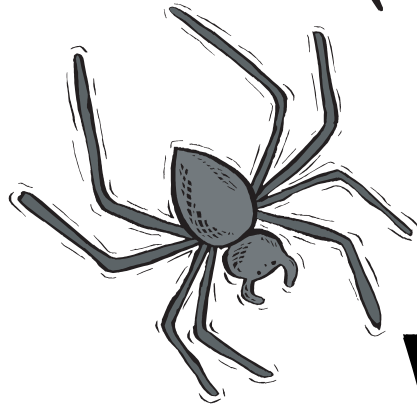
It is a point we will do well to remember in those moments when we despair that we [may not] have much in common with our younger Rotarians and their peers. We can offer a vehicle that is quite useful for those who truly wish to *change the world*. All WE (the *old guys*) have to do is get beyond our generational differences and focus on a mutual attraction to service. 

\*San Gabriel Valley New Generations

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



**HAPPY  
HALLOWEEN**



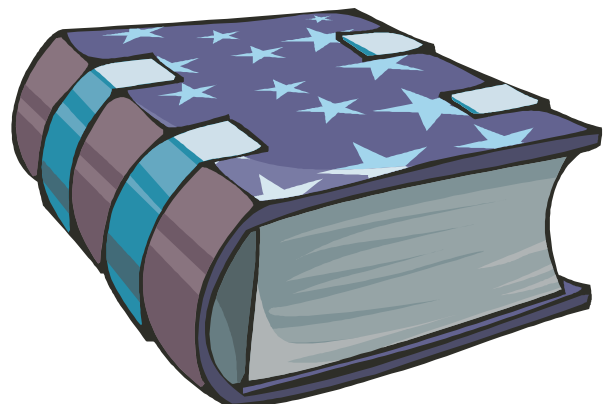
**OUR  
FELLOWSHIP  
COMMITTEE  
PRESENTS  
WICKED LIT**

**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  
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