

April 25, 2013

This Week

50th Annual PCC Vocational Awards Program Host: Dennis Mehringer

The PCC awards are now 50! Fifty years ago this month, the Altadena Rotary Club began the tradition of recognizing the top students of Pasadena City College. When I joined this club in 1992, Dr. Bill Gannon was the gracious host who kept our name and reputation alive in Pasadena and Altadena with this program that supports education.

We are so fortunate that students of all ages in our area can go back to school to sharpen their skills or gain new skills in this ever-changing, fast paced world economy. Today we have high unemployment after the deepest recession since the Great Depression. However, few of us realize that there are actually more job openings in the USA than unemployed. Plus with 10,000 people a day retiring (according to Prudential), the unemployed need a place like PCC to develop skills in the occupations that need more skilled labor.

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Johnson's Judgments

by President Julius Johnson

District Assembly

This has been District Assembly week for district 5300. Miles Petroff, the incoming District Governor, kept reminding us that "this Assembly is about you not about me and my wife." Of course, the more he said it, the more we recognized how much planning and hard work went in to putting on the Assembly.

Ray Carlson made a very impactful presentation on Job Creation. Afterwards he worked the crowd with the smoothness of a most gifted politician, making contacts and getting commitments. It was truly a beautiful thing to see. I am so proud of him. I marvel at his energy and effectiveness. May God keep him healthy and strong.

The jewel in the crown of the Assembly was a presentation by Kathy Buckley. She is a hearing impaired comedian, motivational speaker and all around wonderful lady. She made us laugh and cry as she made us believe that there are *No Limits*.

I first meet Kathy Buckley at RYLA when she was speaking to the kids at the camp. Kathy told her story on how she spent the first eight years of her life with her family and the world believing that she was slow and retarded, when actu-

ally she just could not hear and, therefore, never learned to speak. She has been inspiring our RYLA kids for years to overcome their disabilities... real or imagined, big or small. She challenged them to achieve greatness for themselves.

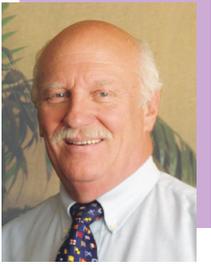
At the assembly, Kathy was pitching her kids who are a part of an organization called *No limits*. No limits works with hearing impaired children and their families, getting the children involved in acting and theater productions as a tool to build confidence and communications skills and abilities.

Our in-coming District Governor, Miles Petroff, has chosen *No Limits* as the project for his year as District Governor. As a result, we will be given more opportunities to meet this amazing lady. Yet an-

Please turn to Judgment, p.5

Greeters

April 25
Ed Jasnow
May 02
Sammy Kayali
May 09
Alan Kindrick



Program Review

RYLA Report

Thanks to the good offices of Gordon Seyffert, Nancy Gonzalez Heusser and Hal Yorke over 200 District wide high school students spent a weekend at RYLA (*Rotary Youth Leadership Academy*) in Idyllwild, CA learning the basics of leadership styles, approaches and basics. In the absence of the seven local student participants, Certificates of Completion were given to Heusser of John Muir High School by President Julius Johnson



on behalf of the Rotary Club of Altadena for later distribution and



awarding.

En route to RYLA, students conducted *self-assessments* to determine inherent facets of various leadership personalities styles and methodologies. Juxtaposed *self-contained* and *open* leaderships styles helped students to identify their strengths and weaknesses within four separate frameworks identified as **Earth** (open, amiable and working as a team), **Sun** (open, humorous and persuasive), **Lightning** (contained, analytical and more in-

terested in documentation than conversation) and **Fire** (fully contained, directed and self-starting 'my way or the highway' leaders).

For purposes of organization, students were divided into Cities and Continents consisting of at least six individuals per group (36 groups overall). Each group was accompanied by a Rotary **Facilitator** (a one-time opportunity for Rotarians) to oversee leadership development activities including *egg drops*, *trust falls* and a host of memorable activities designed to demonstrate *effective leadership* and *team building skills*.

Rotary participants and facilitators observed that they got as much out of the experience as the students who were universally characterized as inquisitive, congenial, extremely intelligent and grateful to be selected for training as *tomorrow's leaders*.

Rotarians were excited and hopeful about the prospects of having RYLA graduates step into leadership positions in

our community and within Rotary.

John Frykenberg



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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

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Dist 5300 Gov. Sylvia Veronica Whitlock

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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

April

Magazine Month

Program Chair, Dennis Mehringer

Apr 25 - PCC Vocational Awards

May

Month not designated

Program Chair, Craig Cox

May 02- PCC Veteran's Scholarships
May 09 - Away meeting at the American Legion Post 13 (Pasadena)
May 16 - Dewey Merrill Business Plan Competition
May 23 - JROTC Awards
May 30 - ClubRunner Training

Congratulations




Birthdays

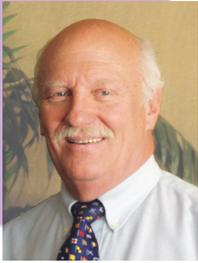
04/13 - Alice Hudson
04/18 - John Frykenberg
04/29 - Mike Noll




Anniversaries

04/27 - Sterling & Olga Louviere

Terrorism & Rotary



Boston Marathon explosions bring panic. Runners and public injuries mount on 238th celebration of Patriots Day. Multiple casualties (170+). Three die.

Fear of the unknown prompts hotel lockdowns, medical response and security alerts.

Living in an open society brings risk and danger and ultimately restrictions to civil liberties as a trade-off for our security.

Background checks are lauded as “*no infringement on individual liberties*” while proof of citizenship and voter ID are decried. Hypocritical, mixed messages in the face of terror or *big brother speak*? Do we have any idea of what terror is? And can we call it that? The PC Police are ever vigilant.

Planned Parenthood is responsible for 6 million deaths by abortion. Another holocaust? Anyone watching the baby butchering Gosnell trial in Philadelphia?

Serial killing of Copts begins in Egypt. Sectarian Shiite killings in Pakistan spark outrage. Florence mourns murders of Senegalese in Italy. Kim Jung-un threatens nuclear strikes.

Wars and rumors of wars prevail.

The United States Army now lists evangelical Christianity, Catholicism and Islamophobia as forms of religious extremism, along with Al-Qaeda and Hamas.

Meanwhile, Left-wing 60s radical and domestic terrorist Bill Ayers will be a keynote speaker at the Association of Teacher Educators annual conference in Atlanta next month. He is honored as a *distinguished professor* in Chicago along with Bernadine Dorn (*convicted Weather Un-*

derground terrorist).

Are we crazy? If one man's terrorist is another man's patriot and violence is the only recourse to resolving ideological differences, is there any hope for humanity?

But what about all the good in the world you ask? There is that to be sure. There is Rotary's 4-Way Test for self-regulation of our individual conduct and decorum. And by in large folks will agree with Rotary's high ethical standard and even believe in the Ten Commandments which reflect the deeply held beliefs of Muslims, Christians, Jews and even Buddhists; accounting for a large percentage of the world's population.

The problem comes in our individual and collective ability and will to adhere to such standards. We acknowledge what Martin Buber suggests we *ought* to do ... and then simply... fail to do it. Truthfully, we lie, we cheat, we steal, we hate, we believe in *victor's justice*. The list is a long one. And then, when we are *caught*, we plea for *mercy over justice*. (*Early Release Program anyone?*)

Before coming to California, I lived in a community where people did not lock their doors (*houses or cars*). There appeared to be a good deal of trust and belief in one's neighbors. There were no murders that I was aware of. So what happened when I moved? Hey, now I can hear gunfire on the streets at night (*men love darkness rather than light*) as helo's hover overhead with spotlights as bright as the sun. People die on the streets of Pasadena as readily as the streets of Boston.

All so sad. Events suggest man's inhumanity to man (*women to women too*). We do not have the answers ... and even

if we did, or do, we do not have the strength or resolve to fix the problem. “*Imagine*” says Paul McCartney ... which is simply a poor excuse for inaction; a failure to find any moral common ground (*true theory of relativity*).

We really should be focused on the evil that leads individuals or terrorist organizations or regimes to develop or acquire the weapons to achieve their violent and despicable ends... instead of the weapons themselves ... and then *'love them out'*.

Isn't it ironic that the principle vehicle for the creation of jobs and wealth in our society and in the world at large is the *'small business'* which generates 80 percent of all new jobs and promises a healthy interconnectivity of both initiative and industry to the benefit of everyone? Yet we focus our energies on *more equitable distribution of resources*, on penalizing producers, subsidizing non-producers and rewarding the indigent.

The Boy Scouts of America's motto, *'On my honor I will do my best to do my duty to God and country and to obey the Scout Law, to help other people at all times and to keep myself physically strong, mentally awake and morally straight'* is more like an epitaph today as California ponders removing BSA's tax exempt status for it's questionable moral standing? What rubbish. How sad — again.

Arnold Toynbee forecast the demise of great civilizations incapable of rising to the *'challenge'* of the age; facing down the gridlock of incompatible world-views in a republic seemingly destined to become an imperial, second rate state.

As in every age, the imposition of authority and a *solution* will follow. *Big*

Please turn to Chairman, p. 4

Membership Committee

Here's what's happening with the April Membership Committee, for those of you who were not able to attend.

Under *old business*, we reviewed what we were doing as individuals to promote membership. Jacque has been putting together a schedule for the upcoming Concerts in the Park series. She is also going to approach someone from JPL whom she recently met *by accident*, but whom she thinks might be interested if invited. Tom has been frustrated by the lack of connections to the local Armenian community, given that we used to have representation. He now says he's working on seeing if either of two retired teachers might come to our meetings as a guest. Gordon recently invited a new personal friend to a recent meeting — someone who may become a prospect in the future. All present agreed that it was important to pursue personal friends! And, Gordon does send out announcements of certain of our weekly speakers to a Club Runner *Friends List*. Anyone is welcome to submit new names and email addresses for this list.

Considerable time was spent brainstorming how we might involve the Armenian community in something that might make individuals within it aware of our presence as a service organization. The obvious answer is to find a way to bring in someone of note as a speaker to address our past promotion of business plans and job creation in the several states of Armenia. But once our Federal government took over the project, we found that Rotary's initial role was quickly overshadowed. The possibility **does** exist that a consular official (including an honorary

consul who might live in the LA area) could gather some data on the project, assuming that followup reports have been filed.

If we had enough advance notice of a speaking date, and if the commitment could be made *firm*, then flyers could be prepared to publicize the speaker. Just the act of distributing the flyers would then give our Rotarians a reason to approach the various Armenian organizations and businesses in and around the southeastern portion of Altadena. Once there, it would be relatively easy to use the occasion of flyer distribution to chat with the people we encountered — being careful to record names, addresses and contact information for subsequent followup.

Ray feels that having district support for what we might attempt could be quite valuable. But he also feels that, if we wish to attract Armenian members (or any members!), it's necessary to first offer them a vision of what they might accomplish by joining us — and then to assign them a job to do upon their induction.

Clearly, more thought will need to be given to what the Armenian community might see as local priorities that could be addressed by Rotary. This is where the face-to-face contact offered through *cold calling* becomes especially important.

The meeting closed with what Tom called The Elephant in The Room. This is the question of how to make civic clubs relevant again — especially to the New Generation. We have various programs in place within our District to promote new membership and member retention, and these are helpful. But we will continue to be challenged by the ways in which our society has changed in recent years. Two-worker households as the norm, when two-parent families have been on the decline, have made it difficult to keep alive the ideal of community service. Add to this the financial challenges faced by many households, and it becomes difficult to achieve the general acceptance (and status) of service organizations that once prevailed. ○

Chairman

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Brother is watching, and will run our lives and take our liberties from us. 'Elan vital' will be exchanged for 'brute force' and freedom will be collared. "They who can give up essential liberty to obtain a little temporary safety, deserve neither liberty nor safety." (Ben Franklin)

Rotary President Julius Johnson has it right when he says "*Love is Our Greatest Treasure.*" It is the only force strong enough to overcome the hatred, the envy, the jealousy, the inequalities and failings

of human kind. After all, "*God is Love.*"

"For there is no greater love than this, that a man lay down his life for a friend ... 'Perhaps we can make a start by reaching out to those we fear most, offering what we can in fellowship, technology to feed the hungry, skills to heal the sick and the dignity of a job to offer hope for a better life ... never forgetting that "*Obedience to Law is Liberty.*" (Inscription above the Worcester County Courthouse, MA). ○



MONEY by Linda Wilkes MATTERS

Economic Update In the News

Retail sales fell 0.4 percent to \$418.3 billion in March. This follows a 1 percent increase in February. Compared to March 2012, retail sales have increased 2.8 percent.

Wholesalers decreased their inventories 0.3 percent to \$501.4 billion in February. Sales at the wholesale level rose 1.7 percent to \$422.5 billion in February. On a year-over-year basis, sales were 3.7 percent higher than February 2012.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending April 5 rose 4.5 percent. Purchase volume fell 1 percent. Refinancing applications increased 6 percent.

Import prices fell 0.5 percent in March, following a 0.6 percent increase in February. On a year-over-year basis, import prices were down 2.7 percent in March. Export prices fell 0.4 percent in March, following a 0.7 percent increase in February. Compared to a year ago, export prices were up 0.3 percent in March.

The producer price index, which tracks wholesale price inflation, fell 0.6 percent in March, following a 0.2 percent decrease in February. On a year-over-year basis, wholesale prices were up 1.1 percent in March. Core prices — excluding food and fuel — rose 0.2 percent in March.

Total business inventories rose 0.1 percent in February to \$1.642 trillion, up 4.9 percent from a year ago. Total business sales increased 1.2 percent to \$1.268 trillion in February, up 3.7 percent from a year ago. The total business inventories/sales ratio in February was 1.28.

Initial claims for unemployment benefits for the week ending April 6 fell by 42,000 to 346,000. Continuing claims for the

week ending March 30 fell by 12,000 to 3.08 million. The less volatile four-week average of claims for unemployment benefits was 358,000.

Upcoming on the economic calendar are reports on the housing market index

on April 15, housing starts on April 16 and the leading economic indicators on April 18. ○

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

Judgment

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other good reason to go to District Conference.

With all that is going on around us, the senseless bombing at the Boston Marathon, the exploding of the factory in Texas that killed and injured so many, it is refreshing to know that so many positive things are happening for a lot of good and deserving people.

As Rotarians, we are presented with many opportunities to be part of the solutions to many of the world problems. There are so many ways for us to get in-

involved and to make a positive difference in the lives of others. And we get to do it with some really nice folks as part of an organization much greater than ourselves, Rotary.

The District Conference is coming up May 17-20, 2013 in San Diego. I have been working with a group of other club presidents for us to get a Hospitality Suite together so that you can hang out with a bunch of really nice people in a very comfortable kick back room.

Come on down and hang with us. ○

An Invitation from the Pasadena After Hours Rotary Club — Saturday, April 27 To join them in their first-ever Brewfest and their first fundraiser in a long time

Greg Jones has invited us to join the Pasadena After Hours Rotary Club at its First Annual Pasadena Brewfest. This is their first fundraiser in a long while for the PAH club, and all of the proceeds will go to supporting its local projects.

Pasadena Brewfest will feature local craft beers from twenty (20) local craft breweries, food and entertainment. The event is being held at T. Boyles Tavern, which is located at 37 N. Catalina Avenue in Pasadena. Brewfest is from 12n to 4p on Saturday, April 27.

You can find more information at www.pasadenaafterhoursrotary.com.

You can purchase tickets on the website or by emailing Greg Jones at mpgreg@yahoo.com, and he will set you up. They look forward to seeing all of us there! Tickets are \$15.

For our newer members, this Club used to be known as Pasadena Sunrise. In the past, we have often supported each other's events. For those of us who enjoy beer and fellowship, it seems like a great time to continue this tradition. ○



From Tony Hill, Fellowship Chair

FELLOWSHIP... The Core of Altadena Rotary

Fellow Altadena Rotarians: As your current fellowship chair, I wanted to let you know about fellowship events that have been scheduled for the rest of Julius' Presidential year.

May 25 (a Saturday) at 4:15p, we will be attending the **Dodgers vs the Cardinals baseball game** at Dodger stadium. Our incoming President, Dennis Mehringer, will be making arrangements for us to see the game from the Stadium Club. Again, feel free to invite family and friends. Ticket and a meal will be provided at a charge of about \$35 per person.

June 1 (a Saturday) **Hike in El Prieto Canyon** ending with a barbecue lunch on the lawn of Theo's mountaintop home with panoramic view of the valley. Details such as meeting place, time and cost to follow (any cost should be minimal).

June 2 (a Sunday) **Lamp Program Luncheon** - This is the main annual fund raising event by Julius' fraternity Gamma Zeta Boule Foundation. It is a luncheon that will take place at the Pasadena Hilton Hotel on So. Los Robles Ave. The money raised will again be used to pay for college scholarships for local foster children. Our goal is to fill a table of 10 to support this very worthwhile project of our President. The cost is \$100.00 per attendee. The program will include good food and interesting speakers.

June 9 (a Sunday) - **Antique Car Show at Lacey Park in San Marino**. Although it will not be a project of our club, this event has been a fund raiser for the San Marino Rotary Club for many years, and is just an interesting program taking place in our area, and, by attending, you will know that the money will be going to support Rotary

projects.

June 27 (a Thursday) - The **Demotion Party** to celebrate the conclusion of Julius' year as Rotary President and the induction of the incoming President, Dennis Mehringer. This is an event you can be sure President Julius is looking for-

ward to with great anticipation at this stage of his Presidential year.

Hope we will have lots of participation in these upcoming events. Remember, friends, family and potential members are **always** welcome at any of our Rotary Fellowship Events. ○

Details regarding three of the Fellowship events listed on this page

"Details regarding three upcoming Fellowship events:

- **Dodger Game:** Saturday May 25 at 4:15 PM - Dodgers vs Cardinals. We are getting an amazing deal here through season ticket holder, Dennis Mehringer. These are great seats at only \$35.00 per person. Dennis has pre-purchased these seats to qualify for a substantial discount to our benefit. Please sign up early as at some point Dennis will need to dispose of any unused tickets. Craig has sent everyone an email to facilitate signing up through Club Runner. Be sure to invite family and friends, and bring your kids to this very family friendly event. Look forward to seeing you all there.
- **Hike in El Prieto Canyon & barbeque lunch at Theo's mountain top home:** Saturday June 1 - We will meet at Theo's at 8:30a. The hike will start at about 9a or shortly thereafter. The Hike is classified by our leader Gordon Seyffert as *moderately strenuous*. Bring a camera and water. Again, very family friendly, so do not hesitate to invite family and friends. Late morning or mid-day we will have barbeque lunch (hamburgers & hot dogs). Maps to Theo's place will be distributed to all attendees. Cost, if any, should be mini-

mal. Musical entertainment is being planned. More details and Club Runner sign-up to follow.

- **Lamp Program Luncheon:** Sunday June 2 - The luncheon will be at the Hilton Hotel on South Los Robles, Pasadena. A fundraiser sponsored by the Julius' fraternity Gamma Zeta Boule to raise funds for their Foundation, which provides college scholarships for local foster children. Julius is hoping to at least fill a table of 10 from our Rotary Club. Expect good food and thought provoking speakers. Cost will be \$100.00 per attendee. Further details, including suggested arrival time, to follow. ○

This Week

Continued from p. 1

More than 25,000 students attend PCC during a school year. These students work hard at menial jobs or live off of unemployment or student loans. With the budget for extra financial aid bone dry at the state level, **We Rotarians** are needed to fill the gap of recognition that is impossible for PCC itself to afford. So our 25 scholarships this Thursday are an essential element supporting the public/private partnership between PCC and Altadena Rotary. This program makes me extremely proud to be a Rotarian. ○

John McDaniels' 9/11 Project



Julius Johnson, Esq.
President 2012-2013

April 18, 2013

Supervisor Michael D. Antonovich
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisor Antonovich:

As President of the Altadena Rotary Club, it is with great pleasure and pride that I commend the hard work and dedication of Mr. John Mc Daniels.

I want to express my support for his efforts to raise the 911 Memorial Structures which will be located on each end of New York Drive between Sierra Madre Boulevard and Altadena Drive in the City of Altadena.

As America continues to survive attacks on our homeland, it is vitally important to remember and recognize our citizens. We need to express a continued solidarity for each other.

These memorials are a legacy to those who have lost their lives to help others as well as offer the children and adults a place to visit and recognize the contributions of fallen American hero's.

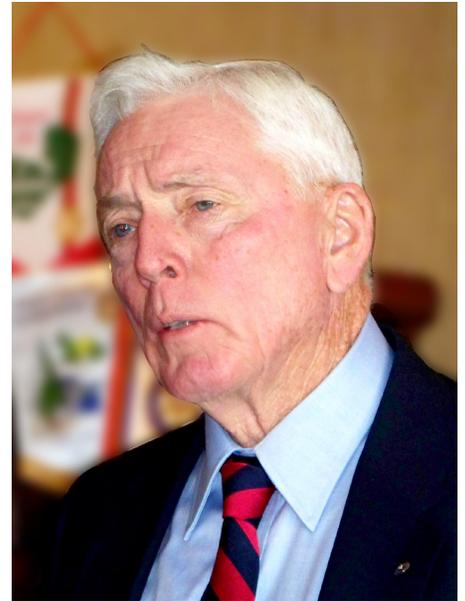
The proposed structures will serve this purpose in a beautiful way.

Whatever support you can provide to Mr. Mc Daniels will be greatly appreciated.

Respectfully,

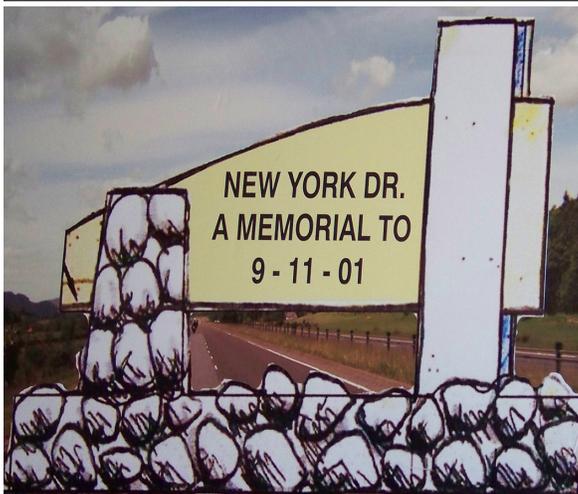
Signature Here

Julius Johnson, Esq.
President of the Altadena Rotary



At our April 18 meeting, John McDaniels came and asked that we support his 9/11 project on New York Drive at the next Altadena Town Council meeting. This is an effort to honor those who died in the 9/11 attack and to revitalize this area of New York Drive.

In support of the project, President Julius has written the letter just to your left to Michael Antonovich. ☺





**COVINA SUNRISE
ROTARY CLUB**

presents

Hal Yorke's group "The Big Band Theory"
will be performing at this event

**Saturday
April 27
2013
6:00 p.m.**



New LOCATION:

Hurst Ranch

1227 S. Orange Avenue * West Covina

Come Chow Down & Whet Your Whistle. .

**...WE'LL HAVE CASINO ACTION, A ROCKIN' BAND,
DANCING, LIVE & SILENT AUCTIONS, OPPORTUNITY
BASKETS AND SO MUCH MORE!!!**

- ◆ Chow Hall with grub from local restaruants, Shrimp Boat! (yes, it's back), Chocolate Fountain and other yummy desserts!
- ◆ Sipping Saloon serving up Moonshine, Ale and Wine!
- ◆ Shoot-em up Gambling Hall featuring Craps, Black Jack and more!
- ◆ Dance Hall Ho-down with live foot stomping band, Live & Silent Auction Showdown! Glitter Gulch Grab Bags, Wine Toss!



Info/Tickets: Any Covina Sunrise Rotary member • www.CovinaSunriseRotary.org • (626) 858-0057