

March 07, 2013

## This Week

### Mary Scott — Nursing on the Front Line

Program Host:  
**John Frykenberg**

Mary Scott — one of 10 children born to Russian immigrants in Winnipeg, Manitoba, daughter of a Mennonite minister and a volunteer RN in the Vietnam war from 1966-69 — will speak about her experiences during the conflict the Americans lost.

Among other adventures, Scott survived a Viet Cong holding a gun to her head. She simply brushed aside the weapon stating she *'did not have time for this silliness'* when she was involved in saving lives of soldiers on both sides of the war.

With God's help, she escaped unscathed.

Mary was trained for 3 years in a Catholic hospital in Winnipeg prior to going to work in a Jewish camp north of Toronto. During her training, she attained a BS in Nursing as she worked her way through school. After graduation, she served as Night Supervisor for a 600-bed hospital before turning her interest to

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## Choose to Come to District Conference

**T**his will be the *Event Of The Year!* I'm talking about the 2013 District Conference: Thursday May 16, through Sunday May 19, 2013. The location is the beautiful Town and Country Resort and Convention Center in San Diego.

Fun, food, fellowship and special District Governor recognition of some of our own members and friends. Come for your own good time and in support of our members who are being recognized for their *Service above Self*.

The official list has not yet been released but I believe the list will include Jacque Foreman, John Freykenberg, Ray Carlson, David Smith, Ed Jasnow and Gordon Seyffert. We will be sharing a hospitality suite with four other clubs here in

the San Gabriel Valley so it is going to be a big blast.

I realize I owe you some more bio's on our local hero's but I wanted to make sure you all got the memo on planning to attend the District Conference.

You can reserve a room by calling 800-772-8527, and mention **District 5300 Rotary International**. So come on out. ☺

### *Greeters*

March 07  
**Steve Cunningham**

March 14  
**Craig Cox**

March 21  
**Greg Edmonds**



# Program Review

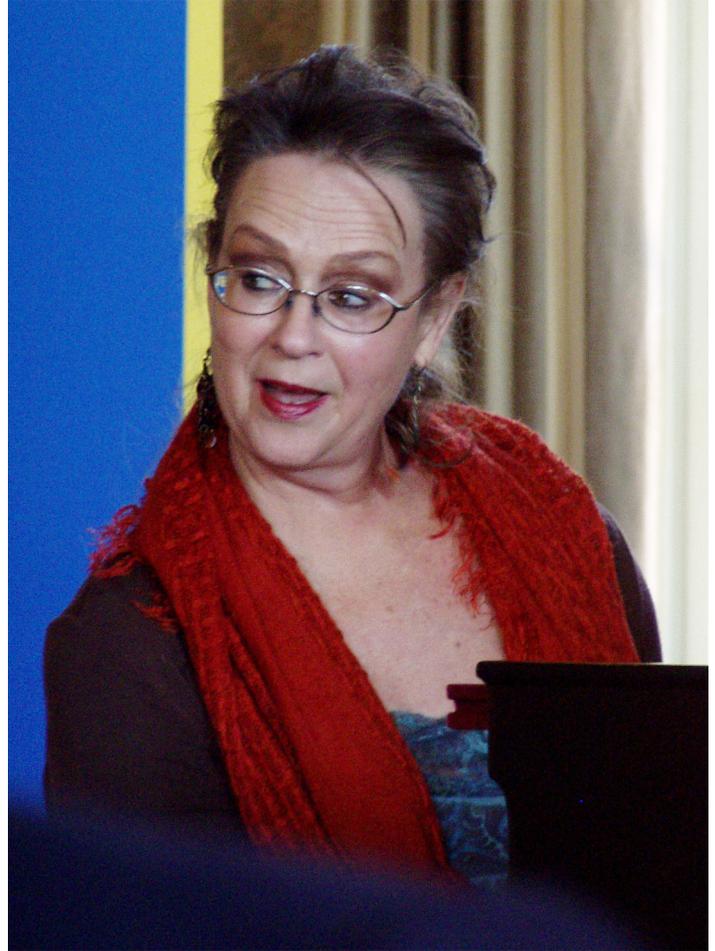
## Will Next Year be the Feast?

This year we had the Famine — just as meager a competition as two years ago! Which was embarrassing, to say the least, as head judge Marya Basaraba had recruited another judge from the West LA area for this occasion. Our team certainly put forth an equal recruitment effort to the one that provided us an over-capacity of competitors one year ago, but, in 2013, we ended up with zero applicants.

Fortunately, trooper-extraordinaire Marya Basaraba provided us with a mini-

concert that was roundly applauded by all. We thank her and the other guests for their time and effort on our behalf, even though it did not result in us fielding a young performer to advance to the regional competition. I suppose we can take heart that, at the least, our club entry fee will go toward rewarding the eventual Dan Stover winner in San Diego towards the conclusion of this Rotary year.

To all club members who have taken part in the Dan Stover contest preparations in previous years: Your suggestions for improvement (and your aid) are needed for next year.



Please contribute — in both categories — as you are able.

Gordon Seyffert

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### Rotary Club of Altadena - #7185

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

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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. 626-795-6215  
Mike Noll, Treas. .... Bus. 626-683-0515

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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

## March

### Literacy Month

Program Chair, John Frykenberg

Mar 07 - Mary Scott, Volunteer, Canadian Red Cross in Vietnam  
Mar 14 - To be Announced  
Mar 21 - Chad Cooper, Digital Consultant  
Mar 28 - To be Announced

## April

### Magazine Month

Program Chair, Tom McCurry

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

## Congratulations



### Birthdays

03/14 - Emily Aiken (Linda Wilkes)  
03/15 - David P. Smith  
03/15 - Trish Robinson  
03/24 - Ed Soza



### Anniversaries

03/01 - Tom & Etta McCurry  
3/30 - Dennis & Noriko Suzuki Mehringer

# Chairmen's Corner

by Ed Jasnow, Community Service Chair



I know that summer seems like a long way away, but, in fact, it's right around the corner as we prepare for the 2013 Summer Concert Series at Farnsworth Park. This is, by far, our highest profile community event, and it takes nearly all of the resources of our small but mighty club to make it successful. For nine weeks, we will be responsible for selling beer, wine, and snacks, as well as providing security at the entrances to the amphitheater. The huge banner on the stage behind the performers will proclaim "Altadena Rotary Welcomes You To The Summer Concert Series." That's a

huge responsibility, but we always manage to pull it off successfully.

We've already met with representatives of Supervisor Mike Antonovich's staff and the Los Angeles County Parks and Recreation Department to make sure there haven't been any new rules implemented since last year (there haven't). We're working with the owner of the Altadena Ale House to possibly secure more favorable pricing on beer, and we're reviewing sales from last year to see where we can improve. One avenue being explored is the improvement of the quality of wine, with an appropriate price increase. It's important to remember that, in addition to raising our profile in the com-

munity, these concerts serve as a fund raiser for the club.

This effort requires a lot of participation by the individual members. There are four entrances that need a security presence, so at least four people are required, and we'd like extras to provide relief. We need at least three people to support the sales table, and two people to staff the Rotary information table. That's at least ten people required for nine concerts. It's a lot of effort, but we've been successful doing it. So, mark your calendars now for those Saturdays in July and August when you can come and help. Let's show the community how we can pull off a wonderful community event. ☉

## This Week

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Photo from  
John Frykenberg

cancer research and a position at the City of Hope in Duarte, CA.

Mary worked in cancer treatment for two years before being called by the Mennonite Central Committee (MCC) about volunteering in Vietnam.

Her family — who had come out of Communist Russia — was not thrilled about Vietnam which was also a Communist Regime, but Mary went to Saigon anyway, then to Pleiku for language study and then to work in 28 rural villages for the Public Health Department before returning to the US to serve as Nursing Supervisor at Methodist Hospital in Arcadia and finally the Solhiem Lutheran Home in Eagle Rock before retiring.

Mary feels privileged to have served an adventurous and exciting life as a nurse: serving on the *front lines*. She claims citizenship in Canada, the United States and Heaven. ☉

## Form & Line

by Jacque Foreman, editor

There it hangs, a lonesome, and, perhaps strange remembrance of Christmas:



a time of joy and giving and remembering others before ourselves. How did it get there, and why?

Shortly after Christmas when the trees were put outside for pickup, I found this Christmas ball lying on the ground. It had obviously escaped from a tree that was being thrown away. I hung it on this tree that had no leaves and wondered how long it would stay. It will be revisited. ☉



# MONEY by Linda Wilkes MATTERS

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

Existing home sales rose 0.4 percent in January to a seasonally adjusted annual rate of 4.92 million units from 4.90 million units in December. Compared to a year ago, existing home sales were up 9.1 percent in January. The inventory of unsold homes on the market fell 4.9 percent to 1.74 million in January, a 4.2-month supply at the current sales pace, down from a 4.5-month supply in December.

The National Association of Home Builders/Wells Fargo monthly housing market index fell one point in February to 46. 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 February 15 fell 1.7 percent.

Refinancing applications decreased 1.6 percent. Purchase volume fell 1.7 percent. The combined construction of new single-family homes and apartments in January fell 8.5 percent to a seasonally adjusted annual rate of 890,000 units. Single-family starts increased 0.8 percent. Volatile multifamily starts fell 24.1 percent. Compared to the previous year, housing starts were up 23.6 percent in January. Applications for new building permits, seen as an indicator of future activity, rose 1.8 percent to an annual rate of 925,000 units.

Consumer prices were unchanged in January, following a flat reading in December. Compared to January 2012, consumer prices have risen 1.6 percent. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.3 percent in January.

Initial claims for unemployment ben-

efits for the week ending February 16 rose by 20,000 to 362,000. Continuing claims for the week ending February 9 rose by 11,000 to 3.148 million. The less volatile four-week average of claims for unemployment benefits was 360,750.

Upcoming on the economic calendar are reports on the housing price index on February 26 and pending home sales on February 27.

## ***Insight Now Be Different***

In this month's edition of *InsightNOW*, Prospect Mortgage's Chief Performance Officer Todd Duncan talked with business consultant Roy Osing about his book, *Be Different or Be Dead: Your Business Survival Guide*, and how setting your business apart from other companies is the key to success.

Roy, former Chief Marketing Officer of a leading Canadian telecom company and current CEO and president of the consulting firm Brilliance for Business, insists emphatically that simply copying other successful businesses is a recipe for disaster. The way to ensure becoming the best at what you do is to offer customers the **ONLY** — the thing that sets you apart from the rest and lifts you above, as Todd calls it, *the sea of sameness*.

The next step is to define your **who** — the customers who will fuel your growth. Know their innermost desires, values and wants. Then dazzle them; blow them away. No matter what size your company or type of product, Roy says you should rise above the herd by creating an experience for your customer that no one else is offering. In real estate, for instance, you're selling a change in life, not a home. So delve into your contacts and supply your clients with services that they'll need:

a landscaper, a baby-sitter, etc. You'll build loyalty and spur repeat business in addition to distinguishing yourself from the salesperson down the street.

As for mistakes, don't sweat them. Turn them into an advantage by reacting within 24 hours and delivering something of value to the client that he or she would never expect. That creates more goodwill than never having made the error in the first place!

You can find more information about Roy, his book and his company at [www.bedifferentorbedead.com](http://www.bedifferentorbedead.com)

## ***Big Idea How to Master Public Speaking***

Public speaking is an excellent lead generation skill for real estate agents [and others]. The key for most agents is overcoming the anxiety that experts say is felt by 85 percent of public speakers. Here are some tips for overcoming public speaking anxiety:

**Visualization and preparation** - Experts say to spend some time not only visualizing your presentation but also the steps you will take if something goes wrong, such as computer problems, audio glitches, lost train of thought, or people looking bored. By working out kinks ahead of time, like having hard copies of your presentation in case your slideshow malfunctions, you will feel more confident and prepared.

**Story telling** - Much anxiety stems from a need to memorize exactly what you want to say about the subject you are presenting. If you try to memorize your entire presentation and then miss a word, you can stumble, freeze or trigger memory block. A better tactic is to tell a

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This week I'm concluding my look at the ways we earn points toward designation as a Premier Club in the new IGNITE membership program.

9. **New member participates in a service project** - [10 points one time per new member.] Clearly, the more new members the more points scored. But it's also important that we have sufficiently numerous and varied service projects that there's something for everyone's taste. And, we might add, it helps if the idea comes from a new member!
10. **Potential member gets involved in a service project** - [10 points one time.] Say, did you know that Charlie Wilson has already assisted us in recruiting high school senior instrumentalists for the Dan Stover club contest just held? Not only did he visit some of the private and parochial schools in the company of two members, but he also spread the word within the Scouting organization. Involving community members is a direction we definitely need to promote.
11. **Club invites a District Membership Committee member to be a speaker at your club** - [10 points for each speaker meeting.] I'm guessing these Rotarians don't get asked to speak as often as the District would like, but I wouldn't look a gift horse in the mouth. These are easy points to acquire, and I think that the speaker(s) might bring some fresh ideas with them from meeting with other clubs in our District.
12. **Club develops a website to attract new members** - [10 points one time.] Unless we start yet another social media venture, I don't see how this applies to us.

Come to think of it, what club *doesn't* have a website? This one seems a bit behind the times.

13. **Club holds a club assembly focused on membership** - [5 points each attendee one time.] If I'm reading this one correctly, we'd have to have three club assemblies per year — the two that we hold for committee reporting and then one specifically devoted to membership. Essentially, it's a Membership Committee meeting where: (1) all *actives* are members — the arrangement we have now — and (2) the meeting is at our regular Thursday luncheon time and place.
14. **Member brings a visitor to a club meeting** - [5 points one time for each visitor.] This happens all the time. Now do the math. If *each* and *every* active club member brought two first-time visitors to club meetings over the course of the Rotary year, we wouldn't need to do *anything else* to qualify as a premier club! That's because our target is ten times our membership numbers.
15. **Member proposes a new member** - [5 points for each proposed member.] More points out there for the picking!! But does it require that an application be submitted to the Board of Directors? I'd assume so, but clarification is needed.
16. **Club assigns a member to keep track of points** - [5 points one time.] Me, I guess.
17. **Members attend the District Membership Seminar** - [5 points for each attendee.] Our Membership Chair should always be attending, and if we have assignments to our Membership

Committee at some point, then at least the newest members should attend. But even the veterans have a reason to go; it's because in sharing their ideas with others in our District they can help us *all* grow. And that's a GOOD thing!

18. **Automatic: If EVERY MEMBER of your club participates in 1 or more of the above.** [50 points.]

That's enough on this for now. But, as we implement an IGNITE program, you'll hear me speak about this still more! And, if we're close on number 18, above, then you might be hearing from me personally. No threat here, but I'm just sayin'....

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## Money

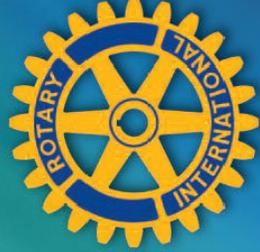
*Continued from p. 4*

story that gets your point across.

**Toastmasters** - *Toastmasters International* is a nonprofit group that offers a cost-effective way to become a better public speaker and work through speaking issues associated with anxiety. *Visit their website* for free public speaking resources and for a meeting location near you.

**Speaking coaches** - If you want individual attention, there are public speaking professionals offering services to help you become a better public speaker. Also worth checking out is an app for mobile devices from Mayo Clinic called *Anxiety Coach*. This self-help tool is for reducing a variety of common fears, including talking in public. Cost is \$4.99. Another good source for advice, tips and tricks on public speaking is *Speakers Life*. 

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



ROTARY INTERNATIONAL  
DISTRICT 5300

# 18TH ANNUAL PEACE CONFERENCE



## "THE POWER OF YOUTH TO PROMOTE PEACE"

**SATURDAY, MARCH 9, 2013**  
**9:00 A.M. - 12:30 P.M.**

**UNIVERSITY CLUB**  
175. N. Oakland Avenue, Pasadena, California

- >> Art for Peace Student Contest/Exhibition
- >> World Peace Media Awards
- >> "Salute to Young Leaders" Awards



**KEYNOTE SPEAKER:**  
**DR. SUNIL SHARMA**  
Motivational speaker,  
Award-winning  
mathematician,  
Prominent scholar,  
Author, Entrepreneur



**DISTRICT GOVERNOR**  
**DR. SYLVIA V. WHITLOCK**



**CONFERENCE CHAIR**  
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DER-YEGHIAN, PDG**



**CONFERENCE M/C AND  
PANEL MODERATOR**  
**MICHAEL D. DRIEBE**



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B.A. in English and Comparative  
Literature, Occidental College,  
Peace advocate



**CHRISTOPHER SHOUP**  
Student at Victor-Valley  
College, Vice-President of  
Model United Nations Program



**GEORGE KARR**  
Political science/economics  
major at UC Irvine, Member  
of the Academic Senate



**KANIKKA WOFFORD**  
Student at Victor-Valley College,  
President of  
Inter Club Council



**JUSTIN KILBORN**  
Student at Victor Valley College,  
President of Model United  
Nations Program

FOR REGISTRATION, GO TO THE DISTRICT WEBSITE:  
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**RAGHADA KHOURY**  
E-mail: [raghadak@khouryent.net](mailto:raghadak@khouryent.net)  
Cell: (760) 559-3244

**Admission:** \$20.00 per person,  
(complimentary for students)  
- includes continental breakfast

PLEASE MAKE CHECKS PAYABLE TO:

**RI DISTRICT 5300 FOUNDATION**  
AND MAIL IT TO: **RI District 5300**  
1930 Village Center Circle #3-396  
Las Vegas, NV 89134