

May 30, 2013



This Week

The Wonderful World of ClubRunner Program Host: Craig Cox

As we have moved many club support functions online through ClubRunner, members have been asking for a hands-on lesson. This week Craig Cox will walk us through the basics of ClubRunner including –

- The easiest way to get to the site,
- How to update and make changes to your record,
- How to print a directory,
- How to easily Email other club members, and
- How to register or unregister for a club event.

Using the ATCC's Wi-Fi connection Cox plans to use a live internet connection to walk through the program in real time (keep your fingers crossed). Come prepared with questions!

Last Week reviewed and Coming Fellowship Events

This has been an amazing week. After coming back from the District Conference, I spent all day Tuesday as a chaperone for 3 bus loads of Glendale high school students at Magic Mountain. Guess who rode on 6 different roller coasters without calling Ralph — a challenge, taking volunteerism to a new high.

Thursday's program — lead by one of our new members, Alan Kindrick — was a huge success. We got to meet some outstanding youth from our local High Schools involved in JROTC. We also were presented two future leaders and accomplished students from Elliot middle School.

Each of the high school students received a \$1,000 scholarship and the Jr. highers each received \$500 to help further their education. It is great to be a part of an organization such as Rotary, which does so much for so many.

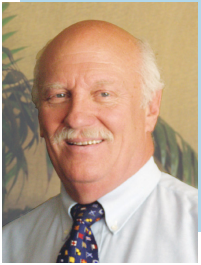
On Saturday, I got the privilege of being the Best Man at my Brother's wedding. He and his bride have been married for 50 years and they decided to renew their vows in a full blown wedding ceremony. It was beautiful and awe inspiring

to see two people who have been together that long and still very much in love with one another. Within their marriage they have demonstrated *Service above Self* to each other and to our community. Several testimonials from the audience bore witness to these facts. Pastors Henry and Bobbie Johnson have been role models for marriage and Christian Service. May God continue to bless them mightily.

Although we are coming close to ending our Rotary year, we are not running short on fellowship opportunities. The canyon walk on June 2, the Boulé Luncheon on June 3, and the Demotion Party on June 27. Each is a great fellowship event and opportunity for you to get involved. ☺

Creeters

May 30
Dennis Mehringer
 June 06
Joshua Miller
 June 13
Kevin Moore



Program Review

\$7000 Awarded in Americanism/Patriotism Scholarships by Rotary Club of Altadena Blair HS, Muir HS, & Pasadena HS JROTC Officers & Eliot Middle School Scholars Lauded

In Tribute to our JROTC Patriots and Scholars of Excellence:

The Soldier: - By Charles M. Province

It is the soldier, not the reporter, who has given us freedom of the press.

It is the soldier, not the poet, who has given us freedom of speech.

If you can read this message thank a

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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Dennis Mehringer Administration

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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

teacher,

If you are reading it in English of your own free will THANK A SOLDIER!

It is the soldier, not the campus organizer, who has given us the freedom to demonstrate.

It is the soldier, not the lawyer, who has given us the right to a fair trial.

It is the soldier, who salutes the flag, who serves under the flag, and whose coffin is draped by the flag, who allows the protester to burn the flag.

To all the brave men and women who have dedicated or given their lives to protecting this country and it's freedoms: We salute you!

The poem pretty well sums it up. Both the American Legion and Rotary Club of Altadena are privileged to honor and support our JROTC and Excellence in Scholarship winners who, in the future, will defend our Constitutional and God-given rights despite enemies both foreign and domestic who would abrogate those rights of *free speech, freedom to worship, freedom to bear arms*' and other freedoms enumerated by our Founding Fathers.

June

Rotary Fellowship Month

Program Chair, Ed Jasnow

Jun 06 - Teacher Mini-grant Report

Jun 13 - Bill Patzert - Climate Change, 7 Billion People and 5 Billion Cell Phones: The Future Ain't What It Used To Be

Jun 20 - Theo Clarke - "Earth Encounter"

Jun 27 - Demotion Party - Evening Event

Fortuitously, our JROTC scholars, as many members of our Rotary Club, are being trained and qualified to bear fire arms and to serve in the 'militia' (the true citizen soldier/sailor of the US), in defense of our freedoms. For it was the militia in retrospect that finally stood up to King George III, stood in the breach in the war of 1812, died in the great Civil War to preserve the Union, saved Europe from the Hun in WWI and WWII, brought the Japanese empire to its knees and continues to battle the terror of radical Islam and Al Queda.

'Ours is not to reason why, ours is but to do and die...' Alfred Lord Tennyson

And so it has ever been for the soldier / sailor who serves ... believing that his/her leaders would spend life only when absolutely essential and then only to preserve the commonweal, the nation and its people. Yet there has always been error (*the charge of the Light Brigade*),

Please turn to Program, p. 3

Congratulations



Birthdays

05/05 - Ursula Moore

05/09 - Bill Jennings

05/15 - Elsa Smith

05/18 - Craig Cox

05/30 - Susan Applegate

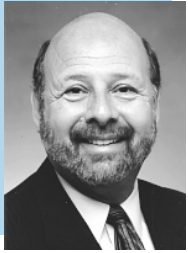


Anniversaries

05/18 - Tony & Ann Rider Hill

05/19 - Roger & Kathleen Anne Fennell

What a Fun Ride!!!!



That's what I've had this year as I served my umpteenth term as Community Service Chair. I'm getting a break next year as I've agreed to serve as Foundation Director under President Dennis' administration. I have, however, agreed to continue as the chair of the Mini-Grant Committee, as that is something that is really close to my heart.

It has been a great year for Community Service, thanks to the support of so many club members. Once again, we awarded 35, \$300 mini-grants to teachers in eight schools. The evaluation committee of Mike Zoeller, Tom McCurry, Craig Cox, and Sue & Don Applegate worked heroically to pare 52 proposals down to the 35 that we had to give. Thanks to them for taking time out of their busy schedules to perform this important task. On

June 6, we will hear from the mini-grant recipients as they tell us how they used the funds to enhance the classroom experience of their students.

Under the leadership of Sammy Kayali, we held a major clean-up effort at Eliot Middle School. Participating in this huge effort to overcome years of neglect were Tony Hill, David Smith, Quick Cunningham, Alan Kindrick, Tom McCurry, Mike Zoeller, Craig Cox, Theo Clarke, and Jacque Foreman. It was a lot of work, but it was a project where you could see the results of our work. The school looked so much better.

The Summer Concert Series at Farnsworth Park was a huge success, and our participation really raised our profile in the community. We also made a little money in the process, selling beer, wine, and snacks. David Smith did yeoman's work hauling all of those products back and forth each week, as well as manning

the sales table. Mike Zoeller made sure all of the permits were in place for our participation, and helped provide security at the park as well. Sue Applegate also helped at the sales table and kept close track of all the financial transactions. Helping out at security at various concerts throughout the summer were John Frykenberg, Hal Yorke, Theo Clarke, Tom McCurry, Gary Clark, Tony Hill, Craig Cox, Jim Gorton, Boyd Hudson, Sterling Louviere, and Mike Noll.

Manning the Rotary information table were Gordon Seyffert and Quick Cunningham. And, Gordon came up with the idea of doing the Rotary Minute at each concert, talking about his Rotary experience at intermission. What a great idea!. Once again, our banner will be hanging on stage.

Yes, it was a great year for Community Service. Thanks to all the club members who made it a fun ride for me. ☺

Program

Continued from p.2

friendly fire, cowardice and ineffectual and incompetent command and expediency (*Benghazi*) that costs lives unnecessarily. Still our veterans willingly have walked or marched or sailed into harm's way for our sake. *'There is no greater love than this, that a man lay down his life for a friend'* (Bible)

Active Duty and Veterans and JROTC alike continue the *'Thin Grey Line'* that keeps us from slavery and servitude to the totalitarian state. And the price is never fully paid. It is paid in renewed sacrifice of blood in each generation to preserve the freedoms we have won so dear.

And so we recognize those willing to

wear the uniform, pick up the gun in war and in peace to preserve that which we hold so dear. Thank you JROTC and Schol-

ars of Excellence! With special thanks to Program Chair Alan Kindrick.

John Frykenberg ☺



Pictured (l to r): JROTC & Elliot Middle School Scholars of Excellence: Jose Gonzalez, Muir, HS; Abigail Webster, Eliot MS; Lorenzo Cervantes, Jr, Eliot MS; Christian Bustos, Pasadena, HS; Rachel Albright, Pasadena, HS; Martin Ramirez, Blair HS; Francesca Victoria, Blair HS; Imelda Mendoza, Muir HS

Gordon's Corner

by Gordon Seyffert

The Traveling Rotarian Part One

As many of you know, I recently joined my spouse, two of my more distant relatives (okay, seventh cousins, but who's counting?) and their spouses for a two-week cruise of the British Isles. And while my traveling companions saw this as an opportunity for one kind of fun, I, in my own way, saw yet another one. And so, even before leaving Altadena, I had made arrangements to visit two Rotary Clubs while in port during the course of the cruise.

The first of these was the Rotary Club of Belfast, Northern Ireland, now in its 102nd year. You read that correctly. From the Club's recap of its first fifty years: "In 1911 there were 35 Rotary clubs in North America, the first having been founded in 1905. There was just one outside the USA; it was in Winnipeg, Canada founded in 1908. In 1911 ... William Stuart Morrow ... returned to his native land Ireland from America where he had been a member of the San Francisco Rotary Club. He organized Rotary Clubs in Dublin and Belfast, which were the first Clubs formed outside North America. Belfast a year later had a membership of 144."

The vitality of this club has remained high, but, like all clubs, it faces challenges in recruiting *new generation* members. I might have been oblivious to this, had it not been for my luck in joining my fellow Rotarians on the very day that they were holding their annual meeting. I was privileged to sit in on a very frank debate over the means by which this challenge would be addressed, and I will summarize it all for you in Part Two of this report of my Rotary adventures.

But, for now, I'll limit myself to giving you the background. My initial contact was *blind*. I merely went looking for a web site for clubs in the British Isles and, once there, for clubs that held regular weekly meetings on the day of the week when I'd be ashore in their city. For larger cities, of course, more than one club was to be found; this made it all the more likely that I would be able to locate a club to visit.

For Belfast I was indeed fortunate. I was able to write (by email, of course) to the listed club secretary for this senior club, announcing my intent to visit and asking if such would be convenient on the appointed day. I was not long in waiting for a response, and it was both cordial and at the same time business-like. The place and time of the meeting were confirmed, and it was made clear that my visit would be welcomed.

My hosts were too polite to show it, but I'm positive they saw me as a bit daft for coming ashore from a cruise ship for this visit. Nevertheless, we are — as we make clear in our induction ceremonies — an international service organization. And fellowship is readily extended to Rotarians from whatever part of the world they come, and under whatever circumstances they may arrive. It is a good feeling to know, then, that one has *friends* wherever one may travel.

From my online research and from my travel guides, I knew that I was visiting a historic club. Historic in more ways than one. It meets just to the west of the *Golden Mile* in central Belfast, on the penthouse floor of the Europa Hotel. Deemed the "most bombed hotel in western Europe,"

my guide book informed me that the IRA had targeted this hotel eleven times! President Clinton and his wife Hillary had pointedly chosen to stay there in 1995 while trying to bring the two sides of *The Troubles* to the negotiating table, an effort that was ultimately successful. And so, for a brief time, calls to the hotel had been answered with this cheery greeting: "White House Belfast, can I help you?"

My presence there was decidedly of lesser importance, to be sure, yet I was made to feel that my visit was worthy all the same. Americans are warmly welcomed in Belfast, in part due to the efforts of 1995, and there is nothing like being on the receiving end of such quiet, yet obvious appreciation to heighten one's pride in being an American. I'll explain in greater detail next week. ○

FELLOWSHIP COMMITTEE MEETING

THURSDAY, MAY 30
5:30 PM
ALTADENA ALE HOUSE

* * *

FINAL DETAILS FOR
EL PRIETO
CANYON HIKE
AND LUNCH
AT THEO'S HOME
SATURDAY, JUNE 1
STARTING 9:00 AM



MONEY by Linda Wilkes MATTERS

Economic Update In the News

Retail sales rose 0.1 percent to \$419 billion in April. This follows a 0.5 percent decrease in March. Compared to April 2012, retail sales have increased 3.7 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending May 10 fell 7.3 percent. Refinancing applications decreased 8 percent. Purchase volume fell 4 percent.

The producer price index, which tracks wholesale price inflation, fell 0.7 percent in April, following a 0.6 percent decrease in March. On a year-over-year basis, wholesale prices were up 0.6 percent in April. Core prices — excluding food and fuel — rose 0.1 percent in April.

Industrial production at the nation's factories, mines and utilities fell 0.5 percent in April after a 0.3 percent increase in March. Compared to April 2012, industrial production has increased 1.9 percent. Capacity utilization fell to 77.8 percent in April from 78.3 percent in March.

The National Association of Home Builders/Wells Fargo monthly housing market index rose three points in May to 44. An index reading below 50 indicates negative sentiment about the housing market.

Consumer prices fell 0.4 percent in April, following a 0.2 percent decrease in March. Compared to April 2012, consumer prices have risen 1.1 percent. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.1 percent in April.

The combined construction of new single-family homes and apartments in April fell 16.5 percent to a seasonally adjusted annual rate of 853,000 units. Single-family starts decreased 2.1 percent. Vol-

tile multifamily starts fell 38.9 percent. Compared to the previous year, housing starts were up 13.1 percent in April. Applications for new building permits, seen as an indicator of future activity, rose 14.3 percent to an annual rate of 1,017,000 units.

Initial claims for unemployment benefits for the week ending May 11 rose by 32,000 to 360,000. Continuing claims for the week ending May 4 fell by 4,000 to 3.009 million. The less volatile four-week average of claims for unemployment benefits was 339,250.

Upcoming on the economic calendar are reports on existing home sales on May 22 and new home sales on May 23.

Insight Now Be Remarkable!

In this month's edition of *InsightNOW*, Prospect Mortgage's Chief Performance Officer Todd Duncan talks with Dr. Randy Ross, founder and CEO (Chief Enthusiasm Officer) of a corporate consulting firm specializing in cultural development and organizational health, and co-author of the book, *Remarkable!* Named after his firm, the book explains how to escape the usual and embrace the unusual to excel in all aspects of life.

Told in parable form, *Remarkable!* sets out the basic principles for developing a value-based culture — whether in your business or in your personal relationships. Ross defines a remarkable culture as people who believe in the best of each other, want the best for each other and expect the best from each other. It's crucial to adopt a *we* — instead of *me* — mentality. Ross asserts that, by challenging yourself to reach your full potential and by making a true difference in the lives of others, you will attain the highest level of success.

In business, employee engagement is

also a must. Giving people responsibility they can own and creating a high level of trust from the top down organically eliminate resistance, letting change and progress happen quickly — something both Duncan and Ross say is sorely needed in today's business world. Culture by design is preferable to culture by default; be intentional about your environment, stress positivity and ownership, and, instead of complaining and waiting for someone else to make everything better, use your intrinsic gifts to take action and make it better for everyone. Craft a compelling, value-based culture, says Ros —, and customers and clients will tell your story for you — which is a terrific way to build success.

Big Idea The Law of the Broom

In his best-selling book *High Trust Selling*, Todd Duncan says, "in order to take your business to higher levels of trust and effectiveness, you must first clean up your business." He calls this the Law of the Broom.

Most salespeople spend only 25 percent of their time selling because they spend 75 percent of their time managing the sales they've made. They are reactive instead of proactive. The goal, through the Law of the Broom, is to flip this around so that you're spending the majority of your time selling as opposed to managing.

When you take the time to clean up your business by establishing systems and procedures to effectively deal with the most common and most productive activities of your day, your business becomes proactive and is able to continually expand. More than that, when your business is cleaned up, your time is freed

Please turn to Judgment, p.6



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.


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 forward 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 two of the Fellowship events listed on this page

"Details regarding three upcoming Fellowship events:

- **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 is \$100.00 per attendee. More details, including suggested arrival time, coming. 

Money


Continued from p. 5

up to do what you do best. That's the essence of following the Law of the Broom.

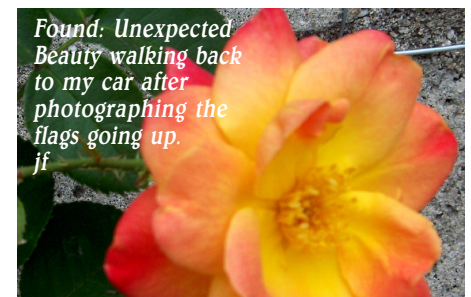
To clean up your business, heed the traffic signals that lead to success. Identify your green-light activities — those that build trust and earn you more money — such as referral follow-ups and new client prospecting. Remove the red-light activities — those that don't build trust or increase your profits — such as dealing with high-maintenance/low-profit customers.

To be successful, you must do more than seek out the green lights and avoid the red lights. You must also heed the yellow lights. Observing a yellow light in your sales career is the equivalent of slow-

ing down long enough to evaluate how well you're using your time and identifying what is — and what is not — helping your progress.

Todd Duncan is Chief Performance Officer at Prospect Mortgage. 

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



Found: Unexpected Beauty walking back to my car after photographing the flags going up. jf

Flags go Up for Memorial Day and July 4

A Photo Essay





All **FREE** Concerts start at 7:00 PM in the Amphitheater at Farnsworth Park.
 568 East Mt. Curve Ave., Altadena, CA 91001 for information: 626-798-6335
 Visit: <http://www.altadenasheriffs.blogspot.com>

17th Annual Summer Concert Series Schedule - 2013

Downbeat Express (Big Band with Jennifer Gates)	Saturday, July 6th
Law & Disorder (Classic Rock 'n Roll)	Saturday, July 13th
The Blue Breeze Band (R & B, Soul, Blues & More)	Saturday, July 20th
Louis van Taylor Quintet (Cool Jazz)	Saturday, July 27th
Guitarist Brian Hughes Band (Contemporary Latin-Jazz)	Saturday, August 3rd
Upstream (Reggae, Calypso, Soca & Steel Drum Music)	Saturday, August 10th
The Groove (Oldies but Goodies)	Saturday, August 17th
Those Manning Boys & Friends (Music from Ireland)	Saturday August 24th

And... For Our Grand Finale... Saturday, Sept. 7th
Back by Popular Demand, Hot August Night Staring Dean Colley in a Tribute to Neil Diamond
Presented By: Community Events & SSGA

Thank You to our generous sponsors



MonteCedro
 The art of life in harmony



Rotary Club
 Of Altadena



*Georgia Rutherford
 In memory of
 Don Rutherford*

