

November 14, 2013

This Week
Minh Q. Luu
Vice President,
External Affairs
Boys & Girls Club
of Pasadena
Program Host:
Mike Noll

Born in Vietnam and raised in Pasadena after his family emigrated here in 1979, Minh Luu is a testimony for immigration reform. As a youth, Minh took advantage of the many programs of Boys & Girls Club of Pasadena. This is also where he got his first job right out of high school while attending Cal State University, Northridge pursuing his degree in Sociology.

20 years later, Luu has developed and implemented many key youth program initiatives, connecting funding streams to support them. He participated in Leadership Pasadena 2007-2008 and even spent some time on the dark side (Kiwanis of Altadena/Pasadena). He will be accompanied by board member Blake Longo, owner of A.J. Longo & Associates in Pasadena.



Dollar & Sense
 by President
 Dennis Mehriinger

We celebrate
their Service

This week we celebrate Veterans' Day or, as it was first called, *Armistice Day* when it became a Federal Holiday in 1926. It honors the peace agreement negotiated by President Woodrow Wilson that resulted in a cease fire ending the hostilities of World War I at 11a on November 11, 1918.

Actually, the United States only participated in the Great War (as it was originally called) from April 6, 1917 until November 11, 1918. After President Wilson's reelection in 1916 on the promise of keeping us out of the European war, it was less than one month after his inauguration that he asked Congress to declare war on Germany, Austria-Hungary, and Turkey. Congress quickly obliged. 4,000,000 troupes were mobilized and 110,000 died over the next 19 months. However, 43,000 of the deaths were attributable to the flu epidemic which killed millions of people in the USA in 1915-1917 — known as the Spanish Flu.

The US got absolutely nothing for its involvement since President Wilson got sick on the ship returning from Europe and eventually died so he could not par-

ticipate in the final treaty negotiations. The French and English made out like bandits ... literally.



The Austro-hungarian Empire was destroyed as a country that originally entered the war with 676,000 square miles of area and 72,000,000 people was reduced to a tiny, less significant country of 32,000 square miles and only 8,000,000 in population. The Ottoman Empire based in Turkey was reduced from 696,000 square miles to 302,000 square miles and its population shrunk from 124 million to 70 million. More important, the dominance of Suni Arabs in the middle east was reduced, giving the more violent Shia Arabs a power base from which they could expand. The Brit-

Please turn to Dollars & Sense, p. 2

Creeters

November 14
Anthony Hill

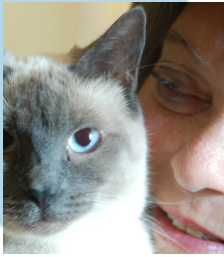
November 21
Boyd Hudson

November 28

Thanksgiving -- Dark

Program Review

In the Presence of Royalty



It's Thursday, November 7, and several of us are at our appointed meet-

ing place for the day: San Marino Community Church — Tony Hill, Freddy Figueroa, Tom McCurry, John Frykenberg, Dennis Mehringer, Jim Gorton, Theo Clarke, Craig Cox, Charles Wilson, Steve Cunningham, Ed Jasnow, Mike Noll, Julius Johnson, Ray Carlson, John Casci, and I.

This is our annual meeting as guests of the San Marino Rotary Club, with the

stated purpose that it is our chance to meet the Rose Queen and her Court. Unlike last year, when we arrived one week late, we were on time on the correct day. And we got to meet Queen Ana Maria Acosta from Altadena and five of her six princesses: Sarah Hansen, Kayla Johnson-Granberry, Jamie Kwong, Katherine Lipp, and Elyssia Widjaja. Princess Elizabeth Woolf was not present.

Princess Jamie Kwong was at my table. She related the story that she first met a Rose Princess when she was in the second grade and was very impressed and decided then that she wanted to be one. Now she knows that dreams can come true.

Each of the girls was asked what success meant to her. Princess Kayla Johnson-Granberry said that success to her was to *follow your dreams* and doing what you love to do. Princess Sarah Hansen said that it was remaining true to the foundation that her par-



ents set. Princess Elyssia Widjaja said that it was seeing your dreams come true and setting the best example that she could for others. Princess Katherine Lipp said that she had already tasted some success when she made the royal court. And Queen Ana Maria Acosta said that it was seeing your dreams come true and accomplishing goals through hard work. *Jacque Foreman* ☺

November Foundation Month

Program Chair, Mike Noll
Nov 21 - John Casci - Craft Talk
Nov 28 - Thanksgiving - Dark

Dollars & Sense

Continued from p. 1

ish and French added several colonies in North Africa at Turkey's expense. However, despite experiencing over 1,000,000 casualties at the hands of the Turks, the Armenians got nothing.

The two most significant historical events coming from the aftermath of World War I was the brief democratization of Russia which, in 6 months, led to its collapse and the establishment of the first major communist power in the world. Also, despite the warnings of the famous economist Lord Keynes, that excess reparation payments might destroy the German economy, the French insisted on large payments plus took over control of the Rhineland (Ruhr region) and the Saar Valley — the two most heavily industrialized sections of Germany. As Lord Keynes predicted, the German Mark went to almost zero in value and, therefore, the payments to France were virtually worthless.

The last big issue was the actual German negotiating team. It was hand picked by Kaiser Wilhelm and had two Lutheran and two Jewish members. This fact — plus the collapse of the Mark — gave Hitler the ammunition to blame Germany's problems on the Jews.

This day commemorates our brave soldiers, but it is also full of historical lessons for countries and diplomats to learn from in the future. ☺

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
Altadena Town & Country Club
2290 Country Club Drive • Altadena, CA
626-794-7163

Rotary Int. Pres. Ron Burton
Dist 5300 Gov. Miles Petroff

Officers

Dennis Mehringer, Pres. Bus. 626-577-9800
Hal Yorke, Pres. Elec. Bus. 818-354-5515
Julius Johnson, V. Pres. Bus. 626-797-1186
Gordon Seyffert, Sec. Bus. 626-345-0658
Mike Noll, Treas. Bus. 626-683-0515

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Julius Johnson • Mike Zoeller • Hal Yorke

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Jacque Foreman Acting Publicity
Jacque Foreman Sparks/Website
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Craig Cox Community
John Frykenberg International
Tom McCurry Youth Contests/Awards
Mike Zoeller Youth Projects
Ray Carlson Vocational
Steve Cunningham Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

Congratulations



Birthdays



11-08 - Sterling Louviere
11-13 - Ed Jasnow
11-26 - C. Ray Carlson
11/26 - Roger Fennell



Anniversaries



11/01 - Jacque Foreman (Bruce Conroy)
11/06 - Hal & Barbara Yorke
11/24 - Carlton & Julie Gustafson



A Chilling Halloween Tale

Written by Brian King

Once upon a Rotary year-y, while I pondered, growing a bit leery,
Over whether every Rotarian, would give \$100 or more.
My mind raced, now more wary, suddenly what I saw was terribly scary.
More so than ghosts or monsters or something rapping at my chamber door.
It was the image of a child, paralyzed, crawling on a dirt floor.
Only this and nothing more.

Ah, but this child I did not know, as she pained and suffered so.
Would not someone else see she was not left upon that dirty floor?
Rapidly my fear turned to sorrow for this child may have no tomorrow.
She was just another crawler, helpless and always to be poor.
Leaving it to someone else, leaves her on that dirty floor.
Nameless and alone for ever more.

More images now, my fear grew stronger; hesitating then no longer.
Poverty, illness, hunger and so many victims of conflict and war.
So many living a nightmare, with whom our good fortune we can share.
No water or food or one to care; no education, for millions no open door.
No opportunity; no bright future, neither nor.
Darkness there and nothing more.

Who will help those in need; this desperate call who will heed?
"Sir," said I, "or Madam", truly your support I implore;
Every Rotarian, everywhere, help end this chilling tale if you dare,
help those in great despair, in our backyard and on another shore.
'O the ways you can help are so many, please do explore.
And change the life of a child—forevermore!

And every Rotarian, with no hesitation, responded without consternation,
giving every year \$100 and even more.
And the children's eyes have all the seeming, filled of hope; and dreaming;
their smiles now beaming, as Rotarians' generosity there was an outpour;
And the lives of millions with so little to live for,
shall be lifted—forever and ever more!

In Search of a District Governor for Rotary Year 2016 / 2017

Each year in January, the District 5300 Nominating Committee convenes and Interviews members of District 5300 to select a District Governor. This year, on Saturday, January 11, 2014, the Nominating Committee will convene and interview members to select the District Governor for Rotary Year 2016/17.

If any member of the Altadena Rotary Club is interested in becoming a District Governor, that person must complete an application* and send it to Charles M. Barr, PDG.

The interviews will start about 9:30a on Saturday, January 11, and each will last approximately 45 minutes.

The application deadline is December 31, 2013.

If you have any questions about the interview process, please feel free to contact Charles M. Barr, PDG by email: pdgcharlesbarr@gmail.com ☺

*Both President Dennis and your editor have PDFs of the application.

>The interviews will take place at the Spring Valley Lake Country Club in Victorville, California.



MONEY by Linda Wilkes MATTERS

Economic Update In the News

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — rose 1.3 percent in August after a 1.8 percent increase in July. On a year-over-year basis, when compared with August 2012, prices rose 12.8 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending October 25 rose 6.4 percent. Purchase volume rose 2 percent. Refinancing applications increased 9 percent.

Pending home sales, a forward-looking indicator based on signed contracts, fell 5.6 percent in September. On a year-over-year basis, pending home sales were 1.2 percent lower than September 2012.

Industrial production at the nation's factories, mines and utilities rose 0.6 percent in September, following a 0.4 percent increase in August. Compared to September 2012, industrial production has increased 3.2 percent. Capacity utilization rose to 78.3 percent in September from 77.9 percent in August.

Retail sales fell 0.1 percent to \$425.9 billion in September. This follows a 0.2 percent increase in August. Compared to September 2012, retail sales have increased 3.2 percent.

Total business sales increased 0.3 percent to \$1.297 trillion in August, up 4.2 percent from a year ago. Total business inventories also rose 0.3 percent to \$1.668 trillion in August, up 3.1 percent from a year ago. The total business inventories/sales ratio in August was 1.29.

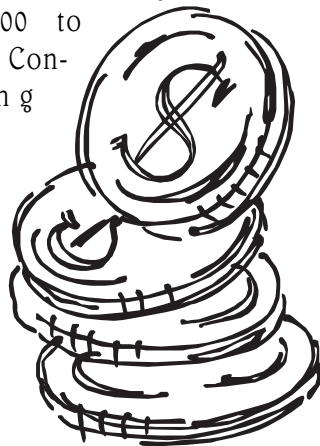
Consumer prices rose 0.2 percent in September, following a 0.1 percent in-

crease in August. Compared to September 2012, consumer prices have risen 1.2 percent. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.1 percent in September.

Manufacturing activity rose to 56.4 in October after a reading of 56.2 in September. A reading above 50 signals expansion. It was the fifth consecutive month of expansion and the strongest reading since April 2011.

Initial claims for unemployment benefits for the week ending October 26 fell by 10,000 to 340,000. Con-

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The less volatile four-week average of claims for unemployment benefits was 356,250.

Upcoming on the economic calendar are reports on factory orders on November 4 and gross domestic product on November 7.

Big Idea

Use a Gap Analysis to Improve Your Business

Gap analysis is a technique used to measure the difference — or as the name implies — the gap between actual performance and desired performance. Here are the essential steps of conducting a gap analysis.

Identify Areas of Improvement - The first

step in a gap analysis is to select an area you want to improve. This could be sales performance, customer service, pipeline management, office inefficiencies, etc.

Identify Who's Involved - Once you target what you want to improve, determine who needs to be involved in an internal review of performance. If your analysis involves your customers, you'll have to conduct an external review of customer satisfaction/expectations.

Establish Current Performance - At this stage you need to gather as much data as possible. This will be easier with more quantifiable issues, such as sales performance. For less quantifiable issues, such as customer satisfaction, try using customer surveys with a numerical response scale.

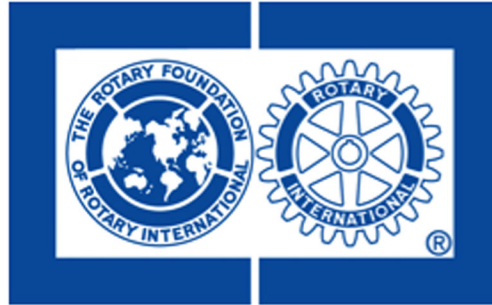
Identify Desired Performance - Once you have established your current performance, you need to identify your desired performance. Once that's determined, an analysis of the two will identify your gaps.

Close the Gaps - Closing gaps should involve establishing realistic goals or benchmarks that should be pegged to a timeline. Quantify the improvement with data points so you can measure the progress. Then plot that data onto a chart so success can be visualized. Finally, you might consider various incentives for attaining benchmarks toward the desired level of performance.

The essence of a gap analysis is that, once issues have been identified, they can be improved. Make use of this helpful technique to take you from where you are to where you want to be. ☉

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

IN APPRECIATION OF YOUR SUPPORT OF



The Rotary Foundation

YOU ARE CORDIALLY INVITED TO ATTEND
ROTARY INTERNATIONAL

District 5300 Foundation Dinner

*A celebration honoring individual Rotarians & Rotary Clubs
For their Service to Humanity through The Rotary Foundation*
WITH KEYNOTE SPEAKER



Rotary International President

Ron Burton

FRIDAY EVENING, JANUARY 3, 2014
DOUBLETREE HOTEL, ONTARIO AIRPORT
RECEPTION & PHOTO OPPORTUNITY – 6:30 P.M.

DINNER - 7:30 P.M.

BLACK TIE OPTIONAL

Purchase your tickets on before December 5th: \$99.00 per person
Purchase your tickets after December 5th: \$125.00 per person

[Register Now](#)

District Rotarian Registration:  [Register NOW](#) for District 5300 Foundation Dinner - January 03, 2014

Non-Rotarian Registration: <http://www.IsMyRotaryClub.org/Register/GuestMemberExternal.cfm?EventID=77221461>

LOOKING FOR AN OPPORTUNITY TO MAKE A DIFFERENCE?

The Los Angeles County Superior Court is currently seeking qualified citizens who are interested in applying for the LOS ANGELES COUNTY CIVIL GRAND JURY.

Applicant must possess each of the following qualifications:

- *citizen of the United States;*
- *at least 18 years of age;*
- *a resident of Los Angeles County for at least one year;*
- *of ordinary intelligence, sound judgment, fair character;*
- *working knowledge of the English language.*

Primary functions of the Civil Grand Jury:

- *investigates county, city and joint-power agencies;*
- *acts as "watch dog" by examining carefully and completely the operations of various government agencies within Los Angeles County.*

Willing to volunteer 30-40 hours per week and earn \$60.00 for each full day of service?

2014-2015 Civil Grand Jury is now open for recruitment.

Deadline to submit an application is November 25, 2013.

For an application packet, please contact:

Los Angeles County Civil Grand Jury

Clara Shortridge Foltz Criminal Justice Center Building

210 W. Temple Street, 11th Floor Room 11-506

Los Angeles, CA 90012

Telephone No. (213) 893-1047

Fax No. (213)229-2595

For forms online: <http://www.grandjury.co.la.ca.us>