

February 06, 2014

This Week

**Ted Moreno,
 Certified
 Hypnotherapist
 Program Host:
 John Frykenberg**

Been Hypnotized By Nicole Kidman or Kathrine Zita Jones Lately?

This week's speaker, Ted A. Moreno, Certified Hypnotherapist and Success Performance Coach may not have the looks, but he does have the credentials to keep you spell bound and focused on whatever you would like to concentrate upon.

Hypnotist, success coach, creator of the *Moreno Method* for life transformation, he is also a published author, educator and speaker. For over 10 years, Moreno has been helping his clients deal with fear, anxiety, negativity and bad habits such as smoking and procrastination (*manana*).

He lectures and teaches classes
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Dollars & Sense
 by President
 Dennis Mehriinger

Anna Gordy Gaye . . . the Life of an Entrepreneur

Anna Gordy Gaye the sister of Berry Gordy and ex-wife of Marvin Gaye died of natural causes at her home in Los Angeles on Friday, January 31, at age 92. In 1959, Billy Davis and Anna and her sister Gwen started Anna records in Detroit, Michigan. They wanted their brother Berry to be president of Anna records but he wanted to strike out on his own, so he formed Tamla Records. Anna Records' first big hit was "Money (that's what I went)" which was written by Anna.

The Gordy family started out as a poor, black family that grew up on West Grand Boulevard in Detroit. Berry was a high school dropout. In the early sixties, these two labels were merged under one holding company called Motown Records, which, to this day, has produced more hits than any other American record company. By the mid-60s, the whole Gordy family had positions in the company including: father Berry, Sr., brothers Robert and George and sister Esther had joined Berry, Anna, and Gwen had joined Motown records.

West Grand Boulevard in Detroit became Hitsville, USA with the purchase of additional houses as follows:

- the original home housed the administrative offices on the first floor and living quarters on the second floor for the Gordy family and some of the early artists on the second floor;
- a second house became the Jobete Publishing company in 1961;
- a third became Berry Gordy enterprises in 1962, with executive offices;
- a fourth became the finance department in 1965 to track and collect all of the revenue;
- four more homes were purchased in

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Greeters

February 06

Mike Noll

February 13

David Smith

February 20

Wilbert Smith

Program Review



The Chinese Garden at the Huntington Library and Gardens

There were clouds in the sky this past Thursday (January 30) as we awaited a much needed rain storm. This provided a perfect setting as Suzy Moser, the Director of Advancement at The Huntington Gardens, came to speak about the many aspects of the Huntington Library and Gardens, along with the next phase of the Chinese Garden the Hunting-

ton.

The Huntington Library was built on the three obsessions of Henry Huntington: rare books, English art and rare and unusual specimens of plants. Although the public cannot use the collection of over 9 million books in the library, which is designed for scholars and researchers, the public can enjoy the four art galleries for which it is most famous, along with the 15 themed gardens, including the new Chinese Garden.

The Huntington Library and Gardens sits on 260 acres, 160 for which are developed in the heart of San Marino. Taking up 12 acres, is the new Liu Fang Yuan Garden of Flowering Fragrance. The Chinese Garden has been "the most challenging and most expensive project ever taken on at the Huntington Gardens," according to Moser. There was already a Japanese Garden at the Huntington Gardens, but, with the growing Chinese community in the area, those at the Huntington Gardens, wanted to build a themed garden to speak to this community.



The Chinese Gardens were conceived by Jim Folsum in the 1990s. The funding for the Chinese Garden project relies on donations and endowments. The original endowment, by Peter Panniker, of \$10 million dollars, got the project under way

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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

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

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 Hal Yorke, Pres. Elec. Bus. 818-354-5515
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 Mike Noll, Treas. Bus. 626-683-0515

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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

February

World Understanding Month

Program Chair, John Frykenberg

February 06 - Ted Moreno, hypnotherapist
 February 13 - To be Announced
 February 20 - Kenneth A. Wagner, Ph.D., Professor Emeritus of Political Science, California State University, Los Angeles will be discussing the Constitution, the President and the Presidency
 February 27 - Club-Level 4-Way Speech Contest - Program Host: Kevin Moore

Congratulations



Birthdays



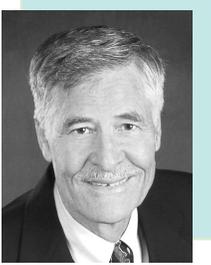
02/02 - Julie Gustafson
 02/07 - Freddy Figueroa
 02/08 - Mike Zoeller
 02/10 - Julius Johnson
 02/14 - Ruth Reeder
 02/16 - Joan Frykenberg
 02/28 - Wendy Davis Noll



Anniversaries



02/03 - Susan & Don Applegate
 02/17 - Ed & Mona Jasnow



Altadena's RYLA Project

Rotary Youth Leadership Awards (RYLA) is an intensive, two-and-a-half-day leadership training program for District 5300 high school juniors who have been chosen for their leadership potential. In addition to the development of leadership skills, RYLA is meant to develop an understanding of Rotary among youth participants and to reinforce and provide recognition for their efforts, accomplishments, skills and potential as leaders. Rotarians serve as facilitators to the students' learning and discovery, as well as role models of Rotary ideals of the Four-Way Test and *Service Above Self*. The 2014 RYLA event will be held April 25, 26 and 27, at Camp Whittle, Big Bear.

The Altadena Club has a long history of participating in the RYLA program, rou-

Dollars & Sense

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1966 to house additional administrative offices, a separate home for artist development, and separate home for International operations.

By the end of 1966, Motown records had grown from \$800 in initial capital with family only employees in 1959 to 450 employees with over \$20,000,000 in revenue. From 1959 to 1971 Motown had 110 top 10 hits.

This is one of the great American entrepreneurship success stories. One of the Gordy nephews was once a member of our club.

tinely sending two girls and two boys to the program from Muir High School, and a number of our members have volunteered as RYLA facilitators. Some recent RYLA facilitators from our club include Tony Hill, Craig Cox, Gordon Seyffert and Hal Yorke — my apologies if I have left someone out of this list.

But this year we got off to a slow start and have had to do some catchup in order for the club to participate. My thanks to Tony Hill, who contacted the District and was able to register Altadena for the 2014 program, even though we were late in signing up. Muir is now helping recruit candidates, and we will be conducting interviews to select two girls and two boys, plus a complete set of four backup participants who will attend if any of the four finalists is unable to make the event.

Tony Hill will chair the committee, and Tom McCurry and I will be committee members. If you'd like to join us, please contact Tony. Also, club members who are interested in becoming RYLA facilitators can contact either Tony or me. Members who have participated as facilitators in the past will confirm that the experience was one of the most rewarding of their Rotary careers.

This Week

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on hypnosis, self-hypnosis, motivation, and living mindfully. His book, *The Ultimate Guide to Letting Go of Negativity and Fear and Loving Life* is available on Amazon.com.

Moreno is an Honors Graduate of the Hypnosis Motivation Institute, the nation's first accredited college of hypnotherapy. An accomplished musician and singer, he lives in San Dimas, California and is married with two beautiful daughters.

Program

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in 2001. When the project is complete, it will have cost \$52 million dollars.

Gean Chen, the architect on the project, drew up the plans based on the Sujo Gardens in China. The plan included the actual rocks and limestone, which are worn by the weather, from that region in China, to be brought over, but also the workers from China who came to build the gardens.

Moser said her job was to try and raise money from the Chinese community to fund this project. She asked the head of a

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**SUPPORT
SIERRA MADRE
FUNDRAISER**

SEE PAGE 6

> > NEXT BOARD MEETING < <

**TUESDAY, FEBRUARY 06, AT 6:15p
260 S. Los Robles, Pasadena
3rd Floor Conference Room**



MONEY by Linda Wilkes MATTERS

Economic Update In The News January 27, 2014

Existing home sales rose 1 percent in December to a seasonally adjusted annual rate of 4.87 million units. Existing home sales for all of 2013 were 5.09 million, 9.1 percent above 2012 and the highest rate since 2006, when sales reached 6.48 million. The inventory of unsold existing homes on the market fell 9.3 percent to 1.86 million in December, a 4.6-month supply at the current sales pace.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending January 17 rose 4.7 percent from the previous week. Purchase volume fell 4 percent. Refinancing applications increased 10 percent.

The index of leading economic indicators — designed to forecast economic activity in the next three to six months — rose 0.1 percent in December, following a 1-percent increase in November.

Consumer prices increased 0.3 percent in December, following a flat reading in November. Compared to a year ago, December consumer prices have risen 1.5 percent. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.1 percent in December.

Industrial production at the nation's factories, mines and utilities rose 0.3 percent in November after a 1 percent increase in October. Compared to a year ago, industrial production in November has increased 3.7 percent. Capacity utilization rose to 79.2 percent in November

from 79.1 percent in October. Industrial production is now 0.9 percent above its pre-recession peak in December 2007.

Retail sales fell 1.9 percent for the week ending January 18, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 0.9 percent.

Initial claims for unemployment benefits for the week ending January 18 rose by 1,000 to 326,000. Continuing claims for

the week ending January 11 rose by 34,000 to 3.056 million. The less volatile four-week average of claims for unemployment benefits was 331,500.

Upcoming on the economic calendar are reports on new home sales on January 27, the housing price index on January 28 and pending home sales on January 30.

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

Program

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Chinese shipping company for 100 containers for rocks from China to be transported. She also asked Air China for 100 round-trip tickets for the workers, who were to build the project.

Phase one was completed in 2001, and the second phase of the project was started in 2009. The project relies mainly on donations from the Chinese community. In 2005, the Chinese Gardens started to receive gifts for the second phase of the project. Then in 2009, with the recession, the giving from the Chinese community dried up. The Huntington Gardens

needed \$20 million dollars more to complete the project.

Now, with the growing economy, the Huntington Gardens is again receiving contributions to complete Phase Two of the project.

Phase Two of the Chinese gardens, has a wave-less boat, along with a lakeside stage that has been designed for performances, music and drama. According to Moser, the Chinese Garden at the Huntington is becoming the *center of Chinese culture* in the area. *John Casci*

For more photos, turn to p. 5



Program

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**The Chinese Garden
The Huntington Library
and Gardens**





The Rotary Club of Sierra Madre
 Invites you to renew your vows of marriage on
 Friday, February 14th
 at 5:30 P.M.

The Villa at Alverno High School
 200 North Michillinda Avenue, Sierra Madre, CA 91024

Proceeds from this Sierra Madre Rotary event will benefit our Water Project in Tanzania.

----- -detach and return with check-----

Name of Couple: _____ Number of Years Married: _____

Phone number: (____) _____

May Rotary publish your name as a participant in this event? YES NO

\$30.00 per couple renewing vows.....\$ _____

\$10.00 per guest (\$10 x number of guests)=.....\$ _____

I/We cannot attend, I/We would like to donate.....\$ _____

Total.....\$ _____



Please make check payable to Compassionate Rescue

P.O. Box 683, Sierra Madre, CA 91024

**Compassionate Rescue supports Sierra Madre Rotary's International Water Project in Tanzania.
 Compassionate Rescue is a non-profit, tax-exempt charitable organization under Section 501(c)(3) of
 the Internal Revenue Code. Donations are tax-exempt as allowed by law.**