

January 09, 2014

This Week
Mid-Year Club Assembly
Planning for the next six months
Guest Program
Host: Dennis Mehringer

This week the Altadena Rotary Club will be holding its mid-term Club Assembly. This Club Assembly is intended to take a retrospective look at club accomplishments to date and planned activities to come.

President Dennis may take the podium and let us know what events and the upcoming programs he is planning as well as what will be happening within each committee. Or he may be planning on calling each committee/subcommittee chair to the podium to present his/her plans for the second half of the Rotary year.

If you are new to Altadena Rotary or have some time to donate, this is a great time to make plans and talk to Committee and Subcommittee Chairpersons. Think

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Dollars & Sense
 by President
 Dennis Mehringer

Perhaps our Job Problems are related to . . . MATH

Well, the results have been tabulated, and, once again, the USA's students are falling farther behind in Math. Thirty countries sent teams of their elite Math students to an international competition. The team from the USA finished 22nd. The average of all of the teams was a score of 494 out of 650. The US team scored 481. The top ten teams were from China, Singapore, Hong Kong, Taiwan, South Korea, Japan, Switzerland, Holland, Finland and Canada. The only countries to score lower than the USA were Sweden, Israel, Greece, Turkey, Kazakhstan, Chile, Mexico and Brazil.

Why? Who knows for sure but my educated guess is *emphasis*. It is not cool in the USA to be good at Math. My personal recent experiences are two. My friend Tom has a brilliant young son who was good at all levels of Math and Science and seemed to be headed for an engineering career. However, after numerous visits with his public high school counselor and acceptance at UC Santa Barbara, he was off to film school. Five years later he has gradu-

ated with his BA degree in Film and has not one but two jobs in Film. However, both are at minimum wage, and last year he cleared a little more than \$20,000 while his classmates in Math and engineering had multiple job offers north of \$60,000 per year to start. However, maybe he will be the next Tom Cruise — someday!

My second personal experience is another close friend whose son was interested in Computer Science. She requested advice from my son who, at age 40 has had a moderately successful career in this area. However, after a few visits with his high school counselor at a completely different school (this one private), he an-

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Greeters

- January 09
Sterling Louviere
- January 16
Tom McCurry
- January 23
Joshua Miller

Program Review



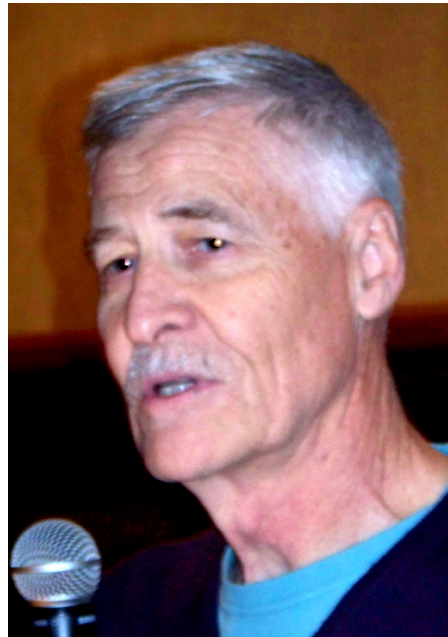
Retro Craft Talks

Mike Zoeller (30-year member) and Ed Jasnow (23-year member) gave updated craft talks. They shared what has transpired in their lives since their original craft talks.

Mike Zoeller was first, and recalled that, in his first craft talk after he became a member in 1983, he was General Manager of the Bell and Howell facility that

produced products for the military and aerospace industries. In the mid-1990s, Bell and Howell closed the facility due to the downturn in these industries in Southern California, and Mike was asked to give a second craft talk to explain how it felt to be unemployed at his age and that particular stage of his career.

At about this time, he, with a partner, purchased a business that produces specialty electrical resistors for all kinds of industries. This company, Riedon, developed a niche of producing very specialized resistors, usually associated with very short production time frames. Zoeller was 55 years old when he undertook this venture, and, by 1996, they had 80 employ-



ees. They currently have 140 employees, with two manufacturing facilities — one in Alhambra, and one in Tecate, Mexico. The Zoellers (Mike and Carol) celebrated their 50th wedding anniversary last year.

Ed Jasnow recalled how he became a Rotarian in 1990, and that his sponsor was Steve Saunders of JPL. He told us how he worked for the Metro rail system in Washington, DC and procured most of the equipment for that project. He told how he was recruited by JPL for a big project to measure the earth's gravitational field, and, after his interview trip, he returned home to Dulles Airport in the middle of

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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
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 Gordon Seyffert, Sec. Bus. 626-345-0658
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Directors

Ed Jasnow • John Frykenberg
 Gordon Seyffert • Sterling Louviere
 Julius Johnson • Mike Zoeller • Hal Yorke

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 Jacque Foreman Acting Publicity
 Jacque Foreman Sparks/Website
 Mike Zoeller Club Projects
 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

January

Foundation Month

Program Chair, Charlie Wilson

January 02 - No Meeting — Dark
 January 09 - Club Assembly — Mid-Term
 January 16 - To be Announced
 January 23 - To be Announced
 January 30 - To be Announced

February

World Understanding Month

Program Chair, John Frykenberg

Congratulations



Birthdays



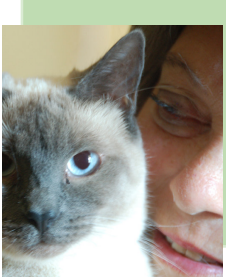
01/03 - Betty Ferris
 01/10 - Santosh Srivastava
 01/14 - Bill Reeder
 01/27 - Ann Rider Hill
 01/27 - Barbara Yorke



Anniversaries



01/03 - Jim & Karen Gorton
 01/04 - Mike & Carol Zoeller
 01/22 - John & Joan Frykenberg



Gratitude marketing for Altadena Rotary would consist of sending thankyou cards to each of our speakers and our visitors.

Our speakers might be divided into two categories: those we wish to invite to return and consider membership and those we just wish to thank. So, we would need to set up two "Speaker Campaigns" because the message would be different. For those we wish to invite to consider membership, we might want to set up a second card that arrives a couple of weeks later that reinvites the person and gives a contact name. The contact should then take it upon him-/herself to contact the speaker and personally invite him/

Gratitude Marketing . . . *Can we do more or do it better . . . should we?*

her to come back and consider membership. I can create the campaigns and send the cards, but it is up to each program chair to obtain the snail mail address and determine which campaign is the correct one — just a thankyou or a thankyou and an invitation to consider membership.

Our visitors/guests should — for the most part — fall into the category of wanting to invite them back. It is quite likely that this campaign would contain two (2) or three (3) consecutive cards. In addition, the person who brought the guest should take it upon him-/herself to stay in contact and personally invite his/her guest to return and consider membership.

This can be done with email, I hear you shout. Yes it can, but when have you seen someone put an email on his/her desk? And

there is no reason why we cannot create a *combo card/email campaign*.

Before you sneer and reject what I have suggested out of hand, think ... do you like receiving birthday and anniversary cards? Do you think/feel that someone cares about you? I ask you: Should we pass this feeling on to our speakers and guests? ○

This Week

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about your interests and which committee/subcommittee is a best fit for you.

This year our mid-term Club Assembly will be held at our regular meeting place — The Altadena Town and Country Club. Those present will be hearing about new ideas and programs. Since the club has been dark for two weeks, Jacque Foreman is likely to email blast the membership as a reminder of the meeting.

Plan to come, ask questions and support your Altadena Rotary Club by being an active participant. ○

Dollars & Sense

Continued from p. 1

nounced he wants to major in film. Perhaps, someday, he will be another John Travolta!

How can our local Rotary Club in Altadena make a difference in this national problem? Well, how about some kind of Math contest or prize in our adopted schools. We have some of the most interesting scientists I have ever experienced right in our club. Any suggestions? ○

Program

Continued from p.2

an ice storm (he is a great storyteller). He vowed to his wife Mona to move to California if the job were offered, and it was.

In 1995, he transferred from JPL to Caltech to work on the gravity project that has kept him occupied over all these years. Along the way, his children



have married. By 2010, he was the proud grandparent of 7 grandchildren. (He also told us about the incredible birth of a grandchild in Maryland being born in a snowstorm, with help from the fire department and the National Guard).

This was a very fitting end-of-the-year program for Altadena Rotary: to hear from two beloved members who updated us on their lives since their original craft talks. ○



MONEY by Linda Wilkes MATTERS

Economic Update In The News December 30, 2013

New home sales fell 2.1 percent in November to a seasonally adjusted annual rate of 464,000 units. October's initial reading of 444,000 units was revised up to 474,000 units, which was the highest rate since July 2008.

On a year-over-year basis, new home sales were 16.6 percent higher than November 2012. At the current sales pace, there is a 4.3-month supply of new homes on the market.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending December 20 fell 6.3 percent from December 13. Purchase volume fell 4 percent. Refinancing applications decreased 8 percent.

Industrial production at the nation's factories, mines and utilities surpassed its pre-recession peak of December 2007, rising 1.1 percent in November after a 0.1 percent increase in October. Compared to November 2012, industrial production has increased 3.2 percent. Capacity utilization rose to 79 percent in November from 78.2 percent in October.

The Reuters/University of Michigan consumer sentiment index for December's final reading rose to 82.5 from November's final reading of 75.1. It was the best reading since July. The current conditions component jumped from 88 to 98.6. The expectations component rose from 66.8 to 72.1.

The index of leading economic indica-

tors — designed to forecast economic activity in the next three to six months — rose 0.8 percent in November, following a 0.1 percent increase in October.

Orders for durable goods — items expected to last three or more years — increased \$8.2 billion, or 3.5 percent, to \$241.6 billion in November. This follows a 0.7 percent decrease in October. Excluding volatile transportation-related goods, November orders posted a monthly increase of 1.2 percent.

Initial claims for unemployment benefits for the week ending December 21 fell by 42,000 to 338,000. Continuing claims for the week ending December 14 rose by 46,000 to 2.923 million.

The less volatile four-week average of claims for unemployment benefits was 348,000.

Upcoming on the economic calendar are reports on pending home sales on December 30, the housing price index on December 31 and construction spending on January 2.

Big Idea


5 Ways to Deepen Your Customer Base and Forge Partnerships

Essential to any sales professional is the ability to move from relationship to referrals. The most effective way to do this is to deepen your customer base and forge partnerships with your most important clients. Here are five ways to engage them:

- 1 Begin by identifying your **best of the best**. If you have 100 people in your database, identify your top 10; if you have 1,000 in your database, highlight

the top 100. Give this elite group your premium service.

- 2 Dedicate yourself to remembering and acknowledging these clients on a personal level. Know where they live and work, their favorite teams and hobbies, their children's names, ages, birthdays and schools they attend, and so on.
- 3 Meet with these clients on a one-on-one basis. That's the most important and impactful manner of communication. Pick up the phone and invite them to lunch, or invite them to a special local event.
- 4 Make everyone in this inner circle feel extra special. If you know that a top client is a long-distance runner, share the article you uncovered about a grueling ultra-marathon. Pinpoint and personalize all of your communications for every member of this select audience.
- 5 Find ways to support the interests and causes of this core group. If you know they're participating in a fund-raising walk, do more than donate — join them. It's when you get in the trenches with your clients that you truly build unshakable bonds of loyalty. That's how you build the foundation for growing your business.

In the social media era, engaging and communicating well with the right people are even more critical. In the rotary phone-dialing days, if you did a phenomenal job, your client might tell three people about you. Now if you do a phenomenal job, they'll tell 300. 

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

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>