

May 15, 2014

## This Week

### JROTC Awards ROTC Scholarship & Academic Scholarship Awards Program Host: Tom McCurry

Join us this Thursday to celebrate the awarding of Junior ROTC scholarships to two (2) students each from Muir, Blair, and Pasadena High Schools.

In addition, we will be awarding academic scholarship awards to two (2) students from Muir High School and two (2) students from Eliot Middle School.

The funding for these awards comes from the endowment provided by American Legion Post 470, which directs us to promote Americanism in our community.

We will have a color guard that will represent students from each of these schools.

Let's encourage these young people!



## Dollar & Sense

by President  
 Dennis Mehriinger

### What will Change? My Predictions for the Next 25 Years

The last 25 years has seen an accelerated rate of change that has been difficult to fathom. Now, with the birth of my Twins, I have been pondering what the next 25 years might bring to them. Here are some of my projections:

1. What will technology bring us?
  - a) Phones and the computers contained therein will do everything tedious which does not require brain-power.
  - b) Hundreds of drones will be flying over our cities, performing all sorts of tasks from package deliveries to law enforcement assistance.
  - c) Top College educations will be available without ever setting foot on a campus. Personalized medicine will advance to the point where chips will be installed in our bodies which coordinate our genes with the various readings of our vital organs and signal deficiencies to our smart phones.
2. What professions will die out?
  - a) Diamond miners,
  - b) Airline pilots,
  - c) Auto mechanics and
  - d) Personal bankers.
3. What current items we commonly use will disappear?
  - a) Computer keyboards,
  - b) Cash,
  - c) The computer mouse, and
  - d) Keys.
4. What current social practices will change due to public pressure?
  - a) Video, cellphone and internet surveillance will be reduced.
  - b) Artificial manufacturing of Food products will have to be fully disclosed and some of the current procedures eliminated.
  - c) Since technology is dominating change and women only occupy 25

Please turn to Dollars & Sense, p.3

## Greeters

May 15  
**Jacque Foreman**  
 May 22  
**John Frykenberg**  
 May 029  
**Jim Gorton**

# Program Review



There wasn't an empty seat last Thursday as those in attendance were anxiously awaiting the 4<sup>th</sup> annual Dewey Merrill Entrepreneurial Awards of Excellence — Business Plan Competition. Four local high schools, along with 3 districts, were represented in the competition; Blair High School, John Muir High School, Arcadia High School and San Marino High School.

**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

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 Dist 5300 Gov. .... Miles Petroff

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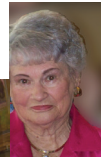
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 Editor, Design & Typesetting ..... Foreman Graphics  
 Photography ..... Jacque Foreman

## The Entrepreneurs of the Future

### 4<sup>th</sup> Annual District 5300 Dewey Merrill Entrepreneurial Awards

The idea of the competition was not just to find entrepreneurs, but to create jobs. Entrepreneurs create an average of four jobs each.

The program was opened by Dewey Merrill's wife, Phyllis Merrill. Later, Dennis Franklin spoke on behalf of the District Governor.



Andrew Washington was the first high school student to present his businessplan. He represented the Culinary Arts and Hospitality Academy at Blair High School. His business name was "Mei I have Sum", an Asian Fusion restaurant. Mei, meaning American in Mandarin and Sum, meaning dim sum. Andrew was in Beijing and brought back the idea of his restaurant, along with the idea of a *Lazy Susan* at each table. The menu was to include a variety of foods like ricotta cheese dumplings along with Vegan meals. Targeting young adults as his market, Washington is using social media as his marketing tool.

The next student was Connie Wu of



Arcadia High School. Her business, Green Tech, was designed to find alternate energy sources, like solar, for example. Wu stated that coal and natural gas are used today as energy sources, but, when the sources run out, there is need for alternative energy sources. Using solar would reduce the consumer's foot print. Green Tech's focus is to sell solar panels at wholesale. By letting Green Tech install the panels, the homeowner would get a rebate and a tax credit. Green Tech would first focus locally and then advertise to businesses.



The third presentation, was done by Efrain Segura of John Muir High School's Business Academy. His business, Up Grade — a remodeling company, has a focus on bettering the local community. With a plan of launching by 2015, Up Grade would help the City of Pasadena have better looking homes. Segura stated that other companies are just fixing existing problems, but Up Grade,

Please turn to Program, p.3

## May No Designation

Program Chair, Mike Zoeller

May 15 - JROTC Awards  
 May 22 - PCC Vocational Awards - Boyd Hudson, Guest program host  
 May 23 - (Fri.) Flags up for Memorial Day  
 May 29 - PCC Veterans' Awards - Craig Cox, Guest program host

## June Rotary Fellowship Month

## Congratulations



### Birthdays



04/13 - Alice Hudson  
 04/18 - John Frykenberg  
 04/29 - Mike Noll



### Anniversaries



04/27 - Sterling & Olga Louviere

## Familiar . . . But Not Really *Learning a New Version of Software used for Years*



That's exactly what I have been doing for the last week and a half. InDesign has replaced PageMaker 6.5 and the new CS6 PhotoShop has replaced PhotoShop 5. And soon I'll be looking at CS6 Illustrator, which is replacing Illustrator 08.

Lots of things are familiar, but a lot aren't. I'm happy about some of the differences and not about others. InDesign is, to me, a combination of Illustrator and

PageMaker 6.5. It's a typesetting program with some added features. One of the features I'm pretty sure I'm going to like is that I can make type into outlines. This does not refer to outline fonts, it refers to being able to take text — say in a brochure — and create outlines. The advantage is that, I no longer have to worry if the printer to whom I take a brochure has the font. PDFs are supposed to embed the fonts, but sometimes they don't, and type reflows, and often is replaced with a font that is not wanted.

In the past, I have taken brochures and other text items and taken them into Illustrator to create outlines of the text. This is a pain because the transposition from either Quark 5 or PM 6.5 is full of broken lines of text, sometimes with a period or other grammatic mark by itself. The challenge in this case is to be sure that every piece of type is found and realigned if necessary.

One of the InDesign features I don't like is that everything is bounded by a red outline. To me it looks messy. And, as I am working, text disappeared — poof. ☉

## Program

Continued from p.2

would have a *new design* — a *better design* — like it “came from Mars.” Up Grade would also use alternate energy sources, like solar and wind in the remodels. Segura finished by saying that Up Grade is going to “start a change; a revolution.”



The fourth and final presentation was done by Randy Xie and Matthew Hsiao of San Marino High School. Their business, Nano Tech, is going to *change the world of processing*, by using the new technology — Graphene. Nano Tech's main purpose is to sell their graphene processors to companies



like Apple and Samsung. Intel and AMD, Nano Tech's main competitors, use sili-

cone based processors. Nano Tech would use methane gas and copper to create Graphene, which would make up their processors. Xie and Hsiao stated “the startup cost was \$166,300.00, but could make up to an estimated \$500,000.00 in the first year.

After the last presentation, the judges left the room to decide the winner, along with the order of finish. First place would bring \$500, second place, \$300, third place, \$200 and forth place, \$100. Each student was then given an award from Representative Judy Chu's office and Assemblyman Chris Holden. When the final decision was in, first place went to Nano Tech, second Mei I Have Sum, third, Up Grade and forth, Green Tech. Congratulations to all four companies!

John Casci ☉

## Dollars & Sense

Continued from p. 1

percent of those industries, a lot more women will have to study engineering or their socio economic position vis-a-vis men will decline.

- 5) Finally ... my most unpopular prediction — American Football will go through a sea change of rules and regulations in an effort to decrease injuries and extend the life expectancies of its players. ☉

**SUMMER  
CONCERT SERIES  
ORGANIZATIONAL  
MEETING  
THURSDAY, MAY 15  
5:30p  
ALTADENA  
ALE HOUSE**



## Two Weeks Ago

### Who knew \$300 Could go So Far

All in attendance got to feel the pride of being a Rotarian in Altadena. The teachers who were recipients of our \$300 mini-grants program reported on how they enriched the classroom experience for their students! In all 38 grants were awarded to the teachers of the Pasadena Unified School District. To keep it organized I will list the school and teachers who were awarded the mini-grant's, and then list below a summary of what the teachers were able to purchase/ do with the help of the mini-grant.

**Altadena Elementary** (seventeen mini-grants) – Principal Greg White, and the recipients are:

- > Joan Louth – [Americanism](#) & Regular /// Lila Schob – Regular /// Vivian Alfonso – [Americanism](#) & Regular /// Marla Kaseff – Regular /// Soneth K. Yem – Regular /// Elizabeth B. Mortilla – [Americanism](#) & Regular /// Victoria Camargo – [Americanism](#) & Regular /// Regina Major – [Americanism](#) & Regular /// Panagiota Regopoulos – [Americanism](#) & Regular /// Armando Mayer – [Americanism](#) & Regular

How the mini-grants were used:

- Books and supplies for Social Studies and American History
- Books for California History and Geography
- Scholastic Weekly Reader Subscriptions
- Science Spin Magazine
- Plant and Garden Discovery
- Field Trip to Underwood Farms to harvest crops
- Expanded library in classrooms
- Set of books that Parents and Children read together
- Field Trip to the San Gabriel Mission
- Riley's Farm (Gold Rush Adventure)

- Supplies to teach Rocket Building Class
- Riley's Farm (American History and mock Revolutionary War Battle)
- Interactive and independent centers for the classroom

**Webster Elementary** (five mini-grants) – Principal Jeff Bauer, and the recipients are:

- > Monique Garza – [Americanism](#) & Regular /// Houry Sevani – [Americanism](#) & Regular /// Ossana Youssefian – Regular
- How the mini-grants were used:

- Bought an Aquarium for the reading corner of classroom
- Field Trip to the LA Zoo

**Franklin Elementary** (four mini-grants) – Principal Caroline Bermudez, and the recipients are:

- > Gretchen Elm – Regular /// ...T r a c y La Corte – Regular /// Jason Green – Regular /// ...John Newell – Regular
- Summary of how mini-grants were used at Franklin Elementary:

- Roald Dahl set of classroom books to inspire the children to read more children's literature
  - "Digging in the Garden" – planted drought tolerant plants that will thrive in our desert climate
  - Online center to assist students decode and read language properly
- Jackson STEM Dual Language Magnet Academy (previously Jackson Elementary) (awarded one mini-grant) – Principal Rita Esposito, and the recipients are:
- > Jocelyn Strickland – Regular
- How mini-grant was used:
- Historia set of books on the computer, interactive books with questions to increase comprehension of what they have read.

**Washington STEAM Magnet Academy** (previously Washington Middle School) (four mini-grants) – Principal

Merian Stewart, and the recipients are:

- > Darlene Davenport – Regular /// Armenui Manasarian – Regular /// Cynthia Beale – Regular /// Cynthia Abbott – Regular

How the mini-grants were used:

- Renaissance Project Display Board Supplies
  - Shakespeare in 10 minutes – complete acts of plays in ten minutes
  - 3-D Printing Filament – students started their own company and are currently making trumpet and saxophone mouthpieces that normally cost \$300, and selling them for \$5. The money earned enabled them to buy costumes, sets, marketing programs for their "How to Succeed in Business" play.
  - Ordered books on subjects like WWI, WWII, etc., which include accelerated testing online so teachers can get immediate feedback on reading comprehension
  - Scholastic magazines on various History topics
- John Muir High School (awarded three mini-grants) – Principal Tim Sippel
- > Cynthia Lake – Regular /// Monique Contreras – Regular /// Kimberly J. Sanchez – Regular

How the mini-grants were used:

- Art Dept. was able to take several field trips
- Bought cooking utensils, baking sheets and pans
- "Farm to Table Project" – students will feed the staff at least once a week with food grown and cooked from their own gardens on site.

**Pasadena High School** (four mini-grants) – Principal Gilbert Barraza

- > Rachel Jacalone – Regular /// Marcos Solorzano – [Americanism](#) & Regular /// Mary Hines - Regular

Summary was not given as none were able to attend the meeting





# MONEY by Linda Wilkes MATTERS

## Economic Update In The News

Pending home sales — a forward-looking indicator based on signed contracts — rose 3.4 percent in March after declining a revised 0.5 percent in February. On a year-over-year basis, March pending home sales were down 7.9 percent.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — was unchanged in February after a 0.1 percent decrease in January. On a year-over-year basis, prices have risen 12.9 percent when compared with February 2013.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending April 25 fell 5.9 percent from the previous week. Purchase volume fell 4 percent. Refinancing applications decreased 7 percent.

Total construction spending rose 0.2 percent to \$942.5 billion in March. Compared to March 2013, construction spending has risen 8.4 percent on a year-over-year basis.

The Commerce Department announced that gross domestic product — the total output of goods and services produced in the US — increased at an annual rate of 0.1 percent in the first quarter of 2014. This follows a 2.6 percent pace of growth in the fourth quarter of 2013.

Manufacturing activity rose to 54.9 in April after a reading of 53.7 in March. A reading above 50 signals expansion. It was the 11th consecutive month of expansion, and the overall economy grew for the 59th

consecutive month.

Factory orders rose \$5.3 billion, or 1.1 percent, in March to a seasonally adjusted \$493.9 billion. This follows a 1.5 percent increase in February. Excluding the volatile transportation sector, new orders increased 0.6 percent in March.

Initial claims for unemployment benefits for the week ending April 26 rose by 14,000 to 344,000. Continuing claims for the week ending April 19 rose by 97,000 to 2.77 million. The less volatile four-week average of claims for unemployment benefits was 320,000.

The unemployment rate fell from 6.7 percent in March to 6.3 percent in April. Employers added 288,000 jobs in April and revised the March figure of jobs gained from 192,000 to 203,000.

Upcoming on the economic calendar are reports on international trade on May 6 and wholesale trade on May 9.

### Big Idea Use Time Blocking to Increase Your Productivity

Typical employees spend 28 percent of their time dealing with unnecessary interruptions, according to a study by the consulting firm Basex. So if you're having



trouble finishing important activities, consider time blocking — the practice of dedicating regular intervals of your time to completing high-priority tasks. Think of time blocking as making an appointment

with yourself to eliminate distractions and focus on important matters.

It's best to build blocked time periods into your schedule — carefully considering the best time and location of your time block. In your calendar of choice, define your time block by name, break down the task by steps, if possible, and set your reminders.

Many experts recommend blocking your time into 30-minute segments. Once you begin a blocked-time schedule, devote your complete attention to the task at hand. Don't let interruptions or changes throw you off-task. Avoid checking email and texting. Let phone calls go to voicemail until after your blocked time ends.

Remember to stay disciplined and focus on only one single task. For example, if you're calling past clients from 9a to 9:30a and get a lead on a new prospect, don't discontinue your priority task of calling past clients. Follow up on that new lead after your blocked time has expired.

Time blocking also can be successful as a structured program for work groups. Group members choose tasks, such as past client follow-ups, and block out the same segment of time. Ignoring all other distractions, group members perform their tasks at the same time, which creates camaraderie and a motivating, energized environment. Participants say that performing tasks collectively removes inhibitions and compels the group to better perform the scheduled business-building activities. ○

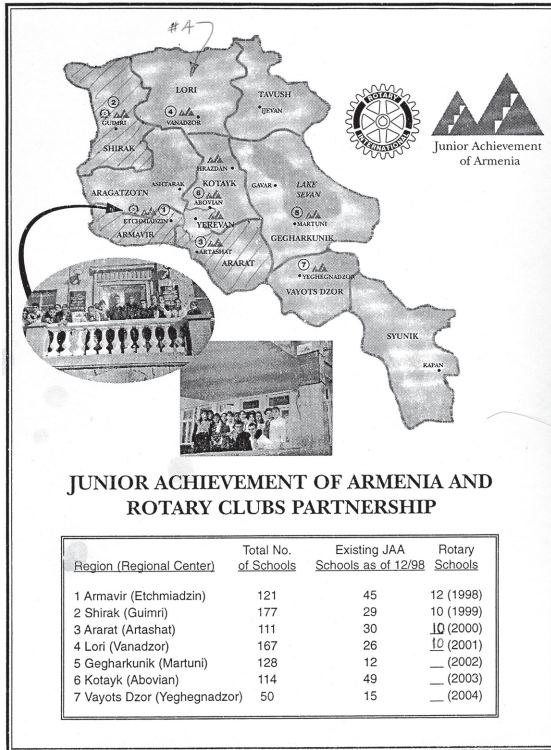
Find Linda Wilkes on line: <http://www.myprospectmortgage.com/lwilkes>



# Job Creation & Entrepreneurship

by C. Ray Carlson, District Chair,  
Vocational Service

## My Quarter Century in Rotary . . . How 170,000 Armenian Youth are Impacted each Year by JA



Our most phenomenal impact on a country's youth was in Armenia — formerly part of the Soviet Union. It became my *gold standard* of what we should seek to accomplish in other countries.

In 1994 our long-time club member, Luther Ekijian — a prominent Armenian-American architect — introduced me to Cynthia A. Tusan, Wells Fargo Bank executive and founder of Junior Achievement of Armenia (JAA). She had taught a Junior Achievement (JA) class in a high school in Orange County and decided that this was exactly what Armenian youth needed. The nation had been under Soviet communism for decades and needed to have free enterprise re-established.

The program in Armenia was launched in 1993 by Tusan's sister, Armine Hovannisian, graduate of the UCLA Law School,

who moved with her spouse and five children to Armenia for this purpose.

Tusan was seeking funding for the fledgling organization, so I arranged for her to speak at a Rotary District Assembly. The result was that several clubs offered to participate in each Matching Grant from the Rotary Foundation.

I worked closely with Beth Broussalian, JAA's grant writer and public relations person, in developing six Matching Grants over the span of seven years. I asked her for an outline map of Armenia with all ten provinces identified, the number of high schools and students in each, and an order of priority for funding. I still use the map as a model for how to get started in other countries.

I pledged to raise \$10,000 each year for 10 years to finance the start of the program in all 10 provinces. (Our Nigerian program is similarly focused, though at the university level) The funds were to provide curricular materials and to support instructors that traveled from high school to high school with the Junior Achievement (JA) curriculum. At the beginning, only about 2,400 students were in the program, and, after six Matching Grants and \$62,000, this had grown ten-fold to about 24,000 students.

As a result of JAA's appeals to the US Agency for International Development (USAID), they were amazed by the progress that resulted from Rotary grants. They

awarded 3.2 million dollars if JAA would focus on covering every high school in every province — effectively every student in the nation! That eventually led to 170,000 high school youth being impacted each year. By now, one third of the nation's population of 3-million has received a combination of civics and entrepreneurial instruction.

JAA now operates 56 training sites throughout Armenia. Hundreds of teachers have been sent to the US for training, and we have seen many of them at Altadena Rotary. Also, the top two students each year have been awarded trips to Washington DC and Los Angeles, and these students have spoken to our club, also.

I have urged Hovannisian to find a way to enlist a professional survey firm to ascertain how many businesses have been formed by JAA alumni and how many jobs have been created. This was done twice by JA Sweden of just those who had graduated ten years earlier. It was found that 24 percent had actually started a business, and these had hired — on average — four employees each. This translates to about five (5) jobs created for every five (5) trained, though not all from those trained. However, most will be instilled with an entrepreneurial literacy that should improve their job prospects and performance. This could eventually lead to higher paying managerial positions.

My next article will cover our efforts in Mexico and what can be done on a large scale.

Find Ray Carlson: [crayc@mac.com](mailto:crayc@mac.com), tel (626) 797-5462

# 2014 ANNUAL DISTRICT 5300 CONFERENCE

Thursday May 15, 2014 to Sunday May 18, 2014

**Event Name:** 2014 ANNUAL DISTRICT 5300 CONFERENCE

**Description:**



The Big Kahuna Miles Petroff invites you to enjoy the "Spirit of Aloha" at the 2014 District Conference! Join us May 15—18 at the Hilton Palm Springs Resort. Ohana means family and we want to see the District 5300 Ohana of Rotary out in full force! The cost is just \$209 for all five meals, with prices for individuals meals also available. **Meal and room prices go up April 24**, so [register now](#).

You'll enjoy golfing, the Palm Springs Street Fair, 4-Way Speech and Dan Stover Music contests, Rotary inspiration and, of course, the Tiki Lounges (hospitality suites)! You need to act now to secure your club's Tiki Lounge or space in the Ohana Hall, where you can show off your community service projects. More details are available on the flyer.

**Don't delay! You'd be lolo (crazy) not to come!**

[Conference Flyer](#)



[Hilton Palm Springs](#)

400 East Tahquitz Canyon Way  
Palm Springs, California, 92262-6605

TEL: 1-760-320-6868  
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[Tahquitz Creek Golf Resort](#)

1885 Golf Club Drive  
Palm Springs, California 92264

Thursday, May 15, 2014  
2:00 pm tee off, be there by 1:30

**Meal Cost:** Just \$209\*/person for ALL five meals! *Individual meal prices also available.* **\*\$239 after April 24.**

**Rooms:** Call now! (760)320-6868 Mention Rotary! \$125 (regular) - \$155 (suites) +tax. **Prices go up after April 24.**

**Register:** <http://www.directory-online.com/Rotary/index.cfm?EventID=77228040>

**Who to call for...**

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**For additional information, please contact:**

**Co-Chair:** Raghada Khoury (760) 559-3244 or Email: [raghada@khouryent.net](mailto:raghada@khouryent.net)

**Co-Chair:** Kathie Martin 760-490-3488 or Email: [rotarykat@gmail.com](mailto:rotarykat@gmail.com)

**Registrar:** Michael Soden (702) 637-7380 or Email: [msoden@harcalfagency.com](mailto:msoden@harcalfagency.com)

**Location:**

**Rotary International District 5300 District Conference**

**Hilton Pam Springs**  
400 East Tahquitz Canyon Way  
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[MAP IT](#)

**Event Date:**

Thursday May 15, 2014 to Sunday May 18, 2014

**Start Time:**

3:29 PM



# 2014 ROTARY INTERNATIONAL CONVENTION SYDNEY, AUSTRALIA | 1-4 JUNE 2014

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## SYDNEY CONVENTION OFFERS FUN FOR THE ENTIRE FAMILY

Print Share

Join Rotary members from around the world in Sydney, Australia, 1-4 June. The 2014 RI Convention will bring together some of the world's leading experts on water, polio, and social media. You'll find new ideas for service – and perhaps a new partner for creating change – in the House of Friendship.

Plan now to make this convention a memorable family vacation.

REGISTER ONLINE

REGISTER BY FAX OR MAIL

[Learn more about registration and fees.](#)



Preview Sydney's cosmopolitan charm and natural beauty with RI President Ron D. Burton. As the capital of New South Wales, Sydney offers visitors beaches, parks, gardens, and scenic vistas. It also serves as the gateway to the outback.

LATEST NEWS

CALENDAR

**HUMAN NATURE TO PERFORM**  
The Australian quartet Human Nature will be the featured entertainment during the opening plenary session, Sunday, 1 June. Learn more about the [entertainment lineup](#).

**BRUCE AYLWARD TO SPEAK IN SYDNEY**  
Bruce Aylward, assistant director-general at the World Health Organization (WHO), will be a speaker at the 2014 Rotary International Convention in Sydney.

[more >>](#)

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RT @endpollionow: Join @rotarydownunder to break records while fundraising to immunize + 240,000 kids. [ow.ly/uAMTh #ricon14](#)  
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### ABOUT THE PROGRAM



Thought-provoking speakers and world-class entertainers await you in Sydney. Get the full schedule of plenary and breakout sessions.

[Learn about volunteer opportunities.](#)

### ABOUT THE CITY



Casual yet cosmopolitan, Sydney has a natural beauty that draws visitors to enjoy the outdoors. Explore the city with a [free transit pass](#) courtesy of the New South Wales Government.

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New South Wales Government – Proudly supporting the Rotary International Convention 2014





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>

### 18th Annual Summer Concert Series Schedule - 2014

Downbeat Express (Big Band with Jennifer Gates)	Saturday, July 5th
Whiskey Hayride (Country music and much more!)	Saturday, July 12th
Hotsy Totsy Boys (Roarin' 20's)	Saturday, July 19th
Let's Go! (Tribute to the Cars & more)	Saturday, July 26th
Floyd & the Flyboys (R & B, Soul, Funk)	Saturday, August 2nd
Upstream (Reggae, Calypso, Soca & Steel Drum Music)	Saturday, August 9th
Delgado Brothers Band (Americana & Blues)	Saturday, August 16th
The MIGHTY Burnt Bacon (Stax Style Soul Band)	Saturday August 23rd

**And... For Our Grand Finale... Saturday, Sept. 6th**  
**Sgt. Pepper in a tribute to the Beatles!**  
 Presented By: Community Events & SSGA

### Thank You to our generous sponsors



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