



## This Week

### Deputy Sheriff, Altadena Sheriff's Station Program Host: Tom McCurry

Our guest speaker this week will come to us from the Altadena Sheriff's Station. The deputy will be discussing the status of crime and policing in Altadena, with a focus on tools like NextDoor for dissemination of neighborhood events and situations.

*NextDoor* is becoming very popular as a way for neighborhoods to communicate securely as neighbors without fear of intrusions from unwelcome outsiders. It provides an alternative to neighborhood watches.

It will be good for us to get an update from our local sheriffs.

If you have questions about *NextDoor* or about an Altadena happening, feel free to ask. Invite your friends and neighbors to come and meet one of our local Sheriff's Deputies. ○

## Community Service On an Individual Basis

As you have guessed from the headline, it's your editor. Charlie is still on vacation and will not return until tomorrow — Tuesday, August 09. His article is apparently stalled somewhere in cyber space. It's Monday, August 08, and I need to get *Sparks* out the door. So I have hijacked President Charlie's article to talk about my favorite Community Service — Christmas Tree Lane (CTLA).

A couple of weeks ago we spent Saturday morning unboxing and putting gas-kets on our second order of LED bulbs. We now have enough LEDs for approximately two thirds of the trees. This should lower our electric bill significantly.

This year we will start putting up the lights the first weekend in September. We work Saturdays and Sundays 9a to 12n, and then we serve you lunch. While you are working, we have water, coffee and donuts available. Extra hands are always welcome for this labor-intensive project. A commitment of at least 3 to 4 weekends would be great. No need to come both Saturday and Sunday, one day a weekend is fine. I choose to work on Saturdays. If it

rains, we don't work unless we are flat up against the scheduled lighting which is the second Saturday in December.

As conservators of the approximately 150 trees on the lane, we are facing what might turn out to be an insurmountable problem: the current drought. Many of our trees are starved for water, and we must get water to their roots sooner than possible. The best way to do this is to create troughs around each tree at the drip-line. Where the stone-lined runoff ditches are on the street, sandbags placed to hold water makes them a much needed source of water seepage. The trees planted on the old *trolley island* are in the worst shape. Our Arborist says each tree needs 700 gallons of water if it is to be saved. These trees are about 80 years old. ○

## Greeters

August 11

**Craig Cox**

August 18

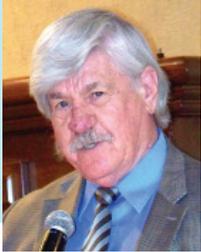
**Steve Cunningham**

August 25

**John David Duncan**

# Program Review

## Transforming the San Gabriel Chamber from a clique into a Source of Community Leadership



**O**ur August 4 program was presented by Sandy Rosco, Executive Director of San Gabriel Chamber of Commerce. She told us that she faced considerable challenges when she took over the Chamber. However, as should not be a surprise to anyone after seeing Sandy's dynamic

personality, she was able to transform the agency into one of the most successful and progressive Chambers in the LA area.

Rosco was born in Riverside. She had a rough upbringing, raised in what she admits was a dysfunctional family. But with a strong religious commitment, she would overcome obstacles that she encountered in life by telling herself, "I can do this." She left home when she was 18 and became a legal secretary. By 19 she was working in a large law firm. She got married and gave birth to a daughter. When her daughter was 3, Sandy's husband moved out and she became a single mother. But this did not slow her down.

Sandy then went into Christian ministry, teaching 4<sup>th</sup> grade at a Christian school. Finding this not quite fulfilling enough, she joined Women at Work, helping women get established in the workforce. Although her early life had many challenges, she believed in never thinking of yourself as a *victim*, and she kept moving forward. Rosco then discovered the San Gabriel Chamber of Commerce.

At the time that she started working there, the San Gabriel Chamber was in bad shape. She found the members to be



a close-knit group that did not appreciate newcomers. She was seen as an outsider, and the members resisted the changes that she wanted to implement. In June 2007 she was able to get rid of a member who was stealing from the organization. But that was not enough. She was visited by an IRS agent who told her their Chamber was going to be closed down for non-payment of taxes. She assigned the job of cleaning

*Please turn to Program, p. 4*

**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. .... Ravi Ravindran

Dist 5300 Gov. .... Randy T. Pote

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Steve Kerekes, Pres. Elec. .... Bus. 626-796-5000

Steve Cunningham, V. Pres. .... Bus. 626-786-1937

John Frykenberg, Sec. .... Bus. 323-810-0651

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David Smith..... Foundation

Steve Cunningham..... Asst. Foundation

Craig Cox..... Membership

Jacque Foreman..... Public Awareness

Jacque Foreman..... Acting Publicity

Jacque Foreman..... Sparks/Website

Mike Zoeller..... Club Projects

Craig Cox..... Community

John Frykenberg..... International

Tony Hill..... Youth Contests/Awards

Mike Zoeller..... Youth Projects

Ray Carlson..... Vocational

Tom McCurry..... Asst. Vocational

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

Photography..... Jacque Foreman

### August Membership/New Club Development

#### Program Chair, Tom McCurry

August 04 - Sandy Rosco, Executive Director, San Gabriel Chamber

August 11 - To be Announced

August 18 - To be Announced

August 25 - To be Announced

### Congratulations



#### Birthdays



08/08 - Joseph McMullin  
08/10 - Don Applegate  
08/21 - George Buehler  
08/23 - Hal Yorke  
08-27 - Elaine Klock  
08/31 - Bruce Conroy (Jacque)



#### Anniversaries



08/23 - Gary & Dotty Clark



for a new font for *Sparks*: one that had

**A**t Club Assembly, I said that I was in the process of looking

## Original: Belwe

**I**magine this scene: Judith is in line at the grocery store with son Patrick, age 5, who is carefully examining the rack of candy and gum. When he pulls a pack of bubble gum off the shelf and asks his mother to buy it, she hesitates for a minute. But, then, it's only a small purchase. She adds it to her other groceries. Then at the drugstore, as they pass the toy aisle, Patrick sees a coloring book and begs Judith to buy it for him. She asks him if he really needs another coloring book. "Yes, yes," he replies, "and new crayons, too!"

Patrick really doesn't understand the concept of money. Although he does notice his parents get it at a place called "the bank" or out of a machine called "the ATM," it's just paper that they always have. He has no idea that it's limited and that his parents have to work for it. Patrick's desires will no doubt escalate as he grows--possibly to \$100 tennis shoes, etc. As long as his parents willingly and readily pay for all of Patrick's wants and needs, he is unlikely to learn how to spend responsibly.

### ***Patrick can learn***

#### ***to manage money effectively!***

Neale Godfrey, author of *Money Doesn't Grow on Trees: A Parent's Guide to Raising Financially Responsible Children*,

character, several weights and an italic for each weight. Here are two fonts I found that meet that criteria..

Each has several weights that include an italic version. The original font (Belwe) is on the left. It does not contain an

## New Font: ITC Barcelona

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## Picking a New Font for *Sparks*

italic for each weight. The two new fonts are Edwardian and ITC Barcelona. Our Original Font and the two suggested fonts have what I call *Character*, that is: some of the letters look designed. If you have a preference, let me know. ○

## New Font: Edwardian

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# How can You Say What You See if There's No Word for What You See?

Let me call your attention to a wonderful book review in this Saturday's (16-August 6) *Wall Street Journal*. The book is *Landmarks* by Robert Macfarlane.

Why was I reading this book review? Because Bruce brought it to me as a *hint* about what he would like for his upcoming birthday at the end of this month.

According to the review, one of the main theses in the book is that "language deficit leads to attention deficit." By this the author means that, if we have no vocabulary for things, you notice them less; so you start thinking they are unimportant; then you destroy them.

McFarlane's reflection on this was set in motion by the decision of the editors of the *Oxford Junior Dictionary* to delete a whole set of words like *acorn*, *buttercup*, *heather* and *willow* from the latest edition. It seems that the editors think that modern kids no longer need to know these words, and instead they need to know only words from today's digital world, like *attachment*, *blog*, *celebrity*, *voice-mail*, etc.

I can attest to the fact that walking in the arroyo near us is much more interesting if one knows the name of many of the plants that live there. Bruce started it. He met a local naturalist one Saturday when he was walking in the arroyo and started taking some of his tours. All of a sudden he knew more of the names of plants than I did. He started pointing them out to me.

For instance, I can show you the difference between White Sage and Yerba Santa. They look quite a bit alike. However, on closer examination, the leaves are different. While both have a white cast to their leaves, the Yerba Santa leaves have a toothed edge, and the white sage leaf edges are smooth.

And, if you show me May Weed and Fever Few flowers, I can tell you which

is which.

This spring, the hillsides of the road going down to JPL were covered with Sticky Monkey Face flowers. Were they there last spring when I didn't know what these yellow flowers were called? Maybe! But, if I saw them, they were just medium-sized yellow flowers. I didn't have the word for them, so they were unimportant.

Another large shrub or you might call it a small tree that resides in our local arroyo is the Laurel Sumac. Its white flowers come in clusters that resemble miniature trees. One Sunday when Bruce and I were walking in the arroyo, we encountered an instructor with what looked like a high school class. He pointed out that these flower bunches were often used in building models to show where trees would be planted. Whether the flowers are fresh or dried the structure is that of a miniature tree.

Here is something I find interesting. The increasing weed abatement along our roads and freeways has led to the demise of milkweed. "So what," I hear you say. Well, it just happens that the Monarch Butterfly will only lay its eggs on the milkweed plant, because that is what their caterpillars eat. Along with the decline in milkweed, there appears to be a corresponding decline in the numbers of Monarch Butterflies. But, I'll tell you this. If you don't know what the milkweed looks like and don't have a name for it and don't know the connection with the Monarch Butterfly, you'll just kill that weed along with all the rest.

Remember John Muir? When you read his books, you will be astounded. He seemed to know the name of every flower, tree and critter he encountered. Obviously he had neither a language deficit nor an attention deficit. ○

## Program

Continued from p.3

up the accounting problems to one of the members, but she soon discovered that that member was unable to clear up the issues. Then another IRS agent showed up and demanded a payment of \$5,000 to bring accounts up to date.

Rosco then took over the issues herself. As challenging as the problem was, she credited the value of prayer in getting her through this very difficult period. She went door to door, visiting businesses in the San Gabriel area, inviting business owners and managers to come to Chamber meetings. She brought our own Tom McCurry onto the Board as an ambassador. With a lot of hard work, the Chamber slowly transformed into the successful organization that it has now become.

Today the San Gabriel Chamber of Commerce is widely known for its success. In addition to having members representing many local commercial businesses, it also has members representing numerous non-profits and home-based businesses in the area. The Chamber is there to serve the local community. When non-profits cannot afford the membership dues, Rosco finds other business and community organizations — such as Rotary — to sponsor them. In addition, she encourages businesses that have been started by women to become chamber members. And the Chamber mentors students and offers them internships in local businesses.

She says that it is fulfilling to see people realize their dreams, and that it is the intent of her Chamber to make a difference in their community — both sentiments with which we, as Rotary members, will certainly agree. As a recognition of her accomplishments in transforming the local Chamber, Sandy Rosco has been made an honorary member of the San Gabriel Rotary Club.

Tony Hill ○



All concerts are FREE and 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>

### 20th Annual Summer Concert Series Schedule - 2016

The Walking Phoenixes (Tribute to Johnny Cash)	Saturday, July 9th
Hollywood Hillbillies (Play Willie Nelson/Merle Haggard)	Saturday, July 16th
DBX (Tribute to Big Band Female vocalists)	Saturday, July 23rd
Heartbeat City (Tribute to the Cars)	Saturday, July 30th
Hot August Night (Tribute to Neil Diamond)	Saturday, August 6th
Upstream (Tribute to Bob Marley and more)	Saturday, August 13th
Nowhere Men (Tribute to the Beatles)	Saturday, August 20th
The Tuners (Tribute to Credence Clearwater Revival)	Saturday August 27th

**And... For Our Grand Finale... Saturday, Sept. 10th**

**The Rising in their Tribute to:**

**Bruce Springsteen**

**Presented by United Support Group & Sheriff's Support Group of Altadena**

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