

Rotary Club of Altadena

# Sparks

OFF THE ROTARY WHEEL  
AN AWARD-WINNING NEWSLETTER



June 23, 2016

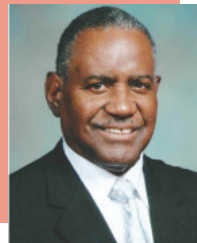
## This Week

### John Frykenberg, Our Rotarian of the Year Program Host: C. Ray Carlson

Our honored recipient has a wealth of knowledge and experience in Nigeria which we have heard in bits and pieces from his eight trips.

Today he will give us a bold sweep of those trips, how many university students were impacted, what is his strategic plan for the long-term future, and his thoughts about impacting Tanzania in coming months.

Our Job Creation and Entrepreneurship program and signature activity of having each participant prepare a business plan is truly ambitious, and we can learn the total scope so that we individually can be part of promotion of the idea to others.



## Quietly Quick

by Steve Cunningham, President

### What Restaurant Entrepreneurs Need to Know

from  
*The Wellness Revolution*  
by Paul Zane Pilzer

**R**estaurants like Wenner's have introduced more than just vegetarian burgers to society.

• • •

*The restaurant industry is one of the most dynamic entrepreneurial components of the American economy — continually introducing new products and innovative concepts over the past four decades. How this industry grew over the past 40 years illustrates what is possible for the wellness industry over the next decade.*

• • •

In 1961, few Americans ate their meals out of the home, and total US restaurant sales were less than \$20 billion. If, back in 1961, someone were to have predicted this 27-fold increase in sales, you probably wouldn't have believed it, for the following reasons.

- **First** (you might have thought in 1961), only the very wealthy could afford to eat half of their meals out of the home. Yet advancing technology lowered

production costs so much that today it is often less expensive to eat out than to dine at home.

- **Second** (you might have thought in 1961), there weren't enough restaurants in America to seat that many people at mealtimes. Yet, over the next 45 years, tens of thousands of shopping centers were built to house the 925,000 US dining establishments that now exist.
- **Third** (you might have thought in 1961), people would be bored eating out so much, because, back then, only three basic types of cuisine were

*Please turn to Quietly, p. 6*

## June Team

Sue Applegate • Kimmit Haggins  
David Smith • Sarah O'Brien  
Craig Cox • Mike Zoeller

### Meeting Responsibilities

- Setup • Greeter •
- Flag Salute • Song •
- Inspirational Presentation •
- Happy Bucks • 4-Way Test •
- Takedown •

# Program Review

## Mentoring a Younger Generation



**M**ystic Rosa, Incoming President of the Pasadena After Hours Rotary Club and President of the

Cleft Foundation addressed Altadena Rotary Club members on a young person's perspective on the merits of belonging to Rotary. Rosa just returned from RI's International Convention in Korea, which was

attended by 40,000+ Rotarians (largest Annual Meeting ever).

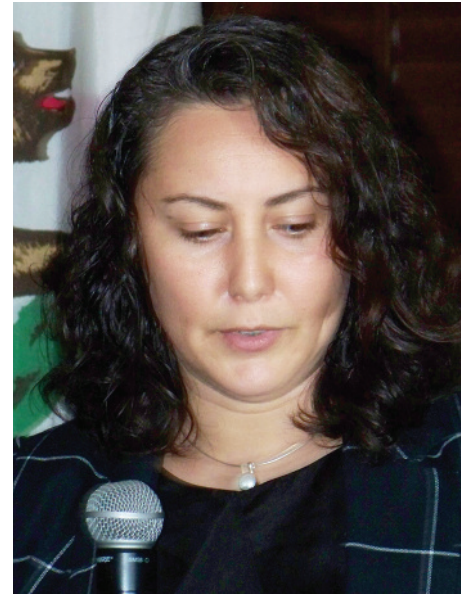
Rosa was wowed with Rotary's objectives of reducing world poverty, serving underprivileged peoples, raising quality of life and healthcare throughout the world, utilizing the cooperative resources of member clubs, talents and vision for a better world.

Her Club is interested in cooperative ventures with other Clubs and individuals wishing to impact well identified problems both here and abroad. Among these problems are the obvious:

- Malnutrition in the third world and
- Children with cleft pallets, which, in most cases could be prevented through adequate prenatal nutrition, including the provision of folic acid for pregnant mothers.

Rosa has been on several missions of 5- to 7-day duration for the express purpose of addressing prenatal healthcare with great success, most particularly in Guatemala.

Rosa enlightened Altadena Club members on the availability of Reverse Global Grants which can address a wide range



of problems here at home in the United States. The prospects for Clubs jointly addressing local community issues which coincide with RI major objectives are very good; certainly something for our Club to think about.

Finally and to the point of the future prospects for Rotary in a world competing for the attention of young people, Rosa pleaded for *mentoring* for young people (Rotoractors & others) in everything from

*Please turn to Program, p.3*

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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. .... Ravi Ravindran  
Dist 5300 Gov. .... Randy T. Pote

### Officers

Steve Cunningham, Pres. .... Bus. 626-786-1937  
Charles Wilson, Pres. Elec. .... Bus. 626-351-8815  
Hal Yorke, V. Pres. .... Bus. 626-577-9800  
Steve Kerekes, Sec. .... Bus. 626-796-5000  
Mike Noll, Treas. .... Bus. 626-683-0515

### Directors

Tom McCurry • Mike Noll  
Steve Cunningham • John Casci  
Hal Yorke • Gary Clark • Charles Wilson

### Chairmen

Charles Wilson ..... Administration  
David Smith ..... 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

### June Rotary Fellowship

*Program Chair, Ray Carlson*  
June 30 - Theo Clarke, Juno

### July Plan for a New Rotary Year

*Program Chair, Kimmit Haggins*  
July 07 - Club Assembly  
July 14 - To be Announced  
July 21 - To be Announced  
July 28 - To be Announced

## Congratulations



### Birthdays



6/03 - Kathleen Ann Fennell  
6/08 - Theo Clarke  
6/12 - Tom McCurry  
6/17 - Gary Clark  
6/20 - Dotty Clark  
6/21 - John David Duncan  
6/23 - Margarita Figuerora  
6/28 - Phyllis Soza



### Anniversaries



6/05 - Mike & Wendy Davis Noll

## Getting Serious about Membership Growth and Active Recruiting From the *Rotary Membership Guide*



**S**ocial, political, and economic conditions affect the way people perceive volunteering and what they hope to gain from a volunteer experience. As Altadena Rotary develops our recruitment strategies we need to consider these questions:

- What are volunteers looking for when they choose an organization?
- What volunteer options are available in our community?
- Is our club offering prospective members opportunities that match their expectations?
- How do the benefits of Rotary club

membership compare with those of other organizations or volunteer opportunities?

- What can be done to help prospective members choose Rotary over other organizations?

These questions can act as a springboard for a discussion among our members to determine the best way to position our club as the preferred option for service in our community. We may also focus on the benefits of Rotary club membership that extend beyond service opportunities, for example:

- Camaraderie, fellowship, and friendship with like-minded people in the community

- Business networking
- Opportunity to develop leadership skills within a well-established, international service organization

If we know the competition, we can better position our club as an appealing option and effectively communicate the expectations and benefits of Rotary club membership to qualified prospective members.

Also realize that Rotary isn't for everybody. Some people may prefer to focus on short-term volunteer opportunities or want to work for a specific cause.

I welcome your input as we look to strengthen our club in the new Rotary year. ○

## Program

Continued from p.2

writing business plans (something Altadena Rotarians know something about) to mentoring new business start-ups, providing direction and encouragement and even lending a hand in helping young entrepreneurs get through *tough times*.

We can do this! The challenge to Altadena Club members is to reach out to Clubs like Pasadena After Hours, co-operate in joint ventures, provide direction and be willing to mentor prospective Rotarians and young Rotarians alike to *grow Rotary*.

John Frykenberg ○

## We had a Party, Friday, June 17 *Congratulating John Frykenberg as Our Rotarian of the Year and Thanking Steve Cunningham for his service as President this past Rotary year*

The arrangements were made by Immediate Past President, Hal Yorke and Retiring President, Steve Cunningham. They chose Pinocchio's Restaurant in Pasadena, remembering what a great time we had there for our last Christmas party. And since both celebrations would take place in June, why not combine them.

Gary Clark, Ray Carlson and Steve Cunningham spoke about the contribu-

tions John Frykenberg had made to one of our club's flag-ship projects: teaching entrepreneurship by instructing students in Nigeria how to write a business plan.

Hal Yorke did a one-man *roast* of our out-going President Steve. He ended his oration by presenting Cunningham with a paper Past President's Badge in lieu of the real one which had not yet arrived.

Pictures start on page 7. ○



# Augmenting the Low-Water-Use Garden at the Altadena Library

## *With Benches and a Trash Can — Pt. 2*

Last weekend (Saturday, June 11), when it was cool and damp, we dug the holes for the footings, framed them and poured the cement. This past weekend (Saturday, June 18) the weather was quite the opposite ... hot and dry. But we arrived at 8a and left about 10:30a, before the heat really set in.

I got to the garden area very close to 8a, and Craig Cox was already there. I brought some work gloves and a small shovel with a rather short handle, so I wouldn't be poking people while I was moving dirt around. While Cox was busy pulling out the frame for the footing where the trash can would go, he asked me to begin moving the *stones* we had made with the extra cement to a location from which they could be easily transferred to David

Smith's truck for transport to the dump.

Then Mike Noll arrived. He had remembered work gloves but had not thought to bring a shovel. So, after the frames had all been pulled, he ended up using my shovel to back fill around the footings. He promptly dubbed it the Lilliputian shovel.

Kimmit Haggins was the next to arrive, went and got a wheelbarrow and instantly became more efficient at moving out the *stones* than I had been. But then, I doubt that I could have moved a wheelbarrow full of *stones*. Mike Zoeller came next and helped with the *stones* and the back filling.

David Smith soon arrived back at the *garden spot*. He had been making a run to get lumber for a sign post (sign to come as soon as a decision is made about verbiage), screws, bolts to hold down the

trash can, etc. In addition he brought a roll of cardboard to replace that which we had used for the *stones*.

Cox dug the hole for the post, and held it straight while I filled the hole with dirt. Yes, I used my shovel.

Team captain Cox said that we had to leave the garden area as close as we could to the way we had found it the previous week. So we raked stuff up, swept off the footings, and arranged some mulch where we would be leaving bare ground.

Then we put our refuse in Smith's truck to be taken to the dump, made sure that our tools were all picked up, and looked one last time at the garden area, and left before the heat really set in. Rotarians had been there, but for the trash can and the footings you couldn't tell. ○



For More Photographs, see p. 5

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## More Photos, Library Project





available (diner, cafeteria, and French). Yet hundreds of varieties of restaurants came to exist, many from places like Thailand, that weren't even independently named countries in 1961.

- **Fourth** (you might have thought in 1961), restaurants are labor intensive and there simply aren't enough people in the United States to work in all those dining establishments. Yet advancing technology allowed manufacturers to lay off tens of millions of workers while still being able to serve their customers, and 12.5 million of these workers ended up in the restaurant industry by 2006. The restaurant industry today is the largest US private sector employer.
- **Fifth**, and finally, even if you were able to foresee these incredible changes in lower costs, increased number of dining establishments, unlimited varieties of cuisines, and available labor, you might have thought in 1961 that people just didn't have the time to eat out so often. In fact, a whole new category of restaurants emerged in the 1960s, defined not by their price, location, or country of origin, but by the speed of their service; fast-food restaurant.

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***Restaurant choice now is dominated by price, location, type of cuisine, and speed of service, but a new type of restaurant choice is emerging that will generate fortunes for the Ray Krocs and Dave Thomases of tomorrow who proactively jump in now and wait for the customer to come to them.***

• • •

If you haven't guessed it already, it is exactly what Paul Wenner did in 1981 when he decided to open a restaurant focused on healthy food — although he was then too far ahead of his time to have it work out the way he originally thought it would.

• • •

***The reason the time is ripe to open specialty restaurants focused on healthy cuisine has to do with the nature of who is spending the most profitable part of the \$547 billion consumed at US restaurants today.***

• • •

The average American family spends 45.6 percent of their food budget on meals prepared outside of the home, but households with incomes of \$50,000 or more spend 70 percent of their food budget on meals prepared outside of the home. Those households with incomes above \$100,000 spend even more than 70 percent of their food budget at restaurants. Although baby boomers comprise only 28 percent of the US population, boomers account for more than 50 percent of households with incomes over \$50,000 and 60 percent of households with incomes over \$100,000. On a per-person basis, boomers today spend more than twice as much dining out as did the generation of their parents.

The single item that characterizes most boomer spending to date is the desire for products that remind them of their youth. In restaurants, they have not had much to choose from in this regard, other than a few establishments with themes or menus reminiscent of earlier times. But think for a moment what would happen if boomers could choose restaurants that served healthy cuisine that could actually make them younger or could slow down the effects of aging in the future — cuisine like SILK soymilk or Garden-burger meatless patties, or just ordinary cuisine prepared without the addition of heavy creams or saturated fats.

Boomers would flock to such restaurants, as evidenced by the fact that such health-food restaurants already exist

in almost every city, and most regular upscale establishments have added one or two healthy or vegetarian entrées to their menu.

• • •

***Instead of being considered fringe-type food or something grudgingly added to restaurants' menu, by 2016 healthy cuisine will be almost universal. Whereas today people choose restaurants mostly based on taste, price, and convenience, millions will soon choose restaurants based on the healthiness of the cuisine or how they will feel after-ward.***

• • •

But it is even more important to know which consumer products boomers are purchasing most. From the current T-Bird convertible that looks like the 1956 model, to retro furniture and clothes, boomers flock to purchase products and services that remind them of their youth.

If baby boomers are spending all this money on things that simply remind them of when they were young, think of how much these boomers will soon spend on wellness products and services that actually make them young or slow the effects of aging. It's easy to see why boomers are driving wellness to a \$1 trillion sector of our economy as they seek to preserve what they hold dearest. ○

**FIRST MEETING  
OF THE  
NEW ROTARY YEAR  
THURSDAY, JULY 07  
CLUB ASSEMBLY  
LEARN ABOUT  
THE PLANS FOR  
THE NEW YEAR**



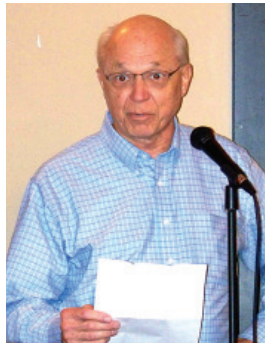
# We had a Party



*For More Photographs, see p. 8*



## More Party Photos



*And a Good Time was had by All  
Congratulations John  
and  
Thank you, Steve*





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***

*Thank You to our generous sponsors*



Rotary Club  
Of Altadena



Georgia Rutherford

In Memory of  
Don Rutherford  
SSGA's First President

