



BE THE INSPIRATION

July 19 2018

This Week
Jennifer Flemming DeVoll
President & CEO
Pasadena Community Foundation
Program Host:
Mark Mariscal

Jennifer Fleming DeVoll has served as President & CEO of the Pasadena Community Foundation for almost six years.



She works with individuals, families and local groups to establish charitable funds and create effective grant making programs. Under her leadership, Pasadena's hometown foundation has grown substantially from \$16 million to \$80 million in charitable assets.

DeVoll graduated from Stanford University. She began her career with Los Angeles-based Grey Advertising working on health care accounts. After stints in both the for-profit and non-profit world of hospitals, she joined Hollenbeck Home, a retirement community in East Los Angeles, where she worked for 12 years

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Let's Read & Inspire Others!

Let's talk *Literacy!* More than 775 million people over the age of 15 are illiterate. That's 17 percent of the world's adult population.

Rotary's goal is to:

- Strengthen the capacity of communities to support basic education and literacy,
- Reduce gender disparity in education, and
- Increase adult literacy.

Rotary supports education for all children and literacy for children and adults.

How Rotary Helps

At Home and Around the World

- We take action to empower educators to inspire learning at all ages.
- Rotary clubs pair students with celebrity and CEO mentors for success.
- We share our knowledge and experience with educators and other professionals who work with vulnerable populations.
- Rotary members fight adult illiteracy by working with local advocates to offer community literacy programs.

If a child is not reading and writ-



Homework by Luminaid



In Tune
 by Sarah O'Brien, President

ing by the third grade, his/her prospects for success in life are low. Statistics suggest these children are more likely to get into trouble, drop out of school, turn to drugs and crime and struggle to find even basic employment.

LA County offers various programs to help. Here in Altadena, Rotarians can *Be The Inspiration* by supporting adult literacy programs with "Let's Read Altadena" at our local library.

Interested in volunteering?

Tutors work in the Adult Literacy Program, empowering adult learners by teaching basic reading, writing and functional literacy skills. After completing a self-paced, online training module and being matched with a learner, tutors and learners meet 1 to 2 hours per meeting at least once a week at the library or other location based on their own schedules. The Library requires a minimum commitment of six months. To learn more about this rewarding experience, please contact the Bob Lucas Branch

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Greeter of the Week

July 19

Tom McCurry

July 26

Dennis Mebringer

August 02

Maria Perez-Arton

Program Review

The Changing Media Landscape



Val Zavala, recently retired Vice President of News and Public Affairs from PBS station KCET gave an

entertaining and informative talk at our July 12th meeting.

Starting with a delightfully funny review of her life and career she told us how she became interested in journalism and her

informal and formal training to become the award-winning journalist that she is. Zavala shared with us pictures of herself at various stages in her life – pictures that were a walk down memory lane of the fashions of the 60s, 70s, 80s and 90s

Setting the stage for a brief history of American news media, in the 20th and 21st centuries, Zavala reviewed the changes that have occurred in the past 61 years: beginning with the introduction of television in 1957; the conversion from analog to digital programming in 2008, and the rise of the World-wide Web and social media as a major player in the distribution of news.

The early television networks, ABC, CBS and NBC, and eventually PBS, became a vital part the public's access to and understanding of national and international events. News anchors such as David Brinkley, Chet Huntley and Walter Cronkite, were trusted to convey the important news of the day. Both newspapers and television had *boots on the ground* – large teams of reporters able to devote the time needed to gather comprehensive news and background information. The introduction of cable television in the 1970s and 80s launched a significant shift in and domination of reporting. Newspapers are no longer strongly supported and are less and less able to provide in-depth news coverage. Today, satellite TV and streaming information over the Web have become the major sources of news for many.

A l- though it has been around since at least 1835, in 2016 fake news became a significant



player in the news that roughly 8 percent of those exposed to fake news believe. Why? It is easy to produce; technology creates believable photos and videos; people fall for quack bait; and people trust their tribe. The producers of fake news know how to manipulate people and the consumers of fake news are usually people with strong political views seeking affirmation of their beliefs. Research shows no evidence that fake news swung the 2016 presidential election.



I wonder what Walter Cronkite would think about today's media?

Maria Perez-Arton ○

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949

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www.altadenarotary.com

Meets: Thursday, 12:10p

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Mike Zoeller.....Club Projects
Doug Colliflower.....Community
David Smith.....International
To be Announced.....Asst. International
Tony Hill.....Youth Contests/Awards
Mike Zoeller.....Youth Projects
John Frykenberg.....Vocational
Editor, Design & Typesetting.....Foreman Graphics
Photography.....Jacque Foreman

July

New Rotary Year

Program Chair: Mark Mariscal

19 - Jennifer DeVoll - Pasadena Community Foundaion

Congratulations



Birthdays



06 - Maria Perez-Arton
08 - Regina Wilson
27 - Tony Hill



Anniversaries



15 - Craig & Sue Cox
16 - Doug & Candace Colliflower
28 - David & Heather Campbell

The Interact Club at Muir HS is Alive and Well



As co-director of Youth Services, in this article I will discuss one of the youth programs that I oversee for our Altadena Rotary Club: the Interact Club at Muir High School.

Interact is a Rotary-wide program in which high school students run their own mini-Rotary meetings. The program is set up as a partnership between a local Rotary Club and a local high school. Not all Rotary Clubs sponsor an Interact Club, but our Altadena Rotary Club does and has done so for many, many years.

When I first joined Rotary, we were sponsoring an Interact Club at Muir High School, that eventually petered out. So we started a new Interact Club at Pasadena High School. That lasted many years but also eventually petered out. A couple of years ago, through, the chance meeting between our past President Steve Cunningham and a very active Muir alumnus, Carina Jacob, started us sponsoring a new Interact Club back at Muir High School.

The structure of Interact is that the adopting Rotary club selects a member to

be Chair of the program for the Club. In our case that has been Steve Cunningham. However, in this new Rotary year, we will have a new Interact Chair in the person of our immediate past President, Steve Kerekes. He will be backed up by Altadena Rotary member and Muir High School graduate Kimmit Haggins. Our Muir Interact Club meets on the first Friday of every month during the students' lunch break. The meeting lasts for approximately one-half hour. To his credit, until his stroke, Steve Cunningham had been attending each of these monthly meetings, which helped solidify the bond between our Club and the Interact Club that we sponsor.

The other half of the Interact partnership is a teacher who volunteers his or her time to host the Interact meeting in his or her classroom, and act as a liaison with the sponsoring Rotary Club. In a recent meeting with Carina Jacob, she advised us that she is still working to find a Muir teacher to host the Interact meetings at Muir this fall.

We are very fortunate to have Carina Jacob as a partner in our Interact program at Muir. It was Jacob's conversation with "Quick" Cunningham that started the Inter-

act ball rolling, and Jacob has stayed very much involved. She oversees every meeting, she always brings refreshments for the kids, and I know the Interact Club at Muir would not have had the success that it has had without her hands-on involvement. Among other things Jacob oversees the Interactors' community projects and marshals the Interact members to assist with many of our community activities, such as our bicycle assembly project with other Rotary Clubs. She also has them involved with the lighting of Christmas Tree Lane. They help with putting the lights up and taking them down.

As part of the Interact program, the students choose their own President, secretary, treasurer and other executives each year. Just like us, they work at recruiting new members, they select and participate in their own fund raising programs, they select and participate in their own programs to help their local and worldwide community and they invite interesting speakers to make presentations at their monthly meetings.

We wish continued success to Steve Kerekes, Kimmit Haggins, Carina Jacob and the members of the 2018/2019 Muir High School Interact Club. ○

This Week

Continued from p. 1

as Director of Marketing and Development. She is particularly proud of her role in helping create a special fund to enable very low income seniors to enter the home with the guarantee of life care.

DeVoll currently serves on the Board of three local private foundations. She is a member of Pasadena Rotary and the incoming President of the Twilight Club.

She also served as a Director and Board

chair of the Estate Planning Council of San Gabriel Valley and on the Board of Episcopal Communities and Services.

She is married to Matt DeVoll; they have two adult children. ○

In Tune

Continued from p. 1

Library.

With your help, an adult can do the following:

- Improve reading skills
- Learn to write better
- Increase reading comprehension
- Enhance speaking/pronunciation
- Gain basic computer skills
- Reach other goals such as prepare for a written driver's license test or write a resume



Classroom in Nepal. Children walk long distances to take advantage of an education.

If you are interested in receiving tutoring or becoming a tutor, please call the Bob Lucas Branch Library at (626) 798-8338 ext. 102 or send an e-mail to <literacy@altadenalibrary.org>.



One of our international projects currently under consideration is to support

a rural area of Nepal with healthcare and education (see included photos). Through the collaboration of Rotary Clubs in the UK, India and Nepal a school has already been built to serve children in the hillside villages. Currently over 200 children are enrolled, many of whom walk over 3 hours to

attend classes taught by volunteers and locally-trained teachers. **Luminaid** lights (see p. 1) were donated to some families in villages without electricity so children could complete their homework and keep up with the other students. Some students have even won regional spelling contests and are hoping to continue their education in Kathmandu. Lives have been changed because Rotarians cared about literacy, education and inspiring others to get involved!

Sources: <www.rotary.org> and <www.altadenalibrary.org> ○

New Member Inducted



New member Dawn Digrius inducted. (l to r) Sarah O'Brien, President has just presented Digrius with her Rotary pin; her sponsor, is presenting her with her red badge, and Craig Cox, former Membership Chair, is Master of Ceremonies.

Crowds increase as Weather Cools





The annual Summer Concert Series is organized by the Rotary Club of Altadena, in association with the Sherriff's Support Group of Altadena, the LA Department of Parks and Recreation and LA County Supervisor Katheryn Barger. All Concerts are free .

Like us on Facebook at Concerts in Farnsworth Park...562 E. Mt. Curve Av.

22nd Annual Summer Concert Series Schedule - 2018

Kenny Sara & the Sounds of New Orleans	Saturday, July 7 th at 7PM
Susie Hansen Latin Band	Saturday, July 14 th at 7PM
Lisa Haley & the Zydekats (Americana/Cajun)	Saturday, July 21 st at 7PM
Mary Jane's Last Dance (Tom Petty Tribute)	Saturday, July 28 th at 7PM
déjà vu (Rock & Roll Dance)	Saturday, August 4 th at 7PM
Upstream (Steel Drum Reggae and Soca)	Saturday, August 11 th at 7Pm
Greg and the Gallows (Country/Americana)	Saturday, August 18 th at 7PM
The Blue Breeze Band (Motown, R&B, Funk)	Saturday August 25 th at 7PM

And... the Grand Finale... Saturday, September 8th

Who's Next in their Tribute to

THE WHO

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AND sponsors Georgia Rutherford in memory of Don Rutherford, first president of SSGA; Dennis Mehringer; John Diehl, State Farm Insurance; Dr. Campbell, Century Dentists & Orthodontists; The Altadena Ale and Wine House; Altadena Chamber of Commerce