

Rotary Club of Altadena

sparks

OFF THE ROTARY WHEEL
AN AWARD-WINNING NEWSLETTER



October 18 2018

This Week

**Leigh Adams
Artist &
Interpretive
Horticulturist,
Los Angeles
Arboretum
Program Host:
Steve Kerekes**



As Artist in Residence and Interpretive Horticulturist at the LA Arboretum, Leigh Adams has been able to experiment with world wide water optimization techniques and effectively demonstrate them in The Crescent Farm. The work entails passive and active harvesting of water, inexpensive and effective soil building, sequestration of carbon, food forest installations and unique reuse of biomass.

Their practices have earned them a place in the training of the Sustainability Team of the County of Los Angeles. Let's work together to find out how we can go beyond sustainability and into regenerative practices.

Greetings Altadena Rotarians! After packing for a tour of SE Asia only to have it suddenly cancel less than 24 hours before the flight, this past week has had some unexpected challenges.

My dutiful parents who had flown over from England to babysit decided to stay regardless to enjoy their grand-daughter and a little more Californian sunshine, so in the midst of informing disgruntled musicians of the change in plans, and attempting to fly a crew home from Uzbekistan, a trip to the mountains seemed in order for a change of scenery if not a break from the chaos!

This week's *In Tune*, therefore, comes from Big Bear where the Sugarloaf bear is known to prowl on trash collection night, hawks and blue-jays soar the skies and wild burros sometimes stroll the neighborhood. Since human aspirations can sometimes

Relaxing in Big Bear

fall short, I thought a little advice from the local wildlife here might best suit this week's newsletter, just for fun!

From the Bears:

Stand your ground, live large, sniff out opportunities, use your strengths, climb beyond your limitations, cherish the wilder-



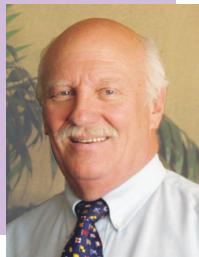
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Greeter of the Week

- October 18
Steve Cunningham
- October 25
Dawn Digrious
- November 01
Freddy Figueroa

Program Review

Pasadena's Tournament of Roses Parade An Insider's Perspective



Last week we were given an inside look at the Rose Parade Tournament Association from a 29-year veteran volunteer (1 of 900!), Tom McNamara.

After serving on 15 of a possible 31 committees, wearing a proverbial *White Suit*,

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Mark Mariscal • Ed Jasnow

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David Campbell • Sarah O'Brien • Mike Zoeller

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David Smith..... Foundation
Charlie Wilson..... Asst. Foundation
Frank Cunningham..... Membership
Jacque Foreman..... Public Awareness
Jacque Foreman..... Acting Publicity
Jacque Foreman..... Sparks/Website
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

getting to drive around in a white Honda Rose Parade van and scooter, McNamara spoke fondly of the Tournament's *organizational skills*, encouragement to show individual initiative and exercise independent decision making in dealing with the many thousands of arising situations, problems, and opportunities generated each and every year in *carrying off* the great parade.

The enormous effort run by an army of 900 volunteers, the City of Pasadena, the administrative staff of the Tournament of Roses and Rose Bowl football classic, municipal employees including the Police and Fire Departments, health care facilities, independent contractors, vendors (including towing companies) and everyone else involved, prove year after year the metal of excellence in what we have come to believe is the world's greatest – if not most beautiful – parade.

Profits, if any, are annually split between the Tournament of Roses and the City of Pasadena. Revenues to pay the enormous costs for everything from multiple coverage insurance to police patrols are covered in large from *rights* to television coverage, the annual Rose Bowl football game, vendor licensing; all in addition to corporate do-

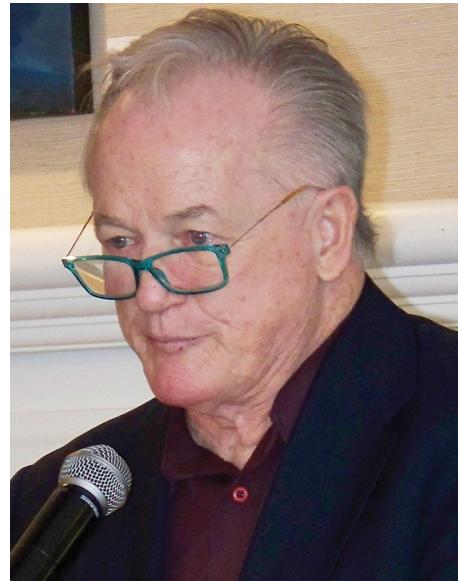
October Economic & Community Development

Program Chair: Steve Kerekes

11 - Tom McNamara - His 27 Active
Years with the Trounament of Roses

18 - Leigh Adams

25 - Craig Sloane



nations such as the 150 tournament cars provided by Honda and as prime sponsor of the Rose Parade each and every year.

Extensive Tournament of Roses committees assume significant responsibilities, including – by example – the Equestrian Committee, Public Relations, Press & Media, Rose Bowl Football, Queen & Court, Transportation and others.

The volunteer experience for McNamara
Please turn to Program, p.4

Congratulations

Birthdays

07 - Noriko Suzuki Mehringer

08 - Susan Cox

10 - Heather Campbell

20 - Charles Wilson

24 - Jim Gorton

27 - Dawn Digrus

Anniversaries

01 - Fred & Margarita Figueroa

07 - Mendel & Helen Zivkoviche Hill

19 - David & Elsa Smith

Chairmen's Corner

by Mike Zoeller, Youth Services Co-Chair



Our Rotary club has now completed its first Concert Series and the 22nd annual concert series held in Altadena's Farnsworth Park. Let's look back at what we have accomplished.

The Concerts

Our concert season consists of eight concerts, normally every Saturday evening in July and August. A ninth concert, sponsored by the Sheriff's Support Group of Altadena (SSGA), is also considered as part of the season, but is a fund-raiser for SSGA and is scheduled for the first Saturday after the Labor Day weekend. Our concerts are a blend of popular music – Rock, Latin, Reggae, Country – and include a number of so-called *Tribute* or Cover acts, which feature bands who specifically play the music of a well-known music act.

The club produces the events in conjunction with the LA County Department of Parks and Recreation, which provides the venue and facilities, and the Altadena Station of the LA County Sheriff's Department, including SSGA, which provide security for the events. All three groups are recognized as Producers of the concert series.

Who was involved?

To get our first concert year off the ground, the club set up a number of standing committees to handle all the activities of

That's a Wrap! The 2018 Concert Series

putting the concerts together. Mike Zoeller and Craig Cox were overall Chair and Vice Chair, respectively, for the first concert season and here are the committees and the committee members who contributed to the success of our first season:

Production - responsible for research and selection of the acts, booking all contracts and all communications with the acts during the season. This committee also retains the sound and lighting company for the concert series.

Ben Green - Chair

Mindy Kittay
Sarah O'Brien

Fund Raising - responsible for raising funds to cover all expenses associated with the concerts, including payments to the acts and payments to our sound and lighting company.

Doug Colliflower - Chair

Dennis Mehringer
Ruben Alvarado
Ed Jasnow
Charlie Wilson
Mike Noll
Boyd Hudson

Promotion - responsible for all promotion for the concerts, including all media promotion (Concert Facebook page and internet promotion) as well as promotional

material (concert flyers, concert programs).

Dave Campbell - Chair

Jacque Foreman
Ray Carlson
Maria Perez-Arton

Permits and Facilities - responsible for all permits, certificates and communications with the LA County Fire, Parks and Recreation and Public Health Departments required to put on the concerts.

Mark Mariscal - Chair

Tony Hill
Tom McCurry
Ed Jasnow

Concessions - this committee has been active in the concerts for many years and is responsible for all activities involved in the selling of beer and wine at the concerts, including procuring all supplies, obtaining the ABC beer and wine permits, providing security for the concerts and the logistics of setting up and taking down the concession equipment for each concert. This committee involves many club members throughout the concert season, with most of the club attending at least one event. Here's a list of those who were able to attend regularly:

Dave Smith - Chair

Charlie Wilson
Sue and Don Applegate
Tony Hill
Please turn to Chairman, p. 4

In Tune

Continued from p. 1



From the Hum- ming- birds:

Sip the
sweet mo-
ments, let

your true colours glow, don't get your feath-
ers ruffled over the small things, just wing it
... always keep visits (and Rotary meetings?)
short and sweet!



... and with that, a friendly farewell from
the woods, until next time! ○



ness, live with the seasons, take a good long nap ... and above all look after your honey!

From the Coyotes:

Be curious, adapt to your surroundings, stand up for your friends, travel under the stars, keep your ears open, know when to make tracks ... and have a howling good time!

Program

Continued from p.2

has been a rewarding one, and a way to give back to the community. The rewards have included an enormous sense of accomplishment, of working on an exemplary team with far reaching goals, of assuming

initiative and becoming an effective decision maker in dealing with the inevitable and often difficult problems and in building community.

Thank you Tom McNamara for your

many years of dedication and insights into both the meaning of being a Tournament volunteer and all that you have seen and done in the service of our community.

John Frykenberg ○

Chairmen

Continued from p. 3

Mike Zoeller

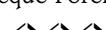
Craig Cox

Mark Mariscal

Steve Kerekes

Tom McCurry

Jacque Foreman



How did we Do?

One way to judge how we did this year is to look at our Concession's revenue, since

revenue is generally directly related to the number of people attending the concerts. This year, revenue was up over 40 percent over last year and, we believe, so was attendance. We received many complements from the audience, and all of the events generated great recognition of the Club and for our co-producers: Parks and Recreation and the Sheriff's Station. The club also began requesting donations from the audience

and we were able to collect an additional \$3200 to support the concerts (75%) and Rotary's Polio Plus Campaign (25%)

The concerts project involved almost every member of the club in some capacity throughout the year and has been the single biggest project effort in the club for many years.

Thanks to everyone in the club for your effort and support in this great project! ○

Los Angeles County Sheriff's Department Reserve Deputy Program

Back in the 1800s, the Sheriff would look to the community to form a posse and deputize citizens to assist him in the apprehension of horse thieves, murderers, or other criminals. Thankfully, we have thousands of full-time deputies to perform those duties today, but, in 2018, just like the 1800s, the Sheriff is looking to the community to find citizens to volunteer and help by becoming reserve deputy sheriffs.

Reserve deputies undergo the same training and background checks that full-time deputies receive. It's a year-long process, but, after graduation, reserve deputies can perform a wide array of duties and service to the community.

The *Los Angeles County Sheriff's Department Reserve Program* is one of the largest in the country, with over 600 all-volunteer sworn reserve deputy sheriffs. Last year they worked 182,000 hours keeping the citizens of Los Angeles County safe. Those 182,000 hours represent millions of dollars in savings to taxpayers.

Patrolling our communities is only one of many functions performed by reserve deputies. Lifesaving search and rescue missions are performed every week by reserves as part of the Los Angeles County Sheriff's Department's Search and Rescue Program. Last year reserve deputy sheriffs performed 684 missions throughout the county, saving countless lives.

Another opportunity for reserve deputy sheriffs to serve is by becoming a member of the Sheriff's Department's Posse. Posse members work patrolling trails and various community events on horseback.

Reserve deputies also help solve crimes by working in many of the Sheriff's Department's detective units, such as Homicide Bureau, Narcotics Bureau, Fraud and Cyber Crime Bureau, and Special Victims Bureau. We also have reserves who ride street and off-road motorcycles for the Department.

Reserve deputies come from all walks of life and from a wide variety of professions. The common thread of all is a burning desire to give back to their community and assist their fellow citizens.

If you are interested in signing up – just like citizens did over a 150 years ago – there is a reserve deputy academy scheduled to start in February 2019. Please contact the Los Angeles County Sheriff's Department Reserve Forces Detail at 323-526-5100 and ask for Assistant Director Mike Leum to get started.