

This Week Marjory Jacobs, Captain, Altadena Station Program Host Dawn Digrius

Marjory Jacobs was selected by community leaders and Los Angeles County representative and approved by Sheriff Alex Villanueva according to the press release last July to lead the Los Angeles Sheriff's Department station in Altadena.



As the unit commander of Altadena Station, Jacobs will oversee approximately 120 personnel, including a team of volunteer reserve deputies trained in mountain rescue who respond to calls in the mountains above the city.

Jacobs started her career in law enforcement with El Segundo Police Department in 1991 before transferring to the Sheriff's Department in 1996 as a deputy at Pitchess Detention Center's South Facility. She worked in several custody facilities as well as Palmdale Station and Force Training.

When she was promoted to lieutenant, Jacobs again took on a wide variety of

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Why Not do it the Easy Way?

It seems that writing an article each week for *Sparks* would be simple. Basically, a club president could cut and paste articles from the Rotary International website or from the various links to the magazines. However, our last three club presidents – Charlie Wilson, Steve Kerekes and Sarah O'Brien – really focused on articles that would highlight our club's projects or a meeting or some connection of our club to Rotary around the world. So, I too am trying to find some interesting topics.

This last Saturday, a few Rotarians attended the *Taste of Dena* fundraiser for the Altadena Library Foundation. There were more than 200 people in attendance. It was a magical event - really - there was a magician and great lighting in the background. The local restaurants and stores that our club (and members) try to support on a regular basis were there handing out samples of food and wine. Two in particular: El Patron Restaurant and Grocery Outlet were also sponsors of our Summer Concert Series.

This week also is the beginning of our big push to sell pancake breakfast tickets



On the Mark

By Mark Mariscal, President

to the event that we are coordinating with the Altadena Sheriff Station. The breakfast will be Saturday, October 19 from 8 am to 10:30 am in the parking lot of Grocery Outlet on Lake Avenue. I sure hope to see many of our members that day helping where you can.

It is not too late to mark your calendars for two other events out of the ordinary:

- Saturday, November 9, the *Big Bike Build* will take place. Our club – along



with Rotary members from Pasadena, Alhambra and San Marino – get together to build around 250 bikes and donate them to the Salvation Army.

- Thursday, December 19 will be our club's Holiday Gathering at MonteCedro.

Greeter of the Week

October 03
Mike Zoeller

October 10
Ruben Alvarado

October 17
Sue Applegate

From Dental Technician to Local Realtor



Kelly Bennett has been an Altadena resident her entire life.

She absolutely loved growing up here. After attending St. Elizabeth Parish School and Assumption High School, she matriculated at PCC where she earned certification as a dental assistant. She remained in this profession for twenty years, progressing into

office management and dental sales.

After a reduction in her employment hours, she began work with a manufacturer of ostomy supplies. For the past six years she has been a realtor with Berkshire Hathaway.

In recent years she and her sister have devoted their time to caring for their ill mother. Married in 2001, Kelly has been a single parent for the past two years, raising her teen age son, Nicholas, who is currently attending Pasadena High School. He is an aspiring medical student, and is exploring a variety of choices for his undergraduate education.



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
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 Photography.....Jacque Foreman

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Halloween has its origins in the festival of Samhain among the Celts of ancient Britain and Ireland. On the day corresponding to November 1 on contemporary calendars, the new year was believed to begin. That date was considered the beginning of the winter period, the date on which the herds were returned from pasture and land tenures were renewed. During the Samhain festival, the souls of those who had died

A Possible History of Halloween

were believed to return to visit their homes, and those who had died during the year were believed to journey to the otherworld. People set bonfires on hilltops for relighting their hearth fires for the winter and to frighten away evil spirits, and they sometimes wore masks and other disguises to avoid

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October

Economic & Community Development

Program Chair, Dawn Digrius

October 03 - Captain Marjory Jacobs, Altadena Station
 October 10 - Sonia Kwon - Craft Talk
 October 17 - Megal O'Rorke, BTI Appraisal
 October 24 - Richard Kurtz - Craft Talk
 October 31 - Jim Osterling, Trustee, Pasadena Community College District

Congratulations



Birthdays



07 - Noriko Suzuki Mehringer
 08 - Susan Cox
 10 - Heather Campbell
 20 - Charles Wilson
 24 - Jim Gorton
 27 - Dawn Digrius (Smith)
 30 - Gary Landon (Vega)



Anniversaries



01 - Freddy & Margarita Figueroa
 19 - David & Elsa Smith

A collaboration between Rotary and Heifer continues to produce big results, helping small farms provide healthier, locally-sourced food



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In the fall of 2015, volunteers from Rotary and Heifer International came together to build hoop houses for a few farmers working small lots in Arkansas, USA. The afternoon outing was part of a larger project that is still reaping benefits four years later, supporting small-scale agriculture in the region and increasing access to locally-grown food.

Heifer has been using the small-scale agriculture model for decades to alleviate hunger and fight poverty around the world. The approach has the added benefits of being environmentally friendly and offering healthier food options.

That mission dovetails with Rotary's mission to grow local economies and improve health. So it's not surprising the two groups have teamed up on a number of occasions in the past 30 years to improve communities by helping families escape poverty. Several Heifer employees are or have been members of the Rotary Club of Little Rock, Arkansas, USA, the city where

Heifer has its headquarters.



Volunteers from the Rotary Club of Little Rock, Arkansas, USA, and Heifer built a high tunnel for Joe Carr.



“Our values line up very well,” says Ardyth Neill, a member of the Little Rock club and president of the Heifer Foundation. “With Rotary, it’s *Service Above Self* and helping to serve others. Heifer has been working with farmers to be accountable, pass on their gifts, train other farmers, and work together in community. It’s learning to share and care, basic things that work well together.”

Sustainability

In the United States and other developed nations, a lot of food production is controlled by large industrial operations, which produce cheaper food by focusing on a single crop and using specialized equipment

to cut labor costs.

But, according to research into sustainable agriculture, this food model has downsides, including a reliance on commercial fertilizers, heavy pesticides, and other chemicals that can harm the environment.

The trend has also contributed to the failure of smaller family farms, increasing the poverty rates in places like rural Arkansas.

Nationwide distribution networks have also resulted in food deserts in urban areas, particularly in the US, England, and Australia, where poor neighborhoods have little access to fresh produce and instead rely on less nutritious fast foods and packaged products.

Small-scale sustainable agriculture, on the other hand, tends to keep things local. The money you spend on food stays in your community and helps your neighbor. Farmers maximize land use by planting multiple crops that replenish the soil and reduce the need for fertilizers and pesticides. And fruits and vegetables grown closer to home keep more of their nutrients. Consumers are increasingly aware of these health benefits, fueling the market for local produce. “There’s a phenomenon going on,

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Chairmen

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really nationwide, about people becoming more and more concerned and thoughtful about where their food comes from,” says Sharon Vogelpohl, a past president of the Little Rock Rotary club and a volunteer on the project.

In Heifer’s back yard

Before teaming up with Rotary on the project, Heifer USA conducted a study that found considerable untapped demand for locally grown produce. The study calculated that Arkansas spends more than \$7 billion a year on food, with about \$6.3 billion of that coming from outside Arkansas.

Heifer set up a Community Supported Agriculture (CSA) network – a food subscription service in which consumers buy produce in advance at a fixed price, guaranteeing farmers a market for their crop regardless of how weather or other factors may affect their output.

Rotary members used their extensive contacts to find buyers for the CSA shares, and offered business and planning advice to the farmers. Heifer provided training in sustainable practices and taught its philosophy of accountability, sharing, passing on training, and self-reliance.

Through its first five years, the number of shares sold grew from 150 the first year to more than 400 a year. The New South Produce Cooperative became a largely independent cooperative in 2016, and in 2017 expanded to wholesale markets. Now, Heifer USA is transitioning oversight of the program to one of its funding partners, 275 Food Project, smoothing the path for expansion into the Memphis area.

“We’ve always viewed our role as being an incubator of this project,” says Annie Bergman, Global Communications Director for Heifer. “This will allow growth across the border and provide more support for the farmers. We will still offer training and funds when needed.”

Farming around the world

The tools of small-scale, sustainable agriculture look different around the world, but the principles are the same. Noel Mace, Heifer International’s program manager for Africa, explains that cooperatives play a crucial role in bringing together groups of farmers – many with both livestock and crops – and connecting them to markets.

“We are now developing more of a market-driven approach,” says Mace. “Historically, Heifer has spent a lot of time on how to bring poor farmers to a subsistence level where they can feed their families. But our mission is to end hunger and poverty, not to lessen it. Poverty is a big challenge without connecting to markets.”

Volunteers from the Rotary Club of Little Rock, Arkansas, USA, and Heifer built a high tunnel for Joe Carr. “So the question,” he continues, “is not just how do we make sure you are not hungry, but how do we move you beyond a family-level production to participating with others in a market” that creates income and increases livelihood? Africa has a strong dairy program, so much of Heifer’s work there flows out of milk. Tight groups of 15 to 20 farmers join with other groups in cooperatives that then have enough scale to access chilling plants and, ultimately, processing plants. The farmers then look to diversify further by using their milk co-op to sell avocados, lettuce, tomatoes, and other produce.

“If I am a consumer, I now can go to the co-op and buy milk, but also buy fresh fruits and greens, and I know it will have the same level of quality,” says Mace. “It’s really about marketing a brand, something I can rely on and know they will have when I go there.”

Spreading success

Back in Arkansas, Ben Wihebrink of Heifer USA says the larger vision is to encourage others to copy their model. In addition to building support for the cooperative in Memphis, pilot efforts have been launched in northwest Arkansas and the Arkansas Delta.

“There is an infinite demand across the (American) South specifically for local foods and organic foods,” says Wihebrink. “And as long as there is consumer interest, there is opportunity to help farmers in many places struggling to make a living.” Joe Carr, recipient of one of the hoop houses, has been farming since he left his job at Whirlpool in 1987.

He started a farmer’s market in 2003 that has grown to more than 60 vendors. The co-op and high tunnel (as it’s also called) have allowed him to increase his income. “The beauty of the high tunnel is it gives you the quality you need for public demand,” he says. “Choy, kale, broccoli, carrots, and lettuce will all go through the winter. With the proper crop management, you can harvest all winter long.” ○

Joseph McMullen Obituary

As it appeared in the Pasadena Star News September 27, 2019

On 22 Sep 19, Joe McMullin, former resident of Altadena, CA, loving husband, and father of 3 children, passed away in North Myrtle Beach, SC at 96.

He was a World War II veteran and member of Altadena Rotary Club, where he served as Club President and District Governor. Joe was preceded in death by his first wife, Carolyn.

He is survived by his second wife Nancy, 3 children, and 5 grandchildren. Service will be held at Arlington National Cemetery in Arlington, VA. In lieu of flowers, contributions may be made to Altadena Rotary Charities, c/o Rotary Club of Altadena, PO Box 414, Altadena CA 91003 or at <http://www.altadenarotary.com/donation.htm> – More Next Week ○

Sparks - Altadena Rotary Club Newsletter

This Week

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According to the press release of last July, Marjory Jacobs was selected by community leaders and Los Angeles County representatives and approved by Sheriff Alex Villanueva to lead the Los Angeles Sheriff's Department station in Altadena.

As the unit commander of Altadena Station, Jacobs will oversee approximately 120 personnel, including a team of volunteer reserve deputies trained in mountain rescue who respond to calls in the mountains above the city.

Jacobs started her career in law enforcement with El Segundo Police Department in 1991 before transferring to the Sheriff's

Department in 1996 as a deputy at Pitchess Detention Center's South Facility. She worked in several custody facilities as well as Palmdale Station and Force Training.

When she was promoted to lieutenant, Jacobs again took on a wide variety of duties, including custody and station watch commander, operations lieutenant, Jail Transition Team lieutenant, and Division Aide for Custody Services Division.

Most recently, Jacobs was Acting Captain at Pico Rivera Sheriff's Station.

In addition to an associate's degree in General Education from College of the Canyons (COC) and a bachelor's of science

in Occupational Studies from California State University, Long Beach, Jacobs is a graduate of the Supervisory Leadership Institute, Middle Management Course, Southern California Leadership Network, and the FBI National Academy.

Jacobs is the current Vice President of Women Leaders of Law Enforcement of LA County, and a mentor for the El Rancho High School Team Court in Pico Rivera.

She is a resident of the city of Downey and is married with two children. When off-duty, she enjoys weight lifting, cycling, cooking, reading and spending time with her family, especially her sons. ○

Form

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being recognized by the ghosts thought to be present.

It was in those ways that beings such as witches, hobgoblins, fairies, and demons came to be associated with the day. The period was also thought to be favourable for divination on matters such as marriage, health, and death.

When the Romans conquered the Celts in the 1st century ce, they added their own festivals of Feralia, commemorating the passing of the dead, and of Pomona, the goddess of the harvest.



Halloween, *contraction of All Hallows' Eve*, is a holiday observed on October 31, the evening before All Saints' (or All Hallows') Day. The celebration marks the day before the Western Christian feast of All Saints and initiates the season of Allhallowtide, which lasts three days and concludes with All Souls' Day. In much of Europe and most of North America, observance of Halloween is largely nonreligious.

In the 7th century ce Pope Boniface IV established All Saints' Day, originally on May 13, and, in the following century, perhaps

in an effort to supplant the pagan holiday with a Christian observance, it was moved to November 1. The evening before All Saints' Day became a holy, or hallowed, eve and thus Halloween. By the end of the Middle Ages, the secular and the sacred days had merged. The Reformation essentially put an end to the religious holiday among Protestants, although in Britain especially Halloween continued to be celebrated as a secular holiday. Along with other festivities, the celebration of Halloween was largely forbidden among the early American colonists, although, in the 1800s, there developed festivals that marked the harvest and incorporated elements of Halloween.

When large numbers of immigrants, including the Irish, went to the United States beginning in the mid 19th century, they took their Halloween customs with them, and in the 20th century Halloween became one

of the principal US holidays, particularly among children.

As a secular holiday, Halloween has come to be associated with a number of activities. One is the practice of pulling usually harmless pranks. Celebrants wear masks and costumes for parties and for *trick-or-treating*, thought to have derived from the British practice of allowing the poor to beg for food, called *soul cakes*. Trick-or-treaters go from house to house with the threat that they will pull a trick if they do not receive a treat, usually candy. Halloween parties often include games such as bobbing for apples, perhaps derived from the Roman celebration of Pomona. Along with skeletons and black cats, the holiday has incorporated scary beings such as ghosts, witches, and vampires into the celebration. Another symbol is the jack-o'-lantern, a hollowed-out pumpkin, originally a turnip, carved into a demonic face and lit with a candle inside. Since the mid-20th century the United Nations Children's Fund (UNICEF) has attempted to make the collection of money for its programs a part of Halloween ○



\$5 A Ticket

TICKETS AVAILABLE AT
EL PATRON, HOOPLA! EMPORIUM,
GROCERY OUTLET, AND
ALTADENA SHERIFF STATION

Pancake Breakfast



WHEN:

OCTOBER 19TH, 2019

WHERE:

GROCERY OUTLET
2270 LAKE AVE,
ALTADENA, 91001

TIME:

8:00 AM–10:30 AM

ALL PROCEEDS DIRECTLY
BENEFIT THE ALTADENA
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