



PASADENA ROTARY CLUB ROTARY INTERNATIONAL

SPOKES NEWSLETTER

DISTRICT 5300 * Rotary Club 794 * July 31, 2020 * #64
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This Week's Program

David Reyes

Director of the Planning & Community Development
Department, City of Pasadena

"Planning During The Time of Covid-19"

Introducer: Mic Hansen



David is the city of Pasadena's Planning Director. With nearly two decades of professional planning experience, David is a dedicated public servant who enjoys working directly with the community. Prior to beginning his work in the Planning field, David taught Middle School Math and Science at a Los Angeles Archdiocese school in the San Fernando Valley, where he also coached the football and basketball teams. While working at Brown/Meshul, Land Use Consultants, David learned the value of customer service as well as the importance of bringing varied stakeholders into the development process as early as possible.

While working for the Cities of Malibu and Santa Monica, David gained a deep understanding of the importance of maintaining a community's sense of place while allowing for new development and responsible growth. David was with the City of Beverly Hills for five years prior to joining Pasadena in 2012. In Beverly Hills, he managed the day to day operations of the

current planning operations and was the project manager for complex entitlement projects. David started in Pasadena as the city's Zoning Administrator, then became the Department's Deputy Director, and currently the Planning Director.

11:45 am: Reception Greeters:
Scott Carlson - Jane Waas

Song Leader: **Don Andrues**
Inspiration: **Joshua Levine Grater**

Zoom Team:
Frank Fish - Kat Rogers - Scott Carlson - Tammy Silver
**** NEED HELP WITH ZOOM****
Tammy Silver - tamaramsilver@gmail.com - 626-755-4272



**Pasadena Rotary invites you to its Weekly Wednesday Zoom meeting.
August 5, 2020 at 12:00pm - 1:00pm**

Join Zoom Meeting
[https://us02web.zoom.us/j/86287855806?
pwd=WUJBY0RGdjV2UUplLWXIRTWpWS1Vldz09](https://us02web.zoom.us/j/86287855806?pwd=WUJBY0RGdjV2UUplLWXIRTWpWS1Vldz09)

Meeting ID: 862 8785 5806
Password: 994656

NOTE:

IN ACCORDANCE WITH STATE AND COUNTY MANDATES AND FOLLOWING PHASED IN REOPENING OF GATHERED GROUPS, AND IN CONSIDERATION OF THE SAFETY AND WELL-BEING OF THE PASADENA ROTARY CLUB MEMBERSHIP:

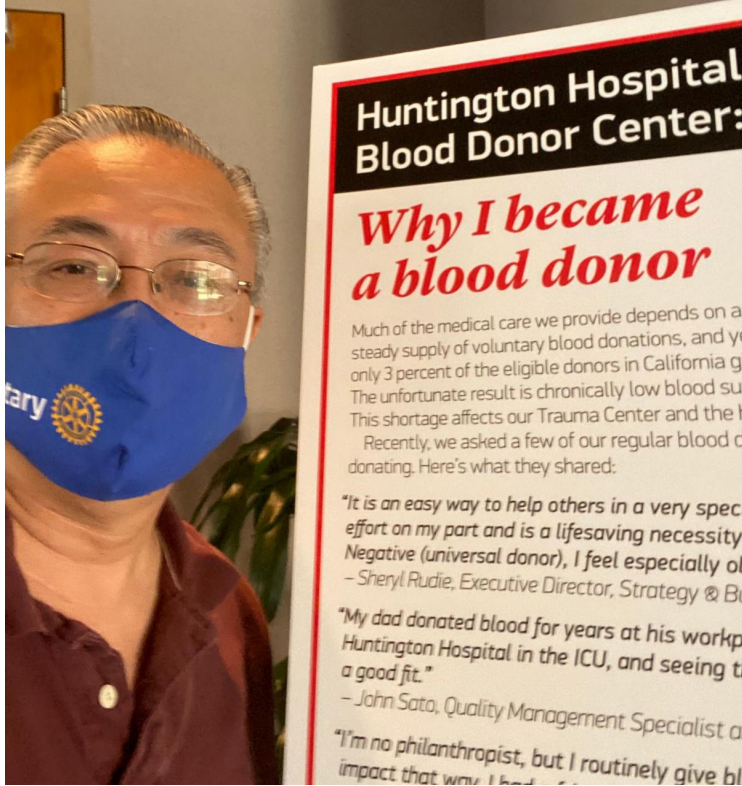
PASADENA ROTARY IN-PERSON MEETINGS ARE POSTPONED UNTIL FURTHER NOTICE.

THIS MAY CHANGE, AND AS THE STATE OF CALIFORNIA'S PLANS TO REOPEN BUSINESSES AND GROUP MEETINGS UNFOLD, WE WILL KEEP EVERYONE UPDATED ON THE STATUS OF PASADENA ROTARY CLUB'S IN-PERSON MEETINGS.

PRESIDENT'S CORNER

by President Ken Joe

Hello Pasadena Rotary! I hope you are embracing my theme that Pasadena Rotary is a place to serve and a place to fellowship.



President Ken giving blood at Rotary's DIAD Blood Drive at Huntington Hospital on 7-27-20

president@pasadenarotary.com to get together for a cup of coffee!

In Your Service,
Ken

As many of you know, Rotary started with the vision of one man – Paul Harris. The Chicago attorney formed the Rotary Club of Chicago on February 23, 1905, so professionals with diverse backgrounds could exchange ideas, network and form meaningful, lifelong friendships.

If you have noticed during our weekly Zoom meetings, I often introduce each club member's profession. Rotary Club membership is a key strategic goal of all clubs internationally. In order to grow and retain our club membership, Rotarians giving business to other Rotarians is essential and part of our club heritage.

Pasadena Rotary is a place to serve, a place to fellowship and a place to network!

I am always available to you at

THE SCOOT ZONE

By Justene Adamec, Bureau Chief

Another exciting Zoom meeting – we're working out the kinks and improving the experience all the time. Members should have their videos on during the reception and the breakout sessions at the end. If you want to make a Polio Pig or other announcement, email **President Ken Joe** by Tuesday at noon. If you have a guest, private chat to **Tammy Silver** with their name and occupation/Company and they'll be introduced.

Eric Olsen led us in singing [Summertime](#) followed by [You're a Grand Old Flag.](#)

Mary Chalon gave the inspiration. She read a poem, [Have You Earned Your Tomorrow?](#)

By Edgar Guest. It begins with *Is anybody happier because you passed his way?/Does anyone remember that you spoke to him today?*

President Ken gave a special welcome back to **Elisabeth Browne** who has rejoined the club. The chat bar nearly



President Ken Welcomes Back Elisabeth Browne

exploded with members expressing excitement and welcoming Elisabeth back.

Mary Chalon announced that the Blood Drive was a success. There are still appointments available if you haven't gone yet or you failed the pre-test.

Wende Lee and Mary Chalon (who is popping up everywhere!) are chairs of the Giving From the Home Committee, formerly Giving from the Closet. Every quarter, we'll support a local community non-profit. This quarter, it's the Pasadena Humane Society. They need your blankets and towels (but not pillowcases)!

Past President Shel Capeloto, happily retired now, and **Elaine Silberman** are chairs of the Adopt-a-Meal committee. Due to the Covid restrictions, we can't serve meals but we can still buy meals once a

month. They are looking for a pool of people who will split the cost each month. The estimate is \$10-20 a month. The more people in the pool, the lower the individual cost will be. Again, lots of chat bar action as members volunteered in real time.

Elaine donated to the Polio Pig in honor of two new Tyros members, **Ken White** and **Josh Betta**, who signed up already at last week's (Zoomerific) Tyros meeting.

Past President Howard Raff announced the Pasadena Rotary Fellowship Fund. Due to Covid's effect on the economy, some of our members are having difficulty paying the dues. A fund has been set up where people can donate to cover those fees. Both donors and recipients are anonymous. The suggested amount is \$117 for 3 months of dues. Contact **Wendy Anderson** to donate or if you need assistance.

Past President Cathy Simms announced that Rotary Readers will meet on Zoom at 6 pm on Monday 8/3/20. The book is [*The Day the World Came to Town: 9/11 in Gander, Newfoundland*](#) by Jim DeFede. If you liked the musical *Come From Away*, you will enjoy this book!

Mic Hansen introduced our speaker, **Francey Marzicola**, Founder & CEO, Full Spectrum Marketing but, more importantly, the Past President of Manhattan Beach Rotary Club. Her marketing topic was Mining the Millennial Mindset.

Millennials, aged 24-39, are very different than other generations and they outnumber the other generations. 83 million of them have changed much of how society interacts. By using knowledge of their unique mindset, Francey has successfully steered companies like Body Glove International, a surfing company, to success with that segment. Interest in surfing was waning and by engaging millennials, interest in surfing has returned to earlier levels.



Introducer Mic Hansen

Millennial are the most connected,



Francey provided fascinating information & stats.

tech-savvy generation yet. They have never known the world without cable or internet. They use digital platforms seamlessly. They prefer texting over emails and phone calls.

As a result, the old way of top-down, one-way communication is dead. Instead of telling them what to do, you need to facilitate a discussion and ask for input. They are more flexible. For example, 83% are satisfied with their job but 46% of them plan to

change jobs in the next 12 months. They value work-life balance and aspire to make a difference.

There are 5 things millennial like about Rotary:

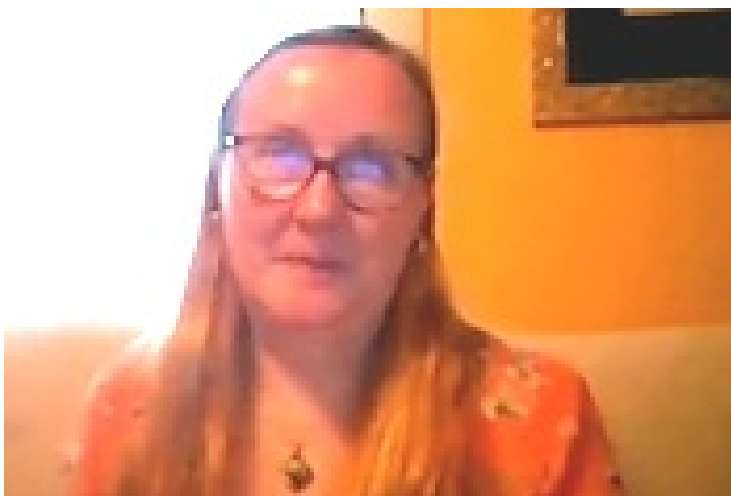
- Career advancement – mentorship, support
- Cultural awareness – global connection
- Personal growth – knowledge and learning
- Kindred friendship – fun, flexible, like-minded
- Social purpose –diverse service projects

We watched a video and a slide presentation chockfull of information. The video and a few of the slides are available at the [Qualtrics website](#). Francey will send you the entire slide presentation if you like. Let Wendy know if you wish a copy – office@pasadenarotary.com

Then we split into our breakout sessions and discussed ways to attract millennial to our club.

President Ken set us on our way, reminding us that this is a Year of Service and a Year to Fellowship. Francey stayed around another 15 minutes to answer questions.

MEMBER & COMMITTEE NEWZ



ELISABETH BROWNE RETURNS: It was fun to hear and see the excitement by members at the Wed. reception before the meeting as members "heard" that **Elisabeth Browne** with her big smile had rejoined the Club. The "*Grapevine*" was in full motion during reception.

CALVIN CHAN'S POLIO PIG PLEA - Remember at the 7-22 meeting when **Calvin Chan** gave a polio pig announcement asking for our VOTE on The LA2050 Grant Challenge. Guess what! Your vote counted and **Union Station Homeless Services**

was awarded \$50,000 grant in the LA Connect category.

POLIO PIG ANNOUNCEMENTS WITH PHOTOS: If you have a Polio Pig announcement (2 min) and would

like a photo shown (new grand baby, family, animals, new home, etc.), please let us know and send photo to office@pasadenarotary.com by 12 pm on Tuesday. Our Zoom Meeting is that afternoon where the Meeting Script and photos are set up for the Zoom Team for Wednesday's meeting.

SHOP WITH A COP MODIFIED - Co-chairs J.P. Harris & Hillary Schenk

We will conduct a physically distanced, 2020 version of Shop With A Cop on Thursday, August 6 at the MacKenzie-Scott branch of the Pasadena Boys and Girls Club. Each of the 75 children that are taking advantage of the BGCP's programs will be provided a \$25 Target card that they can use at a time convenient to them. The cards will be distributed when they are picked up by their parents from their day's activities at the BGCP by Chief John Perez of the Pasadena Police Department, our president Ken Joe and a small (emphasis on small) contingent of carefully selected Pasadena Rotarians. Although not the typical manner in which we like to conduct this event, given the current situation, this was deemed to be the most expeditious way to ensure these deserving young people did not totally miss out.

DIAD (Done In A Day) BLOOD DRIVE - Mary reports 9 sign ups for the blood drive - unfortunately 4 did not pass the pre-test but will try again. Some members who could not attend that day signed up for other days. Happy to report that **Ken White** has joined **Mary Chalon** as Co-Chair of this committee.

TYROS: Chair Sheryl Guerrero

Had its first meeting on 7/21/20 - Meeting & Greeting Tyros members and committee members - great interaction. **Sheryl** is hoping members will connect with Tyros members for coffee. Contact her for list of Tyros members.

BUSINESS ALLIANCE COMMITTEE: Co-chairs Cyril Vergis & Wendy Anderson

13 of the 22 members were present at the 7/27 meeting. Presentation, introductions & two break out sessions leads us to the next meeting on 8/17 for a discussion & idea sharing on 2 business issues affecting members. Thanks **Shel Capeloto** for bringing "Sara" Kaliyaparumai from the Rotary Club of Madras South in India - he attended at 3:30 am his time.

WEBSITE UPDATE: Chair Paul Martin - www.pasadenarotary.com

Looking for Spokes go to the website, scroll down the homepage to [This Week in Spokes](#).



Rotary Opens Opportunities

Giving from Home

Proud to support the Pasadena Humane Society

Please check your closets and drawers! It's time to give up that torn blanket that your puppy chewed, and the bath towel with the permanent stain from dying your own hair during COVID!

TIME TO TOSS OUT THE OLD AND IN COMES THE NEW

Pro tip: Costco has great pricing on towels and sheets

- Full-size Bath
- Beach size towels
- Washcloth
- Any size sheets

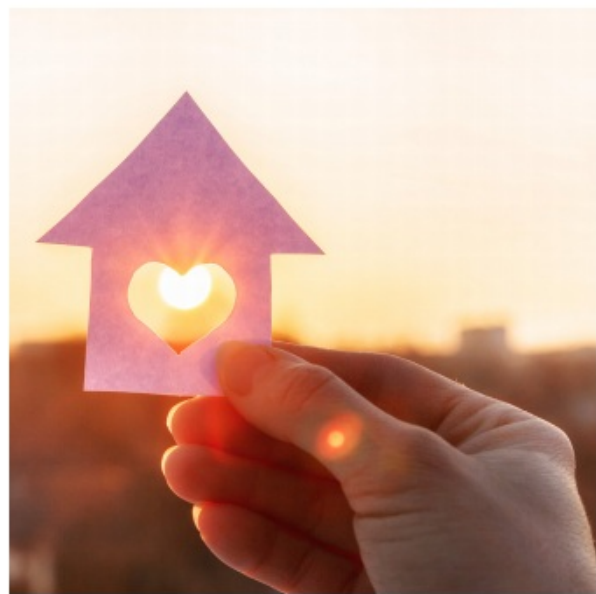
blankets or comforters

NO pillowcases or hand size towels, please!

Must wash the items before donating.

The PHS will use our used towels and sheets immediately.

They will use these items for cleaning (thank you COVID), animal care (think Kittens), and beyond!



Dropoff at the University Club from 10 to 3 Monday-Friday

DEADLINE is Wednesday, August 13, 2020

For further questions, contact:

Wende Lee 323-399-1362 wendeleee323@gmail.com

Mary Chalon 626-437-3252 mary@parsonsnose.com

UNIVERSITY CLUB OF PASADENA



AMERICANO

**Five-Day Outdoor Extravaganza Featuring
Guest Chef Robin Salzer & Favorite Recipes
from Robin's Wood Fire BBQ!
Safe Outdoor Dining & Grab 'n' Go Available**

**WEDNESDAY, JULY 29 - SUNDAY, AUGUST 2, 2020
4:00PM - 8:00PM DAILY**

**Plus Live Music - From a Safe Distance!
The Gerry Rothschild Band - Wednesday, July 29
Decades of Rock - Friday, July 31**

For reservations, please contact our Front Desk
(626) 793-5157 | frontdesk@universityclubpasadena.com



(626) 793-5157 | UNIVERSITYCLUBPASADENA.COM
175 NORTH OAKLAND AVENUE | PASADENA, CA 91101

Yoga by Ken

Yoga by Ken Hill demonstrated by Board Director Michele Ferroni

Eagle Pose



Sit erect with feet flat on the floor. Cross it over the left as far as possible. See if you can wrap the right foot behind the left calf as shown by Michele Ferroni. If not leave the foot at the outer side of the left leg.

Stretch your arms out straight in front of you and cross the left arm on top of the right above the elbows. Do not turn or twist your wrists. Bend your elbows and bring the backs of your hands together, thumbs pointing at your face. Without turning your wrists, move your left hand closer to your face and slip the left palm onto the right palm. Hold for 20 to 30 seconds breathing naturally through your nose.

Repeat on other side: Left leg over right, right arm over left.

The benefits are stretches in the shoulders and upper arms, and in the hips.

Happy Birthday To These Rotarians!

Jeff Palmer	July 31
Allen Webb	Aug 3
Howard Smith	Aug 3
Kevin Moore	Aug 5

Rotaversaries!

Dave Mans	August 1, 1994	26 years
Peter Boyle	August 1, 1993	27 years
Shirley Burton	August 5, 2015	5 years
John Burrows	August 6, 2003	17 years

Upcoming Program

- Aug 12 Bill Thompson, Executive Director, Young Storytellers, "*Raising Voices, One Story At A Time*"
- Aug 19 Lisa Cavelier, CEO, Boys & Girls Club of Pasadena

SPOKES is a weekly newsletter published by the Rotary Club of Pasadena.

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The University Club
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Pasadena CA 91101
*Complimentary Valet Parking

Should you have questions regarding this publication, please call us at 626-683-8243 or send us an email to office@pasadenarotary.com.

Visit our website www.pasadenarotary.com

