

Rotary

Club of Pasadena, CA



SPOKES NEWSLETTER

DISTRICT 5300 * Rotary Club 794 * April 21, 2023 * #23-114

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THIS WEEK'S PROGRAM

MIREYA, LARRY & CHUCK JONES, JONES COFFEE

"Living the Dream for 30 Years From Bean to Cup"

With a Special Coffee Tasting Presentation

Introducer: Diana Peterson-More



Mireya Francisca del Rosario Asturias was born on her family's coffee farm in the highlands of Guatemala. Larry Jones, born in Ithaca, New York, met Mireya in 1956 in Berkeley, California, where their fathers taught at the university. Mireya and Larry shared a dream to bring coffee north from her birthplace to share with their friends and community.

Five children and 15 grandchildren later, Pasadena is home to Jones Coffee Roasters, a space for people to enjoy music, art and good conversation while drinking some of the best coffees from around the world.

It was their youngest son, Chuck, who in 1993 at the age of 23, helped make his parents' dream a reality. Today he directs the vertically integrated business model from seed to cup.

Beyond her life in Pasadena, Mireya, as a member of the board of directors of the Specialty Coffee Association of America (SCAA), established the first Barista Championship Committee in the U.S. and then Europe which built the concept of espresso-based drinks and cafes worldwide. She was also a founding member of the International Women in Coffee Alliance, promoting education and business alliances for women in coffee globally. Larry, now a retired urologist, often traveled to coffee conferences with Mireya and Chuck to speak about the issue of health and coffee. Chuck served as a judge for the U.S. Barista Championship and, together with his parents, was a regular contributor at international coffee conferences.

Today, the Joneses are celebrating 30 years of realizing their dream. They have built a small but mighty independent business roasting 20,000 pounds of coffee beans each month to supply six retail stores and more than 100 wholesale accounts. They are grateful and proud that Pasadena has voted Jones Coffee Roasters the "Best Independent Coffeehouse" in the Pasadena Weekly for 20 of those 30 years.

April 26th Meeting

MEETING STARTS AT 12:15 pm

11:45 am - RECEPTION & LUNCH BY RSVP ONLY

12:15-1:30 pm - PP Diana Peterson-More Presiding

Song Leader: Don Andruess

Lunchtime Pianist: Ann Louise Christensen

Inspiration: Phil Miles

Scoot Zone Reporter: PP Mary Lou Byrne

Photographer: Jonathan Edwards & Tammy Silver

Sergeant At Arms: Robert Lyons

Tech: Frank Fish & Scott Carlson

To attend LIVE - RSVP Below

Non-members are welcome - \$40.00 includes lunch

Or by the One-way "Zoomcast"

Zoom opens at 12:00 pm - Meeting begins at 12:15 pm

<https://us02web.zoom.us/j/86515101523?pwd=dHhNZnV5c2ZqbzNQbWthbDNhYTladz09>

Meeting ID: 865 1510 1523

Passcode: 667356

IF LINK doesn't work, cut and paste link in your browser



The Rotary year is in its wind down stage. With 10 weeks left, there is the, District Assembly this weekend, the District Conference May 5-7, and the Rotary International Conference in Melbourne Australia May 27-31.

Our Club usually does demotion at the end of the year to say goodbye to the current President. I'm not going anywhere so we'll just have an end of year party.

The Season of Past Presidents is also coming to a close. There are only 7 Past Presidents left to run a meeting. Your favorite may still be ahead.

If you wish to contact me, you can do so by calling 626-806-2529 or emailing me at president@pasadenarotary.com or catch me before or after a meeting.



The Scoot Zone

By Staff Reporter Dean Billman

Photographers: Hillary Schenk & Tammy Silver

Our Rotary President of the Day was **Past President Kathy Meagher**, who led our club the in 2015-2016 year, and under her leadership we had a full year of service-beyond-self. Our guest speaker today was **Shelley Miles**, CEO of The Singleton Foundation for Financial literacy & Entrepreneurship, showing how to make financial education to young adults will encourage financial freedom, and build a better American society.

Shelley is also the wife of our **PP Phil Miles**, introduced as our song leader today and he enthusiastically embraced the opportunity to present his favorite British band, The Beatles, with their hit *Money (That's What I Want)* and we sang with glee because we had the chorus with the boys and girls alternating the key line – *That's What We Want!* Accompanying us on the piano was our delightful pianist **Ann Louise Christensen** (who now plays during lunch with a delightful selection of classic and modern selections, some of which we hum to).



President Elect Stephen Smith was inspired by the Money theme today, and quoted Benjamin Franklin saying, “The Investment in Knowledge pays the best return”. Then he noted that Will Rogers said that he put love over the desire for money, but that he also loved money.



PP Kathy led us down her successful year on Memory Lane and announced all the chairs and co-chairs of her 2015-2016 year and the many accomplishments – and what an action-packed year it was for us! There are so many highlights to her very successful year, and we all remarked how intensely involved almost every member of the club was in those days. Most notably, PP Kathy was the first President to ask and receive our District Rotary Grant, which she used to start the Shop with A Cop program, and the Bikes for Christmas – the first year we did this fun and impactful program! She ended her review of her year by saying that she always ended her meetings with a quote, and

here are her first and last quotes, both from Dr. Seuss:

- o First: “How did it get so late so soon?”
- o Last: “Don’t cry because it is over, smile because it happened”

PP Kathy then proceeded to the Announcements, starting with **President Justene Adamec** who stepped up to the lectern to award **Phyllis Mueller** a Rotary Service Star (for performing over five hours of community service) for her service with Pasadena’s Friends Indeed offering lunches on Wednesdays to under-served people. She also volunteers with **Marsha Rood** at the Shakespeare Women’s Club.

George Falardeau (whose name PP Kathy continues to struggle with) was introduced as “George, whose last name I continue to struggle with” – announced that he bought two tables for the Pasadena Mayor’s Prayer Breakfast on May 5th, and he needed six more attendees to fill it. The breakfast is organized this year by Rotarian and Friends Indeed CEO **Rabbi Joshua Grater**.

Hillary Schenk pleaded to Not Attend Our Gala – instead, please donate to the Not Attend Gala by adding your donation to your monthly Rotary bill (or send in a check). The donations

will go towards our Pasadena Rotary Foundation to support our largess, including Community Grants for next year.

Armida Baylon made a polio pig announcement: Hear Center is honoring a former board member on May 16th at 5:30 pm who donated a Rock Garden and invites us all to attend.

Guest Introductions:

- Shelley Miles brought Geoff Howard, CFO/COO of the Singleton Foundation
- **Lisa Kroese** brought Amy Sparrow-Sanders, who has visited us before
- **Howard Raff's** potential member is Natalie Dolishny, Chief Development Officer, Kids Space



PP Diana Peterson-More introduced our speaker today, **Shelley Miles**, and her presentation, “Financial Literacy: What’s Love Got to Do with It?” She spoke to our club five years ago as she was launching her project to teach high school students’ financial literacy, and today she gave a fantastic presentation on how using social media and gaming apps, she has been successful introducing young adults to the pathway of financial freedom.

PP Diana pointed out that Shelley was involved with the video game “Sonic – The Hedgehog” video game, one of the most successful games in history, and that the video gaming industry is larger than almost any other entertainment venue out there – far surpassing Hollywood movies or professional sports. Now joined with the Singleton Foundation, her company has created an app to make learning financial education and financial decisions fun and entertaining – to millions of young adults.



Instead of a boring or difficult topic to comprehend, indeed sometimes a taboo topic around the dinner table, she saw the desperate need to educate young people to the realities of financial responsibility. Why? Most divorces and family arguments are about money, and almost 80% of all couples never even talk about money or debt – yet it is a leading cause to failure in life. 25% of bankruptcies now are filed by young people! How to help people learn and manage finances?

Enter the world of gaming and social media – create an app that makes the effort to win at the game of money a fun exercise, and they did just that, and it has been seen by over one million people so far!

Venture Valley is their new app, and they teach learning through play. Endorsed by several higher-education institutions like Arizona State University and Pepperdine University, she tells of

the three levels of knowledge:

- Tell me – I might forget
- Show me – I might remember
- Engage me – I’ll understand

They are launching two new apps, one called *Slyngshot* (launch new ideas by helping establish

business plans) on 12 University campuses, and *Levy/ Up*, which is in Beta Test right now.

After a very engaged Q and A session, **PP Kathy** ended the meeting with a quote, but the crowd was too rowdy to hear because she was keeping to her other tradition – ending the meeting exactly at 1:30pm!



L2R: Phil Hawkey, PP Phil Miles, PP Diana Peterson-More, George Falardeau, PE Stephen Smith, PP Kathy Meagher, Shelley Miles, Geoff Howard, Tammy Silver



RECEPTION

Jane Waas, Alan Schier & friend

To Attend the 4-26-23 Meeting

RSVP by 5:00 pm MONDAY

PLEASE RSVP:

office@pasadenarotary.com -
626-683-8243

**CLICK HERE TO
RSVP TODAY**

MENU:

Asian Chicken Salad: Napa cabbage, romaine lettuce, sweet peppers, cucumbers, mandarin oranges, shredded chicken breast, wonton strips, almonds, sesame vinaigrette

Sweet Chili Shrimp Skewers: Grilled jumbo shrimp, sweet peppers and onions, pineapple, zucchini, Thai sweet chili glaze, rice pilaf

Eggplant and Tofu Curry: (v) Eggplants, tofu, zucchini, peppers and onions, coconut curry sauce, brown rice and quinoa.

DON'T ATTEND THE AFTER PARTY

email office@pasadenarotary.com and charge
your account directly

Your donation supports the good works of the
Pasadena Rotary

MEETING & EVENTS CALENDAR

TYROS COMMITTEE

ANNOUNCEMENT: The Tyros Meeting for May 1st is cancelled

SAVE THE DATE!

NEXT MEETING IS A TYROS CELEBRATION MEETING

THURSDAY, JUNE 1ST - 4:30 pm to 6:30 pm

CALIFORNIA PIZZA KITCHEN (CPK)

Appetizers - Cash Bar - Networking - Fun

**The R2R Committee (Rotarian 2 Rotarian)
will join the celebration!!**

Tyros Co-Chairs: Ellen Simon & Judy Taylor

R2R Co-Chairs: Cyril Vergis & Wendy Anderson
(formerly the Business Alliance Committee/R2R)



2022-23 Annual Rotary District 5300 Conference

May 5-6, 2023

Horseshoe Las Vegas

Horseshoe Las Vegas (formerly Bally's)

<https://district5300.org/>



Riding in Style District Conference 2023 Horseshoe Las Vegas May 5-May7

If the thought of driving to Las Vegas makes you cringe, consider a relaxing, comfortable trip in a luxury coach. You will enjoy complimentary audio/visual entertainment, Wi-Fi, AC, a restroom and spacious seating. The time is yours to spend as you choose... in fellowship, catching up on zzz's, working on your laptop, or just kicking back.

The fee is \$85 round trip. Leave Friday morning and return Sunday early afternoon safe and rested. Boarding sites are currently being considered for Arcadia and Ontario. Reserve your seat today.

ROTARY CLUB OF PASADENA
INVITES YOU TO
SAVE THE DATE FOR

Teachers of Excellence



Fostering and encouraging excellence in teaching and dedication to
education in the Pasadena Unified School District

WEDNESDAY, MAY 10, 2023, 12:00 PM
IN-PERSON AT UNIVERSITY CLUB, PASADENA
INVITE TO FOLLOW



*Appreciation
Extravaganza!*

JUNE 28, 2023

BEGINNING AT 6PM

THE ROTARY CLUB OF PASADENA INVITES YOU TO
SAVE THE DATE FOR AN EVENING OF GRATITUDE
AT THE UNIVERSITY CLUB FOR
PAST PRESIDENT MARY LOU BYRNE &
CURRENT PRESIDENT JUSTENE ADAMEC.

MORE EVENT INFORMATION TO FOLLOW SOON.
MARK YOUR CALENDARS!

POLIO PIG & COMMITTEE ANNOUNCEMENTS AT WEDNESDAY MEETING

Wish to "Show & Tell" us what you are up to or make an announcement about your family, business or a favorite nonprofit or a Committee announcement? Email Wendy at office@pasadenarotary.com by **Tues at noon**. Minimum donation for Polio Pig Announcement: \$20 or for \$30+ you receive a special sticker, which is billed to your account. Additional \$20 If you wish to leave flyers (in a stack on the table not individual) or a hand-out at end of meeting.

7 Day Notice

Sam Zadori

Sponsors: Wende Lee & Howard Raff

Happy Birthday!

Anne Miskey	April 22nd
Joseph Lonergan	April 27th
Frank Nicholas	April 27th

Happy Rotaversary!

Diana Peterson-More	4/22/98	25 Years
Jennifer DeVoll	4/23/03	20 Years
Helen Baatz	4/26/00	23 Years
Calvin Chan	4/27/22	1 Year

UPCOMING PROGRAMS

May 3rd - Rotarian Erika Endrijonas, Superintendent/President, Pasadena City College

May 10th - Teachers of Excellence - Co-Chairs: Lisa Cavelier & Sandy Goodenough

May 17th - Dr. Mark Schuster - Kaiser Permanente Bernard J. Tyson School of Medicine Update. Dr. Schuster's presentation starts at 12:30 pm

**SPOKES is the weekly newsletter published by the
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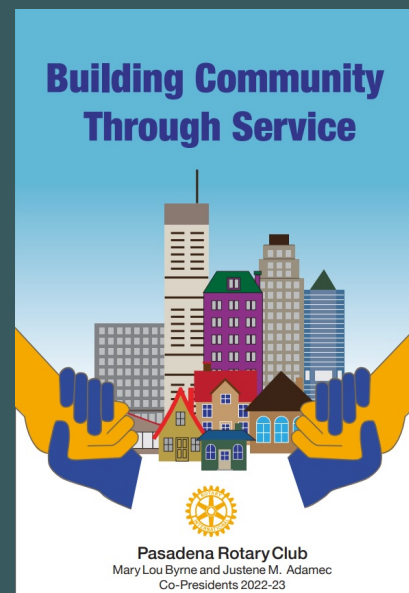
**Weekly Live Wednesday Meeting by RSVP at 12pm
The University Club Pasadena
175 N. Oakland Ave., Pasadena, CA 91101**

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Bureau Chief Emeritus: Mary Lou Byrne**



**ROTARY CLUB OF PASADENA 2022-2023 BOARD OF DIRECTORS
MEETS the 2nd Thursday of every month at the University Club Pasadena at 5pm**

**PRESIDENT: Justene Adamec
IMMEDIATE PAST PRESIDENT: Cory Brendel
SECRETARY: Michele Ferroni
TREASURER: Tony Phillips**

**PRESIDENT ELECT: Stephen Smith
PRESIDENT EMERITUS: Mary Lou Byrne**

**CLUB DIRECTORS: Desire Alvarado, John Burt, Lisa Cavelier, Mary Chalon, Sandy
Goodenough, Mic Hansen, J.P. Harris, Wende Lee, Hillary Schenk, Tammy Silver,
Cyril Vergis, Mark Waterson.**

Rotary Club of Pasadena

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