
Rotary

Club of Pasadena, CA



SPOKES NEWSLETTER

DISTRICT 5300 * Rotary Club 794 * March 3, 2023 * #23-107

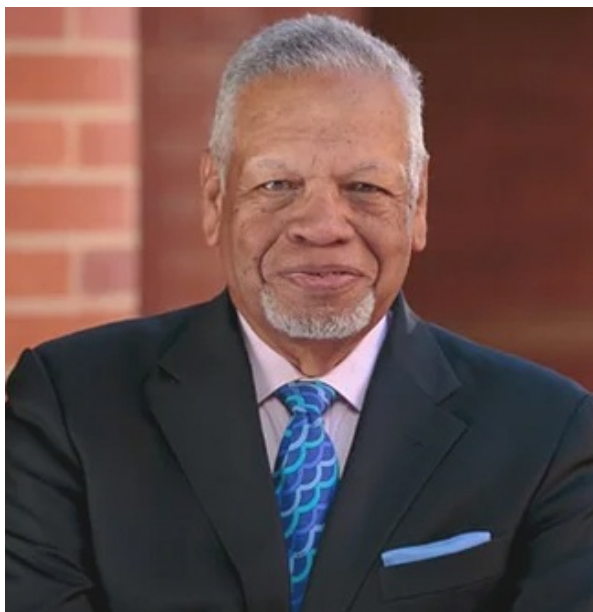
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This Week's Program

Alfred E. OSBORNE, JR. Ph.D.

**Entrepreneurship & Corporate Governance: The Importance of Purpose,
Leadership and Culture in Building Enterprise**

Introducer: Phil Miles



Emeritus Professor Alfred E. Osborne, Jr., joined the UCLA faculty in 1972 and retired after 50 years in 2022. He served for 25 years as UCLA Anderson's Senior Associate Dean for External Affairs. Osborne also held an appointment as Professor of Global Economics, Management and Entrepreneurship, and was the founder and faculty director of the highly acclaimed Harold and Pauline Price Center for Entrepreneurship & Innovation. Although retired, he continues to assist the Price Center in its mission and remains co-director of UCLA's Corporate Governance Program which he established in 1999 to train business leaders of public, private and not-for-profit organizations on the duties and responsibilities of directorship.

He served as UCLA Anderson's interim dean from July 1, 2018 to June 30, 2019. Osborne retired

from UCLA Anderson June 30, 2022

Osborne is an active participant in the business community, serving as a director of Kaiser Aluminum, Waverley Capital Acquisition Corporation, First Pacific Advisors (FPA) family of mutual fund and Wedbush Inc. His nonprofit affiliations include serving as a trustee of the Geffen Academy at UCLA, Fidelity Charitable, the Harvard Westlake School, and the Los Angeles Police Memorial Foundation. He served many years on the corporate boards of the Times Mirror Company, US Filter Corporation, Greyhound Lines Inc., Nuverra Environmental Solutions Inc., First Interstate Bank of California, Nordstrom Inc. and K2 Inc., among others. He is the recipient of numerous awards such as Ernst & Young Entrepreneur of the Year Award, the Human Dignity

Award given by the YMCA, among others. Most recently in 2021, he was honored by the National Association of Corporate Directors (NACD) with its highest award, the B. Kenneth West Lifetime Achievement Award for Leadership in the Boardroom.

Education: Ph.D. Business Economics, 1974, Stanford University; MBA Finance, 1971, Stanford University; M.A. Economics, 1971, Stanford University; B.S. Electrical Engineering, 1968, Stanford University

March 8th Meeting

12:00 pm - RECEPTION & LUNCH BY RSVP ONLY

12:30-1:30 pm - Past President Phil Miles Presiding

Song Leader: PP Cory Brendel

Inspiration: PP Mary Lou Byrne

Scout Zone Reporter: PP Mary Lou Byrne

Photographer: Wende Lee & Tammy Silver

Sergeant At Arms: Robert Lyons

Tech: Frank Fish

To attend LIVE - RSVP Below

Non-members are welcome - \$40.00 includes lunch

Or by the One-way "Zoomcast"

Zoom opens at 12:15 pm - Speaker at 1:00pm

<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



IMAGINATION

By President Justene Adamec



We hear so much about Rotary's campaign to fight polio. Approximately 35 years ago, Rotary International took on what seemed like an impossible task – to rid the world of polio. Over the years, we've gone from approximately 350,000 cases to around 700 in 2000 to a couple of cases. There have been no cases of the wild virus since August.

Some people think that we have gotten it so low that we can move on to other causes. Why put so many resources into vaccination? The quickest answer is that we aren't free of it until it's eradicated the way smallpox is.

The better answer is "Polio Plus". Beyond vaccination, Rotary funds care for those with polio and general preventative health care. Rotary has funded the development of an environmental monitoring system

that can detect polio before it has a chance to infect anyone. The infrastructure of the polio prevention campaign is used to combat other diseases like yellow fever and Ebola. Bed nets are

provided to prevent malaria. The fight against polio includes providing increased access to clean water and sometimes distributing soap and towels.

What about the wild virus vs the vaccine-derived polio cases? Over the years, most vaccinations have been done with a very low dose of a live virus. At the beginning there was benefit to this method because the low levels of live virus often spread the immunity to more of the community than those who are vaccinated. The overall rate of polio decreased. Vaccine derived cases only infect about 1 in 2.4 million people. With the eradication of the wild virus close, the attention can turn to stopping vaccine-derived cases by administering the inactivated polio vaccine. However, this version has to be injected rather than given as an oral drop. It's more expensive and the resistance to being vaccinated is greater.

Dean Billman's father was a polio survivor. He was the reason that Dean joined Rotary. Dean now serves as District 5300 (our district) Polio Plus Chair. He can answer (or find the answer to all of your questions.)



The Scoot Zone

By Staff Reporter Dean Billman

Photos: Hans Rosenberger & Tammy Silver

Rotarian **George Falardeau** introduced our speaker today, Ms. Karen Hofman of Pasadena's ArtCenter College of Design – the first woman president, and the first ArtCenter Graduate to become President. Karen guided the ArtCenter through the Pandemic and introduced practices and connections that may prove to be the new model for education everywhere, all at once, while widening and deepening the educational experience for thousands of students going forward. With "Hub" campuses in Berlin and Shanghai, Beijing, Shenzhen and Seoul, South Korea, the future of the ArtCenter might be as a hybrid learning center with students from around the world, all connected to the campus in Pasadena. Meanwhile, she has spearheaded the continuation of George's drive to expand the campus throughout Pasadena, by modernizing the Cal Tech wind tunnel complex on Raymond and Glenarm, modernizing the north campus in the hills above Pasadena, and continuing the "Master Plan" of new construction in the old Pasadena -710 freeway right away. Too soon for an announcement, but we were told "it will change the south part of Pasadena like never before."



Past President Mary Lou Byrne rang the Rotary Bell right on time, and was giddy at being up on the podium (the thing you stand on), in front of the lectern (the thing you speak from, on stage - an orientation for future reference) and explained the legal reason that a Past President, who held the title of President in 2018-2019, and for six months just two months ago, was back up on the stage because **President Justene** had to fill a 18 month term as President and decided on a "Past President-palooza" to fill this current Presidential year, and "we saved all our banners from our year, and how many Do-Gooders and Fun-Havers do we have here today?"

She introduced **Don Andruess**, who led us in a version of "You Gotta have Art" (from Damn Yankees; Richard Adler and Jerry Ross) with clever lyrics meant to honor art greats, all fun! ArtCenter President later commented that she was touched that we sang such a fun ditty. **PP Mary Lou** introduced our pianist for today Ann Louise Christensen, then had Don lead us in her favorite song, This Land is Your Land, by Woodie Guthrie. A quick Pledge of Allegiance, and we were inspired by **George**



Falardeau, who reminded us that Art is Life, and how it affects everything we see and buy, from cars, to houses, to jewelry. He then quoted favorite artists, Pablo Picasso, Di Vinci, and Van Gogh, who all felt the same way.

PP Mary Lou called for announcements, starting with her own: “Hi Zoomers!” and mentioned that “we will soon be organizing a nominating committee that will install four nominating committee members who will then nominate a new person to be nominated for the upcoming year Rotary board, who will be nominated by the nominating committee soon to be nominated.” (Reporter’s Note: **PP Mary Lou and P First Husband Gary** had just returned home to LAX two nights earlier from a visit to Vietnam and Cambodia and might have been jet-lagged).

She then asked us to Save the Date: The District 5300 (which stretches from Pasadena, all the way out to Rancho Cucamonga and points west, and then all the way to Las Vegas, 63 clubs in all) will hold its annual District Conference in Vegas on May 5-7, and that annual meeting is where current Presidents get rewarded for all the Good Deeds each club has done in the current year – Pasadena always wins something since we have such a large club that is ALWAYS doing great things, every week. Maybe we will have all the Past President who participated in this year’s Parade of Presidents be present, since we continue with the Four-Way speech contest, the Teachers of Excellence and all of our Done In A Day projects!



- **Desiree Alvarado**, RYLA committee chair, is asking for Facilitators for the weekend in the mountains with energetic and world-changing high-schoolers. They may change the world someday; you will change their world today. **PP Mary Lou** had done it in her year, and it was worth it!
- **Jan Sanders** announced that the Rotary Readers are meeting Monday at 6 pm to read Sparks Like Stars, which is also Pasadena’s “One Book, One Story” chosen selection (a program started by our own Jan Sanders when she was Pasadena’s Head Librarian).
- **Judy Taylor** (and co-chair **Ellen Simon**) announced the Tryos Meeting - first year members who privately co-mingle and learn about

Rotary in a fun lunch on Monday at noon at CPK.

- **Hassan Kheradmandan** invites us every year to the annual Rotary Peace Conference, this year held at the Richard Nixon library in Yorba Linda, with a focus on “Peace and the Ukraine War” this year. Hassan has tickets available.
- **PP Mary Lou** announced she is giving \$20 to the Polio Pig because after 100 messages to her building on Tuesday pointing out that her Courtroom was freezing in the rain, they finally turned the heat up. But more important, Polio eradication is her passion, as young people today have no awareness of the disease or its terrible history. We need to educate them! As Rotary International’s lead project for the past 25 years, we are down to two countries that harbor the virus, and there have been no cases since August 2022. If it is eradicated, it becomes extinct.

Guests today:

- Seamus Gray, a Relationship Banker at Pacific Bank, was a guest of **Howard Raff**
- Lynn Sullivan, a retired commercial real estate broker, dining with **Howard Raff**, has applied for membership to our Rotary Club. We look forward to greeting you, Lynn!
- George Falardeau welcomed his wife Jamie Pillow, a 1992 Illustration graduate of ArtCenter and an accomplished entertainment set designer
- We greeted Joan Palmer, wife of **Jeff Palmer**, and **PP Mary Lou** wanted some feedback from Joan, “Are you impressed and delighted?” and she blushed at being put on the spot and announced “Yes.”

George Falardeau introduced out speaker today, Ms. Karen Hofman of Pasadena’s ArtCenter and Design. George reminded



us that he served under five different presidents at the college in his two decades of service there, and he wishes that he was there for Karen's term. He gave us some background of her education and experience now that she is leading one of the most prestigious colleges in the world, and as proof of ArtCenter's prominence, half of all cars on the road today were designed by ArtCenter graduates. He went on to reflect on his leadership of growing the campus with the acquisition of the Cal Tech Wind Tunnel complex, but that Karen has further expanded the campus with the acquisition of the previous Jacobs Engineering building on South Arroyo, and a soon-to-be announced expansion in the south part of Pasadena that will transform the city.

He then turned the podium over to Karen, who started by quoting some students who felt that "an education at ArtCenter was like a Medical Degree without the blood." Students are so

dedicated that they pull all night shifts, some sleeping in their cars, but that they feel the reward for that education is worth it, and that she is grateful to be both a graduate of the school, and now able to lead it towards its Centennial year in 2030. The campus is both in Pasadena, and now the world, with "Hubs" situated in Germany, China, and Korea. But the Pandemic closed the campus and opened a world of new possibilities – "ArtCenter in a Box" allowing for both home virtual studies and larger international integration online, so that classes are truly interactive worldwide, in real time. "ArtCenter Hub 2.0 is now an online culture" developing multiple levels of teaching, learning, and working, and yet they are looking forward to the first full graduation of 300 students at Pasadena Civic Auditorium on April 22nd, "Earth Day." They also have their largest Fall class, and are now offering a master's in design, and discussing offering Certificate classes in certain disciplines for lifelong learners. She reflected that she is the daughter of two JPL'ers, and the discipline and curiosity of space travel must have inspired her to bring the ArtCenter into the future, too.

ArtCenter College of Design 2030: the Centennial

- Leading innovation in art and design education
- Diverse, inclusive, and engaged culture of students, faculty, and staff
- Delivering meaningful educational experiences – in our spaces and online
- Accessible and affordable education for a multitude of learners around the globe
- Preparing students for creative and critical practices in the mid-21st century
- Center Point for thought leadership in art, design, and creative industries

We were delighted that Karen shared the ArtCenter's vision and goals, and look forward to the bright and vibrant future of the college. She invited us to see the art shows that regularly are held at the North and South campuses, and as a club we always turn out to see what the future will bring. How about organizing a Rotary Mixer at the next art show?



L: PP Diana Peterson-More, Jami Pillow, Karen Hofman, George Falardeau, Gary Kearney, PP Mary Lou Byrne



Marsha Rood and Lisa Kroese check in with Jane!

**Join Us Wednesday!
Check In with Jane Waas**

RSVP:

office@pasadenarotary.com - 626-683-8243

**CLICK HERE TO
RSVP TODAY**

**To attend the 3-8-23 meeting
RSVP by 5:00 pm MONDAY**

MENU:

- Homestyle Beef Meatloaf with Mashed Potatoes and Vegetables Medley
- Cobb Salad with Choice of Blue Cheese or Italian Dressing
- Tempura Avocado Grain Bowl (v)

MEETING & EVENTS CALENDAR

MARCH TYROS MEETING

All Tyros members and Tyros committee members

Join us at the Tyros March Meeting!

**Monday March 6, 2023 @ 12:00 pm
@ California Pizza Kitchen**

RSVP to Ellen Simon or Judy Taylor

**ellensimon@hearcenter.org -
judy@judytaylorid.com**

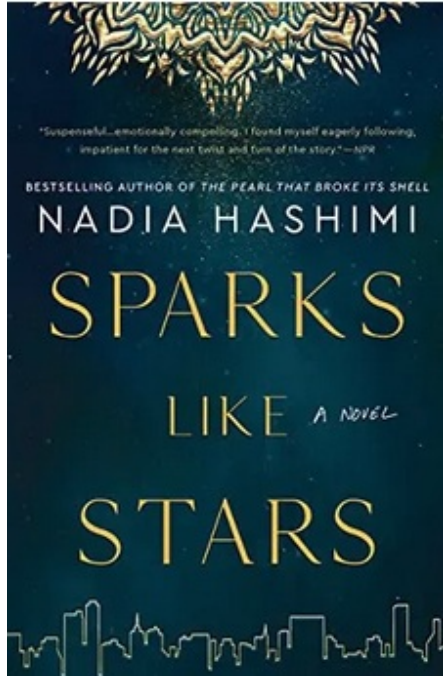


ROTARY READERS

Pasadena's ONE CITY ONE STORY Sparks Like Stars by Nadia Hashimi will be discussed Monday night, March 6th. Cathy Simms will lead the discussion.

Potluck starts at 6 pm and zoom or in person discussion starts at 6:30 pm. For more information, please contact Jan Sanders at janinpasadena@gmail.com or Cathy Simms at simmsie1@pacbell.net

Since this is Pasadena's ONE CITY ONE STORY book



selection there will be an IN-PERSON CONVERSATION WITH THE AUTHOR FRIDAY, MARCH 24TH AT 7 PM AT PASADENA PRESBYTERIAN CHURCH, 585 E. COLORADO BLVD.

ROTARY 33rd ANNUAL PEACE CONFERENCE

Richard Nixon Library - March 18, 2023

Contact Hussan Kheradmandan - hassank@sbcglobal.net

Garbis Der-Yeghian



33rd Annual Peace Conference

Virtual Session 1 (free)

Wednesday March 1, 2023 6:00 -7:00 p.m.

Angela Zhong

"Doing Good, Better"

Harvard University Class of '24

UNA-USA Food Systems Case Challenge Champion



Virtual Session 2 (free)

Thursday, March 9 2023 6:00 -7:00 p.m.

Al Jubitz

"Rotary Peace: What's Next "

President/Founder of the Jubitz Family Foundation

Founding Chair of Rotarian Action Group for Peace



Live Session—Saturday, March 18, 2023 8:00 a.m.—12:00 p.m.

Richard Nixon Presidential Library and Museum

18001 Yorba Linda Blvd, Yorba Linda, CA

Keynote Speaker:

John Hewko

"Peace and the Ukraine War"

Rotary International and Rotary Foundation

General Secretary and Chief Executive Officer



Rotary District 5300
District Governor
Roger Gutierrez



Rotary District 5330
District Governor
Don Casper



Conference Chair
Rotary District 5300
DGND Michael Driebe



Emcee
Rotary District 5330
PDG Rudy Westervelt

Registration/Admission for Live Session

(includes continental breakfast and tour of the museum)

\$35.00: pre-registration by March 10, 2023

\$45.00: at the door if seats are available

\$10.00: students with ID

To **REGISTER** and for more information, visit the event website at:

<http://district5300.org/peace-conference/>



Multi-District Event

RYLA! RYLA! RYLA!

*Seeking Facilitators to help shape the leaders
of tomorrow*

Co-chair Desiree Alvarado reaching out to membership to help provide an extraordinary experience for 200+ High School 10th and 11th graders from diverse backgrounds at the **Rotary Youth Leadership**



Academy (RYLA), March 24th - 26th 2023 at Cedar Crest Camp in Running Springs, CA. This is the first RYLA held since the pandemic and we want to make this one special. You're invited to be a "facilitator" and help shape the leaders of tomorrow.

Rotary Club of Pasadena is sponsoring 10 talented young people from local High Schools for this event organized by District 5300. Participants will go through an intense 3 day seminar to develop leadership skills, increase their self-confidence, gain exposure to a variety of issues, improve career skills and knowledge and enjoy fellowship of other participants, facilitators and guests.

If interested please fill out the application at <https://www.ismyrotaryclub.org/Ryla/?ID=111> as soon as possible to process your background check and YPT (Youth Protection Training).

Contact: **Desiree Alvarado, Committee Co-Chair** desiree@pasadenapromos.com



DISTRICT 5300'S NEW ROTAPLAST MISSION - 2023



Saving Smiles...Changing Lives

Medellin, Columbia
April 15 – April 28, 2023

CONTRIBUTIONS

Help us fund this mission with club and individual contributions. Any amount is appreciated. Your donation will change children's lives.

Donations should be made out to:

"Rotary District 5300"

Indicate "Cleft Lip Project" on the memo line.

Send donations to:

Rotary International District 5300
10624 S. Eastern Ave. Ste. A-16
Henderson, NV 89052

QUESTIONS

Questions or to schedule a club program, contact:

Drexel L. Smith
District 5300 Cleft Lip Committee
951.202.2012
dls@drexelcg.com

VOLUNTEERS

We have seven (7) non-medical volunteer positions for this mission open to Rotarians and Rotaractors. The cost: Roundtrip airfare with the group from San Francisco, VISA, insurance, and a background check.

Applicants need to:

- Complete the attached Interest Form
- Submit a short personal statement addressing: "Why you might be interested in joining a Rotaplast team and what skills you would bring to the team."
- Review the Rotaplast website: www.rotaplast.org about various positions.

Email the interest form and personal statement to:

dls@drexelcg.com

BY

February 6th, 2023

2023 District Conference

May 5 – 7, 2023

Horseshoe Las Vegas



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.

Happy Birthday!

Robert Lyons	March 6th
Bobbie Ferguson	March 8th

Happy Rotaversary!

Gary Kearney	3/8/06	17 Years

Cory Brendel	3/9/05	18 Years
Hillary Schenk	3/9/16	7 Years

UPCOMING PROGRAMS

March 15th - Dr. Dean Thompson Mentoring and Being Mentored: What I learned and taught at Sing Sing Prison
March 22nd - 4-Way Test Speech Contest
March 29th - Dan Stover Music Contest
April 5th - Community Grants
April 12th - Author Peter Dreier - Jackie Robinson

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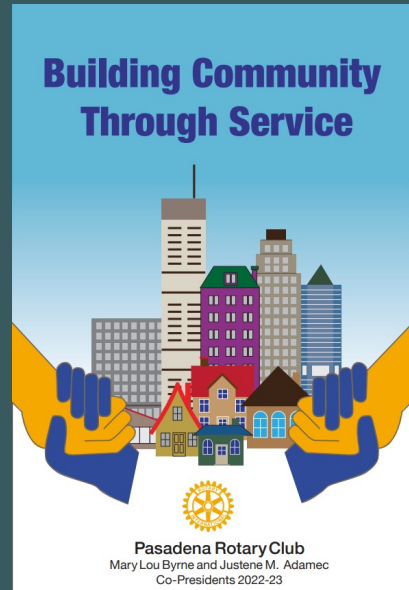
**Weekly Live Wednesday Meeting by RSVP at 12pm
The University Club Pasadena
175 N. Oakland Ave., Pasadena, CA 91101**

Scoot Zone Reporters: Mary Lou Byrne & Dean Billman

Proofers: Mary Wilson & Kathy Meagher

**Photographers: Jonathan Edwards, Wende Lee, Hans
Rosenberger, Hillary Schenk & Tammy Silver.
Back-up: Desiree Alvarado, PP Ken Joe**

**Publisher/Editor: Wendy Anderson
Bureau Chief: Justene Adamec
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**

***MARCH BOARD MEETING DATE RESCHEDULED:
Will meet the 3rd Thursday of the month 3/16/23 at 5:00pm-University Club***

**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 Cavellier, Mary Chalon, Sandy
Goodenough, Mic Hansen, J.P. Harris, Wende Lee, Hillary Schenk, Tammy Silver,
Cyril Vergis, Mark Waterson.**

Rotary Club of Pasadena

MAILING ADDRESS: 556 South Fair Oaks Ave., Suite 101, #379

Pasadena, CA 91105

Wendy Anderson, Administrator - 626-683-8243 - office@pasadenarotary.com

Sandi Mejia-Ramirez, Accountant - 626-272-3424 - sandimejia@sbcglobal.net

www.pasadenarotary.com

Pasadena Rotary Club | 556 South Fair Oaks Ave., Suite 101, #379, Pasadena, CA 91105

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