
Rotary

Club of Pasadena, CA



SPOKES NEWSLETTER

DISTRICT 5300 * Rotary Club 794 * October 28, 2022 * #22-194
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This Week's Program

BRIAN WALLACE

President, Pasadena Playhouse Village Association

"Playhouse Village Park: Building Community in the Heart of Pasadena."

Introducer: Colleen Carey



Brian Wallace is President and CEO of Playhouse Village Association, which manages a 34-block property-based business improvement district in the heart of downtown Pasadena.

Brian's 25 years of experience in downtown revitalization and community planning began in Pasadena working for the city's redevelopment agency assisting the city's business districts.

In addition to extensive work throughout Southern California in both the public and private sectors, Brian has worked on revitalization strategies in communities including Chicago, Dallas and Nashville.

Brian holds a Bachelor of Urban Planning from the University of Cincinnati and a Master of Science in Urban Regeneration from University College London and lives in Pasadena with his family.

November 2nd Meeting

12:00 pm - RECEPTION & LUNCH BYRSVP ONLY

12:30-1:30 pm - MEETING: President Mary Lou Byrne

Song Leader: Eric Olson

Inspiration: Major Roy Wild

Scoot Zone Reporter: Dean Billman

Photographer: Hans Rosenberger & Tammy Silver

Sergeant At Arms: Robert Lyons

Tech: Scott Carlson

To attend LIVE - RSVP Below

Non-members are welcome - \$40.00 includes lunch

Or by the One-way "Zoomcast"

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

<https://us02web.zoom.us/j/83134340493?pwd=OFIqb25BZ0hhQlJJJaEdMQzJLQmJYUT09>

Meeting ID: 831 3434 0493

Passcode: 846541

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

IMAGINATION STATION

By President Mary Lou Byrne



Pasadena Rotary! I was so thrilled with Polio Prevention Pintober! You all really outdid yourselves! It was such fun seeing you all sporting your Rotary pins – keep it up! And thank you to the pin-forgetters who were such good sports about coughing up the dough for the polio fund fines. (Attention Tyros and Tyros Committee members: Our meeting on Monday is still part of Pintober, so don't say you haven't been warned! Bwahahaha!!).

Special thanks to those who came out for the walk around the Rose Bowl, starting at zero dark thirty! Our walkers (who also donated) were Dean Billman, Cory Brendel and wife Liza Billington, Hassan Kheradmandan, Colleen Carey, George Falardeau, Justene Adamec, and yours truly. We had a blast and we definitely plan to make it an annual event. Special thanks, too, to those who couldn't walk but donated instead: Jeannine Bogaard, Armida Baylon, John Cushman, Kathy Meagher, Wende Lee, Paul Martin (\$500, all the way from South Korea!), Catherine Hany, Wendy Anderson, Tammy Silver, and Leah Snell (who also participated by riding the distance on her exercise bike at home!). All together we raised \$2,000! Hooray and pats on the back all around!

November is going to be equally service-y, as we launch the month with our Done in a Day for Ronald McDonald House on November 5. We're also going to collect our used, unneeded eyeglasses at each Wednesday meeting in November for distribution to those in need, in collaboration with the Pasadena Lions Club. VERY EXCITING STUFF!!

November is also notable because it's the month in which we choose our President Elect Elect, who will serve as president of our Club from July 1, 2024 through June 30, 2025. It's an important and challenging job, and it's also the most fun job you will every have! If you have served on the Pasadena Rotary Club's Board of Directors and have even the slightest interest in throwing your hat into the ring, please call me or shoot me a text or email and I will give you the scoop. Your Club needs YOU!!

As always, please send your comments, questions, ideas, and slide show photos to me at president@pasadenarotary.com or 310-710-7701. I loved the photo of Phil Miles's new grandbaby – more of those from more members, please!! And as always, let's all keep imagining new ways for Pasadena Rotary to build community through service!!

Yours in cleaning out the "used eyeglasses" drawer,

Mary Lou

THE SCOOT ZONE

By Club Reporter Dean Billman

Photographers: Hillary Schenk & Barbara Bishop

The Future of the PAC 10 was the topic of our speakers today and the theme seemed to be repeated several times, "Count on Change!" Pasadena attorney and 2020 Tournament of Roses President Laura Farber is the chair of the Rose Bowl Management Committee that oversees policy and management of the Rose Bowl Game, and Kevin Ash is the Chief Administrative Officer of the Tournament of Roses Association overseeing all aspects of the Rose Bowl Game, and today they addressed the tremendous challenges to the long-held traditions of the 109 years of exciting Rose Bowl Games. Like the matchups on the field between opposing teams who both want to win, the home team wants to keep the string of games alive at our Rose Bowl, while many contenders want to strip the game away – and at the end of the presentation many of us asked "what can we do to help?"



Pasadena Rotary **President Mary Lou Byrne** called the meeting to order with a clang of the Rotary Bell and introduced **Don Andruess** to lead us in the opening song. He was inspired by our speakers' collegiate football topic today, noting that today's college athletes strive to be that elusive "Triple Threat - to run, kick and pass... their college exams!" But also inspired by the World

Series soon to start this weekend, we sang "Take Me Out to the Ballgame" accompanied by **IPP Cory Brendel** on tambourine.

Mary Chalon, of Parson's Nose Theater, gave our official inspiration, noting female athletes Bethany Hamilton through Mia Hamm all have the same drive to win as any football player – "girls are not just sugar and spice" but hard work, perseverance, and determination, too.



President Mary Lou was excited to introduce our newest corporate member along with their sponsor **Phil Hawkey**, Construction Services Group (CSG) **Catharine Rajan** and her daughter **Fiona Rajan** own the firm, and they are actively engaged in community building here in Pasadena by focusing on using local labor, talent, materials, and services. One of their projects is the largest building project in Pasadena, the new affordable housing units on Walnut Avenue. They noted for all their service to Pasadena, this is the first time they were involved in a service club – we look forward to getting to know and work with them in our future projects!

President Mary Lou then told them all the service things we do, like the early morning World

Polio Walk around the Rose Bowl this past Monday. All the walkers were asked to stand, and **IPP Cory Brendel** (and his wife Liza), **George Falardeau**, **Colleen Carey**, **Hassan Kheradmandan**, **Justene Adamec**, **President Mary Lou**, and **Dean Billman** were all honored with a hard-earned Rotary Challenge Coin for raising \$1,982; **John Cushman** volunteered an additional \$8.52 to bring our total up to \$2,000. Hurray **John**!



IPP Cory was then rewarded a further award, **President Mary Lou's** Large Shiny Heavy Prestigious Rotary Star for going above and beyond his service pledge by playing ukulele for the Pasadena Senior Center, and when an ailing senior could not make the event,

Cory went over to her home and re-played the concert for her in her driveway! He also participated in Shop With a Cop as well as the Polio Walk.

President Mary Lou was certainly busy today, even by her own standards, by earlier searching the room for pin-less attendees "since this was the last Wednesday meeting of Rotary Club to Eradicate Polio - Pintober." She then called out for anyone without a pin to volunteer their \$10 and **Robin Salzar** fessed up and walked up to her with \$20. **Bob Risley** was fined \$20 for having the audacity to remember his University Club pin but forget his Rotary Club pin. There wasn't a third pin-less person, so we will never know how much the President would raise each forgetful pin-less wearer. She was inspired by the fact that after their Polio Eradication Walk on Monday morning, wearing their pins and Rotary shirts at breakfast at Brookside, a passerby noticed their symbols and asked what they were representing, and **President Mary Lou**, **Justene Adamec**, and **Colleen Carey** got the chance to tell the Polio story.

Speaking of inspiring stories, **President Mary Lou** showed us her late father's old and new eyeglasses (fun fact: they were identical - "the man knew what he liked!") and wondered what to do with his almost new glasses. Helen Keller once challenged the Lions Club 100 years ago to help people see by organizing eyeglasses for people who could not afford them. **President Mary Lou** reached out to the local Lions Club, and we are now doing a joint project and dedicating November to be New Glasses November. Look around and see what you can do to fill the Lions Club box, which will be at our Rotary check-in table throughout November, with your precious no-longer-needed specs. The Lions will clean them up, sort them, and distribute them to those in need at their Vision Fair in December.

Announcement: **Jan Sanders** invited all interested readers to join the Rotary Book Club at the home of **Cory** and Liza Brendel to discuss *The Night Watchman* by Louise Erdrich. A Pulitzer

Prize winner, it's about the life on an Indian reservation challenged by a bill in Washington D.C. to terminate all Indian treaties and move the tribe off its land.

Judy Taylor reminded all TYROS members (all new first-year members in Rotary) that our next lunch at California Pizza Kitchen will be this Monday, Halloween, and you are welcome to wear your best cape or fangs, as you are able.

Phil Miles had a \$200 Polio Pig announcement, showing the club his first grandbaby, and he was all smiles. His name is Asher, born on October 20th, and he was not named after Paul McCartney's first girlfriend, but a non-Beatle Jewish Tribe of Israel.

Done in a Day (or three hours) – **Stephen Smith** announced that the Saturday of November 5th will be a fence-painting, shed-mending, and roofing of a kid's little playhouse at the Ronald McDonald's House on Pasadena Avenue across from the Huntington Hospital from 9 am to noon. **President Mary Lou** decreed that anyone working would earn three hours towards their own Shiny Service Star.

While she was at it, she also announced that First Gentleman **Gary Kearney** was present in the room, recuperated and in honor of his birthday and winning a substantial case, she was donating "the totally arbitrary, for no reason at all" amount of \$75 to the Polio Pig. Absolutely arbitrary amount. Well, **Diana Peterson-Moore**, who was about to announce our speakers, took advantage of the podium to also add \$75 to the Polio Pig, as an arbitrary add-on, and another \$25 in honor of **Phil Miles's** new grandbaby.

Guests today included Peggy Kelley, an event planner that planned **President Mary Lou** and First Gentlemen **Gary's** wedding and planned your loyal Scoot Zone reporter's 60th Birthday Gala at Montrose Bowling. She's good. We also welcomed Gerry Rothschild, of the Gerry Rothschild Band, who also played at the Byrne-Kearney wedding bash.



Diana Peterson-Moore then introduced our guest speakers, Laura Farber, and Kevin Ash, who took turns explaining the Rose Bowl history, significant events, and the significant and startling challenges to our Rose Bowl Game. Laura was the third female President of the Tournament of Roses and served on the YWCA and Tournament of Roses Foundation Boards. Kevin, as CAO, has served for over 20 years on the Rose Bowl Game, and has been noted as the best bowl manager in the country. He works closely with the athletic directors, coaches, team managers and all the organizations that come to the Rose Bowl Game each year, a monumental task considering that the teams get announced on Selection Sunday in early December and only have a few weeks to put on The Granddaddy of Them All each year.

Laura gave a historical tour of the Rose Bowl and remarked that the last time she spoke to us was January 2020, two weeks after her game as President, and then the Pandemic hit. She then reminded us – "Embrace Change." She laid out the bowl game championship series over the years, from the first Big 10-Pac 12 match up to the BCS to the current CFP, and then the proposed changes to expand the playoffs from four to twelve teams.

Kevin then explained the changing landscape in the 1990's and the emergence of the "student athlete" being paid through the NIL (Name, Image, Likeness) and the potential millions of dollars these students could earn upending control of sports. Then there is the Transfer Portal, where students can go to any school possible, maybe even mid-year. What about revenue sharing with students? What about conference realignment and Media Rights? All the monies, the media contracts, the media markets, and the athletes want what's owed to them – this will all take two to three years to settle down. So much change that no one knows what to do between the money, the media, and potential for disruption to that century of tradition.



Laura, then tried to explain to us the CFP expansion, and how the California Board of Regents, who oversee the UC College system, are struggling to make the playoff system fair but the money and contracts are all up for discussion. How does this get structured between the media's desire for ratings, the money that can be generated with exciting rivalries and competitive matchups, while balancing the long times of travel on the heads and stamina of the players (flying several days of the week to make schedules across the country) while still trying to get a college education? This whole sentence sums up the challenge – what is best for several interested parties, when the student is product, the person, or the player.

A proud point was that we, the Pasadena Rose Bowl, is the only college bowl game played each year in a college stadium (the rest are in professional football stadiums) and we also are the only Bowl Game with an independent media partner (ESPN).

They then tried their hardest to explain the 3D chess game that the conferences and Board of Presidents must play to balance everyone to be fair and equitable, and your reporter created a spreadsheet on his notes that devolved into “tie-breaker, tie-breaker, or, CFP rankings, Las Vegas Playoffs”. This is how the presentation ended, and did we have any questions?

David McAlexander (a Tournament White Suiter) asked “how do we keep the Rose Bowl intact and in good shape for the next 100 years?” Our speakers said we have lots of work to do to remain relevant – we are in direct competition to the ultra-modern SOFI stadium. We need new seats, lighting, Wi-Fi, and other issues. How do we upgrade? Kevin said we must evolve, keep people in the seats, modernize ticketing, and make it attractive to people from out of town who have many choices.

Past President Ken Hill (Tournament White Suiter) asked when and where would USC and UCLA go to another conference? Laura explained the UC Board of Regents are still negotiating with media rights, student rights, and Title IX contests. Kevin said as a collegian volleyball athlete, he saw firsthand how the teams from Hawaii struggled, and he observed the long travel schedule doesn't work.

Past President Mel Cohen (Tournament White Suiter) With all the money that is being offered to USC and UCLA, almost twice as much, they must take it. And if they don't, they will be at a disadvantage in recruiting. **President Mary Lou** called for **Mel's** question, but **Mel** sheepishly replied he was just making a plug for the conference move (If so, should that have been a Polio Pig promotional donation?).

Laura's final thoughts on all this? “The only thing we can count on is Change.”



Before ringing the bell to adjourn the meeting, **President Mary Lou** reminded us that "this week we welcomed two new members and raised \$2,000 for the fight against polio while having a great time walking together in the fresh air. If we could do all that, just imagine what YOU can do this week to build community through service!"



Diana Peterson-More, Gerry Rothschild, First Gentleman Gary Kearney, Peggy Kelley, President Mary Lou, Kevin Ash, Laura Farber



To attend the 11-2-22 meeting

**RSVP by MONDAY 10-31-22
at 5:00 pm**

***Join Us Wednesday!
Check In with Jane Waas, Frank Fish &
Barbara Bishop***

You may also RSVP
by emailing Wendy at office@pasadenarotary.com
or 626-683-8243 and remember to give your menu selection

THIS WEEK'S MENU

- Beer Batter Fish and Chips, Cole Slaw, House Tartar Sauce
- Caesar Salad with Grilled Chicken Breast
- Pasta with Mushrooms, Sweet Peas, Spinach, Caramelized Onions, and Parmesan Cheese

**CLICK HERE TO
RSVP TODAY**

If you can't remember if you rsvp - it is okay to rsvp again. You will always receive a **CONFIRMATION** of your rsvp on Tuesday morning!

**** Note:** If you can't make the meeting -make sure you contact Wendy to cancel your meal.

MEETING & EVENTS CALENDAR



TYROS MEETING

All Tyros members and Tyros committee members

Join us at the Tyros Meeting and Happy Halloween - Costumes Welcomed!

**Monday October 31, 2022 @
12:00 @ California Pizza Kitchen**

RSVP to Ellen Simon or Judy Taylor
ellensimon@hearcenter.org
judy@judytaylorid.com



DONE IN A DAY (DIAD)

**Co-Chairs: Stephen Smith &
John Burt**

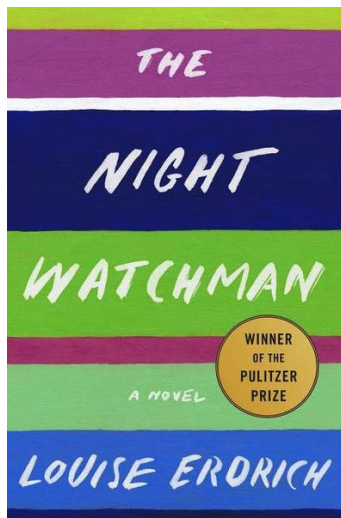
Wish to Help - RSVP below
Supplies will be provided

RONALD MCDONALD HOUSE

**763 S. Pasadena Ave.
SATURDAY – 11/5/22 - 9am-12pm**

Painting and repairing a fence (about 40 linear feet), painting the interior of 2 small sheds, and painting a child's cabin (about 20 square feet) and replacing the roof.

RSVP to Stephen - meridianappraising@yahoo.com



ROTARY READERS Monday, 11/7/22 - 6:00pm

The next meeting is Monday, Nov. 7th at 6 pm.
For location and zoom info please contact Jan Sanders at
janinpasadena@gmail.com

The book is The Night Watchman by Louise Erdrich.

Meeting will be held at IPP Cory & Liza Brendel's home
Discussion lead by Diana Peterson-More

ADOPT-A-MEAL COMMITTEE

Chair: Sandi Mejia-Ramirez

24 Members of the Adopt-A-Meal Committee help underwrite monthly dinner meals
for the Union Station Homeless Services Family

This Month's Member:

HASSAN KHERADMANDAN

Picked up and delivered the meals. Hassan underwrote the drinks & dessert.



Our restaurant partner this month:

MAKO BOWL TERIYAKI GRILL

3621 E. Foothill Blvd., Pasadena, CA 91107 626-351-3344

Open Daily 11:00am - 9pm

NOVEMBER GIVING FROM THE CLOSET: RECYCLE FOR SIGHT

**DONATE
GLASSES
HERE**



Bring your unwanted eyeglasses to every Rotary lunch meeting in November

The Pasadena Lions Club will clean, sort, and distribute them to the needy in our community

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: \$30.00 which is billed to your account. Additional \$30 If you wish to leave flyers (in a stack on the table not individual) or a hand-out at end of meeting.

Happy Birthday!

| | |
|---------------|--------------|
| Wende Lee | October 28th |
| Mic Hansen | October 28th |
| Mary Chalon | October 29th |
| Paulina Jones | October 30th |
| Rufus Rhoades | October 30th |
| | |

| | |
|------------------|--------------|
| John Tegtmeier | November 1st |
| Desiree Alvarado | November 2nd |

Happy Rotaversary!

| | | |
|----------------|---------|----------|
| Ken Hill | 11/1/94 | 28 Years |
| John Howell | 11/1/00 | 22 Years |
| Elliott Murphy | 11/1/83 | 39 Years |
| Grant Wilcox | 11/1/83 | 39 Years |
| Shel Capeloto | 11/2/05 | 17 Years |

UPCOMING PROGRAMS

| |
|--|
| November 9th - Veteran's Day Program - Intro of Veterans by Jeff Palmer & Program by Carol Callandra, PCC Veteran's Case Manager, Women Veterans |
| November 16th - Carlos Baffigo, Acting Deputy Director, City of Pasadena Public Library -Central Library Update |
| November 23rd - DARK - Happy Thanksgiving! |
| November 30th -Jamal Hill - Swim Up Hill |
| December 7th - DARK - No Lunch Meeting |
| December 7th - HOLIDAY PARTY - University Club - Cocktails: 5:30 pm - Dinner: 6:30pm |

**SPOKES is the weekly newsletter published by the
Rotary Club of Pasadena**

**Weekly Live Wednesday Meeting by RSVP
The University Club Pasadena
175 N. Oakland Ave., Pasadena, CA 91101**

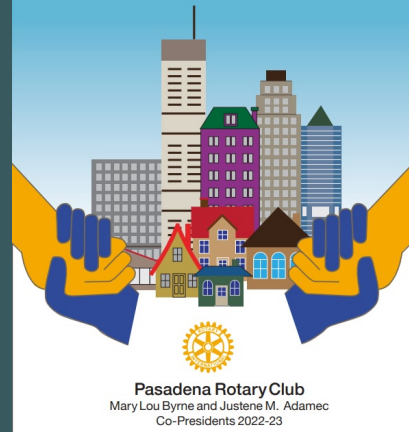
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Editor: Wendy Anderson
Bureau Chief: Justene Adamec
Bureau Chief Emeritus: Mary Lou Byrne

Building Community Through Service



ROTARY CLUB OF PASADENA 2022-2023 BOARD OF DIRECTORS *Meets: 2nd Thursday of the month at 5:00pm-University Club*

PRESIDENT: Mary Lou Byrne
PRESIDENT-ELECT: Justene Adamec
IMMEDIATE PAST PRESIDENT: Cory Brendel
SECRETARY: Michele Ferroni
TREASURER: Tony Phillips
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

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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