



'SPARKS' OFF THE ROTARY WHEEL

An Award-Winning Newsletter

Edited by Sarah O'Brien

**The Rotary Club of Altadena meets Thursdays at noon
at the Altadena Town and Country Club**

Rotary Club of Altadena - #772

Chartered: February 14, 1949, P.O. Box 414, Altadena, CA 91003

RI Pres: Stephanie Urchick, Dist. 5300 Gov: Michael Driebe

THIS WEEK: RESTORE ALTADENA FUND AWARD OF GRANTS TO LOCAL ORGANIZATIONS

Westminster Presbyterian Church 12.00 - 1:30 pm

1757 N Lake Ave, Pasadena, CA 91104

Speaker / Program Chair: Craig Cox

The Restore Altadena subcommittee has completed their selection of recipients for Recovery Grants for the first quarter. In lieu of a speaker this week, you will have the chance to meet some of the Awardees which include: **RFM Productions, Melodia Mariposa, Historical Tea and Dance, Project Passion, Urban Homestead, Altadena Community Garden, Loveland Community Development, Central Altadena Little League, Church of God Prophecy, Mills Korner, Outward Bound Adventures, Boys and Girls Club of Pasadena, Justin Carr Wants World Peace Foundation, Jericho Road Pasadena, and Pasadena Village.**

We shall hear a little about what these organizations plan to do with their grants as we work together to bring Altadena back from the Eaton fire. Last week we were able to hear from The Fikes Foundation, San Gabriel Valley Habitat for Humanity, and The Foothill Catalog Foundation. In coming weeks we will host Save the Tiles [Pasadena Heritage], Altadena Music Theatre, Living Beauty Cancer Foundation, and Havens House Youth Services. These will all be terrific meetings!



APRIL 10, 2025

April is: Environment month

Officers

President: Maricela Viramontes

Vice President: Dawn Digrius Smith

President Elect: Brad Roeber

Treasurer: Mike Noll

Bus: 626-657-2287

Secretary: James Gorton

Bus: 626-793-6215

Directors

Craig Cox

Maria Perez-Arton

Mark Mariscal

Sarah O'Brien

Lisa Rickard

Doug Colliflower

Brad Roeber

Chairs

Executive Club Secretary: Mark Mariscal

Membership: Maria Perez-Arton

& Brad Roeber

Foundation: Steve Kerekes

Service Projects: Mike Zoeller

Subcommittees

Community Service: Craig Cox

Vocational Service: Steve Kerekes

Youth Contests, Scholarships, Awards: Mike

Zoeller

Youth Activities: Tony Hill

International Service: Sarah O'Brien

LAST WEEK: CYNTHIA SIGLER THE FOOTHILL CATALOG FOUNDATION

Review by Tony Hill



www.ecsforseniors.org/montecedro



Particularly for those who lost their homes in the Eaton Fire, last Thursday's program was of significant importance. The speaker was Cynthia Sigler and the topic was the new non-profit business that has been started by Cynthia and her husband, Alex Athenson, called **The Foothill Catalog Foundation**. Cynthia and Alex are both Pasadena architects. The purpose of their business is to make available to those needing to rebuild their homes, a selection of home designs, in a variety of price ranges, that have been pre-approved by Los Angeles County.

Given that many of those who lost their homes in this community were under-insured, the funds available from their insurance companies are often insufficient to rebuild a home comparable to the one they lost, without having to borrow additional funds. The genius of Cynthia & Alex's business is that it will provide an option to rebuild at a reduced cost. Basically the homeowner will have the benefit of using home designs previously designed by an architect, without having to incur the cost of hiring a personal architect. Plus, the design chosen through The Foothill Catalog Foundation will have already been pre-approved by Los Angeles County, (which Cynthia points out has been very supportive of their efforts). In addition, these designs, once available, will incorporate the latest requirements such as improvements for fire resistance, as now set forth in the LA County Building Codes.



CLUB MEMBERS WHO LOST THEIR HOMES TO THE EATON FIRE:

Maricela

Lisa

Dawn

Mark

Rene

Sue

Carol

(Sue's sister and friend of Rotary)

Linda C.

Wendy

Lauren

Frank

Tony

Sarah

Roger Fennell

Dennis McGinley

Former member

David Smith lost his place of business (carpenter shop)

Fire Relief Resources:

<https://www.altadenalibrary.org/news/emergency-resources>

<https://sd25.senate.ca.gov/eaton-wildfire-resources>

<https://altadenatowncouncil.org/2025/01/information-resources-eaton-fire/>

In coming up with this idea, Cynthia and her husband were inspired by the historic Sears Catalog. Back then Sears provided a similar service in their catalogs as a way for an everyday person, with limited resources, to have a chance to become a homeowner. Their inspiration also came from the fact that they too were evacuated and almost lost their home off Lincoln Ave. to the Eaton Fire - but by some miracle their block was spared. Cynthia described how they love the Altadena community for many reasons including its diversity of people, of cultures, of professions, all living in harmony. They were also inspired by the many multi-generational homeowners and the many eclectic architectural styles that existed side by side in the streets of Altadena. As Cynthia put it, their idea was “born out of this tragedy”. They saw their idea as a business by the community for the community.



Cynthia and her husband understand that this approach is not for everyone, and there will be those who wish to design their new home themselves. In such cases, those home owners will need to hire their own architect and go through the process of having their home design approved by the County.

Additional information is available at:
www.foothillcatalog.org.



PRESIDENT'S MESSAGE

By President Maricela

As we enter the last quarter of the Rotary year, I am reminded that there are many specialized programs on the docket. These include the different Scholarship Programs, especially the Jacque Foreman Conway Scholarship for a Pasadena City College student who

has been on that campus for at least one year and is enrolled in a program to receive an Associate in Arts Degree - Communication Arts or a Certificate of Achievement in Graphic Communications, and the two Library Science scholarships for students working on their AA Degree in that field.

ROTARY CLUB OF ALTADENA IS BUSINESS OF THE YEAR!

By the San Gabriel Valley Civic Alliance



Mark Mariscal & President Maricela w/CA State Senator Maria Elena Durazo & Former Director of San Gabriel Valley Civic Alliance, Ed Rendon.

RENÉ AMY RECEIVES THE 'SPIRIT OF SHELTERBOX' AWARD

25th Anniversary ShelterBox Supporter Conference



<https://www.shelterboxusa.org/los-angeles-wildfires-update/>

RENÉ AMY, Altadena Rotary and other community organizations were featured in the latest edition of ROTARY MAGAZINE (screen shots attached to email)

DISASTER RESPONSE

What the fires couldn't take

Amid the ashes of the Los Angeles wildfires, Rotary members give and receive care and comfort

This weekend, I will be attending the Rotary District 5300 conference. I believe that Mark Mariscal, Sarah O'Brien, Rene Amy, Zoot Velasco and Sandra & Jose Valenzuela all plan to be there at different times. This is the culminating event of the District where clubs receive awards, recognition is given to those who moved up in the Paul Harris Fellow Awards program or achieved/advanced in the Major Donor category. The District Conference is also where the finals of the 4-Way Speech Contest take place and the Dan Stover Music Competition.

At last week's meeting, Colonel Sonny Avichal, of the Army Corp of Engineers gave the inspirational minute(s). It was reassuring to hear about the pace of the land clearing of the single family home parcels. The County received good news last week that the ACOE has been given authority and will start working on condo parcels and multi-use facilities if there is a residence on that property that at least one of the owners occupied. It was also nice to welcome back Sarah O'Brien with Isabel and Andrew, over from Cambodia for a few weeks. Please do not forget about our Fellowship event on Thursday from 5:00 pm. - 6:30 pm. at Alexander's Steakhouse adjacent to the California Pizza Kitchen restaurant near Los Robles and Union.



See you on Thursday. **STAY STRONG!**



Club members Maricela, Doug, Mark, Lisa, and Veronica, are joined by Victoria Knapp and Nic Arnzen from Town Council and CA State Senator Susan Rubio.

**ALTADENA
ROTARY
CLUB IS
BUSINESS
OF THE
YEAR!**

By the San Gabriel
Valley Civic Alliance

RESTORE ALTADENA FUND



Awardees include: Cynthia Sigler, Foothill Catalog, Loreena Garcia, SGV Habitat for Humanity, Dana Fikes, Fikes Foundation w/ President Maricela and Chair of the Restore Altadena Committee, Lisa Rickard.

GOOD-BYE & THANK YOU!



Above: ACOE staff: Colonel Sonny Avichal Corp member Tessa Rough with President Maricela and Mark Mariscal. Tessa was receiving Altadena gifts after 60 days of serving our community.



**EVENT BY A RESTORE ALTADENA
GRANT RECIPIENT - PLEASE SUPPORT!**