



'SPARKS' OFF THE ROTARY WHEEL

An Award-Winning Newsletter

**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: MICHAEL DRIEBE DISTRICT GOVERNOR

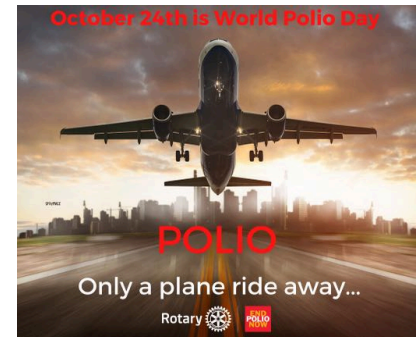
Altadena Town and Country Club, Thursday at noon

Speaker Chair for October: Maria Perez-Arton



Michael Driebe became President of Methodist Hospital Foundation in the fall of 2009. He has been a fund development professional since 1999 and has over 35 years' experience in a variety of volunteer leadership roles with several nonprofit organizations. Prior to coming to Methodist, he was President of Driebe & Associates, an independent fund development consulting firm, assisting nonprofits with management issues, recruitment, development audits

and board training. Previously, Mike served as Vice President for Development at Pomona Valley Hospital Medical Center in Pomona, California, and as Vice President of Development at the LeRoy Haynes Center for Children and Family Services in La Verne, California. Mike received a Master of Science degree in Leadership and Management from the University of La Verne with dual concentrations in Strategic and Non Profit Management. He became a Certified Fund Raising Executive (CFRE) in 2005 and holds a Certificate in Fund Raising Management from The Center on Philanthropy at Indiana University.



OCTOBER 10, 2024

**OCTOBER IS: Economic &
Community Development 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

Mike served as President of the Pomona Jaycees and received the club's Distinguished Service Award. He also served as Secretary of the California Junior Chamber of Commerce, and as a member of the California Junior Chamber of Commerce Foundation Board of Directors. He was named an Outstanding Young Californian by the California Junior Chamber and is a member of the Junior Chamber International Senate.

He served as President of the Pomona Chamber of Commerce, President of Fairplex Friends, was a member of the Board of Directors for the Pomona Valley YMCA, the Pomona Economic Development Corporation, and was Chairman of the Pomona General Plan Citizen's Advisory Committee. He also served as a board member and studio volunteer for Recording for the Blind & Dyslexic – Inland Empire/Orange County Unit.

He served as President of the Southern California Association for Healthcare Development, earning their Outstanding Leadership Award in 2018. Currently he serves as Immediate Past-President of the Association of Fundraising Professionals – Greater Los Angeles Chapter. He became a member of the Los Angeles County Fair Association in 2005 and has served on its board since 2019. On a national level, Mike served as a member of the Board of Directors and Governors for St. Jude Children's Research Hospital in Memphis, Tennessee from 2005 to 2010 and as a National Committee Member from 1997 to 2005.

He became a member of Pomona Rotary in 1994 and served as club president in 2002-2003. In 2010, he joined the Rotary Club of San Marino, was recognized as San Marino's Rotarian of the Year in 2015, and became that club's president in 2015-2016. He went on to serve as San Marino Rotary Charities President from 2018-2021.

Mike also held several positions with District 5300, including Leadership Trainer, Public Relations Chair, Interact Chair, TLC Chair, RYLA Committee Member and Chair, Multi-District Interact Symposium Chair, Rotary Foundation Committee Chair, Host District Vocational Training Team Committee Chair, Leader of the 2018 Group Cultural Exchange Team to India, Stewardship Sub-Committee Chair, Major Gifts Sub-Committee Chair and currently as Chair of the 2022 Peace Conference Committee.

Mike and Sylvia met in 1980 just 2 weeks after he moved to California from Virginia. Married since 1985, they are residents of Pomona and enjoy art, music, food, travel and frequent trips to Disneyland.

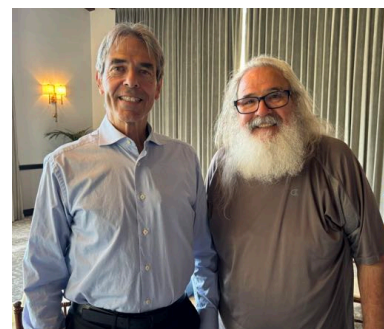


<https://www.ecsforseniors.org/montecedro/>

At the Club:



Dennis McGinley led the Pledge of Allegiance



**Guests of Mike Noll:
Hal Yorke and David Smith,
both former club members!**



Elizabeth led us in song!

LAST WEEK: KEITH BROWN

Operations Manager, Mountain View Cemetery

Speaker Chair: Maria Perez-Arton

Review: Doug Colliflower



At last week's Rotary meeting, we had the privilege of hearing from Keith Brown, the Operations Manager of Mountain View Cemetery in Altadena. Keith shared a fascinating presentation on the rich history of the cemetery, shedding light on both its significance and the enduring connection his family has with the community.

Keith's family has deep roots in Altadena, dating back to 1874. They were among the early settlers who witnessed the growth and transformation of the region. His family's long-standing presence in Altadena provided a unique perspective as Keith spoke about the history of Mountain View Cemetery, which has served as a significant part of the community for over 140 years.

Mountain View Cemetery was established due to a practical need. In the early days of Pasadena's development, a ban was put in place prohibiting burials on private property. This created an urgent demand for a designated burial ground, and Mountain View Cemetery was born out of this necessity. The site was selected because of its access to a reliable water source from a well that continues to serve the cemetery to this day, a testament to the foresight of its founders.

The first burial at Mountain View Cemetery took place on February 6, 1883. That year saw twenty-four total burials, marking the beginning of what would become an historic final resting place for thousands. Keith shared that the cemetery has since grown into a sprawling 60-acre site, which now serves as the final resting place for over 142,000 individuals. These figures highlight the cemetery's role not only in serving Altadena but also in providing a space for families throughout the region.

Among the many remarkable aspects of Mountain View Cemetery is the presence of two mausoleums, each carrying its own history and significance. The Mountain View Mausoleum, built on-site, offers an iconic structure that has stood for generations. It is joined by the Pasadena Mausoleum, both contributing to the cemetery's architectural heritage and providing spaces for above-ground interment. These structures have become central landmarks within the cemetery grounds, serving as dignified resting places for many prominent families in the area.

Altadena Rotary Projects, Volunteer Opportunities and Events - update coming soon!

To register as a volunteer for any event go to DacDB, Login, elect the My Club, tab, go to the Calendar icon, and go to the date.



Vintage photos from Mountain View Cemetery, held by Jim, a visiting Rotary member from San Juan Capistrano, Elizabeth Schreib (Altadena Rotary/Mountain View Cemetery), and the speaker, Keith Brown.

Rotary Monthly Themes

- July - Maternal & Child Health Month
- August - Membership & New Club Development Month
- September - Basic Education & Literacy Month
- October - Economic & Community Development Month
- November - Rotary Foundation Month
- December - Disease Prevention & Treatment Month
- January - Vocational Service Month
- February - Peace and Conflict Prevention Month
- March - Water, Sanitation & Hygiene Month
- April - Environmental Month
- May - Youth Service Month
- June - Fellowship month

One particularly notable feature of Mountain View Cemetery is its historical connection to the Civil War. Keith shared the moving fact that around seven hundred Civil War veterans, from both the North and the South, are buried within the grounds of the cemetery. This reflects the long and storied history of the United States, and the fact that veterans from such a defining era in the nation's past rest at Mountain View Cemetery speaks to the cemetery's importance as a historical landmark.

Throughout his presentation, Keith emphasized the role of Mountain View Cemetery as more than just a burial ground—it is a place of remembrance, history, and community. As the cemetery's Operations Manager, Keith is responsible for maintaining this sacred space, ensuring that it continues to serve its purpose for both current and future generations. His passion for the work and for the history of the cemetery was evident in every story he shared.

Mountain View Cemetery has grown alongside the community of Altadena, and its presence is deeply interwoven with the history of the region. The cemetery serves as a reminder of the area's past while continuing to meet the needs of its residents in the present. Keith's family legacy, stretching back to the early days of Altadena, adds a personal connection to the story, and his ongoing stewardship of the cemetery ensures that its history is preserved for future generations to appreciate.

Keith's presentation was a fascinating journey through the history of a place that has quietly served the community for over a century. His insights left us with a deeper understanding of Mountain View Cemetery's role not only as a resting place for so many but also as a vital part of Altadena's historical landscape. We are grateful for his time and for the work he continues to do to honor the legacy of this important institution.



<https://www.mtn-view.com/>



Rotary at the Convalescent Aid Society event on Sunday

<https://convalescentaidsociety.com/>



Rotary International Convention 2025

The 2025 ROTARY International Convention will be held in Calgary from June 21 to June 25, 2025.

The event is organized by Rotary International and is expected to draw attendees from more than 100 countries.

For more info and to register:

<https://convention.rotary.org/en-us/>



Above: Zoot, Mark and President Maricela help with the Latino Heritage event at Farnsworth Park last week.

Below: Dawn, Michael Thatcher, Elizabeth Brooks and Mark attended the Melodia Mariposa event on Sunday. Pictured: Irina, Gina (Supervisor's rep) and Dawn.





Can I Get Off This Train?

By President Maricela

You have heard it before from past presidents and community members - "Altadena Rotary Club has become much more visible since taking over the production and producing the Farnsworth Park Summer Concert Series." This past week was NO EXCEPTION. *Can I jump off this fast-moving train?*

On Thursday, we had a terrific meeting where our speaker, Keith Brown, reminded us of the history of Altadena and how the cemetery arrived at its present location. Club member, Elizabeth Schreib who also works with Keith, played the ukulele and led us in song. After the meeting, Club Treasurer Mike Noll spent 15 minutes with our newer members to give them some background on Rotary and how they can be more active in our committees. Ed Jasnow spoke to them about how his idea back in 1992 helped form the Teacher Mini Grants program that we still have today. Even I learned something new. Later that evening, Zoot (member of another Rotary Club), Mark and I helped serve food at the Annual Latino Heritage Month event at Farnsworth Park. The crowd exceeded 175 people in the upper Davies Building.

Although they don't take credit for all they do for prep work, Doug and Mark worked at least a few hours on Friday getting everything prepped for the Pancake Breakfast on Saturday. And of course, Saturday rolls in with beautiful weather. We had many club members and volunteers help us with the breakfast starting at 6:45 for set-up and then the first meal served at 8 am. Our club writes a grant to our Rotary District and receives funding (\$1,000 this year) from **The Rotary Foundation**. These funds help cover the expenses of the breakfast allowing us to donate all of the money collected to the three organizations - Altadena Mountain Rescue Team, Christmas Tree Lane Association and Altadena Heritage. Even before coming to help work the Pancake Breakfast, club members Paula Eckert and Dennis McGinley helped the Friends of the Altadena Library set up for the big Book Sale. Our club supported that program by covering the rental costs of the tables. And of course, Mark spent his afternoon volunteering at the book sale.

Sundays is considered the usual Day of Rest. Not for Altadena Rotary! Our club supported events by Melodia Mariposa and Convalescent Aid Society (CAS) where former club president Frank Cunningham still serves on the Board of Directors. Mike Noll is a former CAS President of the Board of Directors. Both were there. Joining me at the event were Doug Colliflower, Mark Mariscal, Elizabeth Brooks and Dawn Smith. We of course ran into a half of dozen members of the Rotary Club of Pasadena. Service Above Self. This week, our District Governor Michael Driebe will be our speaker. We have invited, as in past years, some community leaders from local organizations to hear his talk. I look forward to a very full room on Thursday. If you have not yet sent your RSVP to Brad Roeber, please do so.

On Wednesday, October 23rd our Club will be recognised by Pasadena Village for our service to their organization. The event is from 5 pm. - 7:30 pm at The Woman's Club of South Pasadena. Please RSVP by Thursday, October 17th. Tickets are \$65 each but we will cover half of the costs for those who can join me that evening. We would like a good representation at the event when we receive our recognition!



**Another
Flippin'
Success!**

OCT '24 PANCAKE BREAKFAST EVENT!

Thanks to all the volunteers, including Peter Huisking (Sierra Vista, AZ, Sunrise Rotary Club) and PDG Henrietta (Hank) Huisking (Sierra Madre Rotary Club)

