

ROTARY CLUB OF ALTADENA

Rotary



'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: Shekhar Mehta, Dist. 5300 Gov: Elizabeth (Betsy) McDonough Barry



SERVE TO CHANGE LIVES



FEBRUARY 10, 2022

ROTARY INTERNATIONAL February:
Peacebuilding and Conflict Prevention

THIS WEEK: Leila Sadeghi

Bloomfield Creamery Ice Cream Shop

Speaker Chair: Sylvia Vega

Location: Altadena Town and Country Club



We can't remember a time when ice cream hasn't been a part of our lives! My brother and I were born and raised in Bloomfield Hills, Michigan where our parents have been in the ice cream industry for over 40 years. Upon moving

to Los Angeles in 2010, we sought out a place to get the traditional feel-good ice cream that we grew up eating in the Midwest. When we couldn't find what we were looking for we decided to start a business of our own. We set out to create a product that would satisfy our desire for that creamy delicious ice cream of our youth and offer it to everyone!

<https://www.bloomfieldcreamery.com/>

Officers

- Interim President: David Smith**
626-826-2193
- President Elect: Doug Colliflower**
626-524-4158
- Treasurer: Mike Noll**
Bus: 626-657-2287
- Secretary: James Gorton**
Bus: 626-793-6215

Directors

- Maria Perez-Arton
- Mark Mariscal
- Sarah O'Brien
- Dawn Smith

Chairs

- Membership: Maria Perez-Arton**
- International: Sarah O'Brien**
- Community Service: Doug Colliflower**
- Vocational: Steve Kerekes**
- Youth Contests, Scholarships, Awards: Mike Zoeller**
- Youth Activities: Tony Hill**
- Foundation: Steve Kerekes**



LAST WEEK: BRAD ROEBER, MEMBER CRAFT TALK

Speaker Chair: Sylvia Vega Program Write-Up: Tony Hill



This past week one of our own, Brad Roeber, gave his “craft talk” - the baptism of fire that we all must go through as one of the steps to become a full fledged member of the Rotary Club of Altadena! As I am sure all of those in attendance will agree, Brad did a great job, speaking extemporaneously about his life’s journey that brought him to his current employment and his being a resident of Altadena.

Brad began his presentation by listing the 3 things most important in his life: his spiritual life, his family and his work. He initially lived in Northern Wisconsin. As a young boy, he moved with his family from Wisconsin to Chicago. In Chicago his father at first was a high school football coach, with Brad being one of the players whom he coached. Looking for a more lucrative career, his father eventually left coaching to enter the insurance business. In the 60's the family moved to Spokane, Washington.

After high school Brad enrolled in Washington State College because it was close to where they lived and the tuition was only \$700 per year. (*Boy how times have changed*). As a junior in college Brad met the love of his life, Susie. They have 2 children: a son now 30 years old living in Manhattan Beach, and a daughter who is now 29 years old living in Chicago. Brad’s daughter will be getting married in two months and his son has just proposed to his girlfriend (*so we will all understand if Brad is not too forthcoming on the Happy Bucks for a while*). Brad’s parents are still living in Spokane, Washington.

Brad tells us that he has always worked in the insurance business. He initially worked with his Dad’s insurance agency in Spokane and, with his Dad’s help also set up his own insurance agency. He then worked for a total of 16 years for Allstate Insurance, where he bounced around, moving 5 times in 10 years, eventually ending up at the Allstate head office in Chicago.

A friend who got a AAA franchise in Indiana asked Brad to develop an insurance section for the franchise. After doing that Brad moved to Detroit, where he ran a couple of insurance companies. After about four years at this Brad decided to leave this business after a bad boss took over. He was a person who put profits over service and this rubbed Brad the wrong way as he always felt that good service was a fundamental component of good business.



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



Inspirational Words of the Day from David’s Tight Ten

Next time you're feeling down remember life is all about perspective.

I have a friend who has sex 2-3 times a day, exercises twice a day, reads two books a week yet every day he complains about how much he hates prison.

I am sooo glad that I was young, wild and crazy before there were cellphones and evidence!

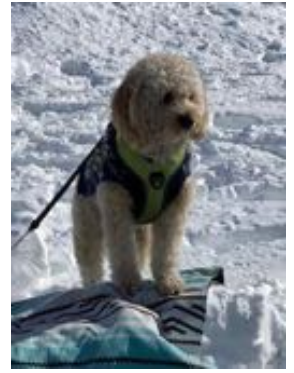


Yesterday I wore something from 5 years ago and it fit!!! So proud of myself, it was a pair of socks, but still let's be positive here.

A prisoner escaped the other day and the first place he went was home to his wife. His wife, seeing said, “The news said you escaped at 3pm and now it's 7pm. Where were you?” The prisoner turned himself in..!



Then in 2018 Brad joined the California Insurance Guaranty Association (CIGA) as Executive Director. In this business Brad oversees the serving of clients of insurance carriers who have become insolvent. This is a wonderful organization that insures (*excuse the pun*) that clients of bankrupt insurance companies are not left high and dry. From what we know, this sounds like a perfect fit for Brad, which he describes as “the greatest work experience of his life”. Brad went on to say “this will be it for me” and that “I love, love, love living here”. Brad is a wonderful, congenial addition to our humble Rotary Club, with a penchant for service, which is what we are all about. He clearly is very knowledgeable about the insurance business. Be sure to strike up a conversation with him whenever the opportunity arises.



Another family member...(Brad con'd)

Best wishes for Basantpanchami or Saraswati Puja



February 2022
Issue 8

The Foundation of Peace
Savi Bhim, Assistant Regional Rotary Foundation Coordinator

Regional Foundation Newsletter

Please note that as part of the email with your SPARKS this week, there was an attachment of a newsletter that is produced monthly by the volunteer Regional Foundation Chair (Savi). Our club member (Mark Mariscal) works closely with her in his position as the District 5300 Foundation Chair.



Celebrating the start of spring in Nepal at Laligurash School, Mirge Village

TENT FOR LENT - SHELTERBOX APPEAL (Rotary Partner)

THE DIFFERENCE YOU WILL MAKE

When floodwaters surged towards the house William and Annie shared with their five children in Malawi, the family fled and sought sanctuary in the local church.

The floods left William and Annie with nothing. Their home was destroyed. The field where they grew maize to sell was waterlogged. Their tools, pigs, chickens and goats — everything was washed away by the flood.

Thanks to generous people just like you, ShelterBox provided William and Annie with a life saving tent and other household items so that they could start to rebuild their lives. Today, William, Annie and their children have returned to their farmland with their tent and are growing rice to sell and eat.

Please support our Tent for Lent appeal and help families like William and Annie's to rebuild their homes and lives.

