

Rotary
ROTARY CLUB OF ALTADENA



'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: Jennifer E. Jones, Dist. 5300 Gov: Roger Gutierrez

THIS WEEK: James Macpherson

Publisher, Pasadena Now

Location: Altadena Town and Country Club

Speaker Chair for July: David Campbell



James Macpherson was born and raised in Pasadena California.

Macpherson is the publisher of Pasadena Now, online at www.pasadenanow.com, which is one of the oldest continuously published community news web sites in the United States. Macpherson attended Pacific Oaks and Polytechnic School in

Pasadena. In 1973, Macpherson published a full-color glossy city magazine for Pasadena, called Pasadena Magazine.

Pasadena Now was conceived in late 2003 and first published in 2004. The Internet was young at that time, and most newspapers were not headed in that direction, but Macpherson believed that it was the perfect medium for news and communication and with wife and co-publisher Candice Merrill established Pasadena Now.com. The publication began primarily focused on the arts and culture in Pasadena as well as the vibrant local nonprofit



**IMAGINE
ROTARY**



JULY 14, 2022

JULY MEANS... A NEW ROTARY YEAR!

Officers

President: Doug Colliflower

626-524-4158

Vice President: TBC

President Elect: Dr. Dawn Digrius Smith

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

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

sector. Over time the publication added a weekly email newsletter focused on local events. In the 12 years that ensued, Pasadena Now has grown to cover local news, crime, schools, and lifestyles.

At this point, Pasadena Now attracts over 265,000 unique readers monthly, has a social media fan base of over 100,000 fans as well as a readership base of 12,000 who get its daily email newspaper. Pasadena Now has a full-time staff of 15. "More people get more Pasadena news and information daily from Pasadena Now platforms than all the other Pasadena publications combined," Macpherson said.



James Macpherson, Publisher
Pasadena Now & Altadena Now

p:(626) 737-8486 Ext. 7 | w:<http://www.pasadenanow.com>



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



An extraordinary July 4th photo, taken from the parking lot of ATCC by Tony's wife Ann Rider! (More at the end of Sparks)

LAST WEEK: PRESIDENT DOUG'S FIRST MEETING: CLUB ASSEMBLY!

By Mark Mariscal



Last week was newly elected Club President Doug Colliflower's first meeting. The first meeting of the new Rotary Year is traditionally when the club holds the Club Assembly rather than having an invited speaker. Roger led the salute to the Flag and Mike Zoeller led us in song.

President Doug started off by sharing some of his ideas for the year. This was after reading the goals of the 2022-2023 Rotary International President Jennifer Jones as part of the Inspirational Minute. She became the first female President of Rotary International on July 1st.

Mike Zoeller began. He leads the club as the overall Community Service Chair. He explained that the final budget for the different club projects is not yet finalized but the amount will be similar to last year's budget. He reported about the Community Projects that occur in the Summer, Fall, Winter and Spring. Craig Cox chairs that committee. Craig is seeking ideas for the Fall and Winter Projects.



Jennifer E. Jones

Jennifer E. Jones (1967-) is a Canadian executive. She will serve as President of Rotary International for 2022-23, the first woman to be so honored in the 115-year history of the organization!



Mike Zoeller reporting on Community Service Projects

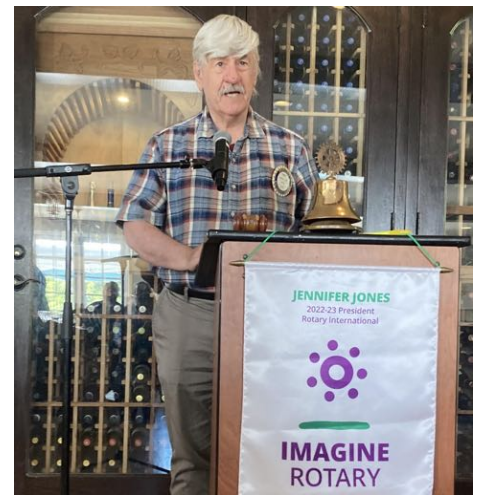
Next up was Tony Hill, chair of the Youth Programs. Tony explained our involvement in the Rotary Youth Leadership Awards (RYLA) and how we have a goal to send 8 High School students from Muir High School to the program slated for March 2023. He also gave a brief report on what the Interact Club at Muir High School does each year and how we help fund their own projects.

Long-time 'Teacher Mini Grants' Chair, Ed Jasnow followed Tony with an update of the past year's program and confirmed that our club will allocate at least \$9,500, allowing his committee to award at least 28 grants to teachers in PUSD schools that service Altadena. For the last few years, the club has awarded grants in the amounts of either \$300 or \$400 to the selected teachers.

Mark Mariscal gave an update on behalf of Club Foundation Chair Steve Kerekes. The report stated that our club members as individuals contributed more than \$6,500 to the Annual Fund of the Rotary International Foundation and more than \$2,400 to the RI End Polio Now campaign. Steve encourages members to consider their PHF status, how they can achieve the next level, and the importance of contributing either on a monthly, quarterly or yearly basis to the Annual Fund.

President Doug shared a written update on International Projects slated for this year. Sarah O'Brien is the committee chair and will return from Cambodia end of the month. The highlights include continued support to the Nepal Ambulance and Hospital Program that was the basis for our \$44k Global Grant, approved last Spring and is now fully funded. We also plan to consider funding to send a representative to Nepal for the Ambulance and Hospital Equipment Project Dedication this Fall. There will be funds available to support education needs in rural Cambodia, in areas recently cleared of landmines, possible support for a dam building project in India, funds to help members with a stipend to attend a Corazon House Building Project in Tecate or Tijuana Mexico, funds for the District led Rotoplast program and finally additional funds (\$1,000) for other International opportunities that might arise.

Mark described the funding that we will allocate to help with the improvements at Fort Trask and the campground that is in the Monrovia Wilderness. This project is being led by the Arcadia Rotary Club and we will be supportive either with the funding or maybe a Day of Service. Mark also shared about the funding for High School Scholarships that we will award at Muir, Blair and Marshall Fundamental High Schools along with two scholarships for students at Eliot Arts Magnet School. The club also provides scholarships for Veterans attending Pasadena City College and we will continue the PCC Vocational Scholarships for students seeking certificates in different programs.



Tony Hill reporting on Ryla and Interact



Maria giving her report on Marketing



Sarah sent over a report about International Projects from Cambodia

Maria Arton-Perez reported on the Marketing Committee and the Membership Committee which she chairs. The club plans to focus more on getting the message out on the programs that we do and support. The club is updating the brochure and other marketing materials.

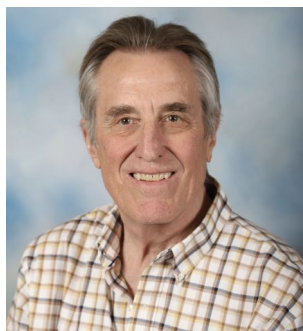
Although Club President-Elect Dawn Smith chose to go on her 2-year delayed honeymoon instead of attending the Club Assembly (she should have bid on the Fine-Proof Badge!), she did send information that our club will be making a \$1,000 Grant presentation later this month from the club to a Woman owned local business. This is a new program started this past year. Dawn is also looking for members to volunteer to be speaker chairs for the months of October, January, February and March. The rest of the year is covered.

Doug wrapped up the meeting with reminding members that it is important to RSVP for the meetings, consider volunteering at the Saturday concerts and other events where Rotary could be represented. To end the meeting, Club Member Nikki Winslow (Director of the Altadena Libraries) led the members in the 4-Way Test of the things we think, say or do.

A wonderful Rotary year lies ahead - thanks to everyone for their commitment and service!

PRESIDENT'S PIECE

By President Doug



Last week we had a great launch meeting for our 2022 – 2023 Rotary year. This was our bi-annual Club Assembly where we heard from committee chairs their plans for the coming year.

At the meeting, my comments included a brief overview of our RI President Jennifer Jones's initiatives, and I would like to take this opportunity to share more details, including links to helpful resources and information.

Imagine: Diversity, Equity, and Inclusion (DEI)

Diversity is one of Rotary's longstanding core values and greatest strengths, and we know there is more to be done to ensure that Rotary's culture exemplifies our values of diversity, equity, and inclusion (DEI). Rotary, with input and guidance from the DEI Task Force, has strengthened our commitment to DEI, resulting in a greater focus on celebrating every individual's contributions, advancing equity, and creating a more welcoming and inclusive culture.

President Jennifer Jones encourages each of us to do our part to ensure Rotary is a welcoming and inclusive community by:



Graphic Design by Debbie Vance
(from RI DISTRICT 5300 FB Page)

Lake Avenue Flags Taken Down... for now!

By Mike Zoeller

This past Saturday, our club members took down the American Flags that were placed on 26 poles on Lake Avenue, just before Memorial Day in late May. The poles are located between Altadena Drive on the north and Woodbury Rd. on the South. They will go back up for Veteran's Day.

Helping me take down the flags this time were Craig Cox, Tony Hill, Brad Roeber, Doug Colliflower and Mark Mariscal (taking the photo).



**ALTADENA ROTARIANS
ARE PEOPLE OF ACTION!**

1. Learning more about DEI in Rotary, including understanding definitions and how to celebrate and respect our differences.
2. Determining why DEI matters to our club and community and how using DEI principles can help our club grow and become stronger.
3. Raising awareness of DEI, including creating a DEI committee in our club that reflects the demographics of the community.
4. Taking action on DEI in our club and community; for instance, educating ourselves about underrepresented groups in our community in order to become more knowledgeable and effective advocates for DEI.



SUMMER CONCERT SERIES THIS WEEK: THE TRIBE BAND!

WILL YOU BE THERE?
HAVE YOU SHARED THE EVENT?

DANCING SHOES ON... AND SEE
YOU THERE!

Imagine a Welcoming Club Experience: Comfort and Care

Rotary has an important role to play to ensure that the club environment and experience is welcoming, inclusive, and enjoyable for all members and participants. Surveys show that comfort and care is the single greatest driver of satisfaction and our most powerful tool for retention. This begins with listening to and understanding what members and participants want out of their Rotary involvement. We often speak of the importance of "exit interviews" to better understand why former members leave. But why wait for them to leave? Jones urges club leaders to incorporate "entrance interviews" as well to understand the needs and expectations of new members at the outset. And of course, it's important to regularly survey all existing members to ensure they have an opportunity to share thoughts about their membership experience.

Empowering Girls

Jennifer Jones will also continue past RI President Shekhar Mehta's Girls Empowerment initiative, recognizing that empowered girls become empowered women. Share your Girls Empowerment projects on Showcase.

Imagine Impact: Expanding Rotary's Reach Media Tours

Imagine Expanding Rotary's Reach Throughout the year, Jones will visit eight service projects that represent each of Rotary's areas of focus as well as polio eradication. The tour will provide examples of how Rotary can make a measurable difference, while also introducing Rotary to new audiences and potential partners and influencers.



I look forward to further discussing these initiatives and the action steps that our club can take to make a difference.

Yours in Rotary, see you Thursday!



More of
Tony &
Ann's
incredible
July 4th
photos!

