

**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: JANET CHU, Women's Grant  
Applicant, Business Presentation**

**Location: Altadena Town and Country Club**

Speaker Chair: Dawn Digrius Smith



Janet Chu was born in Burbank, California with a profound love of art. Throughout her life, she has made a living through the fashion industry, as an actress, and now as a filmmaker. In 2021, she returned to college earning an AS-T degree with an emphasis in Electronic Television and Film. This fall season, she will transfer to Cal State University of Northridge with a major emphasis on Film Provision (producing and directing). She plans to create her own business as a freelance social

media filmmaker and in commercial advertisement with a possible interest in serving environmental organizations.



**IMAGINE  
ROTARY**

WE ARE ALL  
IN THIS   
TOGETHER!

**JULY 28, 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: Craig Cox**

**Vocational: Steve Kerekes**

**Youth Contests, Scholarships, Awards:**

**Mike Zoeller**

**Youth Activities: Tony Hill**

**Foundation: Steve Kerekes**

## LAST WEEK: Don Simkovich

### Authoring Books for Business and Adventure

Speaker Chair: David Campbell

Program Review: Theodore C. Clarke



Independent Living, reimagined

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

We witnessed a creative tsunami at this week's Rotary meeting! It began with an untitled song written by Craig Cox:

Well, I'm not gonna raise a fuss, not gonna raise a holler  
'Bout havin' fun this summer while trying to save a dollar  
When we want to get out for a good time after dark  
My friend says the best is concerts in the park  
I don't have to worry 'bout what I'm gonna do  
'Cause Rotary's the cure for the summertime blues.

Well, my papa told me, son you're gonna need some money  
If you're gonna gas the car to go ridin' on Sunday  
The best deal in town if you want to have a lark  
Is to take your best beau to the concerts in the park  
I don't have to worry 'bout what I'm gonna do  
'Cause Rotary's the cure for the summertime blues.  
I don't have to worry 'bout what I'm gonna do  
'Cause Rotary's the cure for the summertime blues.

For Happy Bucks we heard President Doug rejoice that he has entered his second month as president; Maria rejoiced that Ed and Mona Jasnow took her out to dinner last week; Theo rejoiced that he will be attending the Dodgers-Giants game this Sunday with his son and granddaughter.

Our keynote speaker was Don Simkovich. He is incredibly unique as a creative engine, churning out both fiction and non-fiction works. He ghost writes for dentists and realtors. He has written four Tom Stone detective novels. He spoke of branding, how to brand oneself. How are you perceived when you walk into a room? He sees himself as a story teller. The title of his book for dentists is "Take Back the Smile." He started writing seven years ago when he was given a detective script to review/edit. He saw likeable characters and wanted to show and write about good things. He saw people who overcame challenges and created innovative enterprises. He wrote about principles of success. He had a briefcase full of books he has written or ghost written. He uses Amazon extensively, and has reviews on Amazon. He writes continuously, always under a deadline. He is very confident and is self-published. To promote himself and his books he places ads in Book Club (\$10-20). He is a role model on how to succeed as an entrepreneur!



Don Simkovich



#### Did You Know..?

*Colonel Harland Sanders became an active*

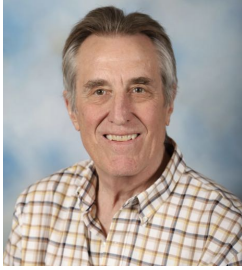
*Rotarian in 1919 when he became a founding member of the Rotary club of Jacksonville, Indiana at the age of 29. After that he joined the Rotary club of Corbin, Kentucky and then the Rotary club of Shelbyville, Kentucky, and was an active member until his death in 1980.*

*He ALWAYS wore his Rotary pin. "There's no reason to be the richest man in the cemetery. You can't do any business from there." Colonel Harland Sanders. 🐔🍗*



*(Courtesy My Rotary/Rotary District 9620)*

## PRESIDENT'S PIECE: Missed Opportunity



On Friday, July 22<sup>nd</sup>, I attended a wonderful community event celebrating our Rotarians Jose and Sandra Valenzuela's one year anniversary as owners of Grocery Outlet. Jose and Sandra took over the Altadena Grocery Outlet on July 13, 2021 and have since become active and beloved members of our community, not to mention members of our club. Friday's event also included a ribbon cutting ceremony for the Altadena Mural created on the large wall of Grocery Outlet facing Lake Avenue.

As described in last week's Sparks, the mural was created by Victor Ving and his wife and partner, Lisa Beggs. The artist couple has completed 56+ murals in 25+ states as part of a mission to create their personal postcard mural attractions in all 50 states across America.

The community was out in full force along with many Community Resource Organizations, including the Altadena Chamber of Commerce, Altadena Library District, Altadena Sheriff's Station, Pasadena NAACP, and many more. I am proud to share that approximately a 1/3 of our club members were among the crowd. However, I am disappointed that our club didn't take advantage of the opportunity to participate as a Resource Organization promoting Rotary International and our club.

I have been talking about the importance of branding and marketing, and this is the type of event that I feel is central for us to be a part of so that we can share all the good work that Rotarians do locally and globally.

To be completely transparent, I was aware of the event, but after much discussion with Mark Mariscal, we decided we just didn't have manpower available to add another event. I share this in hopes that participation in these events becomes a common goal among our members and that we can develop the necessary resources, so we don't miss the next opportunity.

Yours in Rotary, see you Thursday!



Maggie Cortez from El Patron restaurant joins Mariachi Divas on stage last Saturday!



[www.greetingstour.com/murals/altadena-mural](http://www.greetingstour.com/murals/altadena-mural)



SUMMER CONCERTS IN THE PARK....

THIS WEEK: LIGHTNIN' WILLIE!

Presented by the Rotary Club of Altadena in Cooperation with LA County Parks & Recreation

### Concerts in the Park

**25TH ANNUAL CONCERT SERIES 2022**  
All concerts are FREE and start at 7:00 p.m. on the following Saturdays at the Amphitheater at Farnsworth Park (568 East Mt. Curve Avenue, Altadena, CA 91001)

Saturday, July 9 <b>CASH UP FRONT</b>	Saturday, July 30 <b>LIGHTNIN' WILLIE</b>	Saturday, August 20 <b>PAST ACTION HEROES</b>
Saturday, July 16 <b>THE TRIBE BAND</b>	Saturday, August 6 <b>BLUE BREEZE BAND</b>	Saturday, August 27 <b>BOYS OF SUMMER</b>
Saturday, July 23 <b>MARIACHI DIVAS</b>	Saturday, August 13 <b>UPSTREAM</b>	Saturday, Sept. 10 <b>THE WHO EXPERIENCE</b>

Last Concert presented by the Sheriff's Support Group of Altadena

To learn more about the Concerts in the Park, go to <http://www.altadenarotary.org>

**thank you to our sponsors!**

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