



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: Mr. Jay Brown
Community Relations Committee Chair,
Tournament of Roses

Location: Altadena Town and Country Club

Speaker Chair for August: Mark Mariscal



Our speaker this week is the Chair of the Community Relations Committee for the Tournament of Roses: Mr. Jay Brown. Mr. Brown is also the CEO of Mountain View Mortuary and General Manager of Mountain View Cemetery. He is one of the 900 plus volunteers who help the professionals organize and coordinate the Annual Rose Parade and the Annual Rose Bowl Game.

Mr. Brown is no stranger to our Rotary Club. His deceased uncles were members - Paul and James Brown. His cousin Frank Mead was also a very active Rotary member. He has more than 38 years serving as a volunteer with the Tournament of Roses organization.

Tournament of Roses volunteer members have the opportunity to collaborate with other team members in the hands-on planning and execution of many events celebrating the New Year. It's fun, exciting and a great way to meet new people while giving back to the community. They are taking inquiries on membership.



**IMAGINE
ROTARY**



AUGUST 25, 2022

August is: 'Membership and New Club Development' Month

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

The Tournament of Roses is a vital community organization focused on positively impacting people through charitable giving, volunteerism and community involvement. The Association's Community Relations Department and the T of R Foundation work together to strengthen and direct the Association's goals.

A special thank you to T of R staff person Ryan Lynn Johnson for helping coordinate the speaker this week.

LAST WEEK: Mike Savage Corazon Speaks From The Heart

Speaker Chair: Mark Mariscal Program Review: Steve Kerekes

Photos: Mark Mariscal

This past Thursday, Mike Savage, the director of Corazón, spoke at our lunch meeting. Corazón is a non-profit organization based in Santa Ana which enables families and people over the border in Mexico to learn how to build houses and help them build their own individual homes in low-income communities. Corazón also offers a tutoring program, scholarship opportunities and a summer camp for students in Mexico. Corazón helps people to help themselves through services exchange, support, education, and training.

Mike explained that Corazón started about 45 years ago when a couple of people got together and decided they wanted to help build houses for families in Northern Mexico. A few people who worked in construction trades joined in and soon it was launched under the name "Corazón." Today, they concentrate their work mainly in Tecate and Tijuana. The program is unique in that the main goal is to train local people in construction skills and bring members of the community together to build houses. To be considered as a candidate for a house, an applicant must obtain service hours working in the program.

Corazón is a small, local program based in Santa Ana. It is not just one non-profit, but two. The other is a Mexican non-profit based at a house in a seaside town outside of Tijuana which was bequeathed to the organization. Mike told us that in the past, before COVID-19 hit, Corazón was building up to 50 houses each year. However, they had to stop during the pandemic. He says that they are on schedule to build about 30 houses this year. Each house is made in a single day. In one day, the rough framing, exterior plywood, windows, doors, and locks are installed on each house. The rest is left to the person who is receiving the house. However, Corazón has begun assisting in such



Mike Savage



Mike and his fiancé, Gina



essential items as sewage and plumbing. Each house is built on a concrete pad which has been poured a few weeks prior to construction starting. All told, a rough house is built in about six and a half constant hours of work with the assistance of 25 to 30 volunteers. The houses are built pursuant to local building codes, thanks to the fact that several members of Corazón are skilled in trades such as electrical and plumbing. By contrast, American non-profits such as Habitat for Humanity, which Mike used to work with, take about six months to build a house, although that allows time for a more completed house to be delivered.

The group usually heads to the border and sleeps on the U.S. side on Friday night. The next morning, bright and early, they proceed in caravan across the border to the build site. Mike says it is easier to get across the border as a group. Work is usually completed by five or six p.m. Then people are welcome to sleep overnight in a local hotel or head back home. Recently, Mark Mariscal went on one of these overnight jaunts to build a house in Tecate. He said that when the work was done, he packed up and came home to Altadena that evening. But your personal preference might be to head into town to listen to music or bet on the jai alai games and stay over on a Saturday night!



Please plan to attend the next Altadena Rotary-hosted "Community Pancake Breakfast" scheduled for Saturday, October 1st in the parking lot of Grocery Outlet from 8 am. - 10:30 am. The suggested contribution for tickets is \$5.00 each. All monies raised will be contributed to local non-profit organizations. The Rotary Club covers all expenses so that 100% of proceeds are donated. The last two Community Pancake Breakfast events (Sept. 2021 and May 2022) had proceeds donated to the Altadena Mountain Rescue Team (AMRT), the Altadena Sheriff Station Fund - Explorer programs, Outward Bound Adventures, Altadena Library Foundation and the Altadena Town Council.

(Announcement for Altadena Community Garden newsletter, submitted by Mark Mariscal)

More info coming soon for Members!

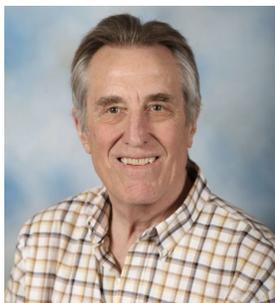


www.altadenacommunitygarden.com/

PRESIDENT'S PIECE:

Growing Rotary

By President Doug Colliflower



Members Matter

August is **Rotary Membership and New Club Development Month**; the intent is to keep the theme in mind when planning events and programs. Membership has been "*top of mind*" for me for quite some time and even more since attending PETS and the Rotary International Convention in Houston earlier this year.

Upon returning from Houston, I reached out to Mark Mariscal and Dawn Smith, and we collaborated to create a member assessment survey which was distributed in June. At our August 18th meeting I announced that at our meeting on September 22nd we will present the survey results and have an open informal discussion about the results.

I think we all understand that one of our primary goals *must be* to grow and fortify our club. We must ensure that our existing and future members are engaged and involved. This will help us close the back

door on member loss and open a window for attracting new members with fresh ideas and energy.

In the past, membership in Rotary was traditionally by invitation only. However, with the help of technology, an increasing number of prospective members have found clubs by browsing the Internet and social media and then contacting the club for more information. We must understand that future Rotarians, especially those who are younger, will not always use the traditional modes for finding Rotary.

I believe Rotary grows best naturally. By that, I mean, share Rotary with your personal and professional friendships; bring some neighbors to one of our summer concerts, or bring a colleague to be your guest for lunch one Thursday afternoon.

Please plan to be with us on September 22nd and join the conversation.

Yours in Rotary, see you Thursday!

Summer Concert Series - The Excitement Builds!



Another great turn out for PAST ACTION HEROES last Sat!
(Photo/Mark Mariscal)



THIS WEEK: BOYS OF SUMMER!!!

<https://boysofsummerband.com/>

Emergency International Aid

By Sarah O'Brien, International Committee

Last week while coaching the National Children's Orchestra in England, I received a desperate call from an Australian contact working with an NGO in Cambodia. A man had been found in dire need of urgent medical attention, but with no means to pay for it or the cost of transportation to a hospital. He and his wife had no food and live in one of the poorer regions of Siem Reap, not far from Angkor Wat. Tourism is slow to return to the area post-pandemic, and many of the villagers there are still struggling to survive as a result.

After a quick exchange of emails across the miles, Altadena Rotary Club was able to arrange for a transfer of funds, enabling urgent transportation to hospital and medical treatment. With the help of others including New Dream of Cambodia Children Organisation (<https://www.ndcco.net/>), a month's supply of food was also organised for the family. They are very grateful.

