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# Rotary

## Club of Pasadena, CA

### **SPOKES NEWSLETTER**

DISTRICT 5300 \* Rotary Club 794 \* August 23, 2024 \* #01-0034

[www.pasadenarotary.com](http://www.pasadenarotary.com)

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### ***DANNY PARKER***

*710 Freeway Stub Decommissioning -  
Possibilities and Opportunities*

***Introducer: PHYLLIS CURRIE***



Pasadena native Danny Parker is the chair of the City of Pasadena's, "Reconnecting Communities 710 Advisory Group". This Advisory Group is helping with the development of a comprehensive vision and plan for the 710 stub area.

Mr. Parker received a BS in Industrial Engineering, an MBA, and a JD – all from Stanford University. His corporate legal, financial and strategic planning experience has been in various industries – construction materials, real estate development, music, financial services, and tech. For professional athletes, he negotiated and structured business deals.

He currently provides financial and legal services to a social media tech firm, ATM management firms, vending machine operators, a spirits manufacturer, a transportation firm, and a beverage dispensing firm. He volunteers extensively with Stanford and community organizations in Pasadena. He is a member of the California Bar.

For information about the Reconnecting Communities 710 Advisory Group, click here:  
<https://www.cityofpasadena.net/city-manager/reconnecting-communities-710-advisory-group/>

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**WEDNESDAY – AUGUST 28, 2024**

**UNIVERSITY CLUB OF PASADENA - 12:00 pm**

**175 N. Oakland Ave, Pasadena 91101**

**RSVP Deadline: 4:00 pm MONDAY**

**OVERFLOW PARKING:** Pasadena Heritage Blinn House  
Enter parking off Madison Ave. - Do not park in any reserved parking space

**Reception:** Jane Waas & Alan Schier

**Lunchtime Pianist:** Ann Louise Christensen

**Song Leader:** Eric Olson - Accompanied by Ann Louise

**Inspiration:** Anthony Russo

**Scout Zone Reporter:** Dean Billman

**Photographer:** Tammy Silver

**Technical:** Frank Fish & Scott Carlson

**Sergeant At Arms:** Robert Lyons

Non-members are welcome - \$45.00 includes lunch

**ZOOM is back and opens at 12:15 pm**

<https://us02web.zoom.us/j/86515101523?pwd=dHhNZnV5c2ZqbzNQbWthbDNhYTladz09>

Meeting ID: 865 1510 1523. - Passcode: 667356

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## Simply Stephen Smith's Spokes Speaks

I am going to write about the 6th of 7 Rotary Foundations Areas of Focus. This would be "Growing local economies". There are nearly 800 million people that live on less than \$1.90 a day. Our members and our foundation work to strengthen local entrepreneurs and community leaders, particularly women, in impoverished communities.

Pasadena Rotary's own Pierre Mainguy, the President & Co-Founder of Community First has, since 2008, been helping individuals find solutions to challenges they face within their own communities. Their program matrix is implemented in multiple villages, throughout Cambodia, and beyond. They are involved in Water and Sanitation, Renewable Energy, Livestock & Effective Microorganisms, Public Health, Education & Training, Aquaponics, People Driven Empowerment, Capital Markets, and G.R.A.I.N. Please consider donating or getting involved in Community First.

Most of the women living in rural Guatemala do not have the collateral to get loans from regulated financial institutions. The Rotary Club of Guatemala de la Ermita helped 400 local women complete financial literacy courses so they could pool their money and fund their own micro lending program.

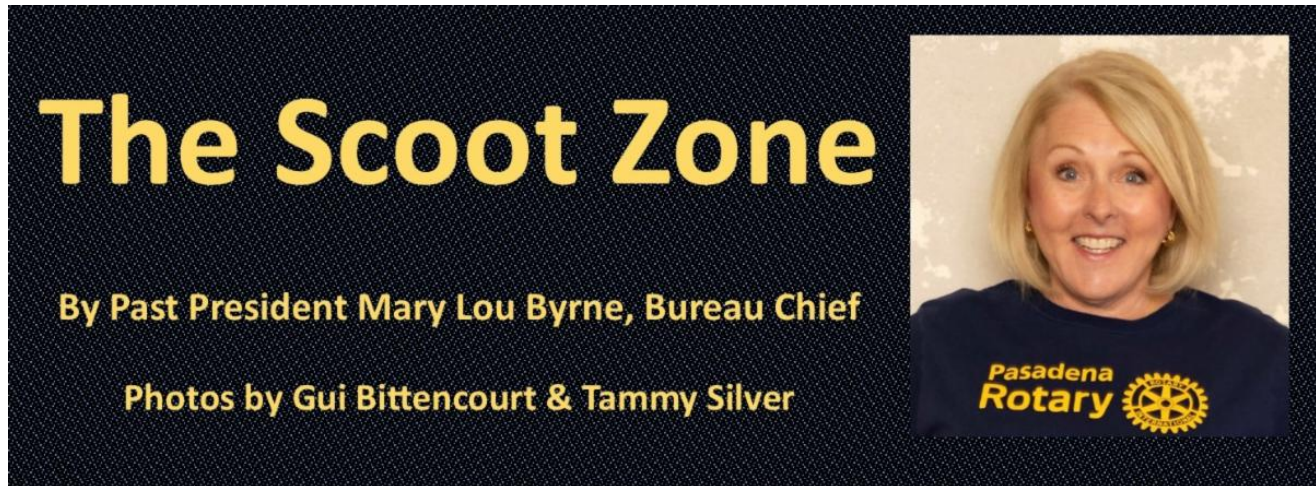
Rotary members in Esmeraldas, Ecuador helped grant more than 250 microloans and train more than 270 community members in sewing, plumbing, baking, microcredit, business management, and leadership.

70% of the world's poorest people live in rural areas and depend on agriculture and related activities for their livelihood. In West Cameroon, soil erosion and loss of soil fertility have significantly reduced farmers' harvests. Rotary members gave farmers the skills they needed to

improve soil fertility, control soil erosion, and market their produce. The results: increased crop yields and profits.

Please spread the word about Rotary's efforts to grow local economies.

**Stephen D. Smith**  
President 2024 - 2025  
Rotary Club of Pasadena  
Cell 310.908.1779



**President Stephen Smith** rang the bell and called the meeting to order at 12:30, as we were all finishing up our delicious Mexican buffet lunch. **Past President Phil Miles**, accompanied by his own guitar and by Ann Louise Christensen on piano, led us in the opening song. "We normally do something related to the speaker," he confessed, "but I don't know what an 'influencer' is, so I guess that makes me a Nowhere Man." So that is the song we sang!

After the Pledge of Allegiance, **Antonio Rezik** gave the Inspiration. He noted that it's about time for football season to start, and shared something he first heard from his own football coach: The Man in the Arena from a speech by President Theodore Roosevelt.



**George Ricciardella** introduced his new Corporate Alternate member, **David Moore**. They are both from the Impact Drug and Alcohol Treatment Center. **David** is the Community Engagement Director and, says **George**, exemplifies the goals and values of Impact. **David** is married, has three children and one grandchild, and lives in Pasadena. (Photo: **George Ricciardella** and **David Moore**)

Sergeant at Arms **Robert Lyons** helped with the introduction of guests, who were hosted this week by **Howard Raff, Venice Dunn, Stewart Espinosa, Pat Wright, Antonio Rezik, and Ken Hill**.

While everyone was lining up for announcements, President Stephen showed our TikTok videos from the IMPACT Club's recent service project – doing maintenance at the garden at Muir High School. You can see them here:



<https://www.tiktok.com/@pasadena.ca.rotar4/video/7404161348873080095> and here: <https://www.tiktok.com/@pasadena.ca.rotar4/video/7404230027430087966> . He also showed a fun TikTok from last weekend's President's Party, which you can see here: <https://www.tiktok.com/@pasadena.ca.rotar4/video/7404891451227655454> (credit to TikTok Master Past President Justene Adamec and her hardworking assistants, **Amanda Pumilia**, **Tammy Silver** and **Dede Venkat**.)

**Dean Billman**, District 5300 Polio Plus Chair, explained to our guests that Rotary International is at the forefront of worldwide polio eradication, and cautioned that we have to stay vigilant because last year there were 37 cases of wild polio in Pakistan and Afghanistan, and the virus has been detected in wastewater in Gaza. "Imagine," he said, "what it would be like if you got COVID and afterwards you couldn't walk! That's what it was like in the days when polio was rampant." Next week he will have sign-up sheets on our tables and challenges everyone to contribute \$100 (or what you can) and make our club a 100% Contributing Club to the cause. Dean will give you an End Polio Now wristband if you contribute! (If you won't be at the meeting, you can send your pledge to [office@pasadenarotary.com](mailto:office@pasadenarotary.com) and your Rotary account will be billed.)

**Past President Rob Fisher** thanked all the Tyros members who tended bar at the very successful President's Party last Sunday. He also gave a special shoutout to Chef Onil Chibas of Deluxe 1717 Restaurant, who put on a great spread for a significant "friends and family" discount. Please pay **Deluxe 1717** a visit and tell Chef Onil you're a Pasadena Rotarian!

**Alex Rocco** reminded everyone of the upcoming Business Alliance get-together. Details below.

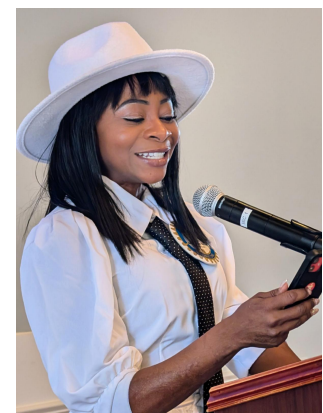
**Angie Pisano**, new co-chair of Rotary Roamers, invited everyone to the September 14 outing. Details below.

**Armida Baylon** made a Polio Pig donation and invited everyone to the HEAR Center's 70<sup>th</sup> Anniversary Celebration at the Flying A Garage on September 29. Tickets are \$90 per person and include appetizers and cocktails. RSVP at [development@hearcenter.org](mailto:development@hearcenter.org).

**J.P. Harris** announced the fall edition of Shop With a Cop, which was yesterday and which this writer is sure was a big success!

**Venice Dunn** introduced our speaker. Raquel Partida is a certified health and wellness coach and the woman behind the social media pages **jaifit8** on Instagram and TikTok.

Raquel began by sharing that she is a first-generation Mexican American and was born and raised in Los Angeles. "My parents wanted me to get a W2 job," she said. So she went to UCLA as a pre-law major. However, she said, "I woke up the morning of the [law school admissions test] and said 'I'm not doing it!'" Instead, she got her master's degree in education and became a teacher. She was very successful in that endeavor and ended up as an instructional coach for teachers.





While she was teaching, Raquel started documenting her “fitness journey” on Instagram, initially as a way to keep her family informed of what she was up to. Eventually she started sharing recipe videos and although at first she shied away from Mexican food, eventually she started sharing the food and traditions she had learned from her Mexican aunts.

Initially, said Raquel, it was just a “side hustle” – a way to make a few extra dollars. Then her first viral video got ten million views in 24 hours! It really started taking off when she started concentrating on Mexican food for weight loss.

When she decided to take her influencing full-time, she developed some principles to guide her:

1. Show up as YOU 100%
2. Stay consistent with your content.
3. Provide value to your followers. For example, don't just show pretty pictures of food – give them the recipes and all the information they need to make the food themselves.
4. Have core values and stick to them. If you accept sponsorships, make sure you believe in the products you are promoting. “Don't be a sellout,” she said. “Uplift your community!”
5. Don't compromise your followers' trust. If your advice isn't honest, said Raquel, people will figure it out very quickly and take their clicks and likes elsewhere.

It doesn't happen overnight, Raquel cautioned. She has been at it for more than four years, and has been doing it full time for about a year. She chuckled and said her dad said, “So you don't have a job?” and she replied, “you don't need a W2 to have a job!”

What are the best things about the influencer life? The perks are fun, like a free trip to Warner Brothers Studios with her family. But also the ability to grow and touch hundreds of thousands of people, and “the sky is the limit” when it comes to income because the internet audience is so vast. And for Raquel, the most important thing is to inspire her audience.

Raquel finished with plenty of time for questions and we were very curious about all the details, from how much time she spends per day (3-4 hours per day in the kitchen to create one post every 2-3 days) to what, exactly, is the business model (sponsors will see your content and contact you – when you're starting out you have to take what they offer but now Raquel has a business manager who negotiates on her behalf in exchange for a 20% cut).

Finally, **Tammy Silver** asked Raquel to show us one of her videos, and she was more than happy to oblige: <https://www.instagram.com/p/C67cl9NPq1M/> She noted that some people might consider the apron and the music old fashioned, but it's her grandmother's apron and she loves the music, and that all fits in with her credo of being true to who she is.

**President Stephen** presented Raquel with her magical speaker gift and the meeting was adjourned almost right on time.



## PHOTO OF THE WEEK

by Gui Bittencourt

Quoting President Stephen's Catchphrase:

*"Don't put it in the microwave or dishwasher, or the magic won't work anymore."*

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**MEALS & SEATING ARE PROVIDED  
BASED ON RSVP'S WE RECEIVE**

**BUFFET MEAL**  
Chef Tony, The University Club

**PLEASE RSVP  
IF YOU ARE ATTENDING!**  
[office@pasadenarotary.com](mailto:office@pasadenarotary.com)

**CLICK HERE TO  
RSVP TODAY**



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## **ROTARY VOLUNTEER OPPORTUNITIES & EVENTS**

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# IMPACT CLUB EVENTS

## MINI GOLF SOCIAL EVENT

TUESDAY

8/27

5:30-7:30

At the Arroyo Seco Golf Course. Save the date to bring prospective Impact members. Current members will help promote the club and answer questions.

## SEPTEMBER SERVICE PROJECTS COMING SOON

Contact Impact Club Chair Amanda Pumilia with any questions at  
[apumilia@yahoo.com](mailto:apumilia@yahoo.com)

Want to be notified about upcoming service and social events?  
Join <https://www.meetup.com/pasadena-rotary-impact-club/>

**Sotheby's**  
INTERNATIONAL REALTY

## Business Alliance Meeting

Please join us

Food & drink will be provided

RSVP to wendy [wowproductions2@gmail.com](mailto:wowproductions2@gmail.com)

RSVP deadline: 9/3/24



Alexander Oscco  
[@alex.oscco](https://www.instagram.com/alex.oscco)

September 5th @ 5:30pm  
800 E Colorado Blvd. STE 150  
Pasadena, CA 91101





Rotary Roamers

# Mt. Baldy Moonlight Hike w/ D'Santi

BBQ AND MUSIC AT TOP OF THE NOTCH

- ▶ SATURDAY, SEPTEMBER 14TH @ 5 PM
- ▶ PURCHASE TICKETS DIRECTLY FROM  
[WWW.MTBALDYRESORT.COM/TICKETS](http://WWW.MTBALDYRESORT.COM/TICKETS)
- ▶ TICKETS MAY SELL OUT. PURCHASE THE  
ROUND-TRIP LIFT + DINNER AND A  
PARKING PASS (PER CAR).

Email Justene Adamec at  
[justene@gmail.com](mailto:justene@gmail.com) after buying tickets

## POLIO PIG & COMMITTEE ANNOUNCEMENTS AT WEDNESDAY MEETING

### **ALL ANNOUNCEMENTS MUST BE PRE-APPROVED!**

Wish to "Show & Tell" us what you are up to or make an announcement (30 seconds) about your family, business or a favorite nonprofit or a Committee announcement? Email Wendy at [office@pasadenarotary.com](mailto:office@pasadenarotary.com) by Tues at noon. Minimum donation for Polio Pig Announcement: \$20 or for \$30+ which is billed to your account. Additional \$20 if you wish to



## HAPPY BIRTHDAY!!

John Howell	August 25th
Justene Adamec	August 26th
Scott Vandrick	August 28th

## ROTAVERSARY

Jack Kozakar	8/24/22	2 Years
Nancy Kozakar	8/24/22	2 Years
Jan Moscaret	8/29/18	6 Years

## UPCOMING PROGRAMS

Sept. 4 - Dr. Moogega Cooper, JPL - Keeping Mars Safe - From Us!
Sept. 11 - Dr. Daniel Lewis, Sr. Curator, The Huntington - His recent book: "Twelve Trees; the Deep Roots of our Future"
Sept. 18 - Ida Puiwa, Othakarhaka Foundation - How a Strangers Kindness Transformed a Village in Malawi
Sept. 25 - Chris Erskine, Author/Columnist
Oct. 2 - Dr. Lawton Gray, Principal, John Muir High School
Oct. 9 - Michael Driebe, District 5300 Governor

**SPOKES is the weekly newsletter published by the Rotary Club of Pasadena**

**Weekly Live Wednesday Meeting by RSVP  
University Club Pasadena, 175 N. Oakland Ave.**

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**Proofers: Mary Wilson & Kathy Meagher**

# Making Magic

**by doing service**

PROMOTING PEACE FIGHTING DISEASE

PROVIDING CLEAN WATER

SAVING MOTHERS AND CHILDREN

GROWING LOCAL ECONOMIES SUPPORTING EDUCATION

PROTECTING THE ENVIRONMENT.



Pasadena Rotary Club  
Stephen Smith, President 2024-25

**ROTARY CLUB OF PASADENA 2023-2024 BOARD OF DIRECTORS  
MEETS the 3rd Thursday of every month at 5pm - University Club of Pasadena**

**PRESIDENT: Stephen Smith**

**PRESIDENT ELECT: Hillary Schenk**

**IMMEDIATE PAST PRESIDENT: Justene Adamec**

**SECRETARY: Wende Lee**

**TREASURER: Tony Phillips**

**CLUB DIRECTORS: Don Andruess, George Falardeau, Frank Fish, Sandy Goodenough, J.P. Harris, Debi Kroman, Robert Lyons, David McAlexander, Claudia Ponce de Leon, Nevino Rocco, Tammy Silver, Dede Venkat**

**Non-Voting Member: Amanda Pumilia, Chair, The Impact Club**

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## Rotary Club of Pasadena

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