
Rotary

Club of Pasadena, CA



SPOKES NEWSLETTER

DISTRICT 5300 * Rotary Club 794 * November 1, 2024 * #01-0043

www.pasadenarotary.com

BRYAN WONG

Habitat for Humanity and Pasadena: Housing for the Future

Introducer: JENNIFER DEVOLL



Since April 2021, Bryan Wong has been leading an amazing team of 50+ individuals in the mission of building homes, community and hope right here in the San Gabriel Valley. Prior to his role with SGV Habitat, the Cal Poly Pomona graduate founded his own affordable housing nonprofit, The American Homeownership Foundation, which managed affordable multi-family housing for the elderly. Wong served on the board of directors for Los Angeles Nation Bank for 10 years and was elected to the Monrovia Unified School District Board of Education, serving for over 16 years. These activities highlight two of his greatest passions, education and homeownership. Wong resides in Monrovia and enjoys playing golf, watching any sporting event live and traveling.

The idea for SGV Habitat for Humanity began in 1989. Approximately 40 people attended a meeting to discuss the idea of bringing Habitat for Humanity to Pasadena and

to encourage participation in an upcoming big event. The event was a walk from Pasadena to Tijuana. 75 walkers ended up making the trek from Pasadena to Tijuana where 100 houses were built in one week.

Following the success of this effort, SGV Habitat's founders entered into a covenant with Habitat for Humanity International and in 1990 a new Habitat affiliate in the San Gabriel Valley and northeast Los Angeles County was created. In 1990 the median home price for LA County was \$212,85 and in that same year, SGV Habitat built their first home, which was in Pasadena.

WEDNESDAY – NOVEMBER 6, 2024
UNIVERSITY CLUB OF PASADENA - 12:00 pm
175 N. Oakland Ave, Pasadena 91101

RSVP A MUST - Deadline: 5:00 pm MONDAY

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

Reception: Alan Schier & Mike Bernard
Lunchtime Pianist: Ann Louise Christensen
Song Leader: Mary Lou Byrne
Inspiration: Phil Hawkey
Scout Zone Reporter: Mary Lou Byrne
Photographer: Tammy Silver
Technical: Frank Fish
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



Simply Stephen Smith's Spokes Speaks

Rotary's help in Turkey's Earthquake in 2023

Turkey is known for its deadly earthquakes. The country sits at the junction of three major tectonic plates, with a fourth, smaller one squeezed between the others. On February 6th of 2023, a 7.8 magnitude quake hit the epicenter, near Kahramanmaras, which was the strongest quake to hit the country in more than 80 years. Nine hours later, a 2nd quake with a 7.5 magnitude struck the city again. Between Turkey and Syria, the quakes left more than 50,000 people dead, over 100,000 injured and several millions homeless. Up to 9.1 million people were affected, nearly the population of Los Angeles County.

After the first quake the Governor of District 2430, Emre Ozturk and two other Turkish Governors mounted a response. A three-pronged plan would grow into a multimillion dollar global relief effort: fulfilling immediate emergency relief needs; providing shelter in the form of container cities; and meeting the long-term needs for everything from water treatment to children's education.

Rotary clubs in other parts of the country also assisted. Rotary, Rotaract, and Interact sent more than 200 trucks of emergency supplies, including food and water, generators, heaters, diapers, fuel and body bags. District 2440 had an existing supply of tents and established a tent city in Iskenderun, on the Mediterranean coast, that Rotary members administered for more than a month before the country disaster agency took over. Rotary was the first NGO (non governmental organization) that was present in the region. Rotary clubs worked with ShelterBox, Rotary's project partner in disaster relief, to distribute over 2,500 tents.

Funds from Rotary members in Japan paid to build a new school from the ground up. Adiyaman became the location of four container cities that Rotary members supported. In total, donations from Rotary members supplied 350 prefabricated small homes. Rotary's field hospital has been

operational since April of 2023 and serves about 200 patients a day. It has its own generator, ambulance, monitoring and ultrasound devices, a blood testing lab and a shower that doctors can use between shifts. The health system collapsed temporarily but Rotary health care workers from China to Sweden stepped up as well.

It is with great pride that I can call myself and others in our club and District, Rotarians.

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

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

**PLEASE RSVP
IF YOU ARE ATTENDING!**
office@pasadenarotary.com

BUFFET MEAL
Chef Tony, The University Club

**CLICK HERE TO
RSVP TODAY**



VIDEO OF THE WEEK

Rotarians Trying to Guess Gen Alpha Slang. Watch the Tiktok and come to a meeting to meet the stars in person

Pasadena CA Rotary
(@pasadena.ca.rotar4) | TikTok

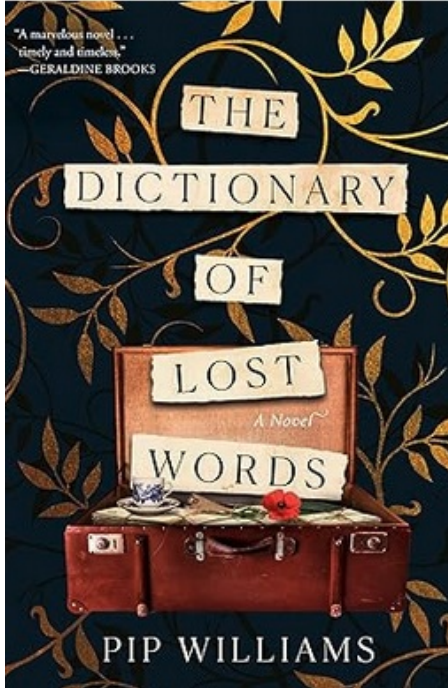
ROTARY VOLUNTEER OPPORTUNITIES & EVENTS

ROTARY READERS

Rotary Readers will meet
November 4th at 6 pm.

Mary Lou Byrne will review Dictionary of Lost Words by Pip Williams.

Bring something to share for dinner.



You do not have to have read the book. Please contact Cathy Simms at simmsie1@pacbell.net for location and more information.

Please RSVP!

"Run Away and Join the (Service Project) Circus"

WHAT: Our next fun and rewarding Service Project and Rotarian-Team-Fellowship-and-Bonding-Adventure will be helping set up for the 14th Annual Don Benito Fundamental School PTA Autumn Carnival, their signature fundraising event.



We will help set up tents, fencing and game areas. Coffee, bagels and sunscreen provided. Hats and work gloves encouraged but not required. Friends, Significant Others, Clowns and non-Rotarians welcome!

WHEN: Sat. Nov 9, 2024, from 9am to Noon (informal no-host Group Brunch afterward...)

WHERE: Don Benito Fundamental School, 3700 Denair St., Pasadena CA 91107

Questions and (Optional) RSVPs: DIAD Chair David McAlexander 323-794-9294 email: David_McAlexander@onebox.com

COMING (Service Project) ATTRACTIONS:

"Pasadena Rotary Joins the 'Turkey Tribe' as a sponsor of Union Station's Thanksgiving in the Park for the Homeless in Pasadena.

Don't miss the Wednesday club lunches coming up on Nov 6 and/or 13 for an exciting and entertaining opportunity to pledge your financial commitment and/or volunteer services to support this worthy cause via our dynamic 'open outcry auction' led by our club's very own professional auctioneer, Robert Lyons.

Bid for the right to serve the most under-served members of our community, to win sponsorship naming rights for a whole Turkey, a Punkin' Pie, or a 10 pound block of Velveta Cheese!

Fun for the whole family plus spiritual renewal thru donating to your Rotary Club's community partnership efforts!



JOIN US!



Pasadena Rotary

HOLIDAY *party*

Wednesday
6:00PM - 9:00PM

4

December
2024

Jacob Maarse Florist
655 E Green St.

Corner of Greene and El Molino

RSVP to rob@fbrg.agency

The Scoot Zone

By Past President Mary Lou Byrne, Bureau Chief

Photos by Matt Bookman



It was an overflow crowd this week! Please remember to RSVP for each meeting so we don't run out of seats!

President Stephen Smith rang the bell at 12:30 and introduced **Eric Olson**, this week's song leader. In the spirit of the season, he led the Four Way Test Singers: **Don Andrues, Marilyn Buchanan, PP Mary Lou Byrne, James Doyle, Hillary Schenk, Gary Kearney** (*hidden behind Eric snapping his fingers*), **PP Phil Miles** and the assembled masses in the theme song from *The Addams Family*, complete with finger snaps and piano accompaniment by Ann Louise Christensen. **Charles Kiu** provided the inspiration, on the theme of re-birth. "Just like a phoenix rising from the ashes," he said, "there must be some kind of wreckage for us to awaken and become what we were born to become."



We had two new members this week! **Tammy Silver** introduced **Cedrick Jihanian**, a realtor who was born in Paris and speaks three languages. He is looking forward to giving back to the community and said "I'm so happy to be with all you lovely people." **Antonio Rezik** introduced his colleague **Leilani Nickel**, who said "I've been coming as a guest for a while and I look forward to getting to know you all better."



We had quite a few guests this week, hosted by **Howard Raff, Phyllis Mueller, and John McDaniel**. (When **Alan Schier** was called on to introduce his guest, he said "My guest is my girlfriend and she's not here today!")

Department of Announcements Department:

President Stephen reminded us of the University Club's proposal to change our meeting date

from Wednesdays to Mondays, and encouraged everyone to vote (ONCE) on whether it's a good idea. (The vote is to gauge member sentiment – the Rotary Board will make the final decision.)

President Stephen also reminded everyone that it's that time of year again – time to select a President Elect Elect for the 2026-2027 Rotary year. Let **Stephen** know if you are interested! The Board will make its selection at the November Board meeting on November 21.

Alex Oscoco reminded everyone that the Holiday Party will be on Wednesday, December 4 at Jacob Maarse Florist at 6 p.m. Tickets are \$110 – details above. Note there will be no lunch meeting that day.

David McAlexander announced not one, not two, but three service projects for the month of November. The next one is TODAY! Friday, November 1, cleaning up Memorial Park in Pasadena.

Dean Billman recognized everyone who came out to the World Polio Day Walk/Run/Ride around the Rose Bowl on October 24. We had a great time and raised more than \$1,000.! Special thanks to **PP Justene Adamec**, who pledged \$170 in honor of the 17 people who showed up to walk, event co-chair **Morgan Nadeau**, who showed up with a bunch of her friends, and **Anthony Russo**, who brought along a bunch of his fellow Pasadena Police Dept motorcycle officers to escort our walkers/runners. **Dean** noted that we are on track to have fewer worldwide cases of polio this year than last year – let's keep working to stamp it out once and for all!

Mary Lou Byrne made a Polio Pig donation of \$170 to match PP Justene's contribution to the World Polio Day event and thanked everybody who made the event such a success. She then made a poignant plea for referrals for a "tech person" to help her and husband **Gary Kearney** with some pesky computer/TV issues at Chateau Kearney.



After the announcements, **President Stephen** gave us a fun Halloween trivia quiz. The winning table was happy and excited! Trivia winners are (clockwise from bottom L) Scott Carlson, guest Gail Webeck, Mike Bradley, guest Mel Webeck, Phyllis Mueller, Alan Schier,

Robert Lyons, Eric Olson (back to camera). who all won \$10 gift cards for Starbucks's.



Tammy Silver introduced the speaker, our own Marsha Rood, who she called “the savior of Pasadena” for her work in resisting the demolition of our beautiful historic buildings in favor of “shiny glass boxes.”

Marsha's topic was the redevelopment of Old Town Pasadena, and she began by noting that what made it special is how many people were responsible. She singled out Claire Bogaard, who was present, as a key player. She also recognized **Marilyn and Gene Buchanan**, then-City Manager **Phil Hawkey**, and Erlinda Romo, all of whom were seated at Marsha's table and all of whom stood for a rousing round of applause.

Photo Below: L2R: Phil Hawkey, Marilyn Buchanan, Eddie Rivera (PasadenaNow.com), Gene Buchanan, Marsha Rood, Erlinda Roma, Larry Morrison, Claire Bogaard



Marsha showed us photos of Old Town from the 1980s, and then current photos. What a difference! “How,” she asked, “did this [old] place become this [new] place?” (Ed. note: You can see some fun historic photos here: <https://www.oldpasadena.org/about/history-of-old-pasadena/>.) She explained that the redevelopment model at the time (1970s-early 1980s) was to use eminent domain to assemble large parcels to build huge office and retail developments, such as the original Plaza Pasadena. (Fun video about Plaza Pasadena here: <https://youtu.be/FITwwJjgplY?t=57>.) She characterized those developments as “buildings that turned their backs on the area and tried to make Pasadena look like the suburbs.”

Left in the wake of this strategy was Old Pasadena, with a vacancy rate of 80% and a bad reputation for crime and general seediness. But, said **Marsha**, “when you focus on place, everything changes.” The pioneers including Marsha and her colleagues in the room had a vision to preserve the historic buildings along Colorado Blvd. and beyond. The key, it turned out, was public parking, beginning with the facility at Fair Oaks and Union. Once the community embraced the vision, it became city policy and the City of Pasadena re-invented redevelopment to fit the needs and vision.

Between 1978 and 2020, the City built parking structures and



invested in infrastructure, going from the project-based model to the place-based model. Once the City invested in public projects like parking, private developers began doing private projects, which was unprecedented. Marsha explained that once the parking was actually under construction, banks started making loans for those private projects.

Another innovation was using parking meter revenue to improve the area. It was brand new at the time, but it's now called "return to source" and is taught in urban planning textbooks! Again, **Marsha** emphasized that "we wanted the place, not the improvements, to be the focus." Targeted retail recruitment attracted substantial private investment, and the Gold Line stations and additional housing attracted still more investment.

The result? Marsha put up a slide showing Old Pasadena By the Numbers, 2024:

- \$900,000,000 plus in private investment
- \$30,000,000 in public improvements
- \$375,000,000 in annual sales volume
- \$96-180 per square foot rents on Colorado Blvd.
- \$50-60 per square foot rents off the Blvd.
- 150-plus historic buildings seismically reinforced to date
- 330 businesses, of which 85% are independent and only 15% are chains (thus debunking the idea that chains forced out small businesses)
- 4,000 new housing units in and adjacent to Old Pasadena
- 40,000 plus visitors every weekend

After sharing these numbers, **Marsha** proudly shared the numerous awards that Old Pasadena has won from various urban planning and other organizations. She ended her presentation by again recognizing "the pioneers who made the impossible happen."

During the Q and A, **Marsha** was asked whether she was worried about competition from the likes of Rick Caruso and his popular shopping malls. She responded "Our deal is authenticity of place. Hetrogeniety is what works, as long as we can keep it!"

At the end of more lively Q and As, **President Stephen** presented Marsha with her speaker gift and we all departed, chattering excitedly about what we'd learned about our city.



L2R: Lisa Krouse, Martha Shenkenberg, President Stephen, Cyrus Afshin, Wende Lee, Cedrick Jihanian, Tammy Silver, Charles Kiu

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 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 leave flyers at the Registration table or hand-out at end of the meeting.

7 DAY NOTICE STANLEY PARKHURST

HAPPY BIRTHDAY!!

John Tegtmeyer	Nov. 1
Desiree Alvarado	Nov. 2
Lisa Wilson	Nov. 3
Bob Monk	Nov. 4
Nevino Rocco	Nov. 5
Casey Marticorena	Nov. 5
Phyllis Crandon	Nov. 7
Edwin Hearst	Nov. 7

HAPPY ROTAVERSARY!

Ken Hill	11/1/94	30 Years
Grant Wilcox	11/1/83	41 Years
John Howell	11/1/00	24 Years
Jeannine Bogaard	11/3/23	1 Year
Mary Chalon	11/7/18	6 Years

UPCOMING PROGRAMS

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Nov. 13 - Stacie Takeguchi, Assistant General Manager of Pasadena Water and Power

Nov. 20, 2024 - Ellen Snortland - Storyteller/Humorist

Nov. 27, 2024 - DARK - HAPPY THANKSGIVING!

Dec. 4, 2024 - DARK - No Lunch Meeting

Dec. 4, 2024 - HOLIDAY PARTY - Jacob Maarse Florist

Dec. 11, 2024 - Matt McIntyre - Pasadena Showcase House of Design: Behind the Scenes at the Pasadena Showcase House

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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**Photographers: Hans Rosenberger, Hillary Schenk,
Tammy Silver, Matt Bookman, Ken Joe, Claudia Ponce de Leon,
Mike Bernard, Dede Venkat & Gui Bittencourt.**

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

Rotary Club of Pasadena

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