



'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: Gordon R. McInally, Dist. 5300 Gov: Michael L. Soden



THIS WEEK: NO MEETING
DEMOTION PARTY
Honoring President Dawn!
Thursday, June 27 from 5:30 pm. - 8:15 pm

D.Vance Graphics
JUNE 27, 2024
JUNE IS: ROTARY FELLOWSHIPS

Officers
 President: Dr Dawn Digrius Smith
 Vice President: Doug Colliflower
 President Elect: Maricela Viramontes

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
 Maricela Viramontes
 Doug Colliflower
 Dawn Digrius Smith
 Brad Roeber

Chairs
 Club Executive Secretary: Mark Mariscal
 Membership: Maria Perez-Arton
 & Brad Roeber
 Foundation: Steve Kerekes
 Projects: Mike Zoeller

Subcommittees
 Community Service: Craig Cox
 Vocationa Servicel: Steve Kerekes
 Youth Contests, Scholarships, Awards: Mike
 Zoeller
 Youth Activities: Tony Hill
 International Service: Sarah O'Brien



LAST WEEK: SUPPORTING WOMEN'S BUSINESS STARTUPS: PRESENTATION OF WOMEN'S BUSINESS GRANTS

Program Chair: President Dawn Digrius Smith
 Review: Ed Jasnow Photos: Robert Smith and Mark Mariscal

That's what this week's program was all about. Some time ago, Past President Dave Smith held a meeting with then future President Dawn Smith and member Sonia Kwon to discuss the possibility of awarding grants to startup businesses owned by women. From that meeting came the reality of giving \$1,000 grants to new women's businesses or those in business less than three years.

Last week's program was the culmination of that plan!



The first business to be recognised was **Crescent Yoga**, with co-owners **Carne Meadows** and **Emily Maclean** (left) receiving the grant. They talked about the difficulty of finding a location for their yoga studio. They first looked in South Pasadena, but couldn't find anything they liked. They found Altadena more welcoming, and settled on a location on Lincoln

Avenue. They have several workshops that address different problems that yoga can solve. They have wonderful teachers that conduct the workshops. They can cover shoulder issues and self care. They have been open since September 2023, and are very appreciative of the \$1,000 grant. Their classes are in the mid-morning and late afternoon. They are clearly on the path to success!

Next was **Michiko Lynch**, of **Green Circle SGV** (right). She was enthralled by the Altadena Farmer's Market when she first saw it. She decided to use that healthy food to start a catering business for special events. They provide full service, including all food, silverware, plates, saucers, cups, etc. They are a non-profit company and their goal is to provide catering for events sponsored by non-profit organizations. She said that they would use the \$1,000 to acquire a professional dishwashing machine. This sounds like a very worthy business!



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

Altadena Rotary Projects and Events Calendar

Craig Cox

June 29 - Melodia Mariposa Concert

July 6 - Take down Flags on Lake Avenue

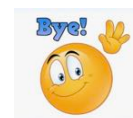
July 6, 13, 20, 27, August 3, 10, 17, 24 - Summer Concerts

August 31 - Melodia Mariposa Concert

September 7 - SSGA Concert

To register for any event go to DacDB, Login, elect the My Club, tab, go the the Calendar icon, and go to the date.

June 27 - President Dawn's Demotion Party



CONCERTS IN THE PARK
 Presented by The Rotary Club of Altadena in Cooperation with LA County Parks & Recreation

27TH ANNUAL CONCERT SERIES 2024
 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 6 PHAT CAT SWINGER	SATURDAY, JULY 27 SANGRE NUEVA BAND	SATURDAY, AUGUST 17 PAST ACTION HEROES
SATURDAY, JULY 13 BRITAIN'S FINEST	SATURDAY, AUGUST 3 MISKEY MOUNTAIN BOYS	SATURDAY, AUGUST 24 GHOST IN THE MACHINE
SATURDAY, JULY 20 EAGLES RONSTADT EXPERIENCE	SATURDAY, AUGUST 10 UPSTREAM	SATURDAY, SEPTEMBER 7 TBD

To learn more about Altadena Rotary Clubs and the Concerts in the Park, visit www.altadenarotary.org

THANK YOU TO OUR SPONSORS

PLATINUM SPONSOR 5TH DISTRICT SUPERVISOR KATHRYN BARGE	GOLD SPONSOR ALTADENA FARMHOUSE ASTORIA SEABEARS CARO & SUSAN COE ROCKWOLD MOUNTAIN SERVICE COMPANY S. C. L. PRODUCTIONS PASADENA FEDERAL CREDIT UNION PATTON & BYRDE WESTERN ASSET MANAGEMENT, LLC ZIGLER & ASSOCIATES	SILVER SPONSOR ALTADENA HIGHBORN MAGAZINE ALTADENA TOWN & COUNTRY CLUB DR. DAVID CARROLL, DENTIST CITY OF HEAL SMITH PARTNERS, INC. EL PASO MARK & CAROL KONOSKI GRACEY DONUT KALAFORNIA RECORDS PRODUCTIONS KIC WEALTH MANAGEMENT BOBBI STEPHENS THE ROBERT FAMILY LARA BRYANT, COUNSELLOR BARBER SHERIDAN, WATTS PETERSON
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Finally, **Kirstin Smith of High Quality Customs** spoke. She happens to be the daughter of Past President Dave Smith (pictured right with President Dawn)! Her business produces high quality custom embroidered and silk screened apparel, mostly t-shirts. She showed us a beautiful blue t-shirt with red hearts and a phrase on the back. She will use the \$1,000 to buy high-tech equipment and hire additional employees. She said it's hard to run a

woman-owned business, but even harder when you're the single mom of a 2 year-old toddler. Kirsten is doing this, however, and looks set to succeed!

It was wonderful to hear about these three women-owned enterprises and to know that we helped them with our \$1,000 grants.

From President Dawn: *According to SCORE, as of the 2022 Annual Report from the National Women's Business Council, 1.2 million women-owned firms existed in the United States. These businesses grew 16.7% between 2012 and 2019, as compared to 5.2% growth for men-owned businesses during the same period. Women-owned businesses brought in \$1.8 trillion in revenues, but still is only 4.3% of the total private sector annual revenues. California is ranked 6th in the nation for having women-owned businesses, with most of the owners coming from Generation X (like myself!). In Los Angeles County, 32% of small business owners were women (Los Angeles Business Journal, July 2022).*

We are happy to support women business owners in Altadena and look forward to hearing more about the successes of our current and past recipients!

I would like to thank Sarah O'Brien, Lisa Rickard, Brad Roeber, and Prakash Shrivastava for agreeing to serve on the subcommittee to select the Women's Business grant recipients this year!



Selfie-time: Robert and Mark!



It's Official!

By Doug Colliflower

As July 1st fast approaches, our club leadership for next year is in place. As we all know, Marcella Viramontes will take over on July 1st as Club President. We now know that Brad Roeber will serve as President-Elect and Lisa Rickard will be our President-Nominee. Lisa will assume the President-Elect role in July 2025 and then becomes President of our club on July 1, 2026. **Congratulations to all!**



HAPPY BIRTHDAY!

HAPPY 89th BIRTHDAY, THEO!

(Photo by Mona Jasnow, FB)



Altadena Rotary Charities Board

By Steve Kerekes

Last week, the Board of Directors of the Altadena Rotary Charities (ARC), which is different than the Club Board of Directors, met to hear an update on the ARC's portfolio that is managed by Erick Block of Wells Fargo Wealth Management. In addition to the financial update, the board approved an allocation of funds for the Rotary Club to spend, starting in July. The last important task of the meeting was approving a draft of a court petition (Probate) that would give more flexible options for the spending and investment policies of ARC.



ARC Board members are Steve Kerekes (President), Sue Applegate (Treasurer), Craig Cox, (Secretary), Tom Polenzani, Lisa Rickard, Doug Colliflower, Mark Mariscal and Sterling Louviere. Jim Gorton serves as our legal counsel.

ZOOT GIVES A HOOT!

By Sue Applegate



Zoot Velasco, pictured here with Mike Noll and Sue Applegate, spoke up during Happy Bucks to share some thoughts. He started off by saying that he has enjoyed visiting our club over the last six months or so (Zoot is officially a member of the Fullerton Rotary Club). He was happy to have served on the "Band Committee" in spring, that selected the artists who will perform at this summer's concert series. He had waited until today

(Dawn's last meeting as Club President), to announce that he and his wife will be contributing \$500 to put towards our Community Service Projects this next Rotary year.

Many thanks Zoot and Monette!

SERVICE PROJECT IN ENSENADA



President-Elect Maricela and her daughter Daniela, with Mark Mariscal



Daniela found the Rotary clock in Ensenada!

LAST CHANCE! Altadena Rotary on Display at the Library

Our club has installed a small display at the Altadena Library Main Branch that shows a little about our 75 years of service to the community. The display was made possible by the generous support of club members Nikki and Ashley. **Please stop into the library before June 29th to check it out!**