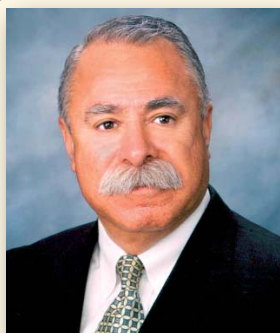




“Caravan of Dreams”

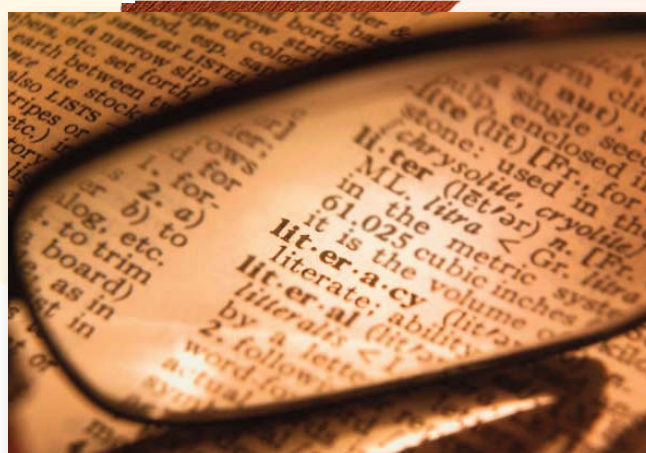


the Highlighter

The Official Monthly Newsletter of Rotary District 5300

Eugene J. Hernandez, Governor 2008 - 2009

Volume 82, Issue 9



World Literacy: The Key to Ending Poverty!

March is “Literacy” month in the Rotary International calendar. In 1985, Rotary declared basic literacy to be a pre-condition to the development of peace and ending poverty. Through this organizational emphasis, more than half the world’s nearly 33,000 Rotary clubs address the full range of literacy and mathematical challenges for primary, vocational and adult learners, as well as teacher training.

Many Rotary club members promote what is called “lighthouse” literacy projects – those that can be replicated easily, thereby increasing the scope of their impact. Lighthouse literacy projects have been created for formal schooling, older children who are not in school, functionally illiterate adults (particularly women who lack access to education in many parts of the world), special groups, and teachers’ training. The purpose of these



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projects is to inspire, guide and support national authorities toward alleviating mass illiteracy in developing countries. In Thailand, for example, the “lighthouse” literacy effort has been so successful that the government adopted it as a national program. Similar literacy initiatives have been sponsored by Rotary clubs in Australia, Bangladesh and South Africa.

In our District, the *Reading by 9* programs can satisfy Rotary’s goal and also support excellent public relations. Partnerships can be easily created with other clubs or non-profits, as desired.

There currently exists extensive collaboration in the *Reading by 9 Children’s Literacy Initiative*, among them Rotary International and the Los Angeles Times, represented by Debbie Ream. The *Reading by 9* vision states that ninety-five percent of all children in Southern California will read in English at grade level by age nine. This is an excellent initiative with which Rotary International can partner, and is a reason to promote Rotary International and District 5300’s drive towards achieving literacy in our communities. Many of the clubs in District 5300 have experience with *Reading by 9*. It has been a leader in providing needed books to our local schools. I strongly encourage all club presidents to consider *Reading by 9* as their club’s literacy program.

Scholastic Inc., the largest publisher of children’s books in the nation, is also a partner with *Reading by 9*, and has generously agreed to match purchases to schools with special pricing available through the Rotary book drives. This allows you to stretch your project funding to the maximum benefit.

As a result of requests from Rotary clubs in the past, Scholastic Inc. is pleased to be able to offer an extensive selection of children’s books and dictionaries in Spanish.

Please do not hesitate to contact our District coordinators noted below for further information and/or order forms and book lists.

Charles W. Freitas

Claremont Sunrise Rotary
District 5300 Resource Coordinator
chuckfreitas@ca.rr.com
909.399.9909 (home)
909.560.1994 (cell)

Dick Gerety

Ontario Rotary
District 5300 Resource
Co-Coordinator
909.981.3856 (home)

In conclusion, I encourage our clubs to arrange activities and create awareness that highlight literacy among young and old alike. *It is never too late to become what you might have been.*

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International Project: Helping a Needy Community in Chile

By **Edmee Marcek and Judith Filangeri**

Punitaqui, a community in the Coquimbo region of Chile, is not a wealthy community. Much of its economy is based on grapes, used in the preparation of *pisco*, a popular Chilean liquor. But Punitaqui has had more than its share of bad fortune. Not only has the area suffered from prolonged drought, but also an earthquake in 1997, causing great loss and fatalities. Also, the Coquimbo region had once been one of the richest producers of copper, gold, and mercury. Some of the deposits have been mined almost continuously since the 16th century. That has resulted in potential environmental contamination in samples of stream and mine waters, stream sediments, soils, flotation tailings, and mine wastes.



Punitaqui School

The Rotary Clubs of Punitaqui (Chile) and Las Vegas Northwest have teamed up to help the Chilean community of Punitaqui through Rotary International's Matching Grant program. The two Rotary Clubs initiated this effort modestly in 2001-2002 in one small rural school. One goal



Audio-visual equipment provided to Punitaqui through Matching Grant Program

of the project was to promote friendly competition among the rural schools in ping-pong, painting, and spelling bees. These competitions build enthusiasm and the joy of learning. The effort expanded to 10 schools in 2002-2003, and 10 more schools in 2003-2004, concluding in an interscholastic athletic and cultural competition.

The most recent matching grant effort expanded to six additional rural schools, each of which has an enrollment of about 35 students, and one urban school of about 340 students, all within a 100 km radius of Punitaqui. The latest project also provides funds for two boarding schools, one for girls, and one for boys, for a total of 264 students from distant locations. The interscholastic competition involves parents in their children's education, encourages exchange among schools, expands students' horizons, and exposes them to the urban area and the potential of going to college.



Edmee & Cliff Marcek (3 & 4th from left) at the Punitaqui Rotary Monolith.

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Punitaqui has no movie theater. The Punitaqui matching grant project also established a cinema system, a shared television and video player to be rotated weekly among the schools. The cinema system rotates weekly among the schools providing information about culture and arts, technical careers, and the problems of drug addiction and alcoholism. It also teaches the community about Rotary.



Senior home in Punitaqui



Punitaqui villagers share Christmas Dinner

Almost from the beginning, the members of the Rotary Club of Las Vegas Northwest have made the Punitaqui project part of our holiday season. Members attending the holiday party would make a small donation to go to our sister club in Punitaqui, Chile. Rotarians from the Punitaqui Club select students to help purchase food from the local store. The students then fill food baskets and deliver them to families in

dire need. We believe this project not only helps the people in need but also instills in these school children a sense of community service, and of the importance of giving to those less fortunate neighbors.

This year the Las Vegas Northwest club was able to send \$920, making it the most successful of these mini-fundraisers. A group of women formed by wives of the members of the Rotary Club of Punitaqui, called the "Damas Rotarias," and other volunteer women in the community worked alongside the Rotary members to coordinate delivery of gifts to the needy families.

The Rotary Club of Claremont Continues Its Bikes for Kids Project

by Nancy Thum

This stellar program was organized by Past-President Bill Gruber in 1999, and has provided bikes for dozens of Claremont children who otherwise would not have had the joy of this special childhood transportation, which is a symbol of independence. Needy kids at Oakmont and Vista del Valle Elementary Schools write letters explaining why they deserve a bike.

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Teachers at each school select the ones to receive the gifts. Our club donation bought 32 bikes, helmets and locks. As they were leaving with their children and their bikes, one parent was overheard to say that she didn't even know her son had written a letter requesting a bike.

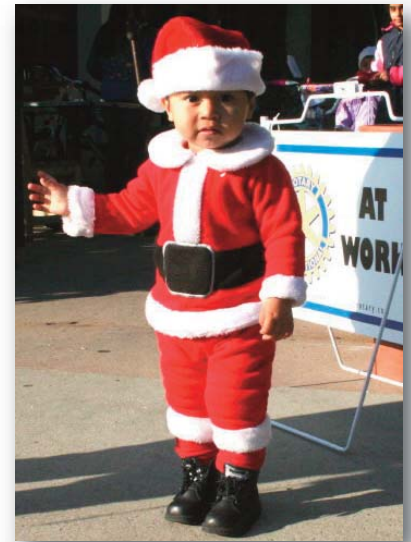
Other Claremont service

organizations volunteered their participation, also. Club member, Al Herrlinger, came forward at a meeting to donate \$250 from the Economy Shop of Claremont, where he and his wife volunteer. Club member and Interact Club leader, Bernadette Kendall, announced that the Interact Club at Claremont High School had raised \$500 for this project. Club member, Barry Ulrich, reminded us that, in December, the Kiwanis Club (his wife's club) sells See's Candies as one of its fundraisers and will give a box of candy to each child who gets a bike.

The presentation of bikes took place at Casa de Salsa on 12/20/08, with breakfast donated by our Rotarian

Judy Flores and her Kiwanian husband Roberto, owners of the restaurant.

Member Jack Miller emceed the event; Claremont motor officer Steve Sidenfaden talked to the children about bike safety; and the pictures taken by Barry Ulrich tell the story.



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Covina Rotary Helps Soldiers In Iraq

by **Shirley Harrison, President Elect, Covina Rotary**

Adopt-A-Troop is an on-going service project proudly conceived by Gordon Browning of Covina Rotary in 2004 to assist our soldiers serving in Iraq. Since the program began, we have adopted a series of five troops, thus providing personal aid to approximately 600 service men and women. Since our latest troop is now on their way home, we will be selecting a new troop to adopt in the next few weeks.



1st Sgt Lionel Kellam sitting between helicopter Pilots Ben and Harry

The 2-3 care packages we send our adopted troop each week are filled with items requested by the members of the troop, as well as additional surprises from our Club. World War II veteran, Gordon Browning, chairs the committee and does most of the necessary shopping with



Gordon Browning and Dan Banh preparing care package

his wife, Betty. Linda Logan provides a great deal of additional support for the project. Although Covina Rotary has a budget for Adopt-A-Troop and accepts additional donations from members, a local business supplements our efforts by providing the shipping costs, without expecting any formal recognition for its generosity.

Over the last five years, we have sent our adopted troops countless items, including toiletries, cosmetics, prepaid phone cards, good quality toilet

paper, abundant snacks, DVDs, magazines, books, baby wipes, squeegees, cotton balls, gloves, and even a vacuum cleaner. Our adopted service men and women are always free to share their care packages with other soldiers or Iraqi citizens in order to build goodwill and friendship in that corner of the world.

Beyond the gifts, some Covina Rotarians regularly exchange e-mails with the soldiers to express our collective gratitude and love. In return, we receive e-mails and photographs from our soldiers. Some of the troops have also sent us flags and citations at the end of their tours

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of duty or shown their appreciation by visiting our Club and sharing their personal experiences in Iraq. The program helps boost the morale of our troops in Iraq, while keeping our Club members personally connected to those serving our country. We plan to continue adopting troops until our soldiers are all safely home.



Covina Rotary's Adopt-A-Troop in Iraq

Franklin—Boulder City Sunrise Rotary's Polio Pig

by **Goldie Begley—Boulder City Sunrise President**



Waiting to be the "Juan" adopted! Rotarians chose just Juan of the 25 polio pig banks from the sty, to be taken into the community for donations.

Boulder City Sunrise Rotarians are focusing on Polio Plus by Community Awareness and "fun"raising.

We have named our Polio Pig, "Franklin". After Franklin D. Roosevelt who said, "once you've spent two years trying to wiggle one toe, everything is in proportion."

Franklin Roosevelt brought more people's attention to the misery of Polio than anyone else, but he also showed how to live a full life while living with the effects of polio.

After finding a mouse at our weekly meeting place and even after he had made breakfast

of our Sunrise Rotary Banner we have still honored him and decided to use him to our

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advantage. The President shouts “Is there a rat in the house” at each meeting. Members pay \$1.00 to rat on another member for leaving their wives shoes at a local bar, or for taking a nap before the party is over. Those dollars go into the Polio Pig.

We have a “Take the pig to work” campaign. “Franklin” is passed weekly from member to member to be taken to work, to meeting and events during the week. At the next meeting the amount collected is announced and Franklin is passed on. The new keeper gives an elevator speech and takes the pig. Some members have opted to keep “Juan” in there office instead (that’s Juan of the other little Polio Piggies we have!) And others have decided to make a cash donation but everyone is involved.

I, as President, have my own pig to take to businesses, churches and organizations, to speak at City Council meetings, and open houses and to meet with the principals at local schools to raise polio awareness through reading programs. The Polio Pigs have been seen on the local TV station and in newspapers.

On a more serious note, Sunrise Rotary will partner with the Boulder City Hospital for more awareness and we will man a booth at the Chamber of Commerce’s Spring Jamboree in May. On April 17th, will hold a “Polio Shoot and BBQ” fundraiser planned at the local Desert Lakes Shooting Club.

Before District Conference we will have a “hog calling” to gather the piggy banks and count the money. We will then celebrate our efforts and make a check to join others in the Polio Plus campaign. By that time we will have certainly made our community aware of Rotary’s polio efforts and will have lots of fun and zany memories and lots of fuel for my debunking!



Boulder City Chamber of Commerce CEO Jill Lagan collected \$250 by hosting Franklin for the week. However, Jill was fined \$5.00 more for leaving the pig on the front seat of her car. Rotarians do not leave animals unattended in the car!

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Las Vegas NW Rotarian Tells of Experience as a Rotary Youth Exchange Student

by **Amanda Harrington**

My year abroad with Rotary Youth Exchange (RYE) was one of my most influential and positive adolescent experiences. Initially selected students hear that as a long term RYE student, “you’ll learn a new way of living, a great deal about yourself, and maybe even a new language. You’ll also be an ambassador, teaching people you meet about

your country, culture, and ideas. You can help bring the world closer – and make some good friends in the process,” but truly students learn so much more. I started the application process at 15 years old and the learning curve began immediately; as the extensive interview process took me across international borders into Canada. Because of RYE I got a jump start on many of life’s key lessons.

#1 “You do not always get what you want and sometimes that can be a good thing.”

Although I had heard this from my parents and athletic coaches before, this time the lesson had long term and significant implications. Once selected for RYE, students submit a wish list of host countries. Having completed three years of French, my list included Belgium, Luxembourg and French Guiana. Yet when I received my “match” letter from RYE leadership, I was convinced there was an error because the correspondence congratulated me on my forthcoming exchange to GERMANY! At the time I was devastated, but with hindsight being 20/20, it is now clear that travelling to Germany was perhaps the best possible outcome.

#2 Not all nations and cultures are the same. While abroad, I was immersed in German culture. I attended local schools, joined area soccer clubs, learned the language and made friends. My interaction with my new families and friends exposed me to a generation of history in a very short time. Most notably, my exchange coincided with the awakening of German pride and the years surrounding the 50th anniversary of World War II. For the first time ever, German television aired WWII documentaries and we watched



Amanda Harrington front row 4th from left with soccer team

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original Nazi propaganda films in the classroom. It was an amazing and very raw experience. My host grandmother shared stories from her childhood and showed me pictures of the town flag pole flying the Nazi Flag. It was she who taught me about Hitler Youth and how young children were brainwashed through song, literature, activities and peer pressure. She spoke of all the young men who wore their uniform proudly, and about the mixed emotions discussed only behind closed doors. I was amazed at the contrast and stunned to learn most German citizens did not know the words to their national anthem. There were few days the national flag was flown and when it was hoisted, it commemorated events such as assassination attempts on Hitler's life. I first learned of mandatory service outside of war time conscripts. It was then I realized I had taken my liberties for granted. I returned from Germany with an increased sense of self and a defined path for my immediate future. I knew I wanted to serve in defense of the United States.

#3 How to, and the importance of looking at situations from other perspectives, manage expectations and set realistic goals. Typically Rotary Youth Exchange students live with three host families during their year abroad. Once in Germany, I was learned I was scheduled to remain with a single family for duration of the exchange. From that point forward, the importance of managing expectations proved critical. In addition to managing my personal expectations; I also addressed those of my initial host family. All the while I struggled to conform to the different parenting style of my German host parents. It was "trial by fire" and I was in their cross hairs. Likewise, my host family encountered the same challenges in me. In short, the first months were difficult



Amanda Harrington

not only for me, but my host family as well. Soon I learned the other Rotary Exchange Students and families in the District had similar challenges. Each of us had set high expectations and in establishing those, set standards so high, they were unattainable. Ultimately this led to friction. Once we all realized our errors, the situation was easily remedied by students swapping families. At the end of the first four months, I had a fresh perspective. I knew I was not alone and that I control my destiny.

I am forever thankful for the one of kind opportunity. Beginning with the application process, panel interview and every experience thereafter, I cataloged a variety of life lessons and "firsts" which continue to prove valuable still today.

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How to Raise High Funds in Low Times Using Hi-Tech

by **Jack McRae, Rotary Club of Arcadia**

It goes without saying that we are in the midst of very tempestuous economic times. As a consequence, the private sector and the government are all being financially stretched to the breaking point and beyond. It is no different for non-profit, service organizations like our own Rotary clubs. So how can we continue to raise funds for all our service projects that we do in these “low times?” How can we raise more than ever before even though we are in a “down year?” We, at the Arcadia, California Rotary Club (#774) have decided to turn to the world of high-tech for the answer!

“On-line auction” to the rescue. Many Rotary clubs have an annual fundraiser that



gives us the bulk of the funds we need for all our service work. Like most clubs, our fundraiser generates revenues through advertising, a live auction, and a silent auction. It is the silent auction where we decided to bring it into the 21st Century. We are doing this by moving the silent auction from the display tables at the event to a virtual display on the internet!

Studies have shown that online auctions (think “e-Bay”) consistently raise 30% more than an auction that only takes place at the event. This is possible because more

people will be made aware of the auction and will be able to bid on our auction items. And more bidders means higher bid amounts. Moreover, the promise of better, free, online exposure has allowed us to successfully solicit more and greater donations from non-Rotarians in and around the community.

Our gala event is slated for March 21, 2009. However, the online auction will go “live” around March 6, 2009. This “three weeks in advance” is done to give the promoting and advertising efforts time to reach the world-wide online communities about what we have to offer them; it’s the time needed to “get the word out.” At our auction website, anyone will be able to see a description of what is being offered, what the current high bid is, and they will be allowed to make their own bid on one or more items.

We invite you to see what our online auction looks like by pointing your favorite web browser to our website: <http://www.arcadiarotary.org/>. From there, follow the links to the Online Auction. Or you can go directly to the online auction by going to: <http://arcadiarotaryclub.cmarket.com> after March 6th.

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In a future article, we will let you know the results of our foray into the world of high tech fundraising so that you all can benefit from our lessons learned (i.e., we hope that this is *beneficial to all concerned!*). And while we are painfully aware of the harsh economic realities, it is hoped that we will be able to exceed previous year's silent auctions. We believe we will.



The Rest of the Story – Herbert J. Taylor

by **C. Ray Carlson, Rotary Club of Altadena**

PART 1 OF A THREE-PART SERIES

The *official RI* story about the famous composer of our Four-Way Test – Herbert J. Taylor – does not mention much about the real person and how he came to write what is recited almost every week in all 33,000 Rotary Clubs.

He was a devout Christian! In addition to serving as president of Club Aluminum and bringing it out of sure bankruptcy in 1930, he started many organizations, some I am familiar with. In fact, I actually heard him speak at one of these in the 1950s, before I knew anything about Rotary. But I do remember his Club Aluminum connection.

I recently came across a book by Taylor – *God Has a Plan for You* – in a condensed version of only 64 pages, published in 1970. It so captivated me that I searched for the full-length version at Amazon.com and bought one for 95 cents plus \$4.95 shipping.

To my great delight, the book was personally autographed by Taylor! Today there are several copies on Amazon at prices from \$5 to \$20, but one designated as a *collectible* for \$299 because of his autograph!

The first chapter is designated – *The Plan*. Taylor starts off with an anecdote about a talk he gave to teenagers at a camp in Northern Michigan where there was a great deal of logging activity.

The logs were felled along the shores of the bay and floated to a sawmill. Some of the logs made it and some didn't. Some floated well and went on to become useful and productive, while others slipped to the bottom almost as soon as they hit the water. They were known as deadhead logs and were quite visible beneath the clear waters, and everyone in my audience had seen them. When I said

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that there are two kinds of people, just like two kinds of logs, every boy and girl in that audience immediately understood what I was driving at. No young person wants to lead a dull, unproductive, deadhead life. From that moment on I had an attentive, responsive audience.

Taylor goes on to state that his purpose in writing the book is to pass on his experiences after more than 70 years of a wonderful and productive life, which included how the Four-Way Test came to be, how Rotary International adopted it, and his service as RI President in 1955, Rotary's 50th Anniversary.

So much of what influenced Taylor and the results therefrom are what I could identify within my almost 20 years as a Rotarian. Very exciting years! And years that made a difference and continue to as our Poverty Eradication Program gains momentum.

PART 2 – A 1932 PARALLEL WITH TODAY

Herbert J. Taylor's autobiography – God Has a Plan for You – tells a lot more about the man and what motivated him than can be gleaned from the official Rotary record. His actions during the depth of the Great Depression offer some sobering lessons on what might have been done or should be done in the current economic crisis.

Taylor's parents were deeply religious – evangelical Christians. He became a Christian at age 17, following an incident in which he incredibly served as a relief telegraph operator for a railroad and was assigned to signal oncoming freight trains if it was okay to proceed or if a passenger train was coming in the opposite direction (like the Metrolink head-on crash last September that crushed Zambian Racheal Mofya).

Because it was such a day-to-day routine and the tracks were always clear, he chose to avoid going out into the heavy rain to hand the engineer the approval paper and simply wired ahead that it was okay to proceed. To his horror, the freight train was delayed, and a passenger train was approaching on the



Herbert J. Taylor

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main track — a crash was inevitable, unless He ran out into the rain and down the track and just barely reached it in time. He knew he had lied and felt very ashamed. *“The Lord had made me aware of truth in such a dramatic way that it has remained in the forefront of my consciousness to this day.”* That later became the basis for his first statement in the Four-Way Test – **Is it the truth?**

Some years later he had become very successful in business and was in line for the presidency of Jewel Tea Company when, in 1930, an executive of a major bank asked his employer if he would allow Taylor to spend half of his time to help another company stay out of bankruptcy — the Club Aluminum Products Company. When Taylor went to that company and after awhile found that the company was \$400,000 in debt and bankruptcy all but certain, he had a choice — stay and try to do something to save the jobs of 250 employees during 1932 — the depth of the Great Depression — or return to Jewel Tea as his boss urged him to do. After praying about this weighty decision, Taylor felt led by God to stay and take only a \$6,000 salary, giving up the \$33,000 position at Jewel Tea. He wrote, *“It was quite apparent that I was the only person convinced that the company could be saved....because the Holy Spirit told me so. I knew that what God wants to be done, can be done. I knew that He didn’t want 250 people to lose their jobs and the pay they had coming to them, when they could not get jobs elsewhere.”*

“The first job, then, was to set policies for the company that would reflect the high ethics and morals God would want in any business. If the people who worked for Club Aluminum were to think right, I knew they would do right. What we needed was a simple, easily remembered guide to [the] right conduct — a sort of ethical yardstick — which all of us could memorize and apply to what we thought, said, and did in our relations with others. After searching through many books for the answer and not finding the right phrases, I leaned over my desk, rested my head in my hands, and prayed. After a few moments, I looked up and reached for a white paper card. Then I wrote down the 24 words that had come to me:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build good will and better friendships?
4. Will it be beneficial to all concerned?

*I called it **The Four-Way Test** of the things we think, say, or do.”*

Applying this test in all that Club Aluminum employees did, the company repaid the \$400,000 debt with interest within five years. *“During the next 15 years, we distributed over \$1-million in stock dividends and the net worth climbed to \$1.75-million. The original \$6,100, which I had borrowed on my Jewel Tea stock when I joined Club Aluminum and which I had put into the*

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business, was the only money we had borrowed or invested in that miraculous span.”

What Taylor did next, after he was able to get away from the business part-time, is amazing, too - (1) his involvement in Rotary International as President and (2) the adoption by Rotary of *The Four-Way Test*, that resulted from a prayer. And among many organizations and institutions that Taylor helped to start, Fuller Theological Seminary in Pasadena came about because of a visit by Dr. Charles E. Fuller to his hospital room when he was very ill in 1947.

PART 3 – THE GREAT DEPRESSION THEN AND NOW

The acute poverty and deprivation during the early 1930s Great Depression drove Herbert J. Taylor and his wife to try to do something about it. On the Near North Side of Chicago where people were markedly destitute and didn't have warm clothes, they set up a small storefront mission with a soup kitchen and arranged for bakeries to donate bread. The news spread quickly and, before long, hundreds of people were standing in lines for hours in the coldest weather – just to get something to eat. The experience made a deep impression on the Taylors, and they devoted their lives to helping those in poverty, particularly through Rotary.

They set up a nonprofit foundation and gave 25 percent of Club Aluminum Company's stock to the foundation. The dividends earned by the stock supplied the capital to run the foundation which formed all kinds of organizations to fill needs. Taylor was especially interested in college-level young people. “We offered not only financial help but organizational aid – the know-how to assure practical success...to men with strong ideals and convictions, who also needed sound business judgment to guarantee the furtherance of their goals.” Rotaract Clubs may have been an outcome of that focus during his many years of Rotary leadership in the Chicago club and later as President of Rotary International during its 50th Anniversary in 1955.

His strong Christian belief led him to start numerous organizations that would convey that faith to youth. He introduced the Canadian Intervarsity Christian Fellowship to the US to reach college-level students. Then he helped to start Young Life for teenagers, and was instrumental in buying land for the Star Ranch in Colorado. He helped to start Christian Service Brigade and Pioneer Girls for Middle School students, then Child Evangelism Fellowship for the youngest children. He helped to acquire land in Fredericksburg VA, on which George Washington lived from age 6 to 22, and formed the George Washington Memorial Home as a YFC Lifeline Camp for Boys sent from the courts and juvenile judges. Much later he was key to Billy Graham's 1962 Crusade in Chicago, with the final night in Soldier's Field drawing 116,000 people.

In 1947, Taylor became very sick with an unknown fever for which doctors and specialists could not diagnose the cause. One afternoon Dr. Charles E. Fuller dropped into his hospital

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room and told him about a seminary he wanted to start in Pasadena, California. Fuller did not even inquire about Taylor's illness. Taylor promised to help get the seminary underway. Fuller started to leave, stood up and said "I need your help, you know. So I am going to pray that you will get well." Taylor recalls, "It was just as casual as that. But he said it like a man who seeks God's will and prays in accord with that will. The very next day, the doctors discovered I had an undulant fever, a rare illness and the last thing anyone suspected. Dr. Fuller's prayer for me was answered. In turn my prayer for many trained Christian leaders was answered (Fuller Seminary graduates)."

Taylor wrote in his autobiography "I am convinced, beyond any doubt, that part of God's plan for my life is my association with Rotary." [Personally, I have had that same conviction after 20 years in Rotary, as I have witnessed so many positive results in the unique poverty eradication projects locally and internationally that we in Altadena Rotary have developed and implemented, especially those involving collaboration with agencies of the US Department of State (Zambia), the World Bank (Uganda and Zambia) and, most recently, the Los Angeles County Office of Education.]

Taylor concludes: "God has a plan for you. Most of what our Heavenly Father wants done in His world must be done through us if it is to be accomplished in accordance with His will. Today our country and the countries of the world are faced with perilous conditions and problems. I am quite certain that God has a part for each one of us in His plans for the solution of these problems, so let us humbly ask Him where:

1. The problem of integration of the races.
2. The problem of the rapid growth of godless ideology.
3. The problem of the steady increase in crime and juvenile delinquency.
4. The problem of disrespect for and flaunting of the laws.
5. The problem of a great lowering of moral and ethical standards and practice.
6. The problem of increasing inflation and the lowering of the values of our money.
7. The problem of millions of poverty-stricken and starving people."

The above was written in 1968 — 40 years ago. Yet, the problems cited are the same today.

As we recite the Four-Way Test each week, along with others in thousands of clubs and schools, now we know the heart of the man who conceived it and why. And we can make a difference as Rotarians and leave a legacy that others will bless us for, as Herbert J. Taylor certainly did.

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Project P.R.I.D.E.

by **Tatiana Shabelnik, Rotary Club of Pico Rivera**

The Rotary Club of Pico Rivera presented the Pico Rivera Individual Development in Ethics (P.R.I.D.E.) program with \$2000 during their first club meeting of 2009. Pico Rivera Rotary member, David Briano, provided the P.R.I.D.E. program with an additional \$1,000 donation provided by State Farm Insurance.

The club is a longstanding partner of the P.R.I.D.E. program, an organization that mentors middle school youth who are at risk of dropping out of school or on the verge of being in trouble with the law.

"We are extremely proud of being able to support this organization in achieving its lofty goal of empowering the young people of this community," said Rose Marie Joyce, Rotary Club President.

The P.R.I.D.E. program was borne out of the Pico Rivera Sheriff's Station in 2007 and is led by Lt. Steve Sanchez and Alex Mata, Clergyman for the station and Executive Director of the program.

"Because of the Rotary Club, we have been able to do so much with these kids~teaching them to make the right choices," said Lt. Sanchez.

In fact, the Rotary Club provided the P.R.I.D.E. program with its first grant of \$2,000 in 2007, when it was just a pilot program. Today, the group has run four, nine-week sessions for more than 80 youth ages 12-14 and will begin a fifth session in February.

The P.R.I.D.E. program provides a mentor to each young person and involves them in fun group activities, community service, and takes them on eye-opening visits to the county morgue and jail. Youths are referred to the program by teachers, principals and parents. According to Sanchez, the program goes beyond the initial nine-week session.

"We don't just cut them loose at the end of the nine weeks," said Sanchez. "We maintain a relationship with these young people."

Sanchez spoke about a young man named Gabriel who went through one of the initial



The Rotary Club of Pico Rivera presented the Pico Rivera Individual Development in Ethics (P.R.I.D.E.) program with \$2000 during their first club meeting of 2009.

sessions. Gabriel was referred to the program after he vandalized 22 cars in the teachers' parking lot of his school. At that point the youngster had a .6 GPA and was on the verge of failing.

The program inspired him to read more books and do better in school. Shortly after completing the nine-week session, Gabriel was named "Student of the Month" at his school. Upon enrolling in high school, Gabriel earned his first

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"A." And, at the end of his first year in high school, he had a 3.25 GPA.

"We couldn't do this work if we weren't collaborating with an organization like Rotary," said Mata. "You were willing to step out with us and look at where we are now, I think we are blessed to be able to work together."

Mata asserts that, despite the economic crisis, the organization will continue to operate. The P.R.I.D.E. program has recently partnered with a local high school which will provide an office for P.R.I.D.E. Teen Center.

"We are trying to make this program sustainable and viable for the future," said Mata.

Sanchez says that this project is being replicated in Norwalk and Temple City.

"My vision is for the P.R.I.D.E. program to be county-wide," said Sanchez.

Rotary member, David Briano, provided the P.R.I.D.E. program with an additional \$1,000 donation during the same meeting.

Crumbling Job Prospects for High School Graduate Are Countered by Program that Teaches How to Make a Job

by C. Ray Carlson, Rotary Club of Altadena

The downward spiral of job prospects for high school graduates can hopefully be countered for some by teaching them how to become entrepreneurs and Make a Job, not only for themselves but perhaps many others. A fourth **Making A Job** workshop was held in Norwalk on January 24 and offered training to 30 public school teachers on how to write business plans. This, in turn, will be taught to middle and high school students, perhaps many thousands each year, of which maybe one in five will actually start a business. But all should have a better understanding of basic business principles that will enhance their prospects of being offered a job from the few that exist.

A projection of 30 percent unemployment in 2010 among teenagers can easily escalate far above that, especially for Black and Hispanic youth. Jobless youth may then in frustration move to violence and gangs to secure their wants. Many more will simply drop out of school as they see the lack of opportunities for their parents, siblings, and the community in general.

The Norwalk workshop was held at the campus of Southeast ROP (Regional Occupation Program) through the efforts of Rebecca Seher, Director of Credential Services, Los Angeles County Office of Education (LACOE), and Debra L. Mustain, Director of Student Services, La Puente Valley ROP. They recruited the teachers, for most of whom the workshop would qualify them towards credentialing as teachers. A few came from the L.A. Unified School District, separate from the county system,

Seher said more than 700 teachers each year in the county could be introduced to the

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Making A Job curriculum, if funding can be found for the instructors and curricular materials. The current program was funded by the National Council on Economic Education (recently renamed to Council on Economic Education because of a growing international affiliation), which received a grant from the Kauffman Foundation where I was trained and certified to lead *Making A Job* workshops. Marilyn Kourilsky, PhD, Professor of Urban Schooling at UCLA Graduate School of Education, authored the curriculum along with many books on the subject of youth entrepreneurship.

Four previous workshops were held at (1) University of La Verne on November 24, where 21 teachers from Pomona Unified School District were trained, plus business school students of ULV, (2) the Community Education Center of Pasadena City College on January 9, where 27 teachers were trained, mainly from the Pasadena Unified School District, (3) at the Burbank campus of U. of La Verne on January 16, where 17 teachers from Burbank and Glendale Unified School Districts were trained, and (4) 30 teachers at Norwalk. The combined total of 97 teachers was just short of the goal of 100, yet a remarkable achievement in this unique effort to create a large pool of teachers that can impact tens of thousands of Middle and High School youth each year.

The training team included Bessie Kruis, Jeff Holder, Julie House, and me, each with significant experience in entrepreneurial endeavors. Now, after several workshops, we are well able to convey the concepts of the MAJ curriculum.

The teachers were asked to complete a simplified one-page business plan based on their own ideas, then a few volunteered to give an oral presentation of their plan for critique by their peers, all to get hands-on experience of how their students could learn to develop business plans.

This is the heart of the Youth Entrepreneurship Education Program of our Rotary District 5300 and the Rotary Club of Altadena - that Rotary Clubs within the various school districts will see the opportunity to apply Vocational Service to the needs of the next generation. Members of Altadena Rotary Club have been involved since 1995 in teaching how to write business plans at Eliot Middle School, John Muir High School, and Marshall Fundamental Secondary School, all within the Pasadena Unified School District.

Now the doors are open for many more clubs and other districts to follow up the extensive training of teachers in school districts of Pomona, Arcadia, San Gabriel, Monrovia, Burbank, Glendale, La Puente Valley, Norwalk, Los Angeles, Beverly Hills, Long Beach, and many more.

Our strategy is to proliferate this program to ever larger numbers of teachers each year, in collaboration with LACOE, LA Unified, and many more school districts across this land. The

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objective is that youth in America and also abroad will learn how they can be the key to starting businesses that become cottage industries, with some evolving into major industries, as high school teenagers Bill Gates and Steve Jobs did once upon a time.

Montebello Rotarians Participate in Cancer Awareness Walk

by **Anne Donofrio-Holter**



Several Montebello Rotarians joined others in the community in support of breast cancer awareness and other women's issues when they participated in the 3rd Annual Pink Shawl Walk sponsored by the Montebello Soroptimist Club.

The 200-plus supporters met at Montebello City Hall before beginning the mile and a half trek to the Senior Center. They walked carrying pink signs and banners, both in memory of those who have lost their lives and in support of the many that have beaten the disease thanks to advances in early detection and

treatment. The walkers included men and women of all ages, city officials, service club members, medical professionals, business owners and a 10-year-old pug, sporting a pink ribbon on his collar. They waved and cheered as supporters along Beverly, Montebello and Whittier Boulevards blew car horns and gave the walkers a "thumbs up" as they passed.

Upon arriving at the Senior Center, they were met by additional supporters for fellowship and refreshments.

"Rotary is proud to support the Soroptimists in their walk to bring public awareness to important issues such as breast cancer and domestic violence," said Rotary President Ted Jones. "We applaud them for their efforts."

Jung-Li Lee (Hope), Rotary Cultural Ambassadorial Scholar

My name is Jung-Li Lee. I came to Las Vegas in January 2009 on a Rotary International Cultural Ambassadorial Scholarship from Taoyuan, Taiwan. My sponsoring club is the Rotary Club of Taoyuan, District 3500. It was established in 1961. There are currently 68 members in the club. I joined Rotaract in 2006. Through Rotaract, I made many friends

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and did many activities. Moreover, I learned how to cooperate, communicate and enhanced my leadership skills.

There are seven members in my family, my Father, Mother, two brothers, one sister, one dog and myself. I am the youngest in my family. I love people and animals, so I adopted the dog four years ago. I graduated from Kaohsiung Hospitality College, majoring in Airline Management and Finance Management. After four years of education, I went to work at HSBC Bank for three years. I am now on a leave of absence without pay while studying English in the United States. When I return home, I will continue my position as a manager of finance, special commissioner.



Jung-Li Lee (Hope), Rotary Cultural Ambassadorial Scholar

I am studying English in Las Vegas for three months at CSN. I am hopeful to do something for Rotary during my three months and meet a lot of Rotarians. I hope by the end of March, I can let many people know the culture and customs of Taiwan. Finally, I wish to let people in my culture know about America, not only in Rotary but also with my relatives, friends and acquaintances.

The Las Vegas Rotary Club is my host club during my stay. My host family is Karen and Tom Whisenhunt. Thank you to all the Rotarians in District 5300 for hosting me and your contributions to the Rotary Foundation.

ROTARY INTERNATIONAL DISTRICT 5300 AWARDS 2008-2009

by By Doug Fowler, Rotary Club of Apple Valley, District Awards Chairman 2008-2009, District Governor Nominee Designate 2011-2012

The 2009 Rotary District Conference will be held on May 28-31 at the Desert Springs J.W. Marriott Resort & Spa in Palm Desert, California. Throughout the conference, there will be celebrations and awards for the accomplishments of the clubs. Each of the 62 clubs in District 5300 deserves special recognition for its unique efforts and contributions to its members, its community, and to the world. *Your club is no exception!* This year, each club will be recognized in some way through the District 5300 awards process. But, to do so, your club must submit activity/project documentation by March 31, 2009.

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District awards will be based on the Five Pillars identified in the *Club Leadership Plan*, and be given in six categories:

- Membership Development and Retention
- Public Relations
- Club Administration
- The Rotary Foundation
- Youth and Community Projects
- International Projects



The goal of the District awards is to recognize clubs by size for their exemplary activities and projects in each category. Clubs may apply for recognition in one or more categories listed. They are encouraged to apply in all six categories.

Clubs are encouraged to submit their applications on line. Directions for Submitting Awards Packets were distributed to Presidents who attended Presidents' Advance on January 17, 2009. Please go to the District Website and scroll down to the Awards Section under Administration in the left column for complete instructions.

On Time Management

by **Jacque Foreman, Editor of Sparks, Rotary Club of Altadena**

From a story about an expert on the subject of time management. One day this expert was speaking to a group of business students and, to drive home a point, used an illustration those students will never forget.

As this man stood in front of the group of high-powered overachievers he said, "Okay, time for a quiz." Then he pulled out a one-gallon, wide-mouthed Mason jar and set it on a table in front of him. Then he produced about a dozen fist-sized rocks and carefully placed them, one at a time, into the jar. When the jar was filled to the top and no more rocks would fit inside, he asked, "Is this jar full?"

Everyone in the class said, "Yes."

Then he said, "Really?" He reached under the table and pulled out a bucket of gravel. Then he dumped some gravel in and shook the jar causing pieces of gravel to work themselves down into the spaces between the big rocks.

Then he asked the group once more, "Is the jar full?" By this time, the class was onto him. "Probably not." one of them answered.

"Good!" he replied. He reached under the table and brought out a bucket of sand.

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He started dumping the sand in and it went into all the spaces left between the rocks and the gravel. Once more he asked the question, "Is this jar full?"

"No!" the class shouted. Once again he said, "Good!" Then he grabbed a pitcher of water and began to pour it in until the jar was filled to the brim. Then he looked up at the class and asked, "What is the point of this illustration?"

One eager beaver raised his hand and said, "The point is, no matter how full your schedule is, if you try really hard, you can always fit some more things into it!"

"No," the speaker replied, "That's not the point. The truth this illustration teaches us is: If you don't put the big rocks in first, you'll never get them in at all."

What are the 'big rocks' in your life? A project that YOU want to accomplish? Time with your loved ones? Your faith, your education, your finances? A cause? Teaching or mentoring others? Remember to put these BIG ROCKS in first or you'll never get them in at all.

