



'SPARKS' OFF THE ROTARY WHEEL

An Award-Winning Newsletter

Edited by Sarah O'Brien

**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: Stephanie Urchick, Dist. 5300 Gov: Michael Driebe

THIS WEEK: CYNTHIA SIGLER

THE FOOTHILL CATALOG FOUNDATION

Westminster Presbyterian Church 12.00 - 1:30 pm

1757 N Lake Ave, Pasadena, CA 91104



APRIL 03, 2025

April is: Environment month

Officers

President: Maricela Viramontes
Vice President: Dawn Digrius Smith
President Elect: Brad Roeber

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
Lisa Rickard
Doug Colliflower
Brad Roeber

Chairs

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

Subcommittees

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



Our speaker this week is one of the two founders of a new Non-Profit organization called The Foothill Catalog. The Catalog is envisioned as a collection of pre-approved home designs for displaced residents to affordably and expeditiously rebuild, while collectively retaining our community identity and local architectural character. TFCF is a renaissance of the Catalog Home model popularized by Sears Roebuck and Co. in the 20th Century, envisioned as a collection of affordable, working-class homes reflective of Altadena identity and heritage.

<https://www.foothillcatalog.org/>

LAST WEEK: GABRIEL PERALES

Public Information Officer for the Office of Disaster Recovery and Resilience

Review by Craig Cox

SBA Working to Get The Word Out

Our speaker on Thursday was Gabriel Perales, Public Information Officer who is part of the disaster and recovery division of the U.S. Small Business Administration who discussed how to take advantage of programs available to homeowners, renters, and businesses affected by the Eaton fire.

The goal of the SBA is to find everyone everywhere who can make use of these programs. Because Monday the 31st of March is the deadline to apply for many of these programs. Gabriel encouraged everyone who wants to apply to come in person (at 540 Woodbury) or to call or go online. The hope is that those affected can see the SBA as a partner in helping to recover and rebuild.

Applying to the SBA is not affected by application to other programs (FEMA, LA County, etc.). The goal of the SBA is to bridge the gap (for example, someone lost a million dollar home and only received \$600,000 from insurance).

Over 2 billion in funds have been given out since the January 7th fire. 80% of that has gone to homeowners and renters and the balance to businesses.

For homeowners 30 year loans for repairs/replacement are offered at 2.563% with payments and interest deferred for 1 year. The maximum loan is \$500,000. Homeowners and renters can also apply for loans for the loss of personal items (like cars). The maximum loan here is \$100,000. It is also for 30 years, a 2.563% rate and has a 1 year deferral on interest and payments.

Businesses who had a loss resulting in physical damage (i.e. loss of inventory) can apply for loans up to 2 million dollars at a 4% interest rate also with 1 year deferral of interest and payments. The deadline for the physical damage loan is also 3/31/2025. Businesses can also apply for working capital loans for up to 2 million dollars with the same terms. The deadline for application to these loans is October 8th. Businesses can apply for both kinds of loans.

Once your application is accepted you will be assigned a loan officer/caseworker to be a resource throughout the process.



www.ecsforseniors.org/montecedro



CLUB MEMBERS WHO LOST THEIR HOMES TO THE EATON FIRE:

Maricela

Lisa

Dawn

Mark

Rene

Sue

Carol

(Sue's sister and friend of Rotary)

Linda C.

Wendy

Lauren

Frank

Tony

Sarah

Roger Fennell

Dennis McGinley

Former member

David Smith lost his place of business (carpenter shop)

Fire Relief Resources:

<https://www.altadenalibrary.org/news/emergency-resources>

<https://sd25.senate.ca.gov/eaton-wildfire-resources>

<https://altadenatowncouncil.org/2025/01/information-resources-eat-on-fire/>



PRESIDENT'S MESSAGE

By President Maricela

Bravo - An Excellent Show and Fundraiser!

Last Thursday evening, the Rotary Club of Altadena, along with the Pasadena Heritage, Rotary District 5300 and others held Eaton Fire Recovery Benefit Concert at the historic Alex Theater in Glendale.

More than 400 people danced and sang along with the local performers from our Altadena Community. The main organizer was Zoot Velasco from our club. Not only was he the Executive Producer but he also served as the Master of Ceremonies. And towards the end of the program, before introducing the group Cultural Shock (a group of Hip-Hop specialists from Pasadena/Altadena), Zoot removed his tie and coat and did a short performance on his own. The crowd went WILD! What was especially nice about this event was seeing donors and fire survivors mingling together before the concert began. The club had received some funding from donors that allowed our club to provide 125 no-cost tickets to fire survivors. It is important to note that some of the musicians and performers also lost their homes in the Eaton Fire.

Pictured following the concert: Mark, Maria, President Maricela, Lisa, Justin Rickard, Elizabeth Brooks.



On Thursday, April 10th from 5 pm. - 6:30, all of you are invited to join me at Alexander's Steakhouse for Happy Hour. There, we will receive the proceeds from a dinner they held in our club's honor back in February that raised more than \$17,000 for distribution in the community by our club's Restore Altadena committee chaired by Lisa Rickard. Please RSVP to Brad Roeber by April 8th. A separate email will go out over the weekend. As our Board of Directors meets on April 1st, which many of you know as 'April Fool's Day', it is no joke that the time has flown by this Rotary year. I have now completed three-fourths of my term. The Rotary District Assembly is April 11th and the District Conference is on April 12th. It is time for our immediate past president to start the planning for the President's Demotion Party, to be held at the home of our longest serving Rotary member, Mike Zoeller. Please put the date on your calendar - Thursday, June 26th from 5:30pm - 8:00 pm. I'm told I cannot miss it! **See you on Thursday. STAY STRONG!**

Flag Certificate:



"This certifies that this flag was flown over the Capitol of the United States. This flag honors the resilience of the Altadena Rotary Club. In response to the disastrous 2025 Eaton Fire, the club stepped up to help the community through the raising of funds for survivors and coordination of the Community "Giveaway" Day of Service event on February 8. Through these projects and many other acts of selfless service, members of the club demonstrated the best attributes of Rotarians. This flag replaces the one burned in the fire and symbolizes the club moving forward in our community and the world."

Signed: Thomas E. Austin
Architect of the Capitol

Presented by:

Peter V. Huisking Altadena Rotary Club
Henrietta H. Huisking, Sierra Madre Rotary Club

Pictured holding the flag: Kristen Zolner and Elizabeth Brooks