


This Week
Israel Estrada
Executive Director,
Pasadena Forward
Program Chair:
Bryan Hayes

Over the years, many people have imagined that Pasadena would be a lovely setting for a marathon event, but only one person has managed to display the vision and persistence to make it a reality.

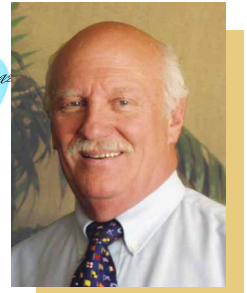
Israel Estrada founded Pasadena Forward in 2004 to promote an enhanced quality of life for those who work, live, or attend school in the Pasadena area. By offering needed financial and logistical support to local civic and charitable agencies, Pasadena Forward aims to have a broad impact on the nonprofit community's ability to deliver services. The Pasadena Marathon was conceived as a large-scale fundraiser to further the mission of Pasadena Forward.

Pasadena City Council has approved the inaugural Pasadena Marathon which will be held on November 16, 2008. In addition to the 26-mile race that will attract elite runners from around the world, it will also feature a half-marathon, bike tour and 3-mile community run/walk, making it an event for everyone.

Proceeds from the event will benefit a variety of local charities. ○



THE
Compass
 by President, John Frykenberg



The Economy ... Stupid!

You've heard it before. It's what we're supposed to be paying attention to. And if you have any market investments, I'll bet you did pay attention to the markets this past week. And the *Stupid* part is the phrase our politicians reminded us about when they were soliciting our votes back in the 90s and now in 2008!

Fannie Mae falsified signatures indicating \$200 million increase in reflected revenues over actual revenues according to disclosures bearing Franklin Raines signatures (*Substantial financial fraud*). Back-dating and Post-dating revenues to provide \$25 million in executive bonuses at the taxpayers' expenses has now been documented. \$3 million in personal loans were made to Franklin Raines (*Fannie Mae recently canned CEO*) while he was earning a \$100 million golden parachute.

Chris Dodd of the Senate Banking Committee turns out to be #1 recipient of Fannie Mae political contributions. I won't say who #2 is.

Wow, it all smells like rotten fish and the sub-prime scandal tracks right back to quasi private/public institutions holding half the mortgages in the US.

And now....the economic meltdown!

Lehman Brothers bites the dust. (*Don't ask me how much I lost*). AIG is taken over by the US Government so their **\$70 trillion** in assets (probably leveraged 30 to 1) does not implode the world economy. And Bush says... we hope to sell some these assets to get our money back in the future sometime when the trust and stability are restored.... Yah, Sure!

Craig Cox's explanation of a major cultural shift or however he put it ... in the way we do business, invest, leverage, borrow and do what we do in the economic world made my head spin. I was pretty well convinced that Craig knew exactly what he was talking about and that the bottom line is that there will be less money around, fewer speculators, no short naked selling without actually having stock cer-

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Greeters

September 25

Brent Gibson

October 2

John Guerrini

October 9

Carlton Gustafson



Program Review

How Green is Our City?

The answer to that question was provided by our speaker last week, Mauricio Mejia, of the Pasadena Department of Water and Power. The last ten years of Mejia's career has been spent on the \$117,000,000 renovation of the venerable Pasadena City Hall. And, a good portion of that time was spent convincing the city fathers that the renovation should be green.



Specifically, he wanted the building to be a LEED Gold building. LEED stands for Leadership in Energy and Environmental Design, and is the ultimate standard against which environmentally conscious construction is measured.

Pasadena City Hall is an historic building. It is 80 years old and is on the list of registered historic landmarks. It stands as a symbol of Pasadena, and is representative of the city's long standing tradition of architectural innovation and environmental consciousness. Pasadena was one of the first cities in the country to pass a green building ordinance requiring that all buildings over four stories tall must be green, meaning that, as amended in 2008, they must improve water consumption by 14 percent and energy consumption by 20 percent. The city has adopted the the US Mayors Climate Protection Agreement and the UN Urban Environmental Accords. To implement these agreements, the city created the Environmental Advisory Commission.

It is a tribute to Mejia's efforts that the renovation of City Hall resulted in a LEED Gold designation for the building. To avoid major cost increases for the project, the

City Council was reluctant to go green with the renovation, but agreed to add LEED to the work in 2004. This building now has raised the bar for all buildings in Pasadena. It is the first LEED certified building and the first to use 100 percent green power.



The main reason for the renovation was to strengthen the building seismically to resist earthquakes. The design called for the building to float on 242 base isolators. These isolators allow the building to roll with any earthquakes that occur. The renovation took three years, but has resulted in a magnificent building that respects our fragile environment. It is truly reflective of the very progressive City of Pasadena.

City Hall photo by Katherine Bicknell of Silver Griffin Studios.

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Rotary Club of Altadena - #7183

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Unassigned Youth

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September Programs

Program Chair, Tom McCurry
Sep 25 - Isreal Estrada, Pasadena Marathon


October Programs

Program Chair, Tony Hill
Oct 02 - To be Announced
Oct 09 - To be Announced
Oct 16 - To be Announced
Oct 23 - To be Announced
Oct 30 - To be Announced


Congratulations




Birthdays



09/13 - Boyd Hudson
09/14 - Charles Tyner
09/17 - Dennis Mehringer
09/19 - Bob Collinge
09/22 - Etta McCurry
09/29 - John Guerrini



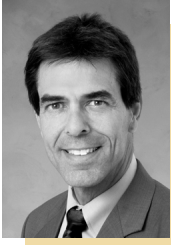
Anniversaries



09/03 - Will & Janet Heining
09/10 - Ron & Kathleen Morris
09/13 - Boyd & Alice Hudson

Project Profiles, etc. Lost in Translation

by Hal Yorke, International Chair



In the arena of International Service, communication between individuals with different cultural backgrounds and languages is a must. In

North America, we have become accustomed to using English everywhere in the world with the expectation that we will be understood. My daughter, Colleen, unbeknownst to her, has recently reminded me of some of the principal difficulties of translation.

Colleen is currently finishing up her Master's thesis at the Free University Ber-

lin in theater and film. [The phrase *free university* is perhaps a misnomer, but this is still the best translation of the German *Freie Universitaet*.] She is writing her thesis on the difficulty of translating Bertold Brecht into English.

Brecht is best known in the US for his *Threepenny Opera* and one of its songs, *Mac the Knife*. (Kurt Weill wrote the music; Brecht wrote the lyrics.) The German title of the *opera* (actually it is more like a musical) is *Dreigroschenoper*. "Drei" translates into "three"; "oper" translates into "opera"; but "Groschen" does not translate into "penny." A "Groschen" is a tenpenny (zehn fennig) and probably

should have been translated into the American word "dime." But would the British like that title? "The Three Tenpenny Opera," "The Three Dime Opera" or "The Thirtypenny Opera" somehow don't quite work as well as the commonly known English title.

Colleen is concentrating on the translation of two of Brecht's works: *The Good Soul from Setzuan* (Ewen's title) and *The Caucasian Chalk Circle*. There is considerable debate on how even the title of the first play (*Der Gute Mensch von Sezuan*) should be translated. Eric Bentley translates the title into *The Good Woman of Setzuan*, but he is giving away the result of the gods' search for a good person/soul. John Willett uses *The Good Person of Szechwan*. This is just a mere taste of the difficulties encountered when translating literary works into another language.

Mistranslating can really be a problem in the diplomatic arena. Immediately following the surrender of the Germans after World War II, they were asked: "What do people need right away to avoid starvation?" The answer was: "corn." The Germanic term *corn* and the latinate *grain* both generically refer to any edible grass seed (e.g., millet, sorghum, barley, rye, oats, wheat, maize).

English speakers commonly apply the word *corn* to whatever the predominant grain happens to be in their region and/or diet. When you refer to *corn* in England itself, folks think you are referring to *wheat*. It is in this sense that the word is used throughout the King James version of the Bible.

The Germans thus received shiploads of maize (what Americans commonly refer to as *corn*), which — without wheat and baking powder — was almost impossible to use. The infamous *bricks* made out of maize and water in an attempt to make corn bread are still talked about today in Germany.

Compass

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tificates delivered to buyers from sellers.

What does it all mean? Less money around? Less leverage? More Oversight? Moral Hazard? Fewer new shopping centers? 20 percent down-payments and a job required to buy a house? Accountability?

Imagine more accountability, financial products that folks will be able to understand and are not put together by rocket scientists and actuaries who cantilever a small portfolio into outer space? Talk about a *bridge to nowhere*.

Have we been living in fantasy world? Apparently so! And it really bites many folk where it hurts. And some of those CEOs are indeed walking away with \$100 million bonuses, and Congress with a 9 percent approval rating is allowing Chris Cox, Ben Bernanke, Henry Paulson and Barney Frank to get away with rape. Where was the Fed, the SEC, the Senate and House Banking Committees? The Wall St. tycoons running AIG and Lehman Bros and, and, and ... didn't save us either. So ... We get stuck with the tab. And by-the-way watch out for the *pile on* by special interests and politicking as usual in ad-

dressing the problem!

The job of government is Regulation, not hand-outs. Regulation, to ensure everyone plays the game fairly. That's all we ask. Now we buy bad assets to save the world while the fat cats in government and their cronies in Fannie Mae and Freddie Mac and Wall St. walk away with their pockets and stomachs full!

And...we don't have a choice. If we don't pick up the tab, the world economy collapses. Wow!

It is disgraceful and disgusting and we must have more transparency, rules and regulations and expectations of honesty and integrity in the marketplace....to save the marketplace, our economy and our nation.

Is it the Truth? Fair to All Concerned? Will it Build Good Will and Better Friendships? Will it be Beneficial to All Concerned?

Wall Street and Congress need Rotary...Desperately! ○

... as do all our politicians — from the least of them to the most powerful. And why not say who #2 is? It's the Democrat presidential hopeful. - Editorial Comment

Rachael Improving: Breathing on Her Own

Prayers and Positive/Healing Energy still needed

by C. Ray Carlson

At last, Racheal is breathing on her own — e i g h t days after the Metrolink crash! What a wonderful sight



Rachael Mofya

to behold and hear, every breath of air conveying a strong sense of Life! Though she lay sleeping surrounded by tubes, wires, monitors, machines and IV drip bottles, it was clear that after a week and a day since the dreadful Metrolink train crash, Racheal was fighting for Life and winning. She has many broken bones and fractures that need mending. But the swelling of her face had diminished greatly and she looked like her old self, except for that magical and perennial smile that would light up any room.

Pat Abruzzese, her American 'Dad' for the past 12 months while she attended FIDM - Fashion Institute of Design & Merchandising, brought me into her room at the LA County Hospital and USC Medical Center and stood across the bed from me. A medical technician scurried around the room, checking the many instruments and drip bottles. One could not help but speak softly to Racheal, about precious memories, about things that will be done once she has recovered. Touching her warm hand and stroking her wrist felt so good. When I bid my farewell, I was

sure that I saw her upper lip curl ever so slightly as she seemed to try to shape a word in response. It was an exhilarating moment for me.

Joanne Abruzzese accompanied my wife Joy to Racheal's bedside. Only two at a time can visit her. Having prayed multiple times every day for Racheal, Joy spoke to her of her deep love for her, and especially of God's love. It was very special to meet the Abruzzese's daughter Jamie and son T.J. who, along with so many other young people, had supported Racheal with prayer and attention. Both Joanne and Pat are members of Simi Sunrise Rotary Club which brought Racheal to the US for her studies.



Martha Mofya, Sister

Meeting Martha, Racheal's sister, was

other sister, Agnes, also a nurse, is getting a visa on Monday in Zambia and will fly to California immediately, her fare paid for by the Cornerstone church in Simi Valley and their Collide young adult group which is such an important part of Racheal's life here. Five guys from that group took turns spending the night in the waiting room of the ICU ward of the hospital so that Racheal would have around-the-clock presence and prayers of her friends.

A FIDM classmate, Amanda Nederkoorn, came and told of her year-long friendship with Racheal as they met in class day after day in the same program. Linda Nederkoorn, Amanda's mother, was visiting briefly from London and mentioned that she and her husband were planning to retire to Bali, Indonesia and are having a home built there. That is the city where a multi-district Rotaract convention will be held in November and where we plan to recruit budding entrepreneurs because the World Bank execu-



Abruzzese family and Martha view DVD of Racheal — (l to r) Martha and Jamie, T.J, Pat and Joanne Abruzzese

a special treat. She greatly resembles her sister and gave us each a warm hug. She is studying nursing in Minneapolis. An-

tive we are dealing with is based in Jakarta and has made arrangements for \$40-mil-

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Rachael

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lion in seed capital loans to Indonesian youth entrepreneurs with viable business plans. Mr. Nederkoorn has had a life-long career in the transportation of essential oils, which are the raw material of several business plans submitted by Zambian youth.

The Anti-Body group in Sierra Madre — where Racheal interned on Tuesdays — buys essential oils and cosmetic base materials from a women's co-op group in Togo. Of course, I could

immediately imagine how a person of such talent and experience could serve



Abruzzese family and Martha (l to r) T.J., Martha, Jamie, Joanne, and Pat

Villalobos, had been killed in the train crash. According to Kapasa Musonda, our

Maria and Racheal — two young ladies with an exciting career before them. Now only Racheal can *Make her own Dream Real*, as the Rotary International theme urges. And we of the Rotary Clubs of Simi Sunrise and Altadena are duty-bound to make it happen, but more because of our love for this beautiful person — Racheal Mofya — who, with Kapasa Musonda, has given us a heartwarming connection to the youth of Africa. ○



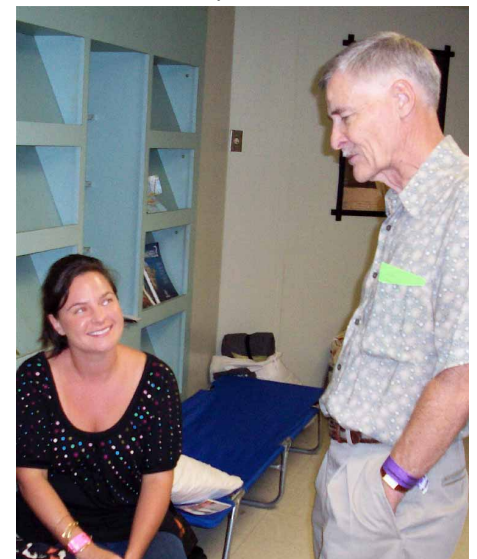
(l to r) Martha, Joy Carlson, Amanda and Linda Nederkoorn

as a mentor to budding youth entrepreneurs, as the World Bank agency has stipulated if seed capital is to be arranged by them.

Mike Zoeller came to see Racheal, too. She had stayed with Mike and Carol during that week in July 2007 when the Zambian Youth IT team was here.

It was a wonderful afternoon, to see Racheal's improvement and to meet her family and friends. Still, another FIDM student who lived in Simi Valley, Maria

FIDM scholar, Rachel and Maria rode the Metrolink together each day and it can be imagined that they were standing together at the door as the train approached their station. Probably in the first car where most of the 25 deaths occurred when the train's engine was shoved back into the first car upon impact with the freight train. Only the first car caught fire as could be seen in TV news coverage. Racheal has a burn wound on her back which may require a skin graft.



Mike Zoeller talking with Racheal's friend, Amanda Nederkoorn