

Communique

The Newsletter of the Pasadena Jaycees



Read at Your Own Risk!

WARNING: If you have been allowing nightly news broadcasts or local papers to influence your perception of American society today, you may be in danger of growing a cynical streak or developing a severe case of pessimism. To alleviate these symptoms, or to avoid contracting these symptoms anytime soon, 9 out of 10 doctors recommend attending the Outstanding Young Californian Awards banquet.



OYC Nominee Robert Santos

On Saturday, April 21, at the Hilton in Woodland Hills, the California Jaycees and the California Jaycee Foundation will host the annual Outstanding Young Californian (OYC) Awards. Anyone who has ever attended this event can attest to the fact that everyone present leaves feeling inspired and with renewed faith in the future of American society. That's because this event spotlights the amazing and positive

impact being made by young adults like us throughout the state.

Pasadena Jaycees are incredibly proud that one of our own members has been selected for this honor. Robert Santos (2006 Back To School chairman and 2006 Colorization chairman) is one of twelve honorees who will be celebrated at the OYC banquet in April. Robert was nominated by Pasadena because of his strong commitment to bettering society. Not only does he give of his time chairing Jaycee programs such as Back To School, but he strives to make a difference in the lives of today's youth through even larger projects that he runs outside the Jaycees.

Since 2002 Robert has served as Chairperson for HOBY (Hugh O'Brien Youth Leadership), an organization that provides a weekend of intensive leadership training for high school sophomores from throughout all of Los Angeles County. In this capacity he raises over \$100,000, oversees the application process for the several hundred students that apply, and organizes the speakers, manpower, and logistics for the three-day event.

Additionally, in 2006 Robert initiated a project for his professional organization called Career Launchpad. The goal of Career Launchpad was to convert an unused room at the Watts/Willowbrook Boys and Girls Club into the community's only career and college counseling center. The project was completed in less than two months and involved major sponsors like HP, Canon and Microsoft. Currently Career Launchpad has over 100 participants who learn new job skills, gain practical experience from the mock-office environment, and learn about college opportunities and career internships.

These are just two of the many reasons why Robert Santos has been honored as an Outstanding Young Californian. As an Outstanding Young Californian, his name will be submitted to the US Jaycees for consideration as one of the Ten Outstanding Young Americans (TOYA) award recipients. Though the title has changed once or twice over the years, the OYC and TOYA recognitions date back to 1931, when then US Jaycee president (and Pasadena Jaycee) Durward Howes created an annually published volume of "America's Young Men." Over the years, and across the nation, the OYC and TOYA awards have been presented to such dignitaries and luminaries as Arthur Ashe, Steve Garvey, Virgil Grissom, John F. Kennedy, Henry Kissinger, Elvis Presley, and Barry Zito to name a few.

Please join the Pasadena Jaycees as we honor Robert Santos, and the California Jaycees as they pay tribute to all twelve honorees (see list on page 5), at the OYC Awards banquet on April 21 at the Hilton Woodland Hills, 6360 Canoga Avenue.

Reception and Silent Auction - 5:00 p.m., Dinner and OYC Presentation - 7:00 p.m. Cost \$60.

To RSVP or to make payment, please see a current 2007 Pasadena Jaycees board member so that we may arrange to all sit together at one table (we get two bottles of champagne if we can fill a table of 10!)

Do you know someone deserving of this award? Please pass his/her name on to a current board member so that we may submit their name next fall to be honored at the 2008 OYC event.

~Leslie Hawkins

The Purpose of the Pasadena Jaycees is to be a positive force in the Pasadena area, determining community needs and providing solutions by planning and running community service projects. In the act of serving the Pasadena community, members cultivate great friendships and receive hands-on experience, which translates into personal growth and the development of valuable leadership skills. *This is the Jaycee concept...*

Editor's Note: We all know that "Loose lips sink ships," that "Friends don't let friends drive drunk," and that we can all "Take a bite out of crime." But why do we know all these things? Because in 1941 the War Advertising Council was born, later to become the Ad Council, America's leading producer of Public Service Announcements (PSAs). According to their website, www.adcouncil.org, "Ad Council campaigns have inspired several generations of Americans." Their "ultimate goal is to ensure that future generations will reap the benefits of our efforts to date, and continue to be inspired by our public service campaigns in the future." Over the years, they've accomplished a lot:



- Applications for Big Brothers Big Sisters mentors soared from 90,000 a year to 620,000 in nine months, a seven-fold increase in the number of inquiries to Big Brothers/Big Sisters agencies.
- Ready.gov received more than 18 million unique visitors within the first ten months after the launch of the Department of Homeland Security's preparedness campaign.
- 68% of Americans say that they have personally stopped someone who had been drinking from driving.
- Safety belt usage is up from 14% to 79% since our Safety Belt campaign launched in 1985 - saving an estimated 85,000 lives
- Destruction of our forests by wildfires has been reduced from 22 million acres to less than 8.4 million acres per year, since our Forest Fire Prevention campaign with Smokey the Bear began.
- The amount of total waste recycled increased 24.4% from 1995 to 2000, and 385.4% from the 1980s after the launch of the Environmental Defense campaign.

If you turn to page 7 if this issue, you'll see one of the more recent Ad Council campaigns - for Wireless AMBER Alerts. We'll be running more of these campaigns as space allows, to let you know about programs that you may want to investigate, and that will help us make even greater contributions to our community. *Michelle Stone, Editor ~ communique@pasadenajaycees.org*

PASADENA JAYCEES - 2007 BOARD OF DIRECTORS

78th President	Susan Reed	626 590-9116
Chairman of the Board	Katie Sloan	626 818-0080
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Indiv. Development Director	Laurie Lundin	626 825-6173
Indiv. Development Director	Marie Lundin	626 484-6046
Community Director	Sarah Warisi	832 647-5947

NEXT MEETINGS

Tuesday, April 10 and Tuesday, April 24
 Meetings are held at Curtin House at 7:00 p.m. unless otherwise notified.
 The meetings are open to anyone who would like to attend.

**Pasadena Junior Chamber of Commerce
 Membership Application**

Name: _____
 Address: _____
 Home Phone: _____ Date of birth: _____
 Employer: _____
 Occupation: _____
 Email Address: _____
 Signature: _____ Referred by: _____
 Check Visa/Mastercard # _____ exp. date _____

Dues: \$75 first year/\$65.00 renewal; \$130 married couples/\$110 renewal
 Please enclose completed form and send along with payment to:
 The Pasadena Jaycees , 474 W. Walnut Street, Pasadena, CA 91103

Communique

**The Monthly Newsletter of the
 Pasadena Jaycees**

Editor: Michelle Stone
communique@pasadenajaycees.org

POLICIES

While this publication carries news and notices of interest to our members, it is not responsible for the contents or opinions of the writers, nor does it endorse the quality of the advertised products contained herein. Manuscripts and photographs submitted for publication will be handled with care, but the Editorial Staff assumes no responsibility. Submissions may be edited or omitted without notice at the discretion of the Editor, due to space limitations or other reasons.

SUBMISSIONS

Articles and photos may be submitted via email or fax to: communique@pasadenajaycees.org
 Fax: (626) 792-9819

DEADLINES

February through October Issues:
 Articles are due by the 20th of the month for the following month's issue.

December and January Issues:
 Articles are due on the 15th of the month for the following month's issue.

Advertising space and flyer rates for the Communique are available.

HAVE YOU MOVED?

You can update your information online at www.pasadenajaycees.org
 or call the Jaycee Office at (626) 792-5146
 We can keep you informed with the latest news if we have your correct information!

78th Pasadena Jaycees President Susan Reed

Global Warming – it's being discussed everywhere! We just saw Al Gore win an Oscar for *An Inconvenient Truth*, "Go Green" busses are driving up and down the streets of Pasadena, you may have read that you can "off-set" your carbon emissions. What does this all mean?

Many of you may know that I work for the electric company Southern California Edison. One of my roles in the company is to understand the business implications of carbon emissions (a greenhouse gas). This month, in honor of Earth Day, I'd like to share a few thoughts about Global Warming, what the City of Pasadena is doing to become a Green City, and a few little things you can do to help out in the global cause.

Global Warming Debate: For more than a decade, scientists and policy makers have been debating the impact of increased greenhouse gasses on our Earth's climate. Many scientists are warning of imminent environmental disaster caused by wasteful lifestyles and general lack of concern for the impact that humans have on the environment. They advocate that it is our responsibility to take precautions to ensure human actions do not compromise our future.

Scientists skeptical of the global warming argue that global warming is simply the result of people manipulating scientific models for political motives, pointing out that there are great uncertainties involved in these models which lead to unfounded results. They argue that the Earth is heating up, but so are Mars, Pluto and Jupiter which leads to speculation that the sun's activity is the common link to all these events.

It is difficult to know if either side is correct; however, there is unquestionably more carbon dioxide in our atmosphere than there has been in 500,000 years. As debate continues about the link between greenhouse gas emissions and the temperature of the earth, many nations, including the United States, are being proactive in the quest to reduce the greenhouse gas emissions.

President Bush committed the United States to a comprehensive strategy to reduce the greenhouse gas emission intensity of the

American economy by 18 percent by 2012. Meeting this commitment will prevent more than 500 million metric tons of carbon-equivalent emissions through 2012, the equivalent of taking 70 million cars off the road.

California has similarly made some aggressive goals to reduce greenhouse gas emissions. Governor Schwarzenegger signed Executive Order # S-3-05 on June 1, 2005 establishing greenhouse gas targets: By 2010, Reduce to 2000 Emission Levels; By 2020, Reduce to 1990 Emission Levels; By 2050, Reduce to 80 percent Below 1990 Levels.

What's Being Done in Pasadena?

In 2006 Pasadena created a Green City Action Plan which addresses how Pasadena can protect its distinctive quality of life as it is faced with the demands of growth and global impacts on natural resources. The comprehensive environmental action plan guides the City towards susceptibility and accelerates the City's environmental commitment. In conjunction, Pasadena Water and Power (PWP) has started a new program to offer environmentally friendly "green power" to customers in Pasadena. This voluntary program allows customers to pay a minimal fee and receive their power from wind, a renewable resource. According to PWP's green power plans start as low as \$5.00 per month.

What You Can do To Reduce Your "Carbon Footprint." Your Carbon Footprint is a measure of the impact your activities have on the environment in terms of the amount of green house gases produced. Some simple things you can do to reduce your carbon footprint include: sign up for green power with PWP; turn off your electronics when they are not in use; turn down your central heating by 1 or 2 degrees; turn down your water heating setting; use the timer setting on your central heater; fill your dish washer and washing machine with a full load; unplug your cel phone when it's done charging; and install energy saving light bulbs.

From the words of a Native American Proverb: We do not inherit the earth from our ancestors; we borrow it from our children.

~ Susan Reed



*Susan Reed, Pasadena
Jaycees President #78*

Upcoming Jaycee Events!

Pub Crawl!

Save the date for the Pasadena Jaycees annual Pub Crawl on June 2. Details coming soon!

California Jaycee Convention

Newport Beach, May 18 - 20

The Newport Beach Jaycees are charting a new course for California Jaycee Conventions. Come and share the weather and the lifestyle in Newport Beach. Dine, Socialize, Network, and Train in the "O.C." They will have unmatched convention activities to enjoy while still taking in the Newport Beach Nightlife and networking with an estimated 200 Jaycees from all over California and the U.S. Social events will include Thursday: Social Mixer Hosted by Newport Beach Jaycees, Friday: Golf & Kayaking on the Back Bay in the day and a Harbor Twilight Cruise for Jaycees (drinks included!), Saturday: Dinner on the Back Bay at Dunes Resort. Plus professional trainers (S.C.O.R.E. and others), Business Expo & Networking Events. For More Information email conventioninfo@newportjaycees.org. Please Keep Checking www.newportjaycees.org for updates!

The U.S. Jaycees MetNet 2007

Atlanta, GA, July 27-29

Imagine the most dynamic JCI members from the best cities around the world getting together for one weekend of networking, socializing and sharing of best practices. Now, think about those leaders working together in a Local Metro President Academy or attending seminars taught by the best business and JCI trainers in the world. Add presentations by top chapters and sharing of ideas through several break-out sessions divided by chapter size, city population or project type. Finally, listen to the sounds of the parties, mixers, networkers and social events at night. This is JCI Met Net. For the latest update on this meeting, log onto: www.jcimetro.com

JCI World Congress 2007

Antalya, Turkey, November 5 - 11

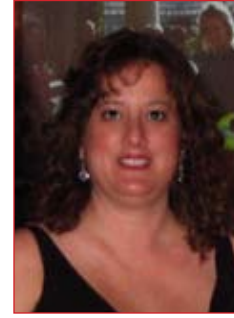
The congress team and JCI Turkey members have been working very hard for months for organizing a historical world congress for you in Antalya, Turkey. Turkey is at the cross-roads of three continents where Asia, Africa and Europe converge for one of the most charming places in the World. There is not only history, natural beauties and leisure but it is also one of the 10 big emerging markets, the 17th largest, and the 4th fastest growing economy in the world. "JCI Land" is located within the borders of Antalya City which is the biggest tourism resort in Turkey on the Mediterranean Coast. There you will find sun, sea, nature, ancient historic sites, and activities such as, safari runs, paragliding, parasailing, diving, white water rafting, trekking, and hiking. But you should also reserve some time for Antalya's world famous shopping facilities and fabulous night life. Visit <http://www.jci-antalya2007.com> for more information.

The Twelve OYC Honorees

- Mitchell Englander**, Politician - Nominated by San Fernando Valley
Jesse James, Producer, Monster Garage - Nominated by Long beach
Kelly McCarthy, Community Leader - Nominated by Salinas
Gina Newman, Veterans' Advocate - Nominated by CAJC President #76 Mike Higby
Sarah Reinertsen, ESPY Winner - Nominated by San Diego
Blake Ross, Cofounder Firefox - Nominated by CAJC President Debbie Holbrook
Tony Safoian, Founder SADA Systems Inc - Nominated by UC/NoHo
Robert Santos, Founder, CareerLaunchpad - Nominated by Pasadena
Briana Walker, Advocate for Disabled Community - Nominated by Newport Beach
Celia Gallardo, Business Owner - Nominated by Santa Clarita Valley
Jill Jackson, Owner, Dessert Alert - Nominated by Santa Clarita Valley
Michael Owston, Artistic Director, Repertory East Playhouse - Nominated by Santa Clarita Valley

Jaycee of the Month

Please Congratulate our April Honoree: Sue Morris



This month we would like to recognize Sue Morris as the Jaycee of the Month. Sue has been a Jaycee since February 1999. In that time, she has chaired many projects and served on the Board of

Directors. Last year, Sue continued her involvement with the Pasadena Jaycees by chairing Dodger Ticket Sales. This project, which runs throughout the baseball season, was especially challenging in 2006 because we were coming out of a year where ticket sales were slow and our chapter lost hundreds of dollars. With persistence and determination, Sue helped to turn sales around so that the project made a profit! The chapter recognized Sue's achievements by awarding her the Chair of the Year for 2006 as well as a Distinguished Service award for the Individual Development portfolio. Sue received these honors at the Awards and Installations banquet, which she chaired! We are very pleased that Sue has stepped up to chair Dodger Ticket Sales again for 2007. We are sure it will be a great success!

Volunteers Needed for Easter Party!

On Saturday, April 7th we will be having our second annual Easter Party with the children of Five Acres. Five Acres is the oldest non-sectarian child abuse and neglect prevention, treatment and education center in the San Gabriel Valley, and one of the few in Los Angeles accredited by the internationally recognized Council on Accreditation for Children and Family Services (COA). Originally founded as an orphanage in 1888, today Five Acres offers an array of services including residential care and education, mental health services in homes and schools, foster care and adoptions, and domestic violence prevention. The party provides a positive and fun-filled morning for the children and we need your help to make this a success! We need volunteers to man the arts & crafts tables, take pictures of children with the Easter Bunny, decorate pre-Party, judge the tug of war competition and much more! Please contact Grant Hernandez, Chairperson, at creatofthunivrs@aol.com for more information.

How Can We Help You?

How about helping you with your Business Networking?

The Pasadena Jaycees website has a section devoted to helping members to buy and sell services, to find potential employees, and to offer your skills for hire. It's the Business Networking section, and it's free to all members.

Help your fellow Jaycees find you – post your information in the Business Networking section today! It's easy to set up your profile. Just follow these simple steps:

- Go to www.pasadenajaycees.org and log in with your username and password
- In the menu on the left of the screen, click on My Profile.
- On the profile page, click on the Edit my profile link right next to your name.
- Scroll to the bottom of the page and enter your work email address, website URL if you have one, and a description of what you do or what service you offer.
- If you want it included in your profile, enter a telephone number in the Work Phone field in the General Information section of this page. It's also a good idea to fill out the bio in this section as your listing in the Business Networking section will link to your general information page, and this bio is a great way to add even more information about yourself and your Jaycee activities.
- Make sure you check the box next to Put me on networking page.
- To see your listing, click on Business Networking in the menu on the left of the screen.
- You will see your job title listed at the top of the page. Click on your job title to view your entry.
- All profiles are listed alphabetically by job title.

To look for an employee or a service, just click on the Business Networking link in the menu on the left side of the screen. You don't need to be a Jaycee member to view the business listings!

Pasadena Wins the 1932 US Convention

If you think Eric's shenanigans at Jake's have raised some eyebrows, imagine the reaction of hotel guests in Des Moines when we unleashed "Hamlet" in a bid to win the 1932 US Convention, the first to be held in the West. The campaign also included the transportation of a fully grown Orange Tree to Des Moines to be placed in the hotel lobby, and the distribution of 27,000 souvenirs, including Oranges stamped with "Pasadena 1932," orange marmalade, orange perfume, and a specially created "Des Moines Issue" of the Pasadena Post. The Pasadena contingent even arranged to have all the soap and sugar cubes in the hotel wrapped in Pasadena 1932 paper. The most memorable moment of the convention was still most likely the meeting of the Pasadena and St. Paul mascots, which was written up in the Des Moines Tribune on June 13, 1931.

The Great Dane of Bob Eaton of Des Moines, borrowed by the Pasadena (sic), Cal., delegation which is bidding for the 1932 convention, and the bear cub brought by the St. Paul group which also seeks the next meeting, are now on friendly terms. The bear and the dog engaged in a scrap during their first meeting in the hotel lobby Thursday but adopted the tolerant attitude of pals after the first few smacks.

A Collie pup, brought by a delegation from Tennessee, did not fare so well in the sight of the Great Dane. The pup, shaking like a leaf, was carried from the Great Dane's presence when the two met at Wakonda Thursday. A woman entering the hotel lobby with a Pekinese found herself in the midst of a fracas Friday morning as convention delegates sought to protect her dog from the Pasadena mascot, which had not had breakfast.

Pasadena delegates sought to lure the 1932 convention to their city with the issuance Friday of a "Des Moines edition" of the Pasadena Morning Post, citing the city's beauty spots and convention advantages.



Original caption: "Hamlet," Great Dane mascot of the Pasadena, Cal., aggregation, is able to take care of himself. He is shown with Virgil White, Pasadena.



Dodger Tickets are Back!

Last season, the Dodgers were the wild card winners! Imagine how far they will go this season. Be there in person to experience the potential. As a member of the Pasadena Jaycees, you have an opportunity to purchase discounted Dodgers tickets. The Jaycees have two tickets for every home game. The prices are \$21 per ticket for Jaycees and \$25 per ticket for non-Jaycees. (all tickets sold in pairs). Our seats are on the Reserve level, Aisle 2, Row D, Seats 7 & 8. Please contact Sue Morris susan-morris@sbcglobal.net for availability. The complete schedule is posted on the Dodgers website: www.dodgers.com. Available games include San Diego, Pittsburgh, San Francisco, Arizona, Cincinnati, and St. Louis. The home opener is April 9th against Colorado, and the regular season runs through September. Go Dodgers!!

Early Season Games

Date	Time	Game	5/21	7:10	Milwaukee
4/9	1:10	Colorado*	5/22	7:10	Milwaukee
4/10	7:10	Colorado	5/23	7:10	Milwaukee*
4/11	7:10	Colorado	5/25	7:40	Chicago
4/13	7:40	San Diego*	5/26	12:55	Chicago
4/14	7:10	San Diego	5/27	1:10	Chicago
4/15	5:05	San Diego	6/8	7:40	Toronto
4/20	7:40	Pittsburgh	6/9	7:10	Toronto
4/21	7:10	Pittsburgh	6/10	1:10	Toronto*
4/22	1:10	Pittsburgh	6/11	7:10	NY Mets
4/24	7:10	San Francisco*	6/12	7:10	NY Mets
4/25	7:10	San Francisco*	6/13	7:10	NY Mets*
4/26	7:10	San Francisco	6/15	7:40	LAA*
4/30	7:10	Arizona	6/16	12:55	LAA*
5/1	7:10	Arizona	6/17	TBD	LAA*
5/2	12:10	Arizona	6/29	7:40	San Diego
5/11	7:40	Cincinnati	6/30	7:10	San Diego
5/12	7:10	Cincinnati*	7/1	1:10	San Diego
5/13	1:10	Cincinnati*	7/2	7:10	Atlanta
5/14	7:10	St. Louis*	7/3	7:10	Atlanta
5/15	7:10	St. Louis*	7/4	6:10	Atlanta*
5/16	7:10	St. Louis	7/5	7:10	Atlanta*

* Tickets have been reserved but not paid for

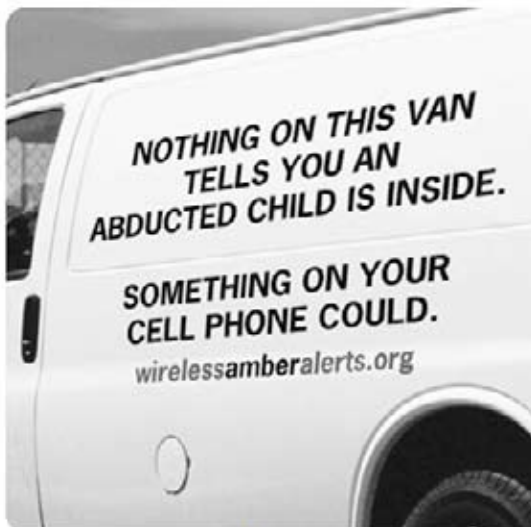
Thanks to McMurphy's for hosting our March Mixer!

72 N. Fair Oaks
Pasadena, CA 91103
626.665.1445

red white + blue z z
WINE BAR AND GRILL

70 S. Raymond Ave., Pasadena
626.792.4441

Sign up for free AMBER Alerts on your cel phone.



Statistics show that the first three hours after an abduction are the most critical in recovery efforts. By signing up for Wireless AMBER Alerts you could play an integral role in the recovery of an abducted child.

Go to wirelessamberalerts.org. Sign up today. Then when an AMBER Alert is issued in the areas you've chosen, you'll receive a free text message. If you spot the vehicle, the suspect or the child described in the Alert, call 911. If your phone is wireless, you're no longer helpless.



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626-449-4405
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*Self Storage
*Truck Rental On Site *Boxes & Supplies

'Proud Sponsor of the Pasadena Jaycees'

Mike Mathiessen, General Manager



Thank you to Pasadena.com for sponsoring the Pasadena Jaycees website.

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Address Correction Requested

Upcoming Events

**Wed
Apr 4**

General Membership Meeting

7:00 - 9:00 pm at Red White + Bluezz
70 S. Raymond Ave., Pasadena, 626 792-4441
Learn about upcoming events, projects and committees you can join. Come learn "How to reach perfection using Ben Franklin's 13 virtues" with Jaycee Laura Wilcox. Laura is a gifted motivational speaker, hypnotist and life coach. You won't want to miss her stimulating presentation! Contact Laurie Lundin at lml4hg@earthlink.net for more information.

**Sat
Apr 7**

Easter Party at Five Acres

10:00 am - 12:00 pm at Five Acres
760 Mountain View, Altadena
See article on page 5 for details. Contact Grant Hernandez at creatrofthunivrs@hotmail.com for more information or to volunteer.

**Thu
Apr 12**

Lecture: The Greenhouse Effect

7:00 pm at the Von Karman Auditorium, JPL
4800 Oak grove Dr., Pasadena
Inspired by Susan's Letter to learn more about climate change and your 'Carbon Footprint'? We'll meet at the lecture hall at 6:30. Visit www.pasadenajaycees.org for more information and directions, or <http://www.jpl.nasa.gov/events/lectures/apr07.cfm>

**Sun
Apr 15**

Putters 'n Pints

3:30 pm at the Arroyo Seco Golf Course
1055 Lohman Ln., South Pasadena
Don't let tax season interfere with your golf game! Join us for a quick outing of golf followed by light dinner and drinks nearby. All levels are welcome and clubs are available for rent on site. Cost: \$13.00 Contact Leslie Hawkins at lhawki@msn.com for more information.

**Wed
Apr 18**

Monthly Mixer

7:00 - 9:00 pm, Location TBD
Come mix and mingle with the Pasadena Jaycees. Meet new people, make new contacts, and wind down after a hectic day. Check www.pasadenajaycees.org for location.

**Thu
Apr 19**

Kasukabe Committee Meeting

7:00 pm at the Jaycee Clubhouse
474 W. Walnut St., Pasadena
Every odd numbered year we provide a unique cultural experience for our chapter members and local high school students by sending them to Kasukabe, Japan. Eleven Jaycees have committed to representing Pasadena in this year's exchange with Kasukabe. We'll be meeting to discuss details. Contact Leslie Hawkins at lhawki@msn.com for more info.

For more information on all events, visit www.pasadenajaycees.org