

This Week

**Todd Ratcliff,
 PhD, JPL
 Program Host:
 Craig Cox**



Dr. Todd Ratcliff grew up in rural Ohio where the magnificent views of the pristine night skies fueled his interests in space and led to his journey to become a scientist. Since that time, his work has covered a wide range of Solar System topics. As an undergraduate, he participated in a NASA Kennedy Space Center (KSC) investigation of the requirements for building a landing/launch facility on the Moon. His PhD research investigated the surprisingly different behaviors of the hot, active interiors of Earth, Mars, Venus, and Jupiter's moon Io. Now at NASA's Jet Propulsion Laboratory (JPL), Todd helps spacecraft figure out where they need to go by determining and predicting the precise location of Earth in space. Using data from lasers bounced off mirrors placed on the Moon by

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View from the Hill

by President
 Tony Hill

Letting our Light Shine Let's Brag a bit about What We Do

Rotary is trying to change and adapt to stay viable and remain an organization that is attractive to all members of our society, including young adults, who want to enjoy fellowship while giving time and money to help their local and world community. One of these adaptations is to encourage letting our communities know about all of the good things the Rotary Club is doing. This used to be seen as *boasting* and, therefore, not a quality that the old Rotary wanted to encourage. We were to be the silent cowboy in the white Stetson who did the right thing but certainly never mentioned his good deeds to others.

But why not publicize our good deeds to our community. Although we are proud of what we do as a group, I am sure that you are as baffled as I am when we tell someone in our community that we are a member of the Rotary Club of Altadena and they respond by saying "What is Rotary?" Well the time has come to change our modus operandi and start telling the residents of Altadena of all the great things that we do each year. As our profile in the community grows, the hope is that our

membership will also grow. This may take time but we want to start turning this ship around and slowly grow this club back to the levels of just a few years ago.

This message of promoting our good works is being urged at the highest levels of Rotary. It was certainly made clear to the attendees of the RI Convention in New Orleans. In the most recent issue of the Rotarian Magazine (August 2011), the current President of Rotary International, Kalyan Banerjee, in his President's message, makes this clear through statements such as the following:

"Public image and membership go hand in hand. Too many people — intelligent, educated, involved people — sim-

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Greeters

August 04

Craig Cox

August 11

Freddie Figueroa

August 18

Jacque Foreman



Program Review

Tales from the Wobniar

For Tyrone Eason, President of Eklektic Heritage Entertainment, Inc. it began with a shopping trip to buy clothes for a friend's new baby. He didn't really like his choices so he took a cartoon character of a green zebra he had developed and put it on a garment. His friend loved it. He then got an order from a clothing manufacturer with his green zebra and thought he might be on to something.

Eason's day job is with Boeing. After hours he began working on an "E" book

project using his green zebra and other characters. His goal was to produce a modern day fairy tale that would educate and entertain children. The stories explore themes of science, mythology and diversity and teach values of family, friendship and love.

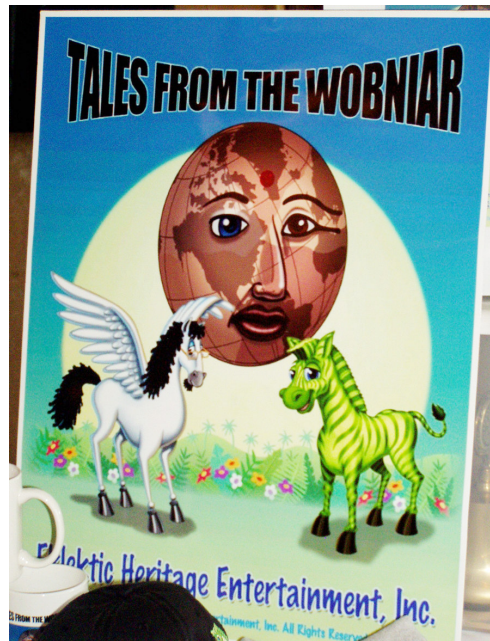
In Eason's story called *Tales from the Wobniar* every 1000 years a *Guardian* is



born on a special island. The guardian is an animal who discovers he has a destiny. A conflict happens when a ship is blown off course and trappers discover the island.

The story has been written as a trilogy and Eason is now looking for a sponsor. He wants to create an animated trailer and continue to develop products to merchandise.

The Rotary Club of Altadena wishes him the best of luck in his imaginative, entrepreneurial adventure. *Craig Cox* ☉



Sparks is published 48 weeks a year and is the official publication of the Rotary Club of Altadena. The deadline for submission of articles is Friday at 6p to current editor email, fax, or delivery.

Rotary Club of Altadena - #7183

Chartered: February 14, 1949

P.O. Box 414, Altadena, CA 91003

www.altadenarotary.com

Meets: Thursday, 12:10p

Altadena Town & Country Club

2290 Country Club Drive • Altadena, CA

626-794-7163

Rotary Int. Pres. Kalyan Banerjee

Dist 5300 Gov. Doug Fowler

Officers

Tony Hill, Pres. Bus. 626-795-5363

Julius Johnson, Pres. Elec. . Bus. 626-797-1186

Brian Hayes, VPRES. Bus. 626-529-8093

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TBD Publicity

Jacque Foreman Sparks/Website

Mike Zoeller Club Projects

Ed Jasnow Community

John Frykenberg International

TBD Youth Contests/Awards

TBD Vocational/Youth Projects

TBD Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

August Programs

Membership & Extension Month

Program Chair, Craig Cox

Aug 04 - Todd Ratcliff, JPL

Aug 11 - To be Announced

Aug 18 - Don Kenny, International Brotherhood of Magicians

Aug 25 - To be Announced

September Programs

New Generation Month

Program Chair, Ray Carlson

Sep 01 - To be Announced

Sep 08 - To be Announced

Sep 15 - To be Announced

Sep 22 - To be Announced

Sep 29 - To be Announced

Congratulations



Birthdays



08/02 - Phyllis Merrill

08/05 Kevin Moore

08/08 Joseph McMullin

08/10 - Don Applegate

08/11 - Joy Carlson

08/22 - Nick Robles (John Guerrini)

08/24 - Hal Yorke

08/27 - Elaine Klock

08/31 - Bruce Conroy (Jacque Foreman)



Anniversaries



08/01 - Phyllis & Ed Soza

08/23 - Dotty & Gary Clark

Chairmen's Corner

Off to a Great Start

by Craig Cox, Membership Chair



The Membership Committee is off to great start with 8 intrepid members gathering at my home to discuss ways to enlarge our service community.

The good news is there are many good candidates in local businesses, institutions and churches who have never been approached. Our first action items will be creating resources to be used to begin this outreach. We are looking at printing a brochure on our club and business cards with

contact information. We plan to organize times when teams can go out and canvas to invite local business owners to a meeting. We have ordered an informational DVD and will set up a monthly Rotary Information Meeting to walk candidates through what Rotary is and help explain the commitment of time and money. We are looking at making use of Facebook and Twitter. We are reaching out to other local clubs to see what has been working for them. Our goal is to have some of this basic infrastructure in place by September so we can make a strong effort in the Fall.

How can you help?

Our next meeting will be at my home on August 18th at 7p. I promise to provide good refreshments in return for your good ideas and efforts. We need digital pictures and video of Rotary projects — check to see what you have. Start putting together a list of classifications that you would like to see in the club. Do you have access to other civic or business associations? Can you get a directory?

I am confident that as we work together as a club we will see our membership and ability to do service grow this year.

View

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ply have no idea what Rotary is. This is something we need to confront. We have heard again and again about communities where, despite all the good work that Rotary clubs do, many people are unaware that those clubs even exist. This is not the way forward for our organization.

“Serving well is the essential first step — but it is only the beginning. We have to raise our profile with all the tools that are available to us, and there are more tools today than there ever were. We have to use social media such as Twitter and Facebook, and we have to be sure our clubs have an on-line presence. Having a website is not enough; it must be up to date, it must be appealing, it must reflect the work we are doing. And it must offer a way for prospective members, once they see what we do and become interested, to take the next step.”

So I think you get the message, the more we promote what we do the more the community will know about and appreciate Rotary. And the more the community knows about and appreciates Rotary, the easier it will be to sign up new

members and grow our club so we can do even more.

In concluding his remarks, RI President Banerjee, says, “Rotary has so much to offer. It is up to us to let others know what a fantastic organization we have, and to show people how they can integrate Rotary into their lives.”

This Week

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HApollo astronauts, he also strives to understand the enigmatic interior structure of the Moon.

Ratcliff is co-author of *The 50 Most Extreme Places in Our Solar System*. His talk will fuse the human fascination of extreme natural events with the captivating allure of outer space. Topics might include a massive volcano three times higher than Mt. Everest. A hurricane that lasts for over 340 years. A hot planet that shriveled up like an old apple. Vivid electrical light shows more powerful than anything on Earth. Harsh environments on other planets where alien life may flourish.

Form & Line

by Jacque Foreman, editor

More Words about Words

The words **Affect** and **Effect** seem to cause some difficulty. There are specific times where the rule of thumb that I will give you may not hold, however, in general, the following is true:

Affect - Actively or passively, this word is, in general, a verb. You can affect an outcome of/on something. The weather or what someone says can affect you and/or the way you feel.

Effect - On the other hand, effect is, in general, a noun and can be the subject or the object of a verb.

Examples of how you might use these words - Watering my lawn every day has a huge effect (n.) on my water bill. On the other hand: Watering my lawn every day affects (v.) the amount of my water bill.

How the sentence is framed determines whether the verb affect or the noun effect will be used. And, yes, you can affect an effect.



MONEY by Linda Wilkes MATTERS

Last Week in the News

The combined construction of new single-family homes and apartments in June rose 14.6 percent to a seasonally adjusted annual rate of 629,000 units. Single-family starts increased 9.4 percent. Multi-family starts rose 30.4 percent. Applications for new building permits, seen as an indicator of future activity, rose 2.5 percent to an annual rate of 624,000 units.

The National Association of Home Builders/Wells Fargo monthly housing market index rose two points in July to 15. An index reading below 50 indicates negative sentiment about the housing market.

Retail sales rose 0.4 percent for the week ending July 16, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 4.5 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending July 15 rose 15.5 percent. Refinancing applications increased 23.1 percent. Purchase volume fell 0.1 percent.

Existing home sales fell 0.8 percent in June to a seasonally adjusted annual rate of 4.77 million units from a revised 4.81 million units in May. The inventory of unsold homes on the market increased 3.3 percent to 3.77 million, a 9.5-month supply at the current sales pace, up from a 9.1-month supply in May.

The index of leading economic indicators — designed to forecast economic activity in the next three to six months — rose 0.3 percent in June, following a 0.8 percent increase in May. Initial claims for unemployment benefits rose by 10,000 to 418,000 for the week ending July 16. Continuing claims for the week ending July 9 fell by 50,000 to 3.7 million.

Upcoming on the economic calendar

are reports on new home sales on July 26, durable goods orders on July 27 and gross domestic product on July 29.

The 'Virtual Office' A Dynamic New Trend

Real estate agents are working smarter, cheaper and away from the traditional office. Here's why:

Smartphones—Every 18 months, the Center for REALTOR® Technology performs an email survey to 45,000 real estate professionals. In 2007, 28 percent of all agents responding stated that they were smartphone users. By the end of 2008, that number increased to 50 percent. By 2010, it was up to 90 percent. A NAR survey identified why real estate agents use their smartphones. Priorities were accessing MLS listings, leveraging social media applications and contact management.

Virtual Offices—With the power of smartphones in hand, real estate professionals are increasingly opting for a virtual office, as opposed to the traditional brick-and-mortar office. Costs for a virtual office vary between \$200 to \$400 a

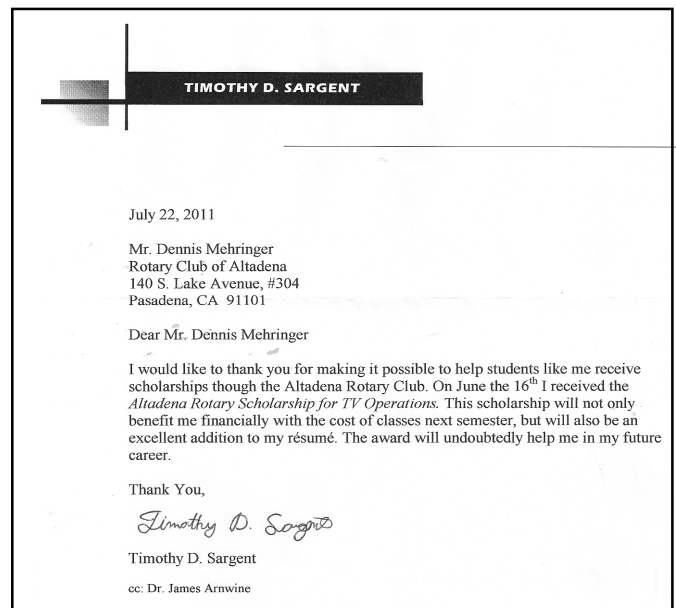
month, depending on selected services, such as a dedicated local phone number and receptionist to answer and handle your calls to your exact instructions; message forwarding by phone, text or email; flexible use of conference rooms and an office when you need it; and a business address — with mail forwarding services — to use on company stationery, business cards and a website. Virtual office providers include *Regus*, *Davinci Virtual Office*, and *Cloud Virtual Office*.

Virtual Assistants—Real estate agents with virtual office services can also leverage virtual office assistants. They don't sit in your office but they can help you grow your business. Virtual staffing companies can save you as much as 50 percent in hiring costs and assist you with data entry, social media networking, on-line marketing and lead qualification. Virtual assistants catering to the real estate industry include *Team Double-Click*, *Kim Hughes & Company* and *Integra Real Estate Assistants*.

Find Linda Wilkes on line: <http://www.myprospectmortgage.com/lwilkes>

A Thankyou Note from a PCC Scholarship Recipient

Submitted by
Dennis Mehringer





All **FREE** Concerts start at **7:00 PM** in the Amphitheater at Farnsworth Park. 568 East Mt. Curve Ave., Altadena, CA 91001 for information: 626-798-1131
 Visit: <http://www.altadenasheriffs.blogspot.com>

15th Annual Summer Concert Series Schedule - 2011

The Irish Volunteers & the Irish Pride Dancers	Saturday, July 9th
The Downbeat Express (Big Band Sound)	Saturday, July 16th
The Brian Hughes Quintet (Jazz)	Saturday, July 23rd
Upstream (Caribbean Music & Much More)	Saturday, July 30th
The Blue Breeze Band (R & B, Soul, Blues & More)	Saturday, August 6th
Lisa Haley & the Zydekats (High Energy Zydeco Music)	Saturday, August 13th
The Mixx (Get Ready to Rock 'N Roll!)	Saturday, August 20th
The Tumbling Tumbleweeds (Country Western)	Saturday, August 27th

And... For Our Grand Finale... Saturday, Sept. 10th
THE BEACH TOYS in the Ultimate Tribute to THE BEACH BOYS
Presented By: Stage Door Music Productions & SSGA

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