

This Week
Lynn Kern
Huntington Library
Docent
Program Host:
Sue Applegate

Lynn Kern has always thought of herself as a transplanted New Englander because she was born in New London, Connecticut. Kern graduated from Lasell College and Hartford Hospital School of Medical Technology. In 1966, she married her husband whom she met at The Hospital of the Good Samaritan in Los Angeles. They have two daughters and five grandchildren. They currently live in Pasadena.

One of the great joys of living here is being able to docent at The Huntington Gardens. If you ask any volunteer what he/she likes best about the gardens, you would probably hear that he/she enjoys the people who come and the people with whom she works plus the chance to learn all the time. After seventeen years of being a part of the volunteer staff, Kern can honestly say, "I learn something new every time I am there." When Kern has free time outside the gardens, she loves to play golf with her husband and travel to their homes in Pebble Beach and Hawaii.



View by President
 Tony Hill
from the Hill

A Night of Hurricane-Force Winds

Oh what a night! — [Wednesday, November 30]. The wind would not stop blowing, and each gust seemed to increase in intensity. I finished preparing my agenda for Thursday's Rotary meeting and printed it out — just before 8p. Then out of a sense of *better safe than sorry*, I shut off the computer. I returned to the living room to chat with Ann when suddenly the transformer at the back of our house blew up, and all of our power went out. In the blackness, sparks were flying from the transformer and were carried a considerable distance by the strong winds. Our concern then quickly turned to fire. If any of those sparks ignited a fire, the fire driven by the high winds would have engulfed a large portion of Altadena very rapidly. Fortunately this did not happen.

So here I am in my office writing my weekly article as my home is still without electricity and probably will remain so until into next week. Yes, writing an article that I realize may never be read if Jacque Foreman's power is still off. But I still see myself as more fortunate than Julius Johnson who had the electricity out

in both his home and his office. At least I can still churn out work in my office.

I was thinking that, with the storm closing ATCC and other factors, of the six Thursdays after November 18, we will meet at ATCC on only two of them i.e., on December 8 and December 22, that is assuming that ATCC has their power back up by December 8. Also, there is a good chance that ATCC will not be available to us on the first Thursday in January for our Club Assembly, as they are usually closed that week. Johnson is following up with the ATCC on this. If they are closed that week, all will be informed of an alternate meeting place for that date.

Anyway, back to the storm. I think it is a good thing. It makes me appreciate all
Please turn to View, p. 5

Greeters

December 08
Hal Yorke

December 15
Christmas Party

December 22
Mike Zoeller



Program Review

The Winds of a Decade

Trees toppled, Roof Shingles flew, & Light Posts snapped

This past week the true powers of the universe gave each of us his/her own, personal program of cleanup, even to arranging that we could not attend our regular Rotary meeting — the Country Club had no power.

According to an article appearing in the front section of the Friday, December 02 issue of the *Los Angeles Times*, our Wednesday afternoon/evening wind-storm was the result of two weather systems clashing. A clockwise high-pressure system was parked over northern California and the Great Basin; at the same

time, a counterclockwise low-pressure system was stalled over Arizona.

Both systems were forcing cold air from the north into the San Gabriel and adjacent valleys. These storms crashed into each other in a similar way that two drive gears going in opposite directions would grind each other to pieces. Picture in your head the resulting sparks and gear teeth flying in all directions, and you can almost see the crashing air currents going every which way down the chimney-like channels into the San Gabriel Valley and La Canada and La Crescenta to our west.

We are very fortunate that this weather pattern generally only happens about every ten years. But the resulting destruction leaves memories that last longer than ten years. You may not remember the exact year, but you remember the noise, the rattling windows, the house shaking and maybe holding on to a pet or small child all night who was just plain frightened. Bruce was

working at JPL at the time and found out that the anemometer at their weather station had pegged at 150 mph. And, this year, I heard on the radio that the winds at the top of Mammoth Mountain were estimated as high as 200 mph.

As in all storms of this kind, the damage was tremendous and widespread. There are some interesting contrasts, however. Brian Hayes sent me a picture



of branches blocking his driveway, while the wind did a nice job of sweeping ours clean of
Please turn to Program, p. 6

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949

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Meets: Thursday, 12:10p

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Mike Zoeller Club Projects

Ed Jasnow Community

John Frykenberg International

Gordon Seyffert ... Youth Contests/Awards

Hal Yorke Vocational/Youth Projects

Craig Cox Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

December Programs

Rotary Family Month

Program Chair, Sue Applegate

Dec 01 - Deborah McIntosh, Founder and Owner of *History through the Eyes of Women*

Dec 08 - Lynn Kern, a docent at Huntington Library

Dec 15 - Christmas Party - evening

Dec 22 - To be Announced

Dec 29 - Dark - No Meeting

Congratulations



Birthdays



12/05 - Linda Wilkes

12/06 - Carlton Gustafson

12/12 Karen Gorton

12/15 - Jacque Foreman

12/15 - Gordon Seyffert

12/25 - Art Ferris

12/26 - Mona Jasnow

12/26 - Carol Zoeller



Anniversaries

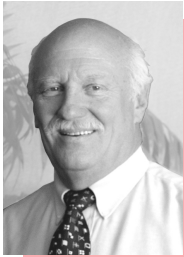
12/10 - Kevin & Ursula Moore

12/22 - Gordon & Marsha Seyffert

12/29 - C. Ray & Joy Carlson

Chairmen's Thoughts on US Debt, Corner International Relations and Social Justice

by John Frykenberg, International Chair



US growth, unlike that in the EU, is funded by a dangerously high mountain of foreign debt. US external indebtedness, in turn, is driven

by the US price bubble, enabling US consumers to spend more than they earn. Ironically, it is the EU which, together with China and Japan, continues to lend the money to the US which keeps its households spending and its economy growing.

In turnabout, the US — like Germany — is now committed to keeping the European Central Bank afloat as a guarantor of debt and bond sales in Greece and Italy.

Can we buy economic stability?

Bread and circuses anyone?

Ironic that US credibility and prowess as arbiter of peace around the world is so closely tied to its status as a debtor vs. a lender nation. The more the US owes, the less effectual its foreign policy. Relations with Pakistan are a perfect example of how ineffectual that policy has become. (*What policy?*)

Nothing quite like buying friends! The US buys time at the cost of great treasure and breeds much resentment in the process; a far cry from the Monroe Doctrine or TR invective to “*walk softly but carry a big stick.*”

The vicissitudes of puberty in the midst of an identity crisis notwithstanding, the US should be beyond *muddling through* as a chief tenant of its foreign policy. Adherence to traditional alliances put aside, abandoning Israel in deference to the Arab Spring and the Muslim Brotherhood seems less than prudent. Only today, Sharia law and its advocacy are promising to be more understanding and tolerant of the Coptic Church in Egypt? Really! Copts are dying in significantly increasing numbers.

The next thing we know is that the Saudis will allow women to drive despite the dangers this policy invokes in liberality and homosexuality according to a senior counsel of Mullahs constituting the moral police.

Please save us from ourselves. Moral turpitude is a nasty business and certainly can be argued is at the heart of disintegration of great civilizations. Like debt to *maintain the life to which we would like to be accustomed*, that cancer from within, the imposition of an eclectic morass and belief that we are better than we are fails to acknowledge that a head of gold and legs of iron may be supported by feet of clay.

The vaunted British Empire — for all it's accomplishment — suffered from vain glory and, in the end, from moral insufficiency and ultimately a sense of guilt that has subjected the UK to something less than her former greatness.

There is no shame in building a *better mouse trap* or in extolling the virtues of freedom with all of its qualifications, including but not limited to, accumulation of capital and the exercise of risk with every prospect of failure to the entrepreneur. Rotary Clubs and entrepreneurs thrive in the well tended gardens of freedom where emphasis of the regulators is to insure *everyone plays fairly*. Rotary Clubs falter and die in highly regulated societies with their thought police and social strictures.

Pickers of winners and losers by fiat of central planners inevitably yield less than satisfaction. Social engineering experiments privatized or encouraged in our own country have spawned such remarkable projects as Cabrini Green in Chicago and the high rise ghettos of the Bronx or the 19th century Oneida Community, which still makes nice silverware but little

else.

A chicken in every pot was wont to result more in a plastic flamingo in every yard in Levittown than a Silicon Valley destined to change the world. Wow.

Egalitarianism in the name of social justice has seemingly become the goal in our quest of a common denominator. Mediocrity for all would arguably prevent us from doing anything in fear of someone getting ahead. There would be no interstates, no automobiles and no golf courses and maybe nothing to which to aspire! Environmental Impact Statements alone would be enough to discourage anyone.

In Kaduna Province in central Nigeria, 70 percent of the populace is dependent upon local and regional government for its employment and sustenance. Maggie Thatcher would say it is a great form of government till you run out of other people's money.

Indebtedness is like that too. We owe, we owe, so off to work we go at someone else's behest. Is China to be our benefactor? Really? The veneer of affluence belies the third world of China's agrarian countryside where peasants now must need a permissive ID card to come to the city even to visit.

The plague of poverty — like the plague of debt — promises only destitution. And capitalism — according to John Smith, Fredrich Hyatt and Ayn Rand — is at least self-corrective despite corruption which is rampant in human history.

What foreign policy we have must minimally endorse the freedom of self-determination, the right to own private property, to worship freely and to endorse equal justice under law in the context of a free market and a free society. Our failure to be guided by these principals will only serve to discredit the great legacy left us by our forefathers and the purchase of our freedoms at the cost of so much blood.

Austerity is preferable to debt. Truth is preferable to lies. Freedom is preferable to life in a gilded cage.



MONEY by Linda Wilkes MATTERS

Economic Update Last Week in the News

Existing home sales unexpectedly rose 1.4 percent in October to a seasonally adjusted annual rate of 4.97 million units from a downwardly revised 4.90 million units in September. The inventory of unsold homes on the market decreased 2.2 percent to 3.33 million, an 8-month supply at the current sales pace, down from an 8.3-month supply in September. The inventory of unsold homes on the market is down from a 10.6-month supply in October last year.

The Commerce Department announced that gross domestic product — the total output of goods and services produced in the U.S. — increased at a revised annual rate of 2 percent in the third quarter of 2011, compared to the initial estimate of 2.5 percent. This follows a 1.3 percent pace of growth in the second quarter of 2011.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending November 18 fell 1.2 percent. Refinancing applications decreased 4 percent. Purchase volume rose 8.2 percent.

Orders for durable goods — items expected to last three or more years — fell \$1.4 billion or 0.7 percent to \$197.7 billion in October after a revised 1.5 percent decrease in September. Excluding volatile transportation-related goods, orders posted a monthly increase of 0.7 percent.

The Reuters/University of Michigan consumer sentiment index for November's final reading rose to 64.1 from 60.9 in October. It was the third monthly gain in a row for the index from the August low of 55.7.

Initial claims for unemployment benefits rose by 2,000 to 393,000 for the week

ending November 19. Continuing claims for the week ending November 12 rose by 68,000 to 3.691 million.

Upcoming on the economic calendar are reports on new home sales on November 28 and pending home sales on November 30.

Big Idea

Invest in Your Business Culture to Trigger Your Next Growth Cycle

If your sales, revenues or profits are sagging, perhaps it's time for you to spend less time tracking financials and more time improving your business culture. That's the conclusion of Harvard Business School Professor James L. Heskett, who has been studying business cultures at places such as Southwest Airlines and Walmart for 40 years.

Heskett noted that 55 percent of U.S. workers were unsatisfied with their jobs, according to a 2010 Conference Board study. That's bad news, because as every salesperson knows, nothing sells like enthusiasm. Indeed, Heskett said businesses with unmotivated cultures produce half as much profit as those where energy and morale are high.

The best indicator that your business culture might need a makeover is any time you see a decline in the Four Rs, which Heskett defines as: Employee Retention and Referrals, Returns on Labor (productivity), and Relationships with Customers.

To get sales swinging upward again, Heskett recommends that business leaders focus on four key areas:

- Bring on team members who eagerly embrace your stated values and mission.
- Give team members every opportunity to grow and participate in the suc-

cess of the business, thereby giving them a deeper sense of ownership.

- Don't just talk about values and behaviors; spell them out at every opportunity, including meetings and in a handbook, so team members can see them and live them.
- If your sales numbers still disappoint, accelerate the office's "culture revitalization" program.

For so many companies, culture is just a word, but for those that create something tangibly positive and live up to their culture, it's an outstanding advantage for higher productivity, better customer service, improved employee loyalty and top-level recruiting opportunities. ☉

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



CHRISTMAS PARTY

**Thursday, December 15
Gordon Seyffert's Home
610 E. Calaveras
Altadena
7 to 9 pm**

Gordon's Corner

by Gordon Seyffert

Of Whitefish and White Fish ...

Theo Clarke and I were having a conversation not long ago on the subject of fish. He proposed that *white fish* on a menu denoted any of a number of fish having a white, delicate flesh. I recalled that Michigan restaurants in my youth offered *Whitefish*, which I further remembered as usually referencing Lake Superior. We both investigated, and here is some of what I found from my library ...

Everybody's Complete Encyclopedia (1937) defines *Whitefish* thusly: "Fish of the genus *Coregonus*. It is related to the salmon, and found chiefly in large inland lakes. It is a native of N. America and cold to temperate parts of Eurasia." *The World Almanac* for 1916, in citing the fish laws of New York State, informs us that "... whitefish not less than 1¾ pounds in the round may be taken and possessed from April 1 to September 30" But further, "lake trout and whitefish may be taken in Lakes Erie and Ontario in any number or quantity at any time, and when so taken may be possessed." Doubtless this latter provision was there to benefit the Great Lakes commercial fisheries.

This brought me back to memories of the fishing industry of Cheboygan, Michigan in the 1950s. My 1938 *Fish Facts* booklet from Bell's Fishery, on Water Street there, says: "Some kinds of fish are more suitable for certain methods of cooking than others and this must always be considered. Generally speaking the method of cooking a fish is determined by whether it is a *fat* or a *lean* fish. *Fat* fish have oil mingled throughout the flesh while 'lean' fish have a drier flesh, as all the oil is contained in the liver and hence removed when the fish is cleaned. For instance

mackerel, shad, butterfish, lake trout, whitefish, salmon, bluefish, and halibut are 'fat' fish; cod, haddock, flounder, pike, carp and weakfish are *lean* fish."

The booklet continues in a special chart to rate *Whitefish* as best baked, but later states that "shad, trout, whitefish and bluefish are especially recommended for planking." That's the way I remember it as being served in the best restaurants!

The 1924 edition of *The Boston Cooking-School Cook Book* (by Fannie Merritt Farmer) speaks of "White and Oily Fish," with "cod, haddock, trout, flounder, smelt, perch, etc." classified as "White fish [having] fat secreted in the liver." "Oily fish [with] fat distributed throughout the flesh" included "salmon, eels, mackerel, bluefish, swordfish, shad, herring, etc." So what Farmer calls "White fish" is the same as what the Bell's booklet calls "lean fish," in contrast to Bell's category for "whitefish." Now I am confused!!

Farmer adds: "Whitefish is the finest fish found in the Great Lakes." In a table, Whitefish is shown to have the following composition: 53.5 percent refuse, 32.5 percent water, 10.3 percent protein, 3 percent fat and 0.7 percent mineral matter. A recipe for Planked Shad or Whitefish indicates: "The Planked Whitefish of the Great Lakes has gained much favor."

I finally turned to Wikipedia. There are entries for both Whitefish as a "fisheries term ... referring to the flesh of many types of fish" and to Freshwater whitefish classified as a fish species. Under *Lake whitefish* it is said that they are "primarily bottom feeders [that] eat crustaceans, snails, insects, and other small aquatic organisms." Oh, Yum!

View

Continued from p.1

the little things in my life that I take for granted such as heat that is always there and that I can adjust to the perfect temperature by turning the thermostat; TV there whenever I feel like watching it; music there whenever I feel like listening to it; refrigeration that keeps my food cold and fresh (I do not enjoy drinking ice cream or drinking warm beer or soda); ice to make my drinks especially cold; lights around the house so I can see where I am going and avoid stepping on cats who seem to assume I can also see in the dark; and traffic signals that keep us from crashing in to each other.

The power outage reminded me of one of the most joyous times of my childhood, when I was about 8 years old. The power went out on a hot summer day. We kids were riding out bikes around town when the owner of the local variety store came out on the sidewalk, called us over and invited us to go into his shop and help ourselves to the ice cream for free before it melted. Can you imagine. It was like a kid's ultimate dream come true. To equate to an equivalent level of joy at my age now, it would be like the manager of Best Buy inviting me into the store to help myself to the merchandise. Not likely to happen.

Well I hope you all got through okay — that neither you or any members of your family suffered any injury, that your property damage is minimal and the duration of any power outage you experience will be tolerable.

• REMEMBER •
WE WILL BE
DARK ON
DECEMBER 29

Program

Continued from p.2

leaves, piling them into planted areas, where it is necessary to carefully rake them out.

One of the articles I read — or did I hear it on the radio? — said that this storm could be named the Grinch Storm that stole Christmas. Christmas parades had to be postponed, outdoor Christmas decorations were torn asunder,



the 100-year old tree in Monrovia that ev-

eryone decorates was blown over, and Christmas Tree Lane has one tree down, several broken branches, loose lines of lights that must be tightened, broken lines of lights and pulleys that were pulled out of trees as branches broke. In February, when the lights are taken down, no doubt we will find additional damage.

Here's wishing that you have sustained only minor damage, and will have your yards and homes back in order soon.

Jacque Foreman, Editor

