

This Week

**Brain Science,
 Gender**

Differences

**Finding Mutual
 Benefit**

**Anthony R. Perez,
 CHIC, ACC-ICF
 Program Host:
 Regina Bette**

The best theory is often based on best practice. However, some best practices remain theoretical because we cannot measure them, so they remain as soft issues instead of powerful tools. Brain Science (a branch of neural science) is changing the landscape — especially, in the understanding of how and why women and men communicate and process work differently.

In this presentation, we will show you how brain science has confirmed that women and men are wired differently and how to use these findings to improve the working relationships between women and men for the benefit of organizations. 



Hayes by President Brian Hayes Stack

Turn (or Click) the Page

When I was a child, my family would make a weekly outing to the public library in which each of us would stock up on our reading material for the week. Every evening after dinner, my Dad would settle into his favorite chair to read a novel until he fell asleep with it in his lap. The rest of us followed his lead. After outgrowing the children's section but not quite ready for adult works (or so my parents thought), I began to dive into the Book-of-the-Month Club collection that my parents had started in the late 1950s. After tackling the voluminous works of James Michener, I would sneak John Updike and Truman Capote up to my room for secret reading.

Not only did my siblings and I gain a lifelong appreciation for reading, the love of literature inspired our aspirations and vocations. My brother is an English professor and one of the leading experts on Edgar Allen Poe. He has published over 20 scholarly works on early American literature, and recently published a highly-regarded biography of Thomas Jefferson.

My original move to Southern California was aimed at breaking into *the business* as a screenwriter. After writing (and unsuccessfully hawking) five screenplays,

I turned to novels. I've written four to date, and, although I haven't yet been published, hope springs eternal.

As someone with such a deep appreciation for the printed page, it seems almost sacrilegious (my brother certainly thinks so) that I asked for and received a Kindle for Christmas. My goal wasn't to turn my back on books but to return my focus to reading, which, in today's busy lifestyle, has become a luxury. So far, I have downloaded and have started to read two novels and one psychology text (although I have to admit I spend more time playing the Scrabble app!).

I have no doubt that e-books will be replaced by some newer technology, and long after my Kindle is a relict, the Gutenberg Bible will still be readable though encased under glass at the Huntington Library. 

Greeters

January 13

Regina Bette

January 20

Ray Carlson

January 27

Gary Clark



Program Review

Mid-Year Club Assembly

The Mid-Year Club Assembly is the annual event where the President gives an overview of the past, present and future of the current



term; a time when the President shares goals that have been met, and those that have not; a time when the President has a frank and cozy chat with the Club. The Club Assembly

was held at the *Backstage*. Those in attendance were treated to a rare, non-ATCC-hosted event; we enjoyed sandwiches from Quizno's and water from Arrowhead!

First, Ed Jasnow shared with the Club that the Board expressed concern over the expenditures associated with

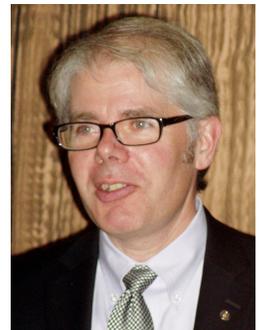


the summer concerts in the park. The Board is concerned that the Club has not received *bang for its buck*. The Club's commitment to funding approximately 25 percent of the annual budget for the concerts has ended, but apparently, it is up for consideration this year.

It was noted that the Club had not yet been successful at getting a table set up at more than one event, nor had the Club been able to obtain a permit to sell alcoholic beverages.

One member noted that the real issue is that the Club doesn't get visibility from this event, and it is unclear if further *bang for the buck* is possible. The issue is unresolved. Jasnow and others will share the board's concerns with the Sheriff's Support Group Association and report to the Board.

President Brian then presented his *state of*



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Rotary Club of Altadena - #7183

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Ed Jasnow Community

John Frykenberg International

Regina Bette Youth Contests/Awards

Tony Hill Vocational/Youth Projects

John Guerrini Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

January Programs

Rotary Foundation Month

Program Chair, Regina Bette

January 13 - Tony Perez

January 20 - John Stubb, Sierra Madre Rotary - Carseat Program

January 27 - Cathy Clement

February Programs

World Understanding Month

Program Chair, John Frykenberg

February 03 - To be Announced

February 10 - 4-Way Speech contest - Kevin Moore, Guest Host

February 17 - To be Announced

February 24 - Dan Stover Competition - Theo Clarke, Guest Host

Congratulations



Birthdays



01-03 - Betty Ferris

01-09 - Gloria Hayes

01-14 - Bill Reeder

01-27 - Ann Rider (Hill)

01-27 - Barbara Yorke



Anniversaries

01-03 - Jim & Karen Gorton

01-04 - Mike & Carol Zoeller

01-22 - John & Joan Frykenberg

Chairmen's Rotary Teamwork Corner Comes through Again

by Ed Jasnow, Community Service Chair



I'm very proud of the fact that I belong to a Rotary club that has no problem stepping up and accomplishing great things. The latest example of this happened just recently when I received far more applications for teacher mini-grants than I had in my budget. Specifically, I received applications for 32 unrestricted grants and 21 Americanism grants, when my budget covered 25 unrestricted grants and 10 Americanism grants. Clearly, I had a problem.

Once again, however, my fellow Rotarians stepped up to the plate. It was clear that an evaluation committee would need to be formed to review the applications and determine those that were meritorious enough to receive the mini-grant funds. At one of our meetings, I asked for volunteers to perform the task of reviewing 53 mini-grant applications and rendering judgment on their worthiness. Six Rotarians immediately stepped up to form the committee.

On December 16, Craig Cox, Paul Sirois, Tom McCurry, Sue Applegate, Mike Zoeller, and Regina Bette, convened at my home to review all of the mini-grant applications for the purpose of reducing the number accepted down to the budgeted amount. It was, as expected, a difficult task. Each member of the committee read every proposal. They were ranked by the individual members, and then, those proposals ranked differently by each member, were discussed at length. After nearly four hours of careful consideration, the committee agreed on 25 unrestricted proposals and 10 Americanism proposals to receive mini-grant \$300 checks.

After everyone left, I felt very good about the entire process — about how I had asked for help, how six members had volunteered, how they had given up four hours of their evening to perform the evaluation, how diligent they all had been

in their evaluation, and how they had solved my problem.

Now comes the best part — giving out the checks to the teachers. I hope all my committee members can join me to see the results of their efforts.

Program

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the Club speech, or *Where are we at?*

- **Calendar?** - Up and running on the website; kudos to Jacque.
- **Clubrunner?** - Not being used to its fullest.
- **Rotary Moments?** - Brian confessed that he has not tapped on as many members as he'd like, to continue his "Rotary Moments" segments at the beginning of select meetings.
- **Fellowship?** - Kudos to Theo.
- **Membership?** - We gained three and lost one, for a net of two. Our goal is four, so we are halfway there, and we are halfway through the year. The membership decline seems to have stabilized, much like the economic situation. We are all responsible for new

members. Some suggest reaching out to other clubs, such as San Gabriel or San Marino, for new ideas, as both of those clubs have had extraordinarily successful membership drives.

- **Public Relations?** - Club Runner has begun to improve communications within the club, but it's unclear if the other goal of improving relations with the community is being met.
- **Projects/Other Activities?** - There is a sense that Altadena Rotary can get some mileage out of riding on others' coattails, such as with the Danny's Farm event. We need to look for other organizations with which we can form a partnership.

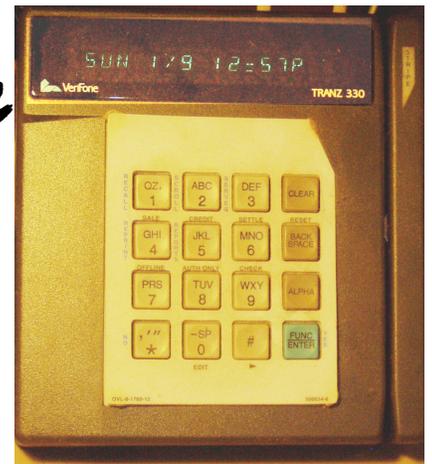
John Guerrini

Form & Line

by Jacque Foreman

Too Much Regulation?

A couple of years ago I was told that, since I take credit cards, I must be PCI compliant. That refers to specific rules about what information I can keep about the credit cards I am given. On the right is my current *swipe* device: the Trans 330.



Please turn to *Too Much*, p. 4



MONEY by Linda Wilkes MATTERS

Last Week in the News

Retail sales rose 1 percent for the week ending December 25, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 4.8 percent, the highest rate since April.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — fell 1.3 percent in October after a 0.8 percent decrease in September. On a year-over-year basis, prices fell 0.8 percent compared with Oc-

tober 2009.

The consumer confidence index fell to 52.5 in December from an upwardly revised 54.3 in November. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence.

Initial claims for unemployment benefits fell by 34,000 to 388,000 for the week ending December 25. It was the lowest level since July 2008. Continuing claims for the week ending December 18 rose by 57,000 to 4.13 million.

The National Association of Realtors reported that its pending home sales index, a forward-looking indicator based on signed contracts, rose 3.5 percent in November after a revised 10.1 percent increase in October. On a year-over-year basis, pending sales are down 2.4 percent.

Upcoming on the economic calendar are reports on construction spending on January 3, factory orders on January 4 and consumer credit on January 7. ...

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



FELLOWSHIP ♦♦♦

The Core of Altadena Rotary

by Theo Clarke, Fellowship Chair

A Day at the Races



Where else can you enjoy an astonishing view of the San Gabriel Mountains, dine in style in the

Santa Anita Race Track Club House Terrace, enjoy valet parking, have a program, and thrill to the rush of 9 or 10 races at the track, all for only \$37 — taxes and gratuity included? Plus you can bet your house, or something less, on every race. Nowhere else except for a group fellowship event offered to the Altadena Rotary

Club by the Santa Anita Race Track. So, join your brethren on Saturday afternoon, February 5, 2011 for *A DAY AT THE RACES!* First race post time is at 12:30p.

We already have 15 Club members and their significant others signed up for this excellent fellowship event. If you don't

want to be left out in the cold, sign up now by letting Theo Clarke know you want to be counted in, or sign up via Club Runner (if you don't know how to do this, give Craig a call. He is very patient, and will walk you through the labyrinthian Club Runner app). ○

Too Much

Continued from p. 3

And this year I have been told that this swiper is no longer compliant. That means that I must now purchase a newer device. But wait ... WHY? The rules say that I must swear that my device does not print out the whole card number, that I make sure that my computer is secure so that, when the swiper stores information on the computer, it cannot be hacked and other restrictions.

But the fact is that the Trans 330 is just a

dumb machine. I don't mean ridiculous; I mean *electronically dumb*. It is absolutely incapable of doing any of the things that the powers that be find so abhorrent. It doesn't have a printer, there is no way we can make it communicate with any computer here, and it can't even change its time twice a year without help. The very fact that it is incapable of doing what is found so distasteful, is exactly why it must be replaced. Go figure! ○