

This Week

Child Safety Seats


John Stubbs

Sierra Madre Rotary

Program Host:

Regina Bette

"Why," you ask "do we need to know about child safety seats?" Well, many of us are grandparents, and we sometimes get the opportunity to have our grandchildren visit. Even more important, we are strong advocates of our educational system, and we want children to arrive at school safely and ready to learn.

John Stubbs is a Certified Child Passenger Safety Technician who will be sharing a Rotary project to ensure that all children travel safely. His Rotary Club — Sierra Madre — piloted a program of buying booster seats for elementary students. This program was expanded to Glendora last year. He will be informing us of the five ways that seat belts protect us and the protections that are lost for 6- to 8-year olds who are often too small to fit the adult lap/shoulder belts in vehicles. He and his club will be conducting a program for the students at Webster Elementary School to determine how many of them need to ride in booster seats in order to be safe. 



Hayes Stack

by President Brian Hayes

Call It a Tie

A few weeks back, I wrote a column that discussed the lost art of single-tasking. It was my contention that our fast-paced culture is taking away our ability to focus deeply on a single project or process in order to achieve excellence. When I discussed this theory with a female colleague, she was quick to dismiss my notion that multi-tasking was a new phenomenon. "Maybe for you it is," she contended, "but women have been multi-tasking for thousands of years."


Her take on the proposition went something like this: in prehistoric times, the sole responsibility of men was to bring home the bacon — or the wildebeest as the case may be. They would prepare their spears, plan their hunt, track the wildebeest, kill it, drag it back to their village, then celebrate their successful hunt by drinking a primitive fermented beverage while sitting around the fire.

Meanwhile, the women would be responsible for fetching water for cooking and cleaning, tending to crops, raising the children and fending off random predators. When the men returned, they [the women] would be required to skin the wildebeest, cooking up choice meat for the men and saving other pieces to be dried and cured for lean times in the fu-

ture. They would cut and sew the hide into clothing and shape the bones into tools. Their work was never done.

I have to admit that I was taken aback by such a cogent argument against my theory. It just goes to show that there are many ways to look at life, and our views are shaded by our experiences.

I don't mean to be redundant when there is a concise description of our January 13 speaker Tony Perez beginning on page 2 [of *Sparks*], but I would like to acknowledge that the brain science that Perez has researched indicates that men and women *do* think differently. I may stand corrected; but I also stand vindicated.

Times have changed, and, to some degree, so have roles and gender expectations. Now I have to cook my own wildebeest. 

Greeters

January 20

Ray Carlson

January 27

Gary Clark

February 03

Theo Clarke



Program Review

The Future ain't What It used to Be

“The future ain't what it used to be.” That's how this week's speaker, Tony Perez, began his short talk. “Men and women are working together more now than ever before.” Twenty years ago, “we didn't know about Google, Facebook, texting and emails.” It is these types of transitions that Perez helps his clients with. He is the president of *Return on Learning Coaching* and a certified Hudson Institute Coach. He focuses his practice on leadership, business development, family wealth transition, and organizational development.

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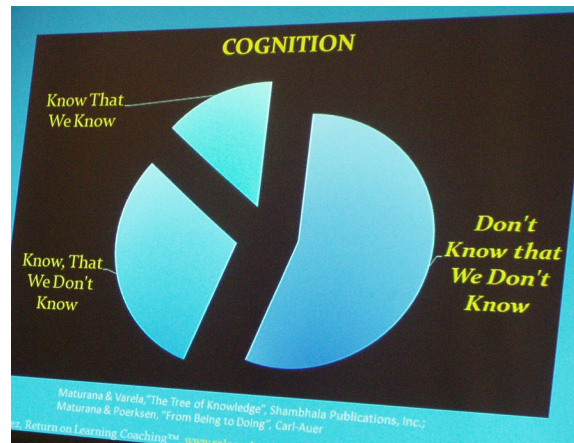
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 Sterling Louviere • Brian Hayes
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 TBD Publicity
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 John Frykenberg International
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 Tony Hill Vocational/Youth Projects
 John Guerrini Membership
 Editor, Design & Typesetting Foreman Graphics
 Photography Jacque Foreman

By his own admission, Perez grew up a *male chauvinist pig*. It was only when he had a child — a daughter — that he was forced to change his outlook and thus, his reality. It all starts with “knowledge,” he explained.

“Knowledge is broken down into three areas,” he explained. Those are (1) “Know That We Know” (i.e. the things we know we know — and this area is the smallest of the three); (2) “Know That We Don't Know” (i.e., the things that we know that we have knowledge of — and this area is only a bit larger than the first area); and



(3) “Don't Know That We Don't Know” (i.e., things that we don't know that we have no knowledge of — and this area is by far the largest of the three). “When it comes to gender differences,” Perez says, “We

don't know what we don't know.”

The fundamental difference



between men and women is apparently our brains. Physically, the brain is divided into three areas: the *reptilian* (i.e., the autonomous), the *limbic* (i.e., the emotional), and the *neocortical* (i.e., the rational). Because our emotions control our decision-making processes, it's important to understand the differences in the way men and women

process things.

“Women's limbic system is more active than men's limbic system,” explained Perez. Other differences? “Women have
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January Programs

Rotary Foundation Month

Program Chair, Regina Bette

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 Updating our Website

Corner A Plan exists

by Jacque Foreman, in lieu of a Public Awareness Chair, TBA



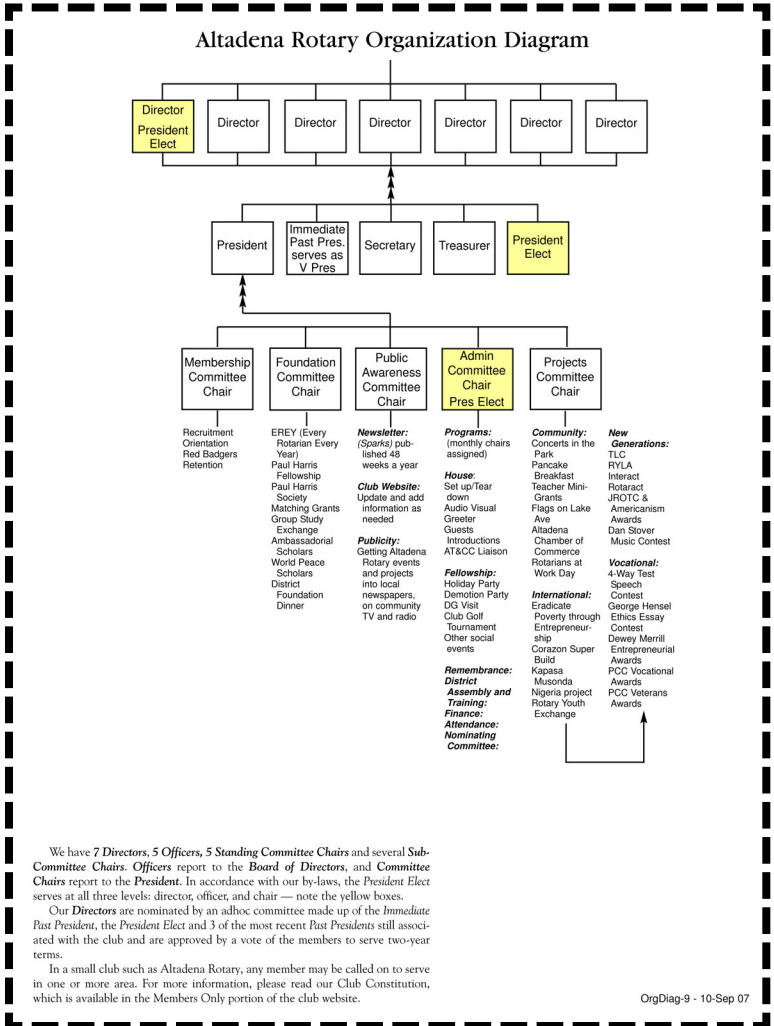
As I mentioned in a previous article, I'm in the process of bringing the information on our website into alignment with our current organization structure (See diagram this page). The organization diagram is available in the *Members Only* section of our website as a PDF download.

When I took over as webmaster, the Avenues of Service corresponded to our Directorships. Now our Committees roughly correspond to the Avenues of Service, and a new Avenue was added in 2010. I have written a new page for the website on our Avenues of Service and linked them to the proper committees. This page will be uploaded as soon as it has been reviewed by one of our members who understands the new organization better than I.

The plan is to have this new page up and functioning by the middle of February. That may mean that it goes up before it gets reviewed. In which case, it will be changed and corrected as necessary after posting. I am hoping to be able to submit our website for judging at the end of the Rotary year.

The next things that I will be adding is a list of 50 things every Rotarian should know. The list was sent to me by Steve Garrett a couple of years ago. It is several pages long, and I will probably create a PDF of the document. I may also reformat it a bit. At this time, I am seriously considering putting a link to it on our home page, and will also put a link to it in the navigation strip. It will be one of the documents that I make available for download. If there is a piece of information you would

like to see on our website, please let me know what it is. If you can provide it and a url, so much the better.



We have 7 Directors, 5 Officers, 5 Standing Committee Chairs and several Sub-Committee Chairs. Officers report to the Board of Directors, and Committee Chairs report to the President. In accordance with our by-laws, the President Elect serves at all three levels: director, officer, and chair — note the yellow boxes.

Our Directors are nominated by an adhoc committee made up of the Immediate Past President, the President Elect and 3 of the most recent Past Presidents still associated with the club and are approved by a vote of the members to serve two-year terms.

In a small club such as Altadena Rotary, any member may be called on to serve in one or more area. For more information, please read our Club Constitution, which is available in the Members Only portion of the club website.

Program

Continued from p.2

15-20 percent more blood flow to the brain than men. Women have ten times more white matter than men. Men have six times more gray matter than women." This is important because apparently, it is the white matter that connects information between different processing centers of the brain.

"Accept that men and women are different, and that it is ok," Perez told us. "Move beyond stereotyping and accept that men and women both want the same things. Accepting each others' differences opens up the windows for both parties." Only when we do this does our "reality change."

WOMEN	MEN
Rapport Talk	Report Talk
Collaborative	Competitive
Suggestive	Directive
Internalizes	Externalizes
Connected	Detached
Contextual	Specific
Flexible	Consistent
Intuitive	Factual
Network for Relationships	Network for Connections
Validates	Debates

nis, "Same Words, Different Language", Piatkus Publishers; Guarian & Annis, Leas' Jossey-Bass.

Don Applegate's

Hilarious HISTORY

A Backward Glance At ... Mythconceptions — PART III

In many dictionaries *deceptive* and *deceitful* mean exactly the same thing; yet they aren't precisely interchangeable. Take as example the wee ant that is deceptively strong, able to lift some 20 times its own weight (like me bench-pressing the Taj Mahal). Anyhow, that ant is hardly being *deceitful* as it picks up and relocates an obstructive pebble. When tunneling, it doesn't try to deceive anyone by using its immense strength.

Deceit implies conscious intent, whereas the super-powerful ant merely behaves as nature hard-wired it to do. But intentional deceit is what humans, not bugs, sometimes do to achieve their goals. And what has all this to do with *mythconceptions*? Quite a lot, really. These historical *inaccuracies* – which typically distort or dismiss actual fact – often seem to be designed deception.

A prodding question constantly arises though: How and why do these erroneous fabrications take root in the first place? Watch the movie *Casablanca* 17 times in a row and you'll never once hear Humphrey Bogart speak the words, "Play it again, Sam." For that matter, he didn't utter those words in *any* of his films. How is it then that this easily debunked mythconception has for decades so doggedly stayed in our psyche? It never happened, but some among us regard any disbelief in that iconic phrase as being especially heretical. Okay...but if somebody created the fable about those four words, what did he/she hope to gain from it, since such a claim could be quickly disproved? Hard to tell, although deliberate

deception doesn't really feel like the answer here. It's just one of those stubborn paradoxes we love and won't disavow.

Here's another that we

haven't shaken off either...the old wheeze about the midnight ride of Paul Revere. Fact: his ride occurred around midnight – *but*, he most certainly was not The Lone Ranger. Two other men, Dr. Sam Prescott and cobbler William Dawes, rode from Lexington to alert neighboring Concord's townspeople of advancing English troops. Their warning cry was, "The regulars are out!" (meaning British regular army) not, "The British are coming!" Before reaching Concord though, redcoat soldiers came upon them and grabbed Revere, though his cohorts escaped capture. Dawes turned back to Lexington but Prescott continued on. He made it to Concord, spread the alarm, succeeded in saving the town from falling to the British and emerged as the real hero of the piece. Longfellow's famous poem, *The Landlord's Tale: Paul Revere's Ride* (not, "The Midnight Ride Of Paul Revere," a title we like better) makes no mention of others joining him. But, as Paul was being detained by the Brits, Bill returned home to repair shoes and Doc Sam went on to win the day. Nothing very devious here – more like the fog of time obscuring the true facts, mixed with a poet's romantic embellishments.

Yet another equestrian adventure (but one emitting the stronger odor of deception) is the celebrated Rough Riders' charge up San Juan Hill during the 1898 Spanish-American War. Yes, future president Theodore Roosevelt assembled the First Regiment of U.S. Cavalry Volunteers in Texas and gave them their jaunty, macho name. He was not, however, their

commanding officer – that was Colonel Leonard Wood, with Teddy his second in command. There was too little space aboard the Cuba-bound troop ships for all of those nags, so only the *officers'* mounts made the voyage from Florida. The "charge" up that hill – rightly led by Wood – was actually a sweaty trudge as the cavalrymen had to make the assault on foot. But where was Teddy while this stirring episode unfolded? Most accounts state that he was not present at the San Juan Hill action, but served in a supporting role on nearby Kettle Hill. And what about the many horseless troops forced to hike everywhere since arriving? So bushed from all that footwork, they rejected "Rough Riders" and began calling themselves "Wood's Weary Walkers." However, TR had plenty of energy to pose heroically with his team at San Juan Heights in a famous photo. It later garnered much admiration and *backing* when he soon took the *really rough ride* of national politics.

And so on it goes...a constellation of mythconceptions stretching across history, surely continuing in times to come. Probably the lion's share of these numberless anecdotes has been spawned by misinterpretation, rumor and hearsay, conjecture, wishful thinking...the reasons could be as uncountable as the mythconceptions themselves. But, and undeniably, there are also those accounts of willful deception and wild exaggeration, propagated by people with personal agendas, a sparkling representative being Phineas Taylor Barnum – greatest showman of the 1800s. Certainly his garish, sensational posters lured citizens to plunk down many coins in anticipation of seeing all the "oddities and natural wonders" he promised. Yep, he was a peerless master of marketing. But he was at once the Maestro of Mythconception as well. People clamored to see the Fiji Mermaid, the 150-year-old slave woman...and General Tom Thumb, a man

Please turn to History, p. 5



MONEY by Linda Wilkes MATTERS

Last Week in the News

The Institute for Supply Management reported that the monthly composite index of manufacturing activity rose to 57 in December after reaching 56.6 in November. A reading above 50 signals expansion. It was the 17th straight month of expansion.

Total construction spending rose 0.4 percent to \$810.2 billion in November, following a 0.7 percent increase in October. Economists had anticipated an increase of 0.1 percent in November.

Retail sales rose 0.4 percent for the week ending January 1, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 3.6 percent.

Factory orders rose 0.7 percent in November to a seasonally adjusted \$424.5 billion. The increase follows a revised 0.7 percent decrease in October. Excluding the volatile transportation sector, orders rose 2.4 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending December 31 rose 2.3 percent. Refinancing applications increased 3.9 percent. Purchase volume fell 0.8 percent.

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity rose to 57.1 in December from 55 in November. A reading above 50 signals expansion. It was the 12th straight month of expansion in the services sector and the fastest pace since May 2006.

Initial claims for unemployment benefits rose by 18,000 to 409,000 for the week ending January 1. Continuing claims for the week ending December 25 fell by 47,000 to 4.1 million. The unemployment rate fell to 9.4 percent in December from 9.8 percent in November.

Upcoming on the economic calendar are reports on wholesale trade on January 11, wholesale inflation on January 13, and consumer inflation and retail sales on January 14.

Capture Customer Data Correctly

Top real estate [and many other] professionals get a sizable percentage of business from their current customer base. Marketing to your customers ensures that they always come back to you with repeat business and consistently send you referrals from family, friends and work colleagues. Here are the key elements of this vital strategy of capturing and leveraging your customer data correctly.

1) Organize your data. If you cannot put your finger on the contact information of every customer, you're losing sales. Avoid keeping paper copies of customer contact information. Instead leverage electronic contact management software such as ACT!, Goldmine or Outlook. These programs facilitate marketing and can be easily backed up. Be vigilant about keeping your data current and make sure to capture all data so you can reach your contacts via phone, mail or email.

2) Keep in touch with your customers. Customers need a reason to stay connected to you, and the best way is to offer ongoing value in the form of an email newsletter. If you don't have a customer's email address, you lose the chance of reaching out via the fastest and cheapest method of marketing. Remember, if you are not in touch with your past customers, somebody else likely is.

3) Ask for the business. A good database builds relationships and gets results but only if you reach out to your customers on a regular basis with emails, postcards, greeting cards and inexpensive giveaways like notepads and magnets. Use these vehicles to ask for new busi-

ness and referrals. Customers will send you referrals if your name and your phone number are top-of-mind and easily accessible.

Linda Wilkes can be found on line: <http://www.myprospectmortgage.com/lwilkes>

History

Continued from p. 4

said to be so tiny he danced in the palm of a circus giant's hand (yeah, right, provided that giant was 30 ft. tall). At any rate, this world class fraud perfected the technique of deceit for profit (or gainful deception, if you prefer). After all, he was the one so contemptuous of the unwashed masses that he said, "There's a sucker born every minute!" Right? Ah...not so fast, friends. He most assuredly took their money, but believed his patrons willingly traded their loot to be *entertained* by his outrageous displays and claims. And the cynical assertion that 60 new, gullible souls are created every hour? That little declaration was actually voiced by a Syracuse banker, one David Hannum, as he watched herds of folks jostling to see one of PTB's greatest hoaxes ever, The Cardiff Giant. And still another *ironclad fact* rusts and falls apart.

It seems exquisitely appropriate to end this HH segment with that one last mythconception. Hopefully, the six of them cited in this three-part series have given us some idea of just how flawed and fragile our beliefs about history can be. And when acknowledging that this is the case more often than is imaginable, we truly have to wonder: How much of the history we *think we know* is, in point of fact, *right*?

Time to move on now and broach a different subject, soon to make its debut. See you in the past, in the very near future!

Pancetta-Wrapped Chicken over Angel Hair Pasta



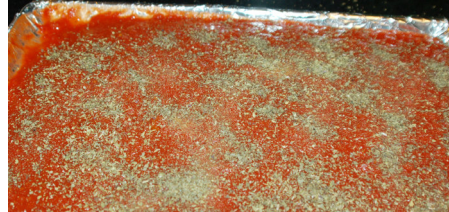
Tonight, The John & Nick were in the mood for something with chicken, but we didn't want boring or dry. So we stopped at the store on the way home and got some Pancetta. Sure, we could wrap it around shrimp, but what about chicken? Add a chunky sauce of crushed tomatoes? You already know that the kids were asking for seconds tonight. Total preparation time is about 20 minutes. Baking is about 50 minutes. It's a perfect weeknight dinner. First, the ingredients:

- 6 chicken breasts, skinless, boneless
- 60 slices Pancetta (about 3/4 - 1 pound), very cold
- 1 #10 can of crushed tomatoes in puree
- 2 tsp dried basil
- 1 tsp oregano
- 1 tsp dried garlic
- 1 tsp black pepper
- 1/2 cup Parmesan, grated finely
- 1 pound angel hair pasta
- 1 pound asparagus spears, stems removed, roughly chopped
- 1/2 large onion, diced
- 2 TBSP olive oil
- dash pepper and salt

First, toss together the last four ingredients.



Using two large baking pans, pour half the tomatoes into each. Top with the basil, oregano, garlic and pepper.



Cut up each breast into 10 small pieces. Wrap each piece in one piece of Pancetta. (The Pancetta should be as cold as possible, but not frozen. This will help peeling it apart and wrapping around the pieces of chicken. Too warm, and they stick together and become gooey.) Place each about 1/2 - 1 inch apart from each other.



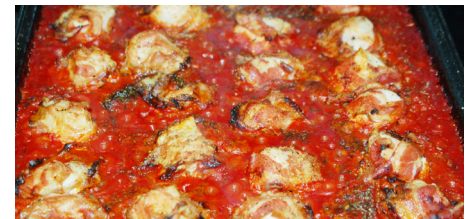
Bake in a pre-heated convection oven set at 450 degrees F for about 40 minutes. Check on the chicken at about 30 minutes to make sure it's not burning. When there's about 10 minutes to go, make the pasta. And when it's just about done, crank up the heat on a saute pan and toss the asparagus mixture.



Stir constantly. The onions will brown quickly. After two minutes, remove from the heat and get ready to plate up.

The chicken should be done.

The pasta should also be done by now.



Drain and plate up into a pile on each plate. Top with a few chunks of chicken and some sauce. Garnish with fresh parsley if you like. Accompany the dish with the asparagus mixture:



Enjoy. We guarantee this one moves fast. — Until next time . . .

Quote of the Week

Quote & comment submitted by Ray Carlson

"We recognize our own mortality, and we are reminded that in the fleeting time we have on this Earth, what matters is not wealth, or status, or power, or fame — but rather, how well we have loved — and what small part we have played in making the lives of other people better."

- President Barack Obama
 Tucson Memorial Service, January 12

What *small part* have we as **Rotarians** played in *making the lives of other people better*?

What might we do more of in 2011? It's a challenge as we consider our allocation of precious time. But *the fleeting time we have on this Earth* can matter greatly to the less fortunate, if we make the right choices. Our *Service Above Self*.