



Hayes
 by President Brian Hayes
Stack

Attack of the Killer Apps

This Week
Kenny Lund
VP, Support
Operations, Allen
Lund Company
Program Host:
Paul Sirois

Kenny Lund of Allen Lund Company will share how his company works with transportation carriers and shippers, both locally and nationally, to keep food on our tables.

The Allen Lund Company, established in 1976, has over 300 employees and offices nationwide with company headquarters in La Canada, CA.

Lund grew up locally and joined his father after graduating from college. He lives in Pasadena with his wife and five children.

So, mark your calendars and we'll see you on Thursday!

Gearing up for Oscar Night, I recently saw *The Social Network*, which is one of the favorites to earn a few of those exclusive statuettes. This film is a fictionalized version of events related to the creation of the website Facebook by once struggling student and now 20-something billionaire Mark Zuckerberg.

I'm on Facebook. I should say, I have a Facebook account, because I sign onto the site only on rare occasions (like today when I have a dozen birthday greetings posted to my Wall).

Being a man of a certain age (with a TV series dedicated to me!), I am admittedly a digital immigrant. But I've used computers extensively since I was young, starting as a pre-teen playing Asteroids on my friend's Commodore 64. I had to use punch cards to extract data for a college statistics class and wait an hour while the room-sized computer grinded out the data onto a tractor-fed ream of paper. I once built my own computer from components obtained at a computer show held at Fairplex in Pomona. My fingers currently spend about seven hours a day tip-tapping a computer keyboard and I was one of the first people in my circle of acquaintances to own a Droid.

Yet, for all my immersion into things digital, there is one thing I have to admit: I don't get Facebook!

Why does everyone I know need to know my every inane thought, and furthermore, why would I want to know theirs? Why should I *friend* someone I knew in high school and haven't heard from since? That doesn't sound like much of a friend to me.

I've attended parties with people younger than me and have noticed them interacting more with their smartphones than with the actual human beings around them. I fear that the upcoming generations will lose their ability to initiate and sustain genuine human relationships. *The Social Network* to me seems more a *social disease*.

Maybe I'm wrong. Maybe there is value in a digital tool that can help us or-

Please turn to Stack, p.3

Greeters

March 03

Jacque Foreman

March 10

John Frykenberg

March 17

John Guerrini



Program Review

Music of the Spheres

Unfortunately Program Chair Theo Clarke was not informed that the down stairs grand piano at the Club would be out for service last Thursday. On the fortunate side, one of our judges, Marya Basaraba and her prize student, soprano Tara Alexander were able to start our meeting with an a Capella rendition of the national anthem. And our contestant for the next level in the Dan Stover Music Competition: high school protégé Shannon Hsu

Singers: Marya Basaraba (l) and her student Tara Alexander



Shannon Hsu

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. Roger Schulte

Officers

Brian Hayes, Pres. Bus. 626-398-6300
 Tony Hill, Pres. Elec. Bus. 626-795-5363
 David P. Smith, VPres. Bus. 636-398-2010
 Jim Gorton, Sec. Bus. 626-793-6215
 Mike Noll, Treas. Bus. 626-683-0515

Directors

Jim Gorton • Craig Cox • John Guerrini
 Sterling Louviere • Brian Hayes
 Tony Hill • TBD

Chairmen

Tony Hill Administration
 Craig Cox Foundation.
 TBD Public Awareness
 TBD Publicity
 Jacque Foreman Sparks/Website
 Mike Zoeller Service Projects
 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

was unable to perform her piano selection. As an alternative, Hsu took the podium and told us a little about herself. Through her teacher, she has done a lot of entertaining for older adults in convalescent hospitals and senior housing situations. In the last few years, she has also been teaching piano to young students. All of our potential performers have promised to return to play on another day. Where is the music then?

Program chair Theo Clarke can tell you. He is writing a book about the music of the spheres and what he hopes we will all find when satellite/probe Juno is launched to Jupiter in August of this year.

The Clarke family plans to be at Cape Canaveral for the launch of the deep space probe which is expected to take five years to reach its destination orbit around Jupiter.

Upon arrival, Juno will actively search the Jupiter atmosphere for water, primordial gases and elements no longer in earth's orbit that were not blown away by the big bang in the start up of our own sun.

This will be quite an undertaking as Jupiter is large enough to contain about 1300 earth-size planets, and we do not know for

Please turn to Program, p. 3

March Programs

Literacy Month

Program Chair, Paul Sirois

- March 03 - Kenny Lund, VP Support Operations, Allen Lund Company
- March 10 - Laurie Burruss, Director of Education, lynda.com
- March 17 - Van Snyder, Specialist on Nuclear Power
- March 24 - Dale E. LaCasella, President of Altadena Library District Board of Trustees
- March 31 - Robert Piccioni, Scientist

April Programs

Magazine Month

Program Chair, Theo Clark

Congratulations



Birthdays



- 03/13 - Regina Bette
- 03/14 - Emily Aiken (Wilkes)
- 03/15 - David P. Smith
- 03/15 Trish Robinson
- 03/24 - Ed Soza



Anniversaries



- 03/01 - Tom & Etta McCurry
- Dennis & Noriko Suzuki Mehringer

Chairmen's It's all Image and Story

Corner

by Jacque Foreman, for Public Awareness Chair to be named ... sometime ... maybe



I think of the Public Awareness Committee as being responsible for four activities: *Sparks*, the Website, Public Relations and Remembrance. Currently, I'm taking care of all but *Public Relations*.

First let's talk a bit about *Sparks*. I'm looking for a member who reads and enjoys the *Rotarian* magazine. That is the person who is perfect for picking an article each month and reviewing it for this newsletter. If there is a graphic in the article, we can reproduce that as well. I do need this reviewer to be careful about proper attribution for both the article and any graphic that is used. This columnist can have his/her own column head and byline. We'll work together to create it.

The public awareness committee is in dire need of a person who wants to do, can do and is willing to spend the time to do *Public Relations*. This position requires that the person find a contact person for

both the *purchase* newspapers and throw-aways. It would be handy if this person knows or is willing to learn about *Facebook*, so Altadena Rotary can have a place there. I can help the person learn to write press releases. The article must be written for each newspaper contact. The time is long gone when you give the newspaper contact *just the facts*, and he/she writes the article for you. The good thing is that the same press release should work for all print media and may also work for *Facebook*.

I won't lie, this is something that will take time ... think 2 hours when writing up an event. It won't be every week, but it could be on a monthly basis or more frequently, and the press releases need to be *timely*. We need announcements about coming events as well as articles about past events. Let me know if you are interested.

For remembrance and the listing of birthdays and anniversaries in *Sparks*, I make use of my *SendOutCards* distribu-

torship. The software reminds me of upcoming birthdays and anniversaries. If you are interested in how this works, just ask, and I'll show you. And, you can send two greeting cards free.

Now let's talk about the Altadena Rotary website. We just renewed hosting for a year. A couple of weeks ago -- well maybe as long ago as a couple of months -- I mentioned that I had written a new page on the *Avenues of Service* and sent it to someone for checking. Unfortunately, the person to whom I sent it is extremely busy. This means it has not as yet been looked at.

With this in mind, I will probably upload this page and its linked pages to our website and let all of you proof it and let me know if there are errors. This is not quite as elegant of a system, but it should work.

I am aware that the website is behind time in a couple of areas. Just to let you know, yelling at me won't do any good. What will resolve the problem is to supply the information, e.g., write it or send something already created (e.g., PDFs) to fill in the missing information. And then give me some time to properly upload it and link it to the proper page(s).

Until next time ... Happy Reading! ☺

Program

Continued from p.2

certain if the gas giant even has a core, which, if it exists, could be as large as 20 earth-size planets.

The *Music of the Spheres* may come from our discoveries of how our solar system was formed and from the relatively undisturbed original (as in origins) atmosphere surrounding Jupiter.

We are grateful for Clarke's enthusiasm, knowledge and interest in the Juno mission for which he is the historian of record and for all that we will learn in the process of preparing, going, arriving and discovering in the upcoming Juno mission.

Juno will be launched in an orbit around the sun, utilizing the slingshot effect of earth's gravity to accelerate it on its long trip to Jupiter. (No warp speed yet).

The Juno mission follows the earlier Galileo probe, but with many more instruments aboard and a higher level of sophistication, particularly with regard to finding water ... which would tell us much about our solar system.

Thanks to Theo Clarke for filling us in on the music of the spheres and filling in for our scheduled program with such interesting material. *John Frykenberg* ☺

Stack

Continued from p.1

ganize our flesh and blood relationships. Maybe Facebook can help bring families together, foment revolutions and bring world peace!

Or, maybe it's just another crass, commercial enterprise that Zuckerberg, in the movie and perhaps real life, warned it could become. ☺



MONEY by Linda Wilkes MATTERS

Last Week in the News

Retail sales rose 0.3 percent to \$381.57 billion in January after a 0.5 percent increase in December. It was the seventh straight monthly gain but the smallest since June. On a year-over-year basis, retail sales rose 7.8 percent.

Total business inventories rose 0.8 percent in December to \$1.44 trillion, the highest level since January 2009. Total business sales rose 1.1 percent to \$1.15 trillion in December, the highest level since September 2008.

The National Association of Home Builders/Wells Fargo housing market index was unchanged in February for the fourth consecutive month at 16. An index reading below 50 indicates negative sentiment about the housing market.

The combined construction of new single-family homes and apartments in January rose 14.6 percent to a seasonally adjusted annual rate of 596,000 units. Single-family starts fell 1 percent. Multi-family starts rose 77.7 percent. Applications for new building permits, seen as an indicator of future activity, fell 10.4 percent to an annual rate of 562,000 units.

The producer price index, which tracks wholesale price inflation, rose 0.8 percent in January after a revised 0.9 percent increase in December. Core prices — excluding food and fuel — rose 0.5 percent in January.

Industrial production at the nation's factories, mines and utilities fell 0.1 percent in January, following a revised 1.2 percent increase in December. Compared to a year ago, industrial production is up 5.2 percent. Capacity utilization was 76.1 percent in January.

Initial claims for unemployment benefits rose by 25,000 to 410,000 for the week ending February 12. Continuing claims for the week ending February 5 rose by 1,000

to 3.9 million.

Upcoming on the economic calendar are reports on the housing price index on February 22, existing home sales on February 23 and new home sales on February 24.

Three Great Loan Products

FHA 580-639 FICO Program - We continue to lead the industry by providing world-class products and service to our clients! We are committed to extending the opportunity of homeownership through responsible lending that leads to affordable home loans.

We offer an FHA program to borrowers with FICO scores between 580 and 639. This means more opportunity for customers to qualify for a home loan!

Product highlights:

- 3.5 percent down
- Gift funds permitted
- Fixed-rate loan only
- Applies only to purchase loans

Jumbo Loans Mean Big Benefits! - We have expanded our ability to originate Jumbo loans. This will make it easier for consumers to qualify for loans exceeding the FNMA county limits. Since very few lenders are able to handle Jumbo loans, working with me allows a realtor's clients to have a world-class full-service lender!

- Easy, convenient borrower qualification for loans exceeding FNMA limits
- Loan amounts up to \$2 million*
- Fixed-rate, adjustable-rate and interest-only loans
- Cash-out available
- Available on 1-2 units
- Primary residence or second home purchase, or rate and term refinance

Fannie Mae HomePath® Financing Made Even More Affordable! - Great news for non-owner occupied properties. The 1.5 point pricing adjustment has been eliminated! That means qualified inves-

tors receive even more value from this exciting and affordable loan.

Highlights of this special offer on Fannie Mae HomePath® financing include:

- Qualify with 740 credit score or above
- Maximum of 70%** loan to value
- No property appraisal required

Call me today to learn how these exciting products can create value for home buyers!

**Based on geographic location.
**90% LTV for single family residences still available per HomePath® guidelines. HomePath is a registered trademark of Fannie Mae. Informational material for real estate professionals only.*

Is a Tankless Water Heater Right for You?

Tankless water heaters became popular in Europe and Asia after World War II because of space constraints and a greater need for energy efficiency. Today, virtually all homes in Japan use tankless water heaters.

Tankless water heaters conserve energy because they only heat the water as it is used. Traditional water heaters store a supply of hot water whether it's in use or not. Tankless water heaters also heat water 20 percent to 30 percent more efficiently.

Compared to conventional water heaters, tankless water heaters can save the average family about 30 percent on water-heating expenses annually. According to Consumer Reports, that translates into a savings of \$70 to \$80 per year.

Is a tankless water heater right for you? That depends. Tankless water heaters are more than double the cost of standard water heaters, and the average installation cost is \$1,200, compared with \$300 for conventional models.

But tankless water heaters have addi-

Please turn to Money p. 5

Money

Continued from p. 4

tional benefits: They last twice as long, on average 20 years. And they provide a constant stream of hot water unlike storage-tank models, which stop providing hot water after heavy usage.

If you're considering a tankless water heater, it's best to consult with a plumber

to determine your household water flow rate, which is the gallons per minute of water used by your fixtures and appliances. Undersizing the flow rate of a tankless water heater is a common mistake.

Tankless water heaters are available

in propane, natural gas or electric models. Gas-powered are the most efficient. Manufacturers of tankless water heaters include Takagi, Paloma, Rheem, Rinnai, Stiebel Eltron and Bosch.

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

TWO UPCOMING FELLOWSHIP EVENTS

STAY TUNED - DETAILS MAY CHANGE

Friday, March 11 at 5:30p
Dyanna Henderson's New Cafe
Sidewalk Cafe, HTS
Hen's Teeth Square
Corner of Woodbury Road & Los Robles

Sunday, March 20 at 2p
Celebration of
Kapasa's Accomplishments
and Farewell as she leaves for Zambia
Location to be Finalized



ROTARY INTERNATIONAL
DISTRICT 5300

16th Annual Peace Conference

"ACHIEVING PEACE IN AFGHANISTAN:
Challenges and Opportunities"



KEYNOTE SPEAKER:

The Honorable **Zalmay Khalilzad**,
Former United States Ambassador to
Afghanistan and the United Nations

SATURDAY, MARCH 19, 2011, 8:30 A.M. - 12:30 P.M.

Mudd Theater, Claremont School of Theology
1325 N. College Avenue, Claremont, CA 91711
(on Foothill Blvd., just east of Indian Hill Blvd.)



The Honorable **Lee Baca**,
Los Angeles County Sheriff,
"Peacemaker of the Year" Award
Recipient



The Honorable **Abdulla Aimaque**
Consul General of
Afghanistan in Los Angeles



Ms. Sonia Nassery Cole
Filmmaker and Philanthropist,
Founder and Chairwoman of
Afghanistan World Foundation



Ms. Pamela Broussard
Rotary World Peace
Fellow (currently working
in Afghanistan)



Mr. Sadiq Tawfiq, Afghan
AMITY Society; Founder and
First President of the Rotary
Club of Herat, Afghanistan



Dr. Art Mendoza
Rotary Club of
La Jolla Golden Triangle



Rotary's Humanitarian Projects in Afghanistan --
Powerpoint Presentation Prepared by **Ms. Fary Moini**,
Rotary International Representative to the United Nations
and **Mr. Steve Brown**, Trustee, The Rotary Foundation



Rotary International
District 5300 Governor:
Mr. Roger Schulte



Peace Conference Chair:
Dr. Carbis Der-Yeghian
Past District Governor

ADMISSION:

\$20.00 per person
(if registered before March 1, 2011)

\$30.00 per person
(if registered after March 1, 2011, or at the door).

Students: \$5.00

For online registration:
www.district5300.org (only Visa /MC accepted).

Make your check payable to:
Rotary International District 5300
and mail to:
5812 Temple City Boulevard, #801
Temple City, CA 91780-2112.
For further information:
(818) 523-3353
E-mail: mashdots@aol.com