

This Week

Dr. Alan Hedman
Killer B's & Worker B's: Survive or Thrive?

Guest Host:
Jacque Foreman

About the Author

Alan Hedman is a product of his upbringing in the rural setting of Nooksack Valley, WA. He cherishes the values learned there — hard work, persistence, loyalty and responsibility, spiced with a generous dose of storytelling, optimism, and a can-do attitude.

Living these values has resulted in some unique successes in a variety of diverse fields, including being a champion strawberry picker, a Hall of Fame athlete at Pacific Lutheran University, and a diligent student who persevered until he earned a PhD in Organizational and Counseling Psychology at the University of Maryland.

Currently, Hedman's focus is to help individuals and organizations *learn to thrive*. Rather than settling for business-as-usual results, why not work to-

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View by President
 Tony Hill
from the Hill

Want Info on Rotary? ... An Unexpected Source

If you are a person who has heard about Rotary and wants some quick information about the organization, or if you are a relatively new member of Rotary and want to learn more about the organization you have joined, or if you are a President of the Altadena Rotary Club trying to think of a topic for the *President's Message* article for this week's *Sparks*, you may want to check out Wikipedia.

Well, I have now done just that — checking out Rotary on Wikipedia, and am amazed at the wealth of information — in very brief capsules — about Rotary. So, for your reading pleasure, today I will convey what I found on one topic covered by this resource that I felt was very apropos in light of our incoming District Governor; i.e., the topic of women in Rotary. Wikipedia covers this topic as follows:

"From 1905 until the 1980s, women were not allowed membership in Rotary clubs, although Rotarian spouses, including Paul Harris' wife, were often members of the similar "Inner Wheel" club. Women did play some roles, and Paul

Harris' wife made numerous speeches. In 1963, it was noted that the Rotary practice of involving wives in the club activities had helped break down female seclusion in some countries. Clubs such as Rotary had long been predated by women's voluntary organizations, which started in the United States as early as 1790.

"The first Irish clubs discussed admitting women as members in 1912, but the proposal foundered over issues of social clubs. Gender equity in Rotary moved beyond the theoretical question when, in 1976, the Rotary Club of Duarte in Duarte, California admitted three women as members. After this club refused to re-

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Greeters

February 09

Craig Cox

February 16

Jacque Foreman

February 23

John Frykenberg



Program Review

The Power of Hypnosis

Last Thursday's program was one that challenged our thinking about the changes one can make in his/her life. The speaker was Ted Moreno. He is a Certified Hypnotherapist, which means that he has been certified to offer hypnotherapy and hypnosis to his clients. Much of his presentation was devoted to informing us about what hypnosis is and how it can be used to tackle one's problems. Hypnosis is a natural state that everyone experiences to some extent everyday. For example, when you are



sleeping or when you are totally absorbed in a book or project a re types of hypnosis.

One is in hypnosis within one half hour after awakening or one half hour before normal bedtime.

According to Moreno, only 12 percent of our brain power is attributable to our conscious mind; the subconscious mind is the most powerful part of our brain and it controls and determines our behaviors. The subconscious mind often contains

negative beliefs, habits and conditioning that prevents one from reaching one's potential. Through hypnosis, one can reach into the subconscious mind, modify those negative beliefs and habits and replace them with new ones, leading to growth and success. In a way we hypnotize ourselves by use of our own language. People are most suggestible to their own words and thoughts. We are placing thoughts and ideas into the subconscious mind throughout the day.

According to Moreno, virtually everyone can be hypnotized. The experience is pleasant, calming and relaxing. One is completely aware of the surroundings and can hear everything that is said. The client being hypnotized is never under someone else's control and he or she can not be compelled to do or say anything that is in conflict with his/her personal or ethical desires or standards.

Hypnotherapy is often used for people who want to quit smoking or lose weight. It is often recommended for people to

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Rotary Club of Altadena - #7183

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Jacque Foreman Acting Publicity

Jacque Foreman Sparks/Website

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

February Programs

World Understanding Month

Guest Program Chair, Jacque Foreman

Foreman

Feb 09 - Alan Hedman - Worker B's & Killer

B's -- How to thrive and not just survive

Feb 16 - Dan Stover Preliminary Contest

Feb 23 - Bruce Waterman - A better way to communicate with your business clients and associates

March Programs

Literacy Month

Program Chair, Sterling Louviere

Mar 01 - Club-Level 4-way speech contest,

Guest program Chair, Theo Clarke

Mar 08 - To be Announced

Mar 15 - To be Announced

Mar 22 - To be Announced

Mar 29 - To be Announced

Congratulations



Birthdays



02/02 - Julie Gustafson

02/08 - Mike Zoeller

02/10 - Julius Johnson

02/14 - Ruth Reeder

02/16 - Joan Frykenberg

02/25 - Brian Hayes

02/28 - Wendy Davis Noll



Anniversaries



02/03 - Sue & Don Applegate

02/17 - Ed & Mona Jasnow

Chairmen's Rotary Clubs Worldwide meet US\$200 Million Fundraising Challenge

submitted by Craig Cox, Foundation Chair



From the Rotary International website, news section

Rotary International has succeeded in meeting the Bill & Melinda Gates Foundation's US\$200 million match in funding for polio eradication, raising more than \$202.6 million as of 17 January 2012.

"We'll celebrate this milestone, but it doesn't mean that we'll stop raising money or spreading the word about polio eradication," Rotary Foundation Trustee John F. Germ told Rotary leaders at the International Assembly in San Diego, California, USA. "We can't stop until our entire world is certified as polio-free."

The fundraising milestone was reached in response to \$355 million in challenge grants awarded to The Rotary Foundation by the Gates Foundation. All funds have been earmarked to support polio immunization activities in affected countries where the vaccine-preventable disease continues to paralyze children.

"In recognition of Rotary's great work, and to inspire Rotarians in the future, the [Gates] foundation is committing an additional \$50 million to extend our partnership," said Jeff Raikes, chief executive officer of the Gates Foundation. "Rotary started the global fight against polio, and continues to set the tone for private fundraising, grassroots engagement, and maintaining polio at the top of the agenda with key policymakers." Raikes also addressed Rotary leaders at the International Assembly.

The new \$50 million grant from the Gates Foundation is not a challenge grant.

Since 1988, the incidence of polio has plummeted by more than 99 percent, from about 350,000 cases annually to fewer than 650 cases reported so far for 2011. The

wild poliovirus is now endemic in only four countries: Afghanistan, India, Nigeria, and Pakistan.

However, India on 13 January marked a full calendar year without a case, paving the way for its removal from the endemic list.

But other countries also remain at risk for polio cases imported from the endemic countries. In Africa in 2011, Chad and the Democratic Republic of the Congo had significant outbreaks. Also in 2011, a small cluster of polio cases in China, which had been polio-free for a decade, was traced to Pakistan.

Rotary club members not only reached into their own pockets to support the Gates challenge, but also engaged their communities in a variety of creative fundraising projects, such as a fashion show in California that raised \$52,000, benefit film screenings in New Zealand and Australia that netted \$54,000, and a pledge-supported hike through Kilimanjaro, Tanzania, that brought in \$38,000. Many events were planned around 24 October, widely observed as World Polio Day.

To date, Rotarians worldwide have contributed more than \$1 billion toward the eradication of polio, a cause Rotary took on in 1985. In 1988, the World Health Organization, UNICEF, and the US Centers for Disease Control and Prevention



Jeff Raikes, chief executive officer of the Bill & Melinda Gates Foundation (left), shakes hands with Rotary Foundation Trustee John F. Germ during the fourth plenary session of the International Assembly. Rotary Images/Alyce Henson

joined Rotary as spearheading partners of the Global Polio Eradication Initiative. More recently, the Gates Foundation has become a major supporter. In 2007, the Gates Foundation gave Rotary a \$100 million challenge grant for polio eradication, increasing it to \$355 million in 2009. Rotary agreed to raise \$200 million in matching funds by 30 June 2012.

(Altadena Rotarians can support these efforts by sending a contribution to Altadena Rotary Charities and designating the funds for *PolioPlus*. These donations count toward a Paul Harris Fellowship recognition. You can give a check to Altadena Rotary Charities treasurer, Sue Applegate or contribute through our website.)

Program

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overcome their phobias such the fear of public speaking, fear of closed spaces, fear of heights, or test taking.

Hypnotherapists provide treatment for vocational and personal self-improvement. Most have received professional training and certification from accredited

institutions. However they are not licensed by any state as healing arts practitioners.

Moreno was well informed about his profession and the practice of hypnotherapy. We now have a better understanding of how hypnosis works and who may benefit from it. *Boyd Hudson* ☉



MONEY by Linda Wilkes MATTERS

Economic Update

Last Week in the News

Pending home sales, a forward-looking indicator based on signed contracts, fell 3.5 percent in December after a 7.3 percent increase in November. On a year-over-year basis, pending home sales are up 5.6 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending January 20 fell 5 percent. Refinancing applications decreased 5.2 percent. Purchase volume fell 5.4 percent.

Orders for durable goods — items expected to last three or more years — rose \$6.2 billion or 3 percent to \$214.5 billion in December.

This increase surpassed the 2.2 percent economists had anticipated and follows a 4.3 percent surge in November. Excluding volatile transportation-related goods, orders posted a monthly increase of 2.1 percent.

New home sales fell 2.2 percent in December to a seasonally adjusted annual rate of 307,000 units from a revised rate of 314,000 units in November. Compared to a year ago, new home sales are down 7.3 percent.

Retail sales fell 1.4 percent for the week ending January 21, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 2.8 percent.

The Commerce Department announced that gross domestic product — the total output of goods and services produced in the US — increased at an annual rate of 2.8 percent in the fourth quarter of 2011. This follows a 1.8 percent pace of growth in the third quarter of 2011. For all of 2011, initial reports indicate the

economy expanded 1.7 percent.

Initial claims for unemployment benefits rose by 21,000 to 377,000 for the week ending January 21. Continuing claims for the week ending January 14 rose by 88,000 to 3.554 million.

Upcoming on the economic calendar are the following reports:

- The housing price index on January 31
- * Construction spending on February 1 and
- Factory orders on February 3.

Big Idea

It's Time to FOCUS

Early in his career at UCLA, Coach John Wooden did everything but drive the team bus. He even worked mornings at a dairy from six to noon before coaching basketball in the afternoon.

That all changed one day in 1963 when J.D. Morgan, a new athletic director, entered Wooden's office and swept everything off his desk.

"John, you just take care of getting the team ready to play basketball. I'll handle the rest," he told him. Wooden won the first of his 10 NCAA titles that season.

Already a good coach, Wooden became a great coach with extra FOCUS (Follow One Course Until Successful).

Before Mark Twain became an author,

he was a Mississippi riverboat pilot making more money than the vice president of the United States. He excelled because he was constantly and carefully recording the river's currents, shoals, sandbars, sunken ships, and other hazards. "Astonishing things can be done with the human memory if you will devote it faithfully to one particular line of business," he said.

You can do great things with more FOCUS. Here's how:

- Take inventory of everything you do before selecting two or three activities that you want to master. Draw up a plan for achieving them and chart your progress daily.
- Next, change your terminology. When author John Steinbeck attended Stanford, he called himself a writer-in-training instead of a student. Think of a name that captures who you are and where you're headed.
- Finally, adopt a *do-or-die* attitude. After explorer Hernán Cortés landed in Mexico, he torched his boats to prevent any thoughts of retreat.

To be effective, be more selective. Once you know your purpose and passion, take action and limit distraction. ☉

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

This Week

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ward personal and professional breakthroughs? And why not reach these goals while enjoying good humor and telling a few stories along the way?

About the Book

Killer B's... was born out of a desire to share the lessons learned and knowledge gained from over 25 years of training and

experience.

As Henry David Thoreau suggested many years ago, "Most people live lives of quiet desperation and go to the grave with the song still in them." It is hoped that this book will help those with a song in their heart learn a way of living out their passion and dreams. ☉

JROTC isn't What It used to be ...

I attended a military academy in the early '60s. I still have a dress blouse — worn mostly for classroom attendance — with its JROTC patch on the shoulder. Even then, I knew JROTC “wasn't what it used to be.” That's because I had seen old post-cards for sale at a drug store in town that depicted WWI veterans instructing cadets in military tactics applied in the trenches of northern France.

All I ever experienced outside of scheduled *Rot-sey* classes were the annual May maneuvers. That entailed being issued a firing pin and a few blank cartridges for one's M1 rifle. It WAS realistic, to the extent that one gained for one morning a grunt's appreciation for not having much understanding of why such-and-such an order to advance, dig in, or whatever — had been given. But then, with the Selective Service System draft firmly in place at the time, these things didn't have to be fully understood or appreciated.

In light of today's volunteer army, I take it as a given that JROTC has changed again. A review of old yearbooks seemed in order, so as to discover for comparison any description of the JROTC I once knew. Here is what I found.

I learned that the maneuvers I had endured were to be “considered as a graduation exercise from small unit tactics taught in the ROTC department.” Further,

“Platoon tactics were the major point stressed. Here the groups were small and mobile, resulting in good maneuverability for the size of the area. ... Thorough training for this field problem included making certain that each man knew his

exact function within his own platoon...”

The accompanying pictures looked like a WWII re-enactment. Here's a picture caption from the next year's annual: “Deflection 2-8-5-0 became a familiar sound to MST-3 students as they worked toward perfection in Mortars class.” Funny, I don't recall that at all! The item said that “confusion was organized” and “organization reigned supreme.” Whatever. By senior year, the yearbook spent less time than ever on military matters.

It was clear to me at the time that the entire focus of the place was on *college prep*. Upon graduation, I received a certificate. Three years' training qualified one as a Private E-3 in the US Army; four years meant classification as a Private First Class. In the old days, a grad might have angled for a commission. But few then went to college, and now there's a tried-

and-tested college ROTC program — and Officer Candidate School.

Title 32 (National Defense) of the Code of Federal Regulations states that:

“The JROTC [is] not [an] officer-producing [program] but should create favorable attitudes and impressions toward the Services and toward careers in the Armed Forces.”

When I attended, the number of units nationwide was limited to 1,200; today there is no cap, and there were over 3,200 units by 2006. JROTC as a vital National Defense program “was validated during congressional hearings preceding passage of the ROTC Vitalization Act of 1964.” At least 30 percent of participants go on to serve in some branch of our military services after leaving JROTC. And, in that regard, we're probably fortunate that “JROTC isn't what it used to be...”

View

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move the women from membership, in 1978 Rotary International revoked the club's charter.

“The Duarte club filed suit in the California courts, claiming that Rotary Clubs are business establishments subject to regulation under California's Unruh Civil Rights Act, which bans discrimination based on race, gender, religion or ethnic origin. Rotary International then appealed the decision to the US Supreme Court. The RI attorney argued that “[the decision] threatens to force us to take in everyone, like a motel.” The Duarte Club was not alone in opposing RI leadership;

the Seattle-International District club unanimously voted to admit women in 1986. The United States Supreme Court, on May 4, 1987, confirmed the Californian decision. Rotary International then removed the gender requirements from its requirements for club charters, and most clubs in most countries have opted to include women as members of Rotary Clubs.

“The first female club president to be elected was Silvia Whitlock of the Rotary Club of Duarte, California, USA in 1987. By 2007, there was a female trustee of

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20 Years of Entrepreneurial Lessons in 20 Minutes

by Gordon Seyffert

...to create & build successful businesses that capitalize on innovations with significant growth opportunities!

- **Market Power Rules** - A rapidly growing market as you start out is like having the wind at your back.
- **Master The Demo** - Learning how to sell is your most valuable lesson; you must convince people!
- **Pursue Your Passion** - You will have to overcome huge challenges, so the drive to last must be there.
- **Focus, Focus, Focus** - Essential, even if you pick the wrong focus, because customers are confused.
- **Recognize Your Strengths** - Hire complementary skills, because you'll need the abilities of your opposites.
- **Don't Overbuild** - The world changes fast, and you can find yourself with too much infrastructure.
- **Survive Until The Market Is Ready** - You must cut your burn rate while finding your footing in shifting environments.
- **Test, Test, Test** - ...your core proposition with your customer on the cheapest possible scale.
- **Stick With It** - If you know that your idea is great, then move ahead in spite of the critics.
- **Find Essential Partners** - Don't find yourself without resources if your idea demands huge capital inputs.
- **Harness Your Users' Passion** - Automate ways for your first customers to bring you still more customers.
- **Fight Through The Three Stages of Ideas** - First they'll scorn you, then fight you, and finally concede to you. But you must defend yourself until *the need for your idea is self-evident!*

These observations are the work of William T. (Bill) Gross, CalTech grad, local businessman and the founder of Idealab, Inc. The boldfaced points are direct quotations from his presentation Thursday night, February 2nd, at the TechZulu conference at CalTech's Baxter Hall; the sum-

maries that follow each point are short paraphrases of his explanatory comments at his *Super Demo* there. Ray Carlson and Gordon Seyffert attended this function, and plan to use the above in handout form to attract other Rotary Clubs to entrepreneurial education projects.

Gross began his first business as a kid who bought candy and resold it to friends at a slight markup. His first adult venture was the formation of GNP Loudspeakers, now GNP Audio Video, which was acquired by Lotus Software. The name GNP was an acronym for "*Gross National Product*". The man has an engaging wit!

Next came Knowledge Adventure, marketing educational software, and later folded into Cendent. Observing that customers in stores often picked up his packaged software to examine it, only to replace it on the shelf, he discovered that their hesitency was a function of their puzzlement over the question of whether it would be *right* for their child. His solution was to target his software to particular grade levels — starting with Kinder-

garten, but eventually with one program for each grade of elementary education. This flew in the face of the conventional wisdom that products should be marketed as broadly as possible to attract the greatest universe of potential customers, but his focus was wildly successful — and became the inspiration for point number four, above.


Idealab, Inc., is his business incubator, and was formed in 1996. It has spawned over one hundred companies, of which about forty have failed while others have either met with outstanding success or are still *finding their footing*. Counted as successes are such ventures as Answers.com, CarsDirect, eSolar, GoTo.com, NetZero, PetSmart.com and Picasa. Bill Gross serves as Chairman of the Board and CEO of IdeaLab. He continues to explore new ideas, the latest of which is a beta site called Chime.in, "an interest network where you can share, connect with others, and build communities around your favorite topics." Register and follow topics of interest at <http://chime.in/> 

View

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Rotary's charitable wing — The Rotary Foundation — while female district governors and club presidents were common. Women currently account for 15 percent of international Rotary membership (22% in North America).

"The change of the second Rotarian motto in 2004, from *He profits most who serves best* to *They profit most who serve best*, 99 years after its foundation, illustrates the move to general acceptance of women members in Rotary."

As most of you know, our incoming District Governor for Julius' year will be that same Silvia Whitlock referred to in the above article from Wikipedia. She was one of those three women who joined the Duarte Club and precipitated the law suit that forced Rotary International to allow women into Rotary. Silvia is a barrier busting woman whom you can look forward to meeting when she visits our Club at the District Governor's visit early in Julius' Rotary year. 

>> **COMING SOON** <<
THE BUSINESS PAGE
ON OUR ROTARY WEBSITE