

November 01 2012

This Week

Kristy Peters
*Director of Corporate
and Foundation
Relations,
The Huntington
Library
Program Host
Boyd Hudson*



The program for this week will be a presentation on current events and plans for The Huntington Library.

Our speaker will be Kristy Peters, the Director of Corporate and Foundation Relations at the Huntington. She will address current exhibits and displays, the Japanese Garden project, along with plans for new buildings and facilities.



Johnson's Judgments

by President Julius Johnson

A Big Rotary Thank You

Yesterday (October 27, 2012) was the big kick off for our *Get In Gear, Now* Program. Done in and through the Master Mind Collective; It was a huge success.

The event got kicked off by two stunningly attractive motivational performers known as *Twin of a kind*. These ladies, who are twins, captivated inspired and motivated all in attendance.

During the seminar, Billionaire PA — one of the speakers — told the students that you never succeed alone. You must have a team and a support system behind you. My Rotary crew and support system came out in big numbers, boots on the ground, sleeves rolled up and committed. I thank God for each and every one of you.

Your individual task performance was a great help. But your presence was such an inspiration to the kids and to me. You each made a difference that made a difference in the lives of the young people who were a part of the *Get In Gear, Now*

Program experience. And I thank you.

We had over 44 kids and young adults who participated in the event, and they really participated. Much of the event was caught on video. We will show the finished product at a future Rotary meeting.

Other community organizations came to check us out, and we may get two or three new members as a direct result of the program.

In addition, thank you for your support and attendance at my offices Open House on Friday night. It really meant a lot to me to see so many of you there. I truly feel the love. Please continue to let the love flow.

Greeters

November 01

Kevin Moore

November 08

Mike Noll

November 15

Gordon Seyffert



Program Review

CalTech — One of the Great Universities of the World

Right in the heart of the San Gabriel Valley is the home of one of the great universities of the world: The California Institute of Technology, or Caltech. Last Thursday, Loren Markel, a media and public relations officer for Caltech gave a highly informative presentation on current and coming developments at the university.

Caltech is the home for approximately 2200 students and 300 faculty members. In addition, there are about 9000 people who are employed by Caltech, making it

the largest employer in the City of Pasadena. One of the most significant affiliations is that with the Jet Propulsion Laboratory (JPL). JPL was founded by the Caltech faculty and is now managed for NASA by Caltech. JPL is the leading center in the United States for the robotic exploration of the solar system, and is currently responsible for conducting active missions throughout the galaxy with more than two dozen spacecraft.

Caltech is a major research institution conducting research in a number of dif-



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 - #7185

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Ed Jasnow Community
John Frykenberg International
Gordon Seyffert ... Youth Contests/Awards
Hal Yorke Vocational/Youth Projects
Ray Carlson New Generation
Gordon Seyffert Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

Caltech at A Glance

- ◆ 6 Academic Divisions
- ◆ Jet Propulsion Laboratory
- ◆ 2,231 Undergraduate and Graduate students
- ◆ 300 Faculty Members
- ◆ 9,000 Employees
- ◆ 35 Cross-Disciplinary Research Institutes and Centers
- ◆ 31 Nobel Laureates



Caltech
www.caltech.edu

ferent disciplines. These disciplines include:

- (1) **Energy and Earth Science:** studying such areas as climate change, earthquake processes, the atmosphere, environmental hazards and clean energy;
- (2) **Chemistry and Biomedicine:** working on drug-delivery systems, neurological diseases and individual behavior, biological systems, DNA sequencing and genetics;

(3) **Materials Science:** Creating new polymers, elastics and adhesives,

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November

Foundation Month

Program Chair, Boyd Hudson

- Nov 01 - To be Announced
- Nov 08 - To be Announced
- Nov 15 - To be Announced
- Nov 22 - Thanksgiving - Dark
- Nov 29 - To be Announced

December

Family Month

Program Chair, Sue Applegate

- Dec 06 - To be Announced
- Dec 13 - Combined meeting, San Marino Rotary
- Dec 20 - Christmas Party
- Dec 27 - Dark - No Meeting

Congratulations



Birthdays

- 11/08 - Sterling Louviere
- 11/13 - Ed Jasnow
- 11/26 - Ray Carlson
- 11/26 - Roger Fennell



Anniversaries

- 11/01 - Jacque Foreman & Bruce Conroy
- 11/07 - Hal & Barbara Yorke
- 11/24 - Carlton & Julie Gustafson

Join the Effort to End Polio



World Polio Day, 24 October, people around the globe participated in the World's Biggest Commercial, promoting the international effort to eradicate the devastating disease.

The innovative, interactive online initiative gives everyone a chance to join Archbishop Desmond Tutu, Bill Gates, Jackie Chan, Angelique Kidjo, and other world figures and celebrities who have already joined in Rotary's **This Close** campaign in support of polio eradication. Participants can upload photos of themselves to Rotary's polio eradication website, endpolionow.org, to be edited into the constantly expanding promotional spot. They receive an email with a direct link to their image and comment within the commercial.

Rotary is also releasing *End Polio Now*, an eclectic album of songs performed by

its celebrity polio eradication ambassadors from the music industry. The lineup includes several polio survivors: violin virtuoso Itzhak Perlman, folk rock musician Donovan, and Staff Benda Bilili, a Congolese soukous band scheduled to launch its US tour in Los Angeles on World Polio Day. The *End Polio Now* album is available for download on iTunes, and soon as a CD from shop.rotary.org, with all proceeds from sales going to PolioPlus.


Coinciding with World Polio Day, Rotary is ramping up its advocacy work in the 200 countries and regions where Rotary clubs exist to encourage every national government to commit to help meet a \$700 million funding shortfall for the *Global Polio Eradication Initiative* through 2013.

Although new polio cases are at an all-time low — there were fewer than 180 worldwide in 2012 as of 16 October — the funding gap has already curtailed scheduled immunization activities in polio-af-

ected countries. If eradication fails and polio rebounds, up to 200,000 children per year could be paralyzed.

"Governments need to step up and honor their commitments to polio eradication if we are to achieve our goal of a polio-free world," says Wilfrid J. Wilkinson, chair of The Rotary Foundation. "We are at a true tipping point, with success never closer than it is right now. We must seize the advantage by acting immediately, or risk breaking our pledge to the world's children."

Here are other ways you can support the global effort to eradicate polio:

- Upload your photo for the World's Biggest Commercial.
- Lend your voice to advocacy efforts by signing the petition on endpolionow.org.
- Begin planning an *End Polio Now* lighting to celebrate Rotary's anniversary on 23 February.
- Contribute now to end polio. 

Program

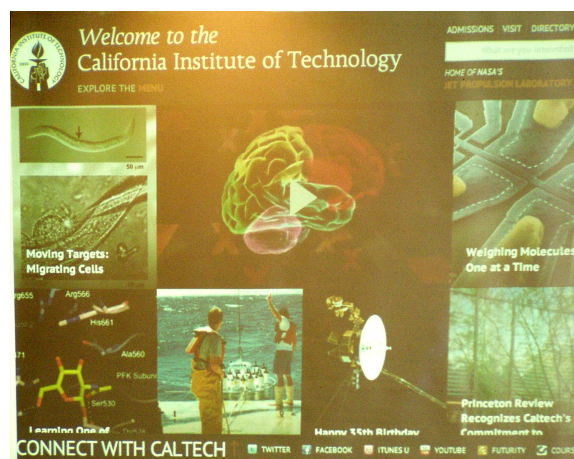
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aerospace engineering, thermodynamics;

(4) **Information and Computer Science:** inventing next generation chips, circuitry, lasers, computer hardware, global communication networks, quantum computing and information technology;

(5) **Astronomy and Physical Science:** studying the universe, e.g., galaxies, stars and solar systems, the design of spacecraft, telescopes, optics and microelectronics; and

(6) **Social and Economic Sciences:** studying the history of science and technology, the refining of economic theories



and the analysis of markets, elections and auctions.

Caltech is a leader in the development

of alternative energy sources, including research into making fuel from carbon dioxide and water and delivering affordable forms of renewable energy via a smarter, enhanced power grid. The staff is working on breakthrough medical discoveries including HIV fighting proteins, low cost microchips that can assess immune health, and electronics advances for robotic arms and legs for paraplegics. Caltech is also a

leading research university in sustainable development working on techniques to

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MONEY by Linda Wilkes MATTERS

Economic Update In the News

Retail sales rose 1.1 percent to \$412.9 billion in September. This follows an upwardly revised 1.2 percent increase in August. Compared to September 2011, retail sales have increased 5.4 percent.

Consumer prices rose 0.6 percent in September, following an identical 0.6 percent increase in August. Compared to September 2011, consumer prices have risen 2 percent. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.1 percent in September.

The National Association of Home Builders/Wells Fargo monthly housing market index rose one point in October to 41, the highest level since June 2006. This marks the sixth consecutive monthly gain. An index reading below 50 indicates negative sentiment about the housing market.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending October 12 fell 4.2 percent. Refinancing applications decreased 5 percent. Purchase volume rose 1 percent.

The combined construction of new single-family homes and apartments in September rose 15 percent to a seasonally adjusted annual rate of 872,000 units. Single-family starts increased 11 percent. Volatile multifamily starts rose 25.1 percent. Compared to a year ago, housing starts were up 34.8 percent in September. Applications for new building permits, seen as an indicator of future activity, rose 11.6 percent to an annual rate of 894,000 units.

Existing home sales fell 1.7 percent in September to a seasonally adjusted annual rate of 4.75 million units from 4.83

million units in August. Compared to a year ago, existing home sales were up 11 percent in September. The inventory of unsold homes on the market fell 3.3 percent to 2.32 million in September, a 5.9-month supply at the current sales pace, down from a 6.1-month supply in August.

Initial claims for unemployment benefits for the week ending October 13 rose by 46,000 to 388,000. Continuing claims for the week ending October 6 fell by 29,000 to 3.25 million.

Upcoming on the economic calendar are reports on new home sales on October 24 and pending home sales on October 25.

Industry Insider Mortgage Rates Hover at Record Lows;

Buying Is Cheaper than Renting

Mortgage rates are hovering at historic lows largely due to implementation of the third round of quantitative easing (QE3). This program, recently orchestrated by the Federal Open Market Committee (FOMC) involves purchasing additional agency mortgage-backed securities at a pace of \$40 billion per month.

In an additional effort to keep borrowing costs down and spur economic growth, the FOMC announced it would continue Operation Twist through the end of the year. The plan entails selling \$400 billion in short-term Treasuries in exchange for the same amount of longer-term

Treasuries.

The FOMC noted that “these actions, which together will increase the Committee’s holdings of longer-term securities by about \$85 billion each month through the end of the year, should put downward pressure on longer-term interest rates, support mortgage markets, and help to make broader financial conditions more accommodative,” according to a statement.

This is timely news particularly for a housing market that’s healthier than many realize. According to *Trulia*, on average, buying a home is now 45 percent cheaper than renting in the 100 largest metro areas in the nation (providing the homeowner plans to stay in the home for the national average time of seven years). That’s a savings of \$771 every month!

At the same time, housing prices are now posting solid gains. According to the most recent *CoreLogic* data, year-over-year home prices have increased 4.6 percent since August 2011. And according to its most recent Housing Markets Insights report, investment bank *Morgan Stanley* anticipates a 2012 housing price increase of 7 to 9 percent.

If you have buyers considering taking advantage of today’s market conditions and historically low interest rates, contact me today. ☺

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

**MEET THE ROSE QUEEN
AND HER COURT
THURSDAY, DECEMBER 13
COMBINED MEETING WITH
SAN MARINO ROTARY**

100 Cities for Peace

"Princess Nora of Liechtenstein, honorary president of the advisory committee for 100 Cities for Peace, has announced that Rotary International is a recipient of the organization's annual Pax Urbis award given to cities, people, and institutions for their work in promoting peace.

The princess notified Rotary International of the committee's decision through a letter to the governors of districts 2201, 2202, and 2203 (Spain). As a recipient of the award, Rotary will be invited to participate in the Cities for Peace convention in Madrid, 10-14 December, and serve on the advisory committee in the area of developmental cooperation.

"100 Cities for Peace is an international movement that identifies and disseminates the practices of cities and social institutions around the world that are committed to promoting a culture of peace. The movement supports the values behind the United Nations Millennium Development Goals." The above notice ran in the October 22nd issue of *The Loyola Star*, the newsletter of District 3780's Loyola Heights club (Quezon City, Philippines). It intrigued me so much that I had to look into it further. Wikipedia was my first choice of resources, but it had nothing on an organization by that name. I turned then to Yahoo.

Yahoo's first entry was at: <<http://english100citiesforpeace.gutensite.com/>>, which had this definition of the organization:

"100 Cities for Peace" is an international movement that identifies and disseminates the practices of cities and social institutions around the world that are com-

mitted to promoting the CULTURE OF PEACE. Therefore, with the aim of promoting social change, 100 Cities for Peace presents a prize each year to the best projects at the PAX URBIS International Awards. "100 Cities for Peace" promotes values based on the United Nations Millennium Development Goals, which revolve around three main challenges: the right to life, social justice and respect for the environment. The idea behind "100 Cities for Peace" is that well-connected social initiatives will produce a multiplier effect and that these "positive attitudes" will be copied. Hence, the significance of the theme we propose to society can be summed up by the phrase: "Do ut item des" (I keep giving...)

Wow! That last part seemed strangely familiar... Do we know of an idea that depends on *positive attitudes* and a multiplier effect? How about our own commitment to *Job Creation and Entrepreneurship*? And how about *Service Above Self*? ...Which seems to be echoed in their own motto of *I keep giving* (in the English version).

I further discovered that the Honorary Committee and Presidency includes, in addition to Princess Nora of

Liechtenstein, these three members: Federico Mayor Zaragoza (a Spaniard and the Director General of UNESCO from 1987 to 1999), Father Angel García (a Spanish diocesan priest and founder of what in English is the Messengers of Peace Association), and Alicia Rodríguez (a dual citizenship Mexican/Spaniard who presides over something called in English the International Committee of the Banner of Peace). These four individuals are described as "committed to social work worldwide."

Winners of this group's PAX URBIS award "must continue to undertake projects and proposals promoting the CULTURE OF PEACE [and] must establish links with organisations involved in this movement and spread these ideas globally with effective communication." Okay, so there's a certain agenda behind the naming of Rotary International as an award winner. But I think we can live with that, as we already meet the first requirement and it's not hard to see that we're doing a fair job with the second.

It's an honor to be named, and I think it means that Rotary International is increasingly accepted for its contributions to world peace.

We should be justly proud. ○

Program

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improve the accuracy of ozone and pollution predictions, the development of high-efficiency photo voltaic solar cells.

The *London Times* Higher Education Rankings has named Caltech the Number One University in the world. Last year

the members of the Caltech family were awarded over 130 patents. There are currently 31 Nobel laureates on campus. Markel invited us to come to visit the campus and learn more about the great work being done there. ○



*You are cordially invited
to our
Christmas Party Potluck*

*Thursday Evening
December 20, 2012*



6:30 to 9p



*257 S. Delacey
Pasadena, Ca 91105
Party Room above the Pool*

Turkey, Ham, Drinks, Utensils, etc. Provided

*Bring a Salad, Vegetable Dish, or Dessert
All Members and Families, including Children invited*

\$10 per person

Register on ClubRunner

