

October 18, 2012

## This Week

**Michael Hoffman**  
*Team Leader in the development of a solar toilet*

**Program Host**  
*Sterling Louviere*

Microsoft's Bill Gates has launched a search for a new toilet better suited to developing countries to help prevent disease and death.

The Bill and Melinda Gates foundation, a charitable foundation founded by Gates and his wife, kicked off a *Reinvent the Toilet Fair* in Seattle and awarded prizes for promising innovations.

"Toilets are extremely important for public health and, when you think of it, even human dignity," Gates said.

"The flush toilets we use in the wealthy world are irrelevant, impractical and impossible for 40 percent of the global population, because they often don't have access to water, and sewers, electricity, and sewage treatment systems."

The Toilet Fair was described as a swirl of about 200 inventors, designers, investors, partners and others passionate about creating safe, effective

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## Johnson's Judgments

by President Julius Johnson

A big Rotary **THANK YOU** goes out to Anthony Hill, our Fellowship Chair. The club event which he organized: *Wick Lit* was a fabulously strange, different, and yet fun adventure in theater. The producer of the show announced that every show has been sold out. They have had such great success that they have added another two weeks to the show's run. If any of you would like the experience it — and I recommended it — you can go to **Wick Lit.com** and find out about the additional performances.

Again, thank you Tony for making this happen for us.

Our next opportunity for Club service will be October 27, 2012. The *Get In Gear Now Program* — which we are cosponsoring — still needs some volunteers to help in a number of areas. You can sign up on Club Runner or you can sign up at our next meeting. Participation is not limited to Rotarians. Invite your family, friends and maybe a prospective Rotarian to join you in this community involvement event. It will be held at the Westminster Church on Lake Avenue and Woodbury Road from

## Updates

7a to 6p. The work assignments have been broken up into four-hour segments so that volunteers can get involved without having to give up their entire Saturday.

Finally, you are all invited to the Open House for my new offices on October 26, 2012 from 4 to 7p. The Law offices of Julius Johnson and Associates Inc. are located at 2476 N. Lake Altadena, Ca. We are one block north of the Southwest corner of Lake Ave. and Mariposa. Parking is in the rear of the building. Please RSVP to my secretary Rebecca Hardiman, at 626-797-1186. This is the night before the *Get In Gear Now Program*, so We won't keep you out late. But please stop by and say Hello.

These are great opportunities for fellowship and involvement. Participate! ☺

## Greeters

October 18

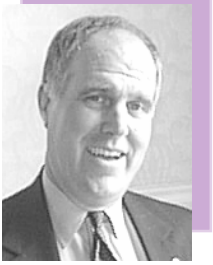
**Tom McCurry**

October 25

**Dennis Mehringer**

November 01

**Kevin Moore**



# Program Review

## How to Age Youthfully

As the summer ends, the leaves begin to turn and fall from the trees, and the kids return to school, we are reminded of the changing of the seasons and the passing of time. We are also reminded that we are getting older. That is why it was so refreshing that the speaker at last Thursday's luncheon spoke on the topic of *Aging Youthfully*.

Charles Woodford started his presentation out with asking those present: "How

old would you be if you did not know when you were born." No one had a good answer to this question. Woodford, who is seventy years of age, believes that one can achieve good health at any age. Woodford is an active practitioner of the Chinese martial art of *t'ai chi*. It is not uncommon to see people practicing *t'ai chi* early in the morning in parks especially in communities with large Asian populations. *T'ai chi* involves a slow sequence of movements which emphasize a straight spine, abdominal breathing and a natural range of motion. The forms of practice take a person through a complete, natural range of motion over their center of gravity. The goal is to retrain posture, encourage circulation throughout the person's body, maintain flexibility through the joints. An important aspect is the breathing exercises in coordination with the physical movements.

Researchers have found that intensive *t'ai chi* practice shows some favorable effects on balance control, cardiovascular fitness, flexibility, and can reduce the



risk of falls in healthy elderly patients and those recovering from a stroke, high blood pressure, heart attacks, Parkinson's, heart failure, multiple sclerosis and Alzheimer's. In addition, the gentle, low-impact movements of *t'ai chi* can actually burn more calories than surfing.

Also the practice of *t'ai chi* can be helpful to one's psychological health. Several studies have found that a regular routine of *t'ai chi* can lead to a reduction of stress, anxiety and depression. Woodford believes that too much stress in one's life

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*Congratulations*



*Birthdays*



10/04 - Melissa Kayali  
10/08 - Susan Cox  
10/17 - Noriko Suzuki Mehringer  
10/24 - Jim Gorton



*Anniversaries*



10/19 - David P. & Elsa Smith

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### Rotary Club of Altadena - #7183

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Meets: Thursday, 12:10p

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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

## October

### Vocational Service Month

#### Program Chair, Sterling Louviere

Oct 18 - Cal Tech Professor Michael Hoffman  
-- recipient of the Bill and Melinda Gates  
Foundation grant for a solar toilet recently  
in the news

Oct 25 - To be Announced

## 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



The following facts were gleaned from various sources.

As Chair of International programs for the Rotary Club of Altadena, I am concerned. Some very disturbing evidence demands examination.

Is our Administration guilty of covering up the details of the assassination of US Ambassador Christopher Stevens and three other US personnel on September 11 in Benghazi, Libya? This is just a question, not an accusation!

Facts I have found on the internet to date:

**Spring 2012:** The US State Department contracts with the British Blue Mountain Group, to handle security at the Benghazi diplomatic compound. Blue Mountain hires Libyan nationals who are unarmed.

**April-June 2012:** The frequency of attacks by jihadi groups in the eastern Libya area around Benghazi increases, leading the International Committee of the Red Cross to suspend operations in the east after an attack on its Misurata complex June 12. UN country chief and the British ambassador were attacked in April and June, leading to the British government to shut down its consulate.

**April 6:** An IED was thrown over the Consulate fence in Benghazi by two Libyans.

**April 11:** A gun battle reported 4 kilometers from the Benghazi Consulate.

**April 27:** Two South African contractors kidnapped by armed men.

**May 1:** The deputy commander of the Tripoli Embassy's Local Guard Force was carjacked and beaten. According to the *New York Times* of Oct. 1, four US Special Forces soldiers were sent to Benghazi to

augment security and conduct a security assessment.

**June 6:** Roadside bomb is detonated outside the walls of the US outpost in Benghazi. No evacuation ordered.

**August 6:** Armed assailants attempt to carjack a vehicle bearing US diplomatic plates.

**August-September:** Blue Mountain Group Libyan guards are warned by their families to quit their jobs at the Consulate because of rumors of an impending attack.

**August 27:** The State Department's Bureau of Consular Affairs warns US citizens "against all but essential travel to Libya. The incidence of violent crime, especially carjacking and robbery, has become a serious problem. In addition, political violence in the form of assassinations and vehicle bombs has increased in both Benghazi and Tripoli."

**August-early September:** According to a handwritten journal belonging to Ambassador Stevens, found on the floor of the Benghazi compound by CNN, Stevens was worried about "the never-ending security threats" that he was facing in Benghazi, and specifically "the rise in Islamic extremism" and "growing al-Qaeda presence in Libya," and "being on an al-Qaeda hit list." CNN reporters were deployed to corroborate the reports in the diary, which was given to his family. In all it turns out there are 234 terrorist related incidents in Libya reported to the US Embassy; 20 percent in Benghazi.

**September 8:** According to the *New York Times* of Oct. 1, a US official in Benghazi met with security leaders to ask for a threat assessment. A senior Libyan official told the *Times* that "if there's going to be any foreign presence [in the city],

it better be discreet." Jamal Mabrouk, a member of the February 17th Brigade, tells US Officials situation is "frightening, it scares us."

**September 9:** The State Department receives credible information that American missions might be targeted in Libya, according to senior US diplomatic sources. However, no warnings are given for diplomats to go on high alert and *lockdown*, under which movement is severely restricted (*London Independent*, Sept. 14).

A senior Pentagon source confirms that White House and the CIA received a detailed warning of a pending attack from both the Defense Intelligence Agency and the National Security Agency. The reports were detailed enough to identify the Ansar al-Sharia group as being directly involved in the planned attacks.

**September 10:** Ayman al-Zawahiri, the Egyptian emir of al-Qaeda, on the eve of 9/11/2001, calls for attacks on Americans, especially in Libya

**September 11:** Ambassador Stevens and three other US personnel at the Benghazi compound are murdered in the course of an armed assault.

There were no Marines stationed outside or inside the consulate. The security, according to many sources, consisted of three guards from the Libyan 17th of February Brigade, and five unarmed Libyans employed by the British Blue Mountain Group despite requests from the Ambassador to the US Dept. of State for increased security which was denied by the Obama Administration.

The attackers used rocket-propelled grenades and other heavy weapons. There are numerous reports of complicity between the attackers and the secu-

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# MONEY by Linda Wilkes MATTERS

## **Economic Update** **Last Week in the News**

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending September 28 rose 16.6 percent. Refinancing applications increased 20 percent. Purchase volume rose 4 percent.

Manufacturing activity rose to 51.5 in September after a reading of 49.6 in August. A reading above 50 signals expansion. The uptick in manufacturing follows three consecutive months of slight contraction.

Total construction spending fell 0.6 percent to \$837.1 billion in August, following a revised 0.4 percent decrease in July. Compared to August 2011, construction spending has risen 6.5 percent.

Retail sales fell 0.3 percent for the week ending September 29, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 2.4 percent.

Motor vehicle sales rose 4 percent in September to an annualized sales rate of 14.9 million cars and light trucks. It was the highest annual rate since March 2008. Compared to September 2011, motor vehicle sales have increased 13 percent.

Non-manufacturing activity rose to 55.1 in September from 53.7 in August. A reading above 50 signals expansion. It was the 33rd straight month of expansion in the services sector.

Factory orders fell 5.2 percent in August to a seasonally adjusted \$452.8 billion, following a 2.6 percent increase in July. Excluding the volatile transportation sector, orders increased 0.7 percent in August.

Initial claims for unemployment benefits for the week ending September 29

rose by 4,000 to 367,000. Continuing claims for the week ending September 22 remained unchanged at 3.28 million. The unemployment rate fell to 7.8 percent in September from 8.1 percent in August. Employers added 114,000 jobs in September.

Upcoming on the economic calendar are reports on wholesale trade on October 10 and the producer price index on October 12.

## **Knowledge Builder** **Using Analytics to Increase Website Performance**

The adage *you can't manage it if you can't measure it* is especially appropriate for website success. Website analytics — the collection, measurement, analysis and reporting of your website's data — is key to understanding and optimizing your ongoing web strategy.

Here are three popular analytics services that can help you make the most of your website.

**Google Analytics** — Free and easy to use, Google Analytics is one of the most popular tools in this category. Google Analytics lets you understand what works well on your website, which pages are most popular, how visitors interact with your social media tools, such as Facebook, Twitter and Google+, how well your online display ads are doing and the impact of mobile web use on your website. Google also offers a premium service for a flat-rate, annual fee.

**Crazy Egg** — Crazy Egg offers four tools: The *heatmap tool* is like an infrared scan of your page using color to show you where people are clicking. The *scrollmap tool* shows you how far down visitors are scrolling and where they abandon a page. The *overlay tool* tells you the number of

clicks on each element of your page. The *confetti tool* helps you track users and segment that data by referral sources, search terms and more. Prices start from \$9 per month to \$99 per month.

**Woopra** — Woopra allows on-the-spot analysis by displaying analytics data in real-time via its Live Dashboard. It also provides site traffic trends, details on how your visitors are interacting with your site and much more. There is a 30-day free trial. Prices start at \$11.95 per month.

If you would like to learn more about how analytic tools can improve the performance of your website, consider consulting a webmaster.

## **Homeline**

### **Mattresses: What You Need to Know**

Mattresses have a life span of eight to 10 years. If your mattress has developed lumps or sags, it's probably time to replace it. If you're in the market for a mattress, here are some things to consider.

**Understand the name game** — Major manufacturers, such as Simmons, Sealy and Serta, sell a confusing array of models under different names to multiple retailers. The content of the mattresses may be similar, even identical, but the padding, quilting patterns, colors, names and cost will differ. This makes comparison shopping difficult. Even Consumer Reports avoids doing model reviews, conceding there's no way to provide apple-to-apple comparisons. So it only reviews brands and retail outlets.

**Negotiate the price** — Mattresses are subject to price markups. On major labels, profit margins of 30 percent to 40 percent for both the wholesaler and the retailer are not uncommon. In fact, no other item in a furniture store is as profit-

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## Paul Harris Credits

**Paul Harris Credits.** Memo to Self: It's getting to be that time again, when I should be setting aside money to give toward earning my first Paul Harris Fellowship. What with all that has had to be done to my house — and considering all that remains to be done — this is not a small matter. But so far I've been able to give twice a year, and I'm feeling good about that.

In Kansas City, Marsha and I had supported a few charities of our choice, and it's a bit of a shock to move to a new community and have to reinvent a giving habit. But part of my former routine would have fit right in with *Service Above Self*. I was active in a local political group there, and from time to time we members donated our energies to pitching in to assist one or another local charity. Those who could do so also donated funds.

One time we arranged for two months in a row to work a shift at the local food bank. It was convenient to do so, because the days we chose were both Federal holidays and most of our group would otherwise have been working. Our job was to take huge bins of canned and packaged food and sort them into other bins that were labeled by food classification.

After two months our group's commitment was over, but I wondered why some of us couldn't continue to come in one day a month. So I organized a smaller subset of us toward that end, mostly the retired, and this went on until I moved. Adding to my donation of time, I frequently made a small financial contribution. Money stretches much farther than actual canned goods for a food bank, as a food

bank serving a metropolitan area can buy peanut butter — to take one example — by the truckload for much, much less than even standard wholesale prices!

It was a natural, then, for me to join with David Smith and others to donate to the *Put a Fork in Hunger* group here in the greater Pasadena area. And when I supported the recent pancake breakfast event at Farnsworth Park, I not only worked a morning but also brought in cash (in lieu of canned goods) — joining a donation of physical labor with a financial contribution. Somehow, twinning the two efforts seems in my mind to produce a result that is greater than the sum of the parts. It all goes back to the satisfaction one feels at the end of the day, the idea that one has *made a difference*.

The same principle applies with my donations of time and money to the Christmas Tree Lane Association. It's not that either gift is so large, but rather that, by engaging in both forms of giving, I end up feeling more a part of my community. Donating to CTLA with either time or funds supports a local organization **and** a decades-long tradition.

And so it is that Rotary functions in much the same way for me. I give time, and I give money. And, through Rotary, I can also tie my small funds with someone else's personal effort when I, myself, can't be physically present. So, here's a *commercial* I've borrowed from the District's newsletter. It's given me a new focus as I prepare to make my next Paul Harris donation....

"PDG Doug Fowler is riding against Polio in the 42-mile El Tour de Tucson No-


vember 17 and is seeking sponsorships by individual Rotarians or clubs in any amount

. Sponsorships will be credited to individual Paul Harris accounts and should be sent to your club foundation chair. Foundation chairs are asked to collect the pledges and submit to RI just as they would any other contributions received no later than December 31, 2012. Upon receipt of sponsorships, club foundation chairs should email Doug with the pledge amount so that he can complete the sponsorship pledge form by October 15, 2012. For additional information, contact Doug Fowler at [dgfowler04@hotmail.com](mailto:dgfowler04@hotmail.com)."

## Money

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able. But the flipside is it's not uncommon to see price reductions of 30 percent to 50 percent during a sale. In short, when it comes to most mattresses, price is always negotiable and you should never pay full price.

**Shopping considerations**—When shopping for a mattress it's best to avoid the cheapest model when possible. For everyday use, it's just not worth it considering you spend a third of your life in bed. Some mattresses feature what is called perimeter support, or additive material along the seat edge where usage is more concentrated. If your mattress retailer offers a *free* trial period for a certain amount of time, it's best to clarify the terms. Some retailers have stiff restocking fees. 

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

# Corner

Continued from p. 3

rity detail, and the suspicious fact that the attackers knew the location of the safe-house to which those who survived the initial assault retreated, as well as the precise location of the Ambassador.

**September 12:** Two members of Ansar al-Sharia, the group suspected in the attack, serve on the Public Safety Committee which oversees the city.

**September 14:** Senator Susan Collins (R-Me.), Ranking Member of the Senate Homeland Security and Government Affairs Committee, posts a blistering statement on her website:

"During the past two days, I have participated in classified briefings by the National Counterterrorism Center and the Department of Defense on the attacks on our consulate in Benghazi during which four Americans, including Ambassador J. Christopher Stevens, were killed.

"The lack of security provided to the Ambassador and other American personnel in Benghazi is deeply troubling and inexplicable given the dangerous threat environment in that city. Earlier attempts in June to reportedly attack the British ambassador and to plant a bomb outside of our consulate clearly demonstrated how dangerous and unsettled Benghazi is. Surely, the State Department should not have relied on Libyan nationals to guard the consulate. Rather, armed US Marines should have been assigned to provide security.

"The kind of weapons used by the attackers also strongly suggests to me that this attack was planned and not the result of a spontaneous protest...."

**September 15:** On the same day the Libyan President is insisting that the attack on the consulate was preplanned, UN Ambassador Susan Rice is sent onto several Sunday TV talk shows to proclaim that the attack in Benghazi was the result of a demonstration against the anti-Islam film *Innocence of Muslims*. This line continues to be spouted by Administration

spokesmen until testimony by Homeland Security's director of the National Counterterrorism Center, Matthew Olsen, on Sept. 19.

**September 15-16:** Libyan President Mohamed Magarief tells al-Jazeera and the CBS TV show "Face the Nation" that "the way these perpetrators acted and moved, and their choosing the specific date for this so-called demonstration, leaves us with no doubt that this was preplanned, determined.... It was planned, definitely. It was planned by foreigners, by people who entered the country a few months ago. And they were planning this criminal act since their arrival."

**September 17:** A Libyan security guard, hired by Blue Mountain Group, is reported in the London *Daily Telegraph* to have said that there were **no** demonstrators at the time of the attack. Several other eye-witnesses subsequently declared that there *never* was a protest demonstration outside the Benghazi compound.

**September 19:** CNN's Anderson Cooper reports that "a source familiar with Ambassador Christopher Stevens' thinking said that in the months before his death, he talked about being worried about the above threats to his life."

**September 26:** Senators Bob Corker (R-Tenn.) and Johnny Isakson (R-Ga.) demand that the State Department release relevant correspondence from Ambassador Stevens on the security situation, in the run-up to the deadly events of September 11.

**September 28:** Director of National Intelligence James Clapper issues a statement taking responsibility for the initial mis-assessment that the attack that killed Ambassador Stevens was the outcome of

a demonstration gone amok, and claims that *subsequent evaluation* has confirmed it to be a terrorist attack.

**September 30:** Senator Corker says that the State Department continues *deafening silence* in response to his requests, and those of other Senators, for information on what led to the terrorist attack on the Benghazi consulate.

**October:** The US Department of State admits that it did receive requests for increased security for the Consulate in Benghazi which were rejected and that USDOS always believed there was a terrorist threat. (Obviously, they did not respond to the threat).

VP Biden denies any knowledge of requests for increased security for the Consulate and states the President had no such knowledge — October 11. He blames intelligence sources. State Department denies propagation of any misleading information. (They will not provide names of individuals who were aware of security risks)

**October:** Myth of attack on Consulate as result of spontaneous uprising resulting from *Innocence of Muslims* movie clip debunked by all credible sources. Jay Carney admits efficacy of terrorist attack in press briefing but denies President had any knowledge of security risk.

Clearly, due to ignorance, misrepresentation, negligence or policy failures at the highest level, four Americans in Benghazi are dead. Take your pick.

This is not a political statement. These are the facts.

Draw your own conclusions. Ask yourself if what you have heard to date **is the truth** or a cover-up for political or other reasons? These are American lives we are talking about!

**GET IN GEAR NOW EVENT**  
**SATURDAY, OCTOBER 27**  
**VOLUNTEER ON CLUBRUNNER**

# This Week

Continued from p. 1

tive, and inexpensive waste management systems.

Universities from Britain, Canada, and the United States were awarded prizes in a competition launched a year ago challenging inventors to come up with a better toilet.

First place went to the California Institute of Technology for designing a solar-powered toilet that generates hydrogen gas and electricity.

## **Caltech Wins Toilet Challenge**

Caltech's solar-powered toilet won the *Reinventing the Toilet* Challenge issued by the Bill and Melinda Gates Foundation. Caltech engineer Michael Hoffmann and his colleagues were awarded \$100,000 for their design, which they demonstrated at the Reinvent the Toilet Fair, a two-day event held August 14–15 in Seattle.

Last summer, Hoffmann, the James Irvine Professor of Environmental Science at Caltech, and his team were awarded a \$400,000 grant to create a toilet that can safely dispose of human waste for just five cents per user per day. The lavatory can't use a septic system or an outside water source, or produce pollutants.

The challenge is part of a \$40 million program initiated by the Gates Foundation to tackle the problems of water, sanitation, and hygiene throughout the developing world. According to the World Health Organization, 2.5 billion people around the globe are without access to

sanitary toilets, which results in the spread of deadly diseases. Every year, 1.5 million people — mostly those under the age of five — die from diarrhea.

Hoffmann's proposal — which won one of the eight grants given — was to build a toilet that uses the sun to power an electrochemical reactor. The reactor breaks down water and human waste into fertilizer and hydrogen, which can be stored in hydrogen fuel cells as energy. The treated water can then be reused to flush the toilet or for irrigation.

The team built a *prototype* inside the solar dome on the roof of Caltech's Linde + Robinson Laboratory, and, after a year of designing and testing, they — along with the other grantees — showed off their creation. The Gates Foundation brought in 50 gallons of fake feces made from soybeans and rice for the demonstrations.

Leading this winning team was Prof. Michael Hoffman of Caltech, our speaker today!

Professor Michael Hoffmann received a BA degree from Northwestern University in 1968, a PhD degree from Brown University in 1973, and a post-doctoral fellowship from the National Institute of Environmental Health Sciences at the California Institute of Technology from 1973 to 1975. He has been a Professor of Environmental Chemistry since 1975. From 1975 to 1980, he was a member of the faculty at the University of Minnesota, and, since 1980, as a member of the profes-

rial faculty at Caltech. From 2002 to 2009, he served the Institute as Dean of Graduate Studies. He has published more than 300 peer-reviewed professional papers and is the holder of 7 patents. His research over 40 years has spanned the subject areas of atmospheric chemistry, chemical kinetics, catalytic oxidation and reduction, photochemistry, photocatalysis, nanotechnology, sonochemistry, photoelectrochemistry, pulsed-power plasma chemistry, environmental water chemistry, and microbiology.

Hoffmann has been recognized by the Web of Science as one of the most highly cited researchers in engineering in the world. He was awarded the Alexander von Humboldt Prize in 1991 for his research and teaching in environmental chemistry and the American Chemical Society Award for Creative Advances in Environmental Science and Technology in 2001. During the 2010 academic year, he was on sabbatical leave as a Distinguished Chair Professor of Atmospheric Sciences, Chemistry, and Environmental Engineering at the National Taiwan University. He is a Member of the National Academy of Engineering. ○

## **Program**

Continued from p.2

can lead to disease. Stress will find the weak points on your body and aggravate them. Regular breathing exercises and t'ai chi can really relieve stress and reduce the incidence of disease. Woodford encouraged those present to obtain a device to take their blood pressure and to take it regularly. He noted that the body is 80 percent water, and he stated that we should drink plenty of water every day.

Finally, he encouraged us to keep our brain active and fit by pursuing intellectual activities. It was an interesting and motivating presentation that we found highly enjoyable. *Boyd Hudson* ○

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



*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*

