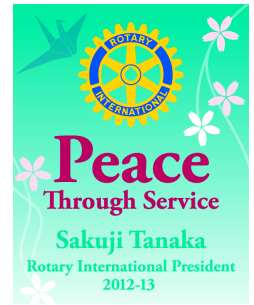


Rotary Club of Altadena

# Sparks

OFF THE ROTARY WHEEL  
AN AWARD-WINNING NEWSLETTER



February 21, 2013

## This Week

### C. Ray & Glenn Carlson, International Films, Inc.

*Celebrating 50 years in the Movie and Television Industry*

### Program Host: Tom McCurry

Ray's Rotary badge shows the classification **Film/Video Production**. But except for his guest speech in January 1989, we've never heard what he did. After he joined Rotary on May 1, 1989, he was never asked to give a *craft talk* because everyone assumed they had already heard it. Before his first year concluded, he launched a *Job Creation* project in Poland on behalf of our club and District 5300. And he has focused on *Job Creation* ever since.

Today we'll hear *the rest of his story* – of how he became co-founder of International Films Inc. on February 4, 1963, moved to Stockholm a month later as Project Design Manager of Scandinavia's largest oil refinery (he's a chemical engineer).

In 1972, upon completion of a design package for the refinery, he segued to the film industry and moved to London where International Films UK was launched, then to Pasadena

*Please turn to This Week p. 3*



## Johnson's Judgments

by President Julius Johnson

## This is Black History Month

I grew up in Pasadena. I am a product of the Pasadena Unified School District. I attended Cleveland elementary, Washington Junior High and Pasadena High School, Class of 1969. Black history was not a part of my early education experience.

When I was in junior high school, if you called some student black, you could be in trouble. Amos and Andy could be seen on regular TV, and you would never see a person of color in an Ivory soap commercial. I had precious few Black professional role models. However, one of my early childhood local heroes was a Black lawyer by the name of Charles B. Johnson.

Attorney Johnson lived on Zanja Street — one block east of Forest Ave. and I grew up on Pepper Street — one block west of Forest. He was affectionately known in the community as Jail House Johnson, because he was the one you called when you had to get your husband, son or relative out of jail. That was when "DWB" (driving while Black), was a valid reason for the cops or sheriffs to pull you over.

Charles Johnson was a champion for civil rights and past president of the Pasadena Chapter of the N.A.A.C.P. In his ca-

reer as an attorney he went before the United States Supreme Court nine (9) times and won nine (9) times. As a kid, I spent many hours on his front porch. He was quite an inspiration to me. He passed away February of 2012.

Over the years there have been several black attorneys who have served the community of Pasadena and Altadena with distinction: Sam Sheets, Niles Garrett, Taylor Morton Sr., Judge Gilbert Alston, Judge, John Sandoz, Joe Hopkins, Alfred Moses, Judge Mitchell, and even myself Julius Johnson your current Altadena Rotary Club president, are Bench and Bar members who have provided *service above self* to our community.

In my next article, I plan to share with you a little about each of these role models. Look for it.

## Greeters

February 21  
**Theodore Clarke**

February 28  
**Ray Carlson**

March 07  
**Steve Cunningham**



# Program Review

## Guidance Software A Local Company with a Global Presence

**G**uidance Software is recognized globally as the world leader in e-discovery and digital investigations. Alex Andrianopoulos, VP of Marketing at the Pasadena based company presented the status of the firm and described their products and intimate connection to the community. The company is based in Pasadena with a national and international presence that generated \$130M of revenue in 2012 and is traded on the NASDAQ. The company was founded in

1997 with a focus on providing products and services for digital investigations solutions. The *EnCase®* software is utilized by many corporate, government, and law enforcement organizations to conduct thorough and effective computer investigations, including intellectual property theft, incident response, compliance auditing and responding to e-discovery requests — all while maintaining the forensic integrity of the data.

The *e-Discovery software, EnCase® eDiscovery Complete* gives in-house counsel control and oversight of every phase of the electronic discovery process. This comprehensive and scalable solution for managing electronic evidence for litigation or investigative matters significantly reduces the risk and cost of e-discovery.

The *EnCase Cybersecurity* is the endpoint incident response and data auditing software solution designed to reduce costs and complexities associated with the incident response process and reduce the risk of exposing sensitive data to loss or theft. When integrated with an alerting or event management solution, the moment an



alert or event is generated, real-time response automatically captures critical endpoint information before it has a chance to decay or disappear altogether and giving the user the information needed to quickly and accurately determine what actually happened.

The company also provides training to more than 6,000 corporate, law enforce-

*Please turn to Program, p. 3*

**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

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. .... Sakuji Tanaka  
Dist 5300 Gov. .... Sylvia Veronica Whitlock

### Officers

Julius Johnson, Pres. .... Bus. 626-797-1186  
Dennis Mehringer, Pres. Elec. .... Bus. 626-577-9800  
Tony Hill, VPres. .... Bus. 626-795-5363  
Jim Gorton, Sec. .... Bus. 626-795-6215  
Mike Noll, Treas. .... Bus. 626-683-0515

### Directors

Jim Gorton • Craig Cox • David Smith  
Gordon Seyffert • Sterling Louviere  
Dennis Mehringer • Tony Hill

### Chairmen

Dennis Mehringer ..... Administration  
Craig Cox ..... Foundation  
Jacque Foreman ..... Public Awareness  
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  
Ray Carlson ..... New Generation  
Gordon Seyffert ..... Membership

Editor, Design & Typesetting ..... Foreman Graphics  
Photography ..... Jacque Foreman

## February

### Family Month

Program Chair, Tom McCurry

Feb 21 - 50 years of International Film/TV  
Production & Distribution  
Feb 28 - Dan Stover Competition

## March

### Family Month

Program Chair, Craig Cox

Mar 07 - To be Announced  
Mar 14 - To be Announced  
Mar 21 - To be Announced  
Mar 28 - 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

## Three (3) Tips on Retention



[This was an essay shared in support of District 5300 membership training.

It anticipates the IGNITE Premier Clubs and Governor's Membership Citation program. The author is not identified, and is unknown to me. But this was written, one presumes, by a man who joined in the days of male-only membership.]

We make Retention a mystery and hard to achieve. The truth is it is simple.

"I have said before, and I repeat it, that every new member needs three (3) things:"

1. **A friend** in Rotary to whom he can con-

stantly turn, who will walk beside him, who will answer his questions, who will understand his problems.

2. **An assignment.** Activity is the genius of Rotary. It is the process by which we grow like the muscle of my arm. If I use them, they grow stronger. If I put them in a sling, they become weaker. Every member deserves a responsibility. The Club President may feel that the new member is not qualified for responsibility. Take a chance on him. Think of the risk Rotary and your Club took when they elected you. An assignment should be given **the day** they join. Any later and you will lose them.

Of course, the new members will not know everything. They likely will make some mistakes. So what? We all make mistakes. The important thing is the growth that will come of activity. They will have the fellowship of the other members. They will become one of a vast body of Rotarians throughout the world, men and women of integrity and faith who love Rotary and seek to move forward this work.

3. Every new member must be **nourished by the concepts of Rotary**. They need to understand what it is when we say Service Above Self. Hold fireside [meetings] for new Members. ☉

## Program

Continued from p.2

**Our local connection**

- **Headquartered in Pasadena**
  - More than half of our employees based in Pasadena
- **We support our local vendors for service**
- **We source most of our temp help locally**
- **Hiring in Pasadena**
  - 30+ open positions in Pasadena [now!](http://bit.ly/ViywUL)
  - For details go to: <http://bit.ly/ViywUL>

**In the Beginning, There Was EnCase**

- **Deep forensic investigation**
- **Judicially accepted**
- **De-facto and de-jure standard**

ment and government professionals annually in the areas of computer forensics, enterprise forensics, e-discovery, and computer incident response. Courses and materials are offered in a variety of languages in Guidance Software facilities worldwide, through partners and online.

With more than 40,000 li-

censes of EnCase® technology worldwide, the EnCase Enterprise platform is used by more than half of the Fortune 100, including Allstate, Chevron, Ford, General Electric, Honeywell, Northrop Grumman, Pfizer, UnitedHealth Group and Viacom.

Sammy Kayali

## This Week

Continued from p. 1

California in 1974.

His son Glenn joined him upon earning a Masters degree from the USC School of Cinema & TV, following a BS from the USC Marshall School of Business. Currently he is Executive Producer of Television at ERF Medien in Germany.

We'll be treated to a stream of video clips and hear how they *sold* a movie to HBO & Showtime that earned a bundle of bucks. ☉



# MONEY by Linda Wilkes MATTERS

## ***Economic Update In the News***

Factory orders rose \$8.6 billion or 1.8 percent in December to a seasonally adjusted \$484.8 billion. This follows a 0.3 percent decrease in November. Excluding the volatile transportation sector, orders increased 0.2 percent in December.

Retail sales rose 2.4 percent for the week ending February 2, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 2.6 percent.

Non-manufacturing activity fell to 55.2 in January from a revised 55.7 in December. A reading above 50 signals expansion. It was the 37<sup>th</sup> straight month of expansion in the services sector.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending February 1 rose 3.4 percent. Purchase volume rose 2 percent. Refinancing applications increased 4 percent.

The trade deficit decreased to \$38.5 billion in December from \$48.6 billion in November. Exports rose \$3.9 billion or 2.1 percent to \$186.4 billion. Imports decreased \$6.2 billion or 2.7 percent to \$224.9 billion.

Wholesalers decreased their inventories 0.1 percent to \$497.7 billion in December. Sales at the wholesale level were unchanged at \$418.9 billion in December. On a year-over-year basis, sales were 3.7 percent higher than December 2011.

The Labor Department reported that in the fourth quarter of 2012, productivity fell at an annual rate of 2 percent and labor costs increased at an annual rate of 4.5 percent.

Initial claims for unemployment benefits for the week ending February 2 fell by 5,000 to 366,000. Continuing claims for

the week ending January 26 rose by 8,000 to 3.224 million. The less volatile four-week average of claims for unemployment benefits was 350,500.

Upcoming on the economic calendar are reports on retail sales on February 13 and industrial production on February 15.

## ***Industry Insider FHA Soon to***

### ***Increase Insurance Premiums***

Federal Housing Administration (FHA) loans will soon become more expensive and more restrictive. If you are thinking about buying a home soon, you should be aware of the following changes.

- The FHA recently announced that it will increase the annual mortgage insurance premium (MIP) by 0.10 percent for most new FHA mortgages under \$625,500. This annual premium increase — which is broken down into monthly payments — will take effect April 1, 2013.
- FHA loans over \$625,500 with terms greater than 15 years will increase 0.05 percent. FHA loans over \$625,500 with terms equal to or less than 15 years will increase 0.10 percent. This premium increase will also take effect April 1, 2013.
- The FHA will also require most new FHA borrowers with a loan-to-value (LTV) ratio greater than 90 percent to continue paying annual premiums for the life of their mortgage loan. For borrowers with an LTV less than or equal to 90 percent, the mortgage insurance premiums must be paid for 11 years. This change goes into effect June 3, 2013.

This reverses a previous policy implemented in 2001 that cancelled the FHA-required MIP on loans when the outstanding principal balance reached an LTV ra-

tio of 78 percent of the original principal balance.

The primary reason for these changes is to bolster capital reserves for FHA's Mutual Mortgage Insurance Fund. Congress has mandated that the fund keep 2 percent in reserves. The current reserve is negative 1.44 percent.

The FHA also announced a proposal to raise the minimum down payment requirement on loans over \$625,500 from 3.5 percent to 5 percent.

If you are considering buying a home, you might want to act before these changes take effect. If you would like more information about what these various changes and higher fees will mean for you, please contact me today. ☉

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

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## *Form & Line* by Jacque Foreman, editor

If you're tired of Spider Solitaire, and other computer games, and think they are all just *timewasters*, come join me playing the games at **lumosity.com**. Their games are designed to improve your

- Problem Solving capability
- Memory
- Attention
- Brain Flexibility
- Brain reaction speed and follow-through

Yes, they take time, however, with every game you play, you have a chance to improve what they call your *Brain Performance Index (BPI)*. Your BPI is adjusted with each game you play.

You get to design your game strategy by telling them which of the five areas is

*Please turn to Form, p. 5*

Last week I wrote of the plan to promote club membership growth. This is to be done by involving every Rotarian in one or more activities designed to contribute towards club success. Clubs that score at or above their target will become a **Premier Club** and receive the District Governor's Membership Citation.

How to obtain points? There are 18 ways. And here's how the scoring works. A club scoresheet has been created as a computerized spreadsheet. Dues paying club members (all Actives except for Honoraries) are listed in Column A, with new members being added to the bottom as they join.

The count of membership will automatically appear on the scoresheet, and that number times ten becomes the club points target (the minimum number of points needed to become a Premier Club). Expressed differently, each active club member has to contribute 10 points, on average, in order for Premier Club status to be obtained. Think of it this way: "Everyone has something to contribute toward the success of their club; therefore, every person has the power to make a difference."

Points are recorded for each club member next to their name, and in the columns of the appropriate 18 actions tracked by the IGNITE program. Because we're utilizing a spreadsheet, individual and club totals are generated automatically so that progress toward the target may be seen at a glance. Now here are the 18 actions....

1. **Member brings in a new member.** [25 points for each new member.] Now, the points could be scored in two ways, and

I'm sure this will be explained further. Points could either be awarded to the member who has recruited, or to the new member themselves as they are listed by name in a new row at the bottom of the page. Either way, bringing a new member on board is a significant contribution to club health.

2. **New member brings in another new member** (bonus in addition to above). [20 points for each new member.] This is even better, as one can plainly see. Clubs that are so vibrant that their new members are soon recruiting friends and acquaintances to join with them are clubs that are, *well, IGNITED!* So it's only natural that bonus points for this variant of club growth should be awarded.

3. **Club establishes a club membership goal.** [20 points one time for club.] This one is very straightforward. And we will have achieved it because we're operating off of the goal we set at our May 2012 *visioning* exercise. That is to say, we're hoping to match the (net) seven new members we achieved in the 2011-12 Rotary year. But *who* gets the points for having set a club membership goal, or how it is otherwise recorded (if not to the credit of an individual) is not specified. Clearly this has got to be explained....

4. **Club develops a membership committee of 4 or more.** [15 points one time for club.] Now, this one presents our club with a bit of a dilemma. We've always prided ourselves on having a Membership Committee that is open to all active members, and in which it is assumed that all active members will

participate from time-to-time. However, it's hard to assign tasks to individuals when there is no fixed membership.

We could, with the stroke of a pen, create a committee membership. But let's apply Test Number One of the 4-Way Test: "Is it the truth?" I do believe that our club is going to have to do a little soul-searching before we can proceed here.

Perhaps we *want* to keep things the way they are, but it should be (I believe) a conscious decision and not something that's an outcome dictated by inertia. Similarly, we *may* want to change to keeping a roster of individuals specifically charged with promoting club membership. But shouldn't it reflect an honest commitment on our part?

More next week!

## Form

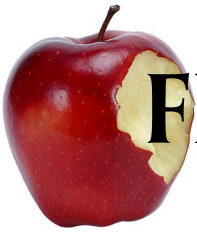
Continued from p. 4

most important down to the least important, and you can change the order at any time.

Don't worry about having to compete with those who are 10, 20 or even 30 years your junior. You will be competing against those in your 4-year age bracket. But, you can always check and see how you are doing compared to those younger ones.

My advice is to wait a couple months before you start comparing. It can take that long to work through the different levels of the games.

That's <<http://www.lumosity.com>>. You may even find that you get hooked on their games and being in competition with yourself. Dare to be the best that you can be!



# FELLOWSHIP...

*The Core of Altadena Rotary*

## A Trip to Huntington Library *A Photo Essay*



*A glimpse into one of the Study Rooms*

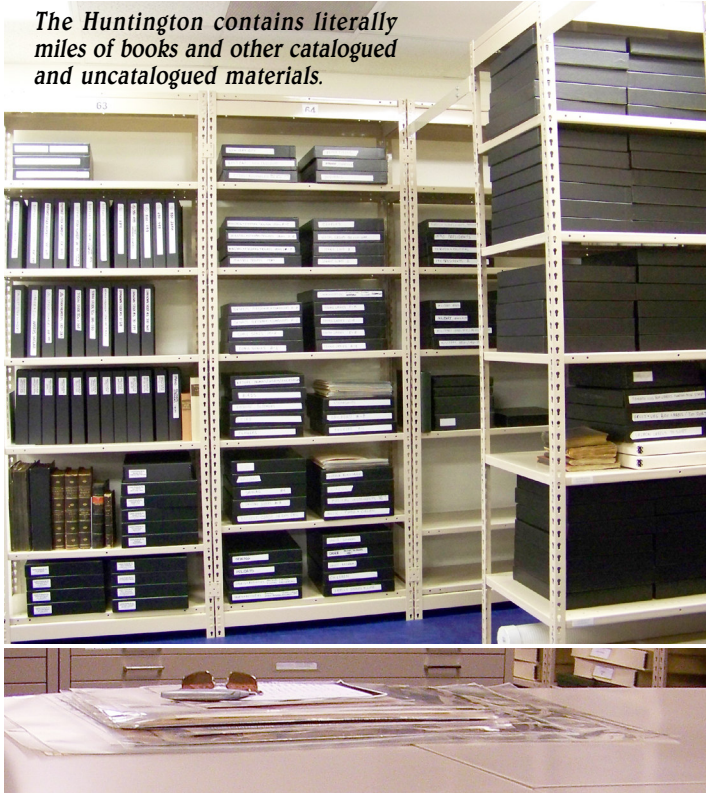


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# Fellowship

Continued from p. 6

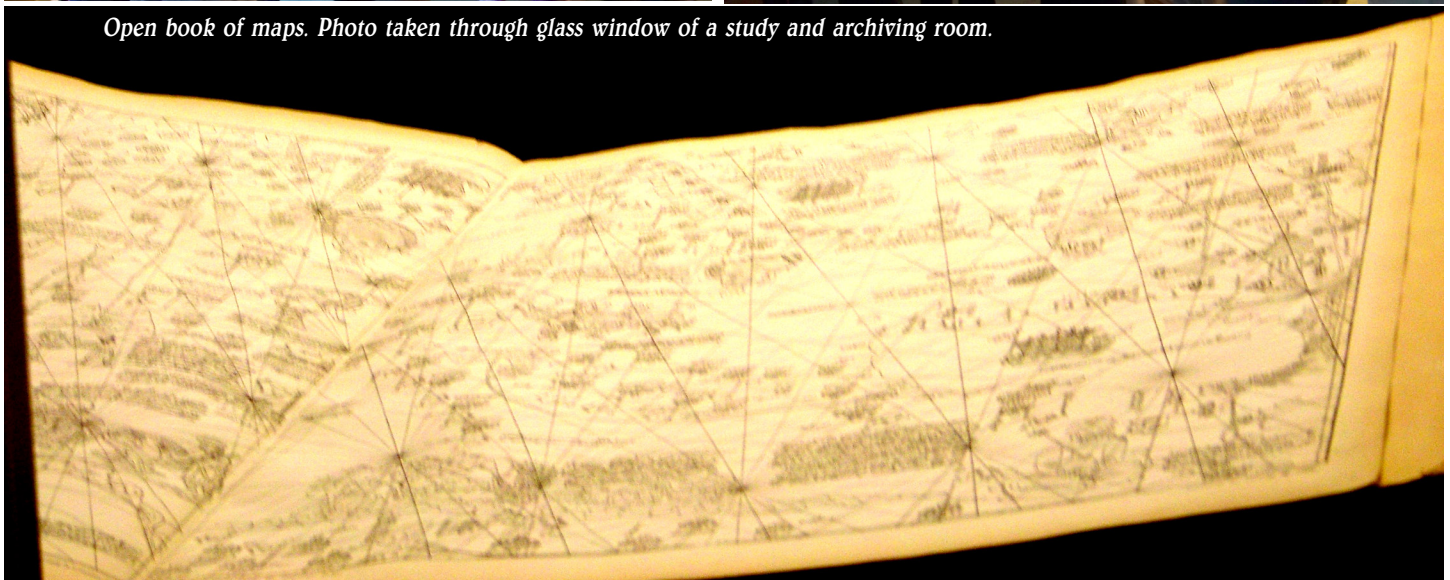
*The Huntington contains literally miles of books and other catalogued and uncatalogued materials.*



*Every flat file drawer has a list of the documents it contains. Each document is protected in a mylar envelop*



*Open book of maps. Photo taken through glass window of a study and archiving room.*





ROTARY INTERNATIONAL  
DISTRICT 5300

# 18TH ANNUAL PEACE CONFERENCE

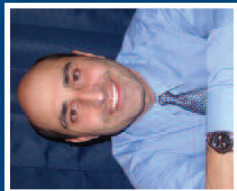


## "THE POWER OF YOUTH TO PROMOTE PEACE"

**SATURDAY, MARCH 9, 2013**  
**9:00 A.M. - 12:30 P.M.**

**UNIVERSITY CLUB**  
175. N. Oakland Avenue, Pasadena, California

- >> Art for Peace Student Contest/Exhibition
- >> World Peace Media Awards
- >> "Salute to Young Leaders" Awards



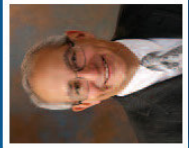
**KEYNOTE SPEAKER:**  
**DR. SUNIL SHARMA**  
Motivational speaker,  
Award-winning  
mathematician,  
Prominent scholar,  
Author, Entrepreneur



**DISTRICT GOVERNOR**  
**DR. SYLVIA V. WHITLOCK**



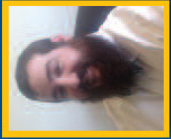
**CONFERENCE CHAIR**  
**DR. GARBIS  
DER-YEGHIAN, PDG**



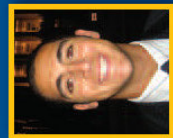
**CONFERENCE MC AND  
PANEL MODERATOR**  
**MICHAEL D. DRIEBE**



**MARGARET GABULCHIAN**  
B.A. in English and Comparative  
Literature, Occidental College,  
Peace advocate



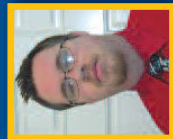
**CHRISTOPHER SHOUP**  
Student at Victor-Valley  
College, Vice-President of  
Model United Nations Program



**GEORGE KARR**  
Political science/economics  
major at UC Irvine, Member  
of the Academic Senate



**KANIKKA WOFFORD**  
Student at Victor-Valley College,  
President of  
Inter Club Council



**JUSTIN KILBORN**  
Student at Victor Valley College,  
President of Model United  
Nations Program

FOR REGISTRATION, GO TO THE DISTRICT WEBSITE:  
[www.district5300.org](http://www.district5300.org) or CONTACT

**RAGHADA KHOURY**  
E-mail: [raghadak@khouryent.net](mailto:raghadak@khouryent.net)  
Cell: (760) 559-3244

**Admission:** \$20.00 per person,  
(complimentary for students)  
- includes continental breakfast

PLEASE MAKE CHECKS PAYABLE TO:

**RI DISTRICT 5300 FOUNDATION**  
AND MAIL IT TO: **RI District 5300**  
1930 Village Center Circle #3-396  
Las Vegas, NV 89134