

March 21, 2013

This Week

Chad Cooper
Digital Consultant
Program Host:
John Frykenberg

Chad Cooper has over fifteen years of experience in the technology and digital world. Prior to starting Roxbury Digital in 2010, Cooper worked for OVGuide.com one of the largest online video search engines where he ran the marketing, sales, and business development groups. He was instrumental in expanding the website's traffic to over 12 million users a month which led the website to be labeled by ComScore in May 2008 as the *third fastest growing website on the planet*. He also worked with various startups and well-established companies such as: Lycos, Guardent (acquired by Verisign), FlightTime.com, Continental Resources, Virgin Entertainment Group,

Cooper's company, Roxbury Digital, Inc., is a full-service digital advertising and marketing company specializing in digital customer acquisition campaigns, traffic and audience building, digital media planning and buying, online video initiatives and syndication, monetization strategies, digital platform penetration, online political and fund-raising initiatives, and senior citizen and older demographic digital initiatives.



Johnson's Judgments

by President Julius Johnson

A New Look at the Meaning of Service

At our last meeting, we had a special treat. The second level of the Four-Way Test Speech competition was conducted before our very eyes and ears. All of the four high school speakers did a masterful job.

A big Rotary shout out to Kevin Moore for heading up that program for us yet again this year. Kevin's special service project has been to conduct the speech competition for our Club each year. The final round of the contest will be at the District Conference. Yet another reason for you to be there.

This year the District Conference will be held at the Town and Country Resort and Convention Center in San Diego. The conference starts Thursday, May 16, 2013 and ends on Sunday, May 20. You can make reservations for a room by calling 1-800-772-8527.

Each of the speakers talked about healing the world through service. Each worked our 4-way test into her presentation. I was particularly moved by two of the themes: *Service through Love* and *Service through forgiveness*.

Our Club theme this year is *Altadena Rotary: Where Love is Our Greatest Treas-*

ure. Therefore the concept of Love as being a area of Service is super cool. It's a service that can be preformed at anytime, anywhere by anybody! It does not require a committee meeting, a vote or even a consensus. You just do it!

The idea of Forgiveness as a service was both novel and thought provoking for me. I once gave a message entitled *Forgiveness, the secret weapon in spiritual warfare*.

In the book of Ephesians, chapter 6, Paul, talks about spiritual warfare. He tells us to put on the whole armor of God. Then he identified that armor as being: *the belt of truth, the breast plate of righteousness, feet shod with the gospel of peace, the helmet of salvation, the sword of the Spirit*

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Greeters

March 21

Greg Edmonds

March 28

Jacque Foreman

April 04

John Frykenberg



Program Review

The Next Generation talks about Peace through Service . . .

That was the theme of the Four-Way Test Speech Contest, where four really bright high school students competed for us at the Group Level of the contest. These students had already won at their respective club levels, and now were hoping to win at this level to go on to the Regional Level, and then, hopefully, on to the District Level, where they will compete at the District Conference to be held in San Diego in May.

Speaker Number One was Stacy Rasmussen, who had won the Club Level



contest from the Pasadena After Hours Club. Her speech was a heart warming story about how she and her family had adopted a homeless man named Mo and tried to get him off the streets and back on his feet again. Her theme was to prove that Ralph Waldo Emerson's statement that *when you serve other people, you're serving yourself*, is correct. She described how they took Mo in, got him a bus driver's license, and got him a job with a big bus company. That fell apart, however, when Mo got fired because he tested positive for alcohol. This made Stacy and her family realize that the first step really was to get Mo into an alcohol addiction recovery program. They got him into one of the most difficult programs. Only 1 in 15 graduate, but Mo did it, and now he's so-

ber, driving a bus for a homeless mission, and having a movie made about his life. Stacy concluded that not only was Emerson right, but his statement passed the Four-Way Test.

Speaker Number Two was Susana Xu, who had won the Club Level contest at



our club. Her theme was that peace can be promoted by forgiveness. She recounted how she had been tripped by a boy at her school, which resulted in her breaking her arm so severely that the

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Rotary Club of Altadena - #7185

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March

Literacy Month

Program Chair, John Frykenberg

Mar 14 - Julieann Martin - Attorney to Small Businesses

Mar 21 - Chad Cooper, Digital Consultant

Mar 28 - Mike Watkins - from JPL -- Learn about Curiosity -- What it's doing on Mars

Congratulations



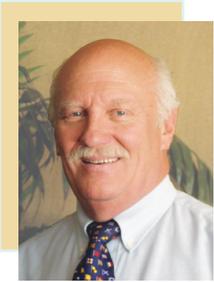

Birthdays

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




Anniversaries

03/01 - Tom & Etta McCurry
3/30 - Dennis & Noriko Suzuki Mehringer



Ray Carlson and yours truly attended the conference at the University Club to listen to a panel of college students address the never ending specter of war in our world.

Rotary International — as we know — has established five centers world wide to host *Peace Scholars* willing to study for a master's degree in *Conflict Resolution*. Study sites include cooperating universities in Thailand, the United Kingdom, Indonesia, Japan and North Carolina among others.

The general theme of the conference as stated in the keynote address was *co-operation* in international affairs; thinking less about ourselves and more about others. Citing Gandhi's leadership in non-violent protest against the British in gaining independence for India in 1947, we were asked to think about the consequences of violence and its repercussions. (*There was no discussion of the atrocities following Gandhi's murder by retaliatory strikes against Muslims resulting in a million deaths and the displacement of 17 million people in partition.*)

General comments regarding the content of peace being a condition absencing violence with greater understanding between peoples never actually hit upon *justice* as an essential component of true peace or the restoration of broken relationships. The problem of *toleration* of the views and beliefs of others when some feel *entitled* or feel that *From each according to his abilities, to each according to his needs* is the (Carl Marx 1875), already proven fallacious and bankrupt political ideology of the 20th Century.

Rotary District 5300 24th Annual Peace Conference March 9, 2013

Dialectical materialism like national socialism and every contrived or actual manifestation of governance including *Pax Romana* has failed miserably throughout history, proving that the road to *you know where* is paved with *good intentions*, leading to little more than grief and suffering and death. Nothing quite like someone with *good intentions* trying to forcibly impose their enlightened *will* upon you. Hitler said he had good intentions; so did Stalin; so did Julius Caesar ... **Monsters all.**

'*If power corrupts and absolute power corrupts absolutely*' (Descartes), then it is a safe assumption that the best we can do in the pursuit of peace is to *limit the power of government*. This is precisely why our founding fathers established a *bi-cameral legislature, an independent judiciary and executive with limited powers* that could be *checked by the power of the purse* (the job of the House Ways and Means Committee).

It is no accident that the United States is one of the few nations in history that people are lining up to *'break into.'* Why? Because, we offer an astounding list of human rights like the presumption of **free speech, freedom of assembly, the right to bear arms, the right to a trial by a jury of one's peers, the presumption of innocence under the law until proven guilty** and more.

None of the above is a guarantor of **peace** in the world, but they all surely provide a means for the expression of discontent, of belief in **reform**, of having a **voice** in the administration of justice and

provide a vehicle for **ownership** in the business of governance **of the people, by the people, for the people**. The inalienable rights we claim (*life, liberty and the pursuit of happiness*) are not the devise of government but the gift of God.

Folks involved in the business of jointly governing themselves tend toward less opportunism in foreign affairs and ventures requiring military intervention except when it comes to protecting or advancing *monied interests* ... of course. With this thought in mind, the **World Court** might prove the best arbiter of **peace in our time**, not government.

Theoretically, we all prefer **butter** over **guns**, but we don't trust each other, so we manufacture guns instead. And surprisingly, even in a **gun culture** like the United States, those states advocating the Constitutional right to own guns have lower murder rates and less crime than those advocating *bans on private ownership of guns*'.

So... Is the solution to **world peace** gun ownership? Undoubtedly not, but the creation of jobs, limits on government power everywhere, advocacy of the rights and freedoms we enjoy and the administration of **justice** in commerce, trade and general conflict can help a lot. Eliminate the threat of gross injustice, and you can eliminate the threat of guns not by fiat but by mutual enlightened self-interests and negotiation.

Interrelatedness, relationship building, student and business exchanges, multinational stock ownership in global corporations all provide a far more effective mechanism for peace making than the promotion of *national* interests at the ex-

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Jacob would be Proud

The life of a genealogist is filled with surprise. Just when you think you've closed the book on someone in your tree, up pops another source. And if it's rich enough in detail, you find yourself almost totally revising what you thought you knew about your ancestor.

Such was the case recently when an article I saw prompted me to revisit the Chancery Court records held by the Library of Virginia <<http://www.lva.virginia.gov/chancery/default.asp#res>>. Some years back I had visited in person, and had been amazed at the information available in some of these case files. But I'd neglected to investigate the digitization project that was only then just beginning, and now I was seeing the fruits of these labors.

My focus was a fourth great-grandfather, six generations back from me, who had arrived in the port of Philadelphia on the day before Christmas 1772 aboard the brig *Morning Star*, from Rotterdam by way of Cowes. His name was Jacob Niebergall, and he was probably about 20 years old at the time.

After some 15 years the surname had shifted to "Nebergall," and he was then living near Woodsboro, Maryland. Six years after that he was buying a farm in Augusta County, Virginia. He held this at least through 1806, by which time he had an itch to move on again — this time to the new State of Ohio.

And here was where the trouble began. Against the advice of others, he entered into a contract with a man who appears to have been of English Colonial stock. The deal was a swap of his 120-acre farm in Virginia for a 400-acre tract in cen-

tral Ohio, plus a cash payment of the man for personal property that my ancestor was to leave behind for the new owner. Trouble was, as it turns out, the farm in Ohio had been sold out from under the man for non-payment of taxes. He held **no** title for **any** Ohio lands at the time!

Jacob Nebergall sued. But it took some time for justice to be done. Documents and depositions had to be gathered, and it was only through the kindness of a certain attorney friend that Jacob even had the ability to pursue the case. And this is where I gained a new insight into the hard life of an immigrant.

Of Jacob Nebergall of Augusta County, his attorney said this: "your orator is altogether ignorant of the manner of conducting business. is a German and not well acquainted with the English language — he was at the time of making the contract and still is without any knowledge of the land mentioned in said obligation said to lye in the State of Ohio." Still more to the point, a deponent added that: "...the sd. Nebergall was a very ignorant illiterate Dutchman who knew nothing of law and very little of business of any sort and might have been very easily imposed on in a matter such as this,...."

The case file includes a handwritten list of the items that Jacob was to have left behind, which is similar to an estate inventory except that he had not died. He owned seven sheep, a sow with six piglets, and four shoats. His furniture consisted of a bed, bedstead, and a chest, table and four chairs. Cooking and agricultural implements rounded out the list. There was no mention of a horse, gun, Bible or looking glass; perhaps he in-

tended on taking them to Ohio, or perhaps he had none.

But make it to Ohio he did. And *make it in America*, we did! Times were hard for several generations, and the family kept moving West, and eventually the memory of this poor immigrant was forgotten by his descendants — I had to re-discover it from scratch!

But if only he could meet my branch of his family today, I know he would be proud. We are literate; we are informed. And a daughter of mine today draws up contracts for The Colburn School in downtown LA. These govern the terms under which visiting artists perform at the school, and the terms under which the school's faculty perform at other venues.... Yes, Jacob would be proud. ☉

Judgment

Continued from p. 1

and *Praying Always*. Paul does not mention or list *Forgiveness*, which is why I call *Forgiveness* the secret weapon in spiritual warfare.

The last item mentioned in the list of spiritual weaponry is *Praying Always*. According to Jesus, forgiving others of their trespasses against you is a condition which precedes having God answer your prayers.

Forgiveness not only frees the forgiver from the burdens and toxic residue of UN-forgiveness but it also releases the power of God into your prayers.

The young lady was absolutely right, forgiveness is an area of service benefiting both the forgiven and the forgiver. Try it. You'll like it. ☉



MONEY by Linda Wilkes MATTERS

Economic Update In the News

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending March 1 rose 14.8 percent. Purchase volume rose 15 percent. Refinancing applications also increased 15 percent.

Non-manufacturing activity rose to 56 in February from 55.2 in January. A reading above 50 signals expansion. It was the 38th straight month of expansion in the services sector.

Factory orders fell \$9.6 billion or 2 percent in January to a seasonally adjusted \$472.9 billion. This follows a 1.3 percent increase in December. Excluding the volatile transportation sector, orders increased 1.3 percent in January.

The trade deficit increased to \$44.4 billion in January from \$38.1 billion in December. Exports fell \$2.2 billion or 1.2 percent to \$184.5 billion. Imports increased \$4.1 billion or 1.8 percent to \$228.9 billion.

Retail sales rose 0.2 percent for the week ending March 2, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 1.8 percent.

Wholesalers increased their inventories 1.2 percent to \$504.4 billion in January. Sales at the wholesale level fell 0.8 percent to \$415.4 billion in January. On a year-over-year basis, sales were 3 percent higher than January 2012.

Initial claims for unemployment benefits for the week ending March 2 fell by 7,000 to 340,000. Continuing claims for the week ending February 23 rose by 7,000 to 3.09 million. The less volatile four-week average of claims for unemployment benefits was 348,750, the lowest level since early March 2008. The unemployment rate

decreased to 7.7 percent in February from 7.9 percent in January. Employers added 236,000 jobs in February.

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

Knowledge Builder Best Interviewing Practices

If you're looking for a candidate to hire, begin by preparing for the interview well in advance. Determine what skill sets, qualifications and background the interviewee must have. Ask the same questions of each candidate and have a system in place, such as a worksheet, to fairly judge one applicant against the another.

Do your part to put the candidate at ease. Relaxed candidates tend to give you a better view of what they're all about. One tactic is to begin with open-ended questions that function as good ice-breakers. For instance: "Tell me what excites you most about ...?"

As the interview progresses, shift toward more closed-ended questions: "Do you know how to write a business plan?" Also, use probing questions. These provide insight into behavior and workplace compatibility: "Describe a time when you demonstrated initiative?"

Past experience is not a guarantee of future performance. This is where case-method questions can be helpful. These questions examine how a candidate might react to challenges on the job. They can appear intimidating but they reveal problem-solving skills and analytical abilities. One such question is "How many barber shops are in Chicago?" In this case, the exact number isn't so much the issue. The goal here is to see how the candidate approaches such a question.

Let the applicant finish each sentence,

then pause before you speak. Take notes. Listen carefully for clear and succinct answers that demonstrate accomplishments and attitudes toward work. Avoid asking leading questions or telegraphing answers you desire to hear. Pay close attention to the questions a candidate has for you and the order in which they are asked.

At the close of the interview, it might be helpful to disclose where you are in the interview process — whether you're beginning or nearing the end, and when you anticipate making a decision. ☉

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

Corner

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pense of *others* national interests.

Our *Experiment* in democracy in the US has worked reasonably well given that *no party* or administration has been able to *corner* the market on power for long. (28 yrs. under the *Virginia Dynasty 1800-1828*) Make it so for the rest of the world, and arrogance of ruling elites can be put to bed, people can more freely express their frustrations, have their say and move about freely. The courts can settle the altercations and a degree of *peace and tranquility* will reign. (ref. *the Book of Judges*)

Peace – The absence of war and presence of justice. Imagine that! Rotary is certainly moving in the right direction in addressing *Conflict Resolution*. Now, if we can just share more aspirations, do with less government and trust each other more; we can live in a more peaceful world. ☉

Program

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bones stuck out through the skin. She spent two weeks in the hospital in severe pain, thinking about what she could do to that boy to get even. But, in the end, she forgave him because she wanted to keep the friendship between them alive. Susana then spoke about a boy named Demetrius Hoover, who, along with three other boys, was gunned down in his neighborhood. They caught the shooter, but Demetrius' mother forgave him because she empathized with the boy's problems. Susana said that we are all human, and we all make mistakes, and we all want to be forgiven for them. This avenue to peace also meets the Four-Way Test.

Speaker Number Three was Vivian Le, who had won the club level contest at the



San Marino Club. Her theme revolved around the concepts of honesty and fairness as ways to achieve peace. Her parents had raised her with the concepts of hard work, ethics and honesty. Honesty is always the best policy, but often there are complexities that make decisions difficult. She cited the example of Lance Armstrong, seven-time winner of the Tour de France, who admitted to doping during all his races. He had chosen fame and fortune over honesty and ethics, and, when this was revealed, his career

and his reputation fell apart. Vivian stated that lying is self-deception. You are only fooling yourself. On the issue of fairness, Vivian argued against the idea that life is unfair and one must play the hand that's dealt. She cited her sister, who is a very busy college student, but she makes sure to take one day a week to tutor a five-year old homeless girl. She talked about her best friend, Carmela, who stuck with her as her parents went through a difficult divorce, and Vivian reciprocated by helping when her friend's father passed away.



Speaker Number Four was Andrea Clark, who had won the club level contest at the Pasadena Club. Her theme was that love and service will provide a way to peace. She used her long-time relationship with her friend as an example. One

day her friend appeared at her house crying. There had been a huge family argument, and she had been thrown out of the house. Andrea and her family let the friend live with them for a month until things were sorted out. It was a difficult period, but one must serve others, going wherever necessary. Indifference to problems serves no one. She used the Four-Way Test as an example of how love can create peace.

After much deliberation, the three judges came back with their verdict. The winner was Speaker Number One, Stacy Rasmussen, who will go on to the Regional Level competition. The runner-up was Speaker Number Four, Andrea Clark. All four of the students gave excellent presentations. None of them used any notes at all, and all of the club members were impressed with the quality of the speeches.

Thanks to Kevin Moore, who made his annual appearance to put on this outstanding program.



Patrick Mesisca, Speech coach at Maranatha High School, from where all of the contestants came. He is also the pastor at Christ's Church of Baldwin Park.



The winners, Andrea Clark (l) and Stacy Rasmussen with President Julius Johnson (far l) and Kevin Moore (far r)