

November 13, 2014

This Week

Surprise Guest Speaker

Special Meeting

Location: Boy Scout Camp Trask

Program Host: Jim Gorton

Because we are meeting in a special location this week — Boy Scout Camp Trask, our planned speaker from *Casa de la Amigas* will not be able to make our meeting. Instead, Jim Gorton, our Program Host for November, is promising us a *Surprise Guest Speaker*. Our speaker could be

- One of the members of the Rotary team that worked on the Camp Trask project,
 - Someone from the Boy Scouts to tell us about Camp Trask and its history,
 - A craft talk from one of our newer members who has not had a chance to give his craft talk.,
- or none of the above.

We might just have fellowship over a meal and enjoy good conversation among those attending. We will all have to wait and see.

Come and be surprised by the program Jim Gorton arranges. ○



REFLECTIONS
 by Hal Yorke, President
BEEFLECTIONS?

on . . . The Berlin Wall

As I write this article today — November 9, 2014 — I cannot help but reflect on the fall of the Berlin Wall 25 years ago. A few weeks earlier, my wife and I had been following the television reports of a large column of Trabis that had crossed the border from Hungary into Austria. The East German Trabant (affectionately called the *Trabi*) was a small oil-gas-mixture guzzling car propelled by a 2-cycle pollution generator that maxed out at an ear-splitting 18 HP. This was the one car that every East German could eventually afford after several years of saving.



Late September 1989 news had gotten out that Hungary border officials were no longer preventing East Bloc citizens from crossing into Austria. A large group of East German vacationers travelling through Hungary did exactly that: The progress of this smelly, blue-smoke-belching

Trabi-beast as it snaked its way through Austria into West Germany was big news. Soon many more East German Trabi owners packed what they could fit into these tiny cars in addition to their families and headed for Hungary. It was a virtual Trabi invasion; more than 13,000 East Germans entered Austria during this period.

To stem the tide, East German officials announced on November 9, 1989, that — *effective immediately*, travel restrictions on East Germans wanting to visit the West would be lifted. (This was actually a slight exaggeration of what had been decided by the Politburo, but the announcing official had not been fully informed). The evening news on West German television

Please turn to Reflections, p.3

Greeters

November 13

John Frykenberg

November 20

Jim Gorton

November 27

Thanksgiving -- Dark

The Village Movement . . . An Alternative Community for Seniors



Susan Kuwaya and Dave Folz of Pasadena Village (patterned

after the Beacon Hill Movement in Boston) came to enlighten Altadena Rotarians on the possible alternatives to more traditional senior living communities, progressive care communities, rest homes or retirement communities.

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Rotary Club of Altadena - #7183

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Tom McCurry Asst. Vocational
Craig Cox Membership
Editor, Design & Typesetting Foreman Graphics
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Advantages inherent in the voluntary association of seniors living in their own homes within an existing community while being layered within the construct of a caring, supportive network of volunteers in a mutual aid society has many advantages, not the least of which is comfort and familiarity, association with friends and neighbors, access to home health aids, seniors in similar circumstances and Village staff with significant resources to address both immediate and longer term needs.

Services provided by the Village staff and forty (40) plus volunteers include: trip planning, social event coordination, information/notification services, isolation monitoring and visitation, community building, education programs, transportation services, professional and medical referral services, safety programs and sponsorship of focus/interest groups. (Many possible programs for an Interact Club liaison)

Figures as high as 89 percent of seniors would prefer to remain in their own homes as they age and retire. Pasadena Village and its sister organizations in Claremont and Santa Monica allow seniors to do just that by providing the needed resources, contacts and support necessary

to stay at home until such time as skilled nursing care may be required for extended periods in hospital, hospice or other intensive care facility.

The cost to belong to Pasadena Village in comparison to more typical progressive care facilities is minimal, i.e., \$720

per year for a single or \$960 per couple. Pasadena Village is currently composed of 130 members and growing and includes residents in S. Pasadena, Pasadena, Altadena and San Marino. There are over 140 Villages in the US currently, serving 25,000 client/members senior citizens. The Villages represent one of the nation's fastest growing segments for senior living alternatives and is worth checking out; PasadenaVillage.org

John Frykenberg ○



**November
Rotary Foundation Month**

Program Chair, Jim Gorton
Nov 13 - To be Announced
Nov 20 - Scott Tennent , Los Angeles County Museum of Art - LACMA's plans for a new facility
Nov 27 - Thanksgiving -- Dark

Congratulations



Birthdays



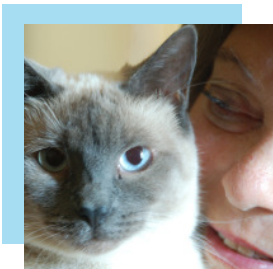
11/08 - Sterling Louviere
11/13 - Ed Jasnow
11/26 - Ray Carlson
11/26 - Roger Fennel



Anniversaries



11/07 - Hal & Barbara Yorke



That's what it is, you know ... *FREE* ad-

vertising. If you are one of our members who is working for yourself, for someone else, or has a hobby you would like to discuss with others, you can have a place on the ***It's Great to do Business with a Rotarian*** page on our website.

Getting a spot on our Business Page is easy.

1. Write a paragraph about what you do or explaining what your hobby is. Be reasonably specific. I can help you with

this, but I need something with which to work, like your written paragraph.

2. If you have a business card, give it to me so I can scan it, or you can scan it for me at 600 dpi, and then I can work with it in PhotoShop to make it the correct size.
3. If you would rather have a picture of yourself, that can be arranged. Please let me do the cropping and sizing.
4. You can even have both a business card and a photo if you choose.
5. Under what category do you wish to be listed? If it's ***Attorney***, what type of

attorney? Since this is not a networking group, we can have more than one person per category. In this case, duplicate category identifications will be numbered in order of your deciding to be included.

I don't think it gets much easier than that to get some free advertising. Unlike those who call me and make promises like getting me in the top listing on Google, I make no promises. What I can tell you is that if you are not listed on our website business page, there is no chance for a call from someone who saw your listing there.

There is only one thing I can promise: NO LISTING = NO CALLS. In other words, you can't make the goal if you don't kick the ball or make the effort to carry it into the in-zone. ○

Reflections

Continued from p. 1

(which East Germans had been following) exaggerated even further, one announcer stating "The GDR is opening its borders ... the gates in the Berlin Wall stand open."

The effect was electrifying; Thousands of East Berliners gathered at the Wall, demanding to be let through. Thousands more West Berliners streamed toward the other side, waiting with flowers and champagne. In Goettingen — just 15 miles from the East German border — my wife and I were glued to our television set, watching this drama unfold. Finally, at 10:45 pm that evening, the overwhelmed East German guards — with little or no guidelines from their superiors regarding use of force — opened up the checkpoints to the West. A huge party began on the streets with much hugging, kissing, dancing and drinking. Eventually, a crowd

of West Berliners jumped onto the Wall and were soon joined by their East Berlin counterparts. This is the image that was relayed around the world.

Since 1989, celebrating this November 9 occasion has always been problematic for Germans. November 9 also marks the 1938 occurrence of the Reichskristallnacht (the Night of Broken Glass), when more than 1000 synagogues were destroyed and Jewish businesses, homes, hospitals, and schools were ransacked, as Nazi attackers demolished buildings with sledgehammers and set many on fire. For many, November 9 marks the beginning of the Nazi *final solution*. For this reason, November 9 can never be Germany's equivalent of America's 4th of July. Instead, November 9 is truly a day for reflection. ○

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MONEY MATTERS

by Linda
Wilkes

Economic Update In The News

Pending home sales, a forward-looking indicator based on signed contracts, rose 0.3 percent in September, following a 1 percent decrease in August. On a year-over-year basis, September pending home sales were up 1 percent.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — rose 0.2 percent in August after a 0.6 percent increase in July. On a year-over-year basis, prices have risen 5.6 percent when compared with August 2013.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending October 24 fell 6.6 percent from the previous week. Purchase volume fell 5 percent. Refinancing applications decreased 7 percent.

The Commerce Department announced that gross domestic product — the total output of goods and services produced in the US — increased at an annual rate of 3.5 percent in the third quarter of 2014. This follows a 4.6 percent increase in the second quarter of 2014.

Orders for durable goods — items expected to last three or more years — decreased \$3.2 billion, or 1.3 percent, to \$241.6 billion in September. Excluding volatile transportation-related goods, September orders posted a monthly decrease of 0.2 percent.

Retail sales rose 0.3 percent for the week ending October 25, according to the ICSC-Goldman Sachs index. On a

year-over-year basis, retailers saw sales increase 2.8 percent.

The consumer confidence index rose to 94.5 in October from a revised 89 in September. It was the highest reading since October 2007. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence.

Initial claims for unemployment benefits for the week ending October 25 rose by 3,000 to 287,000. Continuing claims for the week ending October 18 rose by 29,000 to 2.384 million. The less volatile four-week average of claims for unemployment benefits was 281,000, the lowest level since May 2000.

Upcoming on the economic calendar are reports on construction spending on November 3 and factory orders on November 4.

Big Idea

3 Networking Resources

Networking is a way of creating value for yourself by seeking out and cultivating relationships with other business professionals. To be effective, you not only need to take advantage of opportunity when it's presented to you, but also actively create value for your networking partners. This is how you make yourself attractive — by adding value and helping others achieve their goals. As Zig Ziglar said: "You can get anything in life you want if you will just help enough other people get what

they want."

For networking venues, consider joining private clubs, business organizations or a structured networking group. An excellent example is Business Networking International.

Chapters are located throughout the country and you have the option to start your own. Each chapter consists of 20 to 40 people who gather weekly. The purpose of these meetings is to build relationships, share referrals and increase business. To limit competition, no two members of the same chapter can belong to the same profession. A membership committee checks the references of all candidates to ensure they're reputable.

Another consideration is industry-specific online business networks. One of the largest is ActiveRain. It has more than 250,000 members and dubs itself the No. 1 social community for real estate professionals. With a very large database of real estate knowledge, ActiveRain is a place where agents can share their real estate experience, position themselves as industry experts, and grow their business through real estate blogging. Another is Meetup, where you can either join an existing real estate group or start your own. Begin by typing "real estate" into the search field; you'll likely find dozens of local existing networks you can join. ○

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

**TELL US ABOUT YOUR PASSION
WRITE A COLUMN**

Flags go Up to celebrate Veterans' Day

I don't know about the rest of you, but I still think of Veterans' Day as Armistice Day ... you know, the eleventh hour of the eleventh day of the eleventh month. At least the powers that be didn't make it a long weekend.

Be that as it may On Saturday, November 08, a very small group of us assembled in the Presbyterian Church parking lot to do what we promised we would do when we received the endowment from the American Legion: Put flags out on certain, specific days — Veterans' Day, Memorial Day, and July 04.

Now, because our flags are mounted on light poles, we can leave them flying between Memorial Day and July 04, covering Flag Day, June 14, even though that day was not included in our promise.

Let's get back to those who showed up.

I left working on Christmas Tree Lane (CTLA) about 9:30a, and arrived in the Presbyterian Church parking lot six or seven minutes later to find that Craig Cox was already there, standing in one of the bits of shade, eating his breakfast — something from Jack-in-the-Box.

I believe the next person to come was Tom McCurry. Then Tony Hill arrived, which was a good thing since he is presently *The Keeper of the Flags*. We waited a bit, but no one else showed up.

So off the guys went in Hill's van, and I followed in my car to take pictures of them putting up the flags. Since we only had one crew, they did both up and down Lake.

When finished I returned to CTLA.

There has been some suggestion that we double the number of flags we put out. And I agree that that would make a more spectacular scene. But to do that, we need to be able to count on six (6) Rotarians showing up to do the job each time we put up or take down the flags. ○

