



Rotary Club of Altadena

Sparks

OFF THE ROTARY WHEEL

AN AWARD-WINNING NEWSLETTER



October 01, 2015

This Week

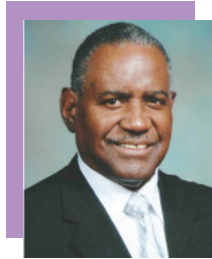
**Myer J. Sanbary,
Esq., President,
Valley Bar Mediation
Center**

**Program Host:
Gary Clark**

Myer J. Sankary, Esquire, will speak on *Dispute Resolution; How to Avoid Expensive Litigation by Using Qualified Mediators*. Attorney Sankary is the president of the Valley Bar Mediation Center, a 501(c)(3) non-profit organization whose mission is to educate the public about *Alternative Dispute Resolution* (ADR) processes to resolve dispute through mediation rather than litigation and bring about a more peaceful resolution of conflicts between individuals, communities, organizations, businesses, etc.).

The Valley Bar Mediation Services (VBMCS) — sponsored by the San Fernando Valley Bar Association — offers both no-cost and low-cost affordable mediation, which replaces the LA Superior Court ADR system. VBMCS's primary mission is to educate the community about the benefits of mediation and to provide access to justice to those who cannot afford the high cost of litigation and to reduce

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Quietly Quick

by Steve Cunningham, President

Steve Jobs by Walter Isaacson A Review

For the generation that's grown up in a world where computers are the norm, smartphones feel like fifth limbs and music comes from the internet rather than from records and CDs, Steve Job's personal side shines through with all his faults and craziness, and leaves a deep impression. This book is a rich portrait of one of the greatest minds of our generation.

Through cars, his father gave Steve his first exposure to electronics. "My dad did not have a deep understanding of electronics, but he'd encountered it a lot in automobiles and other things he would fix. He showed me the rudiments of electronics, and I got very interested in that.

"My college fund came from dad paying \$50 for a Ford Falcon or some other beat-up car that didn't run, working on it for a few weeks, and selling it for \$250 ... and not telling the IRS."

In 1950, Job's family moved into what became known as *Eichler homes*. Jobs recalled that these homes were smart and cheap and good. "They brought clean design and simple taste to lower-income

people. They had awesome little features, like radiant heating in the floors. You put carpet on them, and we had nice toasty floors when we were kids."

Jobs said that his appreciation for Eichler homes instilled in him a passion for making nicely designed products for the mass market. "I love it when you can bring really great design and simple capability to something that doesn't cost much," he said as he pointed out the clean elegance of the houses. This was the original vision for Apple. "That's what we tried to do with the first Mac. That's what we did with the ipod."

"The first computer terminal I ever

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October Team

**Tom McCurry • Charles Wilson
Theo Clarke • Ray Carlson
John Frykenberg**

Meeting Responsibilities

- Setup • Greeter •
- Flag Salute • Song •
- Inspirational Presentation •
- Happy Bucks • 4-Way Test •
- Takedown •

Program Review

A Rare Combination of Biochemical Research and Business Acumen



It is rare to find someone with broad skills in biochemical research and business development in the pharmaceutical industry. This is what the Rotarians in Altadena experienced last week when Nathalie Rouviere, PhD gave her talk on the current healthcare landscape in America and worldwide.

Her experience spans large multinational companies in pharmaceutical de-

velopment, such as Merck, Sanofi, Boston Scientific, Baxter and others.

A native of France, she earned her PhD in Enzymology at the University of Paris. Her 20-plus-year career in academia, industry, agencies and institutes led her to relentlessly pioneer innovation, to champion evidence-based medicine, and put patient's needs first.

She launched her own consulting service in California — CdP Consulting — last year to provide business development support, and to help start-ups maximize their commercialization of new products.

She shared how great it feels to be a part of our local community and appreciates the great work that we as a club are doing in the community and abroad.

Although she did have a power-point presentation prepared, her talk was more of a discussion with the members of the club.

She provided a brief overview of the current healthcare landscape in America and overseas and shared that the healthcare industry is constantly evolving. Companies are constantly merging or being taken over, and therefore it is very difficult as a consumer to keep up with all the changes. We have moved from a world where doctors were once known as *gods* to a world or society where poli-



cy makers and big business make all the decisions as cost effectiveness is the main driver these days.

She then detailed what developing a new drug clinical trial would look like. There are four phases to a clinical trial that she mentioned (preclinical, phase I, phase I/II, and phase III) and showed diagrams of the different population of individuals needed to accomplish each phase.

Rouviere shared some current cases related to the bad reputation of the Pharma industry and spoke about the recent case involving Turing Pharmaceuticals. Martin Shkreli, CEO of Turing Pharmaceuticals, has come under fire after recently

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Sparks is published 48 weeks a year and is the official publication of the Rotary Club of Altadena. The deadline for submission of articles is Friday at 6p to current editor email, fax, or delivery.

Rotary Club of Altadena - #7185

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Meets: Thursday, 12:10p

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Mike Zoeller Youth Projects

Ray Carlson Vocational

Tom McCurry Asst. Vocational

Craig Cox Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

October Vocational Service

Program Chair, Gary Clark

October 01 - Myer J. Sankary, Esq., Mediation, Arbitration, Trust Administration

October 08 - Lisa Derderian, Emergency Management Coordinator, Pasadena

Fire Dept. Public Information Officer

October 15 - Steve Reagan, Representa-

Congratulations



Birthdays



10/08 - Susan Cox

10/17 - Noriko Suzuki Mehninger

10/20 - Charles Wilson

10/24 - Jim Gorton



10/01 - Margarita & Freddy Figueroa

10/19 - Elsa & David Smith



Project Teams Making Things Happen for Fall and Winter



For everything there is a season. In our case, everyone gets to participate in planning a service project at least one time per year. This last weekend our Fall team organized support for an event at Danny's Farm. Mike Noll — as team leader — wanted to support this organization that helps families dealing with autism. Noll's team consists of: David Smith; Tony Hill; John Frykenberg; Dennis Mehringer; Sue Applegate; Julius Johnson; and Fred Figueroa.

John Casci is the leader of our Winter Project team. His members include:

Kimmit Haggins; Tom McCurry; Jacque Foreman; Ed Jasnow; Hal Yorke; Ray Carlson; and Roger Fennell. In addition, new members Mindy Kittay; David Alimi; and David Campbell are invited to participate.

The task of the project committee is to gather together to identify a good hands-on project for the Rotary Club of Altadena to complete. Examples of hands on projects are installation of benches at Eliot Middle School; construction of platforms at Trask Scout Base; refurbishment and installation of a playhouse at Altadena Christian Children's Center; and providing breakfast and lunch for participants in the American Cancer Society Relay for Life at Farnsworth Park.

Once the project has been identified, the committee figures out the scope of work, amount of materials, and number of people needed. They create a budget (and submit it to me). They work out a campaign to promote the project to the club at large. They coordinate with the people responsible for the event/site and their volunteers. They set the work date(s) and plan for food and drink for the volunteers. They buy the materials/food and make sure they get to the work site.

You can see it takes a lot to successfully put on a project. It is a great experience for new and established Rotarians.

I am looking forward to what you are planning! ○

Program

Continued from p.2

increasing the price of the life-saving drug Daraprim more than 5,000 percent, from \$13.50 a pill to over \$750 virtually overnight early last week. The drug is administered to treat toxoplasmosis, a disease similar to malaria, and subsequently not commonly seen in the United States. As a result, Daraprim is almost considered an *orphan drug* in the US. However, for those who do require the drug, its availability quickly grew out-of-reach. This is not the only case in recent years nor will it be the last we hear about as these companies are strictly *for profit* organizations.

A great question was then asked by the

group concerning whether or not to trust generic drugs over brand name drugs. Rouviere said that it all depends on the ingredients and a lot depends on where the drug is manufactured, the quality control agencies (FDA in US) involved and the

resulting *side effects* of the clinical trials.

She ran out of time, and President Steve thanked her for her talk and valuable information regarding healthcare and the pharmaceutical drug industry.

Charles Wilson ○

This Week

Continued from p. 1

the burden on the court system which is now overloaded with cases that need to be settled through mediation. A group of experienced mediators provide the services.

Dispute resolution includes business,

probate, employment, real estate, personal injury, contracts, family, inheritance, race, elderly, etc. The specialization is in communication skills, empathy, patience, problem solving, bargaining, etc. ○

Quietly

Continued from p. 1

saw was when my dad brought me to the Ames Center,” he said. “I fell totally in love with it.”

In the wake of the defense industries there arose a booming economy based on technology. Its roots stretched back to 1938 when David Packard and his new wife moved into a house in Palo Alto that had a shed ... where his friend Bill Hewlett was soon ensconced. They had a garage — an appendage that would prove both useful and iconic in the valley — in which they tinkered around until they had their first product, an audio oscillator. By the 1950s, Hewlett-Packard was a fast-growing company making technical instruments.

Fortunately there was a place nearby for entrepreneurs who had outgrown their garages. In a move that would help transform the area into the cradle of the tech revolution, Stanford University’s dean of engineering, Frederick Terman, created a seven-hundred-acre industrial park on university land for private companies that could commercialize the ideas of his students. Its first tenant was Varian Associates, where Clara Jobs worked. “Terman came up with this great idea that did more than anything to cause the tech industry to grow up here,” Jobs said. By the time Jobs was ten, HP had nine thousand employees and was the blue-chip company where every engineer seeking financial stability wanted to work.

The chip industry gave the region a new name when Don Hoefler, a columnist for weekly trade paper, *Electronic News*, began a series in January 1971 entitled “Silicon Valley USA.” The forty-mile Santa Clara Valley — which stretches from South San Francisco through Palo Alto to San Jose — has as its commercial Backbone *El Camino Real*, the royal road that once connected California’s twenty-one mission churches and is now a bustling ave-

nue that connects companies and startups accounting for a third of the venture capital investment in the United States each year. “Growing up, I got inspired by the history of the place,” Jobs said. “That made me want to be part of it.”

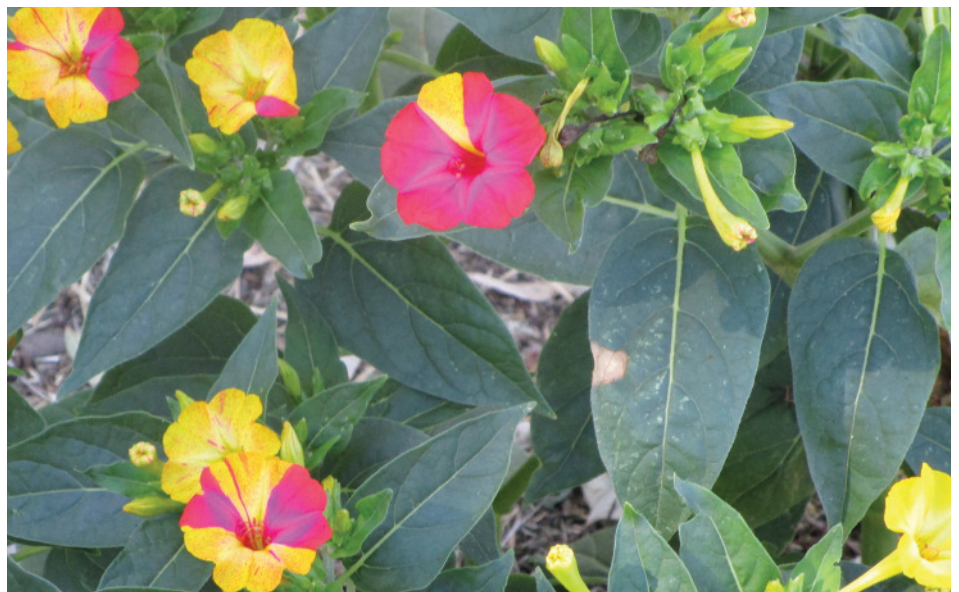
Like most kids, Jobs became infused with the passions of the grown-ups around him. “Most of the dads in the neighborhood did really neat stuff, like photovoltaics and batteries and radar,” Jobs recalled. “I grew up in awe of that stuff and asking people about it.” The most important of these neighbors, Larry Lange, lived seven doors away. “He was my model of what an HP engineer was supposed to be: a big ham radio operator, hard-core electronic guy,” Jobs recalled. “He would bring me stuff to play with.” As Jobs and Isaacson walked up to Lange’s old house, Jobs pointed to the driveway. “He [Lange] took a carbon microphone

and a battery and a speaker, and he put it on this driveway. He had me talk into the carbon mike, and it amplified out of the speaker.” Jobs had been taught by his father that microphones always required an electronic amplifier. “So I raced home, and told my dad that he was wrong.”

“No, it needs an amplifier,” his father assured him. When Steve protested otherwise, his father said he was crazy. “It can’t work without an amplifier. There’s some trick.”

“I kept saying no to my dad, telling him he had to see it. And he actually walked down with me and saw it. And he said, ‘Well I’ll be a bat out of hell.’”

Jobs recalled the incident vividly because it was his first realization that his father did not know everything. Then a more disconcerting discovery began to dawn on him; He was smarter than his parents. ○



It’s a *Mirabilis Jalapa*. But you may know it by its common name: Four O’clock. It’s also known as the *Marvel of Peru*. It comes in various colors — sometimes all on the same plant, as you can see here. Like some Jasmine, the Four O’clock is a night bloomer and is said to give off

a wonderful fragrance when the flowers open in the evening. This particular plant resides in the arroyo that is near my home on Windsor. My husband, Bruce, took this picture on a relatively cloudy morning, so some flowers were still open and willing to pose. Jacque Foreman, Editor ○



Red Cross Blood Drive

An Open Letter from Guest Contributor

Ken Stickney, District 5300 Community Service Chair

Honor your hero. Be a hero. Donate blood.

Last Thursday [September 17, 2015] I spoke to your club about the upcoming Red Cross Blood Drive. We Rotarians have been challenged by both the Pasadena Elk Lodge and 5 Kiwanis clubs in the area to see which group can produce [the] most donors. I am asking each Rotary Club to find 10 Rotarians, family members or friends to come on Sunday Oct 4th between 9 am and 3 pm to donate.

Please sign up today at www.redcrossblood.org and enter the code EKRPAS into the blue "Give Blood" box in the upper right hand corner. Then select the Elks Lodge on Oct 4th by clicking on the little red arrow. Pick the time of day best for you and sign up.

If you would prefer, call me and I will take your name and information for an appointment. You can reach me, Ken Stickney, at (626) 863-7625.

I want to thank the Altadena Rotary Club for giving me the time to speak about this community event. I hope to see many of you there. Maybe a few of you will also help me work the table we will have during this event to promote Rotary and what we do for our community. You can sign up to help on the DAC site or call me.

Best regards,

Ken Stickney

Ken Stickney

District 5300 Community Service Chair

Pasadena Club



Honor your hero. Be a hero. **Donate blood.**



**American
Red Cross**

Pasadena Community Blood Drive

Sunday, Oct 4th 2015

9:00am to 3:15pm

At the Pasadena Elks Lodge 400 W Colorado Blvd.
Pasadena, CA

Hosted by the **Pasadena Elks Lodge**

In partnership with the area's

Kiwanis and Rotary Clubs

To sign-up log onto www.redcrossblood.org and enter sponsor code **ekrpas**

Or if you have any questions please call Ken Stickney at (626) 863-7625



redcrossblood.org | 1-800 RED CROSS | 1-800-733-2767



Download the Blood Donor App today

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