

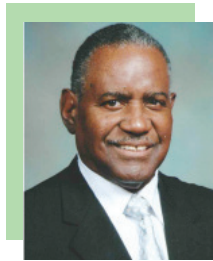
## This Week

### Lauralie Frykenberg, RN Sexual Abuse Response Teams (SART) in LA Program Host: John Frykenberg

Working to strengthen messaging in the sexual violence prevention movement is the job of SART. It can be a struggle to combat the misconceptions the public has about sexual violence. In SART's advocacy role, it can help the public see that sexual violence is a social problem. This week's speaker will talk about some things to think about in the prevention of sexual abuse in our society, including the following points:

1. Reflect the language of the target audience — Example: Framing a bystander campaign for a college-aged audience may include information on how to be an engaged bystander at a party, while a

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## Quietly Quick

by Steve Cunningham, *President*

### Wall Street on the Tundra

from *Vanity Fair*

by *Michael Lewis*

**J**ust after October 6, 2008, when Iceland effectively went bust, I [Michael Lewis] spoke to a man at the International Monetary Fund who had been flown in to Reykjavik to determine if money might responsibly be lent to such a spectacularly bankrupt nation. He'd never been to Iceland, knew nothing about the place, and said he needed a map to find it. He has spent his life dealing with famously distressed countries, usually in Africa, perpetually in one kind of financial trouble or another. Iceland was entirely new to his experience; a nation of extremely well-to-do (No. 1 in the United Nations 2008 Human Development Index), well-educated, historically rational human beings who had organized themselves to commit one of the single greatest act[s] of madness in financial history. "You have to understand," he told me, "Iceland is no longer a country. It is a hedge fund."

An entire nation without immediate experience or even distant memory of high finance had gazed upon the example of Wall Street and said, "We can do that." For a brief moment it appeared

that they could. In 2003, Iceland's three biggest banks had assets of only a few billion dollars, about 100 percent of the country's gross domestic product. Over the next three and a half years the banking assets grew to over \$140 billion and were so much greater than Iceland's GDP that it made no sense to calculate the percentage of it they accounted for. It was, as one economist put it to me, "the most rapid expansion of a banking system in the history of mankind."

At the same time, in part because the banks were also lending Icelanders money to buy stocks and real estate, the value of Icelandic stocks and real

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## January Team

David Smith • Kimmit Haggins  
 Sue Applegate • Mike Zoeller  
 Craig Cox • Sarah O'Brien

### Meeting Responsibilities

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

# Program Review

## How to Make a Job taught again in Nigeria John Frykenberg & Sarah Philips make 9<sup>th</sup> Trip with Newby Raoul Pascual



John Frykenberg was joined by Raoul Pascual and Sarah Philips to talk about their last visit to Ogun State and Kaduna State, Nigeria and the latest developments with *Teaching University Students in Nigeria How to Make a Job*.

**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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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. .... Ravi Ravindran  
Dist 5300 Gov. .... Randy T. Pote

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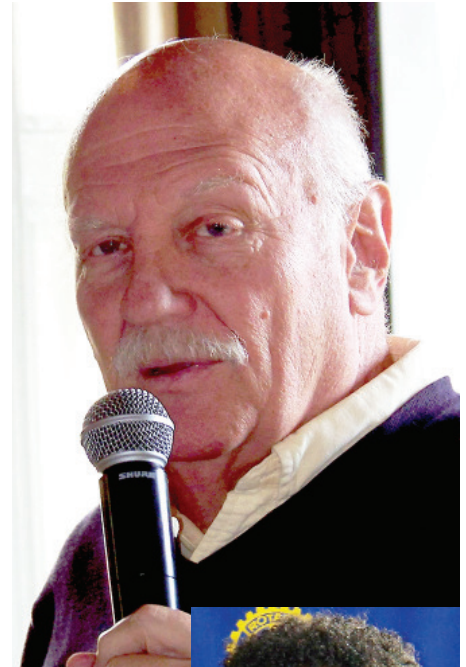
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Attention was drawn not only to the new developments and ongoing success of teaching entrepreneurship to students in Nigeria but also the importance of efforts behind-the-scenes that ensure such trips and courses run as smoothly as possible despite challenges that can arise. Support includes funding, addressing security needs, prayers from back home and an open mind to adapt to new foods, and basic accommodations in less developed areas. Evaluation and approvals are needed to ensure every aspect is handled correctly.

Awareness is growing for the *New Generation Entrepreneur* courses that successfully involved 1800 new students in the two locations. Sometimes there are too many students to accommodate. Plans to return to train teachers have now been approved by the State Govt and Ministry of Education. Although there are currently problems faced by teachers who have not been paid for 15 months, former



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### January Rotary Awareness

*Program Chair, John Frykenberg*  
January 21 - Lauralie Frykenberg, RN - Sexual Abuse Response Teams  
January 28 - Sarah O'Brien, Craft Talk

### February World Understanding

*Program Chair, Theo Clarke*  
February 04 - To be Announced  
February 11 - Dan Stover Competition  
February 18 - 4-Way Speech Contest  
February 25 - Mindy Kittay, Craft Talk

### Congratulations



#### Birthdays



01/03 - Betty Ferris  
01/14 - Bill Reeder  
01/16 - Sarah O'Brien  
01/27 - Ann Rider Hill  
01/27 - Barbara Yorke



#### Anniversaries



01/03 - Jim & Karen Gorton  
01/04 - Mike & Carol Zoeller  
01/22 - John & Joan Frykenberg

## Winter Project Team now Active



The Winter Project Team has met and is now moving forward on plans for the Altadena Library water garden that is being built. New member Mindy Kittay told the committee that the garden will

need benches, trash cans and signs.

The committee will next meet on January 26 at 5:15p at the Altadena Ale and Wine House to meet with the garden designer and discuss her ideas on the style she is looking for. The committee will then divide up jobs and begin the process of inspecting the site, identifying

manufacturers for the benches, trash cans and signs, and developing a budget. They will set a time when the work will be done and make sure that all the equipment and material needed are on site.

All members are welcome to the next planning meeting on January 26. For more information talk to John Casci. ○

## Program

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Rotarians in the local community are enthusiastic to support the courses and one University Alumni pledged scholarship support for a new student. Entrepreneurship has suffered in Nigeria in part from a lack of imagination and creativity despite an abundance of natural sources and business opportunities. These are areas being addressed, and students are encouraged to consider ways that communities and individuals can vary the produce they sell and their methods, rather than perpetuating a hand to mouth existence especially in poorer and rural communities.

We were reminded of our blessings in the US and of the corruption and dangers that face workers and visitors to certain parts of the world. Different legal systems, continuing terrorism and the power of tribal leadership do not always help operations in Nigeria, but the Government is encouraging entrepreneurship. Movie-making, oil and communications are thriving industries, so there will be opportunities for students who demonstrate leadership in these areas and more. The

population is predicted to be larger than the US by 2050.

The presentation was accompanied by slides and videos which revealed the passion of the students, the jungle terrain, armed guard escorts, local resources and friendly gatherings of students and staff accompanied by traditional music.

Congratulations to John Frykenberg and his team for another successful trip to Nigeria supported by Rotary. Although the experience was described as "No trip to Disneyland," it has clearly made a huge difference in the lives of students destined to become Nigeria's entrepreneurs of the future. Sarah O'Brien ○

## Proud to be a Paul Harris Fellow



This past Thursday, January 14, Foundation Chair, David Smith presented new member Mindy Kittay with her first Paul Harris.

Being a Paul Harris Fellow means that you have donated at least \$1000 to the Rotary Foundation. From time-to-time, matching funds are available to help members be credited with this contribution. Your contribution can be made over time. ○





## Digital vs. Analog Toothbrushes

Yes, today we have yet another choice — whether to use electric toothbrushes or manual. Well, as with most of these decisions, progress is beneficial. The electric toothbrushes have provided a much superior process to removing the biofilm that develops on teeth. It's actually the minor and smaller vibrations that provide superior wave patterns that break up the biofilms that have been found to create the hardened calculus which accumulates on teeth. The soft plaque is a soft, sticky film that builds up on your teeth and contains millions of bacteria.

If any portion of the dentition (your

teeth and their arrangement in your mouth) is not cleaned carefully, this film will harden into a chalky calculus along the gum line and/or between the teeth. For this reason, each day an attempt at removal of all plaque should be done twice: once in the morning and once in the evening. Between the teeth a careful flossing is necessary, once a day. Missing either of these steps occasionally will not lead to major problems, but regular neglect will lead to gum disease and a loss of bone support at the roots of teeth in the area of neglect. Oddly, calculus is not often found to build up until the late

20s and early 30s of life.

Children have different areas of concern, and suffer from cavities from decalcification, but gum disease is the most serious problem for adults. Most of the lost teeth in adulthood are caries (cavity) free, but have no bone support around the tooth roots.

So, with a diligent effort — supported by an electric toothbrush and a short line of toothpaste twice a day and flossing with floss sticks once a day, most adults today will never need full dentures — A vast improvement in public health in the developed world in the last 40 years. ○

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## Form & Line

by Jacque Foreman

## More Words that have Changed their Meaning over Time

*Here I go again, bringing you some information from this fascinating book by Justin Cord Hayes, The Unexpected Evolution of Language.*

The first word this week is **Notorious**, which used to mean *Well Known* and now means *Unfavorably Known*.

This word comes from a Latin word meaning *Come to know* and was once synonymous with *Notable* — way back in the sixteenth century when it first appeared in writing. Thus royalty might be *Notorious* and not because many of them were related through intermarriage of the families and not because they were busy murdering unwanted ex-wives.

But it didn't take long for the word to start taking on a darker side, and, by the

middle of the sixteenth century, it was no longer a good thing to be **Notorious**. This was no doubt because famous people were doing bad things. People were referring to notorious smugglers, smut peddlers, and crooked politicians. And soon the word so often referred to negative people and things that it took on the negative connotations it has today. Didn't your mother warn you that you would be known by the company you keep?

Let's take a quick look at the word **Photogenic**. This word was coined to mean what we all now call *Photography*. *Photo* means *light* and *genic* means *produces*. In biology class, you might learn about a photogenic bacteria, meaning that it produces light. And, in the early days of

photography, photographs were called *Photogenic Drawings*. In a sense, photographs are drawings made with light.

In American English, we quite often like to shorten things, so *Photogenic* soon became *Photographs* which became even shorter when we started calling them just *Photos*. And *Photogenic* took on the meaning we give it today: *looking good in photographs*. Sometimes this is expressed by telling someone that the camera likes him or her. This change in meaning corresponds quite well with the rise of Hollywood and the film industry. What do we call the best actors and actresses — nothing less than *movie stars*. These stars *light up* the films they are in ... in the old meaning, they are *photogenic*. ○

# Quietly

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estate went through the roof. From 2003 to 2007, while the value of the US stock market was doubling, the value of the Icelandic stock market multiplied nine times. Reykjavik real estate prices tripled. In 2006 the average Icelandic family had been in 2003 and virtually all of this new wealth was, in one way or another, tied to the new investment banking industry. “Everyone was learning Black-Scholes” (the option-pricing model), says Ragnar Arnason, a professor of fishing economics at the University of Iceland, who watched students flee the economics of fishing for the economics of money. “The schools of engineering and math were offering courses on financial engineering. We had hundreds and hundreds of people studying finance.” This in a country the size of Kentucky, but with fewer citizens than greater Peoria, Illinois. Peoria, Illinois, doesn’t have global financial institutions, or a university devoting itself to training many hundreds of financiers, or its own

currency. And yet the world was taking Iceland seriously. (March 2006 Bloomberg News headline; ICELAND’S BILLIONAIRE TYCOON “THOR” BRAVES U.S. WITH HEDGE FUND.)

Global financial ambition turned out to have a downside. When their three brand-new global-size banks collapsed, Iceland’s 300,000 citizens found that they bore some kind of responsibility for \$100 billion in banking losses—which works out to roughly \$330,000 for every Icelandic man, woman, and child. On top of that they had tens of billions of dollars in personal losses from their own bizarre private foreign-currency speculation, and even more from the 85 percent collapse in the Iceland’s financial hole was essentially unknowable, as it depended upon the value of the generally stable Icelandic Krona, which had also crashed and was removed from the market by the government. But it was a lot.

Iceland instantly became the only

nation on earth that Americans could point to and say, “Well, at least we didn’t do that.” In the end, Icelanders amassed debts amounting to 850 percent of their GDP. (The debt-drowned United States has reached just 350 percent.) As absurdly big and important as Wall Street became in the US economy, it never grew so large that the rest of the population could not, in a pinch, bail it out. Each one of the three Icelandic banks suffered losses too large for the nation to bear; taken together they were so ridiculously out of proportion that, within weeks of the collapse, a third of the population told pollsters that they were considering emigration.

In just three or four years an entirely new way of economic life had been grafted onto the side of this stable, collectivist society, and the graft had overwhelmed the host. “It was just a group of young kids,” said the man from the IMF. “In this egalitarian society, they came in, dressed in black, and started doing business.” ○

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## This Week

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- campaign focused on the workplace may include how to intervene when you witness sexual harassment.
2. Speaking to the audience’s core values — Example: Preventing sexual violence creates healthy families and healthy communities.
  3. Stating facts and statistics — Example: One in five women have been raped in their lifetime, and more than 50% of those women were raped by a current or former intimate partner.
  4. Presenting a positive message — Example: Sexual violence is preventable. Talk about it.
  5. Be action oriented and offer solutions — Example: Learn more about sexual

violence, attend an event during Sexual Assault Awareness Month, or volunteer at your local rape crisis center.

6. Telling a story — Example: Some began working in sexual violence because they believed they could make a difference. Change is only possible when everyone plays a part. This is why it’s important for the community to take a stand.

7. Promote positive social norms — Example: Be an engaged bystander. When you see a person making another person uncomfortable, step up and say something.

8. Link sexual violence to oppression: — Example: Many people not only experience sexual violence, they also

experience layers of oppression. This can make it harder for victims of sexual violence to come forward and find the help and support that is responsive to their individual needs.

9. Present sexual violence as a community problem, not an individual problem — Example: Sexual violence impacts everyone. We all have an active role in preventing sexual violence.

10. Don’t underestimate the power of social media. It is estimated that approximately 73 percent of adults online use social networking sites, with FaceBook the most commonly used. — Example: Help get the word out about Sexual Assault Awareness. ○