

This Week

PCC Vocational Arts Awards

Guest Program Host: Dennis Mehringer

This week will be the annual PCC-Altadena Rotary Club Vocational Awards program. For well over 30 years, our Rotary Club has recognized outstanding students from Pasadena City College. As always, the recipients have been selected by PCC faculty members. The awardees are:

Ernest Camacho, Post Production ••
 Art Reyes, Radiologic Technology ••
 Arturo Sanchez, Automotive Technology ••
 Blaise S. Kim, Broadcast Journalism ••
 Britney Smith, Dental Hygiene ••
 Eugene Tucker, Fire Technology ••
 HoaiBao Quang, Machine Shop Technology ••
 Jesus Lopez, Administration of Justice ••
 Jonathan Cortez, Electrical Technology ••
 Jose Pro Garcia Accounting ••
 Joshua Glawson Finance ••
 Juliana Peterson, More Graphic Communications ••
 Kenneth Lee, Nursing RN ••
 Mark Ferrari, Construction Inspection ••
 Michael Chong, Welding ••
 Sarah Song, Marketing ••
 Stephanie Arevalo, Radio Production ••
 Tanya Y. Gonzalez, TV Production ••
 Thin Sander Khine, Restorative

Please turn to This Week p. 3



Quietly Quick

by Steve Cunningham, *President*

How Economics Perpetuates Sickness

from
The Wellness Revolution
 by **Paul Zane Pilzer**

As my research led me to the medical industry, I encountered large multinational companies whose nefarious practices made those of the food companies pale by comparison. It quickly became apparent to me why an economist needed to write about obtaining good medical care along with how to obtain food for a healthy lifestyle.

When patients go to see a physician, they believe they are receiving a prescription for the best drug or treatment available for their specific ailment. Not likely.

Just as obese consumers are the target market of the food companies, physicians are the target market of medical and pharmaceutical companies. Patients receive the drug or treatment that is most profitable for the supplier of the treatment, the health insurance company, and, in some cases, even the individual physician. This may or may not represent the best medical treatment available. In the United States, doctors typically prescribe completely different treatments for the same ailment, depending on which drug company has

the dominant market share in their region.

Medical technology and pharmaceuticals change so fast today that what physicians learn in medical school is often obsolete by the time they graduate. In practice, doctors learn about new drugs and treatments from a special type of salesperson, called a *detail person* in the medical industry. Detail person is actually a euphemism for "a very attractive, highly paid young person of the opposite sex." Detail people lavishly hand out free samples and handsomely reward physicians and their staff in proportion to the amount of prescriptions they write for

Please turn to Quietly, p. 4

May Team

Dennis Mehringer • David Campbell
 Boyd Hudson • Steve Kerekes
 Roger Fennell

Meeting Responsibilities

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

Program Review



Rotarians and guests in attendance last week were entranced by the presentation by Bill

Toone.

Toone started his career as a wildlife biologist at the San Diego Zoo where he studied the endangered California condor. That work grew into a love with world

He has Lived with the World's Shortest People and Made Friends with the Mountain Gorilla

conservation where he found himself in the spotlight. He was being featured in magazines, papers, filming wildlife documentaries and guest appearances on primetime TV.

Conservation and Quality of Life are not Tradeoffs

Bill Toone has performed conservation work in some of the most remote regions in the world and shared his work in Uganda, Rwanda and Bwindi Impenetrable National Park. Bwindi Impenetrable National Park lies in southwestern Uganda on the edge of the Rift Valley. Its mist-covered hillsides are blanketed by one of Uganda's oldest and most biologically diverse rainforests, which dates back over 25,000 years and contains almost 400 species of plants. But more famously, this region also protects an estimated 320 mountain gorillas (roughly half of the world's population).

Since these gorillas cannot survive in captivity, it is essential that their habitats be protected so that future generations have the opportunity to experience their uncanny human characteristics.

Each group of gorillas is led by a silverback — a mature male — who selects places for the group to eat and sleep, and



has many privileges, including the right to eat first. But, if the group is threatened he will defend them to the death. A bit scary when you hear what Bill shared with us next.

As a tourist you can pay to have the opportunity to spend one hour up and close to the mountain gorillas. After acclimating to the rainforest, guides take you to where the gorillas are currently residing and a small group of eight to nine visitors can sit

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 - #7183

Chartered: February 14, 1949

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Meets: Thursday, 12:10p

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Mike Zoeller Youth Projects

Ray Carlson Vocational

Tom McCurry Asst. Vocational

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

May **No Designation**

Program Chair, Ed Jasnow

May 26 - PCC Vocational Awards - Dennis Mehringer, Guest Host

June **No Designation**

Program Chair, Mike Zoeller

June 02 - To be Announced

Congratulations



Birthdays



5/15 - Elsa Smith

5/18 - Craig Cox

5/30 - Susan Applegate



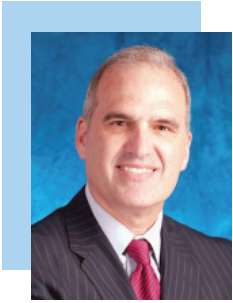
Anniversaries



5/18 - Tony & Ann Rider Hill

5/19 - Roger & Kathleen Fennell

Hands-On Hurrahs



I believe that the Rotary Club of Altadena's priority to do hands-on service projects in our community sets us apart. Organizing and executing a project benefits our club and the community. We develop leadership skills. We practice teamwork. We have fun!

A special thank you to members who have gone out of their way to support our hands-on project efforts this Rotary year.

Mike Zoeller is always willing to help. Whether getting approval for funding from

the Board or getting his hands dirty you can always count on his dedication to our efforts. His willingness to oversee our participation with the Summer Concert Series and the goodwill it creates for the club in the community is greatly appreciated. Thanks also for being willing to lead on serving meals to the Relay for Life participants on June 4th.

Dave Smith also gives generously of his time, knowledge, and resources. We would probably never attempt some of the things we have done if we did not know he was backing us up. His tireless dedication

to our beer sales at the Summer Concert Series is inspiring. Thanks for being willing to help on virtually every project we do.

Mike Noll has taken the lead multiple times on our projects. This Fall he brought Danny's Farm to the Altadena Public Library and got us off to a quick start. Thanks, Mike.

Tony Hill has been a tremendous help with our Lake Avenue flag display. He makes sure the flags and hardware are in great shape. He even found a cleaner this year who cleaned the flags for free. Here's to you Tony!

John Casci accepted the role of leading our Spring project. We are now poised to complete the installation of footings for benches, signage, and a trash can at the Low Water Demonstration Garden at the Altadena Library on June 11. Thanks for your willingness to learn the ropes!

In addition, for every Rotarian who has attended project committee meetings or has pitched in as a volunteer, thanks for all you do! ○

Program

Continued from p.2

down with the gorillas. But get this: once you come upon the group the silverback will immediately try to intimidate you by charging right at you! Toone said that, as long as you hold your ground and look big, he will retreat, and you can then enjoy your time with the group. What is funny is he said that the guides who instruct you not to run are usually the first ones to be seen running away!

While Toone was in this region he met villagers of the Batwa culture. The Batwa are known as some of the littlest people in the world, with an average height of only 4 feet. Many decades ago these people were forced from their homeland within the impenetrable forest and now reside in the agricultural region just outside the boundaries of the National Park. Unfortu-

nately they have become a sideshow for tourists who visit the region.

During his time with the Batwa, he noticed how many of their people had been burned or died from indoor cooking and the resulting smoke. Every year nearly 2.5 million women and children die from chronic smoke inhalation due to open indoor cooking fires. He created ECOLIFE Conservation — an organization that is dedicated to a world in which people and nature prosper together. Toone and his colleagues and staff build stoves that are 60 percent more fuel efficient than their indoor fires, meaning that the Batwa people need to cut down less trees which in turn saves the precious environment of the impenetrable forest and their most

Please turn to Program, p.4

This Week

Continued from p. 1

Dental Technology •• Yamilet Melendez, Dental Assisting •• Zachary W. Carels, TV Operations •• Meghan Anderson, Medical Assisting •• Raymond Torre, Radiologic Technology

I hope to see you all at this Thursday's meeting to honor these fine students and their outstanding instructors. ○

Program

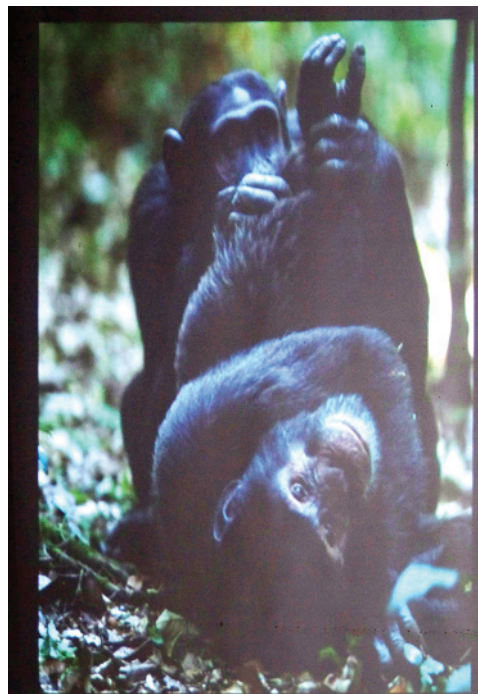
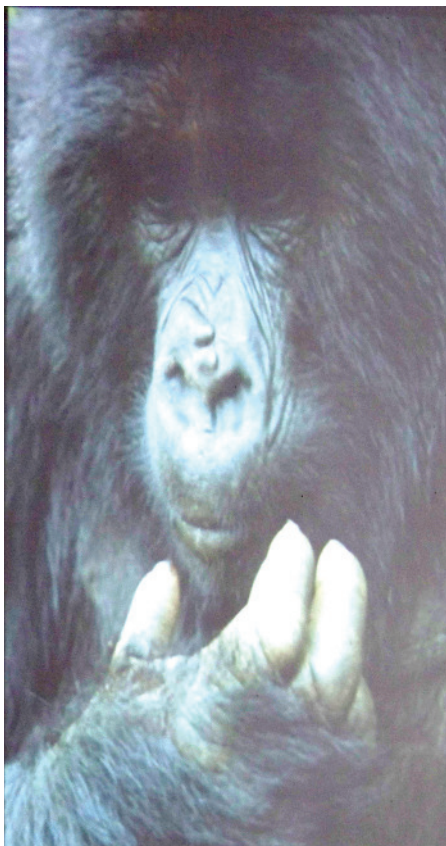
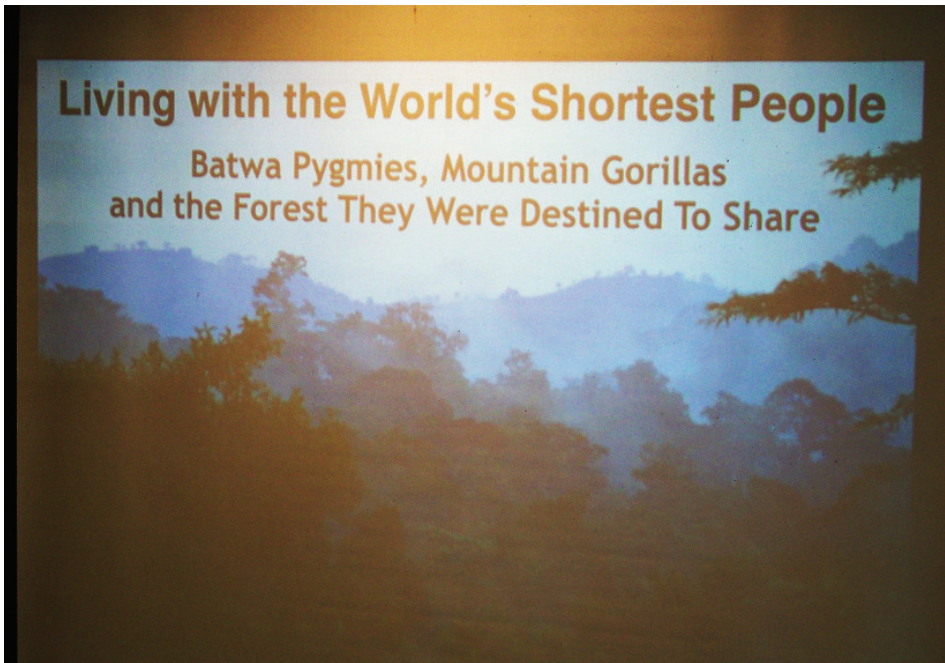
Continued from p.3

famous inhabitants the mountain gorillas. But the organization's work does not stop there. Efforts are also being implemented in Mexico, Kenya and Tanzania to name a few. Even here in the United States they are teaching people about the benefits of

aquaponics and sustainability.

Wherever they go, ECOLIFE's conservation work is based on the premise that quality of life and conservation are not trade-offs.

Charles Wilson ○



More photographs from the Toone slides are on p. 5

Quietly

Continued from p. 1

their company's product. Physicians and their families receive expensive dinners, cruises, and tax-free trips to resorts, where they "learn" more about such products at taxpayers' expense.

Although the ethical (prescription) pharmaceutical companies around the world justify the very high prices of their drugs by citing the high cost of research and development, drug companies actually spend much more marketing drugs than they do on research and development. Moreover, a considerable amount of research and development that leads to the creation of new drugs is funded by the federal government through grants to nonprofit entities such as research labs at universities, medical schools, and the National Institutes of Health.

When your wellness customers pay staggering prices for prescription drugs, they are also paying for the marketing campaign that successfully induced the doctor to check the box on the prescription form that reads "DAW" — *dispense as written*, meaning the prescription will be the more expensive name brand rather than the cheaper generic that is available for about 90 percent of all prescriptions. Drug company profits often come from outdated name brand drugs taken on an ongoing basis by patients prescribed years before when they first developed the condition.

Prescription drug companies limit informing customers and physicians of improved products in cases where they could lose existing customers to competitive brands when patients visit their doctors for revised prescriptions. Generic drugs are sometimes safer or better than the brand-name products they replace because they have been prescribed more recently and thus contain improved formulas. ○

Program

Continued from p.4





All **FREE** Concerts start at 7:00 PM in the Amphitheater at Farnsworth Park.
 568 East Mt. Curve Ave., Altadena, CA 91001 for information: 626-798-6335
 Visit: <http://www.altadenasheriffs.blogspot.com>

20th Annual Summer Concert Series Schedule - 2016

The Walking Phoenix (Tribute to Johnny Cash)	Saturday, July 9th
Hollywood Hillbillies (Play Willie Nelson/Merle Haggard)	Saturday, July 16th
DBX (Tribute to Big Band Female vocalists)	Saturday, July 23rd
Heartbeat City (Tribute to the Cars)	Saturday, July 30th
Hot August Night (Tribute to Neil Diamond)	Saturday, August 6th
Upstream (Tribute to Bob Marley and more)	Saturday, August 13th
No Where Man (Tribute to the Beatles)	Saturday, August 20th
The Tuners (Tribute to Credence Clearwater Revival)	Saturday August 27th

And... For Our Grand Finale... Saturday, Sept. 10th
The Rising in their Tribute to:
Bruce Springsteen

Presented by United Support Group & Sheriff's Support Group of Altadena

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