



Hayes
 by President Brian Hayes
Stack

This Week
President Brian
Hayes
Rotary International
Convention
Inspiration from the
Great, White North

Club President Brian Hayes has returned from the 2010 Rotary International Convention with a renewed sense of energy and purpose for the future of Rotary. At this week's meeting, he will share his impressions on the Convention experience, from the opening plenary to the closing extravaganza, and all the small but meaningful connections made along the way.

He will also discuss the joys and mishaps of his Canadian adventure in which he nearly caused an international incident by trying to smuggle home a bottle of maple syrup.

Convention Thoughts - Part II

Among the array of inspirational speakers I encountered at the Rotary International Convention in Montreal, the one whose remarks touched me most deeply was Greg Mortenson. Mortenson is the cofounder of the Central Asia Institute and author of the bestselling book, *Three Cups of Tea*. Although he isn't a Rotarian, Mortenson lives out Rotary's mission of building world peace. He has chosen to focus his attention on an area where peace is in short supply, Afghanistan.

According to cultural traditions, the tea service serves an important role. The first cup of tea is shared as strangers. By the second cup, you are friends. When sharing the third cup of tea, you are now part of the same family.

In his chosen role as a facilitator of peace, Mortenson finds that listening is among the most important attributes he can have. We may all want peace, he says, but we can't impose our vision on others. It is that act of sharing and learning, such as drinking tea, that he believes brings about mutual understanding.

Mortenson believes that education is the key to peace in Central Asia and the Middle East. The Central Asia Institute has

been working to combat illiteracy in villages throughout Afghanistan and Pakistan by building schools for children, especially for girls — who have been denied an education. Mortenson shared that there are now more than nine million children in school in Afghanistan, 2.9 million of those girls, compared with only 800,000 children, mostly boys, 10 years ago.

"We can drop bombs, we can surge troops, we can put in electricity, we can build roads, we can put in computers. But if girls are not educated, society will never change," he said.

Mortenson closed by sharing a proverb he learned growing up in Africa as the child of missionaries:

*If we educate a boy,
 we educate an individual.
 But if we educate a girl,
 we educate a community.*

Greeters

July 22

Craig Cox

July 29

Freddy Figueroa

August 06

Jacque Foreman



Program Review

The Impact of Public Radio

Most of us listen to some form of radio during our day, whether in the car, at the office or at home. Most people listen primarily to commercial radio; i.e., radio that is private and supported by advertisers. However, there are many devoted fans and listeners of Public Radio; radio supported primarily by listeners and foundations. Last week we had the opportunity to learn more about public radio from senior management member of KPCC radio.

Craig Curtis — the program director



The news content comes from National Public Radio (NPR). NPR does not own or operate stations but rather sells its programming to many public stations throughout the US. For example, Curtis indicated that KPCC pays approximately \$900,000 per year for the right to broadcast the NPR news programming. The cost of NPR is a significant portion of the KPCC budget.

Although owned by PCC, KPCC is no longer operated on the PCC campus. It is housed in a building on Raymond about

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at KPCC — gave an overview of the history of public radio and explained what the many abbreviations used in Public Radio stand for. Public radio traces its roots back to 1917 from station 9XM in Madison Wisconsin. Virtually all public radio broadcasts appear in the FM [Frequency Modulation] bands below 92. For example, KPCC is 89.3, KUSC is 91.5, KPFC is 90.7, KCRW is 89.9 etc. The two largest public radio stations in terms of listeners are KUSC (#2) in Los Angeles and WQXR (#1) in New York. Both are classical music formats. In all there are approximately 800 public radio stations in the US with approximately 30 million listeners on a weekly basis.

The Corporation for Public Broadcasting (CPB) was formed in 1968 is a government agency that regulates public radio and TV. CPB is a quasi private non-profit corporation that is funded by the federal government to promote public broadcasting. Much of its funding goes to public television and radio stations. Approximately 15 to 20 percent of aggregate revenues of all public broadcasting stations are funded through the CPB.

July Programs

Program Chair, Tony Hill

July 22 - Brian Hayes - Experiences at the RI Convention in Montreal, Canada
July 29 - Tom McCurry & Brian Hayes, Club Runner

August Programs

Program Chair, Alex Matsumura

August 05 - District Governor's visit
August 12 - To be Announced
August 19 - To be Announced
August 26 - To be Announced

Congratulations



Birthdays



07/07 - Carmen Siros
07/27 - Tony Hill



Anniversaries



07/01 - Bill & Ruth Reeder
07/04 - David & Rose Steinbacher
07/15 - Craig & Susan Cox
07/31 - Paul & Carmin Siros

Chairmen's Moving toward Polio ~~Portfolio~~

by Dan Nixon, RI News, 12 July 2010 — Brought to you by Craig Cox, Foundation Chair



The World Health Organization and UNICEF co-hosted a meeting with Rotary International and other stakeholders in Geneva on 18 June to launch the Global Polio Eradication Initiative (GPEI) Strategic Plan 2010-12.

The new plan comes at a critical time for the GPEI. Key endemic countries are witnessing historic gains against the disease. Nowhere is progress more evident than in Nigeria, which has reported just three cases in 2010 as of 6 July compared with 333 cases for the same period in 2009. India has reported 22 cases compared with 107 cases.

Across Africa, 10 of the 15 previously polio-free countries re-infected in 2009 have stopped their outbreaks.

In May, the World Health Assembly welcomed the new plan while expressing deep concern about the substantial funding gap over the next three years. The shortfall is a serious risk to ending polio and highlights the need for Rotary to reach its goal of raising US\$200 million.

WHO Director-General Margaret Chan called on the international funding community to stand tall for polio eradication. "The next three years, and especially the next 12 months, are critical to the polio eradication initiative and, by extension, the entire international public health agenda."

An essential element of the plan is the bivalent oral polio vaccine, which is being used effectively against wild poliovirus types 1 and 3 in all four endemic countries: Afghanistan, India, Nigeria, and Pakistan. (Type 2 poliovirus has been eradicated.)

The plan also focuses on known polio migration routes, which have made out-

breaks of the disease largely predictable. Aggressive synchronized immunization campaigns are now being used to help prevent and stop outbreaks.

The partners of the GPEI are exploring every option to secure fresh funding and are managing existing cash flow to limit any threat to the eradication effort. The risk of not stopping polio in endemic countries was made clear when a large outbreak occurred in Tajikistan, caused by poliovirus that had spread from India in early 2010. The outbreak has paralyzed 334 children as of 29 June. Tajikistan had

been polio-free since 1997.

"The complete eradication of polio is an absolute goal, and it requires absolute commitment from us all," says UNICEF Executive Director Tony Lake.

"Rotary believes the new strategic plan provides the blueprint to achieving the goal of polio eradication," says Rotary Foundation Trustee Chair Carl-Wilhelm Stenhammar. When making your contribution to the Rotary Foundation through Altadena Rotary Charities please be sure to indicate if the funds are for Polio or the Annual Fund.

Program

Continued from p.2

1.5 miles from the PCC campus. PCC does provide a number of interns to KPCC every year. The station has a budget of \$14M, with a proximity of 90 employees.

SCPR (Southern California Public Radio)

- Established in 2000 to operate KPCC
- Also operates KUOR, Redlands and owns KPCV, Coachella
- Local news and "best practice" news and information program schedule
- Operating relationship with APM/MPR
- Approximately 90 employees, annual budget of \$14M, new HQ in Pasadena

The station is operated by Southern California Public Radio (SCPR) which leases the station from PCC. SCPR is a member-supported public radio network that not only operates KPCC-FM in Los Angeles and Orange Counties, but also KUOR-FM (89.1) in the Inland Empire and 90.3 KPCV in the Coachella Valley. SCPR

NPR (National Public Radio)

- Based in Washington, DC
- Member organization
- Program producer and distributor
- Portfolio includes news magazines, *Car Talk*, *Wait Wait... Don't Tell Me!*, *Fresh Air*, etc.
- Operates program distribution system
- Represents public radio interest in DC
- Neither owns nor operates local stations
- Stations pay membership and program fees

reaches more than 700,000 listeners each week and is the most listened to public

radio news service of any kind in Southern California.

KPCC has a diverse offering of programming. It is an outstanding example of public radio. We are grateful to Curtis for giving us the opportunity to learn more about this service in our community.

APM (American Public Media)

- Includes Minnesota Public Radio's 40-station network
- Based in St. Paul, MN
- Program producer and distributor
- Portfolio includes *A Prairie Home Companion*, *Marketplace*, *C24*, etc.
- Stations pay program fees
- Operating relationship with SCPR

PRI (Public Radio International)

- Independent program distributor
- Headquartered in Minneapolis, MN
- Distribution partner of BBC and CBC
- Portfolio includes *This American Life*, *Whad'Ya Know?*, *BBC World Service*
- Does not own or operate stations
- Stations pay program and affiliation fees

Non-commercial and commercial radio

- Non-coms owned by 501(c)3 non-profit
- Religious and secular non-com radio
- Possible commercial/non-commercial relationships
- Membership for public radio
- Advertising v. "underwriting"
- Other similarities and differences

Boyd Hudson



MONEY by Linda Wilkes MATTERS

Last Week in the News

The Institute for Supply Management reported that the monthly composite index of non-manufacturing activity fell to 53.8 in June from 55.4 in May. A reading above 50 signals expansion. It was the sixth consecutive month of growth. Economists had anticipated a reading of 55. The index hit a high of 67.7 in January 2004.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending July 2 increased 6.7 percent. Refinancing applications rose 9.2 percent. Purchase volume fell 2 percent.

According to the ICSC-Goldman Sachs index, retail sales rose 1 percent for the week ending July 3. On a year-over-year basis, retailers saw sales increase 3.9 percent.

According to the Federal Reserve, consumer credit debt fell in May by \$9.1 billion. Figures for April were revised from an initial reading of a \$1 billion gain to a \$14.9 billion contraction. Revolving debt, which includes credit cards, fell by \$7.3 billion. Non-revolving debt, including loans for cars, fell by \$1.8 billion.

Wholesalers increased their inventories by 0.5 percent in May, following a revised 0.2 percent rise in April. Sales at the wholesale level fell 0.3 percent in May, ending 13 consecutive monthly gains.

Initial claims for unemployment benefits fell by 21,000 to 454,000 for the week ending July 3. Continuing claims for the week ending June 26 fell by 224,000 to 4.41 million, the lowest level since November 2008. It is estimated the economy lost 8.4 million jobs during the recession that began in December 2007, the biggest employment slump since the Depression of the 1930s.

Upcoming on the economic calendar

are reports on retail sales on July 14, industrial production on July 15 and consumer inflation on July 16.

Fostering a Teamwork Culture

The lead component of teamwork is a common goal. All team players must agree with the goal and pursue it with unrelenting commitment. The common goal serves as the long-range vision and should override any short-term failures. The long-range vision gives team players direction and confidence, and keeps the team on focus. John Maxwell, in his best-selling book *17 Indisputable Laws of Teamwork*, calls this the law of the compass. If you have a vision, you have a compass.

It is the team leader's responsibility to create and communicate the long-range vision. This vision must be presented clearly, creatively and continually. When a team can see the vision, the team can seize the vision!

It's essential to get the right team member in the right place. Jim Collins, in his

best-selling book *Good to Great*, refers to this as getting the right people on the bus, then getting the right people in the right seats on the bus.

Team players require a balance of freedom and responsibility within a framework of clear expectations. Don't micromanage. Allow team players a sense of ownership for what they do. Nurture a collaborative climate. And use an objective measure of achievement with your team.

To help measure achievements, John Maxwell suggests using a scoreboard. To not have a scoreboard would be like going bowling without pins — you may work hard, but you don't know how you're doing. Alternatively, the benefits of a clear and concise scoreboard allows team members to know where they stand, make adjustments and be held accountable. You can find Linda Wilkes on line: <http://www.myprospectmortgage.com/lwilkes>



A NEW ROTARY YEAR IS HERE



**A NEW ALTADENA ROTARY
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**A NEW PHOTO
YOUR CHANGE OF ADDRESS
YOUR NEW PHONE NUMBER(S)
A SECOND EMAIL ADDRESS**

Don Applegate's

WILDERIOUS HISTORY

A Backward Glance At ... Eccentrics — PART III

Lamentably, we must endure a glut of those *defiantly unconventional* actresses who, with tedious regularity, inhabit today's tasteless tabloids. But, imagine how many more of these *off-beat* ladies of stage and screen have come along over the last century or so. Now you're talking big numbers! And yet, if you believe our current crop of female thespians contains *the* actress with the most over-the-top behavior ever exhibited, then you might rethink that notion after meeting the acting world's Empress of Eccentricity.

She was born Henriette-Rosine Bernard in 1844 France, the illegitimate daughter of a Dutch courtesan. Thirty years later – and by then Europe's most highly acclaimed actress – she paid tribute to herself by creating a showcase bearing her renowned stage name: The Sarah Bernhardt Theatre of Paris. To say that this acting icon was *immodest* would be like asserting that during World War II there was notable personal injury and widespread property damage.

With sobriquets like Divine Sarah, The Great Bernhardt and the Incomparable One being shoveled upon her for years by gushing admirers, it's small wonder that she had such a grossly inflated self-opinion. She even signed her letters to relatives with the word *Great*.

When a teenager, she barely escaped death from tuberculosis. A satin-lined,

rosewood coffin was made for her then, and it would later come to symbolize the death she had defeated. It went with her everywhere and at all times – whether in Paris or traveling abroad – for the next 60 years. Her obsession with death was much publicized, a persona she vigorously encouraged. Being reed-thin (even characterized as a "...nicely polished skeleton"), she promoted that cadaverous look. She would often paint her face a deathly white, then lie prone in her coffin, assume the classic corpse's pose, and have that sepulchral image captured on film. A Victor Hugo-autographed human skull was used as a bizarre bowl from which she ate her meals; and, that treasured coffin was frequently where she napped or slept the night through.

Her scandalous sexual appetite was also publicly touted, and she reportedly had legions of lovers, for which her all-purpose coffin sometimes served yet another function. She probably loved tales of gladiatorial combat, since blood sports definitely appealed to her. She once gleefully witnessed a pair of her lovers trying to perforate each other in a duel to curry her favor; however, on occasion she eagerly participated in the disciplining of her boy-toys. She repeatedly horse-whipped one of them and shoved another out a window on the second floor. She attended executions and visited slaughterhouses for the thrill of seeing all that gore. Millions of laughs, that gal!

Although she reveled in the butchering

of cattle and swine, she nonetheless was an animal lover, displaying that affinity – quite literally – by having her many homes *fully stocked* with a wide, weird array of pets. Sarah's favorites were the large, dangerous cats, especially ocelots, cheetahs, pumas and lions, which, it is reported, she let run wild inside. (One can only imagine what those big kitties did to the lavish Victorian furniture and pricey rugs she decorated those homes with.) She even returned to France with an alligator acquired in Louisiana to augment her outré residential zoo; however, when it devoured her pet dog, she became petulant and had Mr. Gator turned into a hand-bag and shoes.

Our Drama Diva, while very wealthy, lived so profligately that to afford the enormous cost of dinner and garden parties, servants, an art collection, etc., she eventually had to start bringing in more money than she spent. She toured the world, performing in places as remote as Australia and South America. The ever-present coffin plus a metal chest of gold coins always accompanied her. She insisted on being paid for her acting services with gold coins exclusively. Lotsa luck with that today, Bernie Baby!

At 70, surgeons had to remove her right leg. Shocked fans feared she'd never perform again; and yet, parts were written for her so that she could continue to grace the stage from a wheelchair. Less concerned about her acting, but far more curious about her astonishing sex life, others insensitively prodded her to disclose if losing a leg would put an end to her legendary libido. She tartly responded that the *end* would come only when drawing her last breath. And, that final intake would occur in the spring of 1925, when she had her concluding gasp and – no doubt – dramatically expired at the age

Please turn to History, p. 6

Melena, Cuban Percussionist, to Highlight July 24 Concert in the Park

Melena, born in Havana Cuba, has mastered the traditional rhythms that have traveled from Africa to Cuba, to the dance floors of America. Her Afro/Cuban sound is a conversation of melodies which she plays with fierce passion. Whether she is playing Congas, Timbales, Batas or a range of other percussion instruments, Melena is someone to be recognized as one of the most accomplished and proficient female percussionist in the music community.

Melena has been traveling the world and performed with legendary artists such as: Stevie Wonder, Barry White, Macy Gray, Chayanne, Julio Iglesias, Eva Ayllone, Chucho Valdes and Irakere and many others. Melena returned to her native country of Havana Cuba in 1997 and 2000, to study with Conjunto Folklórico Nacional de Cuba, as well as with many other gifted percussionists on the island. Melena has also studied with Roberto Vizcaino Guillott, Miguel "Anga" Diaz, Yaroldy Abreu, Jose Miguel Melendez, Adel Gonzalez, Mario Jauregui and Daniel Herrera. Melena has been blessed to share the same stage with her biggest inspiration, Giovanni Hidalgo!

In 2005, Melena performed with her Afro Cuban band at the Ninth Annual Brownsville Latin Jazz Festival in Texas. Melena, was the opening act for both Giovanni Hidalgo and Chuchito Valdes. During her visit in Texas, she also conducted a percussion clinic at the Brownsville University.

Melena has been FEATURED as a guest musician for several recordings and Live DVD/PBS specials for artists such as: John Tesh, David Longoria, Eva Ayllone, Peru Negro, Joel Holmes and Unwrapped Vol. 2 & 3 for Hidden Beach Records and many more.

Most recently, Melena was the featured percussionist on the Fox Television show, "Prison Break" playing congas and dancing alongside actor, Amaury Nolasco.

Melena is also a featured percussionist with singer/songwriter Janel Parrish who plays Jade in the Bratz movie.

Festivals Melena has performed at include: Jazz at Drew, African Village Festival, Latin Music Festival, Puerto Rico Percussion Festival, Santa Barbara Caribbean Festival, Montreal Drum Festival and

more. Melena also conducts workshops and clinics nationally and internationally. She has specialized her studies in the Afro-Cuban tradition and on the Sacred Bata Drums and has taught her students the importance of the history and knowledge of Afro-Cuban drumming and the language of the Batas.

Form & Line by Jacque Foreman

Here I am again with some words about *Playing in the Mud*. No, I'm not talking about making mud pies or wallowing in the mud; I'm talking about gardening.

I like the idea of drip watering because that way there is very little evaporation before the water goes into the ground.

For small plants, I most often use the *DripLine* watering system. It's a quarter-inch tube with slightly wider sections that drip water in an evenly spaced way. The first problem is to straighten it. It comes in a roll that is approximately 11 inches in diameter. To make it forget that it has been trained into this shape, I clothes pin it to a wire trellis that Bruce created for our boysenberry plants many years ago. It stretches for several feet, so I can straighten a lot of the *DripLine* at once. You could use a clothesline.

I leave it stretched in the sun for four or five days. By then it is more or less *re-trained*. But I need to hold the line next to a long line of plants that I have previously planted using a small piece of the *DripLine* as a spacing mechanism. I need some *holddowns* to hold the watering line in place. I have bought plastic ones in the past and been very disappointed. So I decided to make some.



I happen to have a lot of *Ideal Clamps, No. 2*. They are the cross-type paper clip and measure approximately 1.25 inches along the top.

I most often use a pair of *needlenose* pliers to *reshape* the paper clip. 1) First it gets straightened out.



It doesn't have to be perfect. 2) I place



my finger at approximately the midpoint and bend the wire around



my finger.

3) The last thing is to bend the top at a 90-degree angle to



make it easier to push into the ground.



History

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of 78.

In death, as in life, Divine Sarah let it be known that she was something special. She rests in Paris within an unadorned mausoleum, marked with but a single word that speaks volumes about the powerful effect she had on the people of her day: BERNHARDT.

Time to sign off for this installment of HH, but Eccentrics – Pt. IV is already in the works! See you in the past in the very near future!



All Concerts start at 7:00 PM in the Amphitheater at Farnsworth Park.
568 East Mt. Curve Ave., Altadena, CA 91001 For information: 626-798-1131
Visit: <http://www.altadenasheriffs.blogspot.com>

14th Annual Summer Concert Series Schedule - 2010

Elk's #99 Concert Band (Patriotic Music)	Saturday, July 3rd
The Downbeat Express (the Best in Big Bands)	Saturday, July 10th
Crown City Dixieland Band (Dixieland Jazz)	Saturday, July 17th
Melena (Latin Jazz)	Saturday, July 24th
Upstream (Caribbean Music)	Saturday, July 31st
Wreck N Sow (Country, Americana)	Saturday, August 7th
Those Manning Boys & Friends (Irish Song & Dance)	Saturday, August 14th
All American Flyers (Classic Rock 'n Roll)	Saturday, August 28th

And... For Our Grand Finale...
Randy Caputo's Legends Show Band (Swing, baby Swing!) Saturday, Sept. 11th
Presented By: Stage Door Music Productions & SSGA

The Summer Concert Series 2010

Is provided **free of admission** to all members of the community through a participation of funding that comes, in part from the private sector, as well as:

- Warner Bros. Entertainment
- Rotary Club of Altadena
- The Office of Los Angeles County Supervisor, Michael D. Antonovich
- Dickson Podley Realtors Altadena (*Michael Baietti & Linda Seyffert*), Altadena Parks Advisory Committee in Honor of Cumi MacKenzie, Amy's Patio Café & The Coffee Gallery
- Georgia Rutherford, Toyota of Pasadena, Beven & Brock Property Management
- Special hosting is provided by the Altadena Sheriff's Station, County of Los Angeles Department of Parks and Recreation and Farnsworth Park

(Artists subject to change without notice)

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