

May 12, 2011

This Week
1st District 5300
Business Plan
Competition
Expanding the Dewey
Merrill Awards
Guest Host:
C. Ray Carlson

After 11 years of conducting our Dewey Merrill Business Plan Competition with PUSD schools, we will have our 1st District 5300 Business Plan Competition sponsored by Altadena Rotary but with other clubs sponsoring students from their local schools. DG Roger Schulte said we should expand our successful program of Youth Entrepreneurship Education to become like the Dan Stover Annual District 5300 Music Awards, starting small and expanding year by year.

But this became more complex than imagined because of the CST California Standards Testing exams *this week* and from which students may not be excused. Fortunately, the CST is not taken by senior students.

The Superintendent of Arcadia Unified School District said not this year but next for sure. Claremont Rotary Sunrise decided that their San Antonio HS business plans and their

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Hayes
by President Brian Hayes
Stack

Lift Up Your Voice and Sing!

Since the only Rotary Clubs I've belonged to or visited include a song in the opening of their meetings, I'm always surprised when I encounter clubs or individual Rotarians who think that singing is corny or trite. We are lucky that our Club has its share of melodious singers (you know who you are) who can drown out the not so tuneful voices (we know who you are). Even without skilled musical direction (thanks Jim and Julius!) and competent singers, there is still value in taking that moment to raise our voices in song.

Scientific research has documented that singing has direct health benefits. People who sing are healthier than people who don't. Singing gives the lungs a workout and tones abdominal and intercostal muscles and the diaphragm. Singing makes us breathe more deeply than many forms of strenuous exercise so, as we take in more oxygen, we stimulate circulation, improve aerobic capacity and experience a release of muscle tension as well. A recent study at the University of Frankfurt found that the act of singing boosted the immune systems among members of a local choir.

Singing also has been found to improve mental health. It forces oxygen into the blood, which signals the brain to release

mood-lifting endorphins, making you feel energized and uplifted. Ironically, singing the blues makes the blues go away.

While I don't have any empirical data, I would guess that the members who experienced Barry McGuire songs and stories or Tara's stunning vocal performance left those meetings humming along. I was so inspired by our recent musical programs (thanks, Theo!) that I tuned up my guitar which has been gathering dust in a closet for the past 15 years. Nothing like belting out *Born to Run* knocks off the rust after a stressful day of work.

While I sometimes wish our Club would expand its musical repertoire, I appreciate that our Altadena Rotary continues this tuneful tradition. Not only do we benefit from singing's healthful effects, I can't help but believe that sharing this experience brings our membership in tune with each other.

Greeters

May 12

Tom McCurry

May 19

Dennis Mehringer

May 26

Kevin Moore



Program Review

Traveling with the Monster

That was the journey that Linda Wilkes, Past President and one of our favorite members, told us about last week. She stated that this was a talk she needed to give to serve as a catharsis from the events of the past year. Twenty years ago, Linda started going in for mammograms as a preventive measure against breast cancer. The state of the art in mammography at that time constantly produced false positives due to the density of breast tissue in women in their thirties, so additional tests were required that

cleared up everything and showed negative results. After two additional cycles of this, the monster appeared. Actually, it was more like two monsters: the fear of breast cancer, and the fear of going in for the tests to see if she had breast cancer.

The fear monster is an insidious beast. It affects more than just the person it lives in. It causes an energy drain, a dumb feeling, a *numb-dumb* feeling, and relationship tension. As Linda said, "avoidance is a carpool, not a solo journey." Beating the avoidance monster required help.

At the age of 50, Linda finally overcame the avoidance monster and went in for another mammogram. Again, the initial result was inconclusive, but a more advanced technology revealed that the second monster

was alive — "invasive breast cancer." This meant that the cancer had gotten outside of the

ducts contained in the breast. But, there was good news about this monster. It was Step 1, Grade 1, and Estrogen Positive. More good news was to come. Through contacts at the tennis club, Wilkes discovered that she could

be a candidate for a trial on a new procedure. This involved inserting a probe directly into the tumor and releasing -160 degree Celsius liquid nitrogen (LN₂) into it. This had the effect of surrounding the

tumor in an ice cube and dissolving it so it was absorbed into the body. Additionally, there is evidence that this may trigger an

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Rotary Club of Altadena - #7183

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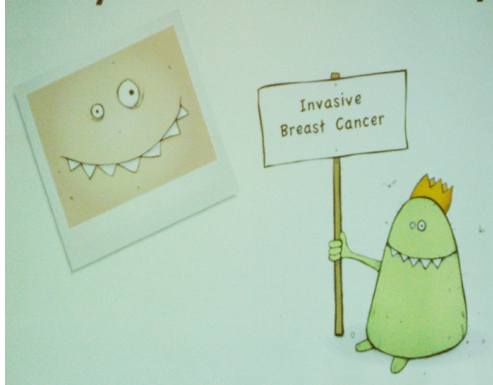
Tony Hill Vocational/Youth Projects

John Guerrini Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

My Worst Fear Became Reality



May Programs

No Designation

Program Chair, John Guerrini

May 12 - Dewey Merrill Entrepreneurship

Awards - Ray Carlson, Guest Program

Host

May 19 - Either PCC Awards - Dennis

Mehringer Guest Program Host OR John

McDannel

May 26 - JROTC Awards

June Programs

Rotary Fellowship Month

Program Chair, Ed Jasnow

Jun 02 - To be Announced

Jun 09 - To be Announced

Jun 16 - To be Announced

Jun 23 - To be Announced

Jun 30 - To be Announced

Congratulations



Birthdays



05/05 - Ursula Moore

05/09 - Bill Jennings

05/15 - Elsa Smith

05/18 - Craig Cox

05/30 - Susan Applegate

Anniversaries

05/18 - Tony Hill & Ann Rider

05/19 - Roger & Kathleen Anne Fennell

Chairmen's Corner Altadena Rotary plants Seeds for the Future

by Regina Bette - One of our Youth Chairs



One of the things that I am aware of as a long-time employee of Five Acres is that we rarely get to see the fruits of our labor. Younger staff members often feel frustrated because

Program

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auto-immune response to cancer.

Wilkes' next step was a lumpectomy in August. They removed tissue around the site, as well as lymph nodes in the breast. If there is no cancer in the lymph nodes, it means the cancer is contained within the breast. If there is cancer, then more lymph nodes have to be removed. This was followed by six weeks of radiation, which was not pleasant. Chemotherapy was not required, since it was determined that it would have no effect, and would only cause negative side effects.

Now, it was time to discuss life-style changes that would keep the monster at bay. Wilkes went to the Disney Medical Center for discussions on health and nutrition. She learned that you have to eat real food, not supplements. The hot dogs are still there, but few and far between. A glass of single malt Scotch has become a thing of the past (sigh), and her diet has changed significantly. She now performs yoga and Pilates, acupuncture, and meditation (hard for her to sit still.)

The lessons learned in traveling with the monster? You don't know what you don't know. Early is better. And, you need to love others into facing their monsters.

The lesson for those of us listening? You CAN beat your monsters. And, we are all so glad that Linda beat hers.

Ed Jasnow

they cannot see major changes even though they put out great effort. I know that it often takes years after children and youth leave our care for them to learn the lessons that we were trying to teach them. I have had the benefit of getting the calls ten years later from an adult calling to thank me for being there or for some important lesson he/she learned from one of our staff. I know what we do works.

We at Rotary are often in the same position. We select youth to send for leadership training, give out scholarship awards to deserving students, and we notice and honor veteran's with awards. These are exciting events, and there is often a lot of behind the scenes work that goes into the selection of youth and adults

that benefit from these awards. Then the program for that week is over, and everyone goes their separate ways. But is that really the end of the story?

It is my honest belief that we at Rotary plant seeds in each individual that we touch through Rotary. We may not get to hear what the true impact of a scholarship or getting a veteran's award meant to an individual because we rarely get to hear those stories.

I think some Rotarians who have been around for a long time have heard back at times, but that is not why we notice and touch the lives of others. We do it because we know it is the right thing to do. We also do it because we believe that acts of kindness will bear the fruit of future acts of kindness.



This Week

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oral presentation were not good enough, and next year will be better under the mentoring of Ms Devon Freitas. Monrovia HS's class did not complete plans in time.

Thankfully Muir's Business & Entrepreneurship Academy completed their competition on Friday and will be well represented again this year as in the past 11 years. And if all goes well, San Marino HS will be represented by a business plan that San Marino Rotary heard two weeks ago,

Jobs are the No. 1 need among graduates from high school and college — the New Generation, and it will take many entrepreneurs to create them ... like those by Bill Gates and Steve Jobs who got inspired as young teenagers. *Invite a friend to witness this unique job creation program, started by Altadena Rotary in 1995*

How Wasteful the Older Generation Was ...

Submitted by David Sparks

In the line at the store, the young cashier told the older woman that she should bring her own grocery bag because plastic bags weren't good for the environment.

The woman apologized to him and explained, "We didn't have the *green* thing back in my day."

The clerk responded, "That's our problem today. The former generation did not care enough to save our environment."

She was right, that generation didn't have the *green* thing in its day. Back then, they returned their milk bottles, soda bottles and beer bottles to the store. The store sent them back to the plant to be

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MONEY by Linda Wilkes MATTERS

Last Week in the News

Pending home sales, a forward-looking indicator based on signed contracts, rose 5.1 percent in March after a 2.1 percent increase in February. On a year-over-year basis, pending sales are down 11.4 percent.

Orders for durable goods — items expected to last three or more years — rose 2.5 percent in March after a revised 0.7 percent increase in February. Excluding volatile transportation-related goods, orders posted a monthly increase of 1.3 percent.

Retail sales rose 0.4 percent for the week ending April 23, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales in-

crease 3.2 percent.

New home sales fell 11.1 percent in March to a seasonally adjusted annual rate of 300,000 units from an upwardly revised rate of 270,000 units in February. Economists had expected a pace of 280,000 units in March.

The Standard & Poor's/Case-Shiller 20-city housing price index fell 1.1 percent in February after a 1.1 percent decrease in January. On a year-over-year basis, prices fell 3.3 percent compared with February 2010.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending April 22 fell 5.6 percent. Refinancing applications decreased 0.6 percent.

Purchase volume fell 13.6 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 1.8 percent in the first quarter of 2011, compared to 3.1 percent in the fourth quarter of 2010. Initial claims for unemployment benefits rose by 25,000 to 429,000 for the week ending April 23. Continuing claims for the week ending April 16 fell by 68,000 to 3.64 million, the lowest since the end of September 2008.

Upcoming on the economic calendar are reports on construction spending on May 2 and factory orders on May 3. ☉

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

Wasteful

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washed and sterilized and refilled, so it could use the same bottles over and over. So they **really were** recycled. ... But they didn't have the *green* thing back in that customer's day.

In her day, they walked up stairs, because they didn't have an escalator in every store and office building. They walked to the grocery store and didn't climb into a 300-horsepower machine every time they had to go two blocks. ... But she was right. They didn't have the *green* thing in her day.

Back then, they washed the baby's diapers because they didn't have the throw-away kind. They dried clothes on a line, not in an energy gobbling machine burning up 220 volts — wind and solar power really did dry the clothes. Kids got hand-me-down clothes from their brothers or sisters, not always brand-new clothing. ... But that old lady is right, they didn't have

the *green* thing back in her day.

Back then, they had one TV, or radio, in the house — not a TV in every room. And the TV had a small screen the size of a handkerchief, not a screen the size of the state of Montana. In the kitchen, they blended and stirred by hand because they didn't have electric machines to do everything for you. When they packaged a fragile item to send in the mail, they used a wadded up old newspaper to cushion it, not styrofoam or plastic bubble wrap.

Back then, they didn't fire up an engine and burn gasoline just to cut the lawn. They used a push mower that ran on human power. They exercised by working so they didn't need to go to a health club to run on treadmills that operate on electricity. ... But she's right, they didn't have the *green* thing back then.

They drank from a fountain when they were thirsty instead of using a cup or a

plastic bottle every time they had a drink of water. They refilled their writing pens with ink instead of buying a new pen, and they replaced the razor blades in a razor instead of throwing away the whole razor just because the blade got dull. ... But they didn't have the *green* thing back then.

Back then, people took the streetcar or a bus and kids rode their bikes to school or rode the school bus instead of turning their moms into a 24-hour taxi service.

They had one electrical outlet in a room, not an entire bank of sockets to power a dozen appliances. And they didn't need a computerized gadget to receive a signal beamed from satellites 2,000 miles out in space in order to find the nearest pizza joint.

But isn't it sad the current generation laments how wasteful the old folks were just because they didn't have the *green* thing back then? ☉