

This Week
Meet the Rose
Queen
And Her Court
Guest Program
Host: San Marino
Rotary


We will be joining the San Marino Club for a special program: The meeting of the Rose Queen and her court. The meeting will begin at noon and will be held at

San Marino Community Church,
1750 Virginia Rd.
San Marino
(cross-street: Huntington).

You will have a chance to meet and talk with these fine young ladies. Each in turn will tell us a bit about herself and her future plans for school and career.

Special Morning Activity

For those who are available, San Marino Rotarians have invited us to participate in an education program held at Huntington Library & Gardens at which young students will learn about plants while building their own mini-Rose Parade floats. The morning program begins at 8:15a.

Please remember: Do not go to Altadena Town & Country Club on November 11! Go to the San Marino Community Church instead. 



View by President
from the **Hill**
 Tony Hill

Challenge ... Find a Higher Rated Charity than the Rotary International Foundation

November is **Rotary Foundation Month**. For those of us who have a few dollars to contribute to a charity, the Rotary Foundation is one of the very best places to donate because such a high proportion of your contribution actually goes to benefit those in need rather than being eaten up in administrative costs.

In the November issue of the *Rotarian*, in an article titled "How Charity Loses Face" by Paul Engleman, we are told of the pitfalls to beware of in selecting a charity to give to and how the Rotary Foundation ranks. The Rotary Foundation provides financial support for a wide range of humanitarian and educational programs initiated by local Rotary Clubs and Districts throughout the World. The good news reported by Engleman is that only 2.3 percent of funds contributed to the Rotary Foundation goes to administration and only 7.3 percent of such contributions goes to pay for fundraising. Therefore when you contribute your hard earned money to the Rotary Founda-

tion you have the assurance that more than 90 percent of your donation will be spent on actual programs.

Independent charitable rating agencies such as the Better Business Bureau, the American Institute of Philanthropy and the Charity Navigator, certify a charity as reaching the threshold of *high efficiency* if just 75 percent of monies contributed goes to the work of the charity. So, as you can see, the Rotary Foundation far exceeds this standard of *high efficiency*. The Foundation receives full accreditation from the Better Business Bureau's Wise Giving Alliance, an A+ *Please turn to View, p. 3*

Greeters

November 10
Meet the Rose Queen and Court,
at San Marino Rotary

November 17
Linda Wilkes

November 24
Hal Yorke



Program Review

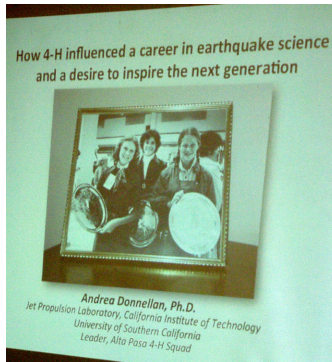
Whole Lotta Shakin' Goin' on

When Andrea Donnellan was growing up in Illinois, earthquakes were the last thing on her mind, if on her mind at all. The topography of her home state, however, was carved by glaciers receding at the end of the last ice age. Earth sciences became her passion, and that interest was encouraged through her involvement with a local 4-H club. Her parents also indulged her passion by planning family vacations around the search for rocks and minerals.

Donnellan was a top student who

sought a top notch education, and she travelled cross-country to attend Cal Tech with the purpose of studying glaciology. In California she found that earth sciences could not be understood without exploring the tectonic forces deep beneath the earth's surface, so Donnellan shifted her studies to seismology. The timing of the Northridge earthquake was inopportune (to say the least) to San Fernando Valley residents, but for a doctoral candidate in seismology, it opened countless opportunities for scholarship.

One of the challenges that Donnellan's team found in analyzing the temblor's impact was that many areas surrounding the epicenter were inaccessible. She was involved in the



task of installing highly sensitive GPS monitors that could record seismic activity. This GPS network, along with newer satellite imaging, enables Donnellan to accurately monitor seismic activity and model potential impact of future quakes. From her home base of JPL and Cal Tech, Donnellan advises municipalities of potential earthquake threats to inform preparation and mitigation policies. She has also traveled to Mongolia and Antarctica to study plate tectonics.

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

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. Kalyan Banerjee

Dist 5300 Gov. Doug Fowler

Officers

Tony Hill, Pres. Bus. 626-795-5363

Julius Johnson, Pres. Elec. . Bus. 626-797-1186

Brian Hayes, VPRES. Bus. 626-529-8093

Jim Gorton, Sec. Bus. 626-793-6215

Mike Noll, Treas. Bus. 626-683-0515

Directors

Jim Gorton • Craig Cox • Julius Johnson

Sterling Louviere • Brian Hayes

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TBD Publicity

Jacque Foreman Sparks/Website

Mike Zoeller Club Projects

Ed Jasnow Community

John Frykenberg International

TBD Youth Contests/Awards

TBD Vocational/Youth Projects

TBD Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

November Programs

Rotary Foundation Month

Program Chair, Hal Yorke

Nov 10 - Meet the Rose Queen & court --
Combination meeting in San Marino

Nov 17 - Dr. Joao Teixeira - Clouds and
Climate Change

Nov 24 - Thanksgiving - Dark

December Programs

Rotary Family Month

Program Chair, Sue Applegate

Dec 01 - To be Announced

Dec 08 - To be Announced

Dec 15 - Christmas Party - evening

Dec 22 - To be Announced

Dec 29 - To be Announced

Congratulations



Birthdays



11/06 - David Steinbacher

11/08 - Sterling Louviere

11/13 - Ed Jasnow

11/26 - C. Ray Carlson

11/26 - Roger Fennell



Anniversaries



11/01 - Jacque Foreman & Bruce Conroy

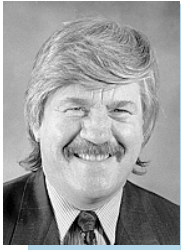
11/04 - Hal & Barbara Yorke

11/09 - Art & Betty Ferris

11/24 - Carlton & Julie Gustafson

Chairmen's Preparing for RYLA

by Tony Hill for one of our yet unnamed Youth Services Chair



On March 2, 3 and 4, 2012, our Club will be sponsoring four high school juniors from Muir High School to attend the Rotary Youth Leadership Award (RYLA)

camp. The program is held each year at AstroCamp in Idylwild, CA. With the assistance of school counselor Nancy Gonzales at Muir, Rotary members will interview exceptional students who have been nominated by the school faculty because the faculty believes they show leadership potential. Those who have conducted RYLA interviews in the past will tell you the job is extremely difficult due to the high caliber of the candidates and the fact that we can only pick two boys and two girls to go, plus another two boys and two

girls who may get to go if the primary choices are unable to attend.

The RYLA program is for young adults with proven leadership experience and potential leaders from diverse backgrounds. The RYLA experience prepares young people to be leaders in their community, profession and other facets of everyday life.

RYLA is an intensive training program for High School Juniors. Talented young people attend a 3-day seminar organized by Rotarians of District 5300. All of the expense of participants sponsored by our Club are paid for by the Club. The program enables young people to debate issues of professional responsibility and human relations, improve leadership and communications skills, learn about businesses and institutions and meet Rotarians while having fun and making

friends. The program provides these young adults with the opportunity to refine skills and explore pertinent topics with their peers and with business professionals.

RYLA is a wonderful, long running Rotary program that strives to help the participants develop leadership skills, increase self-confidence, gain exposure to a variety of issues and people, improve career skills and knowledge, and meet community leaders and members.

Any member interested in participating in this annual, very fulfilling Rotary program should see Tony Hill.



Program

Continued from p.2

Having been inspired by 4-H, she has been inspired to give back as a 4-H volunteer leader. Originally conceived as an outreach and training organization for rural youth, 4-H has become one of the largest youth service organizations in the world. Its mission is to empower young people from both rural and urban areas between the ages of 6 and 16 to pursue the study of science, agriculture and health to better society. Among the experiences Donnellan has led include launching model rockets, making quilts, photography and camping.

Donnellan regrets that after three tries, she was not selected for NASA's astronaut program, but, through her 4-H leadership, she may inspire future astronauts and scientists whose discoveries will make the world a better place. *Brian Hayes*

View

Continued from p.1

grade from the American Institute of Philanthropy (www.charitywatch.org), and a top rating of four stars from Charity Navigator.

Engleman advises that international projects funded by the Rotary Foundation involve a sponsor club or district, which partners with an on-site host club or district. Funding may go through the sponsor or the host. To implement a project, clubs must spell out what they plan on doing, how they plan on doing it and what Rotarians' involvement will be. All projects require a detailed budget and often additional supporting documentation before receiving Foundation approval. And there are safeguards built into the process — a stewardship committee reviews the projects, and, if it is found that money was improperly spent, a Club can

be asked to return funds or, in particularly egregious cases, a Club can have its membership in Rotary International terminated. We at Altadena Rotary are fortunate to have our own resident expert on this challenging process, **Ray Carlson**, who has navigated these tricky waters on numerous occasions.

If you ever want to see the countless wonderful projects funded by the Rotary Foundation, you just have to look at your monthly Rotarian Magazine. So the next time that you are particularly happy or the next time that you are recognized for such things as buying a new car or taking a trip, think of making a donation toward your Paul Harris with the goal of eventually becoming a Paul Harris Fellow, signifying that you have contributed over \$1,000 to the Rotary Foundation.



MONEY by Linda Wilkes MATTERS

Economic Update Last Week in the News

New home sales rose 5.7 percent in September to a seasonally adjusted annual rate of 313,000 units from a revised rate of 296,000 units in August. Compared to a year ago, new home sales were down 0.9 percent.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — rose 0.2 percent in August after a 0.9 percent increase in July. On a year-over-year basis, prices fell 3.8 percent compared with August 2010.

The consumer confidence index fell to 39.8 in October from 46.4 in September. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending October 21 rose 4.9 percent. Refinancing applications increased 4.4 percent. Purchase volume rose 6.4 percent.

Orders for durable goods — items expected to last three or more years — fell 0.8 percent in September after a 0.1 percent decrease in August. Excluding volatile transportation-related goods, orders posted a monthly increase of 1.7 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 2.5 percent in the third quarter of 2011.

Pending home sales, a forward-looking indicator based on signed contracts, fell 4.6 percent in September after a 1.2 percent decrease in August. On a year-over-year basis, pending sales are up 6.4

percent.

Initial claims for unemployment benefits fell by 2,000 to 402,000 for the week ending October 22. Continuing claims for the week ending October 15 fell by 96,000 to 3.645 million, the lowest level since September 2008.

Upcoming on the economic calendar are reports on construction spending on November 1 and factory orders on November 3.

Big Idea

Creating a Positive Professional Image

According to Harvard Business School professor Laura Roberts, your professional image is the set of qualities and characteristics that represent perceptions of your competence and character as judged by your key constituents (i.e., clients, superiors, subordinates and colleagues).

You must take a strategic, proactive approach to managing your professional image. "If you aren't managing your own professional image, then someone else is," says Roberts. Since your constituents are constantly observing you, sizing you up as a professional, Roberts says, "It's only wise to add your voice in framing others' theories about who you are and what you can accomplish."

The first thing you need to do is determine how you want to be regarded. Most working professionals list things such as highly committed to work, competent and dependable. These are fine attributes, but keep in mind research shows that some of the most valuable traits are broader, such as trustworthiness, caring and humility.

As you make out your list of attributes, it might help to distinguish between a desired and undesired professional image.

The desired image is what you want your constituents to say about you. The undesired image is what you don't want them to say.

The next step is a dedicated campaign that incorporates and exemplifies your values in an authentic and credible manner. One tactic: Identify values that you and your constituents share in common. If one participates in fundraising walks, do more than donate — join them. This is a great way to communicate common values and create a positive professional image.

While working on your professional image, be careful to avoid any false steps — literally the meaning of a *faux pas* — that undermine the image you are seeking to project.

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



CHRISTMAS PARTY

**Thursday, December 15
Gordon Seyffert's Home
610 E. Calaveras
Altadena
More info as it comes**

Gordon's Corner

by Gordon Seyffert

Last week we began to expand upon our recent introduction to Waldorf education by reviewing lecture notes yours truly made from a lecture on brain research and learning, delivered by Douglas Gerwin, Ph.D. Now, to continue with further elaboration on that research and its implications.

Gerwin used the term *plasticity* in four different ways to explain how recent brain research has given us a new appreciation of the ability of our human brain to adapt to the needs of the individual it serves. I regret that, inasmuch as the subject matter was entirely new to me, I was not able to record my impressions in as complete a manner as I would have desired

The first kind of *plasticity* is that which can occur when a subsection of the brain *changes in size* in order to compensate with an unusual level of demand placed upon it. The example given was an experiment that was undertaken with those studying to earn a City of London (England — not Ontario, Tony!) taxi medallion. For those of you who have not heard of this, a London taxi medallion is awarded only after examination of the applicant. The exam covers the London street system.

Now, London grew historically as essentially a collection of small villages that, when strung together, became a city. Thus, there is no vision and no system to the street pattern. And, there are some 25,000 streets to London — ALL of which must be memorized by the candidate. No GPS will do! Research finds that rote memorization on that scale really does change the size of one's brain, a finding no one in

previous days would have anticipated. [If you must ask, it is the hippocampus that grows. And since space is at a premium in the cranial cavity, it grows at the expense of other brain components.]

The second kind of *plasticity* relates to *sensory reassignment*. Here the research involved deaf persons who were not deaf at birth. What was measured in this case was the growth of their peripheral vision as their brains became accustomed to the loss of the sense of hearing. So, the brain reassigns capacity as needed to acquire the stimuli it requires in order to interpret the outside world. Anecdotal reports over the years have doubtless told us the same thing. What is new is the systematic research into the phenomenon.

The third *plasticity* concerns *efficiency of operation*, and is best recounted

through reference to the book, "*Who Moved My Cheese?*" Like the mice in the maze, we can either repeat the same behaviors when circumstances have changed or we can alter our expectations and seek out new routes to the same ultimate goal. Thus, if we used the 405 regularly, and it were to be shut down for weeks instead of one weekend, we'd experiment with different alternate routes as we sought the one with the fastest time. Our brains allow us to envision many possible solutions which can then be tried out.

Fourth and last, *left brain-right brain compensation* occurs when injury requires the remaining healthy side to assume functions previously performed by the other half. All four forms of plasticity refute the brain-as-computer model. More to come

Flags Adorn Lake Avenue Marking Veterans' Day and Thanksgiving



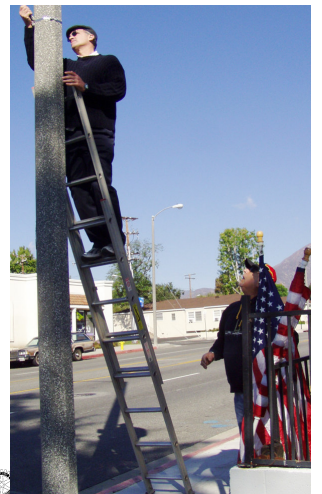
Saturday, November 5, five members — Craig Cox, Jacque Foreman, Tony Hill, Ed Jasnow and Mike Zoeller — gathered at the Presbyterian church parking lot.

The flags were transferred from the Cox car to the Hill van. Zoeller and Hill left to put two flags at the base of each light

pole that had brackets, and Cox and Jasnow walked off carrying the ladder necessary for putting up the flags.

Foreman left to take pictures of the flags being put up.

The flags will come down, Saturday, November 26.



ROTARY INTERNATIONAL ZONES 25 & 26
PEACE CONFERENCE

Palm Springs Convention Center
277 N Avenida Caballeros, Palm Springs, CA

Sunday, November 13, 2011 * 1:00 - 4:30 PM

INSPIRING WORLD PEACE: ROTARY'S TRANSCENDENT GOAL

Keynote Speaker:

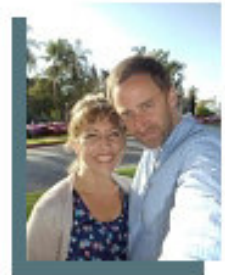
Mr. Arun Gandhi, Grandson of Mahatma Gandhi
Founder of Gandhi Worldwide Education
Institute



Additional Speakers:

Vanessa Contopulos, Rotary Peace Fellow 2008-2009

Michael Fryer, Peace-BUILDER and Educator

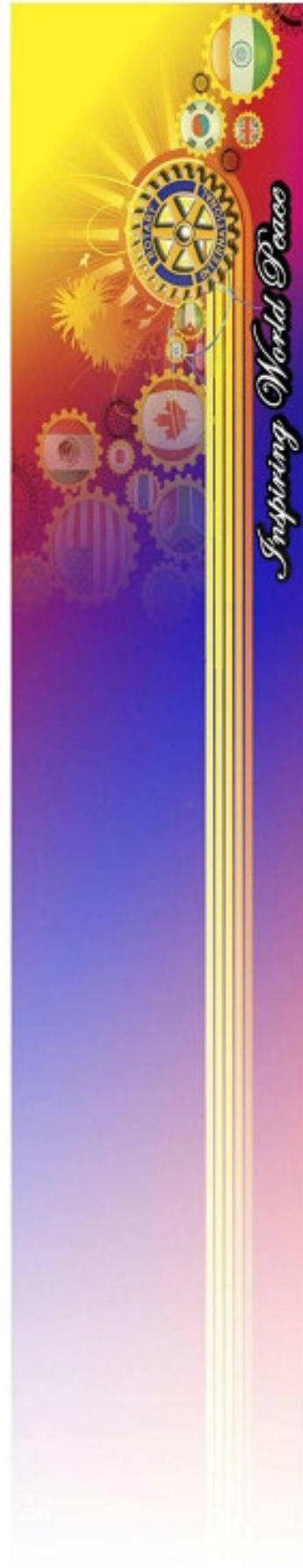


Breakout Session Focus Groups:

- Peace as a Process
- Technology for Peace
- Peace in our Homes/Communities
- Interfaith Paths to Peace
- Lessons from Rotary Peace Fellows & Nobel Peace Prize Winners
- Growing Model UN Programs
- Promoting Rotary's Efforts toward Global Peace and Understanding
- Rotary in Political and Social Upheavals

Other Conference Highlights:

- Peace-building Rotary International Service Projects Displays:
 - Submitted by RI Zones 25 & 26 Rotary Clubs
- Multicultural Festival:
 - Arts and crafts, folk dances, International/ethnic cuisine, etc.



PEACE CONFERENCE REGISTRATION FORM:

Name: _____

Rotarian: Y__ N__ RC of _____ District: _____

Address: _____ City _____ St ____ ZIP: _____

Phone: _____ E-mail: _____

Add'l Names: 1. _____ 2. _____

3. _____ 4. _____

What Focus Group interests you most? *(List your 1st choice only from page 1).*

Focus Group Interest: _____

Adult: # ____ @ \$25 pp = _____

Student: # ____ @ \$15 pp = _____

Total _____

Credit Card payments (Visa and MC only) accepted online only at:

RI Zones 25/26 Website: www.rotaryzones2526.org

Payment by check:

Please make payable to:

Rotary Zones 25/26 – Peace Conference

Please mail form and check to:

Roz Cooper, Registrar, 55 S Judd Street, Apt. 2206, Honolulu, HI., 96817