


This Week
Raoul Pascual
WYNK Marketing
Program Host:
C. Ray Carlson

Raoul Pascual, a young new friend, makes me chuckle every Friday when I read his *T.G.I. Jokes of the week* blog. He culls through stuff sent by his readers and adds his own cartoons to each joke he includes. Videos are included, too.

But his *day job* is creating *marketing campaigns*—**What You Need to Know - WYNK**. He is adept at graphics, web design, and illustrations that he incorporates in his marketing campaigns. Just what we need to know as we promote to our community the benefits of membership in Altadena Rotary!

He has joined the new, mainly Filipino-American eRotary Club in Orange County that is linked to a mother club in Manila. He accompanied Gary Clark and me to a board meeting a few weeks ago. The club's premier project is Job Creation & Entrepreneurship education to New Generation youth in the Philippines, so we'll hear a bit about that.

Your business or position of leadership should benefit from this WYNK theme. Bring a friend, for sure. 



View by President
 Tony Hill
from the Hill

Four Days of Rotary

Another busy Rotary week. Last **Thursday, September 8**, District Governor Doug Fowler visited along with other District officials, including Governor Elect, Dr. Sylvia Whitlock. District Governor Doug inspired us with programs that the District is involved in along with ways that the District can help us carry out our programs. President Elect Sylvia's presence allowed us the opportunity to pay our respect to a distinguished Rotarian who became the first woman in the world permitted to join Rotary after winning a law suit to allow her to do so.

On the next day, **Friday, September 9**, many of us went to the L A County Fair to sell tickets for the Corvette Raffle. We had fun and fellowship as usual and, in between, found time to sell raffle tickets to help fund our various programs. This year for the first time the winner will have the choice of taking a beautiful, fully reconditioned 1968 Corvette, or a brand new 2011 Toyota Rav 4 SUV. Both vehicles were side by side in the booth at the County Fair, but the Rav 4 might as well have been invisible as all eyes were on the Corvette. Thank you Mike Noll for all of your work in coordinating this event and a special

thanks to all of the members who took time to travel out to Pomona to help in this cause.

Then, on **Saturday September 10** from 10:30a to 5:00p we manned a booth at the first Altadena Street Fair, sponsored by the Abundant Harvest church. This provided us with another opportunity to meet and greet Altadena residents and inform them about our Rotary Club and the good we do. We also had a chance to meet merchants and sponsors of a great variety of programs that benefit the Altadena community, allowing us to invite potential members to visit our Club as well as to obtain the names of potential speakers. Thank you again to all those who volunteered to man this booth, including Dennis Mehringer. Always great to see you

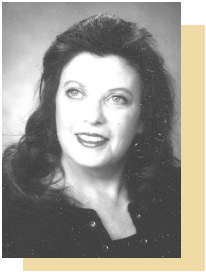
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Greeters

September 15
Boyd Hudson

September 22
Ed Jasnow

September 29
Julius Johnson



Program Review

Bigger, Better, Bolder . . .

District Governor Doug Fowler called for us to find projects that were **Bigger, Better and Bolder**. He talked about joining with neighboring Rotary Clubs to accomplish projects that would be beyond the capability — both in funding and manpower — of one, two or even three clubs. Together we can accomplish more, make a larger splash, and bring more attention to Rotary. And that's what we want so we can attract more people who want to do *Service above Self*. Fowler stressed that we should work to take every project to the *next level*.



Then Fowler went on to discuss international service. He brought up international projects, talking about providing fire engines to Michocan State, Mexico [Seen in the February 2002 issue of the Rotarian]. He recounted how three days after the engines had been delivered, they were indispensable in the saving of the life of a young boy after water flooded three communities.

He went on to talk about wheelchairs. I was disappointed that he only talked about the delivery of wheelchairs but made no mention of the Altadena Rotary project of providing an entrepreneurship opportunity in Guatemala by showing a way to make wheelchairs within communities and provide employment for the disabled at the same time. If memory serves me correctly, a combined project by Cal Tech and Art Center showed how to make a wheelchair from two mountain bikes.

The last international project he mentioned was the rotoplast project in Guatemala.

Of course he mentioned Rotary's semi-

nal project: PolioPlus and the \$200 million matching grant challenge from the Bill and Melinda Gates Foundation. The Gates foundation contributed \$355 million. This is the last year to meet that challenge. The eradication of polio has been a long fight that started in 1979. Did you know that, in one day, we immunized one million children?

As an aside. I was at the street fair on Saturday (September 10) and talked with a young woman who didn't know what polio is. She asked if it were the name of a music group. This may be a sign of how far we have come in the eradication of polio. The name of this dread disease no longer evokes pictures of people in iron lungs and wearing leg braces — at least not for the young in America.

Jacque Foreman, Editor

Congratulations



Birthdays



9/13 - Boyd Hudson
9/17 - Dennis Mehringer
9/19 - Bob Collinge
9/22 - Etta McCurry
9/29 - John Guerrini



Anniversaries



9/13 - Boyd & Alice Hudson

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Rotary Club of Altadena - #7183

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TBD Vocational/Youth Projects
TBD Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

September Programs

New Generation Month

Program Chair, Ray Carlson

Sep 15 - Raoul Pascal - WYNK Marketing - Website, Facebook, marketing design
Sep 22 - To be Announced
Sep 29 - To be Announced

October Programs

New Generation Month

Program Chair, Tom McCurry

Oct 06 - To be Announced
Oct 13 - Dr. Jon R. Grundy - the new Superintendent of PUSD
Oct 20 - To be Announced
Oct 27 - To be Announced

Chairmen's This Close!

by Craig Cox, Foundation Chair



As a Rotarian, you know one of our signature projects is the eradication of polio throughout the

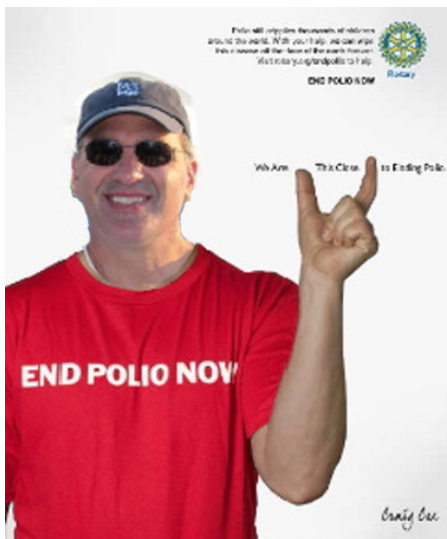
world. You also know that tremendous progress has been made over the last few years and the goal of a polio-free world is within reach.

What if there were an easy and fun way to share these efforts with your non-rotarian family and friends? The good news is that a new public relations effort is just a click away at www.thisclose.net.


With the help of people like Bill Gates, Jackie Chan, Jane Goodall, Jack Nicklaus and others, you and your family/friends can learn about the global effort, create their own ad (like mine), and make donations to make this dream come true.

With the ability to share the message through Facebook, Twitter, or Email, we can now spread the word in an exciting way.

Think how much more your family will



enjoy this site than Uncle Harry's latest chain mail.


So, check out the site and spread the word. Together, we are "this close" to ending polio. 

View

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Dennis.

On the evening of Saturday September 10 we had our last "Atadena Concert in the Park". We were all entertained by a copy band known as the *Beach Toys*. I think that is enough of a clue to let you know whose music they were covering. It was a great concert and a great friendly crowd. Our beer and wine sales were over the top, and our ticket sales for the Corvette Raffle were so good that, after we had sold all tickets we had on hand, there were still buyers so eager to have a ticket that they paid on the promise that a ticket would be mailed to them. Oh what a night!


The final event happened on **Sunday, September 11**, at the ceremony to commemorate the dedication of a portion of New York Dr. as a memorial to the 9/11 tragedy in New York City ten years ago. This event was a tribute to the hard work of fellow Rotarian John McDannel who finally saw the culmination of his dream. This was a very moving ceremony which included many dignitaries and two survivors of the attack on the World Trade Center. There was also a fly over of 2 F18 jets and a 21-gun salute by members of the US Marine Corps. Again, our Altadena Rotary Club was well represented. A sad way to end a busy Rotary weekend, but it was a chance to pay respects to all those poor souls who lost their lives on 9/11 and to be reminded how fragile and precious life is. 

You're out of Beer?!

Saturday evening, September 10, marked the last of the *Summer Concert series*. We didn't run out of water, wine or soft drinks or even chips and stuff, but we did run out of beer. On hearing that, most chose have a glass of wine instead. At the beginning of the evening, bar tender David Smith thought we would be running out of water, and the decision was made not to run out and buy some.

And Mike Noll, our money handler for the evening concurred. After all, whatever was left over was going to

have to be stored. Smith said that we could always donate the chips to a local foodbank or shelter. And there were a few bags of chips left.

Fortunately, the only wine left is in unopened boxes, so that should keep well, along with the few bottles of water and cans of soda. 





MONEY by Linda Wilkes MATTERS

Economic Update Last Week in the News

Pending home sales, a forward-looking indicator based on signed contracts, fell 1.3 percent in July after a 2.4 percent increase in June. On a year-over-year basis, pending sales are up 14.4 percent.

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — rose 1.1 percent in June after a 1 percent increase in May. On a year-over-year basis, prices fell 4.5 percent compared with June 2010.

The consumer confidence index fell to 44.5 in August from 59.5 in July. 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 August 26 fell 9.6 percent. Refinancing applications decreased 12.2 percent. Purchase volume rose 0.9 percent.

Factory orders rose 2.4 percent in July to a seasonally adjusted \$453.2 billion, following a revised 0.4 percent decrease in June. Excluding the volatile transportation sector, orders rose 0.9 percent in July.

The Institute for Supply Management reported that the monthly composite index of manufacturing activity fell to 50.6 in August after a reading of 50.9 in July. A reading above 50 signals expansion. It was the 25th straight month of expansion.

Total construction spending fell 1.3 percent to \$789.5 billion in July, following an upwardly revised 1.6 percent gain in June. Economists had anticipated an increase of 0.1 percent in July.

Initial claims for unemployment benefits fell by 12,000 to 409,000 for the week ending August 27. Continuing claims for the week ending August 20 fell by 18,000

to 3.7 million. The monthly unemployment rate remained unchanged at 9.1 percent in August.

Upcoming on the economic calendar are reports on international trade on September 8 and wholesale trade on September 9.

Industry Insider International Buyers 2011

International homebuyers — those with permanent residences outside the US, recent immigrants and temporary visa holders — are snapping up homes and condos in the US. According to the National Association of Realtors (NAR), they increased their purchase of US residential property from \$66 billion in 2010 to \$82 billion in 2011, a 24 percent increase in just one year.

Fueling international investors is their sense that US home prices are a bargain. A favorable currency rate is also working to their advantage. The value of the dollar has fallen against most foreign currencies, making US residential property even cheaper.

In 2011, international buyers came from a total of 70 countries. The top five — Canada, Mexico, China, UK, and India — accounted for 53 percent of all transactions. International transactions occurred across the US, but four states accounted for 58 percent of all transactions: Florida had 31 percent, California had 12 percent, Texas had 9 percent and Arizona had 6 percent.

The average price paid by international buyers was \$315,000, compared to the overall US average of \$218,000. This year's report showed that 45 percent of purchases were below \$200,000.

Many real estate purchases were also at the high end. The New York Times recently reported a big increase in Chinese

businessmen purchasing luxury property in New York City, where \$1,500 per square foot is considered cheap compared to \$2,000 in Hong Kong, \$3,600 in London and \$4,300 in Monaco.

Mind Your Money How Waiting for Home Prices to Fall Can Cost You

If you're thinking about buying a home, but are waiting for a further decline in housing prices, consider the following:

- First, trying to time the bottom of any market is difficult.
- Second, there's another cost factor that often gets overlooked: interest rate costs, particularly over an extended period of time.

Interest rates are hovering near their lowest level in more than 40 years. Lower interest rates dramatically affect savings when it comes to purchasing a home. On a \$200,000 mortgage*, if interest rates increase from 4.5 percent (Annual Percentage Rate 4.665%) to 5.5 percent (APR 5.676%), the cost of your monthly mortgage payment increases \$123, or 12.14 percent a month. If interest rates increase from 4.5 percent (APR 4.665%) to 6.5 percent (APR 6.687%), the cost of the mortgage increases \$251, or 24.77 percent a month. (These are sample rates only; contact me for today's actual rates.)

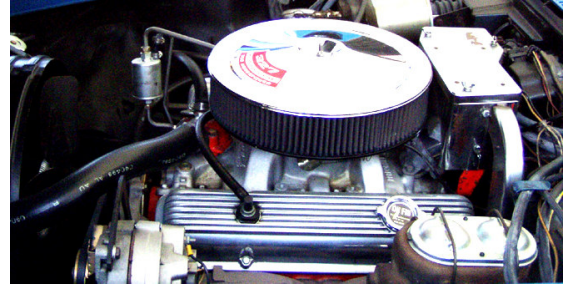
If a homebuyer is waiting for a 5 percent reduction in the purchase price, even a slight rise in interest rates can easily wipe out the anticipated savings. On a \$200,000 mortgage, a 1 percent increase in interest rates amounts to \$1,476 per year. A 2 percent increase in interest rates amounts to \$3,012 per year. These costs — over the life of a 30-year fixed-rate loan — are \$44,280, and \$90,360, respectively.

Please turn to Money p.5

Photos from Friday, Saturday & Sunday September 9, 10 & 11



(Left) 1968 re-furbished Corvette - (Right) re-built engine - (Below) booth front



(Left) the Rav-4 - (Right) Theo Clarke tries out the feel of the driver's seat (Left) Corvette interior



(Left) Hal Yorke and Theo Clarke team up to sell raffle tickets



Please turn to p. 6 for more photos

Money

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There are other factors to consider as well. Lower property values are making homeownership more attractive than renting in many markets throughout the US. The recently published Rent vs. Buy Index report by Trulia stated it's more affordable to buy than to rent a two-bedroom home in 80 percent of America's 50 largest cities.

Contact me today to learn how the lowest-ever mortgage rates combined with incredible home affordability have created many exciting opportunities for homebuyers.

* For example, a typical loan of \$200,000 at a rate of 4.5 percent has 360 monthly payments of \$1013.37; APR 4.665 percent. Monthly payment is for principal

and interest only, and does NOT include payments for property taxes or insurance. Interest Rate and APR information is based on a \$200,000 mortgage loan, with 1 discount point, 0 origination fees and standard processing and 3rd party fees.

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

More Photos

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Above: (left) Ed Jasnow and Craig Cox man our booth at the Street Fair on September 10; (right) Craig Cox explains what Rotary is and invites a prospective member to a meeting.

Below: (Upper right) a look at the crowd present for the dedication of a portion of New York Drive as *A Memorial for September 11, 2001* - (Lower Left) The presentation of colors - (Center) John McDannel, Master of Ceremonies and person who spearheaded this project - (Lower Top Right) Pasadena City College Band - (Lower Bottom Right) one of the signs that will be along New York Drive

