

August 09, 2012



*Johnson's
Judgments*
by President Julius Johnson

This Week

John Mehringer
*Vice President of
Hardware
Open X*
Program Host
Dennis Mehringer

John Mehringer [Dennis Mehringer's son] is Vice President of Hardware development for Open X. Open X is a Pasadena based company which specializes in Internet advertising software and hardware. His topic will be "How Google makes a profit and how Facebook will make lots of profit."

Mehringer is a graduate of the University of California at San Diego with a Bachelors degree in Management Science. He also obtained a Masters degree in Computer Engineering from the University of Southern California.

If you or someone you know has wondered about how Google and other companies make a profit on the internet, this is a program you will want to attend and bring a guest. ☺

From Cootie Boy to ...

When I was a kid at Cleveland elementary school, I was not very popular. In fact I was the *cooties* boy. If you got into a fight with the *cooties* boy, all the other kids would root for you. Needless to say, I got into a lot of fights.

Our sixth grade teacher, Helen Mary Williams, started an after school science club. She kept a lot of live animals in her class room: spiders, snakes and lizards. It was really cool. Williams took us on nature hikes on the weekends. She had a tradition that any time we got to the top of a new mountain, the guys would get a hand shake, and the girls would get a kiss.

There was this very quiet, popular girl, Pat Foster, who was a part of our group. When we got to the top of MT. Williams, I, the *cooties* boy, went up to her and gave her a kiss. Foster was so *undone* that she started screaming at me picked up a stick and chased me half way down the mountain. That science club became the outdoor education organization known today as Outward Bound Adventures (OBA).

A couple decades after that kiss, I ran into Foster at an NAACP benefit at the Pasadena Hilton. I was a young single lawyer on the planning committee for the

Rotary President

event, and she was there representing Huntington Hospital. We had not seen each other in years. We had a brief but pleasant conversation, exchanged numbers, and went our separate ways.

A week or so later we went out to dinner and had a wonderful time. We went back to my house into which I had just moved. We were sitting on the couch, continuing on with our after dinner conversation when I say to her, "I think I'm going to kiss you." She looked around my living room and said, "I don't see any sticks." Not long after that she married the former *cootie* boy.

In that same living room, a group of former OBAers got together and re-

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Creeters

August 09
Steve Cunningham

August 16
Greg Edmonds

August 27
Roger Fennell



Program Review

Music can make Communication Possible

When I first heard we were going to have Melissa St. John, a neurologic music therapist, as our Thursday speaker, I immediately thought that there might be some hope for closet musicians (like me) in the club. A native of Wisconsin, Melissa is the Head of Creative Arts at Pasadena Child Development Associates (PCDA). PCDA's mission is "to provide quality, family-centered, multidisciplinary services for children with special needs." This nonprofit organiza-

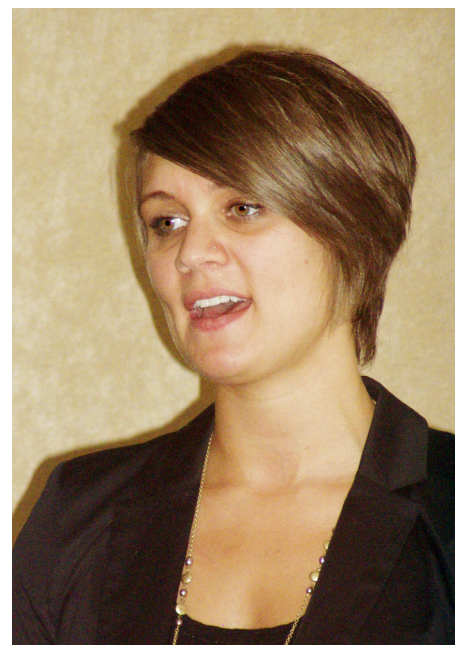
tion serves between 900 and 1000 children per year.

Music therapy is a relatively new discipline that grew out of observations of patient improvements when big bands started going into hospitals 50 years ago. The beat that was created encouraged patients to move.

Today, to get a BA as a music therapist you must study behavioral science, biology, and music. You would have to audition for the school of music and become proficient in guitar, piano and percussion along with taking studies in brass, string, and wind instrument technique. In addition, there is a board exam and a continuing education requirement.

The therapy is used to treat autism, downs syndrome, cerebral palsy, and brain injuries (Congresswoman Gabby Giffords benefited). Maternity and psychiatric wards along with hospice facilities are now using these techniques.

Music therapy has been shown to have many benefits. It promotes wellness, improves communications skills, lowers



stress, relieves pain, enhances memory, and speeds physical rehabilitation.

PCDA operates around three core concepts:

1) Emotional and social development is

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949

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www.altadenarotary.com

Meets: Thursday, 12:10p

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John Frykenberg International

Gordon Seyffert ... Youth Contests/Awards

Hal Yorke Vocational/Youth Projects

Craig Cox Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

August

Membership & Extension Month

Program Chair, Dennis Mehringer

Aug 09 - John Mehringer - How Google makes a profit on the internet

Aug 16 - John Frykenberg - His recent trip to Nigeria

Aug 23 - To be Announced

Aug 30 - To be Announced

September

Membership & Extension Month

Program Chair, Ray Carlson

Sep 06 - To be Announced

Sep 13 - To be Announced

Sep 20 - To be Announced

Sep 27 - To be Announced

Congratulations



Birthdays

08/02 - Phyllis Merrill

08/05 - Kevin Moore

08/08 - Joseph McMullin

08/10 - Don Applegate

08/11 - Joy Carlson

08/14 - Marsha Seyffert

08/24 - Hal Yorke

08/27 - Elaine Klock

08/31 - Bruce Conroy (Jacque Foreman)



Anniversaries

08/01 - Ed & Phyllis Soza

08/23 - Gary & Dotty Clark



The month of July was an interesting experiment for your new membership chair — in two ways. It was, of course, my first month as chair. But it was also my first experience in attending Altadena's Concert in the Park series, as well as in supporting our Rotary sponsorship of this distinctive community music program.

My assignment, as membership chair, was to man the Rotary table at the entrance to the room where we maintain the drinks and snacks concession. This I did while paired with our president. And it was Julius who observed at the very first

concert that many persons were looking for a program guide of some sort that would help them decide which concerts they next wished to attend — a guide that **we** could choose to provide.

It was fortunate that the year's first membership committee meeting occurred between the first and second concerts, for it was at that meeting that president Julius proposed that Jacque Foreman, our Club Service II leader, design and have printed a simple card that would list the Concert in the Park dates along with my name and email contact information. This card would be placed at our Rotary table along with our club brochure, our invitation cards and our sign-up sheet. Now when asked if programs were avail-

able, we could respond in the affirmative while also seeking to engage the questioner in a conversation about Rotary, our support for these events, and our commitment to service in the community.

These program cards were readied by the third concert, and we placed them on the table as planned. But by now the initial interest in securing such a card had waned. Perhaps, I thought, it was due to the mix of people attracted to the third concert as opposed to the opening concert. In any case, we now had to actively bring the card to the attention of those who stopped at our table.

At the fourth concert, we had settled into a routine, and there were few persons who hadn't seen us and had a previous opportunity to chat with one of us. I decided to act. Wearing my new Rotary shirt, I stood at a traffic crossroads and offered a program card to any adult whom I felt might be a prospect. I'd thought there might be plenty of objections but, this being Altadena, I was pleasantly surprised at the number of folks who smiled, took the card and thanked me. Many of our cards disappeared that night, and the rest will go during concert number five. At that point we'll be halfway through the series, and the value of the card will decline.

My challenge to my fellow club members is to think of something else we might publicize in like manner. Can we envision, draft and print a second card to publicize some community service goal of ours in time to take advantage of our last concert dates? Our second membership committee meeting is this Thursday evening (August 9), at 7p at my home. Please bring your ideas on this, and we could possibly have such a card available for distribution at the last two or three concerts!!

Program

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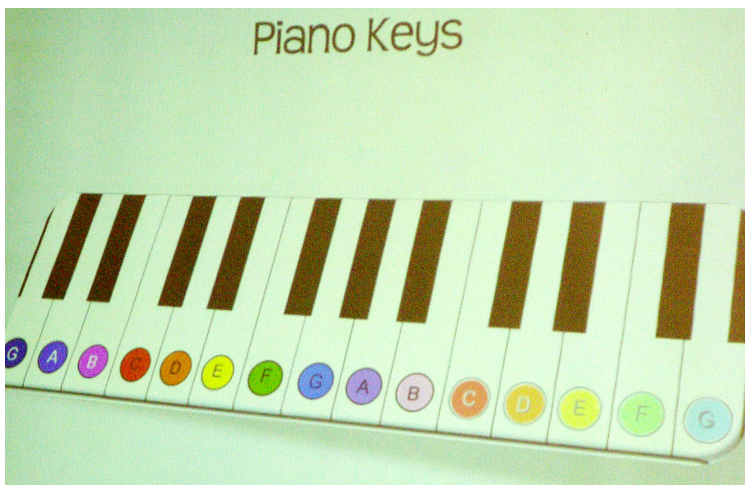
the foundation for all other areas of development;

- Each child's unique temperament, sensory responses, and interests are important; and

- Children learn through trusted relationships.

The focus of the program is on effect. This is measured in 6 ways:

- Shared attention,
- Engagement/relationships,
- Two-way communication,
- Shared problem solving,
- Creativity/emotional ideas, and
- Logical thinking.



Recently, the center has begun a program of adapted music lessons to help children develop music skills. Use of color coding instead of music notation is used. In addition, scripts, movements and visuals help the children understand musical concepts.

Maybe there is help for some of us.

Craig Cox



MONEY MATTERS

by Linda Wilkes

Economic Update Last Week in the News

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 1.5 percent in the second quarter of 2012. This follows a 2-percent pace of growth in the first quarter of 2012.

Retail sales rose 1 percent for the week ending July 21, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 3.3 percent.

Orders for durable goods — items expected to last three or more years — rose \$3.4 billion or 1.6 percent to \$221.6 billion in June. This increase follows an upwardly revised 1.6 percent increase in May. Excluding volatile transportation-related goods, June orders posted a monthly decrease of 1.1 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending July 20 rose 0.9 percent. Refinancing applications increased 2 percent. Purchase volume fell 3 percent.

New home sales fell 8.4 percent in June to a seasonally adjusted annual rate of 350,000 units from an upwardly revised rate of 382,000 units in May. The initial May reading was 369,000. On a year-over-year basis, new home sales are up 15.1 percent compared with June 2011. At the current sales pace, there's a 4.9-month supply of new homes on the market.

Pending home sales — a forward-looking indicator based on signed contracts — fell 1.4 percent in June after a revised 5.4 percent increase in May. On a year-over-year basis, pending home sales are up 9.5 percent compared with June 2011.

Initial claims for unemployment benefits for the week ending July 21 fell by 35,000 to 353,000 from an upwardly revised 388,000 the prior week. Continuing claims for the week ending July 14 fell 30,000 to 3.287 million.

Upcoming on the economic calendar are reports on the housing price index on July 31, construction spending on August 1 and factory orders on August 2.

Knowledge Builder Implementing Google AdWords

To increase sales or drive traffic to your blog or website, consider *Google AdWords*, which is used to create web advertisements that appear on Google search results pages, Google Maps, Google Shopping, mobile sites and other partner sites. AdWords is a pay per click (PPC) advertising medium, meaning you pay for your ad only when a searcher clicks on it. Start your AdWords strategy by implementing these steps:

Create an account. Visit the *account page* and click the **Start Now** button in the upper-right corner. After a few questions, you will be ready to design your first ad. For detailed information, watch this *video*.


Create an ad - After creating your account, you will be asked to:

- Name your campaign. Be descriptive to distinguish between other campaigns you might create.
- Choose where your ad will appear (location of customers) and on what type of devices (computers, mobile, etc.).
- Create a budget and decide how much you are willing to pay for each click, along with maximum payout per day. Remember, choosing to pay more per click helps give you better positioning in how your ad appears.
- Write your short ad. Keep it simple by

starting with a text ad.

- Pick *keywords* (about 15 to 30) that will help your ad appear in a search.
- To better service customers, consider linking your ad to a landing page (a web page with specific content related to the ad) and not to your homepage.

Activate your account. Launch your first campaign after entering your billing information. Ads usually start appearing immediately on search results. Campaign data should appear within three hours of launching your campaign. Use the Campaign Tab while in your account to monitor ad results. You can pause, edit or cancel your campaign at any time.

For help with keyword selection, consider these tools: *KeywordSpy*, which reveals your competitors' keywords; *Quintura*, which can help you find related search terms; and *Google Wonder Wheel*, which allows you to see relevant search results to your query. 

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

Judgment

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vamped Outward Bound Adventures.

OBA is still a viable part of our community, taking kids out of the inter city, opening their eyes to new and different positive views and vistas. It shows kids that they can do things that they never thought they could accomplish and builds on that positive accomplishment. E.g., "I climbed this mountain with a heavy pack on my back; maybe I can finish high school, go to college and graduate. I will give back; I will make a difference that makes a difference, and, maybe some day, I to can become a Rotarian" ... What a thought!

Sparks - Altadena Rotary Club Newsletter

Gordon's Corner

by Gordon Seyffert

Modern Times

At our third Concert in the Park (with *Wreck 'n Sow*), Julius and I were both amused to hear the song with the title of "There's a Five-Pound 'Possum in My Headlights Tonight!" But while the association that Julius made was totally related to food as the topic — the song's gist being that the country-boy singer wouldn't have to go hungry — mine was a bit different. And, as you might surmise, it relates to my family's history.

My great-grandfather, Louis Uzzell, had a life marked by misfortune. Born in 1857 in Audrain County, Missouri, the bad times began for him when he lost an eye and a part of one arm at the elbow in 1886. This all happened in a mine explosion. He was a farmer who'd sought off-season work by helping to dig coal. Being inexperienced, and on this day without proper supervision, he and his partner made the mistake of tamping a heavy charge of powder with an iron bolt and sledge instead of with a wooden peg that couldn't create a spark. There was a predictable result, given the unstable nature of explosives in that day.

As he recovered, the community took pity upon him by electing him constable for "Squire" Doolin's court. After all, what other work could a one-armed farmer perform? Yet only a year later, Louis Uzzell and his step-son Beauregard Underwood left with their families for southeastern Colorado to homestead while his brother Ollie Uzzell took over the job as constable. Presumably, a one-armed man could make it as a rancher if conditions were favorable.


They were not. The two men acquired

homestead properties in 1888-89, just before and after Baca County was formed. They lived close to a settlement known as Atlanta, Colorado; it even had a newspaper back then, but neither has existed for over a century. All of eastern Colorado and most of southwestern Kansas experienced much abandonment during the early 1890s in response to a regional drought. The two Missourians and their families must have been among the first to leave, for Louis Uzzell resumed his post as constable during the 1890 term. By 1892 he had also become a one-armed house and barn painter — holding onto his ladder with his stub.

With the 1904 primary election, however, he was in political trouble. There had been a large population turnover in Audrain County, and most new arrivals felt little sympathy for the old-timers. So

Louis Uzzell did the only thing he could. He attempted to rally his allies (along with any others he might attract) in order to get his supporters to the polls.

How would he do this? Why, with a 'possum dinner, of course! It was served on Monday, February 15, 1904 — just after Valentine's Day. 'Possum dinners had been a focus of political campaigns in this *Little Dixie* county for many years. Usually this had involved campaigns for county sheriff. Constable Uzzell's effort must have been a throwback gesture to those earlier times, and it turned out to be a futile effort. He lost.


Apparently times had changed. It was the dawn of the Twentieth Century. And so, for me, this is how I mark the beginning of Modern Times. These days, "Eat More 'Possum!" is just a humorous line on a bumper sticker... 

It's almost that Time of Year ...

I'm beginning to get questions about when we will be starting to put up the lights for Christmas Tree Lane. This is one of those community service opportunities that repeats itself annually. In general, we start putting up lights on the second Saturday in October. This year that is October 13.

Lights are put up on both Saturday and Sunday. If you cannot come on Saturday, come on Sunday, or come both days. Unless we are notified to the contrary, we begin work at 9a and work until noon, then we are served lunch. This is always *potluck*. By that I mean that different things are served each week, depending

on who prepares it.

I don't know if three hours of walking up and down the street makes me very hungry, but only a few times have I been disappointed. Come out and see that I am correct. *Jacque Foreman, Editor* 

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6:30 AM Registration | 7:00 AM Putting Contest | 8:00 AM Shotgun Start

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- Gift Tee Package
- Buffet Luncheon
- Food & Beverage on Course
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\$30 per Guest for Luncheon and Award Ceremony Only

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- One Tee and One Green Advertisement
- Food & Beverages on course
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Par Sponsorship \$1000

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- Food & Beverages on course
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- One Tee or Green Advertisement

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568 East Mt. Curve Ave., Altadena, CA 91001 for information: 626-798-6335
Visit: <http://www.altadenasheriffs.blogspot.com>

16th Annual Summer Concert Series Schedule - 2012

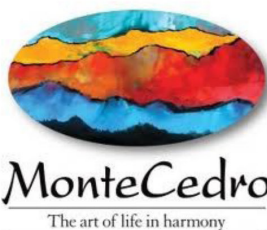
Those Manning Bhoys & the Irish Pride Dancers (Irish music)	Saturday, July 7th
Downbeat Express (Big Band Sound featuring Jennifer Gates)	Saturday, July 14th
Wreck N Sow (Americana, Folk & More)	Saturday, July 21st
Susie Hansen Latin Band (Hot Latin Jazz & Salsa)	Saturday, July 28th
Upstream (Reggae, Calypso, Soca & Steel Drum Music)	Saturday, August 4th
Sgt. Pepper (The sounds of the Beatles and more!)	Saturday, August 11th
Lisa Haley and the Zydekats (Cajun Zydeco Music)	Saturday, August 18th
Guitarist Brian Hughes & Band (Contemporary Latin-Jazz)	Saturday, August 25th

And... For Our Grand Finale... Saturday, Sept. 8th
The Walking Phoenixes in a tribute to Johnny Cash & other Country Classics
With Special Guests The Red Mutts 'Top Classic Rock'
Presented By: Stage Door Music Productions & SSGA

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*Georgia Rutherford
In memory of
Don Rutherford*



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