

## This Week

**Lindy Carl**  
*Executive Director,*  
**Grandview**  
**Foundation**  
**Program Host:**  
**Brian Hayes**

Conventional wisdom suggests that those who are troubled by addictions to drugs and alcohol should simply quit. If abstaining were that easy, relapse rates wouldn't be over 90 percent. Treating chemical dependence and its underlying psychological conditions takes a comprehensive approach, which Grandview Foundation has been providing since 1969.

After spending decades in the business world, Lindy Carl was asked by Grandview to share her experience to fill in for a few months as executive director. Four years later, she is still there. Carl will be sharing information on the best practices in substance abuse treatment and the impact that Grandview has had on our community.

### **About Grandview**

Grandview Foundation's mis-

*Please turn to This Week p. 3*



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

## Interesting & Amazing Facts ... Enjoy

**A**nother busy weekend. Just returned for taking my sister Kathy to the airport to travel back to the snowy and cold world of Toronto, Canada. We had a great week together, and I am happy she got a chance to meet many of my Rotary brothers and sisters — she was very impressed.

So, with time again running short, this week you will be treated, not to jokes, but to *amazing facts* from a promo for a new magazine coming out called *Mental floss: feel smart again*. So here is a sample of their amazing facts:

- Charlie Chaplin once entered a "Charlie Chaplin look alike contest" in a theater in San Francisco and LOST;
- Albert Einstein never learned how to drive a car;
- There are 293 different ways to make change for a dollar;
- Route 66, westbound from Albuquerque, started out as a camel trail;
- No US President was an only child;
- Apollo 8 astronauts used Silly Putty to keep their tools from floating around in zero gravity;
- Even now, Marie Curie's notebooks are

too radioactive to be picked up by hand;

- Hospitals adopted blue and green scrubs in the mid 20<sup>th</sup> century because they didn't have to be replaced as often as whites and were easier on doctor's eyes;
- Gasoline was once sold in small bottles as a cure for lice;
- About one in every four million lobsters is born with a rare genetic defect that turns it blue;
- Henry Wadworth Longfellow's wife died when a dropped match ignited her enormous hoop skirt;
- Smokey Bear's original name was "Hot Foot Teddy";

*Please turn to View, p. 3*

## Greeters

January 26

**Gary Clark**

February 02

**Theo Clarke**

February 09

**Craig Cox**



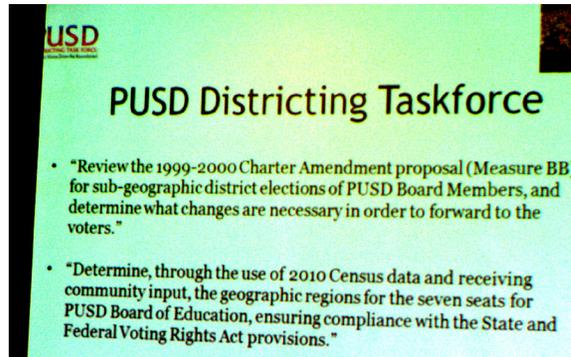
# Program Review

## PUSD School Board Geographic Sub Districts... Better? ... Yes? No?

Great School Boards tend to go hand in hand with great school districts. On January 19, we heard from Richard Moon who is the Vice Chairman of an important task force looking at the feasibility of creating geographic sub districts for Pasadena Unified School Board elections.

Recent changes in California law now allow school districts to elect board members from sub-

districts instead of the district at large. Moon described several advantages of



geographic sub districts.

- Elections would cost less.
- More people could get on the ballot.
- Board members would be able to represent a smaller constituent base lead-



ing to better communication.

If PUSD moves to geographic sub districts, the Pasadena City Charter will need to be amended. Since residents of Altadena and Sierra Madre will vote, the charter could be changed by people who do not reside in Pasadena.

The task force is composed of nine (9) members. The Pasadena City Council appointed three (3). The PUSD Board appointed three (3). The Altadena Town

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

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Sterling Louviere • Brian Hayes

Linda Wilkes • David Smith

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Julius Johnson ..... Administration

Craig Cox ..... Foundation

Jacque Foreman ..... Public Awareness

Jacque Foreman ..... Acting Publicity

Jacque Foreman ..... Sparks/Website

Mike Zoeller ..... Club Projects

Ed Jasnow ..... Community

John Frykenberg ..... International

Gordon Seyffert ... Youth Contests/Awards

Hal Yorke ..... Vocational/Youth Projects

Craig Cox ..... Membership

Editor, Design & Typesetting ..... Foreman Graphics

Photography ..... Jacque Foreman

## January Programs

### Rotary Awareness Month

Program Chair, Brian Hayes

Jan 26 - Lindy Carl, Executive Director,

Grandview Foundation

## February Programs

### World Understanding Month

Guest Program Chair, Jacque

Foreman

Feb 02 - Ted Moreno, CHt

Feb 09 - Alan Hedman - Worker B's & Killer

B's -- How to thrive and not just survive

Feb 16 - Dan Stover Preliminary Contest

Feb 23 - Bruce Waterman - A better way to

communicate with your business clients

and associates

## March Programs

### Literacy Month

Program Chair, Sterling Louviere

Mar 01 - To be Announced

Mar 08 - To be Announced

Mar 15 - To be Announced

Mar 22 - To be Announced

Mar 29 - To be Announced

*Congratulations*



### Birthdays

01/03 - Betty Ferris  
01/09 - Gloria Hayes  
01/10 - Santosh Srivastava  
01/14 - Bill Reader  
01/27 - Ann Rider Hill  
10/27 - Barbara Yorke





### Anniversaries

01/03 - Jim & Karen Gorton  
01/22 - John & Joan Frykenberg



# Chairmen's New Page coming Corner to our Website

by Jacque Foreman, Public Awareness Chair



Yes, we're adding a business page to our website. Unlike the directory that our Board of Directors insisted be only available through a user name and password, this page will be available to anyone coming to our website. It is hoped that, over time, this will help our members network with each other and refer each other to those outside our club.

The concept has been presented to and approved by our Board of Directors.

Each member who wishes to participate will write a paragraph about what

he/she does. This means that those who have compliance issues will be writing their own paragraphs, so they will be in compliance with their employers. I am available, however to help by first writing a paragraph that the member can re-write. My experience has shown me that it is hard for many people to write the first draft, and much easier to edit that which has already been written, even if it means throwing away what has been written and coming up with something entirely new.

Each paragraph will be accompanied by a miniature business card. If you don't have a business card, and you want to participate, worry not. We can come up

with a business card for you.

If you are retired and have a hobby or passion, and want to participate, that's fine. Who knows, this may lead to a second or third profession or lead to a service that you wish to provide.

I will be starting on this page next week. It will take a couple of weeks to have a preliminary draft. In the meantime, let me suggest that, if you have done business with another member of our club, and you are both on facebook, linkedin or twitter, or any of a number of other social networking pages; that you *like* that person, write a *testimonial*, or some way highlight that person. This is something we can do to help each other in business. Don't wait to be asked. *Just Do It.*

A word of caution: If you are writing a testimonial about someone in financial services or insurance, please run it by the person to make sure it is in compliance with what that person can have as a testimonial. The working name for the page is **Let's Do Business** with the subhead: **It's Great to do Business with a Rotarian**. If you have a better suggestion, send it to me. I'm looking forward to having this page available. ☺

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## Program

Continued from p.2

Council appointed two (2). Sierra Madre appointed one (1). The goal is to get the change on the June ballot. If the proposal is approved by voters, the task force will reconvene every 10 years or earlier if a large demographic change happens in the district.

The task force is looking at different maps for the seven (7) sub districts. The

sub districts must have equal populations. The difficult part of the process is trying to keep communities represented without trying to artificially concentrate them into one district. One of Moon's goals is to have two (2) of the seven (7) districts made up of majority Altadena residents to improve Altadena's voice on the board.

Craig Cox ☺

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## View

Continued from p.1

- When P.T. Barnum fell gravely ill at age 81, he convinced the New York Sun to publish his obituary in advance so he could read it;
- The glue used on Israeli postage stamps is kosher;
- Reed Hastings was inspired to start Netflix after racking up a \$40 late fee at a video store. Interesting eh? See you Thursday. ☺

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## This Week

Continued from p. 1

sion is to provide residential recovery services to men, and outpatient services to men and women, 18 and over, and their families who suffer from the effects of alcoholism and drug addiction.

In response to this mission, The Grandview Foundation has undertaken the steps necessary to identify the causes, provide treatment, and make available direct and supportive recovery services necessary to realistically address the

needs of alcoholics and addicted persons in an environment of diminishing resources.

Addiction deteriorates individuals, and families biologically, psychologically, socially, and spiritually. The Grandview model is designed to promote healing in those areas, and restore the quality of life so our clients may re-enter society as a contributing member, with hope for the future, and at peace with today. ☺



# MONEY by Linda Wilkes MATTERS

## ***Economic Update*** ***Last Week in the News***

Retail sales rose 0.1 percent to \$400.6 billion in December after an upwardly revised 0.4 percent increase in November. It was the seventh straight monthly gain and the first \$400 billion month for retail sales. Total retail sales for 2011 had the largest percentage increase since 1999, up 7.7 percent to a record \$4.691 trillion.

Wholesalers increased their inventories 0.1 percent to \$468.9 billion in November. This followed a revised 1.2 percent rise in October. Sales at the wholesale level rose 0.6 percent to \$407.9 billion in November. On a year-over-year basis, sales were 11.3 percent higher since November 2010.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending January 6 rose 4.5 percent. Refinancing applications increased 3.3 percent. Purchase volume rose 8.1 percent.

Total business inventories rose 0.3 percent in November to \$1.55 trillion, up 8.5 percent from a year ago. Total business sales also increased 0.3 percent to \$1.22 trillion in November, up 9.6 percent from a year ago. The total business inventories/sales ratio in November was 1.27.

The trade deficit increased to \$47.8 billion in November from a downwardly revised \$43.3 billion in October. Exports fell 0.9 percent to \$177.8 billion. Imports increased 1.3 percent to \$225.6 billion.

The Reuters/University of Michigan consumer sentiment index for January's preliminary reading rose to 74 from 69.9 in December. It was the fifth monthly gain in a row for the index and the highest reading since May.

Initial claims for unemployment benefits rose by 24,000 to 399,000 for the week ending January 7. Continuing claims for the week ending December 31 rose by 19,000 to 3.629 million.

Upcoming on the economic calendar are reports on the housing market index on January 18, housing starts on January 19 and existing home sales on January 20.

## ***Industry Insider*** ***Guaranty Fee Increase***

The US Congress recently passed a two-month payroll tax cut extension. The \$33 billion package is funded by a 10-year increase in the Guaranty Fees that Fannie Mae (Fannie) and Freddie Mac (Freddie) charge lenders to guarantee home loans.

This change is effective for all loans delivered to Fannie and Freddie at the beginning of the second quarter of 2012. For example, the cost of a \$200,000 mortgage will go up about \$11 per month. Over the life of the loan, these costs are anticipated to be about \$4,000.

These changes will also increase the cost of FHA and VA loans. However, the government has not released information as to the timing of these changes.

All lenders — by law — will be adding this increase to their pricing. Some lenders are adjusting their rates with a one-time increase. However, Prospect Mortgage will be gradually spreading the increase to dampen market movements in mortgage rates.

If my customers want to avoid these additional costs they'll need to act soon. As one of the nation's largest independent residential retail lenders, Prospect Mortgage is a highly experienced FHA/VA lender.

The reason Prospect is the nation's seventh largest FHA lender — and second largest FHA 203(k) renovation lender — stems from our ability to approve and fund loans much faster than competitors. ☉

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

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## **Awareness ≠ Familiarity**

On page 54 in the January 2012 issue of *The Rotarian* Arnold R. Grahl points out that just because a person or group of people is aware of the existence of Rotary, does not mean that that person or group of people knows what Rotary does.

In his article *International Understanding*, he defines Awareness and Familiarity thus:

Awareness and familiarity may seem similar, but the difference between them is significant. Awareness is recognition of the Rotary name, but familiarity — or understanding — is the ability to describe what the name means. High aware-

ness does not equal high familiarity.

For instance, Australia, which had the highest awareness of Rotary — 62 percent — had a 33 percent familiarity but only a 5 percent of no awareness. The United States has the most consistency of the three areas: 34 percent unaware, 29 percent aware, but not familiar, and 37 percent familiarity.

For me the most surprising country was Germany, but, perhaps, that's because there is no differentiation between what was once East Germany and West Germany. We should all remember that, under Communism, membership in Rotary

*Please turn to Awareness, p. 5*

## Polio in Altadena in the Late '40s

### Part II

Several issues of *The Altadenan* are missing in the period under consideration, so it's difficult to know if this newspaper reported all cases of polio occurring in Altadena during this time, or if the names being mentioned were simply more newsworthy than others. The next week brought news of yet four more cases in Altadena; the disease now had reached epidemic proportions in LA County.

New cases were identified as Mrs. Beverly Towner, 23, 2741 Woodlyn Rd.; Dorothy Spence, 28, 1963 Layton Ave.; and brothers Charles and Robert Ellis, 7 and 2½, respectively, of 2062 Santa Rosa Ave. 1948 Lions Club president J. E. Webster now appealed for Altadenans to volunteer their private pools for therapy for the stricken, as it had by now been recognized that physical therapy was essential to recovery. Still, Webster and a Lions Club guest speaker had to assure an anxious public that "names of donors will absolutely remain anonymous" and that "the people using the pools are completely well."

Now we come to how the as-yet unformed Rotary Club of Altadena (still in the planning stages) was hit by this terrible epidemic. On August 12, 1948 it was reported that:

"Poliomyelitis claimed the life last week of David W. Dake, 18-year-old son of Mr. and Mrs. Burton S. Dake, 486 East Calaveras Street.

"The youth died at the United States Naval Hospital in San Diego.

"*Dake was a native of Pasadena and attended Eliot Junior High School and Pasadena City College before enlisting in the United States Navy last January. He had*

*been attending the Naval Radio school at San Diego.*

*"He is survived by his parents, a sister, Mrs. Margaret D. Davison of Altadena, and a brother, Burton S. Drake, Jr., of Kinneloa Ranch."*

It may be noted by some that Burton S. Dake, Jr. was briefly a member — in 1951 — of the Rotary Club of Altadena. What may not be known is that he was likewise a victim of the disease, along with a first cousin. I learned the fuller story by contacting his son, who told me in an email that the family had visited David Dake in San Diego, spending a day at the beach with him. The family believes that whomever first contracted the disease then unknowingly exposed the others on that fateful day in San Diego.

I'd like to know more about Burton Jr., since he was a member of our Club. I sup-

pose he merely moved his membership to another club inasmuch as he was probably of the right age to be establishing himself in a career, and would thus have been highly mobile. Now, when I walk past the family home, I realize in a tangible way how terrifying polio must have been to the neighbors just sixty years ago.

By Christmas 1948, it was reported by the State Dept. of Health that 3,012 cases of polio had occurred in Los Angeles County — making it "the fourth in *per capita* incidence of the dread disease." Statewide there were 5,566 new cases. In 1948, there were 43 new cases in Altadena. Of 199 cases then being cared for at LA General Hospital, 53 required respirators. The previous March of Dimes campaign in Altadena had netted only \$4,300, while each case was said to cost the national campaign fund \$3,500. ○

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## Awareness

*Continued from p. 4*

could have been a death sentence. Here are the numbers: 66 percent of their respondents were unaware of Rotary (the highest percentage of the countries polled), 28 percent were aware of Rotary, and only 6 percent (the lowest percentage of the countries polled) had some familiarity with Rotary, its mission and record of people helping people.

Here is the good part: respondents described Rotarians as *charitable, respected and caring*. However, overall, the interest in joining a Rotary club was only 16 percent while 60 percent said they were unlikely to join. And, in the US, women were only half as likely to join a Rotary club than men. While not touched on in

the article, this might be because it took 80 years for Rotary to include women. That means that women have been a part of Rotary for approximately 25 of its 107 years.

The conclusion of the article is that Rotary needs to do a lot more work in publicizing not only its good works but its very existence. Consideration of each country in turn must also be done. Japan with 50 percent unawareness and Argentina and Germany (56 percent and 66 percent, respectively) can not be approached in the same manner. And, apparently, if we want women to join, we must show that women are currently an integral part of Rotary. *Jacque Foreman, Editor* ○