

October 25, 2012

This Week

Lawren Markle
Director of Media Relations,
California Institute of Technology
Program Host
Sterling Louviere

Caltech is one of the most famous universities in the world, there is almost not one day without invention.

The mission of the California Institute of Technology is to expand human knowledge and benefit society through research integrated with education. They investigate the most challenging, fundamental problems in science and technology in a singularly collegial, interdisciplinary atmosphere, while educating outstanding students to become creative members of society.

As of February 2010 they had

- Nobel Prizes: 32
- Crafoord Prizes: 6
- National Medals of Science: 49
- National Medals of Technology: 10
- California Scientists of the Year: 15
- Fellows, American Academy of Arts and Sciences: 84 faculties
- Members, National Academy of Sciences: 74 faculties

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Today: A Good Day to Evaluate Where You've been and Where You're Going

Today (Sunday, October 21) is my son Julius' birthday. He came into my study early this morning looking very distraught. One of his buddies — who lives just down the street — got shot last night just as he stepped into his yard. As sad as the situation is, it caused my son to take a hard look at his life.

He asked himself some penetrating questions about where his life is and where it is going. What have I accomplished and what do I have my name on, what difference have I made. He did not like the answers that he was getting. How would you answer those questions for yourself?

We prayed together. We prayed for his friend and his family. We prayed that there would be no retaliation hit as a result of the shooting.

Our *GET IN GEAR NOW* program (October 27, 2012) is not the sole answer to our community's problems; but I truly believe that it is the kind of thing that makes

a difference that makes a difference in the lives of the young people in our community. It will certainly give them a heads up on some positive alternatives to gang banging.

Pray for the Ware family (the family of the young man who got shot). Pray for my son and his friends as they make decisions about how they are going to respond to this incident. Pray for and get involved with our *GET IN GEAR NOW* program and other programs in our community that make a difference in the lives of our children. HAPPY BIRTHDAY JULIUS. ☺

Greeters

October 25

Dennis Mehringer

November 01

Kevin Moore

November 08

Mike Noll



Program Review

Flushing down the Disease

That was the subject of last week's fascinating talk by Caltech Professor Dr. Michael Hoffman. As hard as it is to believe in the 21st Century, a substantial number of the world's population does not defecate in flushing toilets. Whether it's because it's cultural or just because the country is too primitive to have flushing toilets, the fact is that 2.6 billion people in third world countries do not have adequate sanitary facilities. Open defecation causes enormous

amounts of viruses and parasites to leach into the groundwater, where it is consumed by the population who then become ill. The worst effect is on children, who get severe diarrhea and often die. At least 2.2 million children a year die from diarrhea caused by unsanitary drinking water, which is polluted by open defecation.

The Bill and Melinda Gates Foundation decided to address this problem and sent out an invitation to researchers to try to

come up with some type of toilet that could run without water or electricity required to pump the waste away. The project was called, *Re-inventing the Toilet*. Professor Hoffman decided



to respond to this invitation to see if this terrible problem could be solved.

The history of the toilet goes back 4,000 years to Roman times, but the development of the modern toilet occurred in 1596 by Sir John

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Rotary Club of Altadena - #7185

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. Sakuji Tanaka
 Dist 5300 Gov. Sylvia Veronica Whitlock

Officers

Julius Johnson, Pres. Bus. 626-797-1186
 Dennis Mehringer, Pres. Elec. Bus. 626-577-9800
 Tony Hill, VPres. Bus. 626-795-5363
 Jim Gorton, Sec. Bus. 626-793-6215
 Mike Noll, Treas. Bus. 626-683-0515






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Protozoan Diseases	Microbial Agent
Amoebiasis 	Protozoan (<i>Entamoeba histolytica</i>)
Cryptosporidiosis 	Protozoan (<i>Cryptosporidium parvum</i>)
Cyclosporiasis 	Protozoan parasite (<i>Cyclospora cayentanensis</i>)
Giardiasis 	Protozoan (<i>Giardia lamblia</i>)
Microsporidiosis 	Protozoan phylum (<i>Microsporidia</i>)

October

Vocational Service Month

Program Chair, Sterling Louviere

Oct 25 - Lawren Markle, Caltech

November

Foundation Month

Program Chair, Boyd Hudson

Nov 01 - To be Announced

Nov 08 - To be Announced

Nov 15 - To be Announced

Nov 22 - Thanksgiving - Dark

Nov 29 - To be Announced

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Congratulations




Birthdays

10/04 - Melissa Kayali
 10/08 - Susan Cox
 10/17 - Noriko Suzuki Mehringer
 10/24 - Jim Gorton




Anniversaries

10/19 - David P. & Elsa Smith

Clearing out the Nest . . .



It is a yearly Autumn ritual of the American Middle Class to sever the umbilical cords to their eighteen-year-old children and send them off to college and/or out into the world to become independent adults. But are they always really ready?

Recently, my niece asked her mother, if she could return home after her first semester away at college; she was homesick, missed her friends and would rather study at a local junior college for the next three semesters before returning to her more distant university. My sister agreed. Good for her.

Why is there this emphasis in middle-class America to push their eighteen-year-olds out of the nest? When a baby is first brought home after birth, it appears that many parents already have plans for the eighteenth birthday present: luggage.

When children live at home beyond the age of eighteen, questions are often asked: "Isn't it time for the kid to be become independent?"

Actually, about 50 percent of the children in the US between the ages of 18-24 still live at home with their parents. Often this co-residence is not because of delays in *nest-leaving* but rather because of *nest-returning*. This is a good thing: Being able to return to the parents' home is one of the most important safety nets that we can provide for our children. At the age of 30, however, only 5 percent of Americans still cohabitate with their parents. Compared to other cultures this figure is very low.

Many cultures do not embrace this urge to push their children out of the nest at the earliest possible time. Nor would they expect an aging parent to move into a retirement home.

An Iranian friend of mine who was

studying for an advanced degree at UCLA told me that he would not be able to move out of his parents' home without insulting them, unless he were to get married. Even then, one of the married children — either he or one of his two brothers — would be expected to eventually move in with the parents to help them cope as they aged. In many cultures, three-generation households are quite common or even the rule, rather than the extreme exception as in the US.

This is family taking care of family, a new concept for many Americans, but one that the younger Americans may have to get used to and the older Americans may have to hope for as Baby-Boomers see their retirement nest-eggs dwindle or even disappear.

So pushing children out of the nest at the earliest possible time may not always be the best idea. They may later want to return the favor. ☉

Program

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Harrington. The development of the flush toilet for domestic use was developed in the mid 19th century by Thomas Crapper, who lent his name to several areas of sanitation.

Initial efforts to reinvent the toilet were started by the military for their efforts in Iraq and Afghanistan, where there wasn't much water, and they didn't want to bring generators and fuel into the field. Their efforts, however have not yielded positive results. Hoffman's reinvented toilet utilizes solar panels and the natural ingredients found in urine and feces to develop a toilet that can operate without electric-

ity and the natural presence of water. This has been made feasible by the dramatic decrease in the cost of solar panels.

Hoffman showed clearly how the presence of toilets, effective sanitary systems, water treatment plants, and sewers dramatically increase the average life span of the populations of those countries that have them.

We hope this idea will spread throughout the third world and the 2.2 million children who die each year from diseases linked to inadequate sanitary systems will be saved.

Ed Jasnow ☉

This Week

Continued from p. 1

- Members, National Academy of Sciences, Institute of Medicine: 4 faculties
- Members, National Academy of Engineering: 30 faculties

Our speaker, Lawren Markle, the Director of Media Relations at California Institute of Technology, will enlighten us about the latest things happening at Caltech:

- Science, initiatives, directions
- Latest research directions and news
- Latest major gifts to Caltech
- Update on Caltech's focus and community activities
- What's exciting at Caltech ☉



MONEY by Linda Wilkes MATTERS

Economic Update In the News

Retail sales rose 0.2 percent for the week ending October 6, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 2.8 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending October 5 fell 1.2 percent. Refinancing applications decreased 2 percent. Purchase volume rose 2 percent.

Wholesalers increased their inventories 0.5 percent to \$487.5 billion in August. Sales at the wholesale level fell 0.9 percent to \$405.4 billion in August. On a year-over-year basis, sales were 2.1 percent higher since August 2011.

Import prices rose 1.1 percent in September, following a 1.1 percent increase in August. On a year-over-year basis, import prices were down 0.6 percent in September. Export prices rose 0.8 percent in September after advancing 1 percent in August. Compared to a year ago, export prices were down 0.5 percent in September.

The producer price index, which tracks wholesale price inflation, rose 1.1 percent in September, following a 1.7 percent increase in August. On a year-over-year basis, wholesale prices were up 2.2 percent in September. Core prices — excluding food and fuel — were unchanged in September.

The Reuters/University of Michigan consumer sentiment index for October's preliminary reading rose to 83.1 from 78.3 in September.

Initial claims for unemployment benefits for the week ending October 6 fell

by 30,000 to 339,000. Continuing claims for the week ending September 29 fell by 15,000 to 3.273 million.

Upcoming on the economic calendar are reports on the housing market index on October 16, housing starts on October 17 and existing home sales on October 19

Insight NOW


Cure Your Business

In this month's edition of *InsightNOW*, Prospect Mortgage's Chief Performance Officer Todd Duncan talked with *NY Times* best-selling author Patrick Lencioni about his latest book, *The Advantage: Why Organizational Health Trumps Everything Else in Business*, and how a company's *health* is the most important factor in its success.

Patrick is founder and president of The Table Group, a firm that helps business leaders improve their operations. He believes that the difference between a successful company and a mediocre one isn't strategy, talent or intelligence — it's internal health. When problems intrinsic to human nature arise (ego, putting one's interests before all else, etc.), they erode productivity and morale, and drive the best employees away. This creates dys-

function that's hard to overcome.

Patrick says that, in healthy organizations, employees are all on the same page. There are minimal politics and a high degree of morale, sensitivity and communication, providing an environment that star performers don't want to leave. He explains that a healthy business is like a healthy family. You stick together, show emotions, weather frustrations and work out any issues that threaten the unit in order to remain a happy part of it. Both Patrick and Todd single out Southwest Airlines as a shining example of a healthy company: They've built a culture conducive to customer happiness, employee satisfaction and repeat business, resulting in extraordinary success.

The engaging *Advantage* shows how to transform any business and maximize human potential with the practical elements of courage, common sense and persistence, helping you gain a unique competitive edge. Its simple approach can be applied in a matter of days and weeks, and can yield results quickly. 

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

**MEET THE ROSE QUEEN
AND HER COURT
THURSDAY, DECEMBER 13
COMBINED MEETING WITH
SAN MARINO ROTARY**

Rotary Showcase

Have you been to the Rotary Showcase web site yet? Have you even heard of it?? Sometimes I think that Rotary is so large and involved that it's often difficult to gain a *human scale* grasp of it all. But then, it's not for lack of trying if Rotary International hasn't gotten its messages out to us.

Sure, we get the Rotarian each month in the mail, and we hear quite a bit about what's going on in and around District 5300 through various emails that come over *the transom*, as we used to say. But have you ever taken the time to explore Rotary on the internet — just to pry back the curtain a bit to see what's out there?

Here's one way to do that: point your browser to <https://map.rotary.org/en/project/pages/project_showcase.aspx> and poke around a bit. I did, and I was astounded at what I saw. Here are just a few of the projects I found, by short description:

- Develop and maintain a community vegetable garden on the grounds of a

local historic site.


- Through Rotarian mentors, high school students are connected with business professionals
- We plan to provide books, furniture, equipment and training, and redesign spaces for [public elementary school] libraries.
- Paint the Town is an annual event to paint homes in need for disadvantaged homeowners.

Now, I'll grant that most of the projects don't really apply to our setting, if the point is to develop a project within Altadena. And many of the descriptions aren't even in English. But seeing some of these ideas made me stop and think. I continually hear that the way to pull people into Rotary service is to convey one's passion for doing things through Rotary — things that one can't accomplish without the help of others. And that, to recruit a new member, one has to be persistent, always circling back to that one overarching idea of service.

Here at Altadena Rotary we've *talked the talk* about how it's involvement in projects that will give a new member an immediate feeling of reward. The theory is that each person has within him/her an idea of (or desire to provide) service that's just waiting to burst out.

We've gone a step further and said that we want to have several projects a year to offer a means to that engagement, using either a new member's idea or that of someone else. If we can do that — so the reasoning goes — we're less likely to lose the members we now have.

But what about the new members themselves? How do **they** express to us their desire to put their talents to work?

I worry that we may have created a bit of a rut, in that some of the creative things I've read about or heard about from our chapter's past are just so much *history*. That what we do *now* is what we'll be doing in "x" number of years, and that the talk about *new* projects is just that — talk. 

Thanks for Lending a Hand

by Ed Jasnow

Last week, we were honored to have as a visitor to our club — Max Townson, the Mayor of the City of Cullman, Alabama, and his wife, Kay. As many of you know, Cullman is Mona's home town, and Max is her brother.


In April, 2011, Cullman was devastated by a tornado that devastated the downtown area, and destroyed over 4,000 trees. As Max reported to me on the efforts to rebuild, he mentioned that the Rotary Club of Cullman had taken on the responsibility

of restoring the destroyed trees. I thought it would be a good idea to help another Rotary club, and mentioned it to our members. As a result, you contributed \$500 to help a Rotary Club across the country.

Last May, in our visit to Cullman, I attended a meeting of the Cullman Rotary Club and presented them our check. They were extremely grateful.

Last week, Mayor Townson thanked our club members for their generosity and



presented President Julius with the official pin and coin of the City of Cullman. This was truly an example of Rotary coming to the aid of people in need. 



*You are cordially invited
to our
Christmas Party Potluck*

*Thursday Evening
December 20, 2012*



6:30 to 9p



*257 S. Delacey
Pasadena, Ca 91105*

Party Room above the Pool

Turkey, Ham, Drinks, Utensils, etc. Provided

Bring a Salad, Vegetable Dish, or Dessert

All Members and Families, including Children invited

\$10 per person

Register on ClubRunner

