

July 18, 2013

This Week

Working with GRACE

Program Host:
Hal Yorke

Dr. Carmen Boening is a Research Scientist in the field of Climate Physics at the Jet Propulsion Laboratory (JPL) in Pasadena. At JPL since 2009, she has been strongly involved in JPL's **Gravity Recovery And Climate Experiment** (GRACE) and is a member of both the GRACE International Science Team and JPL's GRACE Mission Team. In addition, Boening is currently working on planning GRACE's follow-on mission, appropriately named GRACE-FO, to be launched in 2017.

Built into the framework of a German-American collaboration, GRACE is actually two spacecraft. As they circle the Earth, the distance between these spacecraft is measured so precisely that tiny variations in their separation can be attributed to slight variations in the Earth's gravity field. Launched on March 17, 2002 and circling the Earth since, the twin satellites have not only been able to produce an accurate picture of the Earth's mass distribution, but also how this distribution has been changing

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Dollars & Sense
 by President
 Dennis Mehriinger

Altadena Then & Now

As many of you know, this is my second stint as President of the Rotary Club of Altadena. So, since my hobby is armature historian, I did some research of the history of Altadena.

The original inhabitants of the Arroyo Seco area were the Native American Hamamog-Na tribe, a branch of the Tongva Nation. They lived in the Los Angeles basin for thousands of years. Tongva dwellings lined the Arroyo Seco from present day Altadena south until it joins the Los Angeles River.

In 1834 governor Figueroa made the original Mexican land grant of Rancho del Rincon de San Pascual to Eulalia Perez de Guillen Marine. Prior to the annexation of California into the USA in 1848, the last of the Mexican owners was Manuel Garfias. Garfias sold sections of his land to Dr. Benjamin Eaton, the father of Fred Eaton, Dr. S. Griffin and Benjamin Wilson, the grandfather of General George S. Patton.

Pasadena was derived from the Chipewa language meaning crown of the valley. Altadena was derived from the same language and means *high valley*.

Benjamin Eaton, B.D. Wilson and Dr. John Griffin jointly owned about 14,000 acres of the Ranch San Pascual. They hoped to develop it and sell off pieces of it in a real estate scheme they called the San Pascual Plantation. It had failed by

1870 despite the fact that Eaton had engineered an irrigation ditch to provide both valleys with a steady supply of water which drew water from around the site of the present day Jet Propulsion Lab.

Eaton then tried to sell the land for his partners, and, in 1873, brokered a deal with Daniel Berry who represented a group of rube investors from Indiana. They bought 4,000 acres to subdivide for asthmatics to live a more pleasant life. Their southernmost 2,500 acres became part of Pasadena.

In 1881, the land that became Altadena was sold to the Woodbury brothers who developed the Woodbury subdivision. The newly sprouted community of Altadena immediately began to attract millionaires from the East. In 1887, Andrew McNally a printing magnate from Chicago and his good friend Col. G.G. Green on what was to become millionaires row, Mariposa Street near Santa Rosa Avenue (Christ-

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Greeters

July 18

Wilbert Smith

July 25

Santosh Srivastava

August 01

Linda Wilkes



Program Review

Opening Day at Altadena Rotary

The first meeting in July of Altadena Rotary is one of the highlights of the Rotary year. There is much enthusiasm for the incoming president and his or her plan for the new year. Often members who have been unable to attend prior meetings are present to show their support. We heard from incoming president Dennis Mehringer and other members about new programs and activities. The theme for the Rotary year is announced. This theme for the year is *Engage Rotary*

and *Change Lives*.

This last Thursday, we had several distinguished guests at our meeting. The most prominent were incoming District 5300 governor Miles Petroff and his wife Teresa. Governor Petroff spoke of this commitment and the promise of Rotary in our world. According to Governor Petroff, there is no greater honor, no higher calling than the extraordinary opportunity to serve humankind. He talked about the importance of giving to the Rotary Foundation. If every member of the Rotary clubs in District 5300 gives \$100 to the Foundation this coming year, there would be almost \$300,000 available for local, community and international projects in the next three years. There will be a dinner in January 2014 to recognize the Foundation and new Paul Harris Fellows.

In the next year, there will be strong efforts in the goal to eradicate polio throughout the world with the Polio Plus program. Governor Petroff spoke of a



program to be sponsored in District 5300 for hearing impaired children. There will be efforts at the district level to promote our programs and clubs through social media — primarily Facebook.

Governor Petroff recognized several members of the club for their outstanding service. These include Jacque Foreman for her work on the Altadena Rotary newsletter; Ed Jasnow for his work on mini-grants; Ray Carlson for his work on international service, Mike Zoeller for his forty years of membership in Altadena Rotary; and Julius Johnson for his efforts

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Congratulations




Birthdays

07/27 - Tony Hill




Anniversaries

07/01 - Bill & Ruth Reeder
07/04 - Linda Wilkes & Emily Aiken
07/15 - Craig & Susan Cox

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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. Ron Burton

Dist 5300 Gov. Miles Petroff

Officers

Dennis Mehringer, Pres. Bus. 626-577-9800

Hal Yorke, Pres. Elec. Bus. 818-354-5515

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

Gordon Seyffert, Sec. Bus. 626-345-0658

Mike Noll, *Trea*. Bus. 626-683-0515

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Ed Jasnow • John Frykenberg

Gordon Seyffert • Sterling Louviere

Julius Johnson • Mike Zoeller • Hal Yorke

Chairmen

Hal Yorke Administration

Ed Jasnow Foundation

Jacque Foreman Public Awareness

Jacque Foreman Acting Publicity

Jacque Foreman Sparks/Website

Mike Zoeller Club Projects

Craig Cox Community

John Frykenberg International

Tom McCurry Youth Contests/Awards

Mike Zoeller Youth Projects

Ray Carlson Vocational

Steve Cunningham Membership

Editor, Design & Typesetting Foreman Graphics

Photography Jacque Foreman

July

Month not designated

Program Chair, Hal Yorke

July 04 - Independence Day - Dark

July 11 - District Governor's Visit

July 18 - Dr. Carmen Boening - Working with GRACE

July 25 - Julianne Martin, Business Attorney

August

Membership & Extension Month

Program Chair, Hal Yorke

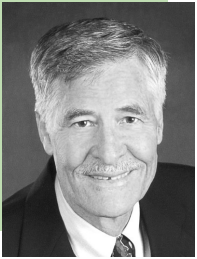
Aug 01 - Club Assembly

Aug 08 - To be Announced

Aug 15 - To be Announced

Aug 22 - To be Announced

Aug 29 - To be Announced



Service Projects Committee, 2013-14

As we kick off the 2013-14 Altadena Rotary Service Projects, it is a pleasure to introduce the new set of Chairs for all four of your Service Avenues and to outline the projects that we have in store for the new Rotary year.

Starting with **Community Service**, **Craig Cox** will be chairing our Community Projects this year. Our three major projects continue to be the Summer Concert Series, where the Club is a sponsor and also sells beer and wine as a Club fundraiser. We kicked off the first of the concerts Saturday, July 6 very successfully, almost doubling the first-concert revenue of the previous year. Our Flags-on-Lake-Avenue Project will continue as we put up and take down flags on Altadena's main drag for all the major patriotic days of the year. Our very successful and appreciated Mini Grant project will try to expand this year as we look to District

5300 to add funding to increase the number of grants that we are able to offer to local Altadena area schools.

The club is very proud of the **International Service** projects that we have put together under **Ray Carlson** and **John Frykenberg**, and John will continue this year as the Chair of our International Projects committee. We are already planning our entrepreneurship project in Nigeria for October and expect the same success and we expand our training to new students in this African nation.

We are re-invigorating our **Vocational Service Committee** by focusing on job creation and entrepreneurship, and **Ray Carlson** is our new Chair of the Vocational Projects Committee. Ray will be continuing our PCC Vocational Award and Dewey Merrill Business Plan Contest but also adding some exciting new projects, working with Charlie Wilson and our local area Boy Scout troops in promoting the scouting Entrepreneurial Merit Badge and with Josh Miller on Veteran's entrepreneurship

training.

Finally, our **Youth Services** (formerly New Generations) will be co-chaired this year by **Tom McCurry** and **yours truly**. As you know, Altadena Rotary has a very full slate of youth-related projects that we conduct each year. In our **Youth Activities** projects, we of course will continue supporting our Interact Club and the District RYLA project. Our new relationship with *Get in Gear Now* is also expected to continue. Exciting District **Youth Contests** projects like the Dan Stover and 4-Way Test contests will need some resurrection at the Altadena Club, but we will try to move these projects forward this year. Finally, our very successful Youth Awards projects — the JROTC/Americanism and PCC Veteran awards projects — will continue to be two of the Club's favorite and best supported activities of the year.

Stand by for a great Service Projects year at Altadena Rotary and let us know if you want to be involved in any of our activities for 2013-14.

Dollars & Sense

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mas Tree Lane). Other famous dignitaries who subsequently built mansions in Altadena were William Scripps, William Kellogg, Albert Herbert Woodward who sold to Zane Grey and the Benziger Publishing Company. The grandson of Andrew McNally, Wallace Neff, became a local architect and designed many homes and structures including the St. Elizabeth of Hungary Catholic Church which was established in 1918 and completed as designed in 1926.

In 1960, Altadena was declared a *Cen-*

sus Designated Place and registered a population of 40,568. In the 2010 census, the population had grown to 42,777. The current population is made up of 22,569 Caucasians, 10,136 African Americans, 300 Native Americans, 2,307 Asians, 71 Pacific Islanders, 4,852 from other races, and Hispanic or Latino from any race of 11,502.

At the next meeting of our club look around the room and ask yourself "who is missing?" Based upon your answer dedicate yourself to adding one new member over the next twelve months.

This Week

Continued from p. 1

with time. These changes of the gravity field are indicative of a shift of the location of the Earth's water and ice, so that GRACE scientists like Boening are able to assess, for example, how fast the ice sheets are melting, the sea level is rising, and groundwater reservoirs are becoming depleted.

Dr. Carmen Boening will describe how GRACE functions, summarize some of the most important results of this space mission, and give an indication of what we can learn with GRACE-FO.

Gordon's Corner

by Gordon Seyffert

A Departing DG's Thoughts Through my Rotarians on the Internet (ROTI) Membership

I received the following in the June ROTI newsletter of the departing District Governor for Rotary District 9910, serving Vanuatu, New Caledonia, Norfolk Island and New Zealand. I'll share with you the first half of his message (with my slightful editing)....

...

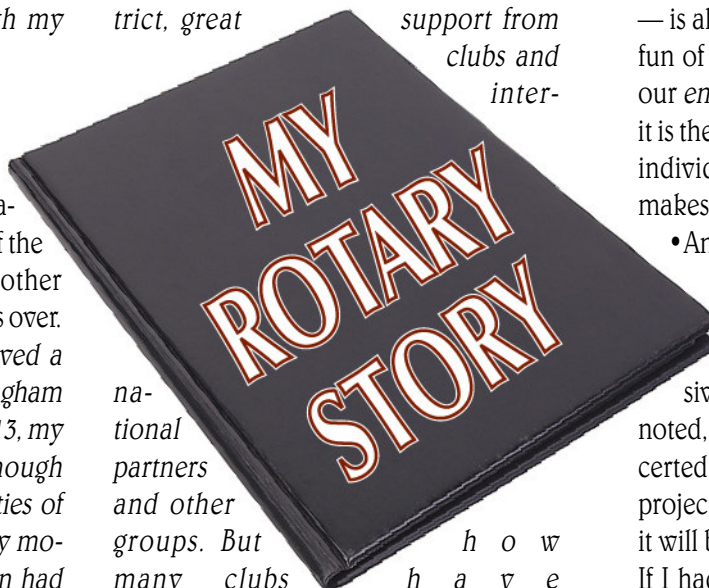
As I sit in my Hotel Room in the city of Porto, Portugal, at 5am, enroute to my first Rotary International Convention, I am thinking of the year that is almost over. And another page of my Rotary Story Book turns over.

Three years ago, when I received a phone call from PDG Graeme Bellingham to offer me the role of DG for 2012/13, my greatest fear was, did I know enough about Rotary to carry out the duties of District Governor? And at that very moment after the phone conversation had finished I was certain I did not. And I was very worried that I would ruin the dreams of other Island contenders if I did not perform well. I was assured all would be OK; we will teach you to be a Leader. I asked how, what will they teach me? The answer was, they just will. I can tell you, I was scared.

People have asked, have we enjoyed the year as DG? It was a strange question for me as being DG was never about enjoyment, it was about achievement — how could I make D9910 stronger?, how could we increase numbers?, how could we all tell the stories of what we do as Rotarians?

We can all be proud of our achievements, Rotarians are doing fantastic things for their communities, and I am

sure all are enjoying the company of others. But how many people know what you are doing, or what Rotary does as a service organisation? We have a huge ROMAC project underway in our District, great support from clubs and inter-



national partners and other groups. But how many clubs have organised a meeting night, invited a ROMAC representative to come as a guest speaker, and then invited others from their community to attend and be informed of one of our greatest Rotary stories? And this same approach should be for other Rotary programmes and projects.... WE ARE NOT TELLING OUR STORY TO OTHERS.

...

I find a number of points to be worthy of emphasis here.

- First, each role we assume within Rotary involves a certain amount of personal risk and, therefore, a certain degree of fear.
- Second, the point of Rotary fellowship includes not just fun, but also support....

The support we receive from others, and the support which we freely provide to others.

- Third, this effort that we make — whatever our role or level of involvement — is all about *Service Above Self*. The fun of fellowship assists in promoting our enjoyment of our Rotary year, but it is the *achievement* we attain — both individually and collectively — that makes all our effort worthwhile.

- And last, our good efforts cannot be left to comparison with the proverbial tree falling in the forest. We should not passively debate if the event has been noted, but rather we should make concerted efforts to tell the story of club projects to others, such that we KNOW it will be heard.

If I had to pass on one thought from my year as Membership Chair, then it would be to say that Ray is right: To attract new members to our club, we must — from the very start — either engage the new member's own ideas for club service projects, or introduce the person in their first weeks to projects of our own design. Retention, I feel, depends upon it. And, in telling that new member's story to others, we may attract still more new members.

Each of these persons, starting with his or her first project, will be writing Chapter One in their very own *Rotary Story Book*. And some, like the soon-to-be PDG of District 9910, will add new chapters over the course of the years that will take them to places they never expected to see. What a beautiful story.





Job Creation & Entrepreneurship

by C. Ray Carlson, District Chair,
Vocational Service

“I’ve finally found What I’ve been looking for in Rotary” 1st Task Force meeting on Job Creation & Entrepreneurship, July 10, Mt. Sierra College

“This is an area where I can excel my skill and service. I understand what it takes; please let me assist you.” These words by Ms. Fang Ho of San Marino Rotary forcefully demonstrate the importance of presenting new concepts that newer Rotarians can bite into and feel of service — Vocational Service that engages one’s intellect and skill-set. She was brought to the meeting by Denise Wadsworth of San Marino Rotary, who earlier made a similar decision to assist me in the development of a *NEW Vocational Service*.

Presented at the conference were:

- **Vision**

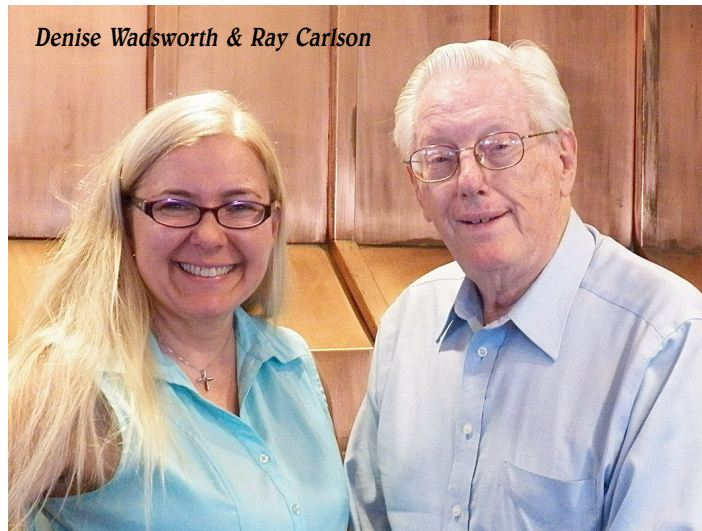
1. Job Creation is the greatest need in the World today and into the distant future as global population growth continues.
2. New Generations youth are the most needy, and also the most Social-Media savvy.
3. Rotarians are likely the largest source of business-savvy men and women who can make a difference in job creation, and can influence governments, global NGOs, and international businesses to get involved.

- **Mission**

1. Create awareness among Rotarians to get involved and take action.
2. Motivate Rotary Districts and Zones to promote this program.
3. Motivate Rotary International and The Rotary Foundation to promote the Vision and to create Global Grant

packages that facilitate implementation by Clubs and Districts.

4. Seek involvement of government agencies world-wide, global NGOs,



and international businesses to take action and provide funding on a large scale.

- **Implementation**

1. Rotary Clubs - in local school districts, community colleges, universities, local youth organizations, e.g., Boy Scouts, Girl Scouts, Boys & Girls Clubs, churches.
2. District-wide - through Executive Assistant Governors and Assistant Governors of the five regions, with promotion by the District Governor and PR team.
3. Zone-wide — through District Governors and Zone PR team.
4. World-wide — by Rotary International and The Rotary Foundation.

- **Administration**

1. Publicity and promotion — Newsletters, Social Media, Webinars, Radio & TV, Print.

2. Curriculum selection and adaptation to local classroom use, on-line Web, multiple languages, and designed for different age ranges of middle school to university.

3. School selection and coordination of classes and volunteers.

4. Volunteer recruitment from Rotarians and community.

5. Fund-raising within Rotary and District Grants, local businesses and organizations.

6. Fund-raising from local governmental agencies, national [SBA], international [US AID], foundations, global entities [World Bank, UN, ILO].

7. Micro-finance loans and SME loans for start-up capital by budding entrepreneurs as demonstrated by viable business plans.

These subjects and more will be evolved at future Task Force meetings, to be held intermittently at the excellent facilities of Mount Sierra College, Monrovia, where Webinars can be transmitted by live-streaming and recorded for viewing anytime and anywhere globally, and eventually in multiple languages. This facility was offered to us by John Davis, Vice President of Finance and member of Arcadia Rotary, for which we are extremely grateful. He expects to join the Vocational Training Team being sent to Abuja, Nigeria in October by Altadena Rotary, through another \$25,000 Matching Grant from The Rotary Foundation. Our ambitious vision is to impact at least one university in all 36 states of Nigeria by 2020. All as part of our Vocational Service locally and abroad.

Program

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as the immediate Past President of Altadena Rotary Club.

Governor Petroff also recognized our newest member Charles Wilson. According to Petroff, when we bring in new members to Rotary, not only are the new members engaged, those new members engage the existing members.

It was great to have the new District Governor at our meeting. The year is off to a good start.



The Meeting before the Meeting

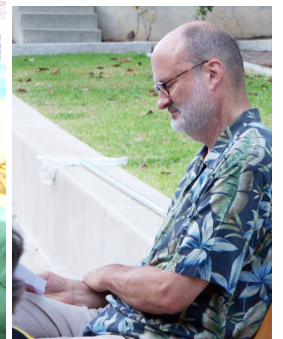


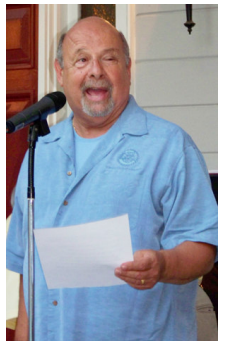
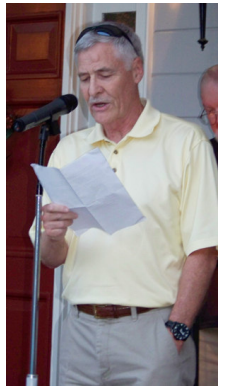
Flags came Down -- July 06



Hail to the Chief who Was









IF

as presented to Julius Johnson by Craig Cox

If you can end your meetings on the dot
 Even if the guest speaker ignores the clock;
 Or, put the newest member on the spot,
 Inspite of the effect of the trial and shock;
 If you can make your board members wait
 and pretend that they weren't waiting,
 Or being unprepared, fake it with the best,
 Or being frustrated, not give way to frustrat-
 ing,
 And yet don't raise your voice, nor beat your
 chest:
 If you can dream with Ray — and not make
 dreams your master;
 If you can think with Craig — and not make
 thoughts your aim;
 If you can make a triumph out of disaster
 And make up something clever when you
 forget a name;
 If you can bear to hear the truth you've spo-
 ken
 Twisted by Jim's minutes to make a trap for
 fools,
 Or watch the project plans you gave your life
 to, broken,

And stoop and build 'em up with worn-out
 tools:
 If you can spend three months on "biggest
 loser"
 Making you and seven members brave the
 scale,
 Gaining, Losing — what ever you choose -er
 And not be upset even if you fail;
 If you can force your heart and nerve and
 sinew
 To serve your turn long after they are gone,
 And so hold on when there is nothing in you
 Except the will which says to them: 'Hold on!'
 If you can talk with Kiwanians and keep your
 virtue,
 Or walk with Past District Governors — nor
 lose the common touch,
 If neither foes nor loving friends can hurt you,
 If all men count with you, but none too much;
 If you can fill the unforgiving minute
 With sixty seconds' worth of distance run,
 Yours is the Earth and everything that's in it,
 And — which is more — you'll be a Past
 President, my son!



All **FREE** Concerts start at 7:00 PM in the Amphitheater at Farnsworth Park.
 568 East Mt. Curve Ave., Altadena, CA 91001 for information: 626-798-6335
 Visit: <http://www.altadenasheriffs.blogspot.com>

17th Annual Summer Concert Series Schedule - 2013

Downbeat Express (Big Band with Jennifer Gates)	Saturday, July 6th
Law & Disorder (Classic Rock 'n Roll)	Saturday, July 13th
The Blue Breeze Band (R & B, Soul, Blues & More)	Saturday, July 20th
Louis van Taylor Quintet (Cool Jazz)	Saturday, July 27th
Guitarist Brian Hughes Band (Contemporary Latin-Jazz)	Saturday, August 3rd
Upstream (Reggae, Calypso, Soca & Steel Drum Music)	Saturday, August 10th
The Groove (Oldies but Goodies)	Saturday, August 17th
Those Manning Boys & Friends (Music from Ireland)	Saturday August 24th

And... For Our Grand Finale... Saturday, Sept. 7th
Back by Popular Demand, Hot August Night Staring Dean Colley in a Tribute to Neil Diamond
Presented By: Community Events & SSGA

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Rotary Club
 Of Altadena



*Georgia Rutherford
 In memory of
 Don Rutherford*

