

July 25, 2013

This Week

**The Great Unknown:
 Business Law Program Host:
 Hal Yorke**



Our guest speaker this Thursday is Julieann Martin of Martin Consulting, who will discuss an often neglected aspect of running a small business: its legal protection.

Julieann considers herself a true Westerner — by choice. Her family had been inching its way west for a long time, finally arriving to Southern California in time for her to go to UCLA and then Southwestern Law School. For a family used to the win-

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Dollar & Sense
 by President
 Dennis Mehriinger

If We Each Decide . . . We can Do It

At 10:56p on July 20, 1969, Neil Armstrong was 240,000 miles from earth when he said those famous words “That’s one small step for man, one giant step for mankind.” This was a particularly articulate statement from a Purdue graduate. He was one of 23 Purdue graduates who went on to be astronauts.

We also remember the famous speech by President John F. Kennedy on May 25, 1961: “I believe this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to earth.”

However, between these two historic speeches there were difficulties. In 1966, after five years of work by an international team of scientists and engineers, NASA conducted the first unmanned Apollo mission. Then on January 27, 1967, when NASA attempted the first manned Apollo flight, tragedy struck. Three astronauts were killed when a fire broke out in the capsule. Virgil “Gus” Grissom, another Purdue graduate was killed in that fire.

Despite this enormous setback, the employees at NASA forged ahead. They put several more successful Apollo mis-

sions into space. Then, just 2 and 1/2 years later President Kennedy’s dream was fulfilled. More than any other time in our nation’s history, the United States of America was respected by the rest of the earth.

Now we need this type of positive determination to bring our Rotary Club back to its former glory. From 1995 to 2000, our club fluctuated between 55 and 65 members. Today we are at 32. What does it take to get back to that level? Just for each current member to find one additional member over the next twelve months. We have several significant classifications without a member. We have huge ethnic groups without a member. Altadena is still the same size it was 15 years ago. We just need to decide to do it and dedicate ourselves to it.

Greeters

July 25
Santosh Srivastava
 August 01
Linda Wilkes
 August 08
Charles Wilson

Program Review

Watching the World with GRACE

For our second meeting of the 2013-2014 Rotary year, our guest speaker was Dr Carmen Boening. Boening's captivating presentation involved the Gravity Recovery And Climate Experiment (GRACE).

The catalysis for GRACE was a need to quantify the totality of the earth's changes in water, glaciers and ice sheets.

To accomplish this goal, GRACE utilizes two identical satellites (named Tom and Jerry) flying 137 miles apart, 310 miles

above the Earth. GRACE maps the Earth's gravity field by taking measurements of the distance between the two satellites. The distance between the two satellites is changed by the mass of different components on earth that the satellites are measuring. As the lead satellite passes over an area that has a stronger gradational pull, it accelerates ahead of the second satellite. Once the first satellite moves beyond the area with the stronger gravity it will slow down moving back closer to the trailing satellite.

Passing over the same area multiple times, GRACE is able to measure the changes in the earth's gravity. Those changes are mostly due to the movement of water both above and below ground, whether in solid (glaciers and ice caps) or liquid form. The precision of the measurements are down to the micron level, the thickness of a human hair.

GRACE is a partnership between Deutsche Forschungsanstalt für Luft und Raumfahrt (DLR) in Germany and NASA.



JPL provides the management and systems engineering activities for the project. Boening is a member of the JPL mission team as well as a member of the GRACE International Science Team.

This ability to measure water wherever it may exist has enabled scientists to capture an accurate globe perspective at how our climate has altered over time. A few years ago critics of climate change pointed out that sea levels had begun to drop after rising for decades. GRACE, being able to locate water everywhere it may reside, was able to point out that the

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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

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
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Meets: Thursday, 12:10p
Altadena Town & Country Club
2290 Country Club Drive • Altadena, CA
626-794-7163

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Dist 5300 Gov. Miles Petroff

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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



It's a new Rotary Year and time to think about doing what I do even

better for the coming 11.5 months or so.

By the end of this week, I should have President Dennis Mehringer's photo and message on the Altadena Rotary website. Mehringer has suggested that we might think about setting up a *Community Directory* as part of our website. This would entail listing most of the businesses in Altadena and selling ads.

It has been suggested many times by Ray Carlson that we create a printed community business directory. I have done this, and it is time consuming and costly. It takes at least six (6) months to go to businesses — many several times — and persuade them to advertise. If we decide to create this directory — that is if does not already exist as part of the Alta-

dena Chamber site — there are advantages in making it part of a website instead of printing it.

One of the biggest advantages to making the directory digital is that it can be added to over time. And businesses that go out of business can be deleted relatively easily. I am not sure if Mehringer sees this as a fundraising project, or basically as a good deed for the community. If you have some thoughts on the project, let me know. In either case, our members who have businesses or act as independent contractors would be expected to participate.

If we do this, it would take the place of the, *It's Great to do Business with a Rotarian* section that I have been working to find time to get started. Or we might start there as a way of seeing what works and expand it into a *Community Directory* later.

Sparks, of course, will continue basi-

This is the Plan . . . All we have to do is . . . Stick with the Plan

cally as it has. We now have a full complement of reviewers and committee chairs who will continue to rotate. And, I believe that we are retaining all four of our columnists. If you would like to be a regular or an *ad-hoc* (*one who writes only occasionally*) columnist, see me.

Although greeting cards are not traditionally part of the Public Awareness Committee, I am planning on continuing to send birthday, anniversary and get well cards. Since I am a *SendOutCards* distributor, this has become an easy way for the club to continue this responsibility.

That brings us to *Public Relations*. If someone in the club would like to do this, I will happily teach that person what I know. Yes, with me doing *Sparks*, the website and Remembrance, *Public Relations* is the *step child* of this committee.

So that's an outline of the Public Awareness plans for this new Rotary Year. Let's see if I can **Stick to the Plan**. ☉

This Week

Continued from p. 1

ters of Iowa, Nebraska and Colorado, California was heaven.

Julieann's specialty is the field of Intellectual Property (IP). Here in the San Gabriel Valley that usually means science and engineering. She started in IP working for a large company that developed software programs for NASA's space shuttle. It was exciting and a bit weird. Imagine working with 200+ geniuses? What if one were to a mathematician whose escape from Eastern Europe was very Sound-Of-Music-esque? What about a man who played for one of the world's best soccer teams? See that nice looking woman? She's an astrophysicist. See that

guy over there? His dad invented the heat-seeking missile in their garage.

A lot of these folks decided to start their own small business and wanted Julieann's assistance; this continues through to the present. In addition, there are the contractors, plumbers, on-line businesses and used car salesmen. It doesn't matter whether they are working on the latest JPL project or running a bookstore, the legal problems are the same and they require some thought on the part of the business owner. This is where Martin Consulting comes in. The business owner (1) needs to know what applies to him/her and (2) must learn how to manage this as

part of his/her day-to-day operations. Finally, the rules and their interpretation are often changing. The small business owner needs to know when and how to adapt.

What is it about law that frightens most people? Law does scare people, both as individuals and as businessmen. Part of it is simply fear of the unknown. Lawyers speak a language most of us don't know. Is the law really Johnny Cochran and O.J. Simpson? Is it really all the TV reports where someone is suing someone for some screwball reason? What do Zimmerman and Martin or the Westbury Baptist Church have to do with your business? ☉

Gordon's Corner

by Gordon Seyffert

The Aircraft Worker's Manual

Thanks, "Audie," whomever you were. I paid a buck for the Lockheed Manual that you left behind, once I spotted it at an Altadena garage sale. It had been printed in 1943 for the Vega Aircraft Corporation — apparently a Lockheed subsidiary of that time. Vega seems to have made a two-engined bomber for a six- or seven-man crew, called the Ventura.

My father-in-law had spent the war working for Lockheed, acting as a foreman on one of the two tail boom assemblies on the P-38 Lightning. I suppose he had a manual very similar to yours, "Audie." I expected the many technical guides, charts, tables, and etc. But what I hadn't anticipated was the window onto the war years.

The Preface set the tone:

"Now, during this time of war, it is more important than ever that a man increase his value in his work, not only for the great benefit that is his by increasing his value to his company, but that he might also become a greater aid in the battle of production. Our Country's ability to win this war is dependent upon the equipment that can be thrown into the effort to win. The Aircraft equipment is dependent upon the ability of the Aircraft Worker to produce both rapidly and accurately. As we improve our ability on the job we are able to give our men at the front all the backing that we would want if we were in their place."

We were fighting then, not just with men on the production line, but with women also — "Rosie, the Riveter." And, "Rosie," they knew you'd be reading and referring to this manual as well; there you

are, wearing your eye shield for drilling, right next to a man outfitted with drilling goggles (Sec. 4, Page 3). Neither of you had as much education



became common after the war — 8th grade completion was common. And from the many simple words chosen for that introductory paragraph, I suspect the writers knew that, too.

But that's not all. As the above paragraph notes, the entire nation was at war. The work of everyone was important, directly or indirectly, to the war effort. Each individual was as but one part in a complex machine — the reliability and effectiveness of the whole dependent upon the dedication and resolve of the one.

Behind the Preface came a reprint of a page from the March, 1942 issue of "The

Weber World." Penned by one Wilfred Peterson, it was titled "The Art of Getting Along." And it could have been written by a Rotarian. Some excerpts:

"Sooner or later, a man, if he is wise, discovers that life is a mixture of good and bad, victory and defeat, give and take."

"He learns that he who loses his temper usually loses out and that all men have burnt toast for breakfast now and then, and that he shouldn't take the other fellow's grouch too seriously. He learns that carrying a chip on his shoulder is the easiest way into a fight."

"He learns that every person is human and that it doesn't harm to smile and say 'Good Morning,' even if it is raining."

"He learns that folks are not any harder to get along with in one place than another and that the 'getting along' depends about 98 per cent on his own shoulder."

Then, ending Section 4 (dealing with Shop Practices), were some "Words to the Wise," including:

"Never draw more stock than is required for the job you are doing."

"Leaving a job cleaned up and neat is a large part of a job well done."

"Suggestions for improving methods of doing a job are always welcome."

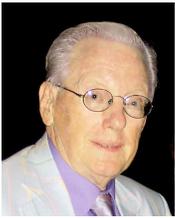
"Ask all the questions pertaining to your job that you wish to, regardless of how foolish they may seem."

"Learn all the shop practice you can. Find out what is done and what isn't, and why."

"Inspect your own job. If you pass it, your Leadman and Inspection likely will too."

"If it's a secret, keep it. If it's a rumor, kill it. You accomplish both with your mouth shut."

It was a time of tremendous peril, but it was also a time of tremendous cooperation. Personally, I try to avoid the former while searching always for the latter.



Job Creation & Entrepreneurship

by C. Ray Carlson, District Chair,
Vocational Service

It's A Go!

Rotarians to Mentor Boy Scouts for Entrepreneurship Merit Badge



Gentlemen (l to r) Marcus Mack, Charlie Wilson, Gordon Seyffert, Ray Carlson and Ladies (l to r) Lucille Norberg, Denise Wadsworth, Fang Ho

San Marino and Altadena Rotarians were the first to sign up as Merit Badge Counselors in a meeting on July 19 with Marcus Mack, CEO of the San Gabriel Valley Council of Boy Scouts of America. The pilot program will be in the Rose Bowl District of that Council, of which Charlie Wilson, new member of Altadena Rotary, is the District Executive.



Other Rotarians at the meeting were Lucille Norberg, Fang Ho, and Denise Wadsworth of San Marino Rotary, and Gordon Seyffert, Josh Miller and myself of Altadena.

All were impressed by the statistics of youth participants served by this Council: 15,581 in 2012 of which about 3,000 are in the Rose Bowl District which encompasses La Crescenta, La Canada, Altadena, Pasa-

adena and San Marino. But of 12,853 merit badges earned last year, **only 5 were for Entrepreneurship!** Lack of counselors: I was told this is the reason. Rotarians

can fill that need. Altadena Rotarians will serve **Troop 4** at Westminster Presbyterian Church, Pasadena, where this oldest of troops in the SGV Council — 100 years — has about 100 active scouts. But some of our members may choose to serve troops near their homes.

The 96-page **Entrepreneurship Merit Badge Manual** is surprisingly complete. When so much of it seemed familiar to me, I was delighted to read that it is based on a pamphlet by author Marilyn Kourilsky, PhD, formerly of the Center for Entrepreneurial Leadership, Kauffman Foundation, Kansas City, MO. I have been invited there twice — all expenses paid

— for training as a facilitator for their **Making A Job** curriculum — which I have found to be the best of many I have tried in classrooms.

Our first step will be to meet with troop leaders at their monthly SGV Council meeting to explain the need as we see it, so that they will, in turn, motivate their scouts to work toward the *Entrepreneurship Merit Badge*. We will offer ourselves as counselors in *Service Above Self*. How about you? Let me know.

<crayc@me.com> 1-800-448-3456. ☉

MERIT BADGE SERIES

ENTREPRENEURSHIP

BOY SCOUTS OF AMERICA

STEM-Based



MONEY by Linda Wilkes MATTERS

Insight Now

Small Message, Big Impact

In this month's edition of *InsightNOW*, Prospect Mortgage's Chief Performance Officer Todd Duncan revisits a spectacular 2011 interview with Terri L. Sjodin, author of "Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You."

The way we communicate is changing rapidly, and social media has taken center stage. Sjodin believes that, for the art of selling to keep pace with the way we communicate today, sales people must use effective techniques to quickly and

effectively share their message. One such way is to deliver a small impactful message.

According to Sjodin, the Elevator Speech Effect is what every sales person should strive for when giving a sales presentation. It's a quick (approximately three minutes or less) message brief enough to present during an elevator ride and makes the listener want to know more.

The ideal Elevator Speech:

- Contains a compelling and persuasive case that supports your message
- Is creative and intriguing to the listener
- Should be presented in your authentic

voice, not someone else's words

- Can be delivered effectively in three minutes or less
- Doesn't try to close a sale, but inspires curiosity

Todd says, "Savvy salespeople must be prepared for an opportunity to arise at any moment, whether in an elevator or an airport. It's not enough to have a great presentation, you must practice it over and over so that it is authentically yours and can be delivered on the spot, when you need it."

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

Program

Continued from p.2

water level on land in Australia and South America had risen due to flooding. Once this anomaly ended, sea levels resumed

rising.

GRACE was launched in 2002 with an expected life span of five years. The mis-

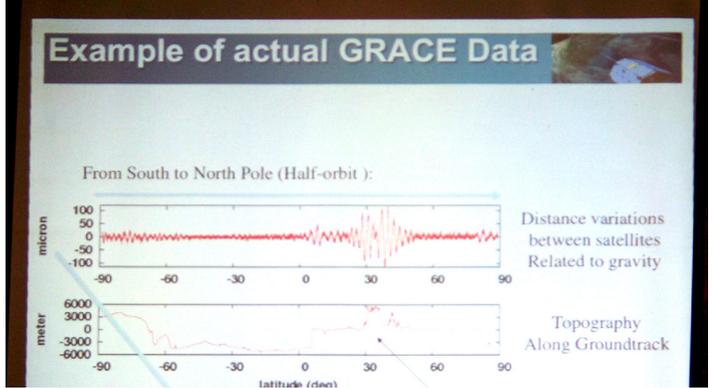
sion has provided data for double that time. A follow-up mission — GRACE-FO — is planned for 2017.

Gravity Recovery and Climate Experiment - GRACE

- **Principal Measurement:** distance between the two satellites
- **Infer** mass change at the surface
- Typical unit: **equivalent-water-height [cmH2O]**

The Geoid

Earth's Gravity Field Anomalies (milligals)



GRACE: How does it work?

Relative acceleration > 0

Relative acceleration < 0

- All components of the Earth system have mass (and hence gravity)
 - Ice sheets
 - Ocean
 - Surface water
 - Ground water



ROTARY'S MARCH TO **END** POLIO

Saturday & Sunday October 26 & 27

Western Regional Little League Park
6707 Little League Drive
San Bernardino, California 92407



- ☺ Each club is challenged to walk 100 miles in an effort to raise \$2500.00 You can start anytime, but we hope you will do your final laps at the event
- ☺ You can involve your family and friends.
- ☺ You can involve your RYLA students.
- ☺ You can involve your Interact club.
- ☺ Each club will raise its own money and they will donate it directly to their District.

- ☺ Get people to support "so much a mile".
- ☺ District Website will be available to make donations.
- ☺ Special parking for RV's. Spend the night and enjoy the fellowship.
- ☺ Reserved areas for your clubs Pop-Up's.
- ☺ Food, Entertainment, Tee Shirts.
- ☺ Sunday morning Pancake Breakfast.
- ☺ Polio Survivors Lap

FOR INFORMATION CALL:

Cal Magro - Polio Chair (626) 827-2611



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*

