

June 13, 2013

This Week

**7 Billion People,
 5 Billion Cell
 Phones . . .**

***The future ain't
 what it used to be***
**Program Host:
 Ed Jasnow**

Often called the *Prophet of California climate*, Bill Patzert is a scientist at the Caltech's NASA Jet Propulsion Laboratory (JPL). His research is focused on improving our understanding of our planet's climate and important environmental problems like developing El Niño, La Niña and longer-term climate forecasts. The author of many scientific and popular articles, Bill works with undergraduate and graduate students from all over the world, and lectures at many local universities. A media favorite, he is often sought out by reporters and is regularly seen on local and national television representing NASA and JPL. In a recent article, he was named as one of the West's most influential individuals in dealing with water issues.

He is a graduate of Purdue Univer-

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Johnson's Judgments

by President Julius Johnson

Very Early Praise for Service above Self???

I had the privilege to teach the Sunday School class this morning. It was on *Giveing Thanks*. In preparation for teaching the class, I read background scriptures in Isaiah, Psalms, Zachariah and Micah. These are all old testament prophets which offered up praise and thanksgiving for marvelous works done by the Lord Messiah who — at time of their writings — had not yet been born on the earth.

These and many other prophets foretold of the birth, life, death and resurrection of this coming Messiah hundreds of years before Jesus was born on this earth. But what really struck me about this study was the fact that these particular prophets were giving thanks and praise for things the Messiah would do. But, as yet they had not been preformed.

Nevertheless, all of these events which are the basis for this praise and thanksgiving are all perfect examples of *Service Above Self*, which is the charging theme of Rotary.

Somewhere in that book (John 3:16), it says that "For God so loved the World that He gave is only begotten son that whosoever believe on him shall not perish, but

shall have ever lasting life." It has also been said that one can give without loving but one can not love without giving.

In my travels as your president, I have seen many Rotarian's loving and giving all over the world. I have also had my heart filled with pride, love and joy as I have seen my Altadena Rotarian's love, give and share their time, talent and treasures time after time within this local community and beyond.

I pray that you continue to practice *Service above Self* with reckless abandon.

This entire year I have always ended Johnson's Judgements with the tag line, "It is so ordered," but it has always been edited out. So I will just say continue to let Love be your greatest treasure. ☺

Greeters

June 13

Kevin Moore

June 20

Gordon Seyffert

June 27

Demotion Party - evening



Program Review

35 Mini-Grants to Teachers And What they brought to the Classroom

The Rotary Club of Altadena gathered with a number of old (& new!) friends on June 6, as we honored those who had received Teacher Mini-Grants and heard reports of what was made possible with them. Ed Jasnow, as he has for many years, acted as Program Chair and introduced our guests. He directed our special thanks to those teachers and principals who were able to attend that day, as school is still in

session. This year we were able to award 35 grants of \$300 each, ten of which were specifically funded by the Americanism program of Altadena Rotary Charities. Because 65 proposals were received, it was necessary that a committee of Rotarians meet to review them all and to prioritize. They spent three hours, and, although several members had their favorites, a conscious effort was made to see that the available grant dollars were distributed to a large extent across both schools and disciplines.

Dr. Merian Stewart of Washington Middle School introduced teacher Darlene Davenport. Davenport combined exercises in calculation (math) with food experimentation (science) to create what she calls the *Science Chef* program at her school. She

don't know how valuable that money was for us!" And then she proceeded to describe in detail how a cooking-oriented program could engage so many of the school's students. The next six schools — all but Webster, which unfortunately couldn't be with us — were also both grateful and enthusiastic in their remarks. Next was Lorena Martinez, new principal at Eliot Middle School. Of her first year in Altadena she proclaimed "It feels really good," and a part of that she ascribed to our support. Her in-person presentation involved the Lambert family: mother Dr. Jane (a math teacher who listed herself as grant co-author), daughter Elizabeth Claire (a 17-year-old Girl Scout who organized the project implementation), and father Hank (who beamed throughout from his table).

Specifically, the Lamberts were able with our grant to design



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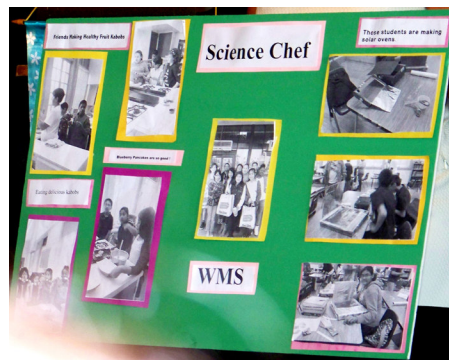
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was quite enthusiastic about the importance of our grant; she said: "You guys

June

Rotary Fellowship Month

Program Chair, Ed Jasnow

Jun 20 - Theo Clarke - "Earth Encounter"

Jun 27 - Demotion Party - Evening Event

Congratulations



Birthdays



- 06/03 - Kathleen Anne Fennel
- 06/08 - Theo Clarke
- 06/12 - Tom McCurry
- 06/17 - Gary Clark
- 06/20 - Dotty Clark
- 06/28 - Phyllis Soza



Anniversaries



06/05 - Wendy Davis & Mike Noll

What I didn't know about ClubRunner




No, I didn't think I was a ClubRunner Wiz, but I definitely thought I could help Steve Cunningham sign on

and get to the directory and also register for the Demotion Party.

Well . . . that was not the case. I spent over 2.5 hours, but learned a bit in the process. **First** is that the algorithm for ID and Password (PW) used for those of us who were here when we signed up for ClubRunner has changed. **Second** is that you want your browser home page set to *blank*, or you may not be able to follow the link to get your ID and PW. I finally got

Cunningham to where he could learn his ID and create a PW, and see the various directories. However, I couldn't get him to where he could register for an event. The message was that he was not authorized to do so. I sent him to Craig Cox .

If you still can't get on to ClubRunner, I can help. I won't do it for you, but I will walk you through it. 

Program

Continued from p.3

nate a room at Eliot for a badly-needed counseling program, prepare it for its new use, and furnish it appropriately.

Jana Munoz, representing Franklin Elementary, described her two grants as well as two received by another. Franklin this year is a STEM (Science, Technology, Engineering and Math) school, and used grant money to upgrade technology for teaching so as to be fully tech-ready for the coming years. Mary Hines, Pasadena High School, expressed her thanks for one grant which — as it turns out — exactly matched the \$300 participation fee necessary for her school to enter the Academic Decathlon. And, to show the result, she proudly introduced PHS student [Go Bulldogs!!] Nancy Gomez, who won five medals at the event which she will now wear at her graduation. The theme of the Decathlon this year was "Russia," a topic about which Gomez had known nothing, but, through combined efforts of many, she was able (with others) to prevail over rival schools. [Did we mention: "Go Bulldogs!!" ?] Later, Hines specifically thanked



Rotarian Hal Yorke for his personal appearances in the classroom in regard to this topic.

Altadena Elementary School, for which our club is a long-time Community Partner, was again a big winner in the Mini-Grant sweepstakes; 14 checks went to nine teachers there — this year's record for recipients at one school. Speaking in person about what they had done with our support were: Beth Burleson (4th grade), Regina Major (Kindergarten), Armando Mayor (5th grade), and Lila Schob (Special Education). Several expressions of thanks were displayed, and we heard the, by-now, traditional hopeful close that they "hope to see us again next year!"

Principal Timothy Sippel of John Muir High School described for us (in highlights) the seven awards won by his teachers. They could not be present, he explained, due to the conflict with Muir's traditional end-of-year luncheon. Principal Exposito of Jack-



son Elementary likewise had to summarize for several teachers and awards, but the school's brand new Dual Immersion English-Spanish Program was represented by teachers Tovar (Spanish) and Romero (English) who are the key personnel in what has been a successful implementation. But one other award at Jackson must be mentioned. Who knew that the purchase of yoga mats to enable young students to learn some basic yoga postures could go so far in *calming* the students so that they're better able to learn?

Honestly, the creativity of these teachers is simply amazing, and our community is truly fortunate that they remain inspired to teach our children. At the close, president Julius Johnson presented Ed Jasnow with a well-earned certificate of appreciation for his many efforts on behalf of the teachers, schools, and the community programs of the Rotary Club of Altadena. And the best is yet to come. President-elect Dennis Mehringer has announced that, in his 2013-14 year, he will see to it that we have five more Mini-Grants to award, for a total of 40. Well done!

Gordon Seyffert 

The Traveling Rotarian

Part Three

Last week I described my impressions upon visiting the venerable Rotary Club of Belfast. This week I'll cover *what's on their minds* as they begin the new Rotary year. As previously observed, the meeting I happened to attend turned out to be their annual meeting, and, because of this, I was fortunate to receive a clearer picture of the challenges they face than might otherwise have been the case.

It began with the mundane. "The Honorable Secretary" — I wonder if that title could be adopted here? — opened with an observation that they'd experienced a run of badges disappearing from the box. Sound familiar? The speaker who followed brought up the fact that members often missed messages broadcast to them by email, and reminded those present to "check their *spam* folders." The president then announced full details of their upcoming peace conference to be held in Londonderry. After my account of last week, though, readers should recognize that this third item rightfully takes on greater significance in Northern Ireland. And so I have to mark this juncture as the end of the *mundane*.

Now came the meat of it, the results of the *strategic review* that had been undertaken in recent weeks. This would remind one of the *visioning process* that we've seen promoted within District 5300, in that, while certain problems are identified from the recent past, the emphasis is still largely upon the steps Rotary needs to take going forward.

What the review found was — surprise! — that Rotary needed to lower the average age of its membership while broad-

ening the classification representation within clubs. Also high on the to-do list was the promotion of corporate memberships, the importance of which I gathered to be an emphasis upon a *getting your hands dirty* culture within large community-based organizations, as opposed to their passively committing pounds (£) for charity while (whilst?) feeling that further involvement in local affairs was not necessary.

But the twist they're apparently adding to membership recruitment is one I found to be worthy of study here. They have a kind of provisional membership category that's intended to allow prospective members to sample what Rotary is *really* like, and it goes on for six months, after which time these prospective members may continue as full members or gracefully bow out with no questions asked. We approach this *settling in* process by inviting our prospects to attend weekly for up to three of our meetings at club expense, and then we ask them to join. Once they join, we give them a *red badge* and offer mentorship (of a sort) to help them attain their white badge. But some don't join.

And the Belfast system is geared more to retention, I would say. In the two years I've been a member of this club, I've noticed that we have allowed several new members to drift into inactivity and, I fear, eventual full disconnection from the fellowship and service that we offer. Now we are faced with the task — embarrassing to both sides — of raising the issue with these absent members.

The Belfast Club feels that many pro-

spective members (in the past) never seriously considered joining due to a sense that they "didn't have the time." The new approach allows them more time to see how Rotary actually fits within their schedule. No obligation after six months then means no excuse for not stepping up to the challenge. A second approach they've taken is a newly-created *Friends* group of non-Rotarians pledged to assist with certain of their charitable events — another way of letting prospects sample the *benefits of Rotary*.

All of this led to the two questions placed before the membership at this annual meeting. Recognizing that today's youth wants less formality, and desiring very much to appeal to the *new generations*, the proposals were to adopt business casual as the dress code (in place of jackets and ties for men), and also to dispense with the *Loyalty Toast*. The latter is a toast with water glasses of loyalty to Her Majesty, the Queen. At my table, a man across from me courteously added "and to President Obama" inasmuch as I had thought it prudent to participate (even if it wouldn't meet the first part of our 4-Way Test).

The debate see-sawed back and forth for some time. The points made were all persuasive, and it was clear that this would not be an easy matter to decide. It seemed, though, to come down to whether the club was willing to dispense with a tradition that had endured for a century, at a time when the very formality that was a bit off-putting to younger generations was a feature that made the

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MONEY by Linda Wilkes MATTERS

Economic Update In the News

The Standard & Poor's/Case-Shiller 20-city housing price index — on a non-seasonally adjusted basis — rose 1.1 percent in March after a 1.3 percent increase in February. On a year-over-year basis, when compared with March 2012, prices rose 10.9 percent, the first double-digit annual gain since May 2006.

The consumer confidence index reached a five-year high at 76.2 in May from a revised 69 in April. The index was benchmarked at 100 in 1985, a year chosen because it was neither a peak nor a trough in consumer confidence.

Pending home sales, a forward-looking indicator based on signed contracts, rose 0.3 percent in April after a 1.5 percent increase in March. On a year-over-year basis, pending home sales were 10.3 percent higher than April 2012.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending May 24 fell 8.8 percent. Purchase volume fell 3 percent. Refinancing applications decreased 12 percent.

The Commerce Department announced that gross domestic product — the total output of goods and services produced in the US — increased at a revised annual rate of 2.4 percent in the first quarter of 2013, compared to the initial estimate of a 2.5 percent increase.

Retail sales fell 0.9 percent for the week ending May 25, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 2.8 percent.

Initial claims for unemployment benefits for the week ending May 25 rose by

10,000 to 354,000. Continuing claims for the week ending May 18 rose by 63,000 to 2.986 million. The less volatile four-week average of claims for unemployment benefits was 347,250.

Upcoming on the economic calendar are reports on construction spending on June 3 and factory orders on June 5.

Knowledge Builder Be a Better Negotiator

Negotiating is something everyone does, but few do well. Here are four tips to help you negotiate better so you feel confident throughout the process and satisfied with the outcome.

- Be extraordinarily prepared. Know the other person's needs as well as you know your own. Ask questions that uncover the individual's true motivation such as "Why do you want that?" and "Why is that important to you?" When asked a question, consider responding: "How would you like me to answer that?" Be relentless in collecting information wherever you can.
- Listen more and talk less! Leverage and master the pregnant pause. Allow your point to settle in for maximum impact and let the other person fill in the silence. A moment of silence can reveal if your counterpart is doubtful or confident. Anxious negotiators tend to fill silence with things that undermine their position such as second guessing their negotiating tactics. Conversely, your ability to endure silence will show confidence and convey strength.
- Watch for changes in behavior on the other side, particularly non-verbal signals. Increased eye contact, an open posture, a relaxed brow, a tilt of the head — which is a response to either

visual or auditory stimuli — indicate a renewed or newly realized interest. Increased fidgeting, tapping of fingers and a closed posture — such as crossing of the arms — indicate diminishing interest.

- Consider building in concessions. By giving up something — by making the other party feel it has gained the upper hand — you'll actually be strengthening your negotiating position. Keeping a concession in reserve to sweeten things near the close can also serve this purpose and help seal the deal.

Mind Your Money Find Great Vacation Deals

Vacationers looking for thrifty but satisfying summer vacation destinations are turning to websites to find the best deals. Sure, you can start your search with travel giants *Orbitz*, *Hotwire*, *Expedia* and *Travelocity*, and even sign up for their deal alerts. But, if you're looking to shave even more off the vacation budget this year, explore the cost-saving websites listed below.

- **Airbnb** — Experts expect US lodging rates and fees to rise about 5 percent this year, so why not look for an alternative to typical hotels and motels? Airbnb is a community marketplace for listing and booking accommodations around the world. The company has listings in more than 34,000 cities in 192 countries. You will find cabins, homes, apartments and even tree houses offering a nightly rate.
- **Taking the Kids** — If you are traveling with kids, adventure takes on a

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Meetings! We have Meetings

And sometimes They become just Plain Fellowship

A large part of any Rotary Club is the service and fellowship that takes place outside of the regular weekly meetings. Altadena is no different in that, but, at year's end, the character of the meeting shifts a bit as much of our usual activity winds down.

On May 30, at the Altadena Ale House, four members gathered for what very likely may be the last meeting of the Fellowship Committee for this year. Beyond officially canceling the scheduled hike in El Prieto Canyon due to the expected

heat, there was no business of note to transact. Nevertheless, in the fine tradition of former committee chair Theo Clarke, the personal choices of the members were studiously recorded, to wit: Theo followed the lead of Gordon Seyffert and ordered Davey Brown ales from the Figueroa Mountain brewers — it being a style of ale that is generally well-paired with almost any variety of food; David Smith remained loyal to his \$8/glass Bordeaux wine; and present chair, Tony Hill, chose to again order Stella Artois. We may conclude from this that the Fellowship Committee is dedicated to its cask ... er, task!

The four members in attendance were joined in fellowship by former Altadena

Money

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whole new meaning, as does cost. Taking the Kids was designed as a resource to help you find kid-friendly vacations that aren't cost prohibitive. There's a lot of great info here, including tips on traveling with kids.

- **Airfarewatchdog** — This easy-to-use website lets you search for airfare deals and then create alerts to monitor prices. Airfarewatchdog is known for its meticulous attention to detail in giving users great results.
- **Nomadic Matt** — No quite sure where you want to vacation but you know you don't want to break the bank doing it? Head over to Nomadic Matt's website. This seasoned traveler helps you to travel better and cheaper.
- **Kayak** — Kayak searches multiple airlines, hotels, cars and vacation deals to let you compare prices. For the cost-conscious traveler, Kayak lets you set a budget before searching to help you pinpoint results within your price range.

Once you know your destination, start monitoring the local pages for *Groupon*, *Yelp* and *Restaurant.com* to find deals you can use when you arrive. ☉

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

Gordon

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club stand out as distinctive. In the end, it was decided to postpone the vote until more members could be present; all agreed that so momentous a change deserved to be made by a greater proportion of the active members, if at all. Democracy in action.

Lastly I'll mention that I spoke for perhaps three minutes on the subject of job creation and entrepreneurship. My original intention had been to seek members for a Rotary Fellowship in Genealogy, but I took a hint from an email response of the North Dublin Club of the next day, that information about my club's special projects would be preferred. Therefore I briefly summarized Ray's initial insight, projects in Armenia and Zambia, and current efforts in Nigeria. I concluded with a brisk review of the Swedish study by which it can now be argued one job is created, within ten years, for every one student educated. Ray, you should be proud of me, as I rehearsed before the meeting and I **do** think — for such a short time allotment, that I *nailed it*. ☉

Rotarian Regina Bette and husband Ken, plus regular Coffee Gallery denizen Dick Holmes of Altadena — friend of fellow denizens David & Gordon. A good time was had by all.

Then on June 3 a meeting of the Demotion Planning Committee was held. Present at this meeting were a wide array of Altadena Rotarians: Sue Applegate (with her Don, the Master of Ceremonies), John Frykenberg, Tony Hill (chair — Tony, we really need to address this committee-chair addiction of yours!), Ed Jasnow, Tom McCurry, Gordon Seyffert, Dave Smith, Hal Yorke, and Mike Zoeller.

But, due to the top-secret nature of the deliberations, we cannot reveal the details. I can only say that, if Altadena is anything like Washington, DC, then someone will surely leak it all to the press before long. Suffice to say, however, that *someone* we know is in for an evening of truly absurd humor. A good time will be had by all! ☉

*Respectfully submitted by Ye Scribe,
Gordon Seyffert*

This Week

Continued from p. 1

sity and went on to earn a PhD in oceanography at the University of Hawaii. Patzert began his career on the faculty of the University of California's Scripps Institution of Oceanography in La Jolla, CA, and then moved to JPL, where he has been employed since 1983, more than 30 years. During his career, he has served as a consultant to many respected organizations including NASA, the US Department of Commerce, United Nations and many scientific and environmental groups. He has received numerous awards for scientific accomplishments, as well as communicating science to the public, including four NASA Exceptional Service Medals and the highest award of the French Space Agency. ☉



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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*Georgia Rutherford
 In memory of
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