



March 28, 2013

## This Week

**Michael Watkins**  
**JPL Scientist**  
**Program Host:**  
**John Frykenberg**

### *Abstract:*

The Mars Science Laboratory (MSL) rover, *Curiosity*, dramatically touched down on the surface of Mars on August 5, 2012. The 1-ton *Curiosity* rover was built to conduct a long-term investigation of modern and ancient habitable environments, with the ability to drive long distances and acquire rock and soil samples never before possible on Mars. The MSL science payload was specifically assembled to assess Mars habitability and is the most complex ever sent to another planet. This broad and diverse payload, coupled with a rich landing site to explore at Gale Crater, already has established the importance of water in shaping the geology and geochemistry around the landing area, addressed long-standing questions regarding the Mars atmospheric composition and its evolution.

### *Bio:*

Dr. Michael Watkins is the Manager of the Science Division at JPL, and was the Mission Manager for the Mars Science Laboratory *Curiosity*  
*Please turn to This Week p. 3*



## Johnson's Judgments

by President Julius Johnson

# A Calculated Collection of Collaboration

Last Friday night (March 22) I attended a church service in honor of Rev. John Wilson. That was the 27th anniversary of his assassination. Rev. John Wilson was an evangelist/missionary/revivalist who was feeding the children and organizing churches in Uganda during the reign of Idi Amin. He had a vision of bringing the churches of Africa together to focus on the unifying message of Jesus Christ. He was shoot dead for his efforts.

His daughter Victoria Wilson Darrah has been working hard to keep that vision alive, but has been lead to launch that vision from Pasadena California. In that effort, she has pulled together 10 different churches from the Pasadena/Altadena community who have signed up, pledged their support, and are actively working together to bring spiritual revival to the United States by getting individual churches to join in the movement. Friday night was the public launching of that movement.

Victoria's family all came out — even from as far away as Africa — in honor of her Father and to commemorate the launching of this movement. I feel pleased

and honored to have been a part of this event. Twenty-seven years later, and this man is still affecting lives in a positive way — even on the other side of the world.

Last night I threw a birthday party for my son Noah who is turning 25 on Tuesday. We had a great time of fellowship and love. We all watched a video of my daughter Sarah performing on national TV in Moscow Russia, which was out of sight.

Afterwards they hooked up the Karaoke machine to the Big screen TV and the sound system, and every body became a star performer. Not everyone had a great singing voice, but everyone became a star performer. The fun, laughter and love in the house was like a warm

*Please turn to Judgment, p.5*

## Greeters

March 28  
**Jacque Foreman**  
 April 04  
**John Frykenberg**  
 April 11  
**Tony Hill**



# Program Review

## Cookies are not for Eating

### How Advertisers build a Profile of Computer Users

Most of us spend an hour or more a day on the computer as part of our work place activities. In addition, most of us spend part of our screen time looking at internet websites or *surfing* the internet. What we don't know is that our surfing activity is being tracked and gathered into information files. These information files or profiles are being used by advertisers to target advertising to us. This was the message of our speaker at



example, atypical computer user, Joe Smith, likes to travel. Every time, Joe visits a travel site, information is collected about Smith and his preferences in travel. Over time, he will see more ads targeted to him for himself by travel related companies, hotels, airlines, destinations, car rental companies, etc. These ads could appear on his browser or in an email directly to Joe. The advertisers hope that Joe will click on the ad and spend time on their site. Advertising networks, such as Google, Yahoo and AOL hope that Joe will click on the ad, since that is one of the ways they get paid.

Tracking companies use this information — along with other information that they may acquire about people, such as income, geographic location and education — to create more sophisticated profiles. For example, tracking companies, through the use of cookies and other devices, can create a file of users broken down by income, zip code, age and education. Financial companies, such as insurance companies, can use the formulas

Please turn to Program, p. 4

**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 - #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. 626-795-6215  
Mike Noll, Treas. .... Bus. 626-683-0515

#### Directors

Jim Gorton • Craig Cox • David Smith  
Gordon Seyffert • Sterling Louviere  
Dennis Mehringer • Tony Hill

#### Chairmen

Dennis Mehringer ..... 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  
Ray Carlson ..... New Generation  
Gordon Seyffert ..... Membership

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

last Thursday's Rotary meeting, Chad Cooper.

When a computer user visits a website, the website — through a tracking company — installs a tracking file on the user's computer. This file assigns the computer a unique ID number. When that user visits another website affiliated with the same tracking company, it can take note of the website the user was at before and the website he is on now. Over time, the tracking company builds a robust file. For

### March

#### Literacy Month

Program Chair, John Frykenberg

Mar 28 - Mike Watkins - from JPL -- Learn about Curiosity -- What it's doing on Mars

### April

#### Magazine Month

Program Chair, Dennis Mehringer

Apr 04 - To be Announced  
Apr 11 - To be Announced  
Apr 18 - To be Announced  
Apr 25 - To be Announced

### Congratulations



#### Birthdays

03/14 - Emily Aiken (Linda Wilkes)  
03/15 - David P. Smith  
03/15 - Trish Robinson  
03/24 - Ed Soza



#### Anniversaries

03/01 - Tom & Etta McCurry  
3/30 - Dennis & Noriko Suzuki Mehringer



One of the benefits of membership in Rotary is the ability to leverage service through other members in our clubs, district and around the world and through financing using Rotary Foundation grants. This July the way that the Foundation awards grants will change. The two primary vehicles will be District Grants and Global Grants. It is important for all members to have a basic understanding of grant criteria, sponsor criteria, and eligibility criteria to take advantage of these resources.

Rotary Foundation District and Global Grants support a wide variety of humanitarian and educational activities in local communities and abroad. All projects funded must: relate to the mission of the Rotary Foundation; include active participation by Rotarians; have been reviewed and approved before implementation; comply with the Foundation's Conflict of Interest Policy; and be sensitive to tradition and culture.

For a district or club to receive a grant from The Rotary Foundation, all districts involved must be qualified by The Rotary Foundation and the clubs involved must be qualified by their district. In addition, districts and all grant committee members must be in good standing with Rotary International and The Rotary Foundation. Individuals prohibited from serving on a grant committee include RI fiscal agents, national treasurers, and officers and paid staff of a cooperating or beneficiary organization associated with the grant. When acting as a primary sponsor, each district or club is limited to 10 open grants at a time.

## Future Vision: District & Global Grants

In addition to the general criteria for Rotary Foundation District and Global Grants, specific allowable activities have been identified for both grant types. District and Global grants can fund:

1. Construction of infrastructure including but not limited to toilet blocks and sanitation systems, access roads, dams, bridges, storage units, fences and security systems, water/irrigation systems, and greenhouses.
2. Renovation, repair, and refurbishment of structures that are currently occupied or operational in which individuals live, work, or spend a significant amount of time, which may include the provision of new services or upgrade of utilities (i.e., electrical, plumbing, and heating), repair of roofs, additions to existing schools or hospitals, elevators, and renovation of bathrooms.
3. Purchase and distribution of contraceptives for use in disease prevention and maternal health projects.
4. International travel for scholars, vocational training teams, and project beneficiaries.
5. Domestic travel for scholars, vocational training teams, project beneficiaries, and those professionals (Rotarian and non-Rotarian) needed to implement the project.
6. Direct costs, fees, contracted labor costs, stipends, or honorariums related to project implementation.
7. Activities involving vaccines and immunizations that are consistent with the best practices described by the World Health Organization.
8. Medical camps and lifesaving surgeries, providing that if they are funded by global grants, there must be appropriate follow up.

appropriate follow up.

Grants cannot be used to unfairly discriminate against any group, promote a particular political or religious viewpoint, support purely religious functions at churches and other places of worship, support activities that involve abortion or that are undertaken solely for sex determination, fund the purchase of arms or ammunition, support the following programs of RI: Rotary Youth Exchange, RYLA, Rotary Friendship Exchange, Rotaract, and Interact, or as a new contribution to the Foundation or another Rotary Foundation grant.

So put on your service thinking cap and familiarize yourself with the new rules to see if you can leverage the resources available for your project.

*For more information, look for Terms and Conditions for Rotary Foundation District Grants and Global Grants (February 2012).*

---

## This Week

*Continued from p. 1*

Rover Project from 2004 through early 2013.

He is also the Project Scientist for the GRACE and GRACE Follow-On Earth science missions. Watkins been Project Scientist on the GRAIL lunar gravity mapping mission, and Manager of the Navigation and Mission Design section at JPL. He holds a PhD in Aerospace Engineering from The University of Texas at Austin. He has taught space navigation, kalman filtering, and model-based system engineering at undergraduate and graduate levels at Caltech and at the University of Texas.

# Gordon's Corner

by Gordon Seyffert

## It makes Me Laugh!

That's a phrase my eldest daughter in her teen years used to toss around quite liberally as she explored the world around her. Now it's a phrase that comes to mind as I'm learning German.

Everyone knows about the German propensity to create unnaturally long (to English speakers, at least) compound words. But some of those can be funny even when they're relatively short. Take the German word for brassiere: *Büstenhalter!* Oh, those ever-practical Germans...

But my linguistic delight extends beyond this simple humor as I realize that English and German really are cousin-languages. In both countries, we choose to opt for abbreviated terms in preference to the actual word.

Here, we call such an article of clothing a "bra." There, you'll find reference to a "BH"; the two letters are pronounced, one after the other, just as we'd expect. But instead of hearing "bee-aych," you'd hear instead "bay-hah."

Who says language learning isn't fun?

However, I'm now beyond the initial amusement one obtains from *overly* long or strangely juxtaposed compound words. Lately I've been introduced to separable verbs.

As I mentioned once before, English sentences tend to place most of the important stuff at the beginning, with details bringing up the rear. In German, one has to scan the whole sentence to see where the writer is headed with his or her idea.

Consider just the matter of what I'll call *helping verbs*. We can have fairly complex verb structures in English: "I would have liked to have gone to sleep." Dia-

gram THAT sentence, if you can! But even if you were to lengthen the sentence with other details, you'd still have this important idea presented, usually altogether, at the beginning.

With German verb structures, more often than not, you'll have a part of the verb structure appearing near the front — but with a key part coming as the *last* word in the sentence. That, in itself, makes me laugh. [Others, I admit, may want to cry.]

Now back to separable verbs. They're what you get when you join a simple verb with another sentence part in one infinitive.

Oh, we have those constructions, too. But just not as one word. Think of the verb "to grow," and of the related phrase "to grow up." You might speak of a young family member "growing," but you might also talk about how they're "growing up." Yet if the subject was your favorite potted plant, you'd never say that it was "growing up" — only that it was growing well (or not). Clearly there's a need for *two* verb concepts here!

In German, those two concepts would exist as two distinct verbs, the simple verb "to grow" and the more specific "to grow up." And, if we ordered our sentence structure in the same way as the Germans, we could have a sentence such as this one: "Seeing my nephew grow to be so big and strong is such a joy up!" All from an infinitive we'll label as "upgrow."

Are you laughing yet?

If not, then try a few actual German separable verbs. *abholen*. *anrufen*. *umsehen*. and, for Pete's sake, *entgegengehen!* They just SOUND funny.

But all they express is: to pick up (or to fetch), to call up (on the telephone), to look around, and to go to meet. Common actions that need a means of expression!

But take the first one, and place it in a sentence. *Ich hole dich um acht Uhr ab.* "I'll pick you up at 8 o'clock." Wow, does that sound funny, or what? You get the idea. I never cease to be amused by the stuff I encounter while learning a new language.

---

## Program

*Continued from p.2*

to show different ad pages to different visitors, based upon assumptions of income and education level. One group of users would be shown information on a life insurance policy of \$2,000,000 since they were identified as college-educated and suburban. A user that is a rural senior citizen would be shown an entirely different webpage for a \$250,000 life insurance policy.

Another example. Men researching treatments for prostate cancer on such sites as WebMD, will start to see emails from companies offering prostate treatment alternatives. Advertisers pay for ads only if someone, a user, *clicks* on the ad. Websites and ad networks began using cookies aggressively in hopes of showing ads to people most likely to click on them, thus getting paid.

Computer users who are opposed to the placement of cookies in their computers or in having their computer browsing tracked can delete cookies and browsing history by using the Internet Options feature on a Windows based computer. ☺



# MONEY by Linda Wilkes MATTERS

## ***Economic Update In the News***

Retail sales rose 1.1 percent to \$421.4 billion in February. This follows a 0.2 percent increase in January. Compared to February 2012, retail sales have increased 4.6 percent.

Consumer prices rose 0.7 percent in February, following a flat reading in January. Compared to February 2012, consumer prices have risen 2 percent. Consumer prices at the core rate — excluding volatile food and energy prices — were up 0.2 percent in February.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending March 8 fell 4.7 percent. Purchase volume fell 3 percent. Refinancing applications decreased 5 percent.

Total business inventories rose 1 percent in January to \$1.642 trillion, up 5.6 percent from a year ago. Total business sales decreased 0.3 percent to \$1.268 trillion in January, up 2.9 percent from a year ago. The total business inventories/sales ratio in January was 1.29.

The producer price index, which tracks wholesale price inflation, rose 0.7 percent in February, following a 0.2 percent increase in January. On a year-over-year basis, wholesale prices were up 1.7 percent in February. Core prices — excluding food and fuel — rose 0.2 percent in February.

Industrial production at the nation's factories, mines and utilities rose 0.7 percent in February after a flat reading in January. Compared to February 2012, industrial production has increased 2.5 percent. Capacity utilization rose to 79.6 percent in February from 79.2 percent in January. Initial claims for unemployment ben-

efits for the week ending March 9 fell by 10,000 to 332,000, the lowest level since January 2008. Continuing claims for the week ending March 2 fell by 89,000 to 3.024 million. The less volatile four-week average of claims for unemployment benefits was 346,750.

Upcoming on the economic calendar are reports on the housing market index on March 18, housing starts on March 19 and existing home sales on March 21. ☉

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

---

## **Judgment**

*Continued from p. 1*

comfortable blanket that rapped us all together.

Love that changes the world and love that brings people together is the same love, for God is love. "For God so loved the world that he gave his only begotten son..." This is Holy Week leading up to the crucifixion and resurrection of Jesus the Christ. This coming Sunday is Easter Sunday.

There will be a community-wide sunrise service starting at 6a at Fransworth Park at the top of Lake Avenue. This is the same venue where we host the *Concerts in the Park* Summer music events. The program starts right at a 6 o'clock in the morning and ends an hour later at 7a. A pancake breakfast will follow directly after the service and will be held at the Altadena Community Church on the North East Corner of Calaveras and El Molino. The Sunrise service is free, and the breakfast in only \$5.

This would make a great fellowship event for our club to attend, and I would love to see a bunch of Rotary Shirts and

Rotary jackets in the audience. And, yes I do have some involvement with the sponsoring organization, the IMA. My Brother, Pastor Henry Johnson is the coordinator for this event.

Finally, I want each of you to save the date of April 13, 2013. The Gamma Zeta Boule Foundation's (GZBF) LAMP Scholarship Fund. Has bought out the Arc Light Cinemas for the early performance of "42" The Jackie Robinson Biography.

I have reserved 10 tickets for us to sit together. The time and place are: 5p, Saturday, April 13 in front of the Arc Light Cinema at 336 E. Colorado Blvd. Pasadena. Right after the movie, we will be having dinner at El Cholo's, which is in the same complex as the theater. There is a \$25.00 charge for dinner and a \$20.00 charge for the movie. Please RSVP to my office for this event. It is sure to be a sellout, so get back to me by this Thursday, March 28. The office number is (626) 797-1186.

A lot has happened this past week, and a lot of events are on the horizon. Get involved. ☉

---

## **Board Meeting -- Tuesday, March 26 Officers, Directors & Committee Chairs Requested to be There**