

October 24, 2013

This Week

Dan Maljanian *A Person who Lives Service above Self* Program Host: Joshua Miller

Dan Maljanian was raised in Southern California and graduated in economics from UCLA. He received his MBA and JD from the University of California, Berkeley. After practicing law for four years in Washington, DC, he became founder and executive director of Technical Assistance for the Republic of Armenia (TARA) in Alexandria, Virginia.

After relocating back to California in 2003, Maljanian worked in development for the Los Angeles Children's Chorus, followed by development director of the American University of Armenia's office in Pasadena. Maljanian then served as executive director and director of development at the Convalescent Aid Society from 2010 to 2013, where he doubled contributed income and tripled grants in his first two years, successfully weathering the deep recession which had impacted CAS's endowment earnings.

Huntington Medical Research In-

Please turn to This Week p. 3



Dollar & Sense

by President
 Dennis Mehriinger

Why so much Trouble in Nigeria?

We have had a successful program in Nigeria for four years, why is there a problem this year?

Actually we had a shortage of funds issue in 2009. Then we became the club of financial responsibility, and, with the help of local Rotarian Sarah Philips, were able to stretch our budget with a greatly improved exchange rate and keep meticulous records for the Rotary International Foundation.

Then two months ago Belo Ibrahim, the President of the Rotary Club of Abepo, Nigeria, said that their board had voted to take over management of the funds. No matter how many times we explained to Ibrahim that, since we are the club with *Financial Responsibility*, we are unwilling to turn over control of all funds to his club.

His latest email to me declared that his entire club had voted to take over management of the \$25,000 grant, and we should forward the funds immediately. He also proceeded to cast aspersions on our

primary contact in Nigeria — Sarah Philips — stating that her organization had no representation in Nigeria.

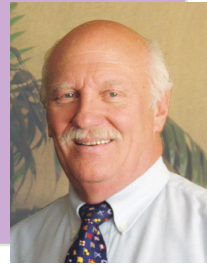
This email from Ibrahim failed all four provisions of the four-way test. Philips is a State Representative in Nigeria and is a Rotarian in a different club.

Now we are waiting for the Rotary International Foundation board to approve another club in another district in Nigeria as cosponsor, so we can proceed with our project. If not, we will not be providing instructors or funds for any project sponsored by the Abepo club while Ibrahim is President.

Greeters

October 24
Jacque Foreman
 October 31
John Frykenberg
 November 07
James Gorton

Program Review



*Scintillate, scintillate globule vivific,
Fain would I fathom thy nature specific,
Loftily poised in ether capacious,
Strongly resembling a gem carbonaceous.*

... Anonymous

Eminent Rotarian astrophysicist Hal Yorke addressed a room of distinguished neophytes about the ma-

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
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, Treas. Bus. 626-685-0515

Directors

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

A Star is Born

terial composition of stars (10²¹ ... quite a few!). Apparently, raw materials; hydrogen and aerosols containing space dust (grains) mixed in an interstellar space cloud constitute the basic *stuff of stars* (*nice alliteration*). Hydrogen and particle *clouds clump* (*nice alliteration*) by acts of gravity or other phenomena (*waves of light?*) drawing more and more particles into a spin like Nancy Kerrigan pirouetting on ice, gathering speed and density until (*voila*) you have a hot, dense core capable of fusing hydrogen and dust particles (*a protostar*). Resulting explosive energy is created over time (*a whole lot of time*), happily blasting away *collective clouds from the core* (*nice alliteration*) and leaving behind (*voila*) a main sequence star with a hot life of its own.

This Wonderful Life (*good title for a movie*) depends a lot on how bright a *star you are*. Our sun, according to Yorke, is



not the brightest star in the universe or the biggest, but it can look forward in sun years (*1 million people years = 1 sun year*) to a respectable 45 million- to 120 million-year life before it goes Supernova (*blows up*). Stars like Canis Majoris (*Big please turn to Program, p.3*)

October

Membership & Extension Month

Program Chair, Josh Miller

Oct 24 - Dan Maljanian, Director of Development, Huntington Medical Research Institute -- Will speak about what he does, how he does it, and why it's important in our community

Oct 31 - To be Announced

November

Foundation Month

Program Chair, Mike Noll

Nov 07 - To be Announced

Nov 14 - To be Announced

Nov 21 - To be Announced

Nov 28 - Thanksgiving - Dark

Congratulations



Birthdays



10/04 - Melissa Kayali

10/08 - Susan Cox

10/17 - Noriko Suzuki Mehringer

10/24 - Jim Gorton

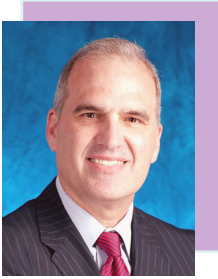


Anniversaries



10/01 - Freddy & Margarita Figueroa
David P. & Elsa Smith

It's Time for Your Ideas



How did we get to the end of October so quickly. I know we all feel that time is going by too fast (my kids tell me it's because my metabolism is slowing down! – thanks, kids).

Well here we are and we have yet to

organize our first Community Projects Committee meeting. I know that Mike Zoeller is planning our annual *Concert in the Parks Wrap Up* — and we may piggy back on that get together to discuss what we want to accomplish in the community as a club.

In the meantime I'd like each of you to think up one idea on things we could be

doing in the community. We have the holidays right around the corner — maybe we want to organize a toy drive. Maybe we should reach out to veterans in need to make sure they have what they need at this time of year.

I'd like to begin to get a sense of the areas of interest from our members. Email me at craigcox@charter.net. 

Program

Continued from p.2

Dog Star) may shine 50 times more brightly than our own sun and be 2000 times larger, but live a relatively short life (*maybe only 4.5 million years?*).

Moral? *Party hearty*, live it up, burn brightly and you'll burn out more quickly ... and that's the truth.


Yorke says you can see how this works by looking at the spectrum; both visible and invisible. That's what our satellite telescopes do; look at what we cannot see by creating *carina images* (*assigning colors to particular wave lengths of the spectrum and analyzing the shapes and frequency*). The net result is the creation of some of the most beautiful images of objects in space and star systems we have never seen; at least not with our eyes, observing a visual spectrum only. (*Check out the Crab Nebula!*)

The *Observers* of various frequency ranges of the invisible spectrum include: Hubble, Herschel, Chandra, Goddard, Planck, Spitzer, Wise, Galex and Nu-Star telescopes ... Our *eyes in the skies* (nice rhyme). Infrared (*IR*) to Ultra Violet (*UV*) and everything in between; that's what we are looking at. Better than IMAX!

If you ask me, Hal Yorke gets to see it all. He's certainly seen a lot of marvels I've never seen. But I'm grateful for a peek!

God speaking to Job postures this question; (*Job 38:19-20*) *Where is the home of*

light, and where does darkness live? Can you lead them home?

Maybe Hal Yorke can tell us. Maybe he is on the right track to finding out the answers  *John Frykenberg*





MONEY by Linda Wilkes MATTERS

Economic Update In the News

According to the Federal Reserve, monthly consumer credit debt rose \$13.6 billion in August for a total credit debt level of \$3.036 trillion. Revolving debt, which includes credit cards, decreased \$0.9 billion to \$848.9 billion. Non-revolving debt, including loans for cars, rose \$14.5 billion to \$2.188 trillion.

Retail sales fell 0.1 percent for the week ending October 5, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 1.8 percent.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending October 4 rose 1.3 percent. Purchase volume fell 1 percent. Refinancing applications increased 3 percent. The refinance share of mortgage activity increased to 64 percent of total applications from 63 percent the previous week.

Initial claims for unemployment benefits for the week ending October 5 rose by 66,000 to 374,000. Continuing claims for the week ending September 28 fell by 16,000 to 2.905 million. The less volatile four-week average of claims for unemployment benefits was 325,000.

The Reuters/University of Michigan consumer sentiment index for October's preliminary reading fell to 75.2 from 77.5 in September. The current conditions component had a strong showing, rising from 92.6 to 92.8. The weakness came from the expectations component, which fell from 67.8 to 63.9. This is attributed to the ongoing standoff in Washington. A separate reading on the 12-month economic outlook plummeted 15 points to 71.

Upcoming on the economic calendar

are reports on the housing market index on October 16, housing starts on October 17 and the index of leading economic indicators on October 18.

Insight Now

Dare to Ask

The Power of Questions

In this month's edition of *InsightNOW*, Prospect Mortgage's Todd Duncan has a compelling discussion with syndicated radio host and interviewer Ken Coleman about the power of questions. Coleman is the author of *One Question: Life-Changing Answers from Today's Leading Voices*.

For his book, Coleman interviewed more than 30 leaders from all walks of life and asked them what fueled their success. "One Question" distills into easily digestible chapters their inspiring, and sometimes surprising, answers:

- Coach Tony Dungy's advice for achieving your goals while maintaining integrity
- Author Malcolm Gladwell's tips for instilling a work ethic
- President Jimmy Carter's ideas on how we can reinvent ourselves
- And many others

Their practical life lessons offer a road map to improving your life, your relationships, your meetings and your bottom line.

Coleman says it's easy to begin being inquisitive — just start. Don't be afraid to ask for the answers you need to know. He notes that, by the time we reach eighth grade we ask only two or three questions a day. It's better to model toddlers, who ask question after question to get answers and learn.

By exhibiting curiosity, you'll create a culture of connection. In the case of salespeople, concentrate on connecting and stronger relationships will result. By en-

gaging clients, you're demonstrating that you want to help them. In fact, if you don't ask about their needs, clients will feel pushed away instead of pulled in. Coleman says opportunity and sales breakthroughs will come "quickly and often" if you surround yourself with great people, spark your curiosity, and learn from your failures instead of being deflated by them.

Mind Your Money

Defending Against Financial Scams

Here are some of the latest non-Internet scams and how you can prevent becoming a victim.

- **Employment scams** - These scammers prey on the unemployed by posing as recruiters for either fabricated jobs or higher education opportunities. Typically, a caller will make initial contact about the opportunity and then a *specialist* representing the alleged job or school will follow up, trying to mine as much personal data (social security number, driver's license number, etc.) from you as possible. A fee is then discussed to continue your search. Another scam involves a telemarketer with a job offer — a job that requires that you pay for background checks, drug tests or work station materials. Best defense: If you didn't give the caller your contact information personally, be suspicious. Ask for details of the offer in writing.
- **Credit card skimming** - Skimmers, which have skyrocketed in use over the last five years, are electronic devices that attach to card readers (ATMs, grocery checkout, etc.) and illegally record your credit card or bankcard number. Those numbers can then be

Please turn to Money p. 5

Playing IN THE Mud

by Jacque Foreman

Share your gardening triumphs and tragedies.

This past Friday — October 18 — a friend of mine came over to dig out our dead peach tree and replace it with a nectarine tree that he had growing in a plastic container in his yard.

The peach tree was an old friend. It had been in our yard for probably 35 years. One of Bruce's friends had brought it to us as a seedling he thought was an almond tree. Until this year, it has given

us beautiful, yellow, free-stone peaches. This year it died before its fruit could mature. Very sad.

It was no secret that it was dying. Six or seven years ago someone climbed on top of the stone wall in the front yard to steal some peaches and broke of a 5-inch diameter branch in the process. The tree never recovered. But, it was a good, old tree, and we will miss it.

Now, in its place is a fairly young, 5-gallon nectarine tree. My friend Juan Vargas said that it should be happy here. It has lots of trees with which to converse. The front yard has an orange, a lemon, a tangerine and an apricot tree in addition to the new one. I'm looking forward to many years of good nectarines. ○

Program

Continued from p.3

How do Astronomers produce their stunning pictures?

- Telescopes use special filters (examples: pick out "characteristic" line radiation or "colors" invisible to humans) to produce individual pictures
- Each individual picture is assigned a color (red, green, or blue)
- The pictures are added together to produce a **false color** image
- This resulting false color image emphasizes interstellar gas + dust



Carina image:
red =sulfur
green=hydrogen
blue =oxygen

8

This Week

Continued from p. 1

stitutes (HMRI) announced Dan's appointment as director of development in July 2013. HMRI is a nonprofit biomedical research organization dedicated to improving health and the quality of life by developing technologies for the prevention, diagnosis and treatment of diseases.

Known worldwide for development of the hydrocephalus shunt, the organization is also credited with pioneering work in auto safety, medical use of lasers, electrical stimulation devices and development of magnetic resonance imaging. HMRI, founded in 1952, operates independently

as a research affiliate of Huntington Hospital and also partners with Caltech, USC and UCLA medical schools.

Maljanian resides in Altadena with his wife Patrice and three children: Adriana, Aram and Avedis. Coincidentally, his house was on the 2008 Altadena Guild Home Tour, the proceeds of which benefit HMRI.

Currently, he serves on the board of directors of the Greater Los Angeles Chapter of the Association of Fund-raising Professionals (AFP), functioning as membership cochair. ○

Money

Continued from p. 4

transferred to a gift card, which is used to buy items that are sold for cash. Best defense: Inspect the card reader before scanning your card. Is the reader securely fastened or is it loose? Watch your account activity for unauthorized charges.

- **Home improvement scams** - Be leery of contractors who knock on your door and say they noticed a problem with your home while passing by. They typically offer a special deal to fix the problem. Best defense: Take their information, ask them for referrals and check them out through your Better Business Bureau. Make sure you have another contractor come out for an estimate on the alleged problem.
- **New scams pop up every day** - You can keep abreast of the latest versions of these scams with these resources: **BBB Scam Stopper, Hoax-Slayer** and **Scam Warners**. ○

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



Job Creation & Entrepreneurship

by C. Ray Carlson, District Chair,
Vocational Service

Indifference to Entrepreneurial Literacy among students? *NOT at West Covina Rotary*

When Drexel Smith, past president of West Covina Rotary, invited me to hear his son Tony Drexel Smith last week, I jumped at the opportunity. Drexel had been giving me his card after each time I spoke at District Assembly and District Conference. Then he informed me that his club would sponsor an entry in the next District Business Plan Competition May 6, 2014. He had a Vocational Training Team (VTT) all lined up to train high school students — especially Interactors — how to write a Business Plan.

At the club, I was introduced to Rotarian Dr. Brenda Kaplan, Superintendent of the West Covina Unified School District, who is a member of the VTT. I was also introduced to a retired principal who is the point person for the team and liaison with the four high schools at which students will eventually participate. Drexel proposes a future Business Plan Competition between the four high schools before sending the winning team to the District competition.

Since I had searched through Drexel's website, I knew that he was one of those Rotarians with an incredible background in business and management consulting that should be passed on to New Generations. I downloaded a PowerPoint presentation he had presented to a San Gabriel Valley Civic Alliance. The PowerPoint is spectacular and very comprehensive in its thrust that "Our Education Crisis Leaves us Vulnerable to Future Technology

Growth and National Security Problems." <http://drexelconsultinggroup.com/extra_art/SGVCivicAllianceSRBrief09.26.2011.dls.Final.PDF.pdf>.

Speaker Tony Drexel Smith gave a whirlwind tour of the need for entrepreneurs to create jobs and the critical importance of writing Business Plans. He has

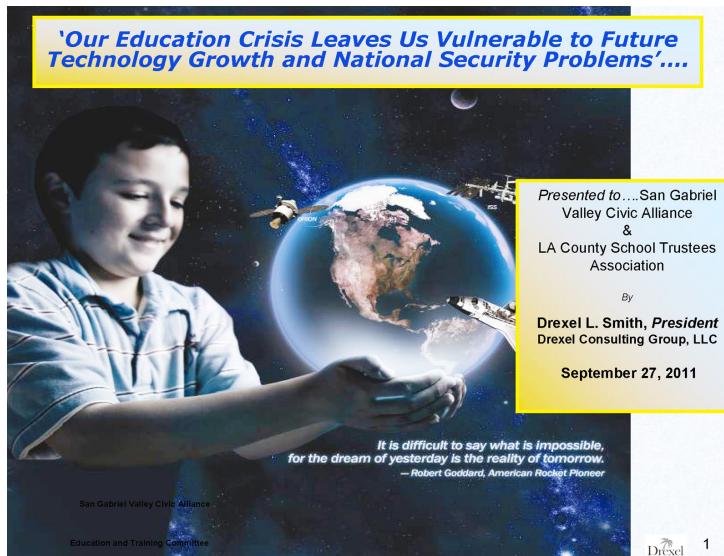
Manual for Entrepreneurs and Business Owners, for a very low, discounted price for Rotarians present and free to the students present.

Consider headlines of recent days: "Dim Job Outlook for young adults" (Unemployment rates for teens 16 to 19 was 41.1% and young adults 20 to 24 was 19.2% in LA County in 2012); "No Vacancy Bottlenecks at Cal State community colleges" (limited number of seats in needed courses for students looking to graduate); "Minorities 90 percent of juvenile arrests" (49.1% unemployment for black New Generations).

Can we Rotarians remain indifferent to these crises? I think not. Vocational SERVICE is the vehicle to help our New Generations. With clubs like West Covina Rotary catching the vision of what they can and should do for 9,000 students in their district to enable a future career and livelihood, we can model their vision for every Rotary club.

Just think: Can it be unreasonable to give each 9th grade child 15 class hours of instruction that will enable him/her to write a Business plan, out of the 900 hours of class attendance required each year by the State of California? Given hope for their future, this may encourage them to attend daily classes, remain in school until graduation, and not become one of the dropouts that plague their lives and the economic well-being of our schools. ☉

Contact me for details on how to get started. crayc@me.com, 1-800-448-3456



developed more than 700 of them and reviewed more than a thousand written by others. He will provide guidance to the West Covina Rotary VTT in teaching students.

When he asked me how he might help me, I replied that we need to develop a program for offering start-up funds, maybe like the new *crowdfunding* concept offers, to budding student entrepreneurs with viable business plans. He said, "I can do that. I've just launched a new business to develop *crowdfunding* capital for start-ups. I'll help you." I was elated — I had been searching for years, literally. I bought his new book, *The Essential Handbook for Small Businesses: A How-to*

LOOKING FOR AN OPPORTUNITY TO MAKE A DIFFERENCE?

The Los Angeles County Superior Court is currently seeking qualified citizens who are interested in applying for the LOS ANGELES COUNTY CIVIL GRAND JURY.

Applicant must possess each of the following qualifications:

- *citizen of the United States;*
- *at least 18 years of age;*
- *a resident of Los Angeles County for at least one year;*
- *of ordinary intelligence, sound judgment, fair character;*
- *working knowledge of the English language.*

Primary functions of the Civil Grand Jury:

- *investigates county, city and joint-power agencies;*
- *acts as "watch dog" by examining carefully and completely the operations of various government agencies within Los Angeles County.*

Willing to volunteer 30-40 hours per week and earn \$60.00 for each full day of service?

2014-2015 Civil Grand Jury is now open for recruitment.

Deadline to submit an application is November 25, 2013.

For an application packet, please contact:

Los Angeles County Civil Grand Jury

Clara Shortridge Foltz Criminal Justice Center Building

210 W. Temple Street, 11th Floor Room 11-506

Los Angeles, CA 90012

Telephone No. (213) 893-1047

Fax No. (213)229-2595

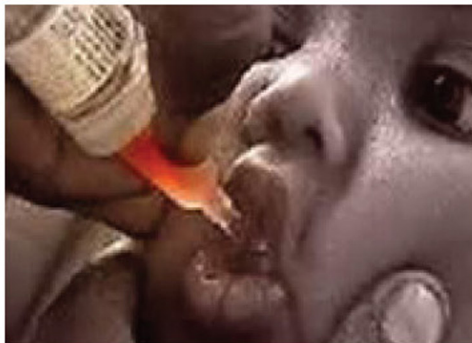
For forms online: <http://www.grandjury.co.la.ca.us>



ROTARY'S MARCH TO **END** POLIO

Saturday & Sunday October 26 & 27

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

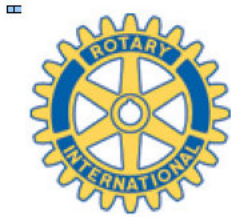


- ☺ Each club is challenged to walk 100 miles in an effort to raise \$2500.00 You can start anytime, but we hope you will do your final laps at the event
- ☺ You can involve your family and friends.
- ☺ You can involve your RYLA students.
- ☺ You can involve your Interact club.
- ☺ Each club will raise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



March to End Polio



24 hour walk-a-thon

October 26 & 27, 2013

Rotary Districts 5300-San Gabriel Valley-Foothill, and 5330-Inland Empire, in partnership with The Bill and Melinda Gates Foundation are holding a multi-district fundraiser to help stamp out Polio forever. ROTARY, together with UNICEF and THE WORLD HEALTH ORGANIZATION have been partners in the effort and are proud to say that there are only three endemic countries left. The Gates foundation has generously agreed to triple our fundraising efforts. Together with your help, we will soon see the end of this disease.

All Sponsors will be recognized with logo on tee-shirts. **Art work must be submitted by 10-1-13**

Major Corporate Sponsors will be highlighted as Corporate Sponsors in most printed and electronic advertising and press releases.

Major Corporate Sponsors will be recognized on the web-site. www.marchtoendpolio.com

Corporate Sponsors will have banners (you provide) displayed around the park as well as advertising on Jumbo-Tron in the center of the park.

During the event, the announcer will call attention to Corporate Sponsors and thank them all for their participation in this event.

Corporate Sponsors will receive corporate recognition in Souvenir Program:

Sponsor		\$ 500.00
Bronze Sponsor	(Major)	\$ 1,000.00
Silver Sponsor	(Major)	\$ 2,000.00
Gold Sponsor	(Major)	\$ 3,000.00
Platinum Sponsor	(Major)	\$ 5,000.00

Cal Magro (626) 827-2611
Polio Chair District 5300

Terry Thompson (951) 538-4996
Polio Chair District 5330