

April 17 2014

This Week
Judy Pickett
Pasadena Family
History Center
Program Host:
Gordon Seyffert

Gordon Seyffert has used Family History Centers (FHC) for research — reading microfilm, mostly — ever since his kids were young enough to play in the adjoining gymnasium at the first one he used, back in the 80s.

The Church of Jesus Christ of Latter Day Saints (aka *Mormons*) maintains a symbiotic relationship with genealogists. It's not generally known, but many — if not most — patrons of FHCs are NOT Mormon, and it's because there are more of us than there are of them. The Mormons trace their ancestors for religious reasons, while most genealogists are hobbyists. They help us by preserving and making accessible records that we need, and we help them by sharing what we find so that they can benefit from the work of non-members of the Church. We *all* benefit.

This talk will cover, among other things, how you can use a mountain of records to help compile your own family history, and how you can help preserve the records that you have in your home.



Dollar & Sense
 by President
 Dennis Mehriinger

So you are fluent in English and Spanish, but how is your Yurok?

Sitting in a circle in a classroom at Eureka High School, Tenayah Norris and a half dozen other students are learning how to express direction in Yurok, a native American language that nearly became extinct a few years ago. She grew up on the Yurok reservation about — 90 minutes outside of Eureka, and she sometimes heard her grandfather speak it to other people in his age group. She studied on and off in her community.

Eureka began offering Yurok two years ago, bringing to four the number of public high schools in California offering instruction in the language. Two public elementary schools also offer Yurok, including one as part of a new immersion program into the Yurok culture.

Norris's goal is to go to college to get her teaching certificate. Eventually she hopes to come back to the Eureka area to

teach the language and culture to others.

The experience of the Yuroks is also redefining what it means to have a living language. A generation ago, linguists predicted that Yurok and many other native American languages would die a natural death like Latin. All of the current Yurok teachers came to the language as adults, by painstakingly acquiring it from the last living elders and, sometimes, comparing notes with outside linguists.

I will keep you posted as to the progress of the Yuroks in preserving their language and culture.

Greeters

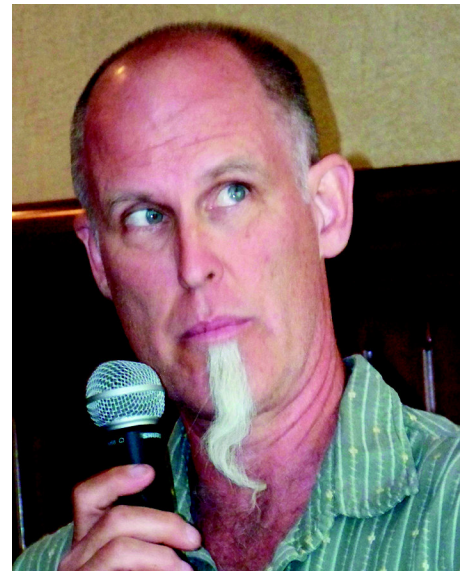
- April 17
Theo Clarke
- April 24
Craig Cox
- May 01
Steve Cunningham

Program Review



California Flora and Fauna Native Species versus Invasive Species

Many of the programs at the weekly meetings of the Rotary Club of Altadena are highly educational and informative. The speakers typically come from diverse and varied backgrounds. Last week was no exception as we heard from Andres Hessing, a professional landscaper, about California plant species.



California native plants are plants that existed here prior to European explorers in the late 18th century. California is home to over 6000 native species and subspecies. There are more such species and subspecies here than in any other location. Of this population over 2000 species and subspecies are endemic and native to California alone. This diversity is due in part to the size of the state and its diverse topographies, climates and soils. Examples of California native trees include: Coast Redwood, giant Sequoia, Ponderosa Pine, Sugar Pine, Torrey Pine, Douglas Fir, Valley Oak, Blue Oak, California Black Oak, and California Walnut. Examples of desert plants native to California deserts include: Joshua tree, California Juniper, Brittlebush, California barrel cactus, and Mojave yucca. Selected annuals and wildflowers include; the California Poppy, Tarwood, Chinese Houses and Meadowfoam.

Hessing is a strong advocate of native plants. Native plants do well in California even though the soil here is less than desirable and often lacking in nutrients. Exotics or invasive species were brought to California over the years. California has a terrific climate, and many of the exotics

do well here. The problem that exists today is that native plants are being crowded out by non-native plants, often called *exotics*. Hessing indicated that California used to be home to many more wildflowers than exist today. The Central Valley of California was lined with oak trees, a native California tree; most of those oak trees are gone. Oak trees are a protected species in California. In fact in Los Angeles County, you can not remove an oak tree larger than 8 inches in diameter without a permit.

Hessing told us to use California native plants in all of our landscaping projects. There are a number of local places to obtain information on California native plants. These include the Theodore Paine Foundation located in Sunland and the botanical gardens in Claremont.

Boyd Hudson

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949
P.O. Box 414, Altadena, CA 91003
www.altadenarotary.com
Meets: Thursday, 12:10p
Altadena Town & Country Club
2290 Country Club Drive • Altadena, CA
626-794-7163

Rotary Int. Pres. Ron Burton
Dist 5300 Gov. Miles Petroff

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Tom McCurry Youth Contests/Awards
Mike Zoeller Youth Projects
Ray Carlson Vocational
Steve Cunningham Membership

Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

April Magazine Month

Program Chair, Gordon Seyffert

April 17 - Judy Pickett, Pasadena Family History Center (compiling & preserving family history)
April 24 - Lori Webster, Webster's Fine Stationers ("transitioning" a small business)

Congratulations



Birthdays



04/13 - Alice Hudson
04/18 - John Frykenberg
04/29 - Mike Noll



Anniversaries



04/27 - Sterling & Olga Louvierei



In case you were wondering if your donations to the Rotary Foundation actually accomplish anything, I refer you to the statement below from the World Health Organization declaring the entire South-East Asia region of 1.8 billion people polio free. This is a monumental accomplishment, made possible by Rotarian contributions to the Foundation. Next time you're wondering if you should contribute, or add to your current Paul Harris Fellowship, think about the following declaration.

• • •

***Statement from the
Global Polio Eradication Initiative
on Polio-Free Certification
of the WHO South-East Asia Region***

• • •

***WHO SOUTH-EAST ASIA REGION
OF 1.8 BILLION PEOPLE
DECLARED POLIO-FREE***

The Global Polio Eradication Initiative (GPEI) today congratulates the countries in the South-East Asia Region of the World Health Organization (WHO) on being certified polio-free, an historic milestone in the worldwide effort to end polio and realize the broad benefits eradication will bring. The 11 countries in the region — Bangladesh, Bhutan, Democratic People's Republic of Korea, India, Indonesia, Maldives, Myanmar, Nepal, Sri Lanka, Thailand and Timor-Leste — are home to 1.8 billion people and represent the fourth of six WHO regions of the globe to

Your Donations really Do Help

be officially certified **polio-free**.

India, once deemed the most difficult place to end polio, recorded its last case on 13 January 2011, enabling completion of regional certification. Other countries such as Sri Lanka, Maldives and Bhutan have been polio-free and waiting for this day for more than 15 years.

Ending polio in these countries forged strong systems that are now being used to advance other health priorities. In Bangladesh, immunization coverage for essential vaccines (diphtheria-tetanus-pertussis) rose from 82 to 96 percent between 2000 and 2012, in a period of intense polio eradication activity; in Nepal, the rate went from 74 to 90 percent. Some countries have expanded their high-performing polio surveillance networks to track other vaccine-preventable diseases such as measles, neonatal tetanus and Japanese encephalitis.

South-East Asia's remarkable achievement in ending polio was made possible by unprecedented commitment from governments to hold high-quality vaccination campaigns that reached a cumulative total of 7.5 billion children over 17 years, in every home from the busiest city street to the remotest rural corner, with the dedication of millions of community health workers and volunteers. Between 1995 and 2012, the polio programme conducted 189 nationwide campaigns across the region and administered more than 13 billion doses of oral polio vaccine.

The region's accomplishment marks a

vital step toward the GPEI's goal of delivering a polio-free world by 2018. Innovative approaches and new partners are driving global progress against a multi-year plan to stop transmission, improve immunization rates and make a lasting impact on child mortality. However, this progress is at risk unless polio is ended in the three countries where it has never been stopped: Afghanistan, Pakistan and Nigeria.

Recent outbreaks in the Middle East and the Horn of Africa are stark reminders that polio anywhere is a threat everywhere. Until polio is stopped in the remaining three endemic areas, all countries need to maintain sensitive surveillance and high immunization rates to rapidly detect any importation of poliovirus and minimize its impact. Now that 80 percent of the world's population lives in regions certified polio-free, the goal of eradication is closer than ever.

The Global Polio Eradication Initiative is a public-private partnership led by national governments and spearheaded by the World Health Organization (WHO), Rotary International, the US Centers for Disease Control and Prevention (CDC) and the United Nations Children's Fund (UNICEF), with support from the Bill & Melinda Gates Foundation. In 1988, when the GPEI was launched, more than 350,000 children were being paralyzed or killed by polio each year. That figure has been reduced by 99.9 percent: in 2013, 406 cases of polio were reported.



MONEY by Linda Wilkes MATTERS

Economic Update In The News

Total construction spending rose 0.1 percent to \$945.7 billion in February. Compared to February 2013, construction spending has risen 8.7 percent on a year-over-year basis.

The Mortgage Bankers Association said its seasonally adjusted composite index of mortgage applications for the week ending March 28 fell 1.2 percent from the previous week. Purchase volume rose 1 percent. Refinancing applications decreased 3 percent.

Manufacturing activity rose to 53.7 in March after a reading of 53.2 in February. A reading above 50 signals expansion. It was the 10th consecutive month of expansion, and the overall economy grew for the 58th consecutive month.

Factory orders rose \$7.5 billion, or 1.6 percent, in February to a seasonally adjusted \$488.8 billion. This follows a 1 percent decrease in January. Excluding the volatile transportation sector, new orders increased 0.7 percent in February.

Retail sales rose 3.6 percent for the week ending March 29, according to the ICSC-Goldman Sachs index. On a year-over-year basis, retailers saw sales increase 0.6 percent.

The trade deficit increased from \$39.3 billion in January to \$42.3 billion in February. Exports fell \$2 billion to \$190.4 billion. Imports increased \$1 billion to \$232.7 billion.

Non-manufacturing activity rose to 53.1 in March from 51.6 in February. A reading above 50 signals expansion. It was the 50th straight month of expansion in the services sector.

Initial claims for unemployment benefits for the week ending March 29 rose by 16,000 to 326,000. Continuing claims for the week ending March 22 rose by 22,000 to 2.836 million. The less volatile four-week average of claims for unemployment benefits was 319,500.

The unemployment rate remained unchanged at 6.7 percent in March. Employers added 192,000 jobs in March and revised the February figure of jobs gained from 175,000 to 197,000.

Upcoming on the economic calendar are reports on wholesale trade on April 9 and consumer sentiment on April 11.

Knowledge Builder Factors That Can Affect the Cost of Home Insurance

Before you consider buying a home, you should be aware of factors that can affect the cost of home insurance.

Home Location - The average cost of a homeowner's insurance policy is approximately \$900 a year. If the home is located in a high-risk area susceptible to wildfires, tornadoes or hurricanes, the cost of insurance could triple or quadruple. The crime rate in the neighborhood will also affect costs. Security systems can offer on average a 5 to 15 percent discount off an insurance policy.

Home Age - A new home can provide a discount up to 30 percent. If a home is over 25 years old, insurance rates will be higher. Older structures are more susceptible to electrical, plumbing, roofing and foundation problems that can be costly to repair. Plumbing is an acute problem because water can lead to mold and mold is expensive to

remediate.

Home Materials - Fire-resistant materials, such as brick or concrete, can lower home insurance costs by as much as 20 percent. Alternatively, more flammable materials, such as wood shingles or wood siding, can increase the cost of home insurance.

Backyard Pool - Pools present additional liability for insurance companies and many require a solid fence with a locking gate surrounding the pool. Pools — and items like trampolines — can increase insurance costs by 10 percent or more.

Canine Companions - The average cost paid out for dog bite claims in 2012 was \$29,752, according to the *Insurance Information Institute*. For this reason, dog owners — particularly those with larger dogs — will pay higher insurance rates.

Fire Station and Hydrant Distance - Proximity to a fire hydrant and station can alter the cost of insurance as well as whether the fire department is a professional or volunteer fire service. ☉

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

REGISTER FOR DISTRICT CONFERENCE MAY 15 -- MAY 18

SEE PAGE 6
FOR INFORMATION
NEED MORE INFORMATION
SEE THE DISTRICT
CALENDAR



Over Engineered
 Posted on April 9, 2014 by Steve Garrett

Mike Noll brought this article to the attention of the Sparks staff and asked that we include it in this week's news letter.

• • •

We all know the story of how the optimist and pessimist sees the glass as half full or half empty while the process engineer only acknowledges that we have the wrong sized glass. The moral of the story is simply that different people bring different perspectives to the same view of how things are.

From time to time the subject of *recruiting* new members brings that different perspective idea to mind. From my perspective, most people view the idea of membership growth and *recruiting* new members as a dreaded process. That must be true or more Rotarians would be actively involved in the process of bringing

Rotary membership to more people.

Those who are reluctant to be sponsors for new members approach the problem with the question of who they can prevail upon to give up a hundred hours, or more, a year of their valuable time and spend a thousand, or more, of their valuable dollars to join our cause. They approach the problem with the question, "who can I get to do this?"

The perspective of the few Rotarians who account for the large majority of our membership growth view the process of recruiting and growth in an entirely different way. They are continually looking for people who would appreciate and value the benefits derived from being a Rotarian. They understand that membership in Rotary is beneficial in expanding a potential member's network for business

and community. They also understand that the satisfaction of doing good things for other people creates the self-actualization described by Abraham Maslow in his hierarchy of unmet needs.

We sometimes overlook the mission statement; the Object of Rotary is to *encourage and foster the ideal of service*. It is in that ideal of service that people get the satisfaction that makes Rotary members into Rotarians.

You can't buy what Maslow called self-actualization — what I call karma points — at the most expensive department store in the world. It is almost a priceless commodity that comes with joining Rotary and getting involved. Looking for new members — new Rotarians — is really all about looking for someone you want *to do something for*. ☉

Our Dan Stover Memorial Scholarship Contestant

In addition to the announced program for last week (April 10), we were blessed to have our contestant for the Dan Stover music competition at our meeting. Germaine Trans, a senior at Temple City High School, has been playing the harp for over 6 years.

She performed a piece called "Nataliana" composed by a well-known

harpist named Deborah Heron-Connants.

You can see and hear her again at the Regional Competition to be held Tuesday, April 15 at 7p at the Ramona Convent Secondary School, 1701 W. Ramona Rd., Alhambra 91803. Our good wishes go with her. ☉



> > **NEXT BOARD MEETING** < <

TUESDAY, May 06, AT 6:15p
260 S. Los Robles, Pasadena
3rd Floor Conference Room

2014 ANNUAL DISTRICT 5300 CONFERENCE

Thursday May 15, 2014 to Sunday May 18, 2014

Event Name: 2014 ANNUAL DISTRICT 5300 CONFERENCE

Description:



The Big Kahuna Miles Petroff invites you to enjoy the "Spirit of Aloha" at the 2014 District Conference! Join us May 15—18 at the Hilton Palm Springs Resort. Ohana means family and we want to see the District 5300 Ohana of Rotary out in full force! The cost is just \$209 for all five meals, with prices for individuals meals also available. **Meal and room prices go up April 24**, so [register now](#).

You'll enjoy golfing, the Palm Springs Street Fair, 4-Way Speech and Dan Stover Music contests, Rotary inspiration and, of course, the Tiki Lounges (hospitality suites)! You need to act now to secure your club's Tiki Lounge or space in the Ohana Hall, where you can show off your community service projects. More details are available on the flyer.

Don't delay! You'd be lolo (crazy) not to come!

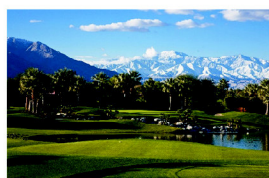
[Conference Flyer](#)



[Hilton Palm Springs](#)

400 East Tahquitz Canyon Way
Palm Springs, California, 92262-6605

TEL: 1-760-320-6868
FAX: 1-760-320-2126



[Tahquitz Creek Golf Resort](#)

1885 Golf Club Drive
Palm Springs, California 92264

Thursday, May 15, 2014
2:00 pm tee off, be there by 1:30

Meal Cost: Just \$209*/person for ALL five meals! *Individual meal prices also available.* ***\$239 after April 24.**

Rooms: Call now! (760)320-6868 Mention Rotary! \$125 (regular) - \$155 (suites) +tax. **Prices go up after April 24.**

Register: <http://www.directory-online.com/Rotary/index.cfm?EventID=77228040>

Who to call for...

Golf Tournament

Ernie Jensen (626) 359-7154

Hospitality Suites (Call to reserve)

Raghada Khoury (760) 559-3244

Interact Conference

Michael Real (626) 445-3818

Ohana Hall (Display your community service project)

David Mans (626) 449-7379

For additional information, please contact:

Co-Chair: Raghada Khoury (760) 559-3244 or *Email:* raghada@khouryent.net

Co-Chair: Kathie Martin 760-490-3488 or *Email:* rotarykat@gmail.com

Registrar: Michael Soden (702) 637-7380 or *Email:* msoden@harcalfagency.com

Location:

Rotary International District 5300 District Conference

Hilton Pam Springs
400 East Tahquitz Canyon Way
Palm Springs, California, 92262-6605

[MAP IT](#)

Event Date:

Thursday May 15, 2014 to Sunday May 18, 2014

Start Time:

3:29 PM



2014 ROTARY INTERNATIONAL CONVENTION SYDNEY, AUSTRALIA | 1-4 JUNE 2014

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PROGRAM

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Join Rotary members from around the world in Sydney, Australia, 1-4 June. The 2014 RI Convention will bring together some of the world's leading experts on water, polio, and social media. You'll find new ideas for service – and perhaps a new partner for creating change – in the House of Friendship.

Plan now to make this convention a memorable family vacation.

REGISTER ONLINE

REGISTER BY FAX OR MAIL

[Learn more about registration and fees.](#)



Preview Sydney's cosmopolitan charm and natural beauty with RI President Ron D. Burton. As the capital of New South Wales, Sydney offers visitors beaches, parks, gardens, and scenic vistas. It also serves as the gateway to the outback.

LATEST NEWS

CALENDAR

HUMAN NATURE TO PERFORM
The Australian quartet Human Nature will be the featured entertainment during the opening plenary session, Sunday, 1 June. Learn more about the [entertainment lineup](#).

BRUCE AYLWARD TO SPEAK IN SYDNEY
Bruce Aylward, assistant director-general at the World Health Organization (WHO), will be a speaker at the 2014 Rotary International Convention in Sydney.

[more >](#)

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RT @endpollionow: Join @rotarydownunder to break records while fundraising to immunize + 240,000 kids. [ow.ly/uAMTh #ricon14](#)
Tweet #ricon14

ABOUT THE PROGRAM



Thought-provoking speakers and world-class entertainers await you in Sydney. Get the full schedule of plenary and breakout sessions.

[Learn about volunteer opportunities.](#)

ABOUT THE CITY



Casual yet cosmopolitan, Sydney has a natural beauty that draws visitors to enjoy the outdoors. Explore the city with a [free transit pass](#) courtesy of the New South Wales Government.

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New South Wales Government – Proudly supporting the Rotary International Convention 2014