



Your **ROTSOCPE** for **Thursday, January 14, 2010**

for the Rotary Club of San Marino, California, USA

THE ART AND ADVENTURE OF LEADERSHIP

STEVEN SAMPLE TEACHES a course with the above title. Of course, he also lives that art and adventure as the tenth president of the University of Southern California. Almost twenty years ago he came west with a doctorate in electrical engineering from the University of Illinois and nearly ten years as president of SUNY-Buffalo. What a great couple of decades these have been for USC under Sample's leadership! Raising and spending a half-*billion* dollars in support, Sample brought about the superb new health science campus, Galen Center, and twenty other needed structures at University Park. He brought SC to world renown in communications and multi-media, and in innovative community partnerships, and guided the university to confirm its status as a leading research university in many fields. He has been our neighbor in San Marino all these years, living in the Mudd presidential house above Lacy Park and commuting those ten miles to campus. Last year, he announced his pending retirement late 2010. Already the chorus of praise has grown loud for Sample's steady hand of leadership. We are happy to have him come to talk with San Marino Rotary this Thursday, and we hope you'll bring along guests to hear our distinguished neighbor report on some of the adventures he's experienced in his leadership.

SPEAKING OF GUESTS ...

WE'RE SLOWLY SLIPPING IN MEMBERSHIP, and your help is very much needed in stopping the slide. We know over the years that we need to induct about twelve new Rotarians each year just to stay even. Last year Lois brought in that many. This year Emile and his membership committee are just beginning to roll. But presidents and committees don't do it on their own. They need you – to bring guests who may be interested in joining, to talk with colleagues and neighbors interested in service, to twist a few arms (with Bill Steele's gracious charm, of course) of good women and men who you think would make real Rotarians. We don't need more members who just pay dues, eat occasionally, and don't do much more. We do need *real* Rotarians, such as those who treated kids to the Huntington gardens adventure, or to a Christmas party, or to the town's Fourth of July parade. Help us find some of those!

IT STARTED IN THE PHILIPPINES

THIRTY YEARS AGO THIS NEW YEAR, The Rotary Foundation funded its first project in "Health, Hunger, and Humanity" - those 3-H grants spreading contributions to meet world need. This first project was to immunize six million children in the Philippines against polio. Then-RI president James Bomar signed an agreement with the Philippine government to begin immunizations, and he administered the first drops of vaccine to a Philippine child.

THAT INITIAL \$760,000 EFFORT began three decades of commitment by Rotarians to the eradication of polio. The hope was to succeed by Rotary's centennial year, 2005. Wars, rumors, religious objections kept that from happening, but we're ever so close now. It was a much bigger job than first imagined, but with the help of international governments and dedicated volunteers, we're down to a handful of cases in four countries. Help finish the job soon!

TWENTY TWO PLUS TWO SPOUSES AND THREE CHILDREN (well, and Santa Claus too)

WAYNE CARTER IS SINGING PRAISES for all who gave hands-on help in presenting a memorable Christmas party for 78 needy children at La Casa de San Gabriel. With bundles of gifts for everyone, including those cuddly animals donated for each child by Plushland and its president Tony Weber, plus food and drinks that we served, it was a great night for the kids – and a wonderful memory for Rotarians who came to catch the sparkle in the families' eyes.

SING ALONG WITH WAYNE! (No, we've heard him sing – maybe better to chant thanks to these helpers in Rap): Roberta Gunderson and Lois Matthews, Peter Corzo with his daughter. Rich Haserot and Emile and Tinker and Jim Pink; Will Bortz and Dan Floyd. Debbie Priester with Gary, Jim Miller with his friend Santa Claus, Charlie Rasmussen with a real Christmas tree. Len Therrien, Fred Sohl and his daughter, Elliott Katz and his neighbor Ing-Yih Cheng. Ruth Mayeda, John Wallace, Wray Cornwell, and Lois Derry. Larry and Barbara Goodreau. Denise Wadsworth, and of course Wayne Himself.

JANUARY / FEBRUARY 2010

JANUARY

- | | | |
|----|------|---|
| 14 | Noon | Steven Sample, proud of today's USC |
| 21 | Noon | E-Harmony's matchmaking successes |
| 28 | Noon | A Mid-East specialist's views of the region |

FEBRUARY

- | | | |
|----|------|--|
| 4 | Noon | Stories from the old Huntington Hotel |
| 11 | Noon | Fashion Show – bring your Valentine as a lunch date! |

THE ROTOSCOPE

For the Rotary Club of San Marino, California, U.S.A.

January 14: USC's President Sample



LINGO-MAKING

LEE MOTHERSHEAD KEEPS FORWARDING a list of new, now old, silly word combinations that started as a joke ten years ago with a Washington Post writer and never added more new words. Over the holidays The New York Times taught us some real new words that popped up during those forgettable 00 years just past. Here they are, to add to your vocabulary, Lee:

APORKALYPSE Over-worry about swine flu, such as Mexico banning nonessential kisses from telenovelas and Egypt slaughtering all its pigs, then facing mountains of garbage that the pigs used to get rid of by eating.

CHIMERICA The intertwining of the economies of the United States and the People's Republic.

OCTOMOM Maybe the most famous of the new coinages, brought about when Nadya Suleman gave birth to octuplets a year ago this month.

CAR TONES A serious gimmick to meet a serious danger: music or ambient noise added to electric cars, so pedestrians would know they were about to be hit.

UNINBIUM A for-real newly discovered element, number 112 – the atomic number in Latin. Uub for short.

ATHEY A derogatory name for an atheist.

CONFLICT MINERALS Gold, tin, tungsten, and tantalum, widely used in electronics and often mined in politically unstable countries and regions.

CRASH BLOSSOM A headline that confuses, such as "Shark Attacks Puzzle Experts."

... MORE NEW BUZZWORDS FROM THE PAST DECADE

DRACULA SNEEZE Covering the mouth with the crook of an elbow in sneezing, like Dracula hiding his face in his cape.

GOVERNMENT MOTORS Nickname for General Motors.

EL STIFFO What Governor Schwarzenegger said he wasn't while flashing a large knife in selling state property.

MINI-MADOFF A Ponzi scheme smaller than Bernie's.

TENTHER A person who believes the Feds are illegal because the national government ignores the 10th Amendment and usurps rights that belong to the states.

VOOK A digital book that includes some video and text.

HEINIE A pronunciation of H1N1, swine flu

SOCIAL DISTANCING Staying away from other people so as not to catch the flu.

SWINE FLU PARTY The opposite, a gathering so people can be infected by the flu, in theory creating antibodies against more dangerous cases.

JEGGINGS Jean leggings.

MANCESSION A recession affecting more men than women. Also called **HECESSION**.

GAYMARRY To marry someone of the same sex, or to form any unconventional relationship with a person or object.

BOTAX A proposed levy on cosmetic procedures – also note the **COW TAX** fee proposed for methane emissions.

Our OFFICERS for 2010:

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EMILE BAYLE , <i>President</i>	2785 Carlaris Road, San Marino	h: 799-9854, b: 441-1472	emileB@sbcglobal.net
BOB NAFIE , <i>President-Elect</i>	8519 Sunnyslope Dr, San Gabriel 91775	h: 292-2404, b: 286-3108	rnafie@clairbourn.org
RICHARD HASEROT , <i>Secretary</i>	2365 Sherwood Road, San Marino	h: 309-1349	rhaserot@pacbell.net
DENNIS KNEIER , <i>Treasurer</i>	1425 Hampton Road, San Marino	h: 578-1109	dkneier@socal.rr.com
LOIS MATTHEWS , <i>Immediate Past President</i>	517 South Orange Grove, #300, Pas. 91105	h: 396-9283	loistable@aol.com

DIRECTORS:

LARRY GOODREAU , <i>PolioPlus</i>			
DOUG LARNER , <i>Admin., Membership</i>	1645 Oakhaven Drive, Arcadia 91006	h: 355-3644, b: 584-3415	sqpolesg@aol.com
LEE MOTHERSHEAD , <i>PolioPlus</i>	1145 Oak Grove Avenue, San Marino	h: 405-9162	lmothers@pacbell.net
FRITZ SEARES , <i>Foundation / Charities</i>			

COMMITTEE CHAIRS:

Administration:	WRAY CORNWELL	h: 281-2658	wrayci@sbcglobal.net
Foundation:	GREG THOMPSON	h: 793-9402	wthom235@aol.com
Membership:	MATT BALLANTYNE	b: 300-0700	mballantyne@CityofSanMarino.org
Programs:	CHRIS NORGAARD	h: 799-9610	cnorgaard@regentbc.com
and	JIM MILLER		saildestiny36@yahoo.com
Public Relations:	JACK McQUEEN	b: 449-5458	jackmcqueen@earthlink.net
Service Projects:	STEVE TALT	h: 289-9500	staltlaw@aol.com

Bulletin news or gripes? – send to: kveronda@southwesternacademy.edu – or call 626-799-5010, x1202

EMILE'S PHILOSOPHIES:

I totally take back all those times when
I didn't want to nap when I was a kid.