

HEALDSBURG ROTARY SUNRISE CLUB

MEETING SUMMARY

Krug Event Center

DATE: Wednesday, 17 June 2015

ATTENDANCE: 30/48 62.5%

PLEDGE OF ALLEGIANCE: Yohme Jones, Interact student who will soon be leaving on Short-Term Exchange Program to the Netherlands, led the Pledge of Allegiance.

ROTARY MOMENT/INSPIRATION: Ken Moulton recounted an experience he had on a recent Rotary Friendship Exchange to India. In the main common room used by all employees at a diamond processing plant in India the company's mantra was inscribed on the wall: *I am nobody but I can do anything.*

SINGING: The group pushed each other along with a thoughtful interpretation of *If I Only Had A Brain*. With effort and persistence anything is achievable.

GUESTS:

1. Chester Santos, program speaker
2. Ken Moulton, Past District Gov., visiting Rotarian–Windsor club
3. Ciro Morales, III, prospective new member pending BOD and membership acceptance
4. Chris Vanden Heuvel, Special Guest, Jeff Harding
5. Nathalie Abramo, Special Guest, Ann Marie Montecuolo
6. Hector Soto, guest of Herb Liberman, Costa Rica
7. Yohme Jones, Interact student, Short-Term Exchange Program participant
8. Sandy Jones, mother of Yohme Jones
9. Dao Jones, brother of Yohme Jones
10. Gail Ginder, guest of Jess Shaw

MEMBERSHIP MOMENT:

Will Seppi presented the jester hat to Eric Wagner.

Will Seppi and Herb Liberman presented **Honorary Rotarian Memberships** to Hector Soto and to Daniel Montoya (not present) for their work with the indigenous people in the Chirripo Reserve, Sinoli, Costa Rica. Our club has a working relationship with them and recently provided them with “Little Sun Lights” for which they are most thankful.

ANNOUNCEMENTS:

1. Duck Dash loose ends were reviewed by Lee Morton. He offered an explanation of the **“50/50” event** which is a fundraiser done at the time of the July 4 event. Participants purchase a necklace for \$5, all are called on to stage, get to choose whether they are heads or tails, a coin is tossed and the losers leave the

stage. This continues until only one person is left on stage. That person receives 50% of the funds generated by the event.

There is a need for **face painting** personnel.

There is an **organizational meeting to review final set up scheduled for Wednesday, one July at 3 PM in the Plaza** with representatives from the City of Healdsburg.

2. Members are reminded of the **tenants building cleanup** for the facilities provided by North Sonoma County Services being held this **Saturday, 20 June**, from 9-12 o'clock at 306-308 E. Street.

3. Final count for the **meeting with the noon club this coming Monday, 22 June 2015**, at Tayman Park was obtained.

4. There is a meeting of the Joint Board Of Directors of the club and foundation to follow this meeting.

5. Pam reported that the findings and results from the **Visioning Activity** will be presented to the club at the meeting of 15 July 2015.

RECOGNITIONS:

Dan Erickson celebrated a birthday and received a birthday hat, to be worn during the meeting. **Diane Bucher** also is celebrating a birthday this month but was not present at the meeting. **Brad Benson and his wife Jeannie** are celebrating their anniversary as are Jerry **Anderson and Tricia. Archie and Sue Julian** are celebrating their anniversary as are **Lance and Barbara Cottrell**.

SPECIAL PRESENTATION:

Yohme Jones was presented a check for \$1,000 from the club to help defray the costs of her participation in The Short-Term Exchange Program to the Netherlands this summer She is invited back to the club upon the return from the program to discuss its impact on her life. She was accompanied to the presentation by her mother and brother..

RAFFLE:

Barney Brady was lucky enough to be offered a chance to choose the joker from a desk of 5 cards. Unfortunately, the Joker escaped. With the Joker on the loose, the pot will now exceed \$450 the next time a ticketholder is selected.

PROGRAM:

Chester Santos, a world-acclaimed memory expert, presented a brief program on techniques to enhance one's memory including both practical methods to do so, as well as the scientific basis behind the value of improving one's memory skills.

He has always had the ability to remember things including names, faces, lists, sequences and categories with their members. Everyone is capable of performing these skills, that come naturally to him , with some attention to methods and with constant practicing. There are definite techniques to be utilized for this enhancement to take place, and to become entrenched in the way one thinks.

He demonstrated his prowess by recalling each of the 50 people present at the meeting by their 1st names, having met them just that morning.

He began his presentation by asking members to recall a list of 13 items in sequence. When no member was able to go beyond the first one or two items in the list, he then presented a technique for memorizing the list, following which all members got 100% of the items correct and in proper sequence.

He says there are 3 principles involved with memorization:

1. *Visualization* when presented with a new name, face or concept is extremely helpful. Particularly so with name recall.
2. *Recruit extra areas of your brain* to be involved with recognition and memorization, involves some other sensory input, combining auditory, visual and perhaps proprioceptive input to solidify the memory.
3. *Unusual or unanticipated events* are generally imprinted more easily on the mind, suggesting that multiple areas of the brain are involved. Learning how to engage more areas of one's brain while memorizing something helps to make the memory more lasting.

He reported that it is extremely important that one enjoy the act of memorizing, and that it be recalled as a fun activity. One way that he does this is with the "story method" in which items in the list are related by some form of an imagined relationship between them that the listener creates in his or her own mind on the fly. Associate the item to be memorized with an action that it performs or which is performed upon it.

Specifically regarding names and faces it is important to:

1. *Pay attention and repeat back the person's name* at the same time you're shaking his or her hand were having some other form of physical contact.
2. *Ask questions of the person which includes their name.* "How was your vacation, Tim?"
3. *Make some form of a connection between the person's name and anything you know*, for example the man named Jess, you could make an association with Jesse James.
4. *When departing or leaving the social situation, say goodbye using the person's name as well.*

Reported on the significant findings of neuroscience stating that people who use their memory a lot develop a cognitive reserve in their brain that can be called upon

in those stages of life were memories begin to fade. The bank of memories created by using your memory actively can be drawn upon to help prolong your ability to remember things.

Chester teaches several seminars on improving your memory and offer discounts to members for signing up for these classes with a significant discount, as well as inclusion of another adult guest and to family members for the same price. Participation also gets a lifelong subscription to his web-based instructional material. Members are encouraged to visit his website: <http://www.ChesterSantos.com> or to contact him at Chester@chestersantos.com.

The meeting next week will be on Wednesday, 24 June 2015, and will be the last meeting presided over by outgoing Pres. Pam Moulton. It is sure to be an interesting and fun-filled event. Don't miss it!

Photographs from the meeting are available on the club website.

Respectfully submitted,

Douglas D. Pile, M.D., Club Secretary