



PRACTICAL MIND CONTROL

UPCOMING MEETINGS

- 2/23 Earnest Burke- Black History Month Presentation
- 3/1 Tom Leppert- U.S. Senate Candidate
- 3/8 Open
- 3/15 Collin College Nursing Students
- 3/22 Dallas Arboretum, "Chihuly in Nature," by Kathleen Cunningham
- 3/29 Simple Sleep Services- John Truitt

FEBRUARY BIRTHDAYS

- 2/1 ... Maribelle Davis
- 2/10 Cary Israel
- 2/13 Karla Oliver
- 2/19 Doyle Dean
- 2/20 Jim McGee
- 2/22 Dennis Fuller
- 2/27 ... Carolyn Moebius
- 2/27 Kyle Walters



KIRK led the august assembly this day. He is 4th in line after Prince John, Lenny Schwartz, and Camille Ussery. Sainted Editor caught up with him at a BOMBAY SOCIETY event on *Valentine's Day* (squirring our spouses).



And the first words out of his mouth were "My, but you're a handsome fellow," or some such nonsense. THEN he explained that he was leading Rotary this week, and hoped to curry favor with Sainted Editor so that I would go easy on him. Naturally, since he's perfectly aware that won't work, we can only conclude that he did it malice aforethought in

order to see the fol-de-rol in the *Weekly Reader*, but I'll fool him; I won't print it. (I wonder if he meant, "You're a handsome fellow, my butt!")

KIRK BELL(ed) us to order at 12:12, anticipating that the speaker wouldn't respect his allotted time; he didn't. We weren't released until 1:08, meaning that **KIRK'S** meeting skills are off to a rocky start. He'll have to find four meetings two minutes early to make it up to us.



KIRK called upon **Joe Foor** for the Invocation and **Alan Feigenbaum** for the Pledge. He thanked **Dave McWhorter** for Greeting.

Since **KIRK** would have been the day's sergeant -at -arms, due to the rampant dereliction of duties, he had to dig deep into past to come up with **Marc Lewis**! Mark wasted no time fining **Jeff Frauenheim** \$1 for the "crappy" introduction of his son, **Larry**. Jeff tried to amend it by telling us that Larry was an Aggie, but Mark just sneered, "No one cares." It went downhill from there. Apparently the apple fell far from **Judge Johnny's** tree.



At least he promised not to fine **Tino** for his anticipated rocky welcome to guest and former Plano Rotary Club member, **Travis LaGrone**. But Mark couldn't resist commenting that Daughter **Kristen Brodhead** had dodged a bullet, not looking like Dad **Randy**.

Mark didn't give Ean a chance to come up with his patented screwed up introductions of wife **Jan**. (Indeed, Ean takes some pride in producing unique travesties each time.) So Mark introduced her with, "Hi, Jan."

Finally, **John Parker** introduced himself as he was no one's guest. He had wandered here in search of the Club the hosts the *Soap Box Derby* in which he would

like to volunteer. He mentioned that he is a Farmer's Insurance agent, and Mark Blithely fined him \$1 for taking too long to explain all that to us.



KIRK welcomed back President LaGrone ('91-'92) and invited him to reminisce about the good ole days. Travis took the podium and related the tall tale about **Ted Dickey** on trial for stealing (funeral) sheets. He was acquitted (must all have been a misunderstanding) and was expected to show up at the subsequent Rotary meeting. The Club all dressed up in togas for the occasion, but, instead of Ted, through the doors walked ("Myrtle, you'll appreciate this.") **Fred Moses**! Travis welcomed him from the podium, but, inexplicably, he backed out the door. Ted was right behind him and remarked, "Thank goodness this is Rotary. I thought I was at another meeting!"



Perfect Attendance pins were scored by **Sarah Watkins** (3, "getting 7th period off today?"), **Cary Israel** (12, and 1/2 the man he once was), **Jim Monroe** (16), and Ean Sullivan (22). **James Youngblood** (28) was awarded his Perfect Attendance pin when he finally attended.



Birthday checks were received from **Doyle Dean**, among others, and **KIRK** was far more discreet than John.



Ben Criste announced the New Member Orientation at *The Franchise* that very evening. The orientation would run from 5-5:30 and be followed by a **Club Happy Hour** where the munchies would be on **John**. Ben pointed out that it does count as a make-up.

KIRK had called Ben up to announce “something about TCU?”

But instead of apologizing for the sports slur, he fined himself \$1.

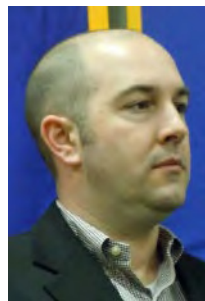
Rutledge announced the *Taste of Excellence* (a remake of *Taste of Plano*?) at the **Haggard Party Barn** sometime on some day to benefit something for someone. He also wanted us to put March 1 on our calendars for the resumption of live theater in Plano, specifically, a musical with **Randy Foster** at Courtyard Theater. There’ll be a performance each First Thursday through November.



Ean fêted **Earnest Burke** for having survived *Rotary University*, a 4-day, all-day program at *SMU* full of “enthusiasm, that’s an understatement.” Earnest is a member of the first graduating class. **KIRK**, noting **Randy** dancing about snapping photos, commented, “Good thing Randy’s not a sports photographer.”



KIRK read **Ken Robert’s** deathless prose,



including, “self-appointed Flagship of District 5810,” to induct new member, **Jason Kilough**, VPO of the local YMCA. When he’d finished, sponsor **Rick Maucieri** pinned Jason, and **KIRK** asked him for a Classification Talk, because, of course, we had all the time in the world.

Jason spoke of being a Rotarian in many clubs including Rockwall, Irving, Los Colinas, and East Dallas. He has a wife, **Jamie**, a 3½ year old daughter **Jane**, and a 1 year old son, **Jackson**.



LB THE RADIANT, styling himself as “the Good LB,” stood at the lectern, prepared to persuade us of the necessity to vote for his District Policy Manual changes. But **Sainted Editor** shouted, “So moved.” Another member chimed in, “Second.” Instantly a third added, “Call the question.” Non-plussed, **LB** asked for a voice vote for him to sit down. When that passed, he added, “to vote the proposition?” which passed as well. So he sat down.

KIRK said it made him feel “like you’re in Iraq.” But, be that as it may, he called upon **Chuck Morgan** to introduce the day’s speaker.

Chuck introduced him as follows:

Will Rosellini

The Six Million Dollar Man is No Longer Science Fiction

In the ‘70s, the Six Million Dollar Man was purely a fantasy. New advances in technology and medicine have now turned science fiction into reality. By 2025, we are likely to become a nation of cyborgs, with millions of people using implanted machines in the place of malfunctioning hearts, ear drums, and other body parts.

Man is quickly merging with machine, thanks to powerful microprocessors, miniaturization of machines, and longer-lasting batteries. The deaf are hearing with bionic ears, the blind can see using cameras wired to their brains, and amputees now enjoy fantastic mobility once again with the help of bionic arms and legs.

The final frontier is the brain. Tiny devices are able to stimulate the brain to repair faulty signals and help it learn new tasks such as movement. These devices are already helping those suffering from Parkinson’s walk again, and will soon be able to help stroke victims rehabilitate, chronic pain sufferers ease their pain, and wounded veterans restore brain functionality after a blast.

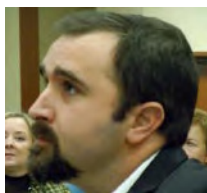
Will Rosellini is the CEO of MicroTransponder, a Dallas-based research company that’s leading the way in the field of Neurotechnology. He has six advanced degrees spanning business, law, and science. So if there’s

anyone on the planet capable of helping us understand the significance of translational Neurotechnology, it's our speaker today.

Will admitted that he “*fell to sleep to Chuck’s voice*,” so mellifluous were his dulcet tones. But, nonsense aside, he began with his motto that “*the future is here, but it’s not evenly distributed*.” He is playing with the same thing **Louis Galvani** and **Alessandro Volta** did in the 1790s: *animal electricity*, in particular, the animation of frog’s legs without the necessity of a frog. In Will’s case, he is “*rapidly reprogramming the brain through electricity*.” And he used himself instead of torturing frogs. He permitted his hand to be animated directly by the application of electricity to the nerves.

Ah, the stuff of **Dr. Frankenstein**.

Indeed, he is painfully aware of the popular perceptions of his work. He trotted out the examples of *The Terminator*, **Neo** from *the Matrix*, **Darth Vader**, and the **Borg Picard** from *STAR TREK*. All he left out was **Roy Batty** from *BLADE RUNNER*. No, actually, all he left out was that each and every example was a CAUTIONARY TALE, warning of the dangerous potential inherent in what he’s doing.



Nevertheless, he maintained that we will all cheerfully become cyborgs because, as a people, we are competitive. Something that makes us smarter, stronger, better, faster will be irresistible, as, indeed, it already is. The new drug *du jour* on campus is *Adderall*, “*you can’t pass without it*.” More than 25% of all students and professors abuse this drug to study in a more focused manner.

So if we can make ourselves stronger, sexier, by plugging out smart phones into our brains, what’s the harm? What could possibly go wrong? He says that we’re all doing it now...every time we check our email. Sure, we have to go through all that messy punching of keys or swiping of menus and all that tedious visual interpretation of itty-bitty screens, but the result is the release of dopamine, our own body-produced controlled substance. Dopamine is the same end result of cocaine use. (But it’s worse than that. Double-blind studies have demonstrated that its only the suggestion of cocaine, not the actual substance, that results in the dopamine high. So addicts

are paying \$1,000s for what is essentially a placebo effect! Maybe the best way to wean them is to point out what suckers they all are.)

Will insists, “*Google is part of your brain*.” Eventually, it will be “*integrated with your nervous system*.” (What data mining opportunities lie ahead for the company which USED TO have the motto: “*Do no evil*.” The recent hack of the *Apple iPhone* put that to the lie.)

Mr. Rosellini is no relation to **Ingrid Bergman** (mistress of **Roberto Rosellini**). Instead, he’s a UTDallas Ph.D. candidate who has jumped on the augmentation bandwagon via the creation of the company *Micro Transponder*. (Even the name has chilling implications; transponders in aircraft broadcast their identities.) He took a college prep (is there any other curriculum?) at Jesuit, became a pitcher in the minors, chose mind over muscle with an MS in Accounting followed by a JD from Hofstra, and an MS in Computational Biology. He will soon receive his Ph.D. in Bioscience. As he puts it, this breadth has helped him understand “*every expert’s failure mode*.” He maintains that “*failure means learning*,” and so he has taught himself to “*fail quickly*.”

He says his company has helped eight patients end tinnitus, the sometimes debilitating ringing in our ears that surely plagues the majority of the Geriatric Club of Plano. But he has ambitions way beyond that! Because he can not only make nerves fire but he can also prevent them from firing as well. Tinnitus is only one such example. Pain is another.

Also, it will become cheap to do so. The \$6 million man would cost less than ½ million to outfit today. He showed us video of corneal implants that give a semblance of vision to the blind. Cochlear implants with 256 channels permit the deaf not only to hear but to hear music. Pacemakers are a 50-year-old technology. Urinary implants can heal incontinence. And microelectronics can control “foot drop.”

Brain stimulation can cure Parkinson’s Disease. Spinal cord stimulation can block pain. Hip and knee replacements are now routine (and good for 15+ years).

The brain is so complex that surgeons are essentially experimentalists, probing the brains of alert patients, guided by their verbal and physical feedback. This is possible because the brain senses pain throughout every organ except itself.

He put in a pitch for UTD’s *Callier Center* (not by name) for its pioneering work in audiology, mentioning the microcircuits that wirelessly (Bluetooth) transmit orders to cochlear implants to adjust filtering based upon the sound environment.

DARPA, the Defense Department’s Research Arm, has given us robotic limbs with 17 degrees of freedom. How soon it must be, he mused, before unique weapon systems are grafted to super soldiers. Lovely.

He waxes ecstatic about using the occipital nerve to relieve migraine headaches. (I’d try hyperventilation first.) He fires up the tibial nerve for incontinence. He speaks of using electro-stimulation to trick the brain into reducing the blood-brain barrier that prevents chemotherapy agents (and indeed everything much larger than glucose molecules) from entering the brain.

But he reserved his *pièce de résistance* for last. The vagus nerve can reprogram the brain. It controls the

fight/flight reflex, tightening sphincters to prevent urination, expelling blood from the stomach and toward the muscles to aid flight (or fight). It even tells us not to ignore what's pursuing us. And it does all this because it has a direct connection to our anxiety center.

(A little neurophysiology tutorial is appropriate here. The brain works by making or inhibiting neural connections. It does so in part in response to our anxiety center. To turn off tinnitus, for example, a subject is given many frequencies serially but only those in the tinnitus range are accompanied by stimulation of the vagus nerve. The brain quickly learns, rather like Pavlovan dogs, to association attention to these unwanted frequencies with a floating anxiety, so it erases its response to them! But we needn't stop there. Like Alex in A Clockwork Orange, we can be trained to lose or gain any behavior of interest to the authority controlling the stimulus. And it works. If you aren't horrified by what you've just read, read it again with comprehension this time.)

Will expects "to roll out" his panacea in the next few years. He expects rapid rehabilitation to occur within a fortnight. Stimulating the amygdalae (which lie at the interface between our reptilian brains and our higher functions) can influence which memories we keep or erase. It would be useful in PTS syndrome. The memories of rats have been wiped thereby.

All he needs for this Brave New World is some \$20M of which \$17M are already in hand. It seems he finds investors eager to cash in on thought control. One wonders if their motives are purely financial.

Sainted Editor motioned to the speaker that he had long since run out of time. **Kir k** said that the Club had paid him "the highest compliment" of not walking out 10 minutes ago.

Kir k led us in the Four-Way Test and dismissed us with the comment that questions could be put to the speaker after the meeting.

**Know someone who would
make a great Rotarian?**

**Invite them to be your guest
at Rotary!**

The 4 Way Test:

Of the things we think, say, and do:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill & better friendships?
4. Will it be beneficial to all concerned?



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Park & Coit

The Plano Rotary Club

PO Box 864316

Plano, Texas 75086

972.596.2585

Guests & Visiting Rotarians

Guest

Larry Fraunheim

John Parker

Joe Foor

Travis LaGrone

Kristen Brodhead

Jan Sullivan

Visiting Rotarians

None

Guest Of

Jeff Fraunheim

Plano Rotary

Plano Rotary

Tino Truillo

Randy Brodhead

Ean Sullivan

Home Club

Member NEWS

AWARDS:

Harold Sullivan Award

Randy Wright

Athena Award

Rebecca Caso

Fred Moses Award

Richard Butterly

Business Executive of the Year

Gary Base

Kersey Can Holder:

Vance Bryson

Citizen of the Year:

Beth and Duncan Webb

Rotary Make Up Website:

www.rotaryclubone.org

New Member Proposals:

Pam Little

Classification: Construction

Proposed by: Llyod "Skip" Jenkins