



Rotary Club of Los Gatos Cat Tale

District 5170 Club #487 Chartered 1924 Volume #30 Issue #2 January 16, 2018

MEMORY TRAINING

Past President **Tony James** introduced **Chester Santos**, a well-known memory expert familiar to Rotary audiences.

Prior to the start of the meeting, Chester asked for introductions to as many people as possible. Then, to start his presentation, he went from table to table and recited the names of each and every person at that table.

By way of instruction, he then gave a list of 14 words: Monkey, iron, rope, house, paper, shoe, worm, envelope, pencil, river, water, tree, cheese, dollar.

To memorize the list, imagine a monkey holding an iron connected by a rope to a house covered with paper. Imagine further a shoe walking all over that paper. A worm is in the shoe crawling into an envelope with a pencil in it. The envelope falls into the river causing a gush of water to spray onto a tree which has sprouts of cheese, each wrapped in a dollar bill.

In a previous meeting, Chester taught all how to recite the original 13 colonies in the order of their inception, and your editor was

able to remember most of that sequence. Start with the Virgin Queen (Virginia) chastising the Duke of York (New York) for making a mess (Massachusetts) in her cousin's (Mary Queen of Scots — Maryland) island (Rhode Island), which is connected (Connecticut) by a hemp rope (New Hampshire) to a plate (Delaware) with two Christmas carols on it (No. and So. Carolina). The plate is balanced on the back of a cow (New Jersey), along with a pen (Pennsylvania) used by King George (Georgia) to sign off on the defeat at Yorktown.



Today's speaker
Chester Santos

Santos uses multiple mnemonic techniques including using the phonetic alphabet and various visualization techniques. One visualization technique is called the *Roman Room*, in which one associates pieces of information with objects in a familiar space. A similar technique Santos also uses is called the *journey technique*, where a person associates pieces of information with points of interest along a familiar or known route. When associating pieces of information with objects or points of interest, Santos engages as many senses as possible to increase memory retention.

A third visualization technique is the called the

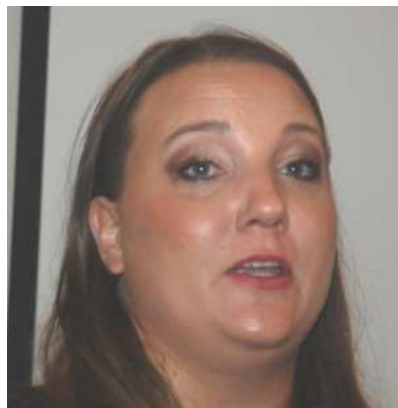
body list, where pieces of information are associated with parts of the body.

Santos associates a person's name with a memorable image when remembering faces and names. He then associates that image with a notable or memorable physical characteristic of that person.

Chester won the 2008 USA Memory Championship and represented the United States at the 17th World Memory Championship.

In March 2012, while performing before a crowd in New York City, he demonstrated memory of all 435 members of the U.S. House of Representatives, their party, their state, which district they represent and the committees they sit on.

Santos holds a Memory Workshop every month at the San Francisco Tennis Club, at a cost of \$150 per attendee.



FISHER



HOUSE



Madame President presents the famous certificate for the donation of a wheelchair in the honor of our speaker

FISHER HOUSE is proudly championed by our **Mike "Greek" Frangadakis**. He reminds us that Fisher House is to the VA Hospital in Palo Alto as the Ronald McDonald House is to the Lucille Packard Stanford Hospital.

The well-loved **Dr. John Dooley** and **Past President Bill Cilker** founded the House some ten years ago, and **Greek** has been associated with its publicity ever since. He brought **Leslie and Rodney** and a wounded veteran, pictured above, to give witness to the great family need that is filled by the House.

Tuesday, January 16, 2018

Meeting

Presiding

President Suzanne Boxer-Gassman

Pledge — Judy Rodriguez

Inspiration — Grady Jeter

VISITING ROTARIANS — Tom Boyce

Miles Kane, Silicon Valley Passport Club

VISITORS

Pam (Art Rabitz)

Ron Harshberger (Tom Boyce)

ANNOUNCEMENTS

Tom Boyce thanked all those participating in the *Micro-Lending Program*. They are now in the fourth round of lending, and have loaned out some \$40,000 in the last three years. The program concentrates on Kenya.

Past President John Colwell made a few remarks by way of the history of the Scholarship Fund. In 1947 Fred McMurtry gave \$1500 toward scholarship in the Los Gatos area. That started folks thinking about scholarships, and in 1956 the *Los Gatos Rotary Scholarship Fund* was created.

By 1966 some \$5,000 had been contributed and John Colwell started getting involved. The decision was made to make the fund an endowment fund. At that time the endowment was \$17,000 — now it is at \$1,4426,000. !!

Each year \$1,000 scholarships are given out to seniors from Los Gatos and Leigh High Schools, and last year 38 awards were made.

The fund is invested 65% in equities, which are overseen by our resident investment guru Marlon Smith.

Editor Don d'Arms

Photos Don d'Arms



UPCOMING PROGRAMS

January 23

Opera San Jose
Aaron Nicholson

January 30

Amity Wood from the
Monterey Bay Maritime Sanctuary

February 6

Annual High School Speech Contest
Hosted by Supervisor Bob Mistele

February 13

Barbara Marshman
Editor of Mercury News Editorial
Pages since 2008

COMING EVENTS

January 27

ANNUAL CRABFEST

Los Gatos Great Race guru Mike Norcia introduced us to the *Annual Fourth of July Firecracker 10K, 5K, 1K Run*, sponsored by the Santa Cruz Sunrise Club.

If interested, you can sign up on-line at

WWW.SCFIRECRACKER10K.ORG



Rotary Club of Los Gatos
P. O. Box 1018
Los Gatos, CA 95031
Return Requested

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Bulletin Committee Chair: Don d Arms

Editors: Joyce Cordi,

Julian Rodriguez,

Ron Smith,

Patti Van der Burg.

Photography: Art Beddeson, Ron Cassel,

Don d Arms, Kamyar Negari.

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Web site addresses:

Los Gatos

<http://www.losgatosrotary.org>

District

<http://www.rotary5170.org>

International

<http://www.rotary.org/>

MONDAY

PALO ALTO

Ming's Restaurant
1700 Embarcadero Road

MILPITAS

Embassy Suites Hotel

901 E. Calaveras

SCOTT'S VALLEY

Hilton Hotel

*All meeting times 12:15 pm
Unless noted otherwise*

Los Gatos Lodge

50 Los Gatos-Saratoga Rd

TUESDAY

MOUNTAIN VIEW

Historic Adobe Bldg.

Moffett Field

SANTA CRUZ Sunrise

7:15 am De La Viega Golf

CAMPBELL / S.J. West

Eastfield Ming Quong Ctr

251 Llewellyn Ave

SUNNYVALE

Lookout Rest. Muni Golf

GILROY Elks Lodge

2765 Hecker Pass Rd

FREMONT

Massimo's Restaurant

WEDNESDAY

SUNNYVALE Sunrise

7:00 am Le Boulanger

LOS GATOS Morning

7:15 am Los Gatos Lodge

50 Los Gatos-Saratoga Rd

SAN JOSE Summit Ctr

4th & San Fernando

CUPERTINO

Quinlan Comm. Center

WATSONVILLE

Elk's Lodge

MORGAN HILL

Morgan Hill Comm. Center

FELTON / San Lorenzo

Mt. Hermon Ctr. / 7 am

THURSDAY

SANTA CLARA

Hilton Santa Clara

4949 Great America Pwy

SAN JOSE EAST

Ranch Golf Club

4601 Hill Top View

FRIDAY

SAN JOSE North

HP Pavilion Arena

SARATOGA

Community Center / 12 n

SANTA CRUZ

Elk's Lodge / 12:10 pm

Los Gatos Lodge

50 Los Gatos-Saratoga Rd

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Bulletin Committee Chair: Don d'Arms

Editors: Joyce Condi, Julian Rodriguez, Ron Smith,
and Patti Van der Burg.

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Web site addresses:

Los Gatos

<http://www.losgatosrotary.org>
<http://www.clubrunner.ca/losgatos>

District

<http://www.rotary5170.org>

International

<https://rotary.org>

SISTER ROTARY CLUB MEETING TIMES AND PLACES

MONDAY

PALO ALTO

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1700 Embarcadero Road

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SCOTTS VALLEY

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4th & San Fernando

CUPERTINO

Quinlan Comm. Center

WATSONVILLE

Elk's Lodge

MORGAN HILL

Morgan Hill Comm. Center

FELTON / San Lorenzo

Mt. Hermon Ctr. / 7 am

THURSDAY

SANTA CLARA

Hilton Santa Clara
4949 Great America Pwy

SAN JOSE EAST

Ranch Golf Club
4601 Hill Top View

FRIDAY

SAN JOSE North

HP Pavilion Arena

SARATOGA

Community Center / 12 n

SANTA CRUZ

Elk's Lodge / 12:10 pm

Los Gatos Lodge

50 Los Gatos-Saratoga Rd

MEMBER INFORMATION

As the Cat Tale will again be published on our web site, we will cease posting new member info and member address corrections in the Cat Tale, for privacy reasons. For this information, use the **Clubrunner Members Area**, which is NOT available to the public.

MEMBERS INDUCTED IN FY 2015-2016



Angelique Pimentel



Henry Vitkovich



David Karwowski

MEMBERS INDUCTED IN FY 2016-2017



Joyce Cordi



Ketan Shah



Geraldine Arce



Marty Fishman



Dick Konrad

MEMBERS INDUCTED IN FY 2015-2016



Michelle Behr



Jack Chevlen



Michael Bisbee



James Park



Leola Edmond



Neal Mudgett



Margaret Smith



Canan Sonuk



Madeline Smith

MEMBERS INDUCTED



Greg Butterfield



Amy Potts



Cathy Schumacher



Chad Clemings



Janice Gali



Shane Rogers



AnnMarie Valle

IN FY 2014-2015



Patti Van der Burg



Gordon Levin



Kathy Murtfeldt



**ROTARY CLUB OF LOS GATOS
2017-2018 OFFICERS**

President	Suzanne Boxer-Gassman
President-Elect	Andrew Howard
Vice President	Tom O'Donnell
Secretary	Andrew Stearns
Assistant Secretary	Paul Mudgett
Treasurer	Ed Bowen
Assistant Treasurer	Dan Snyder
Immediate Past President	Tony James

**ROTARY CLUB OF LOS GATOS
2017-2018 DIRECTORS**

Club Meetings Director	Greg Gentile
Membership & Communications Director	Dan Doore
Club Events Director	Greg Smith
Community Relations Director	Amy Potts
Youth Services Director	Colin Duerson
Philanthropy and Finance Director	Tom O'Donnell
Sergeant-at-Arms	Greg Butterfield
Rotary International President	Ian Riseley
Rotary District 5170 Governor	Owen Mahoney