



# Palo Alto Rotary Club Pinion



October 15, 2007    Reporter: Lyle Connell    Editor: Lyle Connell

DICK MANSFIELD lead us all in a rousing pledge to the Flag of the United States of America.

## WHO'S VISITING

Rotary visitors and guests were introduced by ARNE STOSCHEK. There were no visiting Rotarians, an unusual occurrence.

Visitors (Hosts) were E. J. Hong (ISRAEL ZEHAVI), Cindy Smith (JOAN PLASTIRAS), Margie Glick (Mom of DARYL SAVAGE), Bess Greenstone (SY GREENSTONE), Adrian Mikolajczak (GEOFF ZIMAN), Sharon Luciw, Fred Sherman, and Chien Shih (MARTHA KANTER).

## THE COMMUNITY COLLEGE PROBLEM



BETSY BECHTEL wanted to bring to our attention to three items: 1st Things she is involved with, 2nd The community college problem and 3rd What we can do about it. She believes that California is at risk because the younger generation is not getting the much-needed education to succeed in this information based

economy. The problem is that a large percentage of students start community college, but do not finish, due in large part to having to work their way through college. We could do something about this problem by supporting scholarships or other ways, so that the students would not need to work

## THE INDUCTION

Two new members were inducted into the club today: ADRIAN IKOLAJCZAK, sponsored by GEOFF ZIMAN and .E.J. HONG, sponsored by ISRAEL ZEHAVI  
Welcome to the Palo Alto Rotary club.



## WHAT'S COMING UP

**October 22 - Rotary International Partner will speak in support of The Rotary Foundation.**

**October 29 - Michael Nierenberg, M.D., Weight Loss, One Bite at a Time**

## JOINING THE PRESIDENT'S CLUB



ANNETTE GLANCKOPF joined the club by sincerely thanking several Rotarians who made the annual "Rhythm of Autumn" event, the previous night, a huge success: VICKY CHING for her delicious generosity; LIZ KNISS for her continued graciousness, NINA MOORE-our perennial party planner; DARYL SAVAGE-eloquent writer for the Weekly. A few other

Rotarians ANNETTE recognized were: STEVE PLAYER, DAVID BLITZ, PAT BURT, DIANA DIAMOND, RUTH SCHNEIDER, AND SHERRI SAGER.



WARREN THOITS joined in honor of being a great grandfather.

JULIE JEROME also joined the Presidents Club.



## WHAT'S GOING ON

ART STAUFFER reminded us of the challenge made by RALPH ADAMS for his matching grants benefiting the Foundation, while climbing to top of Mount Kiilmanjaro. Please sign up.

MIIKE COUCH gave us an advance notice about the upcoming Charity Month. I did not hear which month it is, but I am sure we will hear more about it later. Please keep it in mind.

GLORIA HOM was keeping the pressure on by emphasizing how important it is make your contribution to the foundation.

HAL MICKELSON reminded us that the next social is Thursday, November 1st, 2007, 6:30 - 8:30 PM. Hosted by Cyrille Betant & Fiancé Heather McGregor at their home, 15 Kittie Lane, Belmont.

## WINNER'S RULES



We were treated to an inspiring presentation by Tony Seba about “Building a Winner” (The real reasons Apple, Google, Symantec, Skype, and others built winners and beat their competition.) Mr. Seba is author of “Winners Take All - The 9 Fundamental Rules of High T e c h . ”

The first example cited illustrated a fundamental rule was the I-Pod, which was really the first product from Apple that had a significant market share. The winning strategy was to provide an “experience” that was “**easy to adopt.**” The second example cited an innovative program developed to measure investment analyst’s performance and their field of expertise. In this instance, it was learned that winners “**add value not features**”

A third example was in the computer protection world where a languishing Symantec became a winner by “**focus,**” “**commit, win, grow, repeat**”.

The last example was Netflix, which illustrated the power of “**stories**” and the resultant emotional engagement.

Time did not allow discussion of the remaining rules, but they can be had by reading the book.

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## PALO ALTO ROTARY

PRESIDENT: Rob Lancefield. PRESIDENT-ELECT: Mike Couch. PAST-PRESIDENT: Art Stauffer. DIRECTORS: Ralph Adams, Cyrille Betant, Trish Bubenik, Hersh Davis, Monica Devincenzi, and Sherri Sager. TREASURER: Mike McMahon. ENDOWMENT FUND PRESIDENT: Todd Lewis. ENDOWMENT FUND TREASURER: ??? SECRETARIES: Ruth Schneider. Bob McCowan, Janet Wells. CLUB RECORDS: Joyce Cusick, PARotaryRecords@aol.com. WEB SITE: www.rotarypaloalto.org.

## OTHER ROTARY MEETINGS

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#### TUESDAY

Los Altos: China Shuttle, 22382 Homestead Road, 19:15

Mountain View: Adobe House, Moffett & Central

Mountain View, 12:15

Sunnyvale, Ramada Inn, 1217 Wildwood Avenue,

Sunnyvale, 12:15

#### WEDNESDAY

Menlo Park: Menlo Park Recreation Center, Menlo Park, 12:15

East Palo Alto Senior Center, 560 Bell Street, East Palo Alto, 12:15

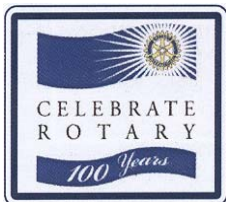
Woodside/Portola: Woodside Village Church, Woodside, 07:30

#### THURSDAY

Los Altos: Garden House, 400 University Avenue, Los Altos 12:15

#### FRIDAY

Palo Alto University: Sheraton Hotel, El Camino, Palo Alto, 07:15



**Rotary Club of Palo Alto**

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