

Palo Alto Rotary Pinion

Weekly Newsletter

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UPCOMING PROGRAMS

August 17 - Linda Craighead, Public Arts Commission - Visuals and Controversy

August 24 - Archaeologist, Mark Hylkema, Early Palo Alto - Ohlone Indians

August 31 - Don Kennedy, Dealing -- or not -- with the Climate Crisis

CALL TO ORDER:

RALPH ADAMS started the meeting at 12:15PM. TRISH BUBENIK led the pledge of allegiance.

JIM SUTHERLAND welcomed our guests:

Visiting Rotarians- Peter Voll from the PA University Club

Guests: Richard Bush, guest of MIKE COUCH; Ellie Mansfield, Christina Floyd, Mike Yearly, guests of DICK MANSFIELD; Eric Butler guest of BOB McCOWAN; Evan Lurie guest of WALT HAYS, Father Eugene Boyle, guest of DENNIS BOYLE; Peter Steiner guest of JACK WOODSON.

OPENING REMARKS

Were provided by JACK WOODSON, who shared insights on the San Francisco Giants and how the Giants fulfill the Rotary 4 Way test. Jack predicted success to the Giants if they follow the 4 Way and act as leaders, building good will and friendship through the game of baseball.

PRESIDENTS CLUB

RALPH convened a successful round of President's Club donations with TRISH BUBENIK honoring her 94-year-old dad following his back surgery, and STEVE MADSEN celebrating new twin grandsons.

PROGRAM:

STEVE PLAYER honored BILL ALLHOUSE and welcomed William Neukom, CEO of the San Francisco Giants. Speaking on "The Giants' Way," Neukom, a lawyer by trade, became the leader of Giants baseball in October 2008, taking over for Peter Magowan as the team's Managing General Partner. The immediate past president of the American Bar Association, Neukom served as general counsel for Microsoft for 17 years.

Wearing one of his signature bow ties, Neukom provided

insights on the business of baseball, citing at least seven businesses categories the Giants pursue including: Playing baseball, entertainment, community service, information, talent development, education, and investment management.

But its clear baseball is more than a business for Neukom, who called the national pastime "the most nuanced and most subtle of all the major sports," and pointing out "there is no clock" in baseball.

He was upbeat about the Giants this season, so far playing over .500 ball, by "stepping over losing ways" of the past seasons.

For more on Bill Neukom and the Giants, see <http://www.sfchroniclemarketplace.com/cgi-bin/article.cgi?f=/c/a/2008/10/08/SPO413CRLR.DTL&hw=ratto&sn=004&sc=227>

QUESTIONS AND ANSWERS

Q: What about a Dave Fleming (announcer) retention program?

A: Fleming is joining a great history of Giant's announcers, including John Miller and Lon Simmons.

Q: Do the Giants have a proactive drug program?

A: We're working on it. Baseball is held to a higher standard than other sports.

Q: What's been the impact of the current recession?

A: 19,000 less season tickets sold this year.

RALPH closed the question period, thanked Bill for his insights on the Giants, and promised a dictionary would be placed at Green Oaks Academy in Bill's honor.

Last minute Auction!! A Giants jersey was bid up to \$500 by BRUCE GEE, and an autographed bat went to VIC ROSASCO for \$300.

A charitable success capping off a great Rotary meeting!

NEARBY MEETING PLACES

[Palo Alto Rotary - Meeting Information](http://www.rotarypaloalto.org)
www.rotarypaloalto.org