

Palo Alto Rotary Pinion

Weekly Newsletter

Date: September 26, 2011

Reporter: MIKE McMAHON

Editor: LYLE CONNELL

CALL TO ORDER

President SHERRI SAGER opened the meeting at 12:15 and introduced SUE HARTENBAUM who led the Pledge of Allegiance.

RICK TIPTON introduced:

Visiting Rotarians: Mary Qian of the San Mateo Sunrise Club, who is the editor of a local Chinese radio station, and Candace Roney of the San Jose Club, who is a Hospital Administrator.

Guests of Rotarians: Ken Lye, guest of DICK BUSH; Mark Garcia, Speaker's Guest; Jacob Savage, guest of DARYL SAVAGE; Lnz Leibson, guest of DARYL SAVAGE; Paul Wineman, guest of WALT HAYS; Bill Roth, guest of SAM GORDON; Jon Stouman, guest of GEORGE WHEATON; Monique Le Conge, guest of STEVE EMSLIE.

OPENING REMARKS

DICK BUSH'S Opening Remarks were entitled, "Apple's Core." He described Apple's management structure and expected



leadership style changes as the company evolves from a period of Herculean, charismatic style of the founder, Steve Jobs, to that of the more low-key Tim Cook. He then described the three different "companies" within Apple. The first is that of the 12,000 employees in the decision making and innovation group in Cupertino, which includes Marketing, Finance, and the Design Group, who are expected

to do a clearly-defined job as well as they can, but will be summarily fired if they fail. Apple's aversion to big mergers or acquisitions leaves them "minding their orchard" full-time.

The second "company" consists of the 50,000 other full-time employees, most of whom are in marketing and sales. A surprising number of these are the fresh-faced university graduates, sweating it out behind the Genius Bars in the Apple Store.

The third group is the vast army of contract manufacturing employees across Asia, assembling Apple's products. Tim Cook, the supply chain expert, pulled Apple out of manufacturing in the late 90's. No inventory and no unions have been vital to forcing down Apple's costs. About 20,000 Apple employees manage this logistical function. This allows precise control without ownership.

SERVICE OPPORTUNITY

DICK FREEMAN is looking for a few good, additional Rotarians to supplement those who drive ISRAEL ZEHAVID to our meetings.

BLUE BADGER

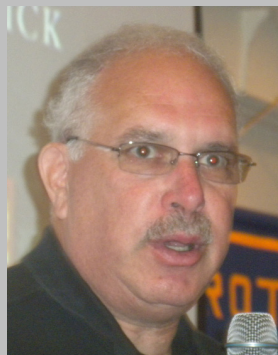
GINNY LEAR presented a Blue Badge to MARK



STEVENSON. The Palo Alto Club is the 5th Rotary Club Mark has belonged to in his 28 years as a Rotarian. Mark disclosed that Palo Alto is his favorite!

PROGRAM

Supervisor LIZ KNISS introduced our speaker, Ted Atlas, who retired from the Santa Clara County Sheriff's Department, and has since worked more than 20 years with the Security Department of the San Francisco 49ers. He has worked 24 Super Bowls, and is now the author of a paperback book "Candlestick Park (Images of Sports)."



Ted took us on a Bay Area sports trip down memory lane, from the days of the Seals through the founding of the 49ers, to the transfer of the Giants from the Polo Grounds to San Francisco. As Don Draper said, "Nostalgia takes us to a place where we ache to go again." He showed pictures demonstrating the provenance of Candlestick Park architectural elements to be in the Mayan Temples of Chichen Itza! He conceded that the wine-sipping 49er fans of yore have evolved into much more of a free-for-all type of support, which has been countered by a capability to text message security with the location of particularly obnoxious fans. There are now many more ejections.



UPCOMING PROGRAMS

October 3 World Community Service Program

October 10 Charles Munger – Redistricting in California

October 17 Panel Discussion on Palo Alto Measure E