

Palo Alto Rotary Pinion

Weekly Newsletter

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Reporter: DON MORGAN

Editor: LYLE CONNELL

PRESIDENT HAL led the Pledge at 12:20 to start the meeting.

He then welcomed Shirley Negrin and her daughter, Lenore Arnberg, to the podium. Shirley expressed appreciation for the role the Club played in her late husband, DAVID NEGRIN's, life. Citing a favorite saying of his, "Give 'til it hurts," in his memory she presented a check for the Endowment Fund for \$10,000, saying the gift did not hurt at all. For the Endowment Fund, IRIS KOROL thanked the



family. A standing round of applause followed. Later in the meeting, TRISH BUBENIK and LE LEVY each joined the President's Club in DAVID's memory.

PRESIDENT HAL resumed the meeting at 12:40, asking SAM WEBSTER to repeat a joke that had just evoked loud laughter at his table. In a thought-for-the-day vein, SAM told of a man who wanted to dispose of a refrigerator and placed it on his lawn with a sign saying "FREE." Days passed with no action, whereupon the sign changed to "\$50;" and the refrigerator was promptly stolen.

INTRODUCTIONS TODD LEWIS introduced Visiting Rotarians: Gian Luca Casadio of the Imola, Italy, Club; Carolyn Fries of the St. Petersburg, Florida, Club; and former member KLAUS HEINEMANN of the Gualala, CA, Club. At TODD's invitation for members to introduce their guests, SAM WEBSTER introduced Sarah Webster Goodwill and Neil Hannon; RAMONA AMBROZIK introduced Katie Marshall; DARYL SAVAGE introduced Vicki Schultz; MONIQUE LE CONGE introduced Jessica Goodman, and Visiting Rotarian Carolyn Fries introduced David Fries.

WE CARE COMMITTEE DICK FREEMAN announced that DIANA DIAMOND is suffering from a debilitating, but treatable ailment; and asked members to sign a get-well card that was circulating.

OPENING REMARKS KAREN KIENZLE talked about partnerships and the value of working together, using as examples various alliances that were remodeling the Palo Alto Arts Center. She invited visits to the Center when it reopens on Oct. 6th.



AWARDS

ANNETTE GLANCKOPF reported on a very successful Club entertainment at Greer Park the preceding day to celebrate the elegant and durable shades that members constructed over five

picnic tables there; and called to the podium for special thanks STEVE EMSLIE, who organized the event, SCOTT GLISSMEYER, who produced the YMCA's barbeque grill, and CASH ALAEE, who put the grill to superb use. SAM WEBSTER praised BILL BUSSE's leadership and hard work in designing and supervising the construction of the shades. ANNETTE displayed blue caps with the Rotary International emblem and "PALO ALTO ROTARY" in gold that she had presented to the construction force, and said that she had a supply of the caps available for ten dollars.

RICK RAYBIN joined the President's Club in honor of asking OLIVER COOLIDGE to delay joining for RICK introducing OLIVER to Ed Lee, Mayor of San Francisco, who officiated at and OLIVER witnessing the Marriage of **RICK RAYBIN and RAMONA AMBROZIC RAYBIN**. **Congratulations to RICK and RAMONA from Palo Alto Rotary!**

PRESIDENT HAL thanked the members staffing the meeting.

THE PROGRAM: Radha Basu, Frugal Innovation

TOM GRACON reviewed Radha Basu's extensive and varied experience and provided examples of small scale frugal innovation, and said that how to scale up presented a big challenge that she would address. She focused on creating accessible, affordable, and appropriate technologies for emerging markets/developing countries, which in India alone comprise hundred billion dollar markets. She emphasized that mobile phones play a transformative role in the economic growth of emerging markets,



leapfrogging land lines at very low costs to facilitate communications and access to enormous amounts of relevant data. Three-quarters of the world's 5.3 billion mobile phones exist in emerging markets; and aggregate Gross National Products of developing nations are projected to surpass those of developed countries in 2016. Professor Basu sees substantial opportunities in the U.S. and other developed economies to develop frugal-innovation products and processes. It is necessary to start such development with consumer needs and work backwards. Three "bottom lines" must pass muster: financial, social, and environmental. Among the developments already in place is a cell phone/microscope combination that uses the phone's camera to transmit images of microscopic images, useful in medical advances and other fields. The slides shown in her presentation are available at www.scu.edu/socialbenefit/innovation/frugal/ (select "context"). She was still enumerating exciting frugal-innovation advances when the meeting time expired. **PRESIDENT HAL** wished another half hour were available, as a warm round of applause thanked the speaker.

FUTURE PROGRAMS

August 13 **Sgt. James Reifschneider**, Fraud & Identity Theft: How You Can Protect Yourself

August 20 **Phil Taubman**, International Security / International Relations

August 27 **Amir Dan Rubin**, Stanford Hospital President and CEO

Meeting Information www.rotarypaloalto.org

