

Palo Alto Rotary Pinion

Weekly Newsletter

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Editor: LYLE CONNELL

The front office crew today was DAVE THORNTON handling visitors, WALT HAYS handling lunch money, STEVE MADSEN handling all the set-up, and E.J. HONG manhandling the errant members who failed to sign in properly. RALPH ADAMS led us in the salute to the flag. At the start of the official meeting, ART STAUFFER introduced two sole visitors: Stu Ganz, a Rotarian from the San Jose Club, whose vocation is cable TV advertising, and Alex Scollon, head of the Palo Alto Players, who was the guest of BEN THRELKELD. ART also welcomed BILL BETHKE, who we have not seen at meetings for a while.

DICK FREEMAN announced the circulation of two get-well cards. One was for ARNE STOSCHEK, who had suffered a hiking accident, and the other was for RUTH SCHNEIDER, who is not well enough to attend meetings. KRISTIN WU reminded us in her opening remarks that it was Grandparent's Day. To commemorate this, she offered us a pair of heartfelt poems on this theme. MIKE McMAHON announced that our sister (Friday breakfast) Palo Alto University Rotary Club is having a charitable Golf Invitational Match at the Palo Alto Municipal Golf Course on October 26. It will be a 9-hole scramble starting at 1:30 PM on Friday, October 26, costing \$75. Let MIKE know if you are interested. GINNY LEAR brought to our attention an opportunity to take part in the Nigerian program of polio immunization, as well as to attend the West African Project Fair in Lagos, Nigeria. The trip will take place October 9 – 17 and costs \$1700. There are only a few of the 35 spots left. Anyone interested would need to make up their mind this week. E-Mail or phone GINNY for more details.

President HAL MICKELSON then embarked on the main event of the day – Club Assembly/State of the Club. He started by reeling off some highlights for an elevator speech extolling with pride and excitement the virtues of our Rotary Club, which comprises 140 top-notch professionals, includes many prominent local leaders, provides \$50,000 - \$60,000/year to charitable causes, encourages great friendships, enjoys a parade of outstanding speakers, and assists in the worldwide efforts of Rotary International in providing clean water to impoverished populations and conquering the scourge of polio. Other items worthy of bragging rights last year are the Greer Park shade project spearheaded by BILL BUSSE, and the sister city signpost in front of the Palo Alto City Hall, organized by CHESLEY DOUGLAS. Essentially, we need to recognize that we have a wonderful product to sell; and we need to be active doing that.

All this leads up to the fact that maintaining our 135 -140 level of membership means that we have to recruit 15 new members a year, just to replace normal drop off. HAL said that his goal is to add a net of 5 new members; so the challenge is to bring in a total of 20 new members this year. One of the objectives of the break-out sessions at the end of the meeting was designed to address this target.

There is a big upcoming social event slated for Wednesday, October 3, at the home of IRIS KOROL from 5 to 7 PM. It is essential that members sign up in advance, because nibbles will be provided. Guests are welcome to bring white wine (and solely white wine). Other important events to note are: District Avenues of Service Dinner on October 25 (The club will pay for your attendance); The Annual District Conference will be held at a resort in Napa on March 21 thru 24; The Rotary International Convention will be held in Lisbon, Portugal, on June 23

thru 26, and The Debunking Dinner will be rescheduled to accommodate those who wish to attend (so no escape from mortification for you HM).

President Elect STEVE EMSLIE then reviewed the various club committees, which are a particularly vital part of our operations. He also identified the leaders and individuals involved. If you go to the club website at <http://www.rotarypaloalto.org/Committees.cfm>, you will find the very latest and most complete list of committees, projects, and players, faithfully compiled by GINNY LEAR. Steve also stated that we need to recognize JOYCE CUSICK's part time administrative role for the club. To avoid overload of this great resource, requests for JOYCE's involvement should be run through HAL as club president or E.J. HONG as club secretary.



President HAL clarified the financial commitments expected of members, so that it would not seem that we are always being asked for money. The 4 ½ basic asks are:

1. Mandatory Annual Dues of \$300 (due before end of September)
2. A contribution to the Palo Alto Rotary Annual Charities (401c3) and assistance in raising the \$63,000 that we give to LOCAL charities. This figure includes the President's Club amounts and the \$20,000 - \$25,000 provided from our Endowment Fund each year.
3. A contribution to the worldwide Rotary Foundation, part of which comes back to the club for international and local (\$4,000 to Green Oaks Academy) charitable projects. The club will be looking for "Double Sustainers" at the \$200 level in the month of October.
4. A contribution to our Palo Alto Rotary Endowment Fund. Last year, 89 of our members gave an average of \$274 to this fund.

The ½ is for the December gratuity for our devoted lunch servers.

In reviewing the above, it is appreciated that some members may be in the fortunate position to give more, and others may be restricted to giving lesser amounts, but the aim should be for us all to give something.

To set the giving tone, President HAL raffled off two tickets to the coming Saturday Stanford – Trojans game, which BRUCE GEE snapped up for \$275. HAL MICKELSON promptly and generously matched this amount with a contribution to the Endowment Fund, even though BRUCE failed to guess that HAL's necktie proclaimed him a Savoyard devotee.



The meeting concluded with several breakout sessions covering the following topics: Engagement of Members; Membership; Outreach/Image/News Media; and Room Layout. The recorded results of those deliberations by the members will be presented soon

FUTURE PROGRAMS

September 17 - New Member Talks, **Ramona Ambrozic, Jon Stoumen, and Brian Schmidt**

September 24 - **Bill Johnson, Palo Alto Weekly**, As newspapers die, what becomes of journalism & democracy?

Meeting Information www.rotarypaloalto.org