

# Palo Alto Rotary Pinion

Weekly Newsletter

Date: September 9, 2013

Reporter: BRIAN STEEN

Editor: LYLE CONNELL

President STEVE EMSLIE welcomed everyone and started the meeting at 12:32 PM by leading the Pledge of Allegiance.

**Our Guests** were welcomed by STEVE:

**VISITING ROTARIANS:** Nash from [Rcckknagar, India](#), who exchanged banners with STEVE; Richard Schoelerman from PA University Club; and Helge Pfeiffer from [Rotselaar, Belgium](#)

**ROTARIANS WITH GUESTS:** Katie Malone, guest of DICK BUSH; Jackie Schoelerman, guest and wife of Richard Schoelerman; Kurt Busse, guest and son of BILL BUSSE; and Kam McCowan, guest and daughter of BOB McCOWAN

**OPENING REMARKS** were provided by ROB LANCEFIELD, who



reminded us that September 11<sup>th</sup>, will be the 12<sup>th</sup> anniversary of the destruction of the World Trade Towers in New York City, and the dawning of a new age of how we Americans view ourselves and the rest of the world. As the debate over whether or not to bomb Syria rages on, quite a few people I know say that the situation in the Middle East is hopeless, and that the cooperation of members of some of the world's major religions will never happen. But I'm standing here to say that many of us in this room have said, "Nonsense! We

have already demonstrated that the members of these religions can cooperate, while preserving their own religious freedoms, but still focusing on problems common to all of us." Rob gave detailed examples where he has witnessed such cooperation within Rotary and our communities.

One of the major attractions to Rotary is that it *is* a place where people of different faiths and backgrounds come together to work and make our city and our world a better place.

## ANNOUNCEMENTS

Our newest member, JACKIE SCHOELERMAN was welcomed by BEN THRELKELD. JACKIE is formerly a member of the Menlo Park Rotary and is sponsored by ANNETTE GLANCKOPF.



GINNY LEAR gave upbeat news about KRISTIN WU, who gave birth to a baby girl on August 24. She is named Kassidy Wu Lemmi; parents and baby are well and happy.

BILL FOGARTY announced PA Rotary Endowment Board will meet 9/10/13 at 9 AM at ROB LYMAN's office at 2600 El Camino Real, Suite 500. Two positions are open on the Endowment Board. If you have an interest, please speak to or email BILL FOGARTY. Experience with Quickbooks would be a plus. [fogartyw@pacbell.net](mailto:fogartyw@pacbell.net)

## PROGRAM



MEL MATSUMOTO introduced Stuart Crabb, who is responsible for Learning and Development at Facebook. Before joining Facebook, Crabb was a senior consultant at Marcus Birmingham and is also the former head of talent development at Yahoo. A native of the Isle of Wight in the United Kingdom, Stuart has spent 22 years in human resources management with companies around the world.

**Stuart Crabb, Dr.** for Learning and Development, Facebook, "OMG!



They R Here! Engaging Generations X, Y and Z" was Stuart's title for his presentation. He started by presenting clarifying information about Facebook:

Who is [Facebook](#)? A community of disruptors and innovators that has gone from a startup to being ubiquitous. FB is never satisfied with the status quo. FB is driven by the core mission to make the world a better place. FB succeeds by exploring its consensus and data driven decision making culture. Stuart illustrated several observed demographics that affect and

drive Facebook's programs.

### 1. Multi-generation characteristics at work:

Boomers —1946-1965. Strong work ethic, respectful and loyal. Approx 2-3 career changes.

Gen X—1965-1979. Independent. Approx. 4-6 career changes.

Gen Y—After 1979. Need to know "why." Peer oriented. Value driven. Approx. 6-10 career changes.

### 2. Motivations

B—Moving up the ladder

X—Flexible schedule and being appreciated

Y—Need and expect praise, such as co-worker recognition

### 3. Attitudes

B—Gen X lacks respect and direction

X—Boomers should stop telling X'ers to be like Boomers

Y—Boomers should relax, have fun and retire soon

### 4. Opportunities

B—Acknowledge their experiences

X—Provide freedom and recognition

Y—Teamwork and solidarity

Careers at FB are extrinsic with an open office environment, wellness and fitness centers, on-site amenities, such as free food and laundry.

Stuart proudly concluded by stating that Facebook's 5,500 employees have built a successful communications network for 1.2 billion people worldwide.

Q: How are personnel problems managed?

A: Frequent personnel assessments

Q: How do cohort peer reviews work?

A: It works, but peer review is clearly an imperfect process, due to inconsistent cohort input.

## ADJORNMENT & ANNOUNCEMENT:

STEVE thanked Stuart for his informative presentation and adjourned our meeting, announcing that our next week's speaker will be Santa Clara County Supervisor, Joe Simitian.

STEVE also thanked the various Rotarians that volunteered to make this meeting possible.

## FUTURE PROGRAMS

**Sept. 16 Supervisor Joe Simitian, State of the County**

**Sept. 23 Tony Kovaleski, Chief Investigative Reporter, Inside the Investigative Unit at NBC Bay Area**

**Sept. 30 WALT HAYS, Rotary World Community Service**

Info: [www.rotarypaloalto.org](http://www.rotarypaloalto.org)