

Palo Alto Rotary Pinion

Weekly Newsletter

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CALL TO ORDER

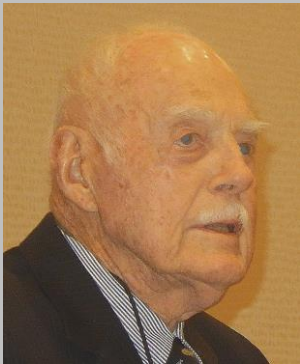
President STEVE EMSLIE called the meeting to order at 12:30 and led the Pledge of Allegiance.

GUESTS.

Guests of Rotarians: BRIAN SCHMIDT'S wife, Karen Coppock; MIKE McMAHON'S daughter, Molly; OLIVER COOLIDGE's daughter, Chrissy; and DENNIS McGINN'S guest, Peter Shambora.

OPENING REMARKS

CHESLEY DOUGLAS talked about the death of a longtime Palo Alto Rotary member, SOMEONE ELSE. He described the difficulty of replacing SOMEONE ELSE, who volunteered for every Rotary project from Hands On, to the Annual Auction, to the distribution of the Dictionaries to the East Palo Alto elementary school. SOMEONE ELSE was reputed to be a big contributor to the Rotary Foundation, the Palo Alto Rotary Endowment Fund and to the Annual Auction!



ANNOUNCEMENTS

TOM GRACON announced that he and Co-Chair, ANNETTE GLANCKOPF, are still looking for a few more good public speakers from Gunn or Paly for the Speech Contest at 7 PM on Thursday, January 23rd at the City Council Chambers.

BEN THRELKELD announced that there will be a Red Badge meeting after the February 3rd Rotary Club meeting. GINNY LEAR announced that, at future meetings, the Elks Club door on the South side of the building will no longer open for access.

BRUCE GEE announced that tickets for the Annual Auction, scheduled for April 4th at the Palo Alto University Club, will go on sale in a couple of weeks. Auction Item Donation Forms were distributed to all tables. The first items donated were: a case of wine from BERT ROSE, and another case of wine from MIKE COUCH.



PROGRAM

YORIKO KISHIMOTO introduced our Guest Speaker and Palo Alto Rotarian, DENNY BOYLE, a Partner and Founding Member of IDEO, a 625 member Palo Alto-based design company with 10 other locations around the world. Denny is also a consulting assistant professor at the D School at Stanford



University. The subject of his talk was, "Design Thinking on Health for the Underserved at IDEO.org", a 25 member subsidiary of IDEO focusing on working with foundations in the social sector. Their process takes a human-centered approach tying together People, Business, and Technical factors in developing countries, including the United States. Many of their projects start out with a statement, such as, "How might we....?" By way of examples, Denny described 3 recent projects out of about 30 completed in the last 3 years. Working with World Health Partners in India, the project team asked, "How might we improve health in Bihar state?" The team focused on the first line of delivery, small rural clinics, to increase their capabilities, sanitation, organization, tools, and telemedicine to urban physicians. Working with the Unilever Foundation's Water Solutions for the Urban Poor in Kumasi, Ghana, the team focused on the lack of any toilet facilities in the urban dwellings. They designed an inexpensive camping toilet and then established a frequent collection service funded by small payments. The service required training, branding with uniforms, a collection center to start composting and, hopefully, the beginning of a virtual cycle. Working with the Global Alliance for Clean Cook stoves in Tanzania, the team learned about the local matriarchal culture and established a goal of moving up the fuel ladder, from wood to charcoal to kerosene to gas. They helped to create sustaining businesses to provide these services.

UPCOMING PROGRAMS

- Jan 27 **Stephanie Martinson**, "Racing Hearts Project"
- Feb 3 **Jacqueline Copeland-Carson**, Executive Director, African American Women's Development Fund
- Feb 10 **New Member Talks**

Info: www.rotarypaloalto.org