

Palo Alto Rotary Pinion

Weekly Newsletter

Date: October 27, 2014

Reporter: DON MORGAN

Editor: LYLE CONNELL

After twice determining that JOHN KIDD could hear and understand her, PRESIDENT E.J. HONG opened the meeting at 12:30. KAREN KIENZLE led the Pledge.

Visiting Rotarian Steve Ross, Past President of the PA University Club attended the meeting, as did BEN THRELKELD's guest Terry O'Grady, DANA TOM's guests Heidi Emberling and Max McGee, and DAVE THORNTON's wife Mary Alice Thornton.



DICK MANSFIELD focused his Opening Remarks on application of Rotary's 4-Way Test to TV ads for or against political office seekers. The audience's bemused reaction left no doubt that every recent ad would fail the Test and many would fail all four parts. DICK ended with a wry question how the printed pro and con statements for propositions on the ballot would fare. The applause was warm indeed.

Although surprised that DICK had just spoken of the 4-Way Test, PRESIDENT E.J. on a more upbeat note, read a prepared statement about the origin of the test: "It was created by Rotarian Herbert J. Taylor in 1932 when he was asked to take charge of the Chicago based Club Aluminum Company, which was facing bankruptcy. Taylor looked for a way to save the struggling company mired in depression-caused financial difficulties. He drew up a 24-word code of ethics for all employees to follow in their business and professional lives. The 4-Way Test became the guide for sales, production, advertising and all relations with dealers and customers, and the survival of the company was credited to this simple philosophy."

E.J. thanked today's Cashier DICK FREEMAN, Welcome Desk staffer JACKIE SCHOLERMAN, Pinion writer DON MORGAN and editor LYLE CONNELL, and for room set up, JOE SINNOTT and STEVE MADSEN.



NINA MOORE asked us all to mark our calendars for the holiday party on December 2, to be held in the home of Brian and Sandy Steen.

SALLY TOMLINSON, Chair of the Programs Committee, asked us to fill out a questionnaire going out electronically later in the week about recent program speakers and to do so candidly, giving the feedback the Committee feels it needs. On behalf of the Annual Charities Committee, LEN ELY explained what the Committee does (gives away money) and invited anyone interested in joining the Committee to speak to him or BILL JOHNSON.



PRESIDENT E.J. and Membership Committee Chair BEN THRELKELD inducted RICHARD KELLER into membership in the



Club, after his sponsor STEVE MADSEN spoke briefly about him as his longtime friend, neighbor, and expert sailor.



Contributions to the President's Club came from ROSEANNE FAIRTY whose oldest son married last month, and GLORIA HOM who completed a group tour to China.



School Board Member DANA TOM enthusiastically introduced our featured speaker, Dr. Max McGee, Superintendent, Palo Alto Unified School District, who talked about "Preparing Students for Careers That Don't Exist." Dr. McGee illustrated how different jobs come and go, more rapidly today than ever before, so that it is



incumbent on our educational systems to teach students how to learn, not just to impart knowledge. Among other things, he said that innovation proceeds best and most frequently through collaboration within a group, as opposed to "light-bulb moments" experienced by individuals isolated in a garage. He talked of "the smartest kids in the world" as characterized by rigor, persistence and taking school seriously. He reviewed extensive research findings on what schools need to do, and then addressed "what we are doing about it". A spirited Q&A session followed, past the usual closing time.



PRESIDENT E.J. told Dr. McKee we are contributing in his honor a reading book to the Green Oaks Academy in East Palo Alto, and adjourned the meeting

UPCOMING PROGRAMS

November 3, Gloria Duffy CEO, and former Deputy Assistant Secretary of Defense in Clinton Administration: "*The Crisis in Ukraine*"

November 10, Tina Selig, Professor of the Practice Dept. of Management Science and Engineering, Stanford University: "*A Crash Course on Creativity*"

November 17, Joel Rosenthal National Training Director, VHA Veterans Justice Programs: "Assisting our Justice Involved Veterans"

Info: www.rotarypaloalto.org