

Palo Alto Rotary Pinion

Date: March 2, 2015

Reporter: DON MORGAN

Editor: LYLE CONNELL

The meeting Promptly at half past noon, our newest member REBECCA GERALDI dutifully responds to President EJ's call to lead the Pledge. Joining us are visiting Rotarians Mackenzie Malia of the Rochester Latino Rotary Club, in Rochester, NY, accompanied by her Stanford student boyfriend and guest Benjamin Pichaler; our good friend Klaus Heinemann of the Gualala Club; and, visiting his son-in-law hereabouts, Pure Schlock of the Rapla, Estonia, Club and Estonia's Ministry of Agriculture. We also enjoy the company of members' guests Pam Krudop (KATIE SEEDMAN); Palo Alto City Council Member Tom DuBois, who politely but firmly rebuffs EJ's suggested French pronunciation of his last name (ANNETTE GLANKOPF); and Tim Watson (WALT HAYS).

For the We Care Committee, DICK FREEMAN, having in circulation a get well card for BETSY BECHTEL, invites those who had not yet signed to pay their respects personally at the table here today where BETSY happily awaits them. He also invites signatures on a greeting card circulating for NINA MOORE, whose very ill husband requires her full attention. DICK announces a funeral service for former member Harry Browne on Saturday March 21st at St. Albert the Great Church on Channing Avenue at 10:00 AM, with a reception to follow until 1:30 PM.



For Opening Remarks ROB LYMAN references the Securities and Exchange Commission's recent decision on net neutrality. Leaving aside the substance or merit of the decision, he talks about how two politically very different organizations, Move On.org. and the Christian Coalition, cooperated to influence the SEC much more effectively than either could have accomplished alone. In general, ROB sees value for Rotarians in talking to and with those with whom we disagree. Engaging beats isolating.

EJ thanks those helping conduct the meeting, JACKIE SCHOELERMAN at the Welcome Desk; cashier RICHARD KELLER; Greeter DERRICK BRITT; Sergeant at Arms JOE SINNOTT, STEVE MADSEN and RICHARD KELLER for room set-up; and DON Morgan and LYLE CONNELL respectively for drafting and editing the Pinion.

EJ calls upon members to fill out ballots on the tables for elections of the Club's Board and the Endowment's governing body. She relates the Gunn choir's appreciation of the standing ovation they received after their performance at our meeting a week ago. For MIKE COUCH, EJ asks for volunteers to chaperone at Gunn's Community Day, March 5 from 8:15 to 2:30.



WALT HAYS asks us to bring used Flash Drives and "no longer used" Lego Blocks next Monday. He explains that, in an ongoing joint World Community Service Project in the Yucatan, five members of the Los Altos Rotary Club will visit there, and along with doing service work, they will distribute these.



JOYCE CUSICK joins the President's Club to honor Katie Childress, the wife of a long time member of our club and 95 today. HENRIETTA BURROUGHS joins in honor of a planned Ravenwoods School District fundraiser, "Walk With a Dolphin". She has brochures.

JACKIE SCHOELERMAN announces the next meeting of Rotary Means Business Fellowship at the Hilton Garden Inn on March 19 from 6:00 to 7:30 AM, with a charge of \$10. She requests RSVPs by Monday, March 16, as the hotel needs to know for how many to prepare.

BRUCE GEE requests notice from those planning to attend the Crab Fest fundraiser on Saturday March 14, to enable the caterer, Ada's Café, to prepare to serve us. PETER SHAMBORA requests additional volunteers to help with set-up and during the event as needed. Great fun is planned!!

BRUCE GEE tells us the group photo of Club Members taken last week is available on the Club's website, and asks how many would like a hard copy. HAL MICKELSON volunteers that hard copies should be auctioned.

BRIAN STEEN introduces today's featured speaker Jacquelline Fuller, the leader of Google.org, Google's charitable giving unit, briefly reviewing her impressive resume. Previously working for the Bill and Melinda Gates Foundation, Ms. Fuller recounts how that Foundation worked with Rotary International on the eradication of polio, an effort that Google also supports.



Google.org provides non-profits with \$100 million annually as well as free ads and apps. Global issues present the biggest challenge; for example, Google.org promptly provided funding to combat Ebola at a time when action was urgently needed and governmental responses were only slowly being brought into the fight. Ms. Fuller's unit promotes grantee's use of computers, and strives to attract more women into the technology field. She finds non-profits' technology based initiatives highly risky and often underfunded. Google.org helps identify and compensate technology capabilities that non-profits need. She explains Google's own driverless car project as an effort to reduce teenage driver deaths, among other benefits. She was rather nervous on her first ride in such a car on U.S. 101, ready to take control of the car at any time, but by the end of the ride was comfortable, confident the car was a better driver than she. To help combat poaching of African rhinos, one of whose horns brings in \$300,000 on the black market, Google.org provided drones and auditory technology to triangulate gunshots and lead rangers in the chase, as well as to track migrations and anticipate future trouble areas. Another worthy tech effort is the development of an app that makes it possible to give funds directly to the poor around the world, with over 90% of donated funds actually getting to the poor – a much higher percentage than for funds flowing slowly through often corrupt and inefficient government bureaucracies. Ms. Fuller has found it best to work with and in teams that can act quickly and effectively, nimble and entrepreneurial teams. Google.org stresses the importance of getting good data to assist non-profits' efforts. Comprehensive data about human trafficking have helped spot patterns of illicit activity. Innovators doing good are everywhere; they need only relatively small help to change the world for the better.

A lively Q&A occurs in the limited time remaining. How does Google set the level of its giving? It aims at one percent of profits.

EJ said we are donating a reading book to an elementary school student at Green Oaks Academy in East Palo Alto in Ms. Fuller's honor

UPCOMING EVENTS

March 9 Chris Farina, Teacher of History and Social Science, Palo Alto High School "Ultimate Frisbee: History and Challenges of a unique new Professional Sport"

March 14 Annual PARC Crab Feed, Mitchell Park Community Center, 5:30 p.m. Please make Reservations on Mondays or online at our website