

Palo Alto Rotary Pinion

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Editor: LYLE CONNELL

CALL TO ORDER

President KATIE SEEDMAN called the meeting to order at 12:36 PM.



VISITING ROTARIANS

Donnie Lygonis of the Stockholm-Humlegarden, Sweden club who is in Palo Alto for 9 months for a project on a University Innovation System.

GUESTS

Guests of Rotarians: Rachel Hogan, the Director of Ape Action Africa in Cameroon, the



guest of SUSAN LUTTER. Rachel thanked our club for our contributions to the communities living around the ape sanctuary.

OPENING REMARKS



JOHN KIDD had recently read David Brooks' latest book, "The Road to Character". John contrasted two sets of values in the book, resume values such as work, wealth, and status, compared to eulogy values such as honesty and integrity. He continued by pointing out the changed view of sin from the '40's view of doing right and not wrong, an era of self-restraint, to the '60's value of self-esteem and a dismissal of the concept of

sin. He finished up by hypothesizing, in a world where choices are faced every day, a good evaluation tool is to ask: Is it the truth?

Is it fair to all concerned?

Will it build goodwill and better friendships?

Will it be beneficial to all concerned?



ANNOUNCEMENTS

REBECCA GERALDI announced the club's participation in Make a Difference Day this coming Saturday, October 24. There are still 5 openings for Rotarians at the East Palo Alto Library from 10:30AM to 1PM, helping to set up the Children's Reading Center.

PROGRAM

SALLY TOMLINSON introduced our Speaker, Michelle Quinn, Business Editor of the San Jose Mercury News. One of Ms. Quinn's interests is in the differences



in the current business boom between Silicon Valley (Palo Alto to San Jose) and

San Francisco. The two centers have different technical viewpoints and the question is which one will prevail.

The current boom is hugely focused on San Francisco. In 2014 private firms based in San Francisco received \$10 billion in investment, a bit more than the companies based in Santa Clara, San Mateo and southern Alameda counties. How does this San Francisco boom affect Silicon Valley? It causes Silicon Valley companies to make their workplaces more attractive to the younger engineers and programmers. It also pushes the Santa Clara County companies to get into the transportation business, to bring the engineers living in the City to work. Ms Quinn cited a



statistic that Google is the 5th largest transportation company in the Valley. Apple will have a transportation hub in its new Cupertino headquarters.

Ms. Quinn then raised the question, are SF tech firms too focused on solving problems for First World elite? 79% of recent startup dollars were invested in mobile

apps for young urban professionals. For example, Sprig is a phone app for mobile meals on demand, less than 700 calories, delivered within 20 minutes. At Sprig, two PhD's work on "predictive modeling" how to intelligently route cars with perishable inventories to customers. If you are interested, Ms Quinn's articles are on line at <http://www.mercurynews.com/michelle-quinn>. An article about the San Francisco tech firms is at http://www.mercurynews.com/michelle-quinn/ci_28433203/quinn-where-is-san-francisco-based-tech-boom

UPCOMING PROGRAMS

October 26, Herant Katchadourian: "The Psychology of Guilt"

November 2, Edith Cabuslay, Program Manager, SM County Chronic Disease and Injury Prevention Unit: "The Social Determinants of Health"

November 9, Dr. Walter Bortz, retired Clinical Professor of Medicine at Stanford, author of The Roadmap to 100

