

# Palo Alto Rotary Pinion

Date: April 11, 2016

Reporter: DON MORGAN

Editor: LYLE CONNELL

PRESIDENT KATIE led the pledge to begin the formal part of the meeting and welcomed Visiting Rotarians Jie Bai of the Los Altos Club and Nick Leon of the San Jose East Club. DICK BUSH introduced his guests Iveta Mitrovics, Adam Levin, Bob Grant, Carol Hensol, and Chuck Muenzen. HAL MICKELSON introduced his guests George P. Haley and Doug Goldberg. JOHN KIDD introduced his guest Jerry Carlson.



ERIC KWON's Opening Remarks focused on two French nuns who ran a soup kitchen in San Francisco serving hundreds of the homeless but recently faced eviction by a landlord eager to exploit rising property values. Once-upon-a-time- homeless but now rich and famous Tony Robbins came to the rescue, brokering a deal for rent for the rest of the year and contributing

\$25,000 for expenses. When the nuns' superior sought a kitchen of their own, Tony came up with \$50,000 for equipment. Then publicity in the Chronicle attracted more support that identified a large space Robbins bought for \$750,000 on Mission Street, between Navigation Center (for homeless) and a medical marijuana center. This reflected the Rotarian spirit of service above self.

PRESIDENT KATIE announced a meeting of the Club Board at 8 A.M. April 13 at the Presidio Bank and said all were welcome. JULIE JEROME said she and DAVID HOLLAND would be up for re-election to the Endowment Board next week, thus giving notice in this year of outsiders, none of whom came forward.

JACKIE SCHOELERMAN said Rotary Means Business meets next on April 20 at Channing House, beginning at 5:30 P.M. A panel discussion on financial independence will feature MIKE BAIRD and TIM WATSON, with Kimberly Williams of the University Club. To facilitate logistical preparations, those planning to attend should notify her at [jackie@schoelerman.com](mailto:jackie@schoelerman.com)



or (650) 855-9700.

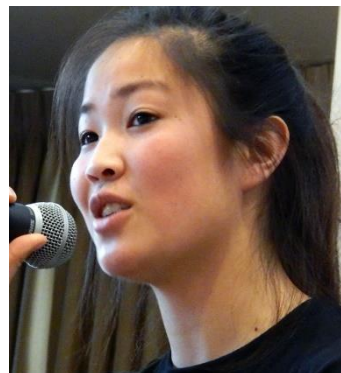


GLORIA HOM announced that LAURIE LISTON would host the next TGIF social on April 29 at Channing House. She invited Members to attend the May 1 matinee performance of Into The Woods by the Palo Alto Players starring ELIZABETH SANTANA in the lead role of the baker's wife. Club Members are entitled upon request to a discount on tickets they should individually purchase, and are welcome at a cast party following the show.

For the Vocational Scholarships Committee, ROSANNE



FAIRTY reviewed grants to eleven of a record 56 applicants. Recipients included students at the four community colleges in Santa Clara and San Mateo Counties, all very needy and well qualified, some with hours-long commutes.



Misaki Otani described the Interact Vietnam Soccer Ball Project of District 5170 and solicited funds through a raffle to help defray travel expense.



CYRILLE BETANT presented KATIE with five flags recently collected from clubs in or near Geneva Switzerland. In turn she presented his Paul Harris + 2 Sapphires pin for contributions to The

Rotary Foundation.

KATIE thanked today's Cashier BRUCE SWENSON, GINNY LEAR at the Welcome Desk, Greeters DANA TOM and E.J. HONG, DON MORGAN and LYLE CONNELL Pinion writer and editor, and STEVE MADSEN and RICHARD KELLER for room set-up.

The Program: HAL MICKELSON introduced his New Yorker friend of several decades Adam Levin, Chairman and Co-Founder, Credit.com & Identity Theft 911, whose subject was "Swiped: How To Protect Yourself in a World Full of Scammers, Phishers and Identity Thieves". HAL reviewed his friend's impressive credentials and long experience as a consumer advocate, and said his recent book "Swiped" would be available for signing and purchase at the close of the meeting.



In an actually entertaining fashion, Mr. Levin enumerated a depressingly long and varied list of cases of extensive and successful identity theft. Such misfortunes cannot be completely avoided, too much talent appears on the dark side, and ill-gotten gains have been vast. Individuals need to manage their identity and credit.



They can reduce risks by use of Mr Levin's "3Ms":  
First, Minimize exposure, by means such as not carrying Social Security cards (the numbers are passports to your life), or Medicare Cards which hide your Social only by adding a letter after it. Copy the Medicare card but block out all but two numbers on the copy and carry that for insurance purposes. Covet your information, never click on a link, rather type in unnecessary information. Get phone-data wipe-out from a legitimate organization. Use complex passwords and identification names, varying them from site to site and time-to-time. Lie about identifying data rather than give accurate family or other personal information -- but safely record the wrong data so you can use it when challenged.

Freeze your credit at once by notifying one or all three credit reporting agencies when anything seems awry. Never give data in response to a telephone call. If interested, place your own call. Use encryption of substantial financial data. Do not opt for "Remember" of any of your data.  
Second, Monitor your data, as by daily checks of bank accounts, and request financial institutions to notify you immediately of your transactions.  
Third, Manage the damages. Seek professional help and programs. The FBI advises pay reasonable blackmail to recover business data that others have taken and encrypted, if you want your data back. [Purchase "Swiped" for much more guidance.] A short Q&A closed the program, to appreciative applause.

**PROGRAMS & EVENTS**

April 18, Bill Liberatore and the Gunn Choir:  
Musical Program

April 20, Rotary Means Business, 5:30 pm, \$20 pp,  
Channing House, 850 Webster Street, Palo Alto  
RSVP: Jackie@schoelerman.com

April 25, Anthony David Wagner, Professor of  
Psychology and Neuroscience, Stanford University:  
"Media Multi-tasking: Are There Effects on  
Attention, Memory, and the Brain?"