

Palo Alto Rotary Pinion

Date: June 13, 2016

Reporters: MIKE McMAHON

Editor: LYLE CONNELL

VISITORS: ROTARIANS: Kathleen Wright of the San Jose Downtown Club, introduced by GEOFF ZIMAN;
GUEST: Dennis Keith, guest of MIKE McMAHON.

DAVID HOLLAND and MIKE McMAHON were presented with Paul Harris pins.

OPENING REMARKS



MEL MATSUMOTO presented his thoughts about the recent shootings in Orlando, Florida. He stressed the difficulty in understanding what would drive someone to undertake such an act.

ANNOUNCEMENTS

JULIE JEROME, the President of the Palo Alto Rotary Endowment Fund stated that the Endowment raised more than \$21,000 in

the current fiscal year. The value of the Fund is projected to be greater than \$717,000 at year-end, after the annual contribution to the Palo Alto Rotary Club Annual Charities this year of \$39,985. The revised by-laws of the Endowment were passed by a voice vote of Club Members.



JACKIE SCHOELERMAN announced that volunteers are requested to turn out on July 4th at 8AM to install American Flags along University Ave. Meet at 8AM at the corner of University and Webster. There will be coffee and donuts afterward.
Immediate

Past-President EJ HONG announced that President KATIE SEEDMAN will be formally debunked at 5:30PM on June 27 at Michael's at Shoreline. There will be no Noon meeting of the Club that day.



JOHN O'KEEFE was serenaded on his 88th Birthday led by Choirmaster LE LEVY; JOHN was also presented with a Perfect Attendance Award for the past Rotary year.

PRESIDENT'S CLUB

ROB LANCEFIELD contributed to honor the Club members who drafted the recent revision of the Endowment by-laws, citing the clarity, openness, and professional skills of the process.



PROGRAM

DANA TOM introduced our speaker, Dr. Jeanne Tsai, an Associate Professor of Psychology at Stanford, and the Director of the Stanford Culture and Emotion Lab, whose subject was, "How Culture Shapes our Feelings".

Dr. Tsai discussed some of the research that her lab has completed. The research contrasted how two different cultures, European Americans and Hong Kong Chinese, wanted to feel. In general, European Americans wanted to be happy, excited; Hong Kong Chinese wanted to be quiet, serene, peaceful, happy, and calm. Culture influences how we want to feel. As an example of their research, Dr. Tsai cited pictures of political leaders from the two different cultures. American political leaders were six times more likely to show an excited smile than Chinese political leaders. Why are there these differences? American political leaders want to influence others by showing that they value excitement; Chinese political



leaders emphasize adjusting to others by showing that they value calmness. Similarly, research results show that advertisers in the two cultures have different strategies with European American advertisers using the value of excitement to attract targets, while Hong Kong Chinese use the adjustment strategy.

Dr Tsai also pointed out that the ideal affect differs from the actual affect. Cultural factors shape the ideal affect more than the actual affect.

For more information, Dr. Tsai's web site is:

<http://www-psych.stanford.edu/~tsailab/index.htm>.

PRESIDENT KATIE adjourned the meeting with a final ring of the Rotary bell. Well Done!

PROGRAMS & EVENTS

June 27 DARK, No lunch Meeting
5:30 p.m. Debunking, Michael's at Shoreline

July 4 DARK

July 11, BRIAN STEEN, New Club President