

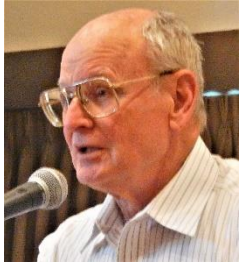
Palo Alto Rotary Pinion

August 21, 2017

Reporter : DON MORGAN

Editor: LYLE CONNELL

Former President HAL MICKLELSON led the Pledge to convene the meeting, after commenting that the day was auspicious, not because of the once-in-99-years solar eclipse, but as the anniversary of admission of Hawaii to Statehood in 1959 and his grandmother's appearance 125 years ago.



We welcomed Visiting Rotarian David Veumeister from the Brattleboro ,VT, Club, and King Lear, GINNY's special guest and driver since her rotator cuff surgery a week ago.

For The Thought For The Day, JIM SUTHERLAND quoted Mahatma Gandhi: "Live as if you are going to die tomorrow, Learn as if you will live forever."

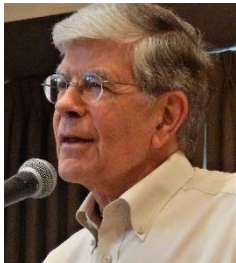
GLORIA HOM invited us to the next TGIF, August 25 at DUANE KALAR's, 418 Coleridge Avenue, from 5:00 to 7:00.

ELIZABETH SANTANA talked up the October 1 matinee performance of The Palo Alto Players' "Million Dollar Quartet", Elvis Presley, Johnny Cash, Jerry Lee Lewis, and Carl



Perkins no less, with tickets available online, & THEN, a Rotary ice cream social, following the show, at the PA Junior Museum & Zoo right next door.

In Three Truths and a Falsehood, DAVE THORNTON asserted 1) at a Queen



Elizabeth II tea and garden party, he heard an interesting comment by Prince Phillip, 2) he had climbed to the top of 800 steel high voltage transmission towers, 3) he failed election to student body president in high school but succeeded four years later in college, 4) he conducted an orchestra playing a work by Wagner before an audience of more than 400. Polling the tables produced no clear choice of the falsehood--he also failed election in

college! Seeing a Rotary pin worn by a woman, Phillip said "I didn't know women could be Rotarians". He worked college summers for PG&E cleaning insulators on the towers. The orchestra played at his high school graduation.

For an eclipse-viewing oddity, TOM GRACON reported he had seen the eclipse indirectly through tiny holes in a Ritz cracker.



The Program: Dan Gordon, Gordon Biersch and Dan Gordon's Restaurant: "Oktoberfest to Gordon Biersch"

STEVE PLAYER introduced our speaker as a co-founder in 1988 of the Gordon Biersch brewery restaurant on Emerson Street (at which STEVE imbibed), the first American to obtain an education in brewing at a technical University of Munich, the founder and president of a Rotoract in high school, and the owner of the eponymous restaurant just opened in Palo Alto.



Mr. Gordon regaled us with the essentials of producing good beer and his innovative



approach to blending craft beers and restaurants offering good food. He shared several brief videos including promotional or marketing ones, often featuring himself. His energy and joy left no doubt why he succeeded in opening several brewery restaurants in Silicon Valley by the mid-1990s and in Las Vegas, Tempe, Seattle, Burbank and San Diego by 1998. He also pioneered and grew the market for

garlic fries, now on sale at 38 venues including AT&T Park, home of the San Francisco Giants. One promo saw an attractive young woman chug-a-lugging a two-liter beer from a glass high-heeled boot, another the World Strongman Competition Keg Toss. Another video featured "The beer that does not need a glass", so ill conceived and bitter that an eye-dropper dose produced serious grimaces --the Hoppopotamous Maximus! Mr. Gordon discussed changes in consumer tastes from time to time, and the changing content of his products. In perhaps a first for our speakers, he endeared himself to us by gifting six packs of a new brew, Chum, a red ale. HAL chipped in his own Thought For The Day, that a German reformer, Martin Luther, was on record that strong beer is the milk of the elderly.

In Q&A, Mr. Gordon welcomed recent acquisitions of craft brewerries by large concerns, glad that the small guys "got all that money", a trend he would like to see extended to his properties. Speaking of things German, LIZ KNISS reported that she and others would in September visit Palo Alto's newest sister city, Heidelberg..

PROGRAMS AND EVENTS

August 25, TGIF-DUANE KALAR, 5:30 PM – 7:00 PM

August 28, Meeting & All Hands on Deck Service Project

September 4, Dark - No Meeting

September 4, Labor Day University Ave. Flag Removal &

no-host social, Dan Gordon's Restaurant: 6:00 PM – 8:00 PM

September 8, President's Reception in Pres. Betsy's Backyard

September 11 Meeting: Jim Sheehan, Senior Fellow, Freeman Spogli Institute

