



Palo Alto Rotary Club Pinion

September 17, 2007 Reporter: David Negrin Editor: Lyle Connell



The Official Greeter for today's meeting was DICK FREEMAN, Greeter Extraordinaire.

PREZ ROB called on ROB LANCEFIELD to lead us all in the Pledge which was enthusiastically rendered, as usual.

VISITORS AND GUESTS

Rotary visitors and guests were introduced by DON LANGENDORF. The visiting Rotarians were BOB JAMES of the Saratoga Club, and JACK THOMM from the Ashland, OR club.

Guests (Hosts) were Carmen Valverde (LOU KAVANAU), Mack Nadim (ADAM ATITO) and Ken Van Vleck (LEN ELY).

OPENING REMARKS



DICK FREEMAN's Opening Remarks referred back to Charlie Weaver's successful parachute jump following a wartime mission on the USS Kitty Hawk. He thanked the enlisted guys down below for successfully folding the parachute which saved his life. "Don't we all need a parachute once in a while?" asked DICK. Be sure to give

as well as receive, was his message. A very poignant analogy, DICK. Thanks.

ANNOUNCEMENTS

Thank you to the Rotarian who took the Club's **LCD Projector** home for safe keeping. Please search high and then search low, search the places that you store and stow. When you find Club's **LCD Projector**, please let rklancefield@comcast.net know.

PREZ ROB thanked ADAM ATITO and TODD LEWIS for their tireless efforts as members of PA Rotary Endowment Committee. Thanks guys! TODD invited members to attend its upcoming Board meeting next Tuesday. [Palo Alto Rotary - Calendar of Events](#)

PROGRAM SCHEDULE



September 24 - (Our Own) Yoriko Kishimoto - Building a Green Economy through Innovation

October 1 - Annual Report on the Club's World Community Service Projects

LARRY BAILEY invited members to participate in next Wednesday's Feed-the-Homeless event; 3:15 PM to about 6:00 at the First Presbyterian Church, a very solid, worthwhile experience.

PREZ ROB acknowledged the receipt of a Club award from ACS which he attributed to the hard work of predecessors IRIS KOROL and ART STAUFFER.

THE PRESIDENTS CLUB



SY GREENSTONE joined the President's Club in celebration of his and his wife's 60th Anniversary. SY, you can now run a Marathon with ease.



RALPH ADAMS is going to climb Mt. Kilimanjaro!! We have no doubt that you'll make it, RALPH.



BILL LOVE was recognized for making a major contribution to the Rotary Foundation to help build a school in India for children with leprosy.

THE PROGRAM

PREZ ROB introduced today's program speaker, MIKE WALLACE, whose impressive career following his graduation from UC-Santa Cruz in 1972, included being a staff writer of the newspaper in Santa Cruz where he eventually became editor-in-chief. He left the paper in 1991 and started a public relations



business which has served political candidates, local non-profits and corporate clients. He is a past-president of the Watsonville Rotary Club and also the District 5170 Membership Chair. He's now working on a book which is the subject of today's talk, "The Big Story: How a Small-town Paper won the Pulitzer Prize."

MIKE's fascinating, almost fiction-like tale described the politics and goings on in Watsonville fifty years ago when it was regarded a "sin city," with all the manifestations the title suggests, including political corruption. He described the work of Charles Moore who was county district attorney in the 1950s and who successfully exposed and prosecuted gambling, bootlegging, prostitution and other "pastimes" going on in his jurisdiction. All of this was reported by Frank Ward, then editor of the Watsonville Register. Charles Moore was eventually exposed for illegal activities, resigned and was prosecuted by Pat Brown, the new Attorney General. This was reported by the local paper which was subsequently awarded the Pulitzer, which at that time was the smallest-town paper ever to receive the prize. A fascinating story (I hope I got it right. In any event, I declare journalistic privilege).

JOKE OF THE WEEK: When the smog over Los Angeles lifts, UCLA

PALO ALTO ROTARY

PRESIDENT: Rob Lancefield. PRESIDENT-ELECT: Mike Couch. PAST-PRESIDENT: Art Stauffer. DIRECTORS: Ralph Adams, Cyrille Betant, Trish Bubenik, Hersh Davis, Monica Devincenzi, and Sherri Sager. TREASURER: Mike McMahon. ENDOWMENT FUND PRESIDENT: Todd Lewis. ENDOWMENT FUND TREASURER: ??? SECRETARIES: Ruth Schneider. Bob McCowan, Janet Wells. CLUB RECORDS: Joyce Cusick, PARotaryRecords@aol.com. WEB SITE: www.rotarypaloalto.org.

OTHER ROTARY MEETING PLACES

TUESDAY

Los Altos: China Shuttle, 22382 Homestead Road, 19:15

Mountain View: Adobe House, Moffett & Central Mountain View, 12:15

Sunnyvale, Ramada Inn, 1217 Wildwood Avenue, Sunnyvale, 12:15

WEDNESDAY

Menlo Park: Menlo Park Recreation Center, Menlo Park, 12:15

East Palo Alto Senior Center, 560 Bell Street, East Palo Alto, 12:15

Woodside/Portola: Woodside Village Church, Woodside, 07:30

THURSDAY

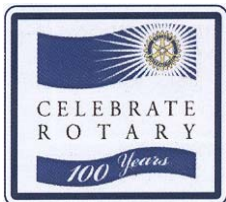
Los Altos: Garden House, 400 University Avenue, Los Altos 12:15

FRIDAY

Palo Alto University: Sheraton Hotel, El Camino, Palo Alto, 07:15

San Carlos: Piaceri's Restaurant, 727 Laurel Street, San Carlos 12:15

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Rotary Club of Palo Alto

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