

Palo Alto Rotary Pinion

January 8, 2024

Pinion writer: Betsy Bechtel



Chartered: May 1, 1922

WELCOME TO OUR MEMBERS & GUESTS



President LIZ KNISS welcomed all to a Happy New Year with "Create Hope in the world" **LIZ** then asked for introductions of our many guests today...

SIMON PENNINGTON

introduced Lee Lambert, new Chancellor of the Foothill-DeAnza College District, visiting to meet us.



DANA TOM introduced Suzanne Jain, visiting for the second time.

RALPH ADAMS introduced Harry Logan, retired HP executive.

CHARLIE WEIDANZ's guest was Harsha Saxena, a new member of the Palo Alto Chamber of Commerce working in the area of sustainability.

JACKIE WHEELER introduced Margaret Abe-Koga, a Mountain View Rotarian, Mountain View Council Member and a candidate for the Santa Clara County Board Of Supervisors representing our area.

QUOTE FOR THE DAY

DIANA DIAMOND quoted Jeff Bezos who said "A person needs to be bright to be President but also needs to be sane" She also gave an inspiring quote from Kahlil Gibran.

NEW MEMBER INDUCTION

JAKE YOO was welcomed and introduced as our newest member by **LIZ** and by **STEVE PLAYER**, his sponsor. JAKE

is a 13 year practicing Orthodontist in Palo Alto, and a former member of the PA University Rotary Club.



ROTARY PRESIDENTS CLUB

Two members contributed to the President's club: **IRIS KOROL** in honor of Rotarians **HAL MICKELSON, ELIZABETH SANTANA** and **ROGER SMITH**.

MARK STEVENSON contributed in penance for missing many meetings and to celebrate Rotary for all the good work done around the world.

ANNOUNCEMENTS

MATT DOLAN and **LIZ** thanked **PATTY MCGUIGAN** for a wonderful holiday party which was very well attended, excellent food and drink , decorations and outstanding carolers. **MATT** hinted at a Lunar New Year dinner in the planning stages.

Volunteer usher opportunity for Palo Alto Players' production of "Misery" on Sunday, January 21, 12:45 - 3:45 pm, Lucie Stern Theatre, Contact **DANA TOM** to sign up

TGIF New Year's January 26, 5:30-7:30 pm.
@ Carole Whitehill's home in Palo Alto.
Direct questions to Carole Whitehill.

KAREN ROHDE reported, tongue in cheek, on her Madagascar trip as follows "What happens in Madagascar, stays in Madagascar"

TODAY'S MEETING VOLUNTEERS

Greeters: **Karen Rohde, Matt Dolain**
Cashier/Welcome Desk: **Rebecca Gerald, Katie Seedman**
Zoom/Hybrid Host: **Dana Tom**
Pinion writer: **Betsy Bechtel**
Pinion editor: **Ginny Lear**

TODAY'S PROGRAM



Introduction by **DANA TOM**: Hal Hershfield is a Professor of Marketing, Behavioral Decision Making and Psychology at the UCLA Anderson School of Management. He earned his PhD at Stanford. His book, "Your Future Self: How to Make Tomorrow

Better Today" was published in June, 2023. Professor Hershfield said that the research leading to his book was a little different from most regular academic work because so much of it involved just talking to people about how they made decisions. He started with the story of a friend named "Greg" who was a

bouncer and sometime event planner at a nightclub called The Bottom of the Hill on 17th Street in San Francisco. According to



Professor Hershfield, Greg decided he might be "in the market" for acquiring his first tattoo. At the time, a tortilla factory and burrito restaurant called Casa Sanchez was offering what it described as "free food for the rest of your life" to anyone who was willing to have a permanent tattoo in the shape of the Casa Sanchez logo. Greg checked out the offer and quickly decided to have the tattoo. His experience raises an important question: What's the link between what I'm doing now and what happens to me in the future? We aren't just one person; we're a series of different individual "selves" as times change. The teenager who smokes cigarettes treats his future self as a different person and doesn't necessarily worry about that person. The comedian Jerry Seinfeld observed that if his "night guy" stayed up too late, having to get up the next day was his "morning guy's" problem. "Maybe the morning guy will be late to work so often that he'll lose his job, and the night guy won't have money to stay out so long."

Scientifically, your measurable brain activity relating to your future self is the same as your brain activity relating to strangers. We may be no more willing to do things for the future self's benefit than we would be to assist a stranger. We would be willing to sacrifice for a family member, so one trick is to feel as close to your future self as you would to another member of your family.

All of this suggests three ideas for "making tomorrow better," in other words getting yourself to do things that pay off in the future:

1. If it's the present self who sacrifices and the future self who benefits, one tactic can be to give yourself some sort of bonus, even a guilty pleasure. A related idea is to make things easier for your present self. More people sign up to add \$5 per day to their retirement funds than sign up to add \$150 per month, because \$5 per day sounds easier.
2. Set up "guard rails" that help you stay within your commitments. There's a website called "StikK.com" that helps you keep your commitments by processing a donation to a cause that you hate if you fail to do what you've promised yourself to do.

3. Make the future seem closer. Make your future self more vivid, in the way that the people who are helped by a charity are shown vividly in advertising for the charity. A

computer can show what you'll look like ten or twenty years from now; take a good look. An experiment run by a bank showed that people saved more money when shown images of people like themselves as older individuals in need.

There's a trap in making plans for the future but failing to change them as circumstances change. In the case of Greg, who had the Casa Sanchez tattoo, the tortilla factory and burrito place closed and was replaced by a Greek restaurant; the

PINION date Your name

Greek restaurant offered to honor the free food promise, but Greg doesn't like Greek food. Greg says he "doesn't regret for a minute" the decision to have the tattoo; it reminds him of who he was in the year it was made.

In Q&A:

The time horizon for your future planning will vary with your goal. The "future" for retirement savings is different from what might be a two-year future to build up fitness for a hiking vacation. You can prioritize among the needs of your various selves based on values.

Don't "undo" your regrets but take lessons from them. Don't wait to change until you're at peace with your mistakes.

Professor Hershfield says he doesn't like the expression "work/life balance." Instead, we should be thinking in terms of achieving harmony: There will be moments when some parts of the music are louder than others.

CLOSING ANNOUNCEMENTS

LIZ thanked our speaker and our members for attending.

Next week's meeting will be a hands on service project in support of Life Moves.

UPCOMING PROGRAMS AND EVENTS

January 15
12:15-1:30pm
Club Meeting

**MLK, Jr. Day of Service
at our meeting**
benefiting Life Moves

January 22
12:15-1:30pm
Club Meeting

**Katie Bandy, Project
Manager, Cal Dept. of
Water:** The Dutch Slough
Habitat Restoration Project

January 29
TGIF: 2024!
5:30-7:30pm

Home of Carole Whitehill
Appetizers provided
Please bring a bottle of wine
to share

January 29
12:15-1:30pm
Club Meeting

**Art Stauffer, Nancy
Peters, Hal Mickelson**
Long time member talks

February 5
12:15-1:30pm
Club Meeting

Karen Law, Investor
Sustainability From an
Investor Perspective