

REDWOOD CITY ROTARY CLUB 1998-1999

Goals and Objectives

Membership

To increase membership by 10-20 members.

Fellowship

To promote awareness of each other's professions, expertise and personal qualities.

Service

To maintain or increase the number of community and international service projects.

Programs

To continue weekly quality and entertaining programs.

Each of the preceding are designed to build a closer friendship among members and thereby aid in the retention of existing members and drawing in of new members. As a result, our club will continue to support the goals and objectives of Rotary International.

SUMMARY

Membership

With the able leadership of our Co-Chairmen Greg Roos and Bob Dooley, we are working towards a membership growth of 10 to 20 members. Fellowship and informational events are scheduled quarterly. A list of potential new members has been compiled, and we have had our first mixer. Building our club membership is a top priority.

Fellowship

Another goal for this year is that of promoting friendship and awareness of each others' qualities, talents and expertise. Every other week, one of our members will be making a short presentation on his/her job and special events occurring in his/her life. We are also planning club social events. Our first is a softball game with the Menlo Park Rotary Club. These events should build greater friendship and understanding among members.

Service Projects

Community

We will be continuing our annual projects, such as The Salvation Army Bell Ringing, food delivery to the homebound seniors, preparing and serving spaghetti dinners and pancake breakfasts to seniors at Casa de Redwood and Fair Oaks Senior Center, participating in Project Read at Hawes School, sponsoring of 1 or 2 disadvantages youth to the sheriff's Star Camp Program (a great program that allows young people to see another side of life and law enforcement), providing scholarships to graduating high school seniors, completing our sponsorship and involvement in the construction of the Habitat for Humanity House Building Project

Additionally, we will be starting a new vocational/youth service project with Redwood High School aimed at having a beneficial impact on the lives of "at risk" teenagers.

International

We will be continuing our youth exchange program with our sister club in Hiratsika, Japan and our support of project Amigo with our other sister club in Colima, Mexico.

We will also be undertaking 2 "matching grant" projects with clubs in South America.

In combination with our Community Service and in recognition of World Hunger Day, Our club raised funds for a local food closet.

We will be looking for ways to provide meaningful assistance to people in Central America.

Public Relations

Orley Anderson has accepted the responsibility of regularly providing articles to the local newspapers covering activities and projects of the club.

We are considering purchasing, repairing and providing brightly colored bicycles with the Rotary emblem and placing them around the City for people to use as needed for individual trips.

We will be manning a stand at 3-Com Park before one of the 49er games. This will be both a fundraiser and a PR opportunity for our club and District 5150.

REDWOOD CITY ROTARY CLUB
Committee Assignments 1998 - 1999

CLUB SERVICE

Roland Haga
Linda Schmidt
Judy Cooper
Joe Dombeck
Bill Conklin
Fred Strathdee
Mario Raddaverio
Jackie Houle
Jerry Mertins

YOUTH SERVICE

Michael Clarke (C)
Don Horsley
Dennis Durkin
John McEvoy
Roland Haga
Barbara Egegian
Judy Cooper
Norm Fenton
Alan Bostwick
Bob Stiff
Barbara Egegian

INTL. SERVICE

Ann Langley (C)
Pete Hodgson
Lem Summey
Sam Dafnis
Bob Rutherford
Steve Mikulic
Rosemary Azem
John Lowe
Greg Roos
Mike Giari
Bob Boland

COMMUNITY SERVICE

Mike Ryan (C)
Pete Hughes
Jim Newell
Jackie Houle
Claudia Keys
Frank Parcell
Marie Rosenwasser
Dave Schriker
Jeff Ira
Bob Dooley
Bob Doss

VOCATIONAL SERVICE

Guy Thompson (C)
Tom Delfs
Bill Bergler
Mel Anisman
Dick Dodge
Frank Fabbro
Bill Nicolet
Jerry Mertens
Don Hack

FELLOWSHIP

Dani Devincenzi (C)
Michael Clarke
Dennis Durkin
Ann Langley
Sam Dafnis
Bob Rutherford

DUCK RACE

Orley Anderson
John McEvoy
Pete Hughes
Dani Devincenzi
Bob Doss
Pete Hodgson
Bob Boland
Claudia Keys

PROGRAM

Greg Roos (C)
Pete Hughes
Mike Ryan
Don Horsley
Fred Strathdee
Bob Stiff
Lem Summey
Linda Schmidt
Judy Cooper
Norm Fenton
Sam Dafnis
Bill Nicolet
Dennis Durkin
Ann Langley
Michael Clarke



ROTARY SPOKE

ROTARY CLUB OF REDWOOD CITY

CALIFORNIA

*"He Profits Most
Who Serves Best"*

CHARTERED APRIL 22, 1946
DISTRICT 5150

JULY 7, 1998

Volume 52 No. 1

SEQUOIA CLUB

TODAY

Pres. Fred will fill us in on his optimistic ideas and goals for the coming year.

LOOKING AHEAD

July 14: TBA

July 21: Monthly breakout session,
"where the work gets done."

July 28: Amy Topper will tell us about Heartstream, a CPR device for use on airplanes and other places where the public congregates.

August 4: TBA

August 11: We will host our Ducks Amuck© Race sponsors

LAST WEEK

Almost-President Fred called the meeting to order; PDG Bill led us in singing *God Bless America* and *Smiles*; PDG Bill doubled up and led the pledge; Resident Rev. Mike Ryan gave the invocation; the Rotary Minute was not given (perhaps Fred's first faux-pas); our secret greeter was not identified (perhaps Fred's further faux-pas); Bob (the Homebound Kid) Doss served as fine/recognition master.

Recently debunked, but not yet past president Judy, gave us a short recap of the 97-98 year. Isn't it amazing how

much we accomplish! Habitat is streaking along. We helped the Sheriff's Star Camp be a success and we did a whole bunch more. Ed note: Take a bow Judy for a job well done. The RWC Rotary club, a class act, had a very classy president at the helm over the last 12 months and it shows in the accomplishments.

Carol Sidel of Tragon Corporation told us about her organization which tests products for market acceptability. Testing is generally based on objective standards employing sensory input of a myriad of testers. Reactions of sight, feel, touch, sound and smell are recorded to determine if a product will be salable to the public. In some instances focus groups are used to test qualitative features of products. Carol stated, "We are the people who prevent Edsels."

ANNOUNCEMENTS

San Francisco Rotary Club #2 is seeking the Rotary International Convention for SF in 2008 to coincide with the 100th anniversary of the club that invented Rotary Extention.

The official Ducks Amuck© duck race will take place on Sunday Sept. 13. We have coordinated the event with the Chamber's celebration "A Taste of the Shores" in Redwood Shores. All Rotarians need to attend.

FIT TO BE TIED

Past President Bill Bergler wants to tie one on, he wants your old neckties. There is a Rotary project that recycles tired, stained, too wide, too narrow or just plain worn out neckties into useful products. Bring any old (or awful) ties to Bill.

SPOKE TO BE REFORMATTED

Beginning with the July 14, (Bastille Day) issue, the *Spoke* will be updated to reflect the roster as we know it, the officers and directors of Rotary and the Rotary Club of Redwood City as they have been reported and the meeting times and places of surrounding clubs as best we are able to determine.

If anyone has a change to the roster, knows of a difference in officers or directors, is aware of moved meeting times or places of other clubs, please contact PDG Bill 361-1163 with the appropriate information.

Our printer has offered to re-make our *Spoke* masthead. We may not notice much difference, however, let's see what they come up with.
(Prepositionally ended sentence written on purpose)

† Anderson, Orley H. - Paint Industry, Consultant	11/88
† Anisman, Melvin (Mel) - Real Estate, Invest., Manage.	3/84
* Armstrong, Msgr. Peter G. (Pete) - Honorary	1/80
* Azem, Rosemary - Travel Agent	4/91
Bailey, David (Dave) Real Estate-Residential	2/97
Baker, James M. - Law Enforcement, State	5/97
* Bergler, Harold Wm. (Bill) - Sr Active (Funeral Directing)	9/68
Boland, Robert A. (Bob) - Law Practice, Real Property	4/87
Bolanos, Carlos - Law Enforcement	1/96
* Bostwick, Dr. Alan M. (Alan) - Sr Active(Adult Education)	10/52
Clarke, Michael - Gourmet Foods	1/96
Collins, Al - Auto Body Repair	1/96
*◇ Conklin, William (Bill) - Sr Active (Law, Business)	5/78
Cooper, Judith (Judy) - Electronics, Transaction Automation	
* Dafnis, Sam V. (Sam) - Building Maintenance	4/81*
† Delfs, Thomas E. (Tom) - Property Investments	9/87
Devincenzi, Daniela (Dani) - Bank Marketing	10/90
† Dodge, Richard A. (Dick) - Office Supplies	11/78
Dombek, Joe - Investment Broker	6/92
* Dooley, Robert E. (Bob) - Sr Active (Financial Planning)	12/74
Doss, Robert (Bob) - Dental Lab	7/92
* Durkin, Dennis J. - Law, General Practice	10/84
* Durkin, Robert W. (Bob) - Sr Active (Dentistry)	9/70
Easter, Stanley E. (Stan) - Honorary, Rotaract Advisor	9/83*
Ebner, Carol - Lumber Yard Management	6/95
Fabbro, Frank J. - Real Estate Appraiser	2/95
Fenton, Dr. Norman R. (Norm) - Physician, Gynecology	4/89
Giari, Mike - Port Management	
Hack, Donald (Don) - Paving	9/78
† Haga, Roland N.V. - Engineering, Civil	2/86
† Hodgson, Peter (Pete) General Contractor	1/84
Horsley, Don - Law Enforcement, Sheriff	5/85
Houle, Jacqueline A. - Preventive Health Care	5/96
† Hughes, Peter I. (Pete) Sr Active (Plastics Fabrication)	5/73
Ira, Jeff - CPA	
† Keys, Claudia - Foundation Director	8/95
† Koster, Dr. Ronald W. (Ron) - Honorary	8/60
Langley, Ann Ph.D. Psychologist	
Lowe, John Financial Consultant	11/96
McEvoy, John - Boys & Girls Club Marketing	10/96
† Mertens, Jerry W. - Chemicals, Wholesale	4/80
* Mikulic, Dr. Stephen A. (Mik) - Dentistry	7/86
Mitchell, Delbert (Del) - Sr Active (Shoe Retailing)	3/55
† Newell, James W. (Jim) - Sr Active (CPA)	2/65
Nicolet, William E. (Bill) - Mechanical Engineer	2/97
* Parcell, Frank C., Jr. - Sr Active (Air Conditioning)	4/63*
Pranys, Peter E. - Income Tax/Bookkeeping	12/95
Raddavero, Mario - Food Services, Catering	7/87
Renshaw, Andrew - Insurance, Bail Bonds	10/96
* Roos, Dr. Gregory M. (Greg) Dentistry, Additional Active	4/89
Rosenwasser, Marie - Education	1/96
* Rutherford, Robert E. (Bob) - Sr Active (Marine Ecology)	6/76
Ryan, Michael R. (Rhino) - Religion, Covenant	11/89
Schmidt, Linda A. - Banking, Loans	11/91
* Schricker, David E. (Dave) - Sr Active (Muni. Govt, Law)	9/68
* Schutz, David N. (Dave) - Honorary	4/46
Silverstein, Stan L. - Honorary	10/70
* Souza, Joseph (Joe) - Honorary	5/68
* Stiff, D. Robert (Bob) - Sr Active (Education, College)	10/83
Strathdee, Frederick R. (Fred) - Architecture	10/81
† Summey, Lemuel (Lem) - Sr Active (County Gvmt, Law)	5/73
Thompson, Guy - Automobile	2/86
Young, Dr. Paul L. - Sr Active (Podiatry)	6/65

Mail make up cards to Bob Rutherford 500 Discovery Parkway, Redwood City, CA 94063

†Paul Harris Fellow *Past President ◇Past Governor Charter Member

MAKE-UP OPPORTUNITIES

MONDAY

BELMONT-Van's Restaurant,Belmont 12:15
PALO ALTO-Rickey's Hyatt House 12:15
CAMPBELL-Renzo's Restaurant 12:15

TUESDAY

S.F. MISSION-Double Play Restaurant 7:30 am
PENINSULA SUNRISE-Pete's Harbor 7:30 am
MILLBRAE-Green Hills Country Club 12:15
MOUNTAIN VIEW-Florentine Restaurant 12:15
LOS GATOS-Villa Felise Restaurant 12:15
SAN FRANCISCO-Marines Memorial 12:00
SUNNYVALE-Holiday Inn 12:15
HALF MOON BAY-Mel Mello Center for Arts 12:15
MILL VALLEY-Mill Valley Golf Club 12:15
PACIFIC-Sharp Park Restaurant, SP Golf Club 7:15 am
STANFORD AREA-Blintz Restaurant(Los Altos) 7:15 pm

WEDNESDAY

BURLINGAME-Holiday Inn-Crown Plaza 12:15
CUPERTINO-Pacific Fresh Restaurant 12:15
DALY CITY-Hungry Hunter 12:15
S.F. WEST-Lakeside Cafe 7:30 am

FOSTER CITY-Holiday Inn 12:15
MENLO PARK-Menlo Park Rec Ctr. 12:00
SANTA CLARA WEST-Mariani's Restaurant 12:14

THURSDAY

FISHERMAN'S WHARF-Franciscan Restaurant 7:30 am
PALO ALTO/BAYSHORE-Bayland's Nature Center 12:15
LOS ALTOS-Elks Club (El Camino) 12:00
SANTA CLARA-Mariani's Restaurant 12:15
SAN MATEO-Foster City Holiday Inn 12:15
SAUSALITO-Alta Mira Hotel 12:15
SAN FRANCISCO WEST-McLarens Bar/Grill 6:00 pm
SO SAN FRANCISCO-Basque Cultural Center 12:15

FRIDAY

SAN MATEO SUNRISE-Villa Hotel 7:30 am
PALO ALTO/UNIVERSITY-Holiday Inn 7:30 am
SAN CARLOS-Salvatore's Restaurant 12:15
SAN BRUNO-S.F. Airport Hilton 12:15
SARATOGA-Community Center 12:00
SANTA CLARA N.-Days Inn/Great America Pkwy 12:00
TIBURON/BELVEDERE-SF Yacht Club(Belvedere) 12:15
WOODSIDE-Guild Hall, Woodside Church 7:30 am

For other make-up opportunities see Pete Hughes

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Judy Cooper
President

Term expires 6/30/98

Term expires 6/30/99

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President Elect
Pete Hodgson
Past President

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Linda Schmidt
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Boland, Robert
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Pete Hodgson
DISTRICT GOVERNOR'S REPRESENTATIVE

Glen W. Kinross
PRESIDENT ROTARY INTERNATIONAL

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ROTARY INTERNATIONAL



ROTARY SPOKE

ROTARY CLUB OF REDWOOD CITY CALIFORNIA

"He Profits Most
Who Serves Best"

CHARTERED APRIL 22, 1946
DISTRICT 5150

JULY 14, 1998

Volume 52 No. 2

SEQUOIA CLUB

TODAY

The program committee met last Friday and has undoubtedly cooked up a great program for today, we will see.

LOOKING AHEAD

July 21: Monthly breakout session, "where the work gets done."

July 28: Amy Topper will tell us about Heartstream, a CPR device for use on airplanes and other places where the public congregates.

August 4: TBA

August 11: We will host our Ducks Amuck© Race sponsors

LAST WEEK

President Fred called the meeting to order; PDG Bill led us in singing *America* and *Smiles*; PDG and visiting Rotarian Sid led the pledge; Past Pres. Bob Dooley gave the invocation; the Rotary Minute was not given; our secret greeter was Orley Anderson; Pres. Fred served as fine/recognition master, seeking out our knowledge of Rotary and information about the recent convention in Indianapolis Indiana.

Pres. Fred then gave us an insight to the coming year. He introduced the Rotary Theme for the year, "Follow Your

Rotary Dream". RI President Jim Lacy's idea of where we, as Rotarians, should be going.

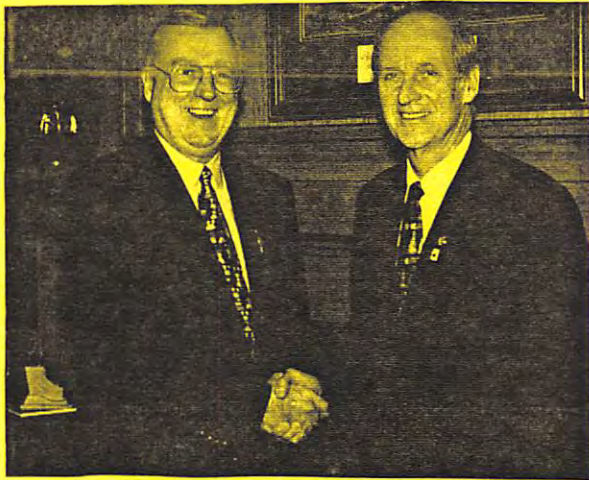
Fred stressed participation on our part. He stated that participation will bring satisfaction. Membership will be a high priority. We need to bring 20 new people into the club to share our Rotary Dreams. Fred's other goals include more fellowship, better attendance and participation in the Rotary Foundation. Fred wants members to give short biographical statements at meetings, telling about themselves and their accomplishments. Many members haven't been heard of since their "Ice Breaker" years ago.

ANNOUNCEMENTS

San Francisco Rotary Club #2 is seeking the RI Convention for SF in 2008 to coincide with the 100th anniversary of the club that invented Rotary Extension. A meeting was held this last Saturday to start the planning process. One problem is that cities book many more years ahead than Rotary. If Rotary wants good venues and attractive dates it need to plan further ahead.

The official Ducks Amuck© duck race will take place on Sunday Sept. 13. We have coordinated the event with the Chamber's celebration "A Taste of the Shores" in Redwood Shores. All Rotarians need to attend.

JIM LACY TAKES THE REINS OF ROTARY



James L. Lacy (left) of the Rotary Club of Cookeville, Tennessee, U.S.A., succeeded Glen W. Kinross of the Rotary Club of Hamilton, Brisbane, Queensland, Australia, as president of Rotary International, on 1 July.

RI President James Lacy centers 1998-99 agenda around children

Emphasizing community concerns and children, RI President James L. Lacy announced *Follow Your Rotary Dream* as the theme for the 1998-99 year. "Dreams are what unite us and propel us to serve," the president said. He asks Rotarians to dream big and do whatever it takes to make those dreams come true.

A special focus will be on strengthening the world's communities by fighting poverty, homelessness, violence and other social problems. Clubs are en-

couraged to participate in the Presidential Citation Program (see page 4), which aims to better educate Rotarians and broaden their role in the community.

Community projects to aid children are President Lacy's chief concern. "We cannot talk about the future without talking about children," he said. "They *are* the future." He asks Rotarians to help ensure that all young people have access to such basic needs as food, shelter, education and health care. Equally important is the emotional support Rotarians can give by acting as mentors and role models to youth.

New committees for the year

include the Rotary's Dream for the Future Committee, which will develop plans and procedures for exploring new programs and activities to guide Rotary into the 21st century.

President Lacy has planned five presidential conferences, all focusing on children and peace. Locations and dates are as follows:

*Guatemala City, Guatemala,
30 July-1 August 1998
(see story on page 7);*

*Washington, D.C., U.S.A.,
11-12 December 1998;*

*Kampala, Uganda,
22-24 January 1999;*

*Dresden, Germany,
19-21 March 1999;*

Kyoto, Japan, 6-8 May 1999. ■

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TODAY

Monthly breakout session, "where the work gets done."

LOOKING AHEAD

July 28: Amy Topper will tell us about Heartstream, a CPR device for use on airplanes and other places where the public congregates.

August 4: PDG Tom Bormes will give a talk entitled "No One is Safe Until We Are All Safe". The world is closer to eradicating Polio through Rotary and the World Health Organization. We have undertaken a new program to finish the job of immunization, Polio Plus Partners. Tom will outline this great concept for us.

August 11: We will host our Ducks Amuck© Race sponsors

LAST WEEK

President Fred called the meeting to order; PDG Bill led us in singing *My Country 'tis of Thee* and *Smiles*; Don Hack led the pledge; Resident Rev. Mike Ryan gave the invocation; the Rotary Minute was not given; our secret greeter was Orley Anderson; Guy Thompson served as fine/recognition master.

Sergeant John Quinlan of the San Mateo County Sheriff's office spoke to us about

the Sheriff's STAR Camp. We sponsored some of the scholarships to the camp and John was anxious to show us where our money went.

STAR is in its fourth year and serves about 100 fifth grade youth. It is designed to help at risk kids and to reward deserving others for good conduct. The program uses the Cutter Scout Reservation, a boy scout camp in the Santa Cruz Mountains. The one week camping experience provides swimming, boating, nature walks, archery and other outdoor activities to the youth.

Deputy Sheriffs and Explorer Scouts provide the adult leadership to teach the campers the ways of camping in the great outdoors. Most of the campers are from the city and this was their first experience with nature.

ANNOUNCEMENTS

ONE MORE WEEK FOR THE NEW SPOKE We are still awaiting some information for the masthead and informational sides of the bulletin. All of this should be in place by the next issue.

The official Ducks Amuck© duck race will take place on Sunday Sept. 13. We have coordinated the event with the Chamber's celebration "A Taste of the Shores" in Redwood Shores. All Rotarians need to attend.

Guatemala to host presidential conference

Approximately 750 Rotarians and others are expected to attend the RI Latin American Presidential Conference in Guatemala City, Guatemala, 30 July - 1 August 1998.

The aim of the conference is to develop ways to address regional community concerns, particularly by using resources of Rotary International and The Rotary Foundation, cosponsors of the meeting.

The opening plenary session and welcome reception will take place at the National Palace, where a keynote address will be given by Guatemalan President Alvaro Arzu Irigoyen, a strong supporter of Rotary initiatives in Guatemala such as the countrywide literacy campaign. RI President James L.

Lacy also will give a major speech at this first presidential conference of the 1998-99 Rotary year.

Speakers at other conference sessions, which will take place at the Westin Camino Real Hotel



LATIN AMERICAN *Presidential Conference*

Guatemala City, Guatemala, 30 July - 1 August 1998

Convention Center, will include Rotary Foundation Trustee Chairman Robert Barth and Past RI Presidents Carlos Canseco, Paulo V.C. Costa, and Luis Vicente Giay. Discussion groups throughout the conference will provide ample opportunities for Rotarians from Central America and elsewhere to build or expand service partnerships.

Chairman for the conference is Past RI Director Luis Felipe Valenzuela, member of the Rotary Club of Guatemala Sur in the capital city. All nine Rotary clubs in Guatemala City are giving major backing to the conference, the first RI presidential conference in their country.

In addition to Guatemalans, the conference is expected to draw participants from elsewhere in Central America and the Caribbean, Mexico, and North and South America.

The working language of the conference will be Spanish, with simultaneous interpretation into English if warranted by the number of English speakers.

You may obtain the conference registration form by telephoning RI's Faxback service (English: 503/721-3094; Spanish: 732/544-2859), accessing the RI Web page (www.rotary.org) or faxing the RI Meetings Promotional Coordinator at World Headquarters (847/328-9239). ■

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Ebner, Carol
Keys, Claudia

Term expires 6/30/99

Al Collins
Dombek, Joe
Schmidt, Linda
Hughes, Pete

Bulletin Editor: Bill Conklin

Pete Hodgson
DISTRICT GOVERNOR'S REPRESENTATIVE

Glen W. Kinross
PRESIDENT ROTARY INTERNATIONAL

ROTARY CLUB OF REDWOOD CITY

P.O. Box 2605
Redwood City, CA 94064

DISTRICT 5150
ROTARY INTERNATIONAL



ROTARY SPOKE

ROTARY CLUB OF REDWOOD CITY CALIFORNIA

*"He Profits Most
Who Serves Best"*

CHARTERED APRIL 22, 1946
DISTRICT 5150

JULY 28, 1998

Volume 52 No. 4

SEQUOIA CLUB

TODAY

Amy Topper will tell us about Heartstream, a CPR device for use on airplanes and other places where the public congregates.

LOOKING AHEAD

July 28: August 4: PDG Tom Bormes will give a talk entitled "No One is Safe Until We Are All Safe". The world is closer to eradicating Polio through Rotary and the World Health Organization. We have undertaken a new program to finish the job of immunization, Polio Plus Partners. Tom will outline this great concept for us.

August 11: We will host our Ducks Amuck© Race sponsors

LAST WEEK

President Fred called the meeting to order; PDG Bill led us in singing *God Bless America* and *Smiles*; Past Pres. Dennis Durkin led the pledge; John McEvoy gave the invocation; the Rotary Minute was not given; our secret greeter was Orley Anderson; Pres. Fred obtained virtually unanimous participation of those present when he served as fine/recognition master.

We broke off into our committees and a buzz of activity filled the room. The power of a Rotary Club is amazing.

ANNOUNCEMENTS

THE NEW SPOKE We hope the information for the masthead and informational sides of the bulletin are correct. We plan to update these portions of the *Spoke* each quarter. If anyone should find a need for changes, please notify Bill Conklin.

DUCKS AMUCK©

The official Ducks Amuck© duck race will take place on Sunday Sept. 13. We have coordinated the event with the Chamber's celebration "A Taste of the Shores" in Redwood Shores. All Rotarians need to attend.

There will be a meeting of the race committee tomorrow at 1700 (5:00 PM) at the Sequoia Club.

ROTARY FOUNDATION

This past Saturday the Foundation committee of District 5150 met at the Burlingame Doubletree Hotel. Information was given about the use of the Foundation programs, scholarships, matching grants, GSE exchanges, etc. In addition the need for funding these programs was stressed. The annual giving goal is \$200 per Rotarian. We need, also, to remember the Foundation in our estate plan. The Permanent Fund will be our legacy to the future.

DECLARATION OF ROTARIANS IN BUSINESSES AND PROFESSIONS



s a Rotarian engaged in a business or profession, I am expected to:

- 1) Consider my vocation to be another opportunity to serve;*
- 2) Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of my community;*
- 3) Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation;*
- 4) Be fair to my employer, employees, associates, competitors, customers, the public and all those with whom I have a business or professional relationship;*
- 5) Recognize the honor and respect due to all occupations which are useful to society;*
- 6) Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community;*
- 7) Adhere to honesty in my advertising and in all representations to the public concerning my business or profession;*
- 8) Neither seek from nor grant to a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship.*

MAKE-UP OPPORTUNITIES

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BELMONT-Van's Restaurant,Belmont 12:15
PALO ALTO-Rickey's Hyatt House 12:15
CAMPBELL-Renzo's Restaurant 12:15
BURLINGAME-Holiday Inn Crown Plaza 12:15
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S.F. MISSION-Double Play Restaurant 7:30 am
PENINSULA SUNRISE-Pete's Harbor 7:30 am
MILLBRAE-Green Hills Country Club 12:15
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LOS GATOS-Villa Felise Restaurant 12:15
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SUNNYVALE-Holiday Inn 12:15
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- FOSTER CITY-Holiday Inn 12:15**
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President

Term expires 6/30/00

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AUGUST 4, 1998

Volume 52 No. 5

SEQUOIA CLUB

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President Fred called the meeting to order; PDG Bill led us in singing *America* and *Smiles*; Bill Nicolet led the pledge; John McEvoy gave the invocation; the Rotary Minute was not given; our secret greeter was Orley Anderson, again; Tom Delfs served as fine/recognition master.

Amy Topper talked to us about Heartstream, a new company located in Redwood City, which manufactures a defibrillating device smaller than a bread box. Up to just a short time ago there was nothing on the market which paramedics could operate to shock a heart back into normal rhythm in cases of cardiac arrest. Heartstream has developed such a product for use by paramedics, police, firemen and on

airplanes and other places where the public congregates. The new product makes a diagnosis, sets its charge and delivers a shock virtually all in one step.

Since sudden cardiac arrest is a treatable event, in many cases, if immediate (within five minutes) action is taken, the need seems obvious. Heartstream's product is small and relatively inexpensive. Amy says many lives could be saved if the device were widely deployed.

ANNOUNCEMENTS

August is Membership Extension Month. Heaven knows we need membership extension in the Rotary Club of Redwood City. We have the unique opportunity to participate in this organization that has no other purpose than to do good in the world. We operate through the four avenues of service, Club, Vocational, Community and International. Surely there are members of our community with the need to "give back" some of the benefits we derive from our business and geographic environment, let's find these people and invite them to join us in the good we do.

DUCKS AMUCK©

The official Ducks Amuck© duck race will take place Sept. 13. Put it on your calendar. Plan on it!!!

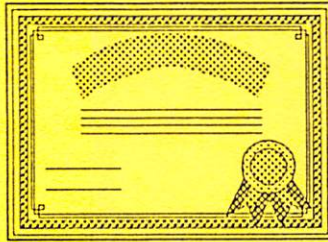
FIT TO BE TIED

Past President Bill Bergler wants to tie one on, he wants your old neckties. There is a Rotary project that recycles tired, stained, too wide, too narrow or just plain worn out neckties into useful products. Bring any old (or awful) ties to Bill.

SHOULD WE REVIVE VOCATIONAL SERVICE?

Was the program of awards a good one? If so tell Guy Thompson, Chair of the Vocational Service Committee. It might bring community awareness to RWC Rotary.

THE REDWOOD CITY ROTARY AWARDS FOR OUTSTANDING BUSINESS PERSON



Honoring Special Redwood City
Business/Professional People

Award April 16, 1996

The Redwood City Rotary Awards is a program which rewards outstanding voluntarism in the greater Redwood City area among business, key employees, professionals and volunteers. Recognition of achievements will foster better community awareness and involvement. Sponsor a friend, a neighbor, a competitor, a business associate, anyone who you think is deserving.

Don't let good deeds go unrewarded. Send your nomination in TODAY!
Nominations close

Redwood City Rotary Nomination Form

I nominate _____ for the Outstanding Business Person Award in the category of:

Outstanding Key Employee Outstanding Business Outstanding Volunteer
 Outstanding Professional

I believe this nominee should win the award because _____

(Add additional sheets if necessary)

My name: _____ Telephone: _____

My relationship to nominee _____

List other individuals who might be familiar with nominee's qualifications:

_____ Phone _____

_____ Phone _____

Nominees should reside in or be employed in Redwood City. Non-residents whose work directly affects citizens of Redwood City also may be nominated. Mail this form to: Redwood City Rotary Awards, c/o Redwood City, CA 94063. All nomination forms must be postmarked by

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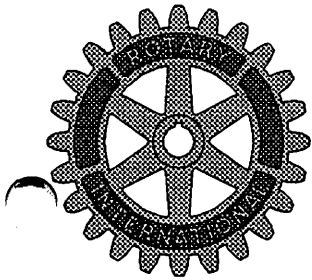
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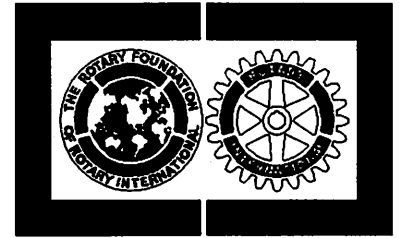
GROUP STUDY EXCHANGE

DISTRICT 5150

ERICH E. ZORR

COMMITTEE CHAIR 1998-99

August 6, 1998



Fred Strathdee

Dear Fred:

Greetings from the Group Study Exchange Committee of District 5150. This year we are planning an exchange with District 4710, located in the state of Paraná, Brazil. The district is located about 50 minutes by air southwest of Sao Paulo. The American team will be in Brazil from March 19 to April 18, 1999. The Brazilian team will be here from April 19 to May 17, 1999. I have personally visited the main city of the district, Londrina, and can attest to the friendliness of the people and the beauty of the area.

Now is the time to publicize the exchange. We need candidates for team leader and team members. The team leader must be a Rotarian while the team members cannot be Rotarians or even related to a Rotarian. **All candidates must be fluent in Portuguese.** The team member candidates must be between the ages of 25 and 35, must have been in their profession for at least 3 years and must be sponsored by a Rotary club.

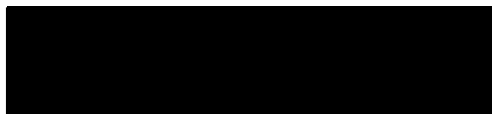
Please announce that your members should spread the word about GSE. They should refer candidates to your club Rotary Foundation Chair who can then request an application from me. Please place an announcement in your bulletin several times between now and September 30. Team leader applications must be received by me by September 15 with interviews on October 3. Team member applications must be received by me by September 30 with interviews on October 10.

I hope that the Rotary Club of Redwood City will be able to sponsor a team leader or team member this year. As last year's team leader, I can tell you the experience of GSE is one that will change your life. It expands your knowledge of the world and of Rotary. It "builds bridges of friendship" which will last a lifetime.

Please take the time to help publicize this wonderful opportunity. Encourage your members to seek applicants. Thank you.

Yours in Rotary,

Erich "E Z" Zorr





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AUGUST 11, 1998 Volume 52 No. 6

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August 18: Monthly breakout session, where the work of Rotary is planned and implemented.

August 25: Our own Bill Nicolet will provide us with a program. For those who remember Bill's Icebreaker, this could be an interesting talk about any of a myriad of topics.

LAST WEEK

President Fred called the meeting to order; PDG Bill led us in singing *This Land Is Your Land* and *Smiles*; Jackie Houle led the pledge; Past Pres. Bob Rutherford gave the invocation; the Rotary Minute was not given; our secret greeter was Orley Anderson, again; Past Pres. Steve Mikulic served as fine/recognition master.

PDG Tom Bormes, our speaker, told us that "No One Is Safe Until We Are All Safe." With this title he provided us with an update on the tenuous fate of Poliomyelitis in the world. Rotary raised \$240,000,000 to eliminate Polio, an insidious, crippling disease. In order to consider the disease totally eradicated, we must have a three to five year period

of no reported cases world wide. Rotary anticipates that this will happen in the year 2005, the 100th anniversary of RI.

In 1988 there were 35,000 cases of polio reported in the Western Hemisphere; in 1994 there were 7,124 such cases; and in 1995 our hemisphere was polio free. Today we are in the "mop up" stages of the project, however, there is still much to be done.

The Rotary Foundation has published a "wish list" of needs to complete the job. It has initiated Polio Partners, a matching grant project, to allow Rotary clubs and districts to choose any of a number of supporting undertakings, from aprons for those giving the inoculations to providing cold chests to carry the vaccine in hot climates. Each dollar contributed will be matched by our District and then matched again by the Rotary Foundation.

Up to now, most of the credit for the world wide polio inoculation program has gone to the World Health Organization (WHO). Tom told us about the new wave of publicity being generated for Rotary on behalf of Polio Plus. In Chicago, the press has now noticed our contribution. This week President Clinton is scheduled to make a public service video announcement thanking Rotary for the idea and the effort that now seems to be within our grasp.

RI BY-LAW CHANGES THAT AFFECT US ALL

Club Clinic

Question:

Are all senior active members excused from the attendance requirements?

Answer:

No. Only senior active members meeting certain criteria can be excused from the attendance rules. A change in requirements took effect on 1 July 1998, as a result of a Council on Legislation decision. The new constitutional provision provides that whenever a senior active member's age plus total years of Rotary membership equals or exceeds 85, the member may apply in writing to the club's board to be excused from the attendance rules. Those members who have been granted this waiver of the attendance rules (as well as any members who are granted leaves due to protracted ill health/impairment or a stay greater than two weeks in a country without Rotary clubs) are not counted in calculating the club's attendance for the weeks concerned.

As a result of other actions taken by the 1998 Council on Legislation, the monthly attendance report must be sent to the governor now within 15 days rather than 10, credit can be given to those involved in a service project authorized by the club's board, and current RI officers are exempt from the requirement to attend 30 percent of the club's regular meetings.

ROTARY PR

Making connections for Rotary

Would you like to raise Rotary's public profile? You can help by contacting radio, print or television journalists you know and asking them if they would be willing to discuss story possibilities with a Rotarian or RI staff contact.

For any professional journalist who agrees and gives permission, fax his/her name, position, media organization, newswire or network affiliation (if any), Rotary club (if a member), telephone and fax numbers, and e-mail address to RI's Department of Public Information at (847) 866-8237. Include your own name, telephone number and Rotary club. ■

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SUPPORT OUR DUCKS AMUCK© SPONSORS

Underwriting Sponsors Ducks Amuck Rubber Duck Derby September 13, 1998

Super Ducks - \$ 2,500 or More

Aire Sheet Metal, Inc.
Bay Area Bank
Graniterock
Northwest Airlines
Pavex General Engineering
Shorebreeze - Raiser Organization

Marlo Bramlett
Frank Bartaldo
Tim Costello
Hans Jensen
Rick Mirales
Phil Raiser

Top Ducks - \$1,000 or More

Avis Rent A Car
Bay Area Maintenance
Browning Ferris Industries
Burger King
Cashin Realty
Devcon Construction
Ducky's Car Wash
Electronic Arts
Hubbard Structures
Pacific Shores Center
Pete's Harbor
Roos Dental Care
San Mateo Credit Union
T&H Lumber

Kerry Morris
Sam Dafnis
Dan Day
Russ Dotson
Rudy Helin
Gary Filizetti
Chris Munkdale
Pat Becker
Sid Hubbard
Peter Brandon
Pete Uccelli
Dr. Greg Roos
Barry Jollette
Carol Hebner

The Redwood City Rotary Club greatly appreciates and thanks the above sponsors for underwriting this major charity event. Let us show our appreciation by supporting these firms and individuals with our business.



ROTARY SPOKE

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CHARTERED APRIL 22, 1946
DISTRICT 5150

AUGUST 18, 1998 Volume 52 No. 7

SEQUOIA CLUB

TODAY

Monthly breakout session, where the work of Rotary is planned and implemented.

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August 25: Our own Bill Nicolet will provide us with a program. For those who remember Bill's Icebreaker, this could be an interesting talk about any of a myriad of topics.

LAST WEEK

President Fred called the meeting to order; PDG Bill led us in singing *God Bless America* and *Smiles*; Past Pres. Pete Hodgson led the pledge; Past Pres. Steve Mikulic gave the invocation; our secret greeter was Past Pres. and today's invocationist Steve Mikulic; Past Pres. Sam kept us all in stitches while he served as fine/recognition master.

Our program consisted of the introductions and a short "commercial" by our Ducks Amuck© sponsors (see page 2). The support of our annual fund raiser by the sponsorship of the companies and individuals listed is deserving of our reciprocation. We should go out of our way to let the sponsors know that we appreciate their help in making the event a financial success and, if possible, give them our business.

ANNOUNCEMENTS

One of our duck race sponsors, the Raiser Organization, has invited us to participate in the Raiser Heart Walk, an event to take place on September 26, 1998 in Foster City. Anyone interested please call 259-6802.

The evening of Sunday September 20, will find the liniment crew rubbing out the kinks and cramps by having spent the afternoon defeating the Rotary Club of Menlo Park in a softball game. Yes, the men of summer will spent the last day of that season in defending the unbeaten record of the softball team of the Rotary Club of Redwood City. We have our honor and one of the shortest winning streaks in the annals of sport to defend. It is imperative that you put personal comfort and physical safety aside and contact Past Pres. Steve Mikulic to volunteer for action. After the shellacking handed to the Menlo Maulers last year, they are seeking revenge. We will need every athlete on our roster to provide them with another humiliating drubbing.

September 26, 1998 is the planned dedication of our Habitat for Humanity house building project. Our Past Presidents Pete (both of 'em) have led us to an outstanding result in one of the biggest Community Service projects ever undertaken by RWC Rotary. Plan to attend and bring a friend.

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STANFORD AREA-Mac's Tea Room Los Altos) 7:15 pm

WEDNESDAY

CUPERTINO-Quinlan City Center 12:15
DALY CITY-Hungry Hunter 12:15
S.F. WEST-Lakeside Cafe 7:30 am

FOSTER CITY-Holiday Inn 12:15
MENLO PARK-Menlo Park Rec Ctr. 12:00
SANTA CLARA WEST-Mariani's Restaurant 12:14
THURSDAY
FISHERMAN'S WHARF-Franciscan Restaurant 7:30 a

PALO ALTO/BAYSHORE-Bayland's Nature Center 12:15
LOS ALTOS-Piccolo Mondo Restaurant 12:00
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SAN FRANCISCO WEST-McLarens Bar/Grill 6:00 pm
SO SAN FRANCISCO-Basque Cultural Center 12:15

FRIDAY

SAN MATEO SUNRISE-Villa Hotel 7:30 am
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SARATOGA-Community Center 12:00
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WOODSIDE-Guild Hall, Woodside Church 7:30 am

For other make-up opportunities see Jackie Houle

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"He Profits Most
Who Serves Best"

CHARTERED APRIL 22, 1946
DISTRICT 5150

AUGUST 25, 1998 Volume 52 No. 8

SEQUOIA CLUB

TODAY

Our own Bill Nicolet will provide us with a program entitled "Jupiter By Love". For those who remember Bill's Icebreaker, this could be an interesting talk.

LOOKING AHEAD

September 1: Another of our own Rotarians, Ann Langley Ph.D., a Marriage Family Therapist, will educate us with "Marriage Enrichment 101: How to Create Successful Relationships".

September 8: Past Pres. Rosemary Azem will provide us with a report about our upcoming International Projects. Rosemary has attended the Rotary projects fair in Brazil and the Presidents Conference in Costa Rica (See page 2).

September 15: District Governor Marry Janney will provide us with our official visit from the DG. This is an opportunity to have a Club Forum with the Governor in attendance.

September 22: Former member, Chief of Police, Carlos Bolanos, will give us a message on the "State of the City".

September 29: Mary Kay Henderson, a teacher at Newark Memorial High School in Fremont/Newark and a Paul Harris Fellow, will speak about the formation and care of an Interact Club.

LAST WEEK

President Fred called the meeting to order; PDG Bill led us in singing *My Country 'tis of Thee* and *Smiles*; Past Pres. Steve Mikulic led the pledge; Past Pres. Greg Roos gave the invocation; our secret greeter was Past Pres. Sam Dafnis; Past Pres. Pete Hodgson kept us ducking while he served as fine/recognition master.

Pres. 2B Jerry Mertins reported that the NFLA (Jerry's second love) had a successful golf tournament and raised about \$100,000. The NFLA also sponsors an auto donation program. Give your Cad or your clunker to the "Caring For Kids" program sponsored by the pro football alums (see Jerry or Bill Conklin).

ANNOUNCEMENTS

Duck race committee meeting tomorrow at 1700 (5:00pm) at the Sequoia Club.

The evening of Sunday September 20, will find the Rotary Club of RWC rejoicing over the defeat of the club from Menlo Park in a softball game. Put personal comfort and physical safety aside and contact Past Pres. Steve Mikulic to volunteer for action. After the shellacking handed to Menlo last year, they are seeking revenge. We will need every athlete on our roster to provide them with another humiliating drubbing.

Guatemala to host presidential conference

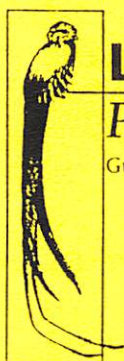
Approximately 750 Rotarians and others are expected to attend the RI Latin American Presidential Conference in Guatemala City, Guatemala, 30 July - 1 August 1998.

The aim of the conference is to develop ways to address regional community concerns, particularly by using resources of Rotary International and The Rotary Foundation, cosponsors of the meeting.

The opening plenary session and welcome reception will take place at the National Palace, where a keynote address will be given by Guatemalan President Alvaro Arzu Irigoyen, a strong supporter of Rotary initiatives in Guatemala such as the countrywide literacy campaign. RI President James L.

Lacy also will give a major speech at this first presidential conference of the 1998-99 Rotary year.

Speakers at other conference sessions, which will take place at the Westin Camino Real Hotel



LATIN AMERICAN *Presidential Conference*

Guatemala City, Guatemala, 30 July - 1 August 1998

Convention Center, will include Rotary Foundation Trustee Chairman Robert Barth and Past RI Presidents Carlos Canseco, Paulo V.C. Costa, and Luis Vicente Giay. Discussion groups throughout the conference will provide ample opportunities for Rotarians from Central America and elsewhere to build or expand service partnerships.

Chairman for the conference is Past RI Director Luis Felipe Valenzuela, member of the Rotary Club of Guatemala Sur in the capital city. All nine Rotary clubs in Guatemala City are giving major backing to the conference, the first RI presidential conference in their country.

In addition to Guatemalans, the conference is expected to draw participants from elsewhere in Central America and the Caribbean, Mexico, and North and South America.

The working language of the conference will be Spanish, with simultaneous interpretation into English if warranted by the number of English speakers.

You may obtain the conference registration form by telephoning RI's Faxback service (English: 503/721-3094; Spanish: 732/544-2859), accessing the RI Web page (www.rotary.org) or faxing the RI Meetings Promotional Coordinator at World Headquarters (847/328-9239). ■

MAKE-UP OPPORTUNITIES

MONDAY
BELMONT-Van's Restaurant, Belmont 12:15
PALO ALTO-Rickey's Hyatt House 12:15
CAMPBELL-Renzo's Restaurant 12:15
BURLINGAME-Holiday Inn Crown Plaza 12:15

TUESDAY
S.F. MISSION-Double Play Restaurant 7:30 am
PENINSULA SUNRISE-Pete's Harbor 7:30 am
MILLBRAE-Green Hills Country Club 12:15
MOUNTAIN VIEW-Florentine Restaurant 12:15
LOS GATOS-Villa Felise Restaurant 12:15
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SEPTEMBER 1, 1998 Volume 52 No. 9

SEQUOIA CLUB

TODAY

Our own Rotarian, Ann Langley Ph.D., a Marriage Family Therapist, will educate us with "Marriage Enrichment 101: How to Create Successful Relationships".

LOOKING AHEAD

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October 6: Steve Jamison, a writer who co-authored a book with John Wooden of UCLA basketball fame will speak to us. This could be about basketball, UCLA, John Wooden the man or just about writing about a legend.

LAST WEEK

President Fred called the meeting to order; PDG Bill led us in singing *Shine on Harvest Moon* (sort of) and *Smiles*; Pres. 2B Jerry Mertens led the pledge; Past Pres. Steve Mikulic gave the invocation; our secret greeter was Past Pres. Rosemary Azem; this weeks program presenter Ann Langley served as fine/ recognition master.

Bill Nicolet provided us with a fascinating program about the Galileo Space Probe that studied the planet of Jupiter. Bill has his Masters in engineering and spent half a lifetime working on the probe. The project started in 1965, was launched in 1989 and arrived at its destination in 1995. Jupiter is heavier than all of the rest of the planets combined. Bill's statement was that our solar system consists of the Sun, Jupiter and some insignificant junk, which includes Earth.

ANNOUNCEMENTS

Sunday September 20, RWC vs. Menlo Park in a softball game. Contact Past Pres. Steve Mikulic

September 26, 1998 dedication of our Habitat for Humanity building project. Our Past Presidents Pete (both of 'em) have led us to an outstanding result in one of the biggest Service projects ever undertaken by RWC Rotary.

General Secretary's Memo

Strategic planning for the future

Over the past year, we have been working at the Secretariat to develop a strategic plan that would prepare Rotary to meet the challenges of the 21st century. In February, our final plan was approved by the RI Board of Directors, and I'd like to share with you some of the main points of this blueprint for the Secretariat's future.

The plan is designed to support the Secretariat's mission of providing quality service and resources to Rotarians and clubs worldwide.

To that end, the senior management identified six key strategic objectives: assessment of service needs of Rotarians and clubs; effective delivery of service; high standards for procedures and performance; Rotary information and training for members and Rotary leaders; expanded public awareness of Rotary; and appropriate staff training.

Each strategic objective is backed up by a series of tactical objectives. For example, the first tactical objective under service delivery is one I'm sure all of you will appreciate: "Create effective systems to ensure consistent, timely and accurate response to information, comments and queries from Rotarians."

The six strategic objectives tell us "what" we must do, while the tactical objectives inform us "how" to do it. We are also addressing "who" will be responsible for implementing the plan. Each goal will have specific staff assigned to carry out the various tactical actions, and timelines will be developed to determine "when" each objective should be reached. Through periodic evaluations, we will be able to track our progress and quickly identify problems.

I liken Rotary's new strategic plan to that of a family. We have a certain amount of money and many things we want to do. Thus, we have set our priorities based on current conditions. But like all effective plans, this one can and should change along with the needs of our organization. However, for now I believe we have created the best possible plan — one that will enable the RI staff to provide the highest level of service to Rotarians throughout the world, while building a solid foundation for our organization's future. ■



A. Ram Hyatt

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PALO ALTO-Rickey's Hyatt House 12:15
CAMPBELL-Renzo's Restaurant 12:15
BURLINGAME-Holiday Inn Crown Plaza 12:15

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ROTARY SPOKE

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CHARTERED APRIL 22, 1946
DISTRICT 5150

SEPTEMBER 8, 1998 Volume 52 No. 10

SEQUOIA CLUB

TODAY

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October 6: Steve Jamison, a writer who co-authored a book with John Wooden of UCLA basketball fame will speak to us. This could be about basketball, UCLA, John Wooden the man or just about writing about a legend.

LAST WEEK

President Fred called the meeting to order; PDG Bill led us in singing *God*

Bless America and Smiles; Past Pres. Alan Bostwick led the pledge; Norm Fenton gave the invocation; our secret greeter was IN Absentia; Past Pres. Dennis Durkin tested our knowledge of The National Pastime serving as fine/recognition master (it made no difference if you knew the answer or not).

It has oft' been said that some of our best programs are provided by our own members. Ann Langley Ph.D., proved this saying right. Ann, a Marriage Family Therapist, educated us with "Marriage Enrichment 101: How to Create Successful Relationships". She provided a five point plan to enrich relationships. If you didn't receive a copy of her plan, ask Ann to share one with you.

ANNOUNCEMENTS

Sunday September 20, RWC vs. Menlo Park in a softball game at Burgis Park in Menlo Park. Warm-ups begin at 1200, first pitch at 1300 (1:00 PM). Contact Past Pres. Steve Mikulic

September 26, 1998 will see the dedication of our Habitat for Humanity building project starting at 1300 (1:00 PM). Our Past Presidents Pete (both of 'em) have led us to an outstanding result in one of the biggest Service projects ever undertaken by RWC Rotary.



You're Invited to a Masquerade

Sequoia Hospital Foundation

Presents

Gala Events 1998

Sequoia Ball Saturday, September 26, 1998

Golf and Tennis Tournaments Monday, September 28, 1998

Sharon Heights Golf & Country Club

The Sequoia Hospital Foundation and your 1998 Events Co-Chairs cordially invite you to be part of our festivities to benefit Sequoia Hospital. Proceeds will go toward the completion of the major updating and renovation of Sequoia's Surgery Suites.

Sequoia Ball Co-Chairs: Nadine and Bob Franceschini

Golf Tournament Co-Chairs: Barbara Mape and Frank Dell'Omo

Tennis Tournament Co-Chairs: Orland Eliason, M.D. and Ivan Ho, Pharm.D.

Foundation Executive Director: Claudia Keys

For more info check our Web Site at
www.chwbay.org/golf-tennis
or call Claudia Keys at [REDACTED]



MAKE-UP OPPORTUNITIES

MONDAY

BELMONT-Van's Restaurant,Belmont 12:15
PALO ALTO-Rickey's Hyatt House 12:15
CAMPBELL-Renzo's Restaurant 12:15
BURLINGAME-Holiday Inn Crown Plaza 12:15

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SEPTEMBER 15, 1998 Volume 52 No. 11

SEQUOIA CLUB

TODAY

District Governor Marry Janney will provide us with our official visit from the DG. This is an opportunity to have a Club Forum with the Governor in attendance. See page 2 for an introduction Mary.

LOOKING AHEAD

September 22: Mary Kay Henderson, a teacher at Newark Memorial High School in Fremont/Newark and a Paul Harris Fellow, will speak about the formation and care of an Interact Club.

September 29: Former member, Chief of Police, Carlos Bolanos, will give us a message on the "State of the City".

October 6: Steve Jamison, a writer who co-authored a book with John Wooden of UCLA basketball fame will speak to us. This could be about basketball, UCLA, John Wooden the man or just about writing about a legend.

LAST WEEK

President Fred called the meeting to order; PDG Bill led us in singing *My Country 'tis of Thee and Smiles*; Roland Haga led the pledge; Mike Ryan gave the invocation; our secret greeter was IN Absentia; Past District Governor Bill Conklin filled in for Pres. 2B Jerry Mertens and, using Jerry's material

tested our knowledge of The National Preoccupation, football, 49er football, serving as fine/ recognition master (it made no difference if you knew the answer or not).

It has oft' been said, so oft that it was said last week in the *Spoke*, that some of our best programs are provided by our own members. Past Pres. Rosemary said she would talk for about five minutes and then show a Rotary video clip. It turned out that she is so enthusiastic about International Service and our projects in Central America that she talked for a half hour, then showed the five minute clip.

Rosemary has attended three of the Uniendo America conferences. These meetings give Rotary clubs such as ours an opportunity to identify a project and fund it through matching grant money from Rotary International. A great job Rose!

ANNOUNCEMENTS

Sunday September 20, RWC vs. Menlo Park in a softball game at Burgis Park in Menlo Park. Warm-ups begin at 1200, first pitch at 1300 (1:00 PM). Contact Past Pres. Steve Mikulic

September 26, 1998 will see the dedication of our Habitat for Humanity building project starting at 1000 (10:00 AM).

DUCKS AMUCK©

This past weekend we saw the real spirit of Rotary as our members turned out to tag the ducks (Thursday), transport the ducks (Friday), sell duck adoptions (Saturday), and run the pluck (Sunday). We will not attempt to name all of the members who helped for fear that someone might be overlooked.

Sunday afternoon saw the immersion of 6,000 well conditioned, trained racing ducks into the reflection pool outside Electronic Arts in Redwood Shores. Many complained that bobbing around in an artificial fountain was an insult to ducks with their athletic ability. These ducks have been working out since last year in anticipation of swimming the course from the Sofitel to the finish line. Alas, it was not to be. Herhonner the Mayor, Diane Howard, plucked the winning ducks from the pond with a net. Those ducks that had trained the hardest complained the loudest. They thought it entirely unfair that the winner be determined by random chance rather than athletic ability.

JOLLY JANNEY JURISDICTIONAL JUGGERNAUT OF 5150

MARY JANNEY
DISTRICT GOVERNOR

Mary Janney has been a very active Rotary Club member since 1989. In addition to serving as past president of the Burlingame Rotary Club, she served as District Rotary House Chair and Past Presidents Dinner Co-Chair. Mary is a benefactor of Rotary, a multiple Paul Harris Fellow and attended international conventions in Taipei, Nice and Calgary.

"I have experienced a gradual deepening love for Rotary and other non-profit work. Fellowship and friendships come out of service and my biggest rewards in Rotary," Mary said, "are the friends



I have made."

During her term as Governor, Mary will be encouraging clubs in the District to set up awareness programs for breast and prostate cancer. She will also continue her work of developing member and retention of current members in addition to full participation of all members as Paul Harris Fellows.

In addition to her full time job as Executive Director of Sterling Court and serving as District Governor, Mary will also be Vice Mayor of Burlingame for the first half of her term and Mayor of Burlingame in the second half.

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 PALO ALTO/UNIVERSITY-Holiday Inn 7:30 am
 SAN CARLOS-Salvatore's Restaurant 12:15
 SAN BRUNO-S.F. Airport Hilton 12:15
 SARATOGA-Community Center 12:00
 SANTA CLARA N.-Days Inn/Great America Pkwy 12:00
 TIBURON/BELVEDERE-SF Yacht Club(Belvedere) 12:15
 WOODSIDE-Guild Hall, Woodside Church 7:30 am

For other make-up opportunities see Jackie Houle

ROTARY CLUB OF REDWOOD CITY

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FRED STATHDEE
 President

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 Past President

Jackie Houle
 Secretary
 Linda Schmidt
 Treasurer

Sergeant At Arms: By Committee

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DISTRICT 5150
 ROTARY INTERNATIONAL

9/15/98

ESTIMATED DUCK RACE TOTALS

YMCA	\$ 1,605
SEQUOIA HOSPITAL	1,900
KAINOS	6,175
BOYS + GIRLS CLUB	2,440
P.A.L.	3,570
SALVATION ARMY	340
ROTARY	4,145

EST. TOTAL \$ 20,175

PETE HUGHES	3,885
PETE HODGSON	2,175
DANI D.	945
TOM DELFS	310

ESTIMATED NET \$ 25,735



ROTARY SPOKE

ROTARY CLUB OF REDWOOD CITY CALIFORNIA

*"He Profits Most
Who Serves Best"*

CHARTERED APRIL 22, 1946
DISTRICT 5150

SEPTEMBER 22, 1998 Volume 52 No. 12

SEQUOIA CLUB

TODAY

Mary Kay Henderson, a teacher at Newark Memorial High School in Fremont/Newark and a Paul Harris Fellow, will speak about the formation and care of an Interact Club.

LOOKING AHEAD

September 29: Former member, Chief of Police, Carlos Bolanos, will give us a message on the "State of the City".

October 6: Steve Jamison, a writer who co-authored a book with John Wooden of UCLA basketball fame will speak to us. This could be about basketball, UCLA, John Wooden the man or just about writing about a legend.

October 13: Malcolm Smith of the Mid Peninsula Open Space District will speak to us about preservation of our land resources.

October 20: Committee Breakout Sessions.

October 27: Maria Bransford, Executive Director of the Fair Oaks Senior Citizens Center will describe the activities at this very busy RWC location.

LAST WEEK

President-in-training Jerry called the meeting to order; PDG Bill led us in

singing *For He's a Jolly Good Fellow* and *Smiles*; Past Pres. Judy Cooper led the pledge; Michael Clarke gave the invocation; our secret greeter was I.N. Absentia; Our resident physician and keeper of the "English Language" (British style) turned a fine/recognition session into the program for the day. It was great fun differentiating usages of the English language in America, Australia, New Zealand and Canada. We ended the afternoon identifying passages from Shakespeare's various plays.

Club members fared rather well in the Ducks Amuck@ duck pluck on September 13. Guy Thompson's wife, Gayle, won the trip for two anywhere in the continental US or Canada offered by Northwest Airline. It will be interesting to see if Guy is invited to accompany the lucky winner when she decides to take the trip. Bob Doss came away with some computer games from Electronic Arts and Pete Hughes will spend some time in PDG Dave Cresson's B&B in Half Moon Bay.

ANNOUNCEMENTS

September 26, 1998 will see the dedication of our Habitat for Humanity building project starting at 1000 (10:00 AM) at the project site. Contact Past Pres. Pete or Past Pres. Pete for directions .

THE ROTARY FOUNDATION BRINGS HOPE TO THE WORLD

Polio eradication nears in Western Pacific region

Hopes are high that the World Health Organization's Western Pacific Region — comprising countries in easternmost Asia and the Pacific — will become the second region to be declared polio-free. The Americas became the first region certified polio-free in 1994.

Pacific island nations are now considered polio-free, while in the continental Asian portion of the region, the Mekong Delta area of South Vietnam and Cambodia was the last place where endemic transmission of the polio virus occurred. As of 1 April 1998, no laboratory-confirmed polio cases had been reported for more than a year in the Western Pacific.

For polio eradication to be certified in the Western Pacific by the end of 2000, there must be no indigenous wild polio virus cases found in any country of the region during 1998, 1999 and 2000. In 1997, nine cases of the virus were reported in the region, compared to 21 in 1996 and 31 in 1995.

Reflecting their commitment to polio-eradication programs, all polio-endemic countries in the region have carried out National Immunization Days (NIDs) over a number of years. They also have improved their surveillance activities, during which remaining reservoirs of the virus are discovered and targeted for mop-up immunization campaigns. Rigorous surveillance will be required for at least three years in all countries to ensure that polio no longer remains.

Since 1992, Rotary's PolioPlus Program has provided more than US\$37 million to the Western Pacific region for polio-eradication activities, including US\$500,000 for 1998. In addition, countries such as the Philippines, Mongolia and Papua New Guinea have benefited during NIDs from the volunteer network of Rotary clubs and districts.

PolioPlus Partners projects in the region support the emphasis on surveillance as the final stage in achieving polio-free status. Major Partners projects have helped to equip polio virus laboratories in China, Mongolia and Myanmar, and to provide training for five provincial epidemiologists from China at the Centers for Disease Control and Prevention in Atlanta, Georgia, U.S.A. ■

MAKE-UP OPPORTUNITIES

MONDAY

BELMONT-Van's Restaurant,Belmont 12:15
PALO ALTO-Rickey's Hyatt House 12:15
CAMPBELL-Renzo's Restaurant 12:15
BURLINGAME-Holiday Inn Crown Plaza 12:15

FOSTER CITY-Holiday Inn 12:15
MENLO PARK-Menlo Park Rec Ctr. 12:00
SANTA CLARA WEST-Mariani's Restaurant 12:14

TUESDAY

S.F. MISSION-Double Play Restaurant 7:30 am
PENINSULA SUNRISE-Pete's Harbor 7:30 am
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MOUNTAIN VIEW-Florentine Restaurant 12:15
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PACIFIC-Sharp Park Restaurant, SP Golf Club 7:15 am
STANFORD AREA-Mac's Tea Room Los Altos) 7:15 pm

THURSDAY

FISHERMAN'S WHARF-Franciscan Restaurant 7:30 a

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PALO ALTO/BAYSHORE-Bayland's Nature Center 12:15
LOS ALTOS-Piccolo Mondo Restaurant 12:00
SANTA CLARA-Mariani's Restaurant 12:15
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SO SAN FRANCISCO-Basque Cultural Center 12:15

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DALY CITY-Hungry Hunter 12:15
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For other make-up opportunities see Jackie Houle

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CHARTERED APRIL 22, 1946
DISTRICT 5150

SEPTEMBER 29, 1998 Volume 52 No. 13

SEQUOIA CLUB

TODAY

Former member, Chief of Police, Carlos Bolanos, will give us a message on the "State of the City".

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October 27: Maria Bransford, Executive Director of the Fair Oaks Senior Citizens Center will describe the activities at this very busy RWC location.

LAST WEEK

Pres. Fred called the meeting to order; PDG Bill led us in singing *America* and *Smiles*; Mike Giari led the pledge; Past Pres. Bob Dooley gave the invocation; our secret greeter was Mel Anisman; Our fill-in fine/recognition master, PDG Bill, swept up fives from almost everyone.

Our program chair for the day was Ann Langley who introduced her sister, Mary Kay Henderson, a teacher from the Newark-Freemont School District. Mary Kay is the faculty moderator for her school's Rotoract Club. She brought two young men, Vince and Rich who are members of the club and leaders in the school.

Rich and Vince gave accounts of the projects their Rotoract club undertakes that would challenge even the most active of Rotary clubs to match. They work with the Newark Rotary Club in beach clean-up, Aids Walkathon, fundraising for Polio Plus and wildlife refuge. They have gone to Mexico to build houses, they have provided gift wrapping for children's presents, they participate in Rotary Youth Leadership and a host of other community activities.

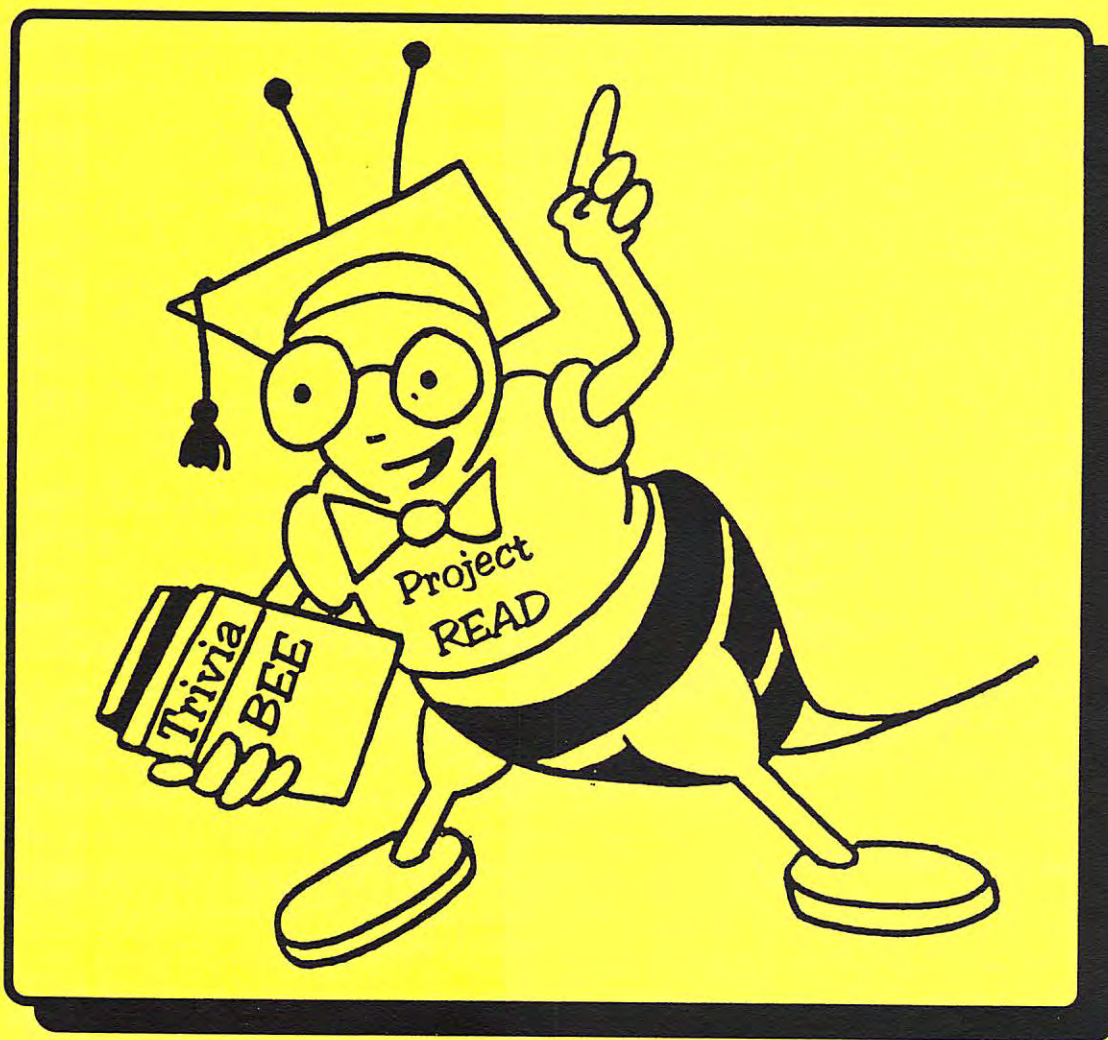
ANNOUNCEMENTS

Congratulations to the RWC nine+ who kept our unbeaten tradition against the Menlo Park Club intact. Softball bragging rights are ours for another year.

San Carlos Rotary will be hosting an Octoberfest with entertainment by a German oompah-pah band and quantities of wersts and beer. Date to be announced. Call Phyllis at 361-1027 for details.

Redwood City Friends of Literacy proudly present:

**Project READ's 10th Annual
Trivia BEE**



Friday, October 16, 1998

Hosted by Cañada College

All proceeds to benefit Redwood City Project READ

MAKE-UP OPPORTUNITIES

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BELMONT-Van's Restaurant,Belmont 12:15
PALO ALTO-Rickey's Hyatt House 12:15
CAMPBELL-Renzo's Restaurant 12:15
BURLINGAME-Holiday Inn Crown Plaza 12:15

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DISTRICT 5150

OCTOBER 6, 1998 Volume 52 No. 14

SEQUOIA CLUB

TODAY

Steve Jamison, a writer who co-authored a book with John Wooden of UCLA basketball fame will speak to us. This could be about basketball, UCLA, John Wooden the man or just about writing about a legend.

LOOKING AHEAD

October 13: Malcolm Smith of the Mid-Peninsula Open Space District will speak to us about preservation of our land resources.

October 20: Committee Breakout Sessions.

October 27: Maria Bransford, Executive Director of the Fair Oaks Senior Citizens Center will describe the activities at this very busy RWC location.

LAST WEEK

Pres. Fred called the meeting to order; PDG Bill led us in singing *God Bless America* and *Smiles*; John McEvoy led the pledge; Past Pres. Judy Cooper gave the invocation; our secret greeter was Miss Ing Person; Our fill-in fine/recognition master, Pres. Fred used the dedication of our Habitat project as a reason to recognize almost everyone.

Our program chair for the day was Ann Langley who introduced former

member and tennis player
extraordinaire, Carlos Bolanos.

Carlos gave us a perspective of the "State of the City" as viewed from the office of the Chief of Police. The Police Department of Redwood City is committed to service in partnership with the people of the community. Any city has problems and it is the task of the police department to solve them. The idea is to meet and satisfy the needs of the people.

Modern policing stresses partnerships. A partnership with the community through neighborhood groups and a citizens police academy; a partnership with the Sheriff's Department; a partnership with neighboring police agencies to create regional anti-crime task forces; a partnership with youth through programs such as PAL and DARE.

Carlos believes that Redwood City is in great shape, gangs, drug related problems, prostitution and crime in general are here, as they are in any city, however they are being managed. He was enthusiastic about the functional regionalization of law enforcement. Agencies throughout the area participating to make a Peninsula wide assault on crime. Police forces, federal agencies, sheriffs and the state all working together regardless of jurisdictional boundaries.

ANNOUNCEMENTS

WARNING! WARNING! WARNING! October 20 is World Hunger Day, and a Rotarian from Massachusetts has issued a challenge. If the Rotary clubs of the US will raise \$1MM, he will match it. Bob Boland will conduct the fine/ recognition session and has warned us to be prepared for an "extraordinary" fine session (bring a checkbook).

San Carlos Rotary will be hosting an Oktoberfest with entertainment by a German oompah-pah band and quantities of wersts and beer. Date to be announced. Call Phyllis at [REDACTED] for details.

CASINO CRUISE

NOVEMBER 7: DISTRICT 5150 will sponsor a casino night on San Francisco Bay. The event is our opportunity to support the Rotary Foundation and have fun at the same time. Once every 12 months, annually each year in November, our District 5150 holds a raffle and event. Participation is a painless way to become a Sustaining Member or even a Paul Harris Fellow. Since we are all going to make a contribution to the Rotary Foundation this Rotary year of (Governor's Goal) \$200, the Casino Night affords us the unique chance to have chance work for us. There are prizes for the biggest winner as well as prizes for the raffle.

Tickets for the Casino Cruise are \$75 per person (see Pres. Fred). Raffle tickets are \$10 each. If we all buy 20 raffle tickets we will have met DG Mary Janney's goal.

SUSTAINING MEMBER-PHF

The Rotary Foundation of Rotary International is the charitable arm of our organization. Through the Foundation we have matching grants for our International Service projects. The Foundation pays for the GSE exchanges and it provides grants such as our District's revampment of the Ukrainian health system. None of this happens without money. Each year we are asked to support the Foundation with our annual giving contributions. Once we have given \$100 we become a Sustaining Member. When our contributions accumulate to \$1,000 we are designated a Paul Harris Fellow and are honored to wear the pin recognizing our generosity.

It is always the goal of every club president to have 100% participation in the annual giving. An even greater goal is to have a club with at least 100% Sustaining Membership. In the past the Rotary Club of Redwood City would match the first \$50 each member donated to the Foundation. \$50 from anyone not yet a Sustaining Member and \$50 from the club and we could be one of the few clubs in District 5150 with a full complement of Sustaining Members. It's a small step from there to a PHF once the habit of giving is formed.

Los Angeles Times

PARADE

Lessons From Coach Wooden

By Steve Jamison

During the 1960s and 1970s, John Wooden coached the UCLA Bruins to a record-setting 10 NCAA Division I titles. Winning championships and breaking records, however, were not Wooden's top priorities as a coach. In his playbook, education was first, basketball second and socializing third.

The UCLA and NBA superstar Kareem Abdul-Jabbar, a three-time PARADE all-American, remembers Wooden's message. "What Coach taught

was in sync with what my parents believed—namely, knowledge is power," says Abdul-Jabbar. "Knowledge is what you use to get ahead throughout life."

Wooden's players have gone on to become doctors, lawyers, dentists, ministers, businessmen and teachers. Now 87, he continues to share his message at schools, seminars and in his

book *Wooden*, which we worked on together. Remember, he says:

• NO TEAM HAS EVER PLAYED A PERFECT GAME. It's impossible.

But *striving* for perfection is not. You have the power to do that. And when you do, you

become a winner regardless of the score.

• THE FINAL SCORE IS NOT THE "FINAL SCORE." There is nothing wrong with the other person or team being better than you are, so long as you do everything possible to prepare for the challenge ahead.

The score can

never make you a loser if you've done your best.

• MAKE EACH DAY'S PRACTICE A MASTERPIECE. Don't think you can work twice as hard

tomorrow to make up for a sloppy effort today. If you have it within your power to work twice as hard, do it now. This is true in both basketball and life.



Clarkson/Allyport

"Never cease trying to be the best that you can be," says John Wooden.

INSIDE: The All-America High School Boys Basketball Team

MAKE-UP OPPORTUNITIES

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BELMONT-Van's Restaurant,Belmont 12:15
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BURLINGAME-Holiday Inn Crown Plaza 12:15

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TUESDAY

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OCTOBER 13, 1998 Volume 52 No. 15

SEQUOIA CLUB

TODAY

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LOOKING AHEAD

October 20: Committee Breakout Sessions.

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Pres. Fred called the meeting to order; PDG Bill led us in singing *America* and *Smiles*; Bob Doss led the pledge; the invocation was given; our secret greeter was Miss Ing Person (again); Our fine/recognition master, Mike Ryan used birthdays, anniversaries and knowledge about the NFL as a reason to recognize almost everyone.

Our program chair introduced Steve Jamison, a writer who co-authored a book, *The wisdom of Wooden* with John Wooden of UCLA basketball fame. Steve gave us a great presentation about the 87 year old Wooden, which included a lesson on how to put on socks prior to playing basketball, or any other sport, for that matter.

Coach Wooden practiced the "Enlightened, Democratic" leadership approach to his teams. The book, however, refers to other styles of leadership which Coach Wooden probably wouldn't subscribe, such as the dictator and the buddy.

To be a true disciple of John Wooden one must practice integrity and fair play, one must have a spirit for the game and truly be a good sport in all senses of the word. Coach Wooden revealed a code of ethics that we as Americans should want to have, one based on discipline, fairness and a good feeling of respect for oneself and for ones opponent. He lives for the spirit of the game.

ANNOUNCEMENTS

WARNING! WARNING! WARNING! October 20 is World Hunger Day, and a Rotarian from Massachusetts has issued a challenge. If the Rotary clubs of the US will raise \$1MM, he will match it. Bob Boland will conduct the fine/recognition session and has warned us to be prepared for an "extraordinary" fine session (bring a checkbook).

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General Secretary's Memo

Preserving our Rotary past

Organizations, like people, need a good memory to be effective. This is especially true for Rotary, which, as the “father” of the service club movement, is so very rich in history. In our 93 years, we have accumulated an abundance of books, documents, artifacts, photographs, art works, and eclectic memorabilia. As so often happens with family treasures, much of this vast collection has been relegated to various corners of our “attic” — the RI central files and warehouse in Evanston, the eight Service Centers, the RIBI office, and district and club offices throughout the world.



A. C. Ryan Hyatt

While we have always known that a wealth of historical material exists, we don't know exactly what it includes or where everything is located. With Rotary's Centennial in 2005 drawing closer, we began to see the urgent need to establish a professional archives. Over the coming months, an archivist and research assistant will inventory more than 90 years of correspondence, records, documents, publications, club histories, audiovisuals, and other items of historical value.

Through systematic, computerized cataloging, we will be able to preserve our past, while making it accessible to Rotarians and others who are interested in our vital history. These archives will also serve as an invaluable resource in the creation of Rotary's centennial history — a landmark volume that will be published to commemorate our 100th anniversary.

Much of our archival material has been donated by Rotarians, including past RI presidents and general secretaries. Some past presidents have even created presidential museums, which will also be part of the database that makes up our archival system.

Undoubtedly, our “global attic” will turn up many forgotten treasures. Already, the first cursory exploration of the Evanston warehouse yielded one such prize: tucked away in a corner was the certificate to practice law in Illinois for a young attorney named Paul Harris. We plan to display this document, along with many of our other findings, for all Rotarians to see as we move into the new millenium. ■

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SAN MATEO-Foster City Holiday Inn 12:15
SAUSALITO-Alta Mira Hotel 12:15
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FRIDAY

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For other make-up opportunities see Jackie Houle

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DISTRICT 5150
ROTARY INTERNATIONAL

THE ROTARY CLUB OF SAN CARLOS

Presents
THE SECOND ANNUAL

Oktoberfest

Sponsored by:
BOARDWALK VOLKSWAGEN

Greek Orthodox Church
900 Alameda, Belmont

SATURDAY,
OCTOBER 17, 1998
5:00 p.m.

View the New
VW BEETLE
You may be the one to
Drive it Away

Karl Lebherz Band
and Entertainment
by
Ensemble International

No-host Bar
authentic German dinner
by Nob Hill Catering

Proceeds go to support
Rotary projects, such as
San Carlos Youth Center,
scholarships and other
community needs.

\$35.00 advanced ticket sale
\$40.00 at the door

Tickets available in San Carlos
at
Mail Boxes Etc.
Park and Recreation Office, Burton Park

Call (650) 361-1027 for further information
or

For ticket reservation: send your check, payable to San Carlos Rotary
P.O. Box 515, San Carlos, CA 94070



**DISTRICT 5150 FOUNDATION
CASINO CRUISE**

**REGISTER TODAY FOR NOV 7, 1998 for only
\$75.00**

PRICE CHANGES TO \$85.00 SEPTEMBER 15, 1998!!!!

DON'T MISS THE BOAT

All Participants must be pre-registered by Oct. 31
registrations must be mailed with a check to

Shirley Olea

PO Box 482, Half Moon Bay, CA 94019

or faxed with Visa/MasterCard information to

650-726-4219

No registrations will be accepted by telephone -

NO registrations accepted on the boat

The Spirit of San Francisco will leave PIER 39 at 6:30 pm
with or without paid passengers! No Refunds so get there early

NameTag:	Guests:	
Club:		
Address to mail tickets to:		
City:		
Phone:		
Visa / Master Card:	Expiration Date:	
Signature:		

TICKETS WILL BE MAILED TO ADDRESS PROVIDED



ROTARY SPOKE

ROTARY CLUB OF REDWOOD CITY CALIFORNIA

*"He Profits Most
Who Serves Best"*

CHARTERED APRIL 22, 1946
DISTRICT 5150

OCTOBER 27, 1998 Volume 52 No. 16

SEQUOIA CLUB

TODAY

Former member, former County Assessor, Roland Gianinni will give us an insight into the establishment and workings of the new San Mateo county Museum being created at the old domed Courthouse.

LOOKING AHEAD

November 3: Our own John Lowe will tell us about International Business and Rotary make-up in foreign countries.

November 10: Mark Putnam will give a program entitled "How to Remove Emotional Stress From Your Life."

November 17: Finally we will host our District Governor Mary Janney who will bring us up to date about Rotary International and District 5150.

November 24: Former city councilman Georgie LaBerge and her husband Warren Dale will visit and give us a first hand account of the happenings in Bosnia. Warren has worked in trauma, stress and conflict counseling for more than 27 years. He and Georgie have spent many months in Bosnia and have first hand information if the subject.

LAST WEEK

Pres. Fred called the meeting to order;
Pres. Fred led us in singing *God Bless*

America and Smiles; S.O. Meone led the pledge; the invocation was given by A.M. Mber; our secret greeter was Miss Ing Person (again); Our fine/recognition master, I.M. Fine extracted contributions to the RWC Rotary Foundation. The meeting proceeded to committee breakout sessions and ultimately was adjourned.

ANNOUNCEMENTS

October 31: Redwood City Fall Clean Up day. We are asked to help beautify the recently reconstructed James Street.

NEW MEMBER MIXER-NEW MEMBER MIXER. 11/11: This is the day Fasching begins. It is the start of Carnival. It is also the day we will introduce ourselves to potential members of RWC Rotary. The mixer will be at the Sequoia Club following the close of business.

What Every Rotarian can Do ✓

Arrive early and get acquainted with Rotarians you should know better.

Take time to thank the speaker and others on the program. Pat the president on the back once in awhile. Be sure your attendance is better than the average of your club.

Watch for new members and visiting Rotarians. Introduce yourself. Make visitors welcome. Invite them to sit with you. Visit other Rotary Clubs. You will meet some fine people that way and help our club's attendance at the same time. If the club is being conducted in a different manner and you like it, tell our president about it. Compliment the chair of a committee if he/she is doing a good job. Become involved.

Rotary Foundation Month

Turning dreams into reality

What would it take to make the world a better home? A microenterprise loan project to improve the quality of life in an impoverished community? A mobile clinic to give isolated villagers access to health care?

A network of deep wells to supply destitute families with clean drinking water? A campaign to instill self-esteem in young people and educate them about the dangers of using drugs? On-the-job training programs to reduce the level of adult unemployment in an urban area?

The Rotary Foundation of RI offers many ways to realize each of these dreams for a better world. These programs include Matching Grants; Helping Grants; Health, Hunger and Humanity (3-H) Grants; Discovery Grants; and Grants for Rotary Volunteers, among others. Rotary Foundation Month — November — is a good time to make your club aware of the scope of Foundation activities and the many opportunities for personal participation.

The Rotary Foundation helps Rotarians do more than they ever thought possible to meet an array of human needs. The Bangladesh Rotary Literacy Project, for example, began in a small number of schools, funded by a Foundation Matching Grant. So impressive were the results that the government of Bangladesh is committed to extending the project throughout the country. Now aided by a 3-H Grant, the effort is expected to help 20 million people become literate.

The Rotary Foundation itself began with the dream of one individual, RI President Arch C. Klumph, in 1917. Since then, the Foundation has grown to become a strong, effective force for world understanding and peace.

Where does your club's dream for a better world begin — and end? The Rotary Foundation can help forge that dream into reality. ■

Rotary volunteer from The Netherlands Doctor Bank uses an ambulance procured with a Rotary Foundation Matching Grant to make calls on rural Kenyan patients.



MAKE-UP OPPORTUNITIES

MONDAY

BELMONT-Van's Restaurant,Belmont 12:15
PALO ALTO-Rickey's Hyatt House 12:15
CAMPBELL-Renzo's Restaurant 12:15
BURLINGAME-Holiday Inn Crown Plaza 12:15

TUESDAY

S.F. MISSION-Double Play Restaurant 7:30 am
PENINSULA SUNRISE-Pete's Harbor 7:30 am
MILLBRAE-Green Hills Country Club 12:15
MOUNTAIN VIEW-Florentine Restaurant 12:15
LOS GATOS-Villa Felise Restaurant 12:15
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SUNNYVALE-Holiday Inn 12:15
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MILL VALLEY-Mill Valley Golf Club 12:15
PACIFIC-Sharp Park Restaurant, SP Golf Club 7:15 am
STANFORD AREA-Mac's Tea Room Los Altos) 7:15 pm

WEDNESDAY

CUPERTINO-Quinlan City Center 12:15
DALY CITY-Hungry Hunter 12:15
S.F. WEST-Lakeside Cafe 7:30 am

FOSTER CITY-Holiday Inn 12:15
MENLO PARK-Menlo Park Rec Ctr. 12:00
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THURSDAY

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CHARTERED APRIL 22, 1946
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NOVEMBER 3, 1999 Volume 52 No. 17

SEQUOIA CLUB

TODAY

Our own John Lowe will tell us about International Business and Rotary make-up in foreign countries.

LOOKING AHEAD

November 10: Mark Putnam will give a program entitled "How to Remove Emotional Stress From Your Life."

November 17: Finally we will host our District Governor Mary Janney who will bring us up to date about Rotary International and District 5150.

November 24: Former city councilman Georgie LaBerge and her husband Warren Dale will visit and give us a first hand account of the happenings in Bosnia. Warren has worked in trauma, stress and conflict counseling for more than 27 years. He and Georgie have spent many months in Bosnia and have first hand information on the subject.

LAST WEEK

Pres. Fred called the meeting to order; Past Pres. Bill, the gavel burglar, led us in singing *Smiles*; Don Hack led the pledge; the invocation was given by Hal Hads; Our fine/recognition master, Past Pres. Alan Bostwick extracted and made contributions to the RWC Rotary Foundation. The meeting proceeded to introduction of former member Roland

Gianinni. Since retirement as County Assessor, he has been involved with the San Mateo County Historical Society and has been a prime mover to makeover the old courthouse as a museum. When complete the \$6MM project will remove the outer buildings and restore the columns at the entrance on Broadway.

The Historical Society has a great collection of antiques, including carriages, which tell the history of transportation on the Peninsula.

Pres. Fred announced that we raised \$1,900 for the World Hunger campaign. This will be matched by the Feinstein Foundation, let's pat Bob Boland and ourselves on the back for this one!

Bob Dooley was feted as our unsung hero at a luncheon on October 25. We turned out 10 of our members to honor Bob for all he has done for our Club.

ANNOUNCEMENTS

NEW MEMBER MIXER-NEW MEMBER MIXER. 11/11: This is the day Fasching begins. It is the start of Carnival. It is also the day we will introduce ourselves to potential members of RWC Rotary. The mixer will be at the Sequoia Club following the close of business. Bring your best and brightest prospect, we need quality people to help us do the good work of Rotary.

ANNOUNCEMENTS:

SPOKE UPDATE: We will update our roster with the next issue, please have all changes to Bill Conklin by November 6.

CASINO CRUISE: NOVEMBER 7: DISTRICT 5150 will sponsor a casino night on San Francisco Bay. The event is our opportunity to support the Rotary Foundation and have fun at the same time. Once every 12 months, annually each year in November, our District 5150 holds a raffle and event. Participation is a painless way to become a Sustaining Member or even a Paul Harris Fellow. Since we are all going to make a contribution to the Rotary Foundation this Rotary year of (Governor's Goal) \$200, the Casino Night affords us the unique chance to have chance work for us. There are prizes for the biggest winner as well as prizes for the raffle. Tickets for the Casino Cruise are \$75 per person (see Pres. Fred). Raffle tickets are \$10 each. If we all buy 20 raffle tickets we will have met DG Mary Janney's goal.

SPECIAL MAKE UP CREDIT -

Duck Race, Habitat for Humanity, Unsung Hero Awards Luncheon. Other community service activities will be considered by the board from time to time in compliance with the Manual of Procedure. Call Jackie Houle if you have questions.

DG VISIT - 11/17

Fred will be contacting committee chairs to go over the year's plans for their respective committees to present to our DG. It is important that directors and committee chairs arrive at 11:00 for the DG's visit.

BOARD MEETINGS

Are held on the last Friday of the month. However, the next two meetings are tentatively set for November 20 and December 18. All committee chairs are asked to get their reports in to Pres Fred prior to the meeting - especially if you do not plan to attend!

WE ARE A SERVICE CLUB - Let's get revitalized!

Some upcoming events proposed by the board:

- 1) 49er night - need 6 to 8 volunteers for the **Tailgate BBQ** on 12/14 - volunteers will most likely receive passes to the game - see Jerry Mertens.
- 2) 49er **Raffle** - only two hundred tickets at \$100 will be sold -- RT Airfare, 4 nights hotel and Super Bowl game in Miami for two people Great odds! Our club stands to make \$3,750 if we participate. See Jerry Mertens for details.
- 3) Duck Race -- a great money maker! Let's all do our part.
- 4) Habitat For Humanity -- two new units are planned
- 5) Possible sponsor for a new Casa de Redwood facility.
--Other possibilities - Celebrity Roast or a Wine Tasting and Art Auction.
--We are in need of a contributions committee chair
--If everyone does a little bit, the job of chair will be greatly reduced.
--Let's hear from our members -- Any ideas?

MAKE-UP OPPORTUNITIES

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BELMONT-Van's Restaurant,Belmont 12:15
PALO ALTO-Rickey's Hyatt House 12:15
CAMPBELL-Renzo's Restaurant 12:15
BURLINGAME-Holiday Inn Crown Plaza 12:15

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S.F. MISSION-Double Play Restaurant 7:30 am
PENINSULA SUNRISE-Pete's Harbor 7:30 am
MILLBRAE-Green Hills Country Club 12:15
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PACIFIC-Sharp Park Restaurant, SP Golf Club 7:15 am
STANFORD AREA-Mac's Tea Room Los Altos) 7:15 pm

WEDNESDAY

CUPERTINO-Quinlan City Center 12:15
DALY CITY-Hungry Hunter 12:15
S.F. WEST-Lakeside Cafe 7:30 am

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For other make-up opportunities see Jackie Houle

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ROTARY SPOKE

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CHARTERED APRIL 22, 1946
DISTRICT 5150

NOVEMBER 10, 1998 Volume 52 No. 18

SEQUOIA CLUB

TODAY

Mark Putnam will give a program entitled "How to Remove Emotional Stress From Your Life."

LOOKING AHEAD

November 17: Finally we will host our District Governor Mary Janney who will bring us up to date about Rotary International and District 5150. Officers, Directors and Committee Chairs will meet at 11:00 for a Club Forum with the DG as guest.

November 24: Former city councilman Georgie LaBerge and her husband Warren Dale will visit and give us a first hand account of the happenings in Bosnia. Warren has worked in trauma, stress and conflict counseling for more than 27 years. He and Georgie have spent many months in Bosnia and have first hand information on the subject.

LAST WEEK

Pres. Fred called the meeting to order; Pres. Fred, led us in singing *Smiles*; Past Pres. Alan Bostwick led the pledge; the invocation was given by Mike Ryan; Our fine/recognition master, Past Pres. Dennis Durkin filled in at the last minute and did an outstanding job of impromptu fund raising (all of those hours in the court room answering to judges paid off).

Our own member John Lowe, gave us a run-down of makeup meetings around the world. As a Chartered Accountant in England, he tired of the Black Bowler, newspaper and umbrella, so he migrated to the USA looking for a job on Wall Street. He currently consults with clients all over the globe. His makeup's are primarily in Europe. Most meetings are held in the evening. There are few women members in European Rotary. Some clubs he has visited have no song, pledge, invocation or fines/recognition.

John has a strong commitment to helping others which he evidenced by his request and willingness to match impromptu donations up to \$100 for relief in Central America. PDG Dave Cressen verbally applauded John for his gesture and a spirited \$\$ offering ensued.

ANNOUNCEMENTS

NEW MEMBER MIXER-NEW MEMBER MIXER. 11/11: This is the day Fasching begins. It is the start of Carnival. It is also the day we will introduce ourselves to potential members of RWC Rotary. The mixer will be at the Sequoia Club following the close of business. Bring your best and brightest prospect, we need quality people to help us do the good work of Rotary.

BOARD MEETING: Tentative date
November 20

ANNOUNCEMENTS:

SPOKE UPDATE: Due to the addition of three new members, the roster changes will be delayed one week. We will update our roster with the next issue, please have all changes to Bill Conklin by November 13.

NOVEMBER 18: An invitation has been made by Pres. 2B Jerry to the NFL Alumni facility on Madison Avenue for the Chamber Mixer. Good opportunity to schmooze with prospective members

Investing annually in the Foundation pays major dividends

Imagine how many people would be able to overcome hunger, disease, poverty, illiteracy, and other barriers to living in dignity if every Rotarian made an annual gift to The Rotary Foundation. At their April 1998 meeting, The Rotary Foundation Trustees agreed to encourage the development of club and district programs that promote continuing annual contributions by Rotarians to the Foundation. Here are some efforts that are dramatically boosting Foundation support:

In District 5490 (Arizona, U.S.A.), the Centurion project recognizes Rotarians who have pledged to give US\$100 each year to the Foundation. Annual per-capita contributions have risen from US\$47 in 1992-93 when the effort began to US\$78 in 1996-97 — a 40 percent jump. The project also recognizes Rotary clubs whose annual giving is US\$100 or more per member.

In District 6970 (Florida, U.S.A.), an effort is underway to have every Rotarian become a Paul Harris Fellow Sustaining Member through quarterly contributions of US\$25, or US\$100 per year. During a four-year period, annual district contributions to the Foundation more than doubled, from US\$121,000 to US\$261,000.

For more information about ways to increase Foundation support through annual gifts, contact your Regional Rotary Foundation Coordinator, Field Services Team Leader for your district or the Senior Fund Development Supervisor at The Rotary Foundation (telephone: 847/866-3351; fax: 847/328-5260). ■

MAKE-UP OPPORTUNITIES

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For other make-up opportunities see Jackie Houle

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DISTRICT 5150
 ROTARY INTERNATIONAL

The Rotary Club of San Francisco

90th Anniversary Celebration



The Palace Hotel

San Francisco

Wednesday, November 11, 1998



James L. Lacy

*President, Rotary International
1998-1999*

James Lacy is chairman of the board of The Gilliam Candy Brands, Inc., a confection manufacturer with plants in Kentucky, New York, Kansas and Georgia.

A Rotarian since 1964, he is a member and past president of the Cookeville Rotary Club and has led a Group Study Exchange team to Great Britain. He has served Rotary International as a district governor, committee member and chairman, national coordinator for Rotary's Polio Plus campaign and delegate to the RI Council on Legislation. He has also served as an International Assembly instructor, an assistant moderator for the 1991 RI International Assembly, moderator for the 1992 International Assembly, and member of the 1994-95 RI Nominating Committee for President. Jim is a recipient of the Rotary Foundation's Citation for Meritorious Service for his support of its educational and humanitarian programs.

Long active in government service, Jim has served on the Chamber of Commerce, and the Putnam County local government body. He also served two terms as a state representative in the Tennessee General Assembly. In his spare time, he found time to manage and coach in Cookeville's Little League baseball program for 17 years. Jim and his wife, Claudine, both Paul Harris Fellows and Rotary Foundation Benefactors, have a son, Bill, and daughter-in-law, Susie, also Paul Harris Fellows and Rotary Foundation Benefactors.

Schedule of Events

Seating

Honoring of Rotary International Presidents

Pledge of Allegiance

National Anthem

"Follow Your Rotary Dream"

Invocation

Dinner

Proclamation

Homer Wood and Paul Harris

History of Club #2

Rotary International President Jim Lacy

Dinner Menu

Dungeness Crab Bisque
Star Fleuron Garnish

Grilled Filet Mignon
Three Peppercorn Crusted
Cabernet Sauvignon Sauce
Chef's Choice of
Seasonal Vegetable and Starch
Rolls and Butter

Chocolate Raspberry Torte
Berry Coulis

Freshly Brewed Coffee and Tea



ROTARY SPOKE

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CHARTERED APRIL 22, 1946
DISTRICT 5150

NOVEMBER 17, 1998 Volume 52 No. 19

SEQUOIA CLUB

TODAY

Finally we will host our District Governor Mary Janney who will bring us up to date about Rotary International and District 5150. Officers, Directors and Committee Chairs will meet at 11:00 for a Club Forum with the DG as guest.

LOOKING AHEAD

November 24: Former city councilman Georgie LaBerge and her husband Warren Dale will visit and give us a first hand account of the happenings in Bosnia. Warren has worked in trauma, stress and conflict counseling for more than 27 years. He and Georgie have spent many months in Bosnia and have first hand information on the subject.

LAST WEEK

Pres. Fred called the meeting to order; Pres. Fred, led us in singing *Smiles*; Roland Haga led the pledge; the invocation was given by Orley Anderson; Norm Fenton was the very secret greeter; Our fine/recognition master, Pres. Fred, did an outstanding job of making the announcements and fund raising all at the same time. Cañada college Pres. Marie Rosenwasser announced the 30th anniversary of her great institution and fined herself \$30. We look forward to the 60th anniversary-Go Marie!

Mark Putnam's program of Neuro Healing to remove stress, fear and anger from our lives turned out to be most interesting. A fairly recent connection to rapid eye movement (REM), a phenomenon which occurs during sleep, is the key to mental housecleaning and provides the ability to bring about change in personality traits such as procrastination or motivational direction. Mark fielded a plethora of questions with aplomb. Mark is in the process of writing a book on his subject and is a Ph.D. candidate.

ANNOUNCEMENTS

December 8: we will celebrate the holidays at the Iron Gate in Belmont. Our annual Christmas party will begin with libations and cheer at 1800 (6:00 PM) with dinner an hour later.

BOARD MEETING: November 20, Pete's Harbor 0730.

BOB BOLAND is the new chair of the International Service Committee.

APRIL 1, 1999: Our annual rummage sale at T&H Lumber. Put this date on your calendar and start saving your junk collectibles for this fun raiser.

PAT OURSELVES ON THE BACK: We have made significant contributions to Sequoia Hospital, St. Vincent de Paul and the Central America disaster.

JOLLY JANNEY

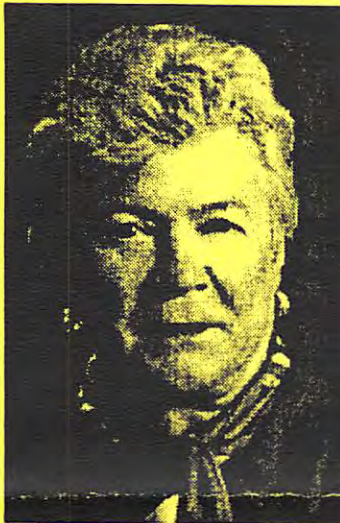
JURISDICTIONAL JUGGERNAUT

OF 5150

MARY JANNEY
DISTRICT GOVERNOR

Mary Janney has been a very active Rotary Club member since 1989. In addition to serving as past president of the Burlingame Rotary Club, she served as District Rotary House Chair and Past Presidents Dinner Co-Chair. Mary is a benefactor of Rotary, a multiple Paul Harris Fellow and attended international conventions in Taipei, Nice and Calgary.

"I have experienced a gradual deepening love for Rotary and other non-profit work. Fellowship and friendships come out of service and my biggest rewards in Rotary," Mary said, "are the friends



I have made."

During her term as Governor, Mary will be encouraging clubs in the District to set up awareness programs for breast and prostate cancer. She will also continue her work of developing member and retention of current members in addition to full participation of all members as Paul Harris Fellows.

In addition to her full time job as Executive Director of Sterling Court and serving as District Governor, Mary will also be Vice Mayor of Burlingame for the first half of her term and Mayor of Burlingame in the second half.

Duties of District Governor

Rotary By-laws spell out the duties of a district governor, who "is charged with the particular duty of furthering the object of Rotary International, and shall personally:

1. supervise the organization of new clubs in his district;
2. help strengthen the existing clubs in his district;
3. promote cordial relations between the clubs in his district and between the clubs and Rotary International;
4. plan, develop and preside at the district conference and district assembly of his district;
5. make an official visit to every club in his district as early in the year as possible;
6. issue a monthly letter to each club president and secretary in his district;
7. report promptly to Rotary International as may be required by the president or the board (Rotary International board of directors);
8. supply to his successor full information as to condition of clubs in the district with recommended action for strengthening clubs;
9. transfer continuing district files to his successor;
10. perform such other duties as are inherent in his responsibility as the officer of Rotary International in the district."

Although Rotary districts, or individual clubs within a district, may select a person to be a nominee for the office of district governor, the nominees are actually elected to their office at the Rotary International convention that immediately precedes their term of office. Each Rot-

ary district governor must meet these qualifications:

- (a) must be a member, other than honorary member, in good standing of a club in the district by which he is nominated;
- (b) must be fully qualified for such membership in the strict application of the provisions therefor, and the integrity of his classification must be without question;
- (c) must be a qualified member of a functioning Rotary club in good standing which has no outstanding indebtedness to Rotary International as of the close of the fiscal year preceding that in which he is proposed as a candidate for nomination for district governor;
- (d) must have been a member of one or more Rotary clubs for a total of seven or more years at the time of his taking office as district governor;
- (e) must have served as president of a club for a full term;
- (f) must be willing and able, physically and otherwise, to fulfill the duties and responsibilities of the office of district governor (as herein provided);
- (g) must attend for its full duration the international assembly immediately preceding his election, and return to his district by 1 July, immediately following the close of the international assembly.

In addition, the nominee for district governor must submit to Rotary International headquarters a signed statement that he understands clearly the qualifications, duties and responsibilities of the office.

MAKE-UP OPPORTUNITIES

MONDAY

BELMONT-Van's Restaurant,Belmont 12:15
PALO ALTO-Rickey's Hyatt House 12:15
CAMPBELL-Renzo's Restaurant 12:15
BURLINGAME-Holiday Inn Crown Plaza 12:15

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LOS GATOS-Villa Felise Restaurant 12:15
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SUNNYVALE-Holiday Inn 12:15
HALF MOON BAY-Mel Mello Center for Arts 12:15
MILL VALLEY-Mill Valley Golf Club 12:15
PACIFIC-Sharp Park Restaurant, SP Golf Club 7:15 am
STANFORD AREA-Mac's Tea Room Los Altos) 7:15 pm

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For other make-up opportunities see Jackie Houle

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DISTRICT 5150
ROTARY INTERNATIONAL



ROTARY SPOKE

ROTARY CLUB OF REDWOOD CITY CALIFORNIA

*"He Profits Most
Who Serves Best"*

CHARTERED APRIL 22, 1946
DISTRICT 5150

NOVEMBER 24, 1998 Volume 52 No. 21

SEQUOIA CLUB

TODAY

Former city councilman Georgie LaBerge and her husband Warren Dale will visit and give us a first hand account of the happenings in Bosnia. Warren has worked in trauma, stress and conflict counseling for more than 27 years. He and Georgie have spent many months in Bosnia and have first hand information on the subject.

LOOKING AHEAD

December 1: Ed Karr of Chevron Information Technology will update us on the updating of computers to deal with the Y2K problem

December 8: Christmas Party at the Iron Gate in Belmont. NB The time will be 1800 (6:00 PM) for gathering and 1900 for dinner. (see page 2 of *Spoke*).

December 15: Hawes School Singers will perform our annual Christmas program.

December 22: Committee Breakout.

LAST WEEK

Pres. Fred called the meeting to order; Mike Ryan led us in singing *God Bless America* and *Smiles*; Lem Summey led the pledge; the invocation was given by Dani Devincenzi; Barbara Egigian (welcome back after a long illness) was the very secret greeter; Our

fine/recognition master, Pres. Fred, again, did an outstanding job of making the announcements and fund raising all at the same time.

Pete Hughes received the privy circle award for his effort on the Habitat project. PDG Bill was recognized with a diamond pin from the Rotary foundation. Bob Dooley was duly recognized as our unsung hero. Bill Bergler was recognized as gavel burglar extraordinaire.

DG Mary Janney opened her remarks by telling Pres. Fred not to give up his day job. She expressed pleasure in attending our meeting and congratulated us on our Rotary Presidential Citation. She was complementary about our fund raisers and social functions (Billy Goat Golf; Mixers; Softball competition; etc.) which promote camaraderie among our members.

Mary suggested we concentrate on literacy for both adults and children. She also asked us to develop a meeting program on breast and prostate cancer awareness.

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6:00 PM Cocktails
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Cost \$35.00 per person

In keeping with the Christmas Spirit, please bring an unwrapped toy for donating to Toys for Tots. Recognition fines will be used for a needy cause.

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SOUP OR SALAD

ENTREE'S -- CHOICE OF

Filet of Sole Menuiere
Steak and Prawns Sauted

Rack of Lamb

Poulet A La Jerusalem

New York Steak Maitre D'Hotel
Tournedo a La Rossini

Vegetarian by request

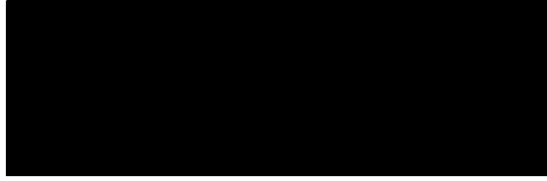
•
DESSERT.

Creme Caramel or Fresh Berries

Please circle a choice in each category and return to Jackie Houle by December 1, 1998. Mark a 2 by a choice if both you and your spouse/significant other are having the same choice.

Member: _____ Guest: _____

Warren L. Dale
Licensed Marriage, Family, and Child Counselor



Highlights of Qualifications

27 years experience working with trauma
20 years experience managing conflict (involving 2-200 persons)
20 years experience designing and teaching workshops

Relevant Experience- Training and Consulting

Presented at International conference European Society of Traumatic Stress Studies, Dubrovnik: on use of self help groups for treatment and support

Conducted training in establishing domestic violence programs: Romania, Croatia, and Bosnia and Hercegovina

Conducted training for mayors in citizen involvement in municipal government budgets and Facilitated first public Budget meetings between citizens and the municipal government of two cantons in Bosnia and Hercegovina at the request of the International City/County Management Association

Presented University of California, Senior Class Program: Violence in Society: Domestic violence, war violence and its trauma

Developed and implemented trauma and grief resolution program for schools using art, drama, and sport for World Vision in Bosnia

Developed county standards in treatment of domestic violence

Presented San Jose State University: "Responding to Trauma and Violence in schools: developed protocols

Designed and implemented cooperative problem solving program for local Muslim and Croat community facilitators of US AID funded World Vision, Bosnia Reconstruction Program

Consulted to city governments in designing trauma response, anti violence in the work place, cooperative decision making, domestic violence and conflict resolution programs

Presented at International Conference on Refugees: "A Critical Issue," Oxford , England, Oxford Centre of Mission Studies: "Dealing with Trauma of Refugees"

Developed trauma treatment programs for groups working with victims from Latin America, Viet Nam, and Eastern Europe

Trained volunteers from 40 different groups in Croatia and Bosnia-Hercegovina in treatment of trauma war victims as consultant to World Vision, Bosnia Project

Trained "War Victim" Interview team for the School of Anthropology University of Zagreb, supported by a Guggenheim grant

Helped develop "Self Help Groups for War Widows,; hosted by Bedem Ljubavi

Presented to National Conference of News Directors of National Public Radio on "Healing Interviews after Disasters"

Trained 200 school counselors from elementary schools of Croatia, 150 faculty members of schools in Bosnia and Hercegovina in conflict resolution

Presented at the Center for Traumatic Stress Studies on "Treatment of Adults Sexually Abused as Children"

Developed and conducted workshops in team building, sexual harassment, conflict management, mediation services in the communities, schools, business, and other organizations

Conducted workshops for ministers on "Managing Conflict in the Church"

Member of the following organizations:

**Member, Advisory Board of Survivor's International:
Counseling to torture victims**

Member of International Rescue Committee, Bosnia Refugee Project

**Past Member of the Board of Directors of the Northern California
Council of Mediation**

Member of the Society of Traumatic Stress Studies

**Selected as Outstanding Volunteer of San Mateo County for work as
mediator**

**Awarded the 1994 Larry Sleizer Memorial Award by the Northern
California Mediation Association for Contributions to the Field of
Mediation and Conflict Resolution in the Community and the World**

Positions held:

**1993-Present: Director, International Trauma Care Services, Center
for Changing Systems, Communication Consultant**

**1987-Present: Founder, mediator, business consultant of the
Peninsula Institute of Mediation**

**1989-1995: Director Trauma Care, Director of Anti-Violence Program,
and staff member, Service to Industry, Family Service Mid Peninsula,
Palo Alto, California**

1976-1981: Chaplain, Mills Memorial Hospital

Education:

Personal Studies:

1993: Level I and Level II Training in Center for Changing Systems Communication Model

1993: Family Service America Training in Trauma Resolution

1989: Society for Traumatic Stress Studies: Trauma in the Workplace

1982-1989: Trained in various areas of conflict management and mediation

1971-1989: Trained in various aspects of psychotherapy, trauma disaster response, and counseling

Schools and Degrees:

1997-98: Updated psychology classes in use of Diagnostic Manuel DSM IV and counseling techniques: John F. Kennedy University

1972: Received Community College Teaching Credential

1971-1973: Chapman College, Master of Arts in Counseling Psychology

1965-1968: Pacific School of Religion, Master of Divinity in Counseling

1964-1965: San Francisco State University, Graduate School of World Business

1962-1964: San Francisco State University, School of Business

1957-1960: California Maritime Academy, Bachelor of Nautical Science

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December 22: Committee Breakout.

January 5: We will be guests of , and hold our meeting at the MARINE SCIENCE INSTITUTE.

LAST WEEK

Pres. Fred called the meeting to order; PDG Bill, back from sabbatical, led us in singing *America* and *Smiles*; Bob Boland led the pledge; the invocation was given by Past Pres. Greg; Imma Missing was the very secret greeter; Our fine/recognition master, Past Pres. Pete Hodgson, whined about a lack of time, but did an outstanding job of fund raising all the same.

Claudia Keys showed some slides of the birthing center at Sequoia Hospital. The

shots included pics of the bassinet we donated as part of our Community Service. Congratulations to us!

John Milton wrote, a great man is "He alone who either does great things, or teaches how they may be done, or describes them with a suitable majesty when they have been done." This quote describes Warren Dale, who provided our program. Warren holds a MA in Counseling Psychology and has 27 years experience in working with trauma victims.

Warren was invited to go to Bosnia-Hercegovnia with some psychologists from Redwood City shortly after the end of the civil war. His expertise was so needed he was invited back and became a part of the World Vision team helping the civilian casualties of "the war against women and children." He has, to date, made 25 trips to Bosnia and Coratia to establish a program of training teachers to help their own people handle the divisive ethnic and religious problems of their community.

Warren has trained Bosnian and Croatian mayors and citizens in the budgetary process. He has initiated a program of grief and trauma resolution using art, drama and sports to bring people of diverse political and religious backgrounds together, and he has conducted training courses dealing with domestic violence.

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Vegetarian by request

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YEAR 2000 Personal Preparedness

- **Assumptions:**

- Failures in credit cards, POS equipment, ATMs, infrastructure (gas, electricity, phones, water), banking, hospitals (avoid elective surgery), traffic control, etc.
- Companies will have multiple failures that will have to be prioritized for fixing (remember all those low/moderate priority systems that didn't get fixed?)
- Self-help will be required. Some employees may not be able to report to work
- Governments will not be able to help for quite some time

- **Actions to take:**

- Fill-up your gas tank on Friday, 12/31/1999
- Keep a minimum of 2 weeks cash on hand, more if you can afford it
- Personal emergency plans: Stock up on food, batteries, camping equipment supplies, regular prescription medications, emergency supplies, water, etc.
- Retain recent copies of all financial records - bank, credit card, brokerage, etc.
- **Prayer is in order!**



YEAR 2000 Anecdotal Information

- **New Zealand aluminum smelter shut down - leap year problem in 1996!**
- **Control computers won't write "old" data to a file**
- **Electric power companies: Significant potential infrastructure impact on people, manufacturing and industrial processing. Hawaii electric test failed per Newsweek.**
- **US domestic air traffic control system may be impacted, but recent brighter news**
- **Boeing: New & early jets OK. Probs: flight mgt computer, inertial nav sys, avionics**
- **Some airlines reportedly won't be flying on Jan 1, 2000**
- **Many US local/state/federal government agencies unlikely to be ready for Year 2000**
- **US Senate just decided to "form an oversight committee" in April 1998!**
- **Year 2000 class-action lawsuits are already filed and some are settled**
- **An equal opportunity problem: mainframes, PC's, desktop applications, UNIX, embedded systems, purchased applications, all industries, world-wide, etc.**
- **Ford Motor Company: "If 5% of our suppliers fail, we fail!"**



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- **Anecdotal Information**
- **Personal Preparedness**
 - See The Cassandra Project: <http://millennia-bcs.com/>
 - See Gary North's scenarios and exhaustive, well-organized links: http://www.garynorth.com/y2k/search_.cfm
- **Vendor Compliance Repository**
 - See EDS Database: <http://www.vendor2000.com/>



YEAR 2000 The Summary Message

- ***A business problem* which can personally affect company officers**
- **Everyone is resource limited (money, manpower and time)**
 - You may not be able to fix everything - do contingency plans
 - Set priorities first, then act quickly and efficiently
- **The resolution is EVERYONE'S responsibility. Be a part of the solution!**
- **We only have 269 workdays left to make an impact!**
- **Let's all be sipping champagne, not coffee, on 1/1/2000**



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YEAR 2000 The Process and Challenges

- **Ensure complete coverage without overlaps or “white space”:**
 - **Information Technology**
 - **In-house & purchased apps, interfaces, scope creep, missing source code**
 - **Embedded Systems**
 - **Continuous operations, environmentally sensitive, hard to access and assess**
 - **Supply Chain**
 - **Coordinate with suppliers and customers, contract language, purge old stocks**
- **Cross company/industry coordination is essential**
- **Ensure all *new* projects are compliant**
- **Decisions must have a paper trail for legal due diligence**
- **Project tracking, QA and testing are all major issues**
- **Project due date Will Not Slip!! 1/1/2000 will arrive on time, as scheduled!**



YEAR 2000 National Infrastructure Assurance

5 Sector Infrastructure Assurance Coordinators

Energy
Banking & Finance
Information & Communication
Vital Human Services
Transportation

State & Local Governments

National Infrastructure Assurance Council

Information Sharing & Analysis Center

President	
Vice President	
National Security Council Staff National Coordinator	
Infrastructure Assurance Support Office (Commerce)	
Infrastructure Protection Center	FBI
Lead Federal Agencies	

President's Commission on Critical Infrastructure Protection



YEAR 2000 Potential Banking and Finance Impacts

- **Over 9,500 main offices of separate, discrete, FDIC-insured US commercial institutions, but consolidations are underway**
- **A daily volume of over \$2 trillion in “clearing” activities of payments and securities transactions that must flow between the banks**
- **Large, complex systems with many external connections**
- **The FDIC can bail out a few banks, but lacks the reserves to handle a large wave of simultaneous failures**
- **Cash reserves may not be sufficient to cover withdrawals. Bank runs?**
- **Federal Reserve approved 1/3 increase in currency inventory for 1999**
- **ATM machines**
- **Some credit cards produced with 1999 vs. 2000 expiration dates**
- **Wall Street stock transfer. Recent “street test” went relatively well.**
- **International banking and supporting infrastructures - less awareness**



YEAR 2000

Some Important Jeopardy Dates

- **August 22, 1999**
 - GPS receivers could fail “End of Week” rollover
 - <http://www.laafb.af.mil/SMC/CZ/homepage/y2000/> - Military & oversight
 - <http://www.navcen.uscg.mil/gps/geninfo/y2k/> - Civilian communication
- **September 9, 1999**
 - Some specialized software & embedded systems could fail (9/9/99)
- **January 1, 2000 - A Saturday and 3-day weekend**
 - Computer applications and embedded systems could fail to rollover
- **February 29, 2000 and March 1, 2000**
 - The Leap Year issue - failure to recognize the Third Rule
- **December 31, 2000**
 - Leap Year issue revisited: Aluminum smelting plants failed YE 1996

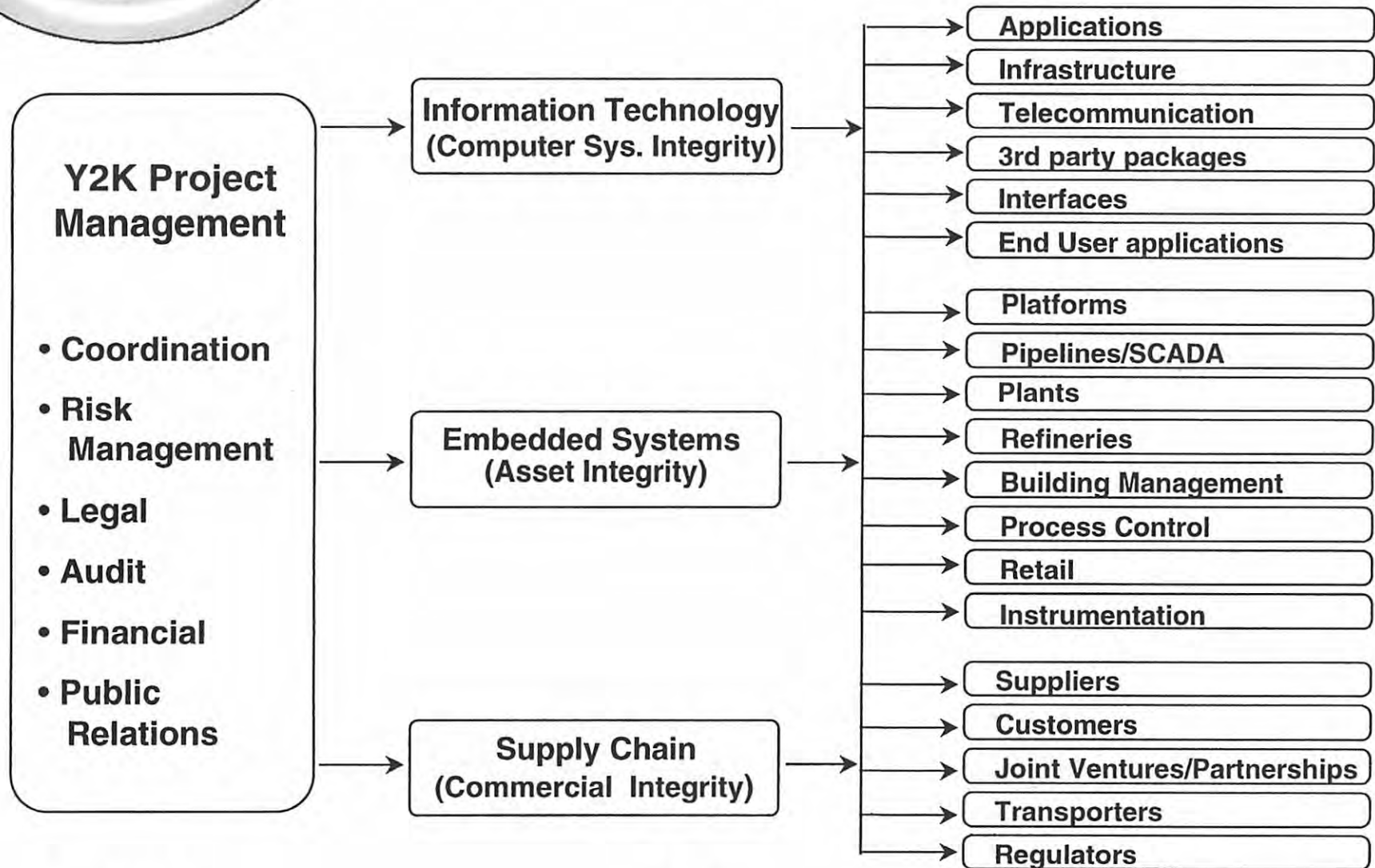


YEAR 2000 Some Potential Business Risks

- **Health and Safety**
 - Loss of emergency shutdown (ESD) capability
 - Loss of access to control functions in manufacturing plants and pipeline control equipment
 - Loss of security access control or environmental control systems
- **Environmental**
 - Uncontrolled flaring or effluent release
 - Explosions, collisions, spills
 - Loss of pipeline or tank leak detection capability
- **Financial**
 - Inability to wire transfer funds, pay creditors, collect from debtors
 - Inability to take customer orders, deliver or 'meter' products to maintain the revenue stream
 - Inability to accomplish Treasury function
- **Legal Exposure**
 - Failure to meet reporting requirements of 401K's, environmental compliance reports, taxes
 - Breach of contract: failure to meet obligations to customers, suppliers, partners, employees
 - Disclosure issues surrounding mergers/acquisitions/sales
- **Suppliers/service providers unable to fulfill obligations to your company**



The Energy Industry Business Systems





YEAR 2000 The Problem

- **Invalid Calculations:**
 - 00-98 = -98, not the 2 years that we logically recognize
 - Non-standardized date routines may not recognize 2/29/2000
 - Division by zero is mathematically invalid
- **Date Semantics:**
 - 00 = No date entered, does not apply or not a valid year
 - 99 = End of file, does not expire
- **Displays:**
 - A “19” may be defaulted for screen displays and reports
 - But, don’t waste time expanding displays to 4-digit years
- **Sorts: 00,97,98,99 Vs. 1997, 1998, 1999, 2000**
- **Chips embedded in PC’s and equipment we depend upon**



YEAR 2000

“There are two kinds of people. Those who aren’t working on it and aren’t worried, and those who are working on it and are terrified.”

(Newsweek, June 2, 1997 p. 59)



YEAR 2000

- **Background on the Challenge**
- **Some Problems and Preparations**
- **The Summary Message**
- **Appendix - Personal Preparedness**

**Rotary Club
Redwood City, CA**



269 Workdays Left as of 12/1/1998

MAKE-UP OPPORTUNITIES

MONDAY
BELMONT-Van's Restaurant, Belmont 12:15
PALO ALTO-Rickey's Hyatt House 12:15
CAMPBELL-Renzo's Restaurant 12:15
BURLINGAME-Holiday Inn Crown Plaza 12:15

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S.F. MISSION-Double Play Restaurant 7:30 am
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CHARTERED APRIL 22, 1946
DISTRICT 5150

DECEMBER 8, 1998 Volume 52 No. 23

IRON GATE RESTAURANT



Season's Greetings

LAST WEEK

Pres. Fred called the meeting to order; PDG Bill, led us in singing *My Country 'tis of Thee* and *Smiles*; Past Pres. Sam led the pledge; the invocation was given by Norm Fenton; Imma Missing (again) was the very secret greeter; Our fine/recognition master, Past Pres. Bob Dooley duly recognized why we should be thankful and exacted appropriate contributions to the Foundation, he did an outstanding job of fund raising.

Pres 2B Jerry reminded us about the chance to win a "super" SuperBowl package by participation in the NFLA raffle. Bob Boland reported that the Club participated in the raising of \$2MM, nation wide, for meals for the disadvantaged in our October 20, fine/recognition session. Our contribution helped out the St. Anthony dining room program.

Linda Schmidt, program chair for the month introduced Ed Karr, Chevron Corporation's chief data processing guru. He told us about some rather daunting possible effects of the year 2000 computer problem (Y2K). There are several programs and information on the internet to help you with your own conversion. The prospects are grim and will only be known with the occurrence of a shutdown. Ed said to be ready and move quickly on the weekend when the year rolls over to 00.

The Twelve Days of Christmas

On the first day of Christmas,
My true love gave to me
A partridge in a pear tree.



On the twelfth day
of Christmas,
My true love gave to me
Twelve drummers drumming,
Eleven pipers piping,
Ten lords a-leaping,
Nine ladies dancing,
Eight maids a-milking,
Seven swans a-swimming,
Six geese a-laying,
Five golden rings;
Four calling birds,

Three French hens,
Two turtle doves,
And a partridge in a pear tree.





Jingle, Bells



Dashing through the snow
 In a one-horse open sleigh,
 O'er the field we go,
 Laughing all the way.
 Bells on bobtail ring,
 Making spirits bright.
 What fun it is to laugh and sing
 A sleighing song tonight!

CHORUS:

Jingle, bells! Jingle, bells!
 Jingle all the way!
 Oh, what fun it is to ride
 In a one-horse
 open sleigh—hey!
 Jingle, bells! Jingle, bells!
 Jingle all the way!
 Oh, what fun it is to ride
 In a one-horse open sleigh!



Deck the Halls

Deck the halls with boughs
 of holly.
 Fa la la la la, la la la la.
 'Tis the season to be jolly.
 Fa la la la la, la la la la.
 Don't we now our gay apparel.
 Fa la la, la la la, la la la.
 Troll the ancient
 Yuletide carol:
 Fa la la la la, la la la la.

See the blazing Yule before us.
 Fa la la la la, la la la la.
 Strike the harp and join
 the chorus.
 Fa la la la la, la la la la.
 Follow me in merry measure—
 Fa la la, la la la, la la la—
 While I tell of
 Yuletide treasure.
 Fa la la la la, la la la la.



Oh Come, All Ye Faithful

Oh come, all ye faithful,
 Joyful and triumphant,
 Oh come ye, oh come ye
 to Bethlehem.
 Come and behold Him,
 born the King of Angels.

CHORUS:

Oh come, let us adore Him,
 Oh come, let us adore Him,
 Oh come, let us adore Him,
 Christ the Lord!

Sing, choirs of angels,
 Sing in exultation.
 Oh Sing, all ye citizens
 of Heav'n above:
 "Glory to God,
 glory in the highest."

Silent Night

Silent night, holy night!
All is calm, all is bright
'Round yon Virgin
Mother and Child—
Holy infant,
so tender and mild.
Sleep in heavenly peace,
Sleep in heavenly peace.

Silent night, holy night!
Shepherds quake at the sight.
Glories stream

from Heaven afar,
Heav'nly hosts sing "Alleluia,
Christ the Savior is born,
Christ the Savior is born!"

Silent night, holy night!
Son of God, love's pure light,
Radiance beams from
Thy holy face,
With the dawn of
redeeming grace.
Jesus, Lord at Thy birth,
Jesus, Lord at Thy birth!

CHORUS:

Glad tidings we bring
To you and your kin.
We wish you
a Merry Christmas,
And a Happy New Year.

We have quite
the finest voices,
We have quite
the finest voices,
We have quite
the finest voices
That you'll ever hear!

We Wish You a Merry Christmas

We wish you
a Merry Christmas,
We wish you
a Merry Christmas,
We wish you
a Merry Christmas
And a Happy New Year!

We wish you
a Merry Christmas,
We wish you
a Merry Christmas,
We wish you
a Merry Christmas
And a Happy New Year!



FIVE POINT PLAN FOR MARRIAGE ENRICHMENT

- I. TAKE TURNS PLANNING A WEEKLY DATE WITH EACH OTHER.
 - * make sure it provides an opportunity to sit and really talk with each other.
 - * try not to talk about problems. (e.g. kids or home repairs)
 - * talk about your feelings and your dreams for the future.
 - * keep it light and fun!

*Use "I think"
"I feel"*
- II. GO AWAY FOR A WEEKEND TOGETHER AT LEAST TWO TIMES PER YEAR.
 - * take turns planning the destination and what activities you'll enjoy.
 - * this is especially important for couples with young children.
- III. MAKE A LIST OF THINGS YOUR PARTNER CAN DO TO MAKE YOU FEEL LOVED AND CARED FOR.
 - * exchange lists
 - * post lists in an obvious place (this acts as a reminder)
 - * do at least two things on your partner's list weekly
- IV. TAKE THE TIME TO MAKE SMALL GESTURES OF LOVE AND CONCERN.
 - * kiss each other goodbye and hello (be present to greet your beloved).
 - * verbally express appreciation for all your partner does on a regular basis.
 - * focus on the positive; see the glass half full not half empty.
- V. COMMUNICATE, COMMUNICATE, COMMUNICATE!
 - * take a class in effective listening or seek the help of a therapist.
 - * initiate with your partner when you feel estranged or emotionally distant.
 - * decrease your own emotional reactivity if you are defensive.
 - * educate yourself through self-help books

Suggested reading:

Passionate Marriage, David Schnarch, Ph.D.
The Dance of Anger, Harriet Lehrner, Ph.D.
Divorce Busting, Michele Weiner Davis
The Art of Intimacy, Maloney & Maloney

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SEQUOIA CLUB



HAPPY HOLLIDAYS

LAST WEEK

Pres. Fred called the meeting to order at the Iron Gate Restaurant. Since the meeting was one of festivity there was no opening Pledge or song (we saved the singing for later). The meal was outstanding and the fellowship superb. It was hard to "work the room" since everyone was doing it at the same time. Pres Fred called for order after the entré and PDG Bill, recognized everyone with contributions to the Foundation, he did an outstanding job of fund raising.

LOOKING AHEAD

December 22: Committee Breakout.

January 5: We will be guests of , and hold our meeting at the MARINE SCIENCE INSTITUTE.

ANNOUNCEMENTS

APRIL 1, 1999: Our annual rummage sale at T&H Lumber. Put this date on your calendar and start saving your junk collectibles for this fun raiser.

Keep The Rotary Foundation dream alive

Each year, The Rotary Foundation dramatically changes millions of lives: young scholars become inquisitive ambassadors of peace; impoverished villages get their first taste of clean water; children are immunized against life-threatening diseases; struggling single mothers start their own businesses; isolated seniors learn someone cares.

We are doing all of these amazing works — and more — because of the dream of one man. It was the dream of past RI President Arch Klumph that gave us our Rotary Foundation 81 years ago. And it will



Jim Lacey

be *our* Rotary dreams that keep the Foundation alive.

That is why I ask you to work through The Rotary Foundation this year as you strive to meet the special needs of children and our communities.

The Children's Opportunities Grants available this year offer a special way to reach more children. I encourage you to take advantage of this one-time initiative.

Another way to help children is PolioPlus. If you aren't doing so already, consider offering your support through the PolioPlus Partners



Children at this boarding school in Magadan, Russia, can look forward to repairs to their dilapidated building, thanks to the Children of Russia Project established by District 5010 (Alaska, U.S.A.; Yukon Territory, Canada; the Far East of Russia), and supported by Foundation Matching Grants and Rotary clubs worldwide.

program. This program is ensuring that Rotary clubs in polio-endemic countries have the funds they need for immunization and surveillance in the final stretch of this critical fight for the world's children.

Or take advantage of the many Foundation humanitarian grant programs. These programs can support a variety of efforts designed to give at-risk children a better chance in life.

However you do it, become a part of the Foundation team. Do it for the children and the many others who cry out for help. Write a check. Offer your expertise as a volunteer. Join with your club members to plan an international project. Explore service options in a part of the world you've never considered before. Use all the Foundation resources to help you *Follow Your Rotary Dream*.

With your contributions and compassion, The Rotary Foundation will thrive. It will continue to reach the most innocent and helpless members of our world. And it will light the way for future generations of Rotarians to insure that our children's children will know only health, happiness and peace. ■



Since 1974, Tragon has been providing worldwide consulting, sensory, and marketing research.

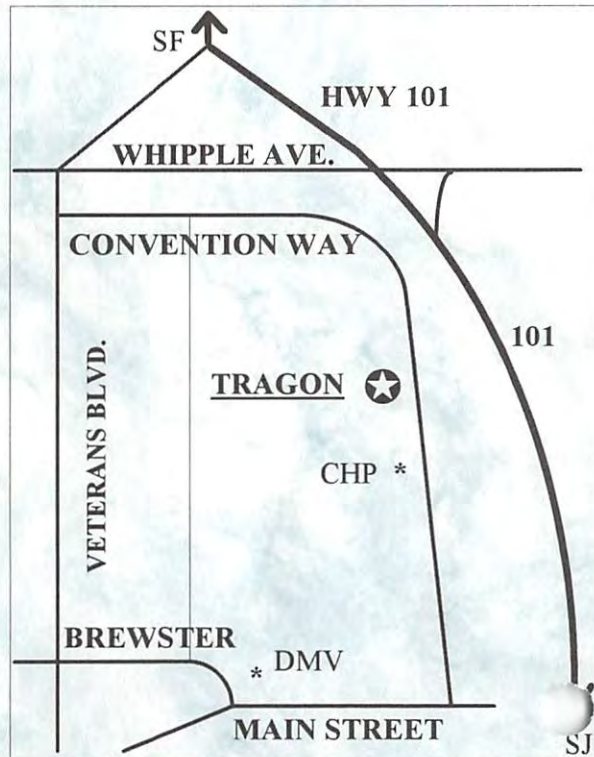
Consumer evaluations of products, services and concepts provide product developers and manufacturers with a real world basis for understanding consumer wants and needs.

We maintain a Full Service Marketing Research facility, specializing in custom research design including:

- ☆ consumer screening and interviewing
- ☆ product testing
- ☆ sensory evaluation
- ☆ sensory and statistical analysis
- ☆ product modeling

LOCATION

Tragon is located in Redwood City midway between San Francisco and San Jose.



Tragon



365 CONVENTION WAY
REDWOOD CITY, CA 94063

PHONE: (650) 365-1833

FAX: (650) 365-3737

e-mail: info@tragon.com

web site: www.tragon.com

TYPES OF TESTS

TRAGON CONDUCTS TESTS THAT TRANSLATE CONSUMER OPINIONS INTO PRODUCT AND MARKETING DECISIONS.

- ☆ PRODUCT EVALUATIONS
at the Tragon facility
- ☆ HOME USE EVALUATIONS
- ☆ FOCUS GROUP DISCUSSIONS
- ☆ ONE-ON-ONE INTERVIEWS
- ☆ TELEPHONE SURVEYS
- ☆ LONG TERM ONGOING TESTS
 - TRAINED DESCRIPTIVE PANELS
 - GUIDANCE PANELS

Most testing is scheduled in the afternoon and evening requiring only 20-60 minutes of the consumers' time.



JOIN CONSUMER



PANEL

☺ HAVE FUN TESTING ☺

RECEIVE \$\$\$

MAKE YOUR OPINION COUNT!

CALL



ALL INFORMATION IS HELD IN STRICTEST CONFIDENCE
AND NOT RELEASED TO OUTSIDE SOURCES.

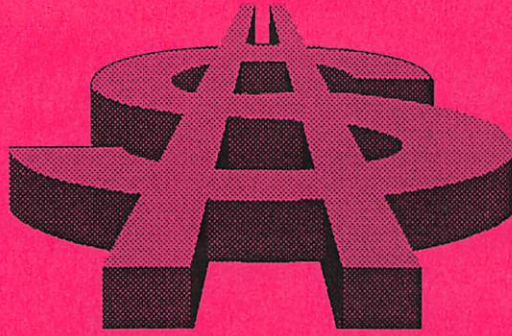
TRAGON * 365 Convention Way * Redwood City, CA
Member - Redwood City - San Mateo County Chamber of Commerce
and San Mateo Chamber of Commerce

IMPORTANCE OF THE CONSUMER

OUR CONSUMER PANEL REPRESENTS A CROSS-SECTION OF THE DIVERSE POPULATION IN THE BAY AREA.

- ☆ attitudes/interests
- ☆ jobs/careers
- ☆ education
- ☆ cultural backgrounds
- ☆ income
- ☆ adults
- ☆ children
- ☆ males
- ☆ females

MEMBERS OF THE
CONSUMER PANEL MAKE
THEIR OPINIONS COUNT



☺ HAVE FUN ☺

RECEIVE \$\$\$

MAKE YOUR OPINION COUNT

JOIN OUR CONSUMER PANEL

**FOR TASTE TESTS &
PRODUCT EVALUATIONS**

CALL (650) 365-1227

VOICE MAIL AVAILABLE AFTER HOURS

Tragon Corporation is a marketing research firm in Redwood City conducting consumer product research for over twenty years. The majority of consumer products tested are food, beverage, household, personal care, and paper products from major manufacturers. Tragon also conducts opinion surveys and focus group discussions on products, services, and concepts. Consumer testing provides you with the opportunity to express your opinions.

All information is held confidential. Tragon does not sell any products.

TRAGON CORPORATION, 365 CONVENTION WAY, REDWOOD CITY, CA 94063
Member - Redwood City-San Mateo County Chamber of Commerce & San Mateo Chamber of Commerce

ATHLETES NEEDED



RECEIVE \$\$\$

**HAVE FUN TESTING
ATHLETIC EQUIPMENT
or
TASTE TESTING HIGH ENERGY
FUEL FOOD**

**MALE AND FEMALE
ACTIVE INDIVIDUALS 19 - 55**

TO QUALIFY

CALL (650) 365-1227 ASAP

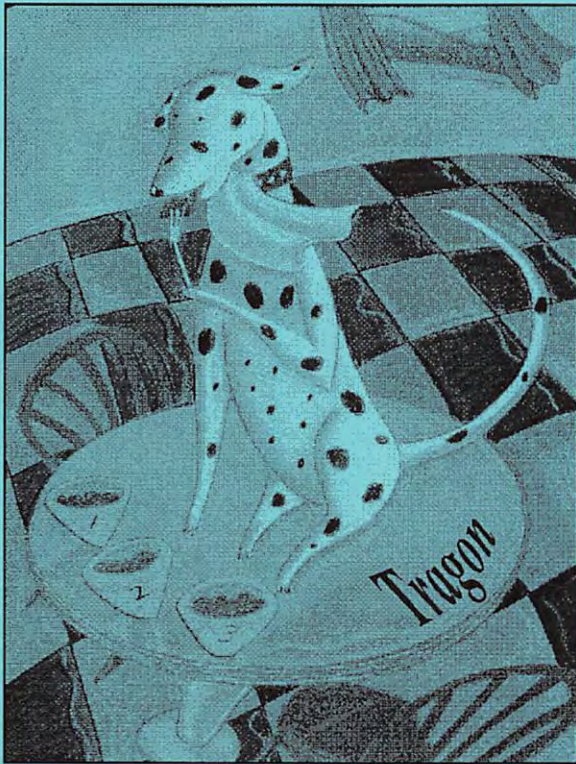
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TRAGON CORPORATION * 365 CONVENTION WAY * REDWOOD CITY

Member of Redwood City-San Mateo County Chamber of Commerce, San Mateo Chamber of Commerce, & Better Business Bureau

TRAGON MARKETING RESEARCH NEWS



What Makes a Successful Product?

Successful products meet consumer expectations for imagery, functionality, and quality, of which “sensory” quality is critical. Creative marketing efforts can raise interest, but sooner or later consumers must use a product. If the sensory attributes of a product are good and meets consumer expectations, they are more likely to repeat purchase the product. Marketplace success is achieved when high acceptance transforms into high sales.

Consumer product acceptance is based on the perceived sensory attributes of the product. Tragon, a full service marketing research firm, provides clients with precise information about consumer perception and preferences through large consumer tests, small focus groups, and One-on-One Interviews. Proprietary statistical modeling then identifies those product attributes that *drive* consumer preferences.

Consumers are *the* critical element in marketplace success. Accurately measuring and interpreting their

needs and expectations is important. A large consumer panel dedicated to product testing and other related research is important. In the Bay Area, this panel reflects the broad spectrum of consumer opinions and mirrors the diversity of attitudes and interests, socio-economic and cultural backgrounds. Failure to understand consumer preferences often results in dramatic and costly marketing miss-steps for companies, large and small.

Consumer perception and preference is complex. Consumers may be homogeneous in their preference for a product, or have very different preferences leading to potential segmentation in the marketplace. Sensory preference segmentation is often unrelated to traditional demographics. Knowledge about the existence of sensory preference segments and the behavioral factors underlying those segments is extremely valuable information impacting product development and marketing strategy.

New product development and product changes require a sizable investment of time and money. Those developments must be based on reliable and accurate information about consumers and the marketplace. Representing over 23 years of broad based experience with national, international as well as local firms, Tragon provides unique services to help developers optimize products and improve marketplace success. We would like to do this for you.

To discuss how our marketing research experience can benefit you and augment your business plans, call (650) 365-1833.

Consumers may join our panel by calling (650) 365-1227.

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SEQUOIA CLUB

TODAY

Committee Breakout.

LOOKING AHEAD

December 29: Champagne fellowship.

January 5: We will be guests of , and hold our meeting on the *Brownlee*, the Institute's new classroom ship at the MARINE SCIENCE INSTITUTE. n.b. We will meet at the Institute, 500 Discovery Parkway, (go East on Seaport Blvd. - left at 2d stoplight - left at Cargill Salt gate - follow road around behind the salt pile to MSI).

January 12: A program of Ice Breakers, always full of interest and surprises.

January 19: Committee breakout sessions.

January 26: Susan Munzel, Principal of Redwood High School.

LAST WEEK

Pres. Fred called the meeting to order; PDG Bill, led us in singing *God Bless America* and *Smiles*; Past Pres. Bill Bergler led the pledge; the invocation was given by Past Pres. Bob Rutherford; Past Pres. Rosemary Azem was the very secret greeter; Our fine/recognition master, Mike Ryan, did an outstanding

job of fund raising with the 12 days of the NFL.

We recognized new member Melanie Morey with induction, a lapel pin, a Rotary library and a Four Way Test plaque suitable for hanging on the wall. We also recognized new member Hal Hads who was inducted with the same ceremony and paraphenalia on December 8, at our Christmas dinner.

Our Adopt-a-School partner Hawes, sent their fifth grade singers and dancers to provide our traditional Christmas program. The school has a bank of talent that continues to astound and entertain us.

ANNOUNCEMENTS

January 21: Peninsula Rotary Council meeting.

April 3, 1999: Our annual rummage sale at T&H Lumber. Put this date on your calendar and start saving your ~~junk~~ collectibles for this fun raiser.

HE/SHE PROFITS MOST WHO SERVES BEST

This is one of Rotary's two mottoes. Members serve by adhering to the principles and ideals of serving on committees, meet attendance requirements and support club activities.

HARNESSING THE SUN

A solar pump enables water to flow freely in parched Benin.

In western Africa, on the Gulf of Guinea, lies the People's Republic of Benin. Here, in this hot, equatorial climate where the average life expectancy is less than 47 years and the literacy rate is only 11 percent, lives a population of farmers and cattle raisers eking out a living with the most primitive means.

In 1960, a group of French nuns came to the country to start a farm. Their desire was to bring improved methods of agriculture and cattle breeding to the locale. In addition to planting crops and trees, the sisters developed their own herd of cattle.

The country's dry season had long hampered the lives and productivity of the residents of the area. Thus, the discovery by government surveyors in 1980 of a nearby source of ground water became a source of optimism for the villagers. It was the villagers' responsibility, however, to install the water pumps to tap the newly-found supply and neither they nor the nuns had the financial resources to do so.

Rotarian Pierre Epron learned of the situation through his nephew, an official with the Commission of European Communities. Pierre, a member of the Rotary Club of Fontenay-le-Comte in Vendée, France, investigated the possibility of installing a solar-operated pump in the region. The project was submitted to the district governor and was adopted by the other Rotary clubs in District 172. With co-financing from the commission, a solar pump was purchased and installed.

Five months after the pump's installation, the Rotarians received a letter from the grateful nuns. It read, in part: "All morning long our neighbors come to the pump installed for their use and take home beautiful, pure water. This year we were able to have vegetables all during the dry season. For the first time, our avocado tree has produced fruit. And with water, we have a second lemon crop. Truly, with water, Africa could become a paradise on earth." It's nice to receive mail like that.

†	Anderson, Orley H. - Paint Industry, Consultant	11/88
†	Anisman, Melvin (Mel) - Real Estate, Invest.. Manage.	3/84
*	Armstrong, Msgr. Peter G. (Pete) - Honorary	1/80
*	Azem, Rosemary - Travel Agent	4/91
†*	Bergler, Harold Wm. (Bill) SA (Funeral Direct)	9/68
	Boland, Robert A. (Bob) - Law Practice, Real Property	4/87
†*	Bostwick, Dr. Alan M. (Alan) - SA (Adult Ed.)	10/52
	Clarke, Michael - Gourmet Foods	1/96
†*◇	Conklin, William (Bill) - SA (Law, Business)	5/78
*	Cooper, Judith (Judy) - Facilities Management	3/92
†*	Dafnis, Sam V. (Sam) SA (Building Maintenance)	4/81*
†	Delfs, Thomas E. (Tom) - Property Investments	9/87
	Devincenzi, Daniela (Dani) - Bank Marketing	10/90
†	Dodge, Richard A. (Dick) SA (Office Supplies)	11/78
	Dombek, Joe - Investment Broker	6/92
†*	Dooley, Robert E. (Bob) - SA (Finan Planning)	12/74
	Doss, Robert (Bob) - Dental Lab	7/92
†*	Durkin, Dennis J. - Law, General Practice	10/84
†*	Durkin, Robert W. (Bob) - Honorary	9/70
	Ebner, Carol - Lumber Yard Management	6/95
	Egigian, Barbara-YMCA	4/98
	Fabbro, Frank J. - Real Estate Appraiser	2/95
	Fenton, Dr. Norman R. (Norm) - Physician, Gyn.	4/89
	Giari, Mike - Port Management	3/96
	Hack, Donald (Don) SA (Paving)	9/78
	Hads, Hal - Social Ministries	10/98
†	Haga, Roland N.V. - Engineering, Civil	2/86
†	Hodgson, Peter (Pete) General Contractor	1/84
	Horsley, Don - Law Enforcement, Sheriff	5/85
	Houle, Jacqueline A. - Preventive Health Care	5/96
†*	Hughes, Peter I. (Pete) SA (Plastics Fabrication)	5/73
	Ira, Jeff - CPA	2/96
†	Keys, Claudia - Foundation Director	8/95
	Langley, Ann Ph.D. Marriage Family Therapist	2/97
	Lowe, John Financial Consultant	11/96
	McEvoy, John - Development Director	10/96
†	Mertens, Jerry W. SA (Chemicals, Wholesale)	4/80
†*	Mikulic, Dr. Stephen A. (Mik) - Dentistry	7/86
	Mitchell, Delbert (Del) - SA (Shoe Retailing)	3/55
	Morey, Melanie - Nonprofit-Youth Services	10/98
†	Newell, James W. (Jim) - SA (CPA)	2/65
	Nicolet, William E. (Bill) - Mechanical Engineer	2/97
†*	Parcell, Frank C., Jr. - SA (Air Conditioning)	4/63*
	Raddavero, Mario - Food Services, Catering	7/87
†*	Roos, Dr. Gregory M. (Greg) Dentistry, Add. Active	4/89
	Rosenwasser, Marie - Education	1/96
†*	Rutherford, Robert E. (Bob) - SA (Marine Ecology)	6/76
	Ryan, Michael R. (Rhino) - Religion, Covenant	11/89
	Schmidt, Linda A. - Banking, Loans	11/91
†*	Schricker, David E. (Dave) - SA (Muni. Govt, Law)	9/68
†*‡	Schutz, David N. (Dave) - Honorary	4/46
*	Souza, Joseph (Joe) - Honorary	5/68
	Strathdee, Frederick R. (Fred) SA (Architecture)	10/81
†	Summey, Lemuel (Lem) - SA (County Gvmt, Law)	5/73
	Thompson, Guy - Automobile	2/86
	Thompson, Thomas (Tom) - Const Mktg.	10/98
	Young, Dr. Paul L. - Honorary	6/65

Mail make up cards to

†Paul Harris Fellow *Past President ◇Past Governor ‡Charter Member

MAKE-UP OPPORTUNITIES

- MONDAY**
 BELMONT-Van's Restaurant,Belmont 12:15
 PALO ALTO-Rickey's Hyatt House 12:15
 CAMPBELL-Renzo's Restaurant 12:15
 BURLINGAME-Holiday Inn Crown Plaza 12:15
- TUESDAY**
 S.F. MISSION-Double Play Restaurant 7:30 am
 PENINSULA SUNRISE-Pete's Harbor 7:30 am
 MILLBRAE-Green Hills Country Club 12:15
 MOUNTAIN VIEW-Florentine Restaurant 12:15
 LOS GATOS-Villa Felise Restaurant 12:15
 SAN FRANCISCO-Marines Memorial 12:00
 SUNNYVALE-Holiday Inn 12:15
 HALF MOON BAY-Mel Mello Center for Arts 12:15
 MILL VALLEY-Mill Valley Golf Club 12:15
 PACIFIC-Sharp Park Restaurant, SP Golf Club 7:15 am
 STANFORD AREA-Mac's Tea Room Los Altos) 7:15 pm
- WEDNESDAY**
 CUPERTINO-Quinlan City Center 12:15
 DALY CITY-Hungry Hunter 12:15
 S.F. WEST-Lakeside Cafe 7:30 am
- FOSTER CITY-Holiday Inn 12:15
 MENLO PARK-Menlo Park Rec Ctr. 12:00
 SANTA CLARA WEST-Mariani's Restaurant 12:14
- THURSDAY**
 FISHERMAN'S WHARF-Franciscan Restaurant 7:30 am
- PALO ALTO/BAYSHORE-Bayland's Nature Center 12:15
 LOS ALTOS-Piccolo Mondo Restaurant 12:00
 SANTA CLARA-Mariani's Restaurant 12:15
 SAN MATEO-Foster City Holiday Inn 12:15
 SAUSALITO-Alta Mira Hotel 12:15
 SAN FRANCISCO WEST-McLarens Bar/Grill 6:00 pm
 SO SAN FRANCISCO-Basque Cultural Center 12:15
- FRIDAY**
 SAN MATEO SUNRISE-Villa Hotel 7:30 am
 PALO ALTO/UNIVERSITY-Holiday Inn 7:30 am
 SAN CARLOS-Salvatore's Restaurant 12:15
 SAN BRUNO-S.F. Airport Hilton 12:15
 SARATOGA-Community Center 12:00
 SANTA CLARA N.-Days Inn/Great America Pkwy 12:00
 TIBURON/BELVEDERE-SF Yacht Club(Belvedere) 12:15
 WOODSIDE-Guild Hall, Woodside Church 7:30 am

For other make-up opportunities see Jackie Houle

ROTARY CLUB OF REDWOOD CITY

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Term expires 6/30/00

Term expires 6/30/99

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