

MID-PENINSULA BRANCH #51

NO. 368
A non-Profit Organization
For Retired Men



November 2006
Devoted to the
promotion of independence and
Dignity of retirement

LUNCHEON-12 NOON - FIRST WEDNESDAY - FREMONT HILLS CC, 12889 VISCAINO PL. LOS ALTOS HILLS

NOVEMBER 1

THE NEW STANFORD STADIUM

We have two speakers for this meeting. Chris Hutchins – Stanford University Department of Athletics, Special Assistant to Director of Athletics/ Stadium Transition.

She was appointed and began her duties on July 1, 2005. Hutchins graduated from MIT Sloan School of Management with an MBA in Strategic Management Consulting and Marketing. She also graduated from the University of Chicago with a BS in Economics and Public Policy. While working in the corporate sector, Hutchins honed her extensive business acumen in marketing and business development with a long-term vision of transferring her experience to the nonprofit sector as a public servant.

Most recently, Hutchins served as the Executive Director for the 2004 Silicon Valley Bowl, formerly 1 of 28 NCAA Division 1-A licensed football bowls. In this capacity, Hutchins oversaw all aspects of game operations, tickets, marketing, media relations, sponsorship sales, special events and community relations. Furthermore, Hutchins was the former Chief Development Officer for New York City-based National Center for Missing & Exploited Children (NCMEC). Hutchins launched and managed this chapter office for all fundraising, community relations and marketing.

Prior to NCNEC, Hutchins served as the Vice President of International Marketing & Business Development for San Jose-based Xuade, Inc., an eMarketing Customer Relationship Management software startup. Previous to Xuade, Hutchins co-

founded Sousa Communications, a cause-related Marketing and Public Relations firm. Hutchins also spent five years in the financial services industry as a financial analyst for Solomon Smith Barney and Deutsche Bank.

Marie R. Vasquez is the PR & Community Relations Specialist for Stanford Athletics where she oversees communications and outreach for the new Stanford Stadium. Prior to Stanford Athletics, Marie was the Sr. Marketing Communication Manager for the San Jose Convention & Visitors Bureau (SJCVB). In this capacity, Marie promoted the city of San Jose to the conventions and leisure travel markets, and concurrently, served as the publicist for the Silicon Valley Football Classic during its two final seasons as an NCAA certified post-season Bowl game. Before working in the hospitality and sports industries, Marie spent some time in the private and public sectors, first as a Community Outreach and Events Coordinator for County of Santa Clara Supervisor, Blanca Alvarado, and later as a PR Manager with Dovetail Public Relations, a boutique agency specializing in high-tech media and analyst relations. Marie serves on the boards of the Hospitality Sales and Marketing Association International (HSMIA) Northern California and the Public Relations Society of America (PRSA) Silicon Valley chapters.

If you are unable to attend the October 4th meeting, e-mail Jim Cochran on jimcoch@comcast.net, or call him at 650-968-9049 **SUNDAY (NOT LATER THAN 9 PM)** October 29th or earlier if possible. Please **INCLUDE YOUR MEMBER NUMBER IN YOUR MESSAGE.**



CHRISTMAS PARTY: Thursday, Dec. 7th at 11:30 am. \$28 per person includes a choice of prime rib, salmon, or vegetable dish plus

wine. In addition, our favorite choral group, **THE MAIN STREET SINGERS** from Los Altos High will entertain us. Bring you wife, significant other, friends and guests. Make up a table of up to eight. **Pull out the enclosed flyer with ticket order and send it in today.**

Installation of new officers for 2007 will occur at this meeting.

LUNCHEON MENU NOVEMBER 1ST

**House Salad with Italian Dressing
Baby Short Ribs with Medallion Onions
Roast Turkey with Mashed Potatoes & Gravy
Steamed Broccoli
Carrot Cake**

FUTURE LUNCHEON MEETINGS: On recommendation of the Executive Committee the membership voted to stay at the Fremont Hills Country Club and not to move back to the University Club.

BIRTHDAY WINNERS. Names drawn for free lunches were Art Chauvel and Nev Godhwani.



NOVEMBER BIRTHDAYS

JOE BENNETT	DON ENRIGHT*
DAVID CONE	BOB MYRDAL
NORM DUVALL	MIKE SHIMIZU
CHUCK ENDERBY	ED WELCH

* Inactive

MEMBERSHIP CHANGES

New Members Welcome!,

FRANKLIN BARRELL (Frank/Connie) 937 Clara Drive, Palo Alto, CA 94303. 650-856-1938.
Teacher – Woodside High School. Lawn Bowling.
Sponsor: Jon Aderhold

ACTIVITIES



INDOOR BOWLING: The team of George Falkenthal (35) and Hal Knowlton

(51) is one game ahead of the team of Bill Finkemeier (51) and Hans Gilbrich (5).

A new league is being formed and we welcome new players. Scores for your first 9 games establishes an average and handicap (600 – average) and is updated with future scores. Just show up by 12:45 any Thursday at the Palo Alto Bowl on El Camino, South of the Elks' Club.

HAL KNOWLTON (494-0957)



TENNIS: Our tennis group meets Mondays and Thursdays at Rinconada Park in Palo Alto. Please be there by 8:00 am when doubles teams will be formed. Later arrivals will play as sets are completed. We welcome all tennis players of whatever level.

BILL KAMIN (322-4300)



COMPUSIR: Meetings are held the second Wednesday of each month, at the Palo Alto Elks Lodge at 12:30. The speaker on October 11, David B. Whittle, will present "**Whittle's Picks for the Digital Home!** – Quality Technologies and Products Anyone Can Use". Mr. Whittle is author of **Cyberspace: The Human Dimension** and was named by Working Woman Magazine as 'one of America's most original technological thinkers'. Mr. Whittle will demonstrate or introduce products of general appeal to computer users, including hidden gems from companies around the world with outstanding innovative technologies.

On November 8, Gene Barlow, of User Group Relations, will update us on the "latest and greatest" software available from his company.

JIM DINKEY (493-9307)



LAWN BOWLING: Free instructions in lawn bowling are given each Tuesday and Thursday at 12:30 pm at the Palo Alto Lawn Bowling Club at the corner of Churchill and Cowper Streets. For an appointment, call:

ED WALKER (493-7908)



GOLF: The following months' schedules are:

OCTOBER		NOVEMBER	
03 Tue Poplar Creek	10:30	08 Wed Shoreline	9:30
11 Wed Crystal Spr	10:00	15 Wed Spring Val.	10:00
18 Wed Santa Clara	10:00	21 Tue Aptos	9:30
25 Wed Coyote Cr..	10:00	29 Wed Los Lagos.	10:00
31 Tue Sunnyvale	9:30		

All of the golf courses we play require a player count 7 to 14 days prior to play date. Please call me should your play no-play commitment change. Golfers must be at the clubhouse one hour before tee time.

SEPTEMBER LEADER BOARD

<u>LOW GROSS</u>		<u>LOW NET</u>	
1. Jim Cummings	84	1. Chuck Yirchott	66
Chuck Yirchott	84	2. Al Florence	67
3. Roy Deffebach	85	3. Ross Smith	68
Jerry Tinney	85	John Aderhold	68
5. Mike Shimizu	86	5. Bob Guffey	69
6. Al Florence	87		
7. Roger Murray	89		

ROGER MURRAY (329-8832)



SIRS ON BIKES: SIR Area #16 bike rides regularly start at 11:00 am the 2nd Thursday of the month. On October 12th we will start on the Alameda Creek Trail and continuing in Coyote Hills Park. We will ride the Alameda Creek trail from The Beard Staging Area in Fremont to Coyote Hills Regional Park where we will ride past vistas overlooking the bay. Bring a lunch to eat at the park. After lunch we will ride back for a total of about 14 flat miles although longer options are available. We'll start riding at 11 am.

To get to The Beard Staging Area, cross the Dumbarton bridge on highway 84 and continue straight on Decoto Road past Highway 880 to Fremont Blvd. Turn left on Fremont to Beard Road where you turn right. The staging area is at the end of Beard.

The ride is open for guests (wives, significant others, etc.). Rain will cancel.

There will be no ride in December.

PETER BARBA (949-4191)

NON-RESPONSIBILITY DECLARATION: All activities arranged for or by, or sponsored by, Sons in Retirement, Inc., and its Branches, are for the convenience and pleasure of the members and their guests who desire to participate. Sons in Retirement, Inc., and its Branches do not assume any responsibility for the well being or safety of the participants or their property, in any matters pertaining to said activities.

BRANCHES 5, 35 & 51 TRAVEL NEWS



Dec. 30 – Jan. 1. 3 Days NAPA VALLEY WINE TRAIN , NEW YEAR'S EVE PARTY. **NEW!** \$785 pp dbl. Joe Ames 408-736-8387 Escort. **GOOD TRIP, SIGN UP NOW!**

Mar. 6-8 3 days RENO SNOW TRAIN. **CANCELLED.**

Aug. 29 – Sep. 8. 11 Days. ALASKA CRUISE & LAND TOUR. **NEW!** \$2615 - 2975 pp dbl. Joe Ames 408-736-8387 Escort **GOOD PRICES, CABINS FILL FAST!**

Sep. 24 – Oct. 10, 2008 17 Days. **SIR 50TH ANNIVERSARY HAWAIIAN CRUISE. \$2795 - \$7283. Reserve your cabin NOW! Generous Cancellation. Art Lloyd 650-851-0998**

Call escorts for complete information and reservations for the trip.

All changes in address and/or telephone number must be reported to the Membership Committee, Jack Chalkley, 570 Pinecrest Dr., Los Altos, CA, 94024, (650-967-7588). Members missing three or more consecutive meetings without calling in are subject to suspension. If you know you are going to miss a meeting, it is important to notify the Attendance Chairman, Jim Cochran (968-9049) or jimcoch@comcast.net three days or more in advance.

SIR BRANCH #51 OFFICERS AND COMMITTEE CHAIRMEN

EXECUTIVE COMMITTEE

Big Sir, Lee Parlett	366-1353
Little Sir, Dan Rubin	851-3299
Secretary, Myron Hollister	917-9004
Asst. Sec. Chuck Yirchott	508-1374
Treasurer Bob Janopaul	322-9320
Asst. Treas. Elmer Reist	324-1445
Director, Tony Hanley	321-9416
Director, Bob Guffey	593-3496
Director, Roger Murray	329-8832
Director, John Dusterberry	493-6846

ACTIVITIES CHAIRMEN

Bowling, Indoor, Hal Knowlton	494-0957
Lawn Bowling, Ed Walker	493-7908
Bridge, Alf Uddenberg	493-5810
Compusir, Jim Dinkey (Br 35)	493-9307
Dominoes, Paul Buechner	322-6883
Golf, Roger Murray	329-8832
Musical Group, Hal Moreno	323-4390
Tennis, Bill Kamin	322-4300
Travel, Art Lloyd	851-0998

ADMINISTRATIVE CHAIRMEN

Attendance, Jim Cochran	968-9049	Luncheon Coord. Mario Bonicelli	967-7958
Audit, Paul Buechner	322-6883	Luncheon Programs, Dan Rubin	851-3299
Bulletin, Bob Jenkins	424-4346	Membership, Jack Chalkley	967-7588
E-Mail Contact, Art Lewis	964-3223	New Members, Roger Murray	329-8832
Good Samaritan, Alex Florence	854-5580	Nominating Committee, Roy Deffebach	631-0585
Greeter, Ross Smith & Norv Steele	408-734-4550	Special Events, Tony Hanley	321-9416
Historian, Hal Moreno	323-4390		

JACK CHALKLEY
570 PINECREST DR.
LOS ALTOS, CA 94024