



# **The Desertarian**

Newsletter of the  
Rotary Club of Palm Springs, California

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For September 14, 2011

With summer's end barely a week away, and with yesterday's unpredicted and torrential record-setting rain and thunderstorms having moved Eastward, Palm Springs temperatures were still down to a bit below normal. Just in time for today's Rotary Club luncheon and buffet, which featured a range of menu options—including corned beef and cabbage (even though St. Patrick's Day is still 6 months away). Plus the usual "pick a name" entrees, as well as our old standby deli sandwich/tray options.

**Meeting Convened:** President and part time high school football referee **Mike Sellen** rang the bell to call the meeting to order right on schedule.

Everyone rose as **Dave Allen** led the Pledge of Allegiance to our Flag, followed by **Frank** (back from vacation) **Peabody** demonstrating that he knows all elements of the 4-Way Test of the things Rotarians think, say and do. Rev. Jim Griffes provided a thoughtful invocation, after which those present resumed being seated.

**Tim Ellis** was asked to assume the monumental task of introducing visiting Rotarians, as well as any guests in attendance. There were none. So Tim's 15 minutes of fame required about 10 seconds.

**Announcements:** **Jim Dowler** (who's returned from his Big Bear aerie where he escapes the summer Valley heat and possibly a few persistent bill collectors) made an announcement regarding the 2012 annual *Tour de Palm Springs* Valley-wide bike ride, February 10-12. He reported that the once-annual Friday night "carb load" dinner is will remain on hiatus. But the Palm Springs Rotary Club will be asked to assist and participate with 2 "*Tour*" events. First will be to help in an Economic Impact Canvassing Study among Tour weekend visitors, and second will be to coordinate a "SAG" (stop and go) to offer water to Tour bike riders at a midway destination in east Valley. For their participation, our Club and Club Foundation will receive a substantial donation from the *Tour* organizers.

**Hal Castle** made a plea for volunteers to assist in a variety of Club roles: Door Greeter, Opportunity Drawing Ticket Seller, and leading the Pledge of Allegiance, 4-Way Test, and to introduce Visiting Rotarians and guests. Hal circulated a sign up sheet for those members who might be interested in volunteering for any of these activities.

**New Member Induction:** **Francoise Rhodes** was inducted as the Club's newest member by Past President and Past District Governor **Helene Kalfuss**. She was assisted by Francoise's Club sponsor **Tracy Powers**. Our new member hosts the only travel radio program in the Palm Springs area ("*Traveling with Francoise*"), and is a native Californian. Her 2 hour weekly radio program features local happenings and guests during the first hour, followed by the second hour focusing on a difference destination each week. Francoise has long supported many of the area's charities and community organizations—including which are also supported by our Rotary Club. She is also the founder and CEO of the non-profit organization "Helping People Hear Again." Francoise was appointed by President Sellin to serve on the Club's Public Relations Committee. She'll be a great addition to our Club.

**This Week's Program:** President-elect and Program Chair **Denise Ellis** introduced today's guest speaker(s).

**Philip Rubin** was born deaf at birth, and is the co-founder of Deaf Seniors Foundation of Palm Springs. He was born and educated in Chicago and has a B.A. degree in Architecture from Cornell University, and an M.B.A. degree from the University of San Francisco. He worked for two architectural firms in Chicago, including the prestigious Skidmore, Owings & Merrill. He has operated his own business, Carey Design Studio for the past 25 years. Active in numerous deaf-related organizations, several of which he co-founded and/or served on the boards of directors, Mr. Rubin moved to Palm Springs five years ago.

He was assisted in his presentation by interpreter **Olaf Olsen**, who through use of sign language conveyed Mr. Rubin's comments to the Club members, and relayed questions and answers from the audience.

Mr. Rubin explained that deaf people need assistance in communicating and in addressing their unique needs, particularly in areas of medical and health care, mental health, and generally communicating with others. He added that modern technology has been of tremendous assistance in bridging some of these gaps, though use of computers, cell phone texting, e-mails, and the graphics that have been made possible through electronic means of communicating.

But he emphasized that remains a serious shortage of interpreters.

He discussed the non-profit charitable organization, Deaf Seniors Foundation of Palm Springs, which he co-founded. Mr. Rubin outlined not only the organization's fund raising needs, but also the Foundation's goals to create or establish programs to support the various needs and interests of a diverse deaf and hard-of-hearing population in the Palm Springs/Coachella Valley area. Plans are for creation of a deaf community center for all deaf people in the valley, which would not only advocate for the deaf, but also help communicate the activities and needs to the entire Valley. The Foundation web site is: [www.DSF-PS.org](http://www.DSF-PS.org).

He provided informational brochures on the Foundation, and cited a fashion show fund raiser scheduled for June 1, 2012 at the Indian Wells Country Club.

**Recognition:** **Jamey Canfield** was today's finemaster, and he selected questions about "chocolate," in recognition the September 13<sup>th</sup> birthday of candy maker Milton S. Hershey.

Among those asked to demonstrate their expertise in the world of candy bars and things related were:

**Judy Bronstein, Dave Alderman, Jerry Moss, Tim Ellis** (who lapsed on one of UK giant Cadbury's most popular confections), **Margie Taft, Bill Lentz**, and **Bob Elsner** (who did know that Baby Ruth candy bars were NOT named after slugger George Herman Ruth).

**Happy Dollars:** Only a few happies today: **Frank Peabody, Helene Kalfuss, Mark Davidson** and **Jim** (Ohio State plays patsies) **Dowler**.

**Opportunity Drawing/Marble Game:** Is the "fix" in? Ticket seller **Hal Castle** (again) drew the winning ticket, but (also again) failed to draw the black marble. The pot is growing and if the elusive ebony ball is not plucked soon, the payoff soon will approach \$1,000.

**Next week's Meeting (September 21):**

Guest speaker will be Palm Springs **Mayor Steve Pougnet**. Come hear and ask questions about Palm Springs downtown, present and future.

Regular finemasters will be on mandatory medical leave (or in an asylum) next week, so *Recognition* questions will be posed by pseudo-quizmaster "**Dr. I.Q.**" (Some say he resembles that friendly old-time pharmacist and apothecary shop owner/dispenser of nostrums and remedies **Milt "Doc" Levinson**. But he does have a nice white and newly laundered/pressed white coat. Be sure to prepare for **Dr. I.Q.** by reading the current (September) issue of *The Rotarian* magazine.

**Guest Editor: Bob Elsner**