



The Official Publication of the Rotary Club of Davis

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Monday, October 12, 2009

Weekly Programs

To suggest a future program, contact Jim Willett, Chair of the Program Committee.

Programs

Oct. 12 – Davis Farmers Market – America’s Favorite – Randii MacNear, DFM Manager

Oct. 19 – Meeting at Explorit Science Center, Davis

Oct. 26 – Halloween Doings – Peggy Hoyt and Bruce Hartsough

Meals on Wheels

If you swap dates, contact Greg Phister: (W) 756.9211 (H) 753.5594

Coordinator: Greg Gibbs
10/15 Becky King & Don Kessler
10/16 Tapani Koivunen & Jeff Kowes

Coordinator: J.D. Denton
10/22 Jennifer LaPlante &
10/23 Brian Sturges & Liz Magnusson

Coordinator: Grace Chen
10/29: Chris Martin & M. Mansfield
10/30: Ted Puntillo & Mike Morris

Coming Events

Oct 17: Woodland Sunrise Rotary Salmon BBQ, contact Jim Rodgers

Nov. 3: Past President Rick King will talk in Woodland

Nov. 14: Winters Rotary Wine and Food Jubilee, contact Woody at 795-4600.

Dec. 7: Wear a red shirt/top/outfit to honor DG Kilmer when he visits our club.

Feb. 6, 2010: Tenth Annual Big Night benefitting Child Abuse Prevention Program.

Announcements—October 5

Our 19 October meeting will be at Explorit Science Center, 2801 2nd Street. We’ll be eating outside in the courtyard, so dress accordingly.

We’re charged by the Buckhorn per plate, so please reuse rather than picking up a new plate when going for seconds. Also, early leavers are subject to a \$5 tariff.

Prez Debbie welcomed Yolo County Supervisor Mariko Yamada to the club as an honorary member. She thanked Dave Cruz & daughter along with Sherry Puntillo for arranging the card and gift basket for Bud Wolf. She also recognized Lou Below for chauffeuring the GSE Team to the District Conf.

Dean Labadie is organizing a workday with the other Yolo County Rotary groups to refurbish the shade structure at the Yolo County Fair. More news at 11.

Margie Spencer drew the joker and thereby won the draw-of-the-day pot. Her piano-playing must have sensitized her fingertips for card-picking. Next stop, Vegas.

The Social Media Freeway

Blogs, Facebook, Flickr, LinkedIn.com, MySpace, Twitter, Wikipedia – none of these existed a few decades ago, yet most of them are now widely used, by the younger generation in any case. Over 200 million people subscribe to Facebook, according to Susanne Rockwell, Web editor for the UC Davis News Service. Susanne is responsible for utilizing new Web technology to communicate with over a million alumni, friends and affiliates of UC Davis, so she knows these “social media” services well. Traditional media such as newspapers, magazines and television news programs are controlled by the publishers or

networks and have generally been held to standards set by the media and/or regulators. Social media knows no such bounds: individuals or groups post what they wish at little or no front-end cost and with few repercussions if the information is incorrect.

Is social media just garbage? It may depend on the application. The majority of adherents use Facebook and the like to stay in contact with friends and family, as these tools are much more convenient than sending letters and more powerful than email. (Kids don’t use email, also a form of social media.)

And many of us scope out motels at tripadvisor.com rather than in an American Auto Assn guidebook because the ratings are more candid, detailed and recent.

Businesses also have legitimate uses. Some rely on their networks of contacts through LinkedIn.com to hire new employees, believing they get better information than through traditional advertising and references. Other companies and individuals are more circumspect, collecting data on social media users and then advertising their wares to targeted groups, stealing identities or looking for hookups they would not be able to arrange in person. In fact, unscrupulous use of data is a major concern, and users should limit what they divulge and to whom. Services such as Facebook allow users to control access, and we imagine their systems are as good as those of electronic voting systems.

Should you dive into social media? If Bill Streng had been present, he might have paraphrased one of our four tests, “Is it beneficial?” Susanne suggests trying out one form of social media at a time. Why not set up your own blog? You may become the subject of the next “Julia and Julie.”