



CALENDAR OF UPCOMING EVENTS

Wednesday, October 7 - Board Meeting at 5:00 pm

Thursday, October 8 - Cine'Circle and the Reel Buffs at 7:00 pm at the Club House.

This month: Drew Barrymore's WHIP IT. Hosted by Melaine Bales and Jeanne Aufmuth.
Call Melaine at 650-326-0776 for more information.

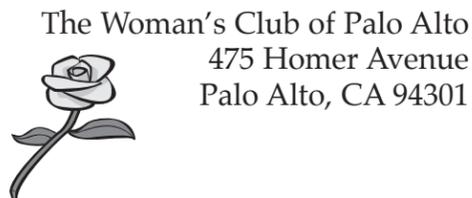
Tuesday, October 14 - Drop In Social 5:00-7:00 pm
Hosted by Celiene O'Hara 367-8122

Tuesday, October 13 Investment Club at 6:30 pm
For info: Wanda Cavanaugh, 851-0210

Wednesday, October 21 - LUNCHEON MEETING 11:30 am

Paul Rogers Environmental Reporter for the San Jose Mercury News and KQED contributor
How the Media Decides What News to Cover
HOSTED BY LOUISE BEATTIE & JOAN URQUHART

Tuesday, October 27 - Book Group at 7:30 pm
Call Jeanne McDonnell 321 5260



The Woman's Club of Palo Alto
475 Homer Avenue
Palo Alto, CA 94301

www.womansclubofpaloalto.org

Friendship, Self-Improvement, and Community Involvement

The Woman's Club of Palo Alto

October 2009 Newsletter

Co-Presidents: Christine Shambora, Sandra Pearson

Editor: Carol Hubenthal

Presidents' Message

Throughout the summer, many of you raised questions about the appropriate role of the Woman's Club in "community involvement," "philanthropy," and "fundraising."

"What is our role as philanthropists?"

"Why are we asked to contribute to various causes?"

"Why do we need a new bathroom?"

"Why are the dues being increased?"

"Why are we organizing a Kitchen Tour to raise money?"

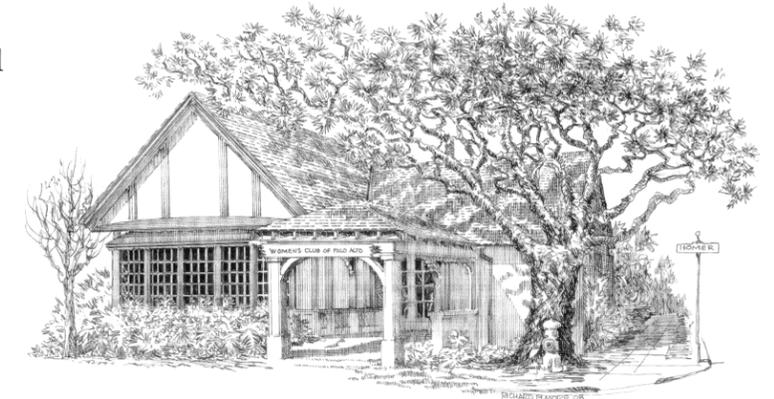
These are all legitimate questions and, like so many significant questions, there are no easy answers. Last spring, certain events came together as "the perfect storm" – the proposed dues increase, the bathroom fundraising efforts, the Be the Change/Downtown Streets Team event, and the Spring Kitchen Tour. For Board members with a fiduciary responsibility and a commitment to maintaining our club house, the challenge to develop a balanced budget was daunting.

We continue to face challenges in our current economic downturn. Our rentals, which in the past have contributed approximately 60% of the revenues for our operating budget, have dropped off considerably. The increased membership dues still do not cover our basic operating costs. Therefore, fundraising continues to be a necessary activity for our club.

We are mindful, however, of the importance of spacing the activities throughout the year. We also want to reassure you that we do not require your participation in any of the fundraising events (however, we do hope to inspire you to get involved in whatever way is most meaningful to you).

We urge you to read Joan Johnston's piece

(Presidents' message continued on page 4)



Wednesday, October 21

Paul Rogers

Environmental Reporter for the San Jose Mercury News and KQED contributor

How the Media Decides What News to Cover

HOSTED BY LOUISE BEATTIE & JOAN URQUHART

11:30 Member and Guest Sign-in

12:00 Luncheon is Served

**12:15 President's Welcome
Program & Dessert**

Luncheon is offered at \$5.00 for members, \$10 for guests

**Please bring a new or slightly used book
for a school age child
to the October 21 luncheon!**

Look Inside!

Book Club, CinéCircle Movie,
Kudos Corner, History Corner,
Outreach Committee Report,
Community Service Report.

www.womansclubofpaloalto.org



Book Group

Tuesday, October 27, 7:30 p.m.

A Fortunate Life

by A. B. Facey

Book Group meets on the fourth Tuesday at the club unless otherwise noted. We notify by email, if you are not on that list, call Susan Kazul to confirm place of meeting.

October 27, we will discuss the second of five in our Australia series, *A Fortunate Life* by A. B. Facey, a memoir by a hard working man, born in the 1890s, who served in World War I.

-Jeanne McDonnell

Ciné Circle

Join Ciné Circle on Thursday, October 8 for a spirited discussion of Drew Barrymore's WHIP IT, a feisty, offbeat action-comedy about a young woman shedding her small town roots by joining the rough-and-tumble sport of ladies roller derby. Cine Circle meets 7-9pm at the Woman's Club clubhouse.

Kudos Corner

Special thanks to:

Richard Elmore (Sarah French's husband) for his drawing of our clubhouse which is our logo on our newsletter, website, and aprons;

Hyman Family Raingutter Restoration Specialists for generously cleaning the clubhouse gutters at no charge;

Jana Stevens' company Phoenix Systems for installation of our new LCD projector;

Margaret Feuer for speaking to the Palo Alto Historical Association on the History of the Woman's Club; and

Mary Davey for receiving "Nature's Inspiration" award from the Committee for Green Foothills!

www.womansclubofpaloalto.org

History Corner Women Vote

As the Woman's Club begins its 2009-2010 season, History Corner resumes its celebration of Palo Alto and Bay Area women of distinction. Today I re-introduce you to Anna Zschokke

Matt Bowling of the Palo Alto History Project (<http://www.paloaltohistory.com>) tells us that Anne Zschokke was Palo Alto's first official resident and perhaps its first unofficial historian. Mrs. Zschokke and her three children settled on Homer Ave. in 1890. From then on, she chronicled births, marriages, deaths, parties, population growth, construction projects in the expanding community, confident that Palo Alto and Stanford University would both become significant California and national landmarks. In 1896, *The Palo Alto Live Oak* published her article, "Pioneer History of the Town of Palo Alto," which has been reprinted numerous times for its detailed information on our city at the end of the 19th century.

In addition, Anna Zschokke was a civic activist, or to use a contemporary term, a community organizer. She worried that Palo Alto children had to attend school in neighboring Mayfield, two miles away, and urged the county to provide one. Her activism helped to produce Palo Alto's first schoolhouse in 1893, and a second, larger one, at Webster and Channing, a year later. Palo Alto did not have a high school for its older children, and Mrs. Zschokke was determined that it should. By this time she had moved her family from bustling Homer Ave. to a more residential environment on Forest. She worked to raise funds, mortgaged her property, and made her home at 526 Forest Ave. Palo Alto's first high school. A few years later she added a "shack" in her back yard to serve as a science lab. Anna Zschokke earned the nickname "Mother of Palo Alto Schools."

Anna Zschokke involved herself in the Woman's Club during its first decades. She headed up the Philanthropy Committee in 1894, advocated for a reading room and then a library in 1898, and was

(History Corner continued)

elected first Vice President in 1902. In 1903, she urged Woman's Club members to put their energies into finding or building a gymnasium for Palo Alto's youngsters.

In 2004, the City Council considered naming the new park on the Homer Historic Corridor after Mrs. Zschokke, considering also the names of Birge Clark, Dr. Joseph Davis, and Dr. Russel Lee. They decided instead to call it, as we know, Palo Alto Heritage Park. However, Anna Zschokke's name is in the running for a new park or plaza on High Street, as yet un-named.

Peggy McKee

(Presidents' letter continued)

as a club. She also clarifies the roles of the various activities. Our Community Outreach Committee, under the leadership of Vicki Sullivan and Eileen Brooks, also has submitted an article outlining the committee's activities for the year. (The first Outreach event is a book drive to coincide with National Literacy Month.)

Our bottom line: we believe we each have a responsibility as club members to continue to contribute to our community. If each of us, on some level of comfort, can find a way to:

*Maintain our beautiful club house

*Support ways to balance our budget

*Become stewards of our community through supporting the work of other non-profits by volunteering or contributing whatever we can our club will continue to thrive as long as we work together through "friendship, self improvement, and community involvement." We welcome your comments and your participation.

Christine and Sandra

Bring a new
or slightly used book
for a school age child
to the October 21 luncheon!

Thanks from the Community
Outreach Committee



Community Outreach Committee

Although in the past The Woman's Club has had an outreach program, this fall that effort has been formalized by the formation of the Community Outreach Committee, chaired by Vicki Sullivan and Eileen Brooks. The goal of the committee is to give Woman's Club members the opportunity to learn more about local need-based organizations.

In 2009-2010, the committee will sponsor two types of programs. The first will involve the collection of items for organizations. The first collection occurs at the October 21, 2009 luncheon, when members are asked to bring new or slightly used children's books which will go to low income children in the area. Since November is National Literacy Month, by collecting books in October, we can present them to various organizations in November.

The second type of event will feature local groups, with a program on one in the fall and another in the spring. The first Community Outreach event will take place on Friday, November 13, at 5:30pm at the Woman's Club. It is a follow-up to the first Be the Change program which was held last April. That meeting featured Downtown Streets Team, with CEO Eileen Richardson and one of her DST managers, Michael Davis, attending. They talked about the work of the Streets Team and how it has changed people's lives. Because so much has happened at DST since they joined us last April, we decided to do a follow up event with Downtown Streets Team in November.

Watch for Community Outreach Committee events and opportunities in the newsletter! If you would like to serve on this committee, please contact Vicki Sullivan or Eileen Brooks.



www.womansclubofpaloalto.org