



Avenidas
Village

AVENIDAS VILLAGE

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VOICE

March-April 2023

An Opportunity for Collaboration: Stanford Graduate School of Business invites Avenidas Village members to connect with students on healthy aging innovations

Would you like to advise young entrepreneurs who are working on ideas for new innovations in the field of healthy aging?

Avenidas Village has been invited to work with graduate students from the Stanford Graduate School of Business who will be taking the Spring Quarter Class ***Longevity: Business Implications and Opportunities***. This course is now being taught for the fourth year at the GSB, and has helped young entrepreneurs better understand the needs and wants of older adults. Many of the students' areas of interest for innovation align well with the "Five Pillars of Healthy Aging:" Housing, Health/Wellness, Personal Finances, Transportation and Community/Social Engagement.

Course instructors would like to provide opportunities for the students to interview older adults who can provide feedback on current products, services and businesses they may be familiar with or utilize, as well as interviews to obtain feedback on student projects developing new ideas for products and approaches to support older adults and healthy aging.

The students will benefit from your experiences and insights, and we hope the participating Villagers will enjoy being an "olderpreneur" and influencer in the field of longevity innovation, along with a component of intergenerational exchange.

- Interviews will take place between April 17- May 31st.
- You can volunteer for as many student interviews as you want – typically lasting up to an hour at a time that is convenient for you and the student.
- We hope to gather all the volunteers and students for an end of class virtual or in-person celebration!

If you are interested in volunteering to meet virtually with a few students, please contact Erika Thomas at ethomas@avenidas.org who will help coordinate times with the GSB Students. We will also send out an email announcement to all Villagers with more details, when we are ready to gather volunteers to work with the students ahead of the course start date in April.

STANFORD GRADUATE
BUSINESS SCHOOL

Reaching Out to Prospective Members *by Chuck Sieloff*

Times change, people change—and Avenidas Village is always looking for new and creative ways to bring awareness of our program to prospective members!

For an organization with our demographic profile, attrition is an unfortunate fact of life. The ongoing health of Avenidas Village depends upon finding a steady flow of new members to replenish the energy, the ideas, and the rich life experiences of our community. It's not about growth for growth's sake, but rather about an ongoing process of renewal. Plus, we know that the Village offers great resources and benefits that support aging-in-place and we want people to know. So how do we go about attracting new members?

One major challenge is that many older adults in this area don't know about Avenidas Village, or don't know how it differs from Avenidas; and even those few who do know about us often claim they're "not quite ready" to join. The role of the Marketing Committee (currently myself, Erika, Dawn, Dick Smallwood, Marcie Brown, Richard Johnsson, Alice Kozar, Judy Goodnow) is to find creative ways to overcome that lack of awareness and to introduce prospective members to the rich variety of programs and activities within the Village that they could be enjoying now rather than later.

If you read the Friday email bulletin that Avenidas sends out to over 12,000 Bay Area recipients or the printed Avenidas newsletter that arrives in your mailbox, you may have noticed some of our efforts, including more than a dozen short (2-5 minute) recorded testimonials featuring Village members highlighting various aspects of the Village. Over the last few months, we've replaced our old "Coffee Chat" presentations with more casual wine-and-cheese gatherings where prospective members can meet and socialize informally with members of the Village Advisory Council (and their spouses) as a way of getting to know what the Village has to offer without sitting through a sales pitch or PowerPoint presentation. These events have been very successful, with 30-40 people in attendance, evenly mixed between current Vil-



lage members and interested prospects. Those in attendance consistently remark on the upbeat, friendly ambiance which we feel perfectly reflects the spirit of our Village.

We are planning to continue offering these "Meet & Greet" style events, scheduling one every couple of months. If you have friends or neighbors who might be interested in learning more about Avenidas Village, you can invite them to register for one of these future wine-and-cheese gatherings (and you can accompany them, if that seems appropriate). You can also invite friends to some of our other activities, like the Wednesday morning walks or some of the Vistas programs that might appeal to a wider audience.

One of the best ways to build broader awareness of what the Village has to offer is through personal connections and word-of-mouth. You don't have to be a "salesman"; think of yourself as an "ambassador" who is simply sharing some opportunities that your friend or neighbor might find helpful. An observer at our most recent wine-and-cheese event told me, *"I don't understand why people aren't lining up around the block to join an organization like this."* Maybe they would— if only they knew about it! Let's all work together and spread the word!

A New Activity Concept— “FunShops” *by Dick Smallwood*

For some time I have been playing with the idea of having workshops in the Village created and managed by members, on topics that they think will be interesting to (a few, some, many) Village members. I don't like the implications of “workshop”, so I have invented the name, “FunShop” to emphasize a key goal, namely having fun. Here is the idea:

One or a few Village members will design the funshop and offer it to Village members via email. Initially the funshop will have an objective. Some possibilities are:

- Information about some topic of interest to the members (California gold rush, Rosy the Riveter, great lyricists)
- Insights into various aspects of human behavior (comedians, conversation)
- Specific enjoyable experiences (poetry, short stories, modern jazz, standup comedy)

The funshop will meet regularly for some period of time, usually 1-3 months. At the close, the group may want to produce a final result such as a memo, video, or presentation, or a short report in the Village newsletter. In some cases, members of the funshop may choose to become a Special Interest Group within the Village.

The Art of Good Conversation—A New FunShop Starting Soon

I am starting a new funshop with the title, The Art of Good Conversation. The purpose of the funshop is to examine the process of conversation, identify what makes a conversation a good one and how we can have more of them. We will also investigate the dynamics of conversations and how the subject matter changes over time. During the meetings we will engage in short improvisations to investigate and demonstrate different kinds of conversations and how we can control them.

We will meet twice a week for 4 weeks starting the week of March 6th. Meetings will be at Avenidas and in person for one hour. Please let me know via email (rdsmlwd35@gmail.com) if you want to participate. Maximum number of participants is 8.

Village Book Club Meets Monthly on Zoom

The Village Book Club is open to all readers! We meet on the 3rd Friday of each month at 11 AM on Zoom. The reminders are sent out to all Village members and include the book title to be discussed. This is a DROP-IN BOOK CLUB, Village members can come to any meeting. There are no dues, no requirement to participate. We hope those interested in joining will read the book beforehand and be ready to engage in a lively discussion. Each meeting will be moderated by one of the members.

Here's the list of books we'll read in upcoming months:

- **March 17** **Beekeeper of Aleppo** by Christy Lefteri (Fiction)
- **April 21** **Grandma Gatewood Walk** by Ben Montgomery (Non-Fiction/historical)
- **May 19** **Silverview** by John le Carre (Fiction/Suspense)
- **June 16** **Lessons in Chemistry** by Bonnie Garmus (Fiction)
- **July 21** **Why We Swim** by Bonnie Tsui (Non-Fiction)

For more information, contact Shirley Finfrock samfinf@comcast.net or Dolores Gallagher Thompson dolorest@stanford.edu.

ICYMI: Village Social Events in January

Local Outing: Museum of American Heritage in Downtown Palo Alto 1/31

A fun visit to a historical home and museum on Homer Street featuring the nation's 3rd largest collection of antique items including technology, toys, tools and much more! Attended by: Kathleen Gordon, Ed & Gretchen Hillard, Peggy McCurdy, Shelley Hatfield, Richard Glendening, Mary Fossourier, Evelyn Richards, Len & Sandy Weiss



Lunch Bunch at Mama Coco Cocina, January 12 & 24

1/12: Sandy & Len Weiss, Richard Johnsson, Peggy McCurdy, Katie Dunlap, Ginny Turner, Bruce & Ellie Heister



1/24: Ken & Sue Dinwiddie, Dick Smallwood, Fred Kahn, Kate Mouton, Shelley Hatfield, Carolyn Curtis, Kayleen Miller, Chuck Sieloff
(Photos by Chuck Sieloff)

ICYMI: Village Social Events in January & February

San Francisco Day Trip— “Ramses & the Gold of the Pharaohs” exhibit at the de Young, February 7th



Pat and Tom Sanders experience a Virtual Reality visit to the Tomb of Ramses as part of our tour of this amazing collection of ancient Egyptian carvings and artifacts! We enjoyed lunch at the museum café following our tour of the exhibit.

Attended by: Pat & Tom Sanders, Ginny Turner, Richard Glendening, Lucile Spurlock, Shelley Hatfield, Rudy & Betty Dyck, Linda Anderson, Dick Smallwood, Nancy Martin

Chinese New Year at Chef Chu's, February 13 & February 23



2/13: Len & Sandy Weiss, Bruce & Ellie Heister, Kayleen Miller, Judi Keyani, Diana Collins, Debbie Rosenberg, Margaret & Curt Weil, Susan Downs, Chuck Sieloff (photos by Chuck Sieloff)

2/24: Barbara Klein, Betsy & George Bechtel, Fred Kahn, Frank Ingle, Larry Phelan, Cindy Patrick, Barbara Carlitz, Ralph Cahn, Carol Kenyon, Jacques & Mary Fossourier, Jessie & Chris Holombo, Carl & Leitha Spetzler, Arlene Klainer, Richard Johnsson, Chris Holt (Photos by Chris Holt)



Vistas Lecture Series—March & April Webinars!

March 24 Vistas: “Williams Garden at MOAH: A Historic Garden with Irises in Bloom” with Villager Betsy Fryberger



This informal talk will include a bit of biography about Dr. Thomas Merton Williams, who graduated from Stanford in 1997 and bought land in Palo Alto before 1906. He and his wife Dora earlier acquired property along South Skyline before building a house and office at 351 Homer in Palo Alto. Today that property belongs to the City of Palo Alto which has leased the house to the Museum of American Heritage (MOAH), where some of you visited in January. (The property occupied half a block between Homer and Forest along Waverley; today there is no frontage on Waverley.)

A cluster of three redwoods defines the path to the house, probably planted when the house was built, another planted later stands next to the driveway. The garden's design dates back to the 1920s and 1930s with curving paths lined with stones from their Skyline property. An arbor defines the floral area along Homer where in March irises bloom. The sun loving bearded iris was one of Dora's favorite plants. Several shade loving irises native to California are also in bloom.

Betsy Fryberger, curator emerita, has visited, written and spoken about many historic gardens and organized a large exhibition “The Changing Garden” at Stanford's Cantor Center back in 2003.

Friday, March 24th at 11:00 AM on ZOOM—Register online or email dgreen-blat@avenidas.org

April 21 Vistas: “AgeTech Update” with Wesley Cheng & Andrew Lekashman

Technology experts Wesley and Andrew return with updates on the latest technology advances and their potential applications for senior care and services.

This webinar will focus on recent developments in Artificial Intelligence and ChatGPT. What are they and how will they affect your life?

Wesley Cheng is the Founder and Executive Director of Televisit.org and COO of Stack Care. **Andrew Lekashman** is a cofounder of Daylacare.com, an AI Care Manager tool that supports aging in place with daily check-ins to monitor health and safety.

This Vistas program is open to members and guests, please feel free to share with your friends!

Friday, April 21st at 11:00 AM on ZOOM—Register online or email dgreen-blat@avenidas.org



Wesley Cheng
Televisit.org + Stack.Care



Andrew Lekashman
DaylaCare.com

Member Birthdays—March

Kathleen Elkins	3/2	Scott Pearson	3/13	Arthur Bienenstock	3/20
Evelyn Richards	3/2	Chris Holombo	3/14	Mary Ashley	3/24
Kenneth Tucker	3/2	Leonard Weiss	3/14	Merele McClure	3/24
Debbie Fank	3/4	June Bowman Miles	3/16	Linda Thomas	3/24
Richard Pering	3/5	Rita Mundis	3/16	Roxanne Reeves	3/25
David Kohler	3/8	Lee Kanner	3/18	Lesley Samuels	3/25
John Page	3/9	Grace Griffiths	3/16	Phyllis Snow	3/25
Richard Bialek	3/10	Richard Johnsson	3/19	Ann Lieberman	3/26
Jessie Holombo	3/10	Judith Wasserman	3/19	June Schiller	3/28
				Linda LaCount	3/29

Member Birthdays—April

Hans Jeans	4/3	Charlotte Galina	4/7	Rudolph Dyck	4/17
Mary Shaw	4/5	Eleanor Heister	4/11	Alice Kozar	4/19
Jerry Silverberg	4/5	Edel Young	4/12	Mary Murphy	4/21
Dick Henning	4/6	Barbara Bonini	4/13	Catherine Cerny	4/22
Sharono Ingle	4/6	Nancy Moss	4/13	Carolyn Curtis	4/22
Elizabeth Whalley	4/6	Sophie Stallman	4/14	Carl Jacobson	4/24
Byron Brown	4/7	Betsy Bechtel	4/15	Ernest Vigdor	4/25
Barbara Carlitz	4/7	Barbara Klein	4/15	Jim Madison	4/27
				Curt Weil	4/29

Welcome New Members!

For more detail on new and long-term members, log into the Village members' website and access the member directory. Many members have added their personal information and photos so you can learn more about them! If you have not yet added your own bio and photo, please do so, or contact the Village office for assistance.

Welcome to...

Bonnie Packer & Bob Raymakers (Palo Verde/3)
 Fred Kahn (Leland Manor/4)
 Naomi & Robert Mindelzun (Leland Manor/4)
 Byron & Kay Brown (Charleston/3)
 Susie Poon (Crescent Park/5)
 David Kohler (Palo Verde/3)
 Inge Crozier (Bayshore area/5)
 Betty Linden (Old Palo Alto/7)
 Pamela Balewicz (Palo Alto Orchards/2S)

Reason for Joining

Social connections, resources
 Social connections/outings
 Vendor list, future planning
 Future planning, social connections
 Future planning & resources
 Social connections, vendor list
 Resources, social connections
 Future planning, social connections
 Resources, future planning

In Memoriam: Elmer Reist 2/2023 * Robert Williams 11/2022

Please Note: Registration is Required for all In-Person Events

Friday, March 3 & Friday, March 17 at 4:00 PM

Friday Happy Hour Social on Zoom

Pour a glass of wine or a cup of tea and toast your Village friends! Enjoy an hour of relaxed, casual conversation and perhaps a thought-provoking question or two. Afterward, members may gather at a local "watering hole" or member home for in-person Happy Hour!

FREE—Register online or email dgreenblat@avenidas.org

Thursday, March 9 & Tuesday, March 21 at 11:45 AM

(Please choose ONE date)

IN-PERSON EVENT—Lunch Bunch at Hobee's Palo Alto

Join Village friends for "Breakfast All Day" or a healthy sandwich or salad at this classic Palo Alto favorite! View menu: <https://hobees.com/breakfast-menu/> <https://hobees.com/lunch-dinner-menu/>

4224 El Camino Real, Palo Alto

\$20-\$25/person, please bring cash!—Register online or email dgreenblat@avenidas.org

Monday, March 13 & Monday, March 27 at 10:00 AM

Guided Meditation on Zoom led by Sabrina Huang

Join Sabrina for a 30 min guided meditation session. Relax and de-stress!

FREE—Register online or email dgreenblat@avenidas.org

Wednesday, March 15 at 1:00 PM

Zoom Special Presentation "Home on the Plains: A Bison's Journey" by Panhandle Plains Historical Museum, Canyon TX

For thousands of years Plains Indians hunted bison to use a food, clothing and shelter. When the first transcontinental railroad was completed in 1869, the buffalo hunters soon followed, and the bison began vanishing from the prairies. This program covers the impact of the buffalo on the Plains Indians, what happened when the hide hunters came and the people who rescued the bison from extinction.

FREE—Register online or email dgreenblat@avenidas.org

Friday, March 24 at 11:00 AM

Vistas Lecture Series—Zoom Webinar: "For the Love of Iris: Historic Garden Presentation" with Villager Betsy Fryberger (Details p. 6)

FREE—Register online or email dgreenblat@avenidas.org

Friday, March 31 at 3:00 PM

IN-PERSON EVENT: Potluck Happy Hour Social at 450 Bryant Street!

Bring a snack or drink to share and enjoy an in-person Happy Hour with old and new Village friends! Note: Depending on the weather we will meet either on the Village Patio or in the Senior Planet space at Avenidas.

[450 Bryant St, Palo Alto](#)

FREE—Register online or email dgreenblat@avenidas.org

Tuesday, April 4 & Thursday, April 20 at 11:45 AM (please choose ONE date)

IN-PERSON EVENT: Lunch Bunch at Amber India

Enjoy a delicious Indian lunch with a variety of vegetarian and non-veg selections plus dessert!

4926 El Camino Real, Los Altos

Prix Fixe menu includes tax, tip and non-alcoholic beverages

Monday, April 10 & Monday, April 24 at 10:00 AM

Guided Meditation on Zoom led by Sabrina Huang

Join Sabrina for a 30 min guided meditation session. Relax and de-stress!

FREE—Register online or email dgreenblat@avenidas.org

Friday, April 14 & Friday, April 28 at 4:00 PM

Friday Happy Hour Social on Zoom

Pour a glass of wine or a cup of tea and toast your Village friends! Enjoy an hour of relaxed, casual conversation and perhaps a thought-provoking question or two. Afterward, members may gather at a local “watering hole” or member home for in-person Happy Hour!

FREE—Register online or email dgreenblat@avenidas.org

Tuesday, April 25 at 9:30 AM

IN-PERSON EVENT: San Francisco Day Trip “Sargent & Spain” at the Legion of Honor—Docent Tour

This exhibition, in its exclusive West coast stop, is the first to explore the influence of Spanish culture on Sargent’s dynamic visual practice. His captivation with Spain, which developed over the course of seven visits taken from 1879 to 1912, resulted in a remarkable body of work. The exhibition presents an array of Sargent’s dazzling oils, watercolors, and drawings, along with never-before-exhibited photographs, showcasing Spain’s people, architecture, and magnificent urban and rural landscapes.

Meet at Cubberley Community Center, 4000 Middlefield Rd, Palo Alto

\$110/person, includes museum admission with docent tour and bus transportation. Lunch is individual pay.

14 spots available—Register by April 11 or email dgreenblat@avenidas.org

Wednesday, April 19 at 1:00 PM

Zoom Special Presentation: “Our Girls Over There: The Hello Girls of WWI” by National Museum of the US Army, Belvoir, VA

Over 200 women served the American Expeditionary Forces in the First, Second, and Third Army Headquarters. Nicknamed the “Hello Girls,” they worked tirelessly, under at times combat conditions, to connect calls on behalf of the Army. Explore the commitment, sacrifice, and challenges of the Hello Girls and learn how these female telephone operators were recruited for specific skills and how their contributions were critical to effective U.S. Army wartime communications. Also examine how they fought to achieve appropriate recognition and military benefits after the war.

FREE—Register Online or email dgreenblat@avenidas.org

Friday, April 21 at 11:00 AM

Vistas Lecture Series—Zoom Webinar: “AgeTech Update 2023” with Wesley Cheng & Andrew Lekashman (Details p. 6)

FREE—Register online or email dgreenblat@avenidas.org



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**Daylight
Saving
Time
Begins
Sunday,
March 12
-
Set Clocks
Ahead
1 hour!**

The Search Continues—Village Social Events Coordinator

It's now been four months since our Village Social Events Coordinator position has been open and posted, and we still have not found the right person to fill the role! While we continue to provide a full schedule of social events for members to enjoy, it is a great help to have a staff member in place to focus on planning and developing our activity program.

The Social Events Coordinator position is a part time position averaging about 16 hours per week. An ideal candidate could be someone who has recently retired but still wants to work part-time, or a parent with younger kids who has some free time during the days—or even a Village member who would like some part time employment. Although experience planning events and activities is important, we don't need someone who has been a large scale events planner. Key qualifications would be organization/attention to detail, a people person who is great at making genuine connections with others, strong customer service skills, and computer literacy. Of course, a background working with seniors is an important plus!

If you or someone you know is interested in being considered for our next Social Events Coordinator, please let us know! You can view the complete job description and apply at <https://www.avenidas.org/about/careers/>. Please feel free to spread the word!