



Avenidas
Village

VOICE

AVENIDAS VILLAGE

450 Bryant Street

Palo Alto, CA 94301

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www.avenidasvillage.org

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September-October 2023

Avenidas Village Community Outreach at the Downtown Palo Alto Farmers' Market



Margaret Weil & Reggie Silbert

On August 26, 2023, the Village Marketing Committee experimented with an Avenidas Village information table at the downtown Palo Alto Farmers' Market. Six Villagers volunteered for shifts between 8 am and noon, including Marcie Brown, Ed and Gretchen Hillard, Margaret Weil, Reggie Silbert, and Chuck Sieloff. Our ultimate goal was to raise awareness about Avenidas Village, but the immediate goal was to test whether the Farmers' Market is a good place to do this.

We offered free coffee and cookies plus Village flyers and information packets. Because of the refreshments, we were not permitted to set up within the Market area, so we set up across the street from the entrance. Mid-morning was the most active time at our table with several community members stopping by to express their appreciation, ask various questions about Avenidas in general, and some who wanted to learn more about the Village for themselves or for family members. Those who stopped to engage seemed friendly and interested.

Although this first effort didn't result in a huge amount of community engagement, it was a great learning experience and we feel it is worth repeating with some changes suggested by the Village team:

- More visibility: A larger sign to attract attention, special T-shirts for the volunteers
- A useful handout for visitors, like a Home Safety Checklist or Tips on Avoiding Elder Scams
- An invitation handout for an upcoming Vistas talk or prospect event

Special thanks goes to Michelle Shinseki, Avenidas VP of Marketing, who fully supported this effort and coordinated with the Farmers' Market organizers on our behalf!



Margaret Weil shares Village information with a visitor at our table

New Vendors Added to Screened Vendor List: Farzana's Salon & Boutique, Stonescapes Gardening/Landscaping



This full service salon offers an unparalleled experience for both men and women seeking to transform their look. We offer the most advanced hair products, tools, and talent to provide you with the best results and experience. Whether it's a new hairstyle, hair coloring, straightening, non-surgical hair replacement, wig fitting, or hair extension, let Farzana take care of all your hair needs and transform you into a more confident you. Village members receive 10% off all services plus 10% off all wigs and hair products. Meet Farzana at our Sept 1 Zoom Happy Hour! (Referred by Alice Kozar.)

FARZANA'S SALON & BOUTIQUE

335 Plaza Central, Los Altos 650-799-0475

Website: <https://farzanasalon.com>

Stonescapes provides complete gardening and landscaping service including design, planting, maintenance, and irrigation design and repair. With 40 years of experience and 20 years as a licensed contractor, business owner, Pedro Efigenio, can analyze your space and make recommendations. Village members receive a 10% discount and free estimates for service. (Referred by Peggy McCurdy.)



STONECAPES

27 Burbank Ave., Redwood City 650-207-5091

Email: jpefigenio@comcast.net

For full details on these vendors and many more, please check out our complete vendor list on the Village members' website at www.avenidasvillage.org

Meet Village Vendors at Friday Zoom Happy Hour!

Some of our virtual programs have turned out to be useful in more ways than we expected. For example, we first created our Village Happy Hour socials on Zoom back in spring of 2020 as a way for Villagers to casually get together to chat and connect when in-person gathering was restricted.

Over time, we've found that our Happy Hour can also be a great way to introduce some of our vendors. The Village Vendors and Services committee will occasionally schedule one of our vendors to drop in for just a few minutes at the beginning of the social hour to meet you and talk about their businesses and services and even answer a few questions! This helps vendors understand more about the Village and its members, as well as giving you the chance to meet some providers and know more about them.

If you have worked with a service provider and would like to see them added to our screened vendors list, please share their information with Margaret Weil, Chair of the Vendors and Services Committee: margaretweilpa@gmail.com. The Committee will reach out to them and invite them to complete our screening application. Member referrals are key to maintaining a strong list of trusted service providers.

Avenidas Village and Stanford School of Business: A Successful Intergenerational Pilot Project

by Susan Wilner Golden, Instructor

This Spring, we engaged in a pilot project with the Stanford Graduate School of Business students and Avenidas Village Members. Students who were enrolled in the *Longevity: Business Implications and Opportunities* course had the opportunity to interview Avenidas Village Members about their ideas for products, services, and projects to assist older adults, and their varied interests and needs to age successfully.

More than 30 Avenidas Village Members volunteered to be interviewed by one or more students enrolled in the course who were seeking feedback on their project ideas. Over 30 students signed up and were matched with at least three Village Members who were interested in meeting with students to provide their own personal experiences and perspectives. The project ideas covered a broad range including:

- A new multigenerational experience platform
- An intergenerational wealth management and planning health care costs tool
- A marketplace for sustainable living practices and outdoor recreation platform
- An online marketplace for older adults who want to share their talents
- Intergenerational goal setting for healthy behavior change
- Emergency help system that replaces stigma with dignity
- Travel opportunities platform for older adults
- Smart glasses for enhanced text
- Wellness platform for older women
- Senior housing alternatives in Latin America
- Social connection app

Student Reflections:

"We are immensely grateful for the invaluable feedback and engagement of the Avenidas community that has shaped our company idea into what it is today."

"My first Avenidas Village interview encouraged me to think about some of the limitations of [my original] idea".

"Overall, the discussions were quite humbling as our interviewees shared their honest perspectives on each product enhancement".

"It was incredibly informative to interview people over 60 to learn more about their needs, beyond just what we have seen with our own parents."

Comments from Villagers:

"I had a great time."

"Brought Mimi [student who interviewed me] to my book group..."

"Found [the students] delightful."

It was an excellent opportunity for students to test their ideas with real-world seniors and get a better sense of our needs and interests. The conversations between the Villagers and the students allowed both groups to connect intergenerationally. We consider this collaboration a valuable component of this course and hope to continue working together in the years to come!

ICYMI: Village Social Events in July & August

Lunch Bunch at Local Union 271—July 20 & July 27

July 20th: Chris Holt, Kathleen Gordon, Len & Sandy Weiss, Mary & Jacques Fossourier, Carolyn Curtis, Hal & Jeanette Guthart, Charles Sieloff



Just around the corner from Avenidas, Local Union 271 is a great hangout for Villagers with friendly service! Welcoming some new members added to the excitement, and we're eagerly looking forward to creating more memorable moments together in the future.

July 27th (not pictured): Kayleen Miller, Jessie & Chris Holombo, Richard Johnsson, Rick Kaplowitz, Geri Spieler, Richard Glendening, Letitia Lai

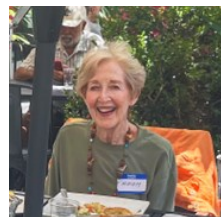
The Foster Museum, July 25

Our visit to The Foster Museum in Palo Alto was an enriching experience. The docent's insightful explanations illuminated Foster's art and captivating life. Foster's artworks, a testament to his genius, adorned the museum beautifully.

Attended by: Joy Rewick, Drew Oman, Ed Haertel, Chris Holt, Sandy Weiss, Mary Fossourier, Merele McClure, John & Anita Mitchell, Fred Kahn, Robert Shaw



Lunch Bunch at Fambrini's Café, August 8 & August 24



August 8th: Len & Sandy Weiss, Mary & Jacques Fossourier, Chuck Sieloff, Jessie & Chris Holombo, Fred Kahn, Bonnie Packer, Bob Raymakers, Peggy McCurdy, Miriam Jacob

Attendees were pleasantly surprised to uncover this hidden gem. The food is truly delightful, which explains the bustling crowd. Highly recommended, although it is best to avoid the noon rush during weekdays. Bring your grandkids on the weekend for their signature pancakes!



August 24th: Richard Johnsson, Kathleen Gordon, Alice Kozar, Deborah Plumley, Richard Glendening, Rick Kaplowitz, Geri Spieler, Anita & John Mitchell, Jeanette & Harold Guthart

ICYMI: Village Social Events (continued)

Palo Alto Lawn Bowls, August 11



A morning of laughter, camaraderie, and friendly competition on a manicured green. Gracious volunteer coaches ensured everyone felt like a winner, and our gathering around English tea sandwiches and salads was the perfect ending!

Attended by: Carol Kenyon, Barbara and Mike Holland, Beverly Benson, Betsy and George Bechtel, Pat Landman-Herriot, Bill Courington, Peter Danner, Chuck Sieloff

Happy Hour Social on the Village Patio, August 18



The perfect way to spend a warm summer afternoon—food and friendly conversation on the patio at Avenidas!



Gamelandia, August 22

Gamelandia provides a delightful space within our community for enjoyable games and connecting with others. Berry Hatfield, the owner, is the son of Villager Shelley Hatfield. We had a great time playing both classic and new games, all while getting to know each other in a warm and welcoming setting.

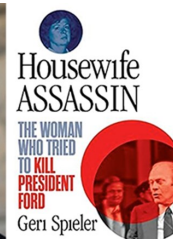
Shelley Hatfield, Bonnie Packer, Fred Kahn, Mary & Jacques Fossourier, Scotty Martinson, Judith Fields



Vistas Lecture Series—September & October Webinars!

September 22 Vistas: “Housewife Assassin: The Woman Who Tried to Kill President Ford” with Villager & Author Geri Spieler

Sara Jane Moore was 45 years old--a doctor's wife and a mother who lived in the country club community of Danville. And who, in 18 months became a potential assassin, missing Ford's head by a mere 6 inches, only because the sight of the gun was off. Geri's fascinating book explores this episode through the lens of Sara Jane's motivations.



***Geri Spieler** is the immediate past president of the San Francisco Peninsula branch of the California Writers Club and has authored articles in numerous publications. She has written for the Los Angeles Times, San Francisco Chronicle, and Forbes, and as a Research Director for Gartner, a global technology advising company, and she was a regular contributor to Truthdig.com, an award-winning investigative reporting website and the Huffington Post. She is a member of the Society of Professional Journalists, the Authors Guild, the Women's National Book Association, the Internet Society, and the Book Critics Circle.*

Friday, September 22 at 11:00 AM on ZOOM—Register online or email Kay Evans
kevans@avenidas.org

This Vistas Lecture is open to Villagers and their guests! Please feel free to share the registration link with your friends who may be interested. For more info email Kay Evans kevans@avenidas.org

October 27 Vistas: “US Monetary Policy & Debt” with Brian Evans

Wondering about the future of the US economy in these uncertain times? Economics expert Brian Evans will provide an introduction to how the government attempts to control the macroeconomy with monetary and fiscal policy - with an emphasis on current events of concern.



***Brian Evans**, husband of Village Social Events Coordinator Kay Evans, is Chair of the Foothill College Economics Department, where he has taught since 2002. He is passionate about economic development, including leading annual service learning trips with Foothill Students to Guatemala.*

Friday, October 27 at 11:00 AM on ZOOM—Register online or email Kay Evans
kevans@avenidas.org

Member Birthdays—September

Sally Herrick	9/1	Gary Wetzel	9/7	Mary Huber	9/19
Fred Kahn	9/1	Pam Page	9/9	Deborah Plumley	9/20
Ron Rankin	9/1	Ann Gila	9/11	Tom Reese	9/23
Lucile Spurlock	9/1	Phyllis Browning	9/12	Bill Courington	9/24
Michael Willemsen	9/2	Wally Whittier	9/12	Alzora Carlstrom	9/26
Pat Sanders	9/4	Carl Spetzler	9/13	Bruce Heister	9/26
Katherine Pering	9/5	JoAnne Wetzel	9/14	Reggie Silbert	9/26
Greg Pickrell	9/5	Theresa Presser	9/18	Katherine Bryant	9/30
Lynne Smart	9/6	Trudy Reagan	9/18	Helen Young	9/30

Member Birthdays—October

Roger Ashley	10/1	Dick Smallwood	10/9	Erika Scherer	10/22
James Eaton	10/2	Gale Olson	10/11	Cynthia Hanson	10/24
Drew Oman	10/2	David Bunker	10/12	Frank Perlaki	10/26
Diane Rolfe	10/2	Judith Fields	10/14	Eleanor Willemsen	10/26
Joan Bialek	10/4	Joy Scott	10/14	Cathy Dolton	10/27
Bob Shaw	10/4	Marian Sanders	10/15	Anita Mitchell	10/28
Bob Lehman	10/5	Jan Henrotin	10/16	Diane Posnak	10/28
Paula Schwartz	10/6	Nancy Martin	10/17	Barbara Bunker	10/30
Sanford Lewis	10/9	Naomi Mindelzun	10/17	Larry Cuban	10/31
Susie Poon	10/9	Geri Spieler	10/19	Jeri Wheaton	10/31

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...

Lorna Paisley (2N/Alta Mesa)
 Judith Stewart (6/Downtown)
 Bev Benson (4/Triple EI)
 Al & JoAnne Russell (4/Triple EI)
 Sherry Langbein (2S/Sunnyvale)
 Karl Schmidt (4/Triple EI)
 John & Judy Manton (2S/Mountain View)
 David Hoexter & Judie Siddall (3/Palo Verde)
 Gary & JoAnne Wetzel (3/Palo Verde)
 Carol Bogardus (4/Triple EI)
 Jane Stone (3/Palo Verde)

Reason for Joining

Aging-in-place support
 Community, resources, activities
 Meet new friends
 Community & resources
 Community & resources
 New social opportunities, resources
 Resources, peer support
 Resources, social activities
 Home services, resources
 Community, Aging-in-place support
 To be in a community of "Caring Cronies"

Please Note: Registration Is Required for All In-Person Events

Friday, September 1, Friday September 15, & Friday, September 29 at 4 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 Kay Evans kevans@avenidas.org

Monday, September 11 & Monday, September 25 at 10 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 Kay Evans kevans@avenidas.org

Tuesday, September 12 & Thursday, September 28 at 11:30 pm

(Please choose ONE date)

IN-PERSON EVENT—Lunch Bunch at Coupa Café at Stanford Research Center

Coupa Café is a family-owned business established in 2004 in Downtown Palo Alto. Located in the heart of Silicon Valley, we offer an urban oasis, serving excellent coffee and delightful dining options. View menu: <https://www.coupacafe.com/Assets/Coupa-Cafe-SRP-Menu-2022.pdf/>

[3215 Porter Drive, Palo Alto](#)

\$25-30/person, individual order & pay—Register online or email Kay Evans

kevans@avenidas.org

Wednesday, September 13 at 1 pm

Zoom Special Presentation "America's Signs & Symbols" by Smithsonian American Art Museum

Artists use familiar icons such as the Statue of Liberty, the bald eagle, and the American flag to communicate their ideas about American culture and encourage examination of our society.

FREE—Register online or email Kay Evans kevans@avenidas.org

Tuesday, September 19 at 10 am

IN-PERSON EVENT: Hakone Gardens Docent Tour and Tea Ceremony

Enjoy a guided tour of enchanting gardens, showcasing traditional designs and picturesque landscapes. Explore serene ponds, vibrant flora, and charming tea houses, discovering the seamless blend of art and nature. Your ticket includes an in-person docent-led garden tour and a cultural immersion with a tea ceremony and Kimono wearing demonstration.

[21000 Big Basin Way, Saratoga](#)

\$32/person, 15 spots available—Register online or email Kay Evans kevans@avenidas.org

Wednesday, September 20 at 2 pm

Village Website Tutorial on Zoom

Join a Zoom session to learn about the Village website—from logging in for the first time to updating your member profile!

FREE—Register online or email Kay Evans kevans@avenidas.org

Friday, September 22 at 11 am

Vistas Lecture Series—Zoom Webinar: "Housewife Assassin: The Woman Who Tried to Kill President Ford" with Villager & Author Geri Spieler (Details p. 6)

FREE—Register online or email Kay Evans kevans@avenidas.org

Thursday, October 5 & Tuesday, October 17 at 11:45 am (please choose ONE date)

IN-PERSON EVENT: Lunch Bunch Oktoberfest at Ludwig's Biergarten, Mountain View

Enjoy a brew and authentic German favorites outdoors with Village friends!

Menu: <https://ludwigsmv.com/mountain-view-ludwigs-biergarten-food-menu>

383 Castro Street, Mountain View

\$25-30/person—Register online or email Kay Evans kevans@avenidas.org

Wednesday, October 11 at 1 pm

Zoom Special Presentation: "Young America" by Smithsonian American Art Museum

The transition from colonial rule to national independence was a pivotal time in American history. We will explore colonial and early federal art that tells the story of growing national ambitions, territorial expansion, and the beginning of industry.

FREE—Register online or email Kay Evans kevans@avenidas.org

Friday, October 13 at 3 pm

IN-PERSON EVENT: Potluck Happy Hour Social on the Village patio!

Bring a snack or drink to share and enjoy an in-person Happy Hour with old and new Village friends!

450 Bryant St, Palo Alto

FREE—Register online or email Kay Evans kevans@avenidas.org

Wednesday, October 18 at 2 pm

Village Website Tutorial on Zoom

Join a Zoom session to learn about the Village website—from logging in for the first time to updating your member profile!

FREE—Register online or email Kay Evans kevans@avenidas.org

Thursday, October 19 at 2 pm

IN-PERSON EVENT: Los Altos History Museum Special Exhibition: "A Visual History of the Architecture of Silicon Valley"

Embark on an insightful exploration of tech architecture's evolution in Silicon Valley, as captured by the lens of acclaimed local photographer Richard Adler.

51 S San Antonio Rd, Los Altos

FREE, 15 spots available—Register online or email Kay Evans kevans@avenidas.org

Friday, October 27 at 11 am

Vistas Lecture Series—Zoom Webinar: "US Monetary Policy & Debt" with Economist Brian Evans (Details, p. 6)

FREE—Register online or email Kay Evans kevans@avenidas.org

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**Village
Office
Closed**

**Monday,
September 4
Labor Day**

September-October 2023

Villagers Who Volunteer: What Are You Doing in the Community?

Periodically, we will be featuring members who volunteer in the community with information about the organizations they serve. If you would like to let other members know about your volunteer activities, please contact Deborah Clark (you can find her contact info in the online Member Directory).

Who: Marcie Brown
Where: Friends of the Palo Alto Library
What I do: Saturday Bargain Room Cashier

The Friends of the Palo Alto Library (FOPAL) holds monthly book sales at their site at the Cubberley Community Center. The sales are on the second full weekend each month, rain or shine.



I work as a cashier at the Bargain Room, taking cash, credit cards, and the occasional check from customers. **Marcie staffing a Friends & Family Sale**

Many customers come each month, some buying for themselves, some shipping books to other countries, some are resellers, and sometimes someone just stumbles into the sale. And they are so pleasantly surprised. It's quite fun for customers and volunteers.

Volunteering is a very finite time commitment. FOPAL has other volunteer opportunities besides the sale day ones. An entire crew of people manage the incoming donations, shelf and price the books, research and post high-value books on the internet, and more. For Villagers interested in volunteering, see: <https://www.fopal.org/volunteer>