



BE THE INSPIRATION



Welcome to our Club Meeting!
December 11, 2018





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Rotary
Club of San Francisco



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Please



**Thank you for the \$100
donation to Rotary
Charities!**



VISITING ROTARIANS AND GUESTS



WELCOME



**Many thanks to today's
Club Service volunteers!**





THANKS to all who participated in Friday's Salvation Army Bell Ringing.





110th Anniversary T-shirt on sale through 12.21.18





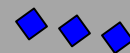
**Three Course
Meal -
Engaging
Programs**

**\$35.00 Members
with pre-registration**

\$40.00

- **All Non-Members**
- **Members with no
pre-registration**

**2019 Lunch
Meeting
Prices**



**Begins January 15,
first meeting of
the year.**



Homeless Prenatal Program



Bag Assembly, Tues, 12.11.18, 6:00 pm
Showers, Thurs, 12.13.18,
10:30 am/1:00 pm
Go to www.sfrotary.com

Homeless Prenatal Program



Many Thanks to Susan Dean for the
handmade baby blankets.



The Arc San Francisco Friends Like Me Dinner Club

Monday, 12.17.18, 6:00 pm
Go to www.sfrotary.com





Please join us for our

110 Holiday Celebration

Tuesday, December 18, 2018

11:00 am – 2:00 pm

Westin St. Francis Hotel

Go to sfrotary.com - \$99 – time is running out!

Set in world class hotel, Champagne toasts, holiday music, lots of door prizes, anniversary trivia, and cheer all around!





SAVE THE DATES IN JANUARY:

January 8 –

New Member Gathering

January 15

**First meeting – Rhonda, Casey, JT
State of the Club “Address”!**

www.sfrotary.com



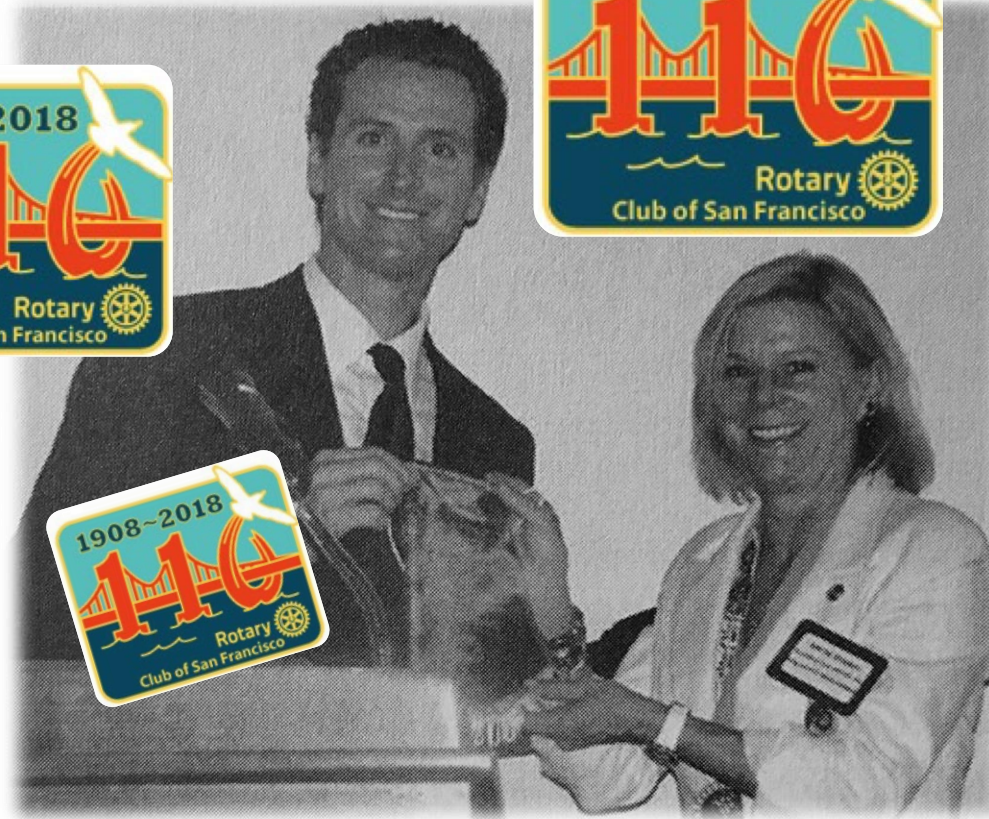
WELCOME!!!
NEW MEMBERS!



Kat eBanks



Time Capsule Tuesday: Driven by our 110th Anniversary!





Time Capsule Tuesday: Driven by our 110th Anniversary!



What year was Anita Stangl president of our club?

- a. 2002-2003
- b. 2006-2007
- c. 1987-1988
- d. None of the above



**International Trip
Report,
Heidi Kuhn
Roots of Peace**



ROOTS *of* PEACE



**WITH GRATITUDE!
WE APPRECIATE YOUR SERVICE.**



SIR FRANCIS DRAKE
A KIMPTON® HOTEL





**Talk to your neighbor:
In a few words...
“For the upcoming
holidays, my plan is.. “**





**Today's Speaker:
Dr. Michael
Merzenich
Brain Plasticity**



The Brain Plasticity Revolution

Dr. Michael M. Merzenich

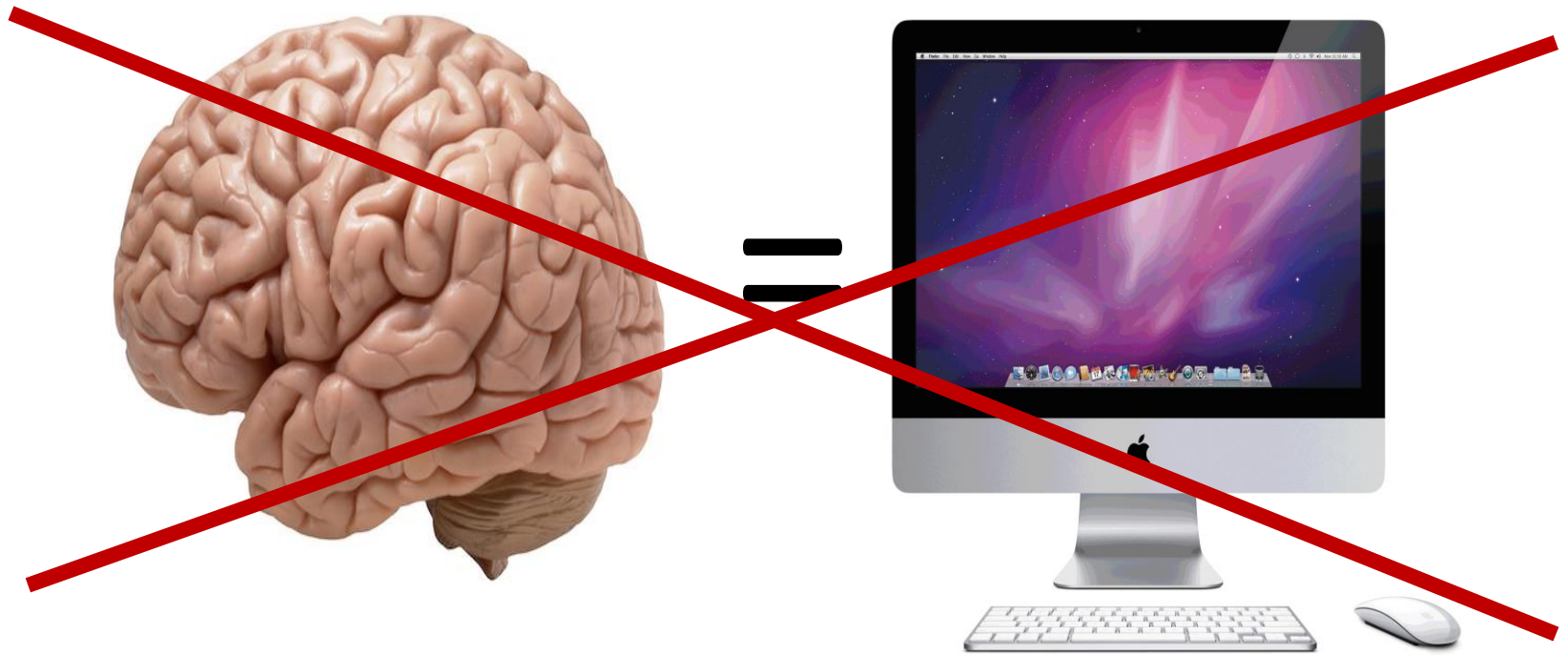
Francis Sooy Professor, UC San Francisco (emeritus)

Director, Brain Plasticity Institute

CSO, Posit Science Corporation

Co-Director, Stronger Brains Foundation

In the second half of the 20th Century, the view that the 'plastic' rewiring of the brain was limited to the first years of life was ascendant in neurology, psychiatry, and education.



Nothing could be further from the truth.

Our understanding of these processes of continuous brain remodeling changes everything. It informs...

- 1. ..classical and modern philosophical perspectives about the true nature of our 'humanity'.**
- 2. ..Psychology's' perspective about the 'laws' that govern human behavior.**
- 3. ..our scientific and medical understanding of the origins of Alzheimers, Parkinsons, ALS, and other 'neurodegenerative diseases'.**
- 4. ..our medical view of the origins and treatment of psychiatric illness.**
- 5. ..our societal and criminal justice system's view of the origins of human degradation, and of 'criminal' misbehavior and its 'correction'.**
- 6. ..our brain health medicine.**
- 7. ..our enormous human potential for continuous lifelong personal growth.**

Through those plastic (neurological remodeling) processes,
your brain has accomplished four wondrous things,
within your skull, across your lifetime.

It created that incredible, special version of
its (your) world.

It created the

It created you

It created the

center
powers of agency—the **captain** of your
little ship.

That wonderful
emergent YOU
is absolutely
'one-of-a-kind'.

A few things you should know about your brain plasticity:

- ❖ The brain is a work in progress, continually revising it's wiring.
- ❖ When you learn any new skill or ability, there are many other positive physical changes beyond rewiring that empower that ability.
- ❖ We understand the rules that govern change. Following those rules, constrained by their limits, we can modify a brain, at will.
- ❖ Change is controlled by the brain's own evaluation of 'importance', and 'success'.
- ❖ Remodeling processes are inherently bi-directional.
- ❖ Neurological and psychiatric 'disease' are expected end-stages of usually-long progressions of 'negative' plastic revision.

Three examples of how this science can be applied, to transform modern societies and their medicine.

Example 1. Preventing a progression to neurodegenerative disease in an at-risk individuals.

We can now inexpensively assess brain health status.

We can identify individuals who bear genetic risks burdens for disease onsets.



Lifestyle changes, computerized training, and dietary adjustments can grow resilience.

Through regular clinical

reassessments, we **MANAGE** brain health.

A second example of how this science can be applied, to transform modern societies and their medicine.

Rescuing the environmentally-damaged child.

We can now
Inexpensively
identify these kids—
for example,
as they first show
up at the school house
door.



We can pretty reliably rescue them, using a scalable combination of school-delivered and technology-delivered training.

We then MANAGE their brain health, throughout their time in school (and beyond)

And try to 'clean up the mess' created by not helping their parents or older siblings.

A third example of how this science can be applied,
to transform modern societies and their medicine.

Improving your (ANYONE'S) performance.
Strengthening and growing new abilities, all across the span of a life.

They're easy
to assay in
neurological
terms.



Tom Brady



Harry Kane



ANYONE can
improve their
neurological
mastery, of almost
anything that is
important to them.



Sustaining
brain
health shifts
Competitive
advantage in
an elder-
ward (wiser?)
direction.

Other active targets of this translational neuroscience:

Ameliorating the deficits that limit Autism Spectrum Disorder (ASD) and other PDD kids.

Overcoming dyslexia, dyscalculia, cognitive impairments in school-aged children.

Overcoming deficits in social cognition and control.

Resilience training to reduce the probability of incurring a concussive injury.

Normalizing neurology after concussions and other traumatic brain injuries.

Overcoming cognitive degradation commonly engendered by traumatic surgery, heart failure, and extended ICU recovery.

Increasing resilience to reduce onsets of—and to ameliorate—

Restoring more normal neurology in chronic addicts.

Restoring more normal neurology in prison-release and paroled prisoner populations.

Resilience training to reduce probability of onset of mental illness.

Training to ameliorate psychiatric disease expression.

Training to improve functionality following stroke.

Training to improve the performance abilities of law enforcement personnel, soldiers.

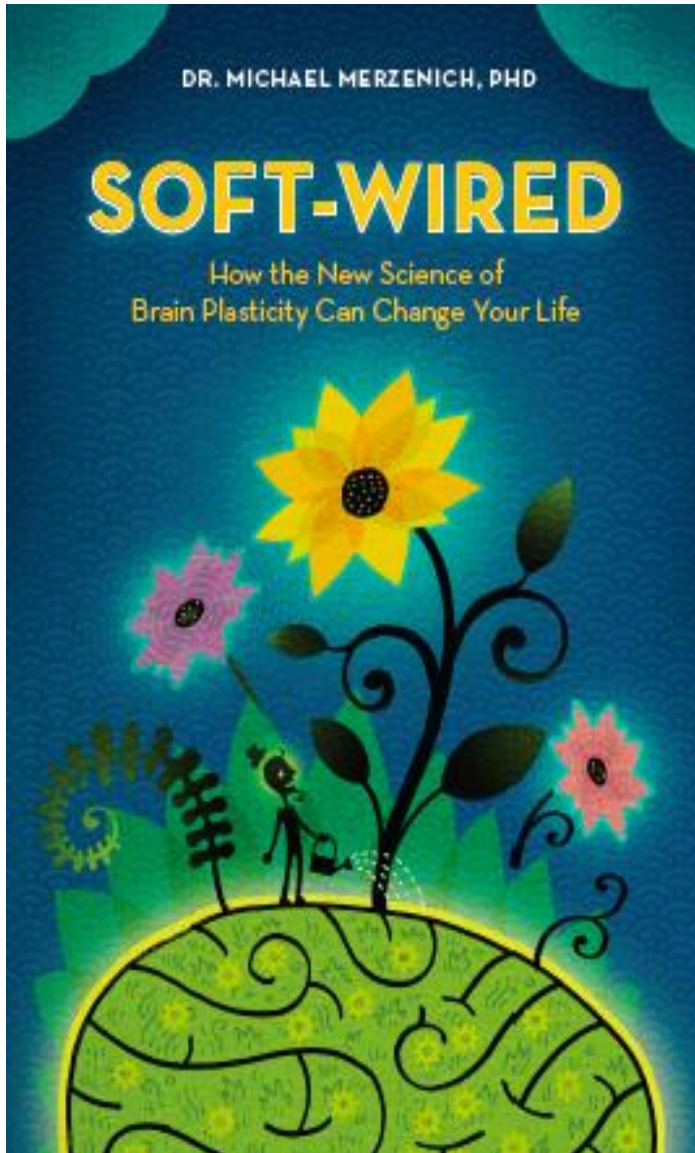
Et alia.

Gee, it won't happen overnight...

....but it IS a revolution, in our own times, which shall ultimately rank as a signal era in which..

1. ..we first came to understand our true natures, in definitive neurological terms.
2. ..we finally began to implement strategies to actually manage our brain health.
3. ..we finally got around to correcting long-standing, social conventions that have caused untold human suffering, because, with new understanding, they were neurologically foolhardy, morally insupportable, and financially and socially wasteful.
4. ..we more routinely and more continuously grow our individual powers, on the path to better, happier, more productive, safer, and longer lives on planet earth.

For more information and references...



**To ask a personal
question.....**

**Michael.Merzenich@positscienc
e.com**







UPCOMING MEETINGS:

110 HOLIDAY CELEBRATION

DECEMBER 18, 11:00 AM

WESTIN ST. FRANCIS

NO MEETINGS – Dec 25, Jan 1 and 8

STATE OF THE CLUB “ADDRESS”!

JANUARY 15 – FIRST MEETING OF 2019

PRESIDENT TEAM – RHONDA, CASEY AND JT



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