



ROSSMOOR ROTARY NEWS



SERVE TO CHANGE LIVES

President: Bill Broxham **Address:** PO Box 2177, Walnut Creek CA 94595 D5160 Club 461

Notes: Anne Hetland **Photos:** Paul Wilson May 11, 2022

Club Website: www.rossmoorrotary.org **District Website:** www.rotary5160.org

MEETING NOTES: May 4, 2022

Call to Order: Jim Olsen opened the meeting. The Pledge of Allegiance was led by Hogie. "The Star Spangled Banner" was sung.

Guests and Visiting Rotarians: Carolyn Hinrichs; Jane Lemont; Tom Pruitt; Jerry Pruitt, Frederika Atkins.

Sunshine: none noted

Thought for the Day: John King presented quotes by Yogi Berra.

Happy Dollars: Jim, for Carolyn's attendance; Jean, her family out of Covid; David, his birthday last month at Cash Creek; Anne, her birthday; and Patrice, her husband well and at the meeting with her.

ANNOUNCEMENTS

Raffle: John Rice, lunch; Tillie, wine.

St. Patrick's Dinner, May 27;
Activities Fair, May 19;
4th of July Barbecue;
Gala, Oct. 8.

Carolyn Hinrichs, chair of a Ukraine Relief Drive for Mission of Mercy/Ukraine, spoke about her work, and gave us a list of donations needed. She is also joining Rossmoor Rotary.

PROGRAM

Marc Myers, a regular music and arts contributor to the *Wall Street Journal*, spoke to us about "How the Rock Concert Became a Big Deal."

The advent of the rock concert was transformative. The first rock concert was in Los Angeles in 1951. Prior to the 1950s, children were "seen and not heard." But the culture changed with the rise of suburbia (due in part because GIs could get mortgages; teens now had bedrooms and privacy); the advent of plastic radios (a result

of WWII tech) which could be listened to in the bedroom; and the availability of portable phonographs with 45 records for children and teens. Combine this with the new TVs, which the parents wanted to watch in the living room in peace and quiet, and you had a new dynamic, teens listening to their own music.

What started as rhythm and blues with the 2nd and 4th beat (with racy lyrics, or at least innuendos) became rock and roll. As teens came to have more disposable income, they could buy their own records and go to rock concerts. This made them interesting to big business, which catered to these teens, not their parents.

Performances began in bars, but quickly spread to small arenas, so teens could join. Then concerts moved to even bigger venues. The audiences were integrated, and teens were questioning everything, pushing back against parents and teachers. They were finding their own voices, the Youth Culture. They felt empowered, there was friction, and antiwar rebellion. These were gatherings of the youth tribe, and resulted in a new and transformative rite of passage.

Now concerts are a billion dollar business. Tickets sell at \$400. Rock concerts are no longer a rite of passage and are multigenerational with grandparents taking their grandchildren. The new rite of passage for teens is probably the cell phone. Teenagers connect with each other this way.

Answering questions, he said that surprisingly the celebrities he interviews are often people with insecurities, stage fright and tenderness, and are not what you would expect.

UPCOMING EVENTS

May 11	10:30 Club Board of Directors meeting
May 11	Dick Powell – Mindfulness: Path to happiness
May 14	Bocce ball tournament and bar b que, Antioch CA
May 18	10:30 am RRF Trustee meeting
May 18	Eve Birge White – Pony Express

PHOTOS

