

IN SERVICE ABOVE SELF

Claremont Rotary Year 92 | Week 18 | October 30,

Program: Augmented Reality, Remi Del Mar, Epson

notes by Lark Gerry

PDG Sylvia Whitlock, introduced Remi Del Mar, Godmother to Sylvia's three grandchildren. When Sylvia and Remi were taking a road trip back and forth to the Bay Area, they listened to [Remi's Podcast](#) regarding augmented reality. Sylvia found it interesting and thus invited Remi as our guest speaker. Remi



Del Mar has more than 10 years of experience in the realm of global product marketing management across hardware, software, mobile, and the internet of things. Remi spearheads Epson's vision of merging virtual and physical environments through projection and augmented reality technology sectors and works to define new applications and go-to-market strategies. She continues to educate end-users on the endless capabilities of creating immersive experiences and promoting the ability to break perceptions of what is, into what can be. Remi joined Epson in 2016, however, throughout her career, she has been sort of a unicorn essence, in that companies very soon discover that Remi is actually good at looking at possibilities as opposed to breaking the status quo. So at Epson, similarly, when she first started, she focused on projectors used in almost 70% of classrooms here in the United States, in addition, houses of

worship. She was doing that kind of project, however, now she is more focused on now and the macro trends, along with generational change.

COVID is impacting retail merchandising which suggests ways to use augmented reality glasses to enhance the human experience. They are also finding creative ways to bridge the gap between different areas and cultures.

There is a paradigm shift in reality. Yelp is 15 years old, however, a lot of us or our children already know how Yelp is used on an electronic device to see restaurant ratings with food items pictured before you even

look at the menu. We have an attachment to technology, and there are elements of it that we see in many parts of the world. For example, immersive entertainment is becoming big, combining digital with physical aspects used in product design and development. Another mode of use is in Paris museums that provide learning more about an art piece, a visitor can be-



Continued, p. 5

For the 10/30 meeting recording featuring Remi Del Mar, Project Manager at Epson on the Uses of Augmented Reality [\(click here\)](#) (available til 11/13)

OOTT is over but for the Auction. Check out the [auction website](#), open til Nov. 15. There are opportunities to give as well as to receive.

Next Zoom Meeting

[Zoom link to Meeting on Friday 11/07](#), speaker Lisa Anderson, Owner, LMA Consulting Group on Supply Chain Management in time of COVID-19

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ROTARY, THE ZOOM MEETING: The meeting began with some chatter as President Buff put on a tiara (with Rotary pin) for Halloween. **Christine Hayes** jumped in and said that she had walked into the office of one of her clients today and found him wearing a horse's head. A 20 minute breakout produced scary stories. Buff's scary story is that in her sister's household of eight all have COVID-19. **Chuck Cable** told a family story — back in the 50s there was a cousin, a professor/researcher, who wanted to dig up the graves of family members, all buried in a central Indiana graveyard, to do genetic research. At this point Don Gould said he thought we should let Buff "exhume" the meeting.



WELCOME GUESTS & VISITING ROTARIANS

We welcomed frequent visitors **Bill Gershon**, and Visiting Rotarian **Sharon Douglas** from Montana. Also in the house was **Brian Rusch**, charter President, eClub for Global Action, Dist 5150.

Don Gould channeled his inner Bobby Pickett to treat us to the Monster Mash, adapted to Rotary (see lyrics p.4) with background groans and dancing by **Ron Coleman** in his square.



ANNOUNCEMENTS

The **District Peace Convention** was well attended by our club. **Buff** attended, as did **Susie Ilsley**, **Sylvia Whitlock**, **Mary Segawa**, **Frank Bedoya**, **Kebokile Dengu-Zvobgo**, **Francis Limbe**, and **John Tulac**. Susie and John both said it was one of the best Peace Conferences they have attended. Frank pointed out that Sylvia's son, Baby Gene, better known as 'BG', made a presentation about creating a culture of inclusion that was deserving of kudos; Frank wished that more could have heard it. Hmm. Wonder if we know someone who could invite him to speak? Speaker Quentin Wodon, Lead Economist with the World Bank, talked about the economics of literacy.

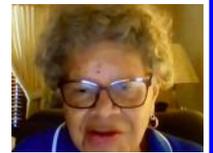
Cameron Troxell talked about the **Rotary Work Day** event November 7. Some work will be postponed to the 14th due to rain. If you're willing, you can be on call for the 7th in case rain doesn't materialize.

OUT ON THE TOWN AUCTION

Bobby Hyde reported that the Out on the Town Silent Auction at biddingowl.com continues **until November 15**, so we should all encourage friends to [click on the link](#) to join in the bidding. The opening bid has been reduced to encourage people to jump in. A variety of items are there including opportunities to donate to a Rotary cause. You don't have to have held a passport to participate. Encourage friends to check it out!

INSPIRATION OF THE DAY

PDG Sylvia Whitlock quoted the late Justice Ruth Bader Ginsburg.



"If you want to be a true professional, do something outside yourself, something to repair tears in your community, something to make life a little better for people less fortunate than you."

DRIVE AWAY HUNGER

From Bridget Healy, CHS Interact Advisor: **Our CHS Interact Club's Drive Away Hunger** was an extraordinary event! \$900 in cash, and the bed and cab of a pick up truck and trunk of another car full with 900 food and toiletry items. Lots of Rotarians came by with food and cash donations, as well as community members, some of whom said they had seen the Courier on-line article. **Peter Weinberger** came by towards the end, talked to the kids, took photos and said to look at Courier on-line tomorrow. Interact President **Mercer Weis** did a stellar job organizing. He and President-elect **Isabelle Winnick** were there all day, along with 5 shifts of 5-6 kids per shift for social distancing. Clearly the kids were excited to see each other in person and I was constantly reminding them to social distance. Just a great day!! Thanks to all the Rotarians who supported this important and impressive Interact event!



More photos on Page 4

SERGEANT NONA TIRRE

Sergeant Nona started by fining **President Buff** for pushing the Sergeant session to after the Program.



Nona called out and fined **Ron Coleman** for not being a LA Dodger fan. Ron, of course tried to get in some words about his beloved NY Yankees.

Nona fined **Jim Elsasser** for moving closer to home. After 20 years of commuting from Yorba Linda, he has been named (to be confirmed by the Board November 10) the superintendent of the Yorba Linda Unified School District, effective January 1. Jim has been commuting for 23 years, the last 9 of which have been as the Superintendent here in Claremont. The change is both exciting and daunting. He is going from 10 schools with 6800 students to a district with 34 schools and 25000+ students. It's a crowning career move. Congratulations!



Calling out **Brett O'Connor**, Nona said that after posting that her son JJ had gotten a perfect score on the driving portion of his Driver's Ed program, Brett responded that he had failed his behind the wheel test. Nona wanted to know if Brett had run over someone. Brett said the instructor just didn't like him. Nona then reminded **Jim Elsasser** that he is still responsible for Brett's fines...20 bucks! Jim asserted that his commitment to pay Brett's fines would expire October 31, but this was shouted down, with "we have your commitment on tape through the end of the year." (Rotary year or 2020? Hmmm)



Sylvia Whitlock was Nona's next target. Nona said that she had planned to fine Sylvia for the wonderful chicken soup she made for ailing **President Buff**, but because Sylvia had brought us a great speaker today, the fine was for doing such a good job. There nevertheless was conversation about how everyone in the club who doesn't feel well should be sure to ask Sylvia for some of her chicken soup!

She fined **Cameron Troxell** as the winds toppled one of their magnolia trees. Luckily, his neighbors pitched in and helped get the tree cut up in a single day. He said it was like having a bunch of Rotarians for neighbors. (Photo from the Courier 10/30, by neighbor **Peter Weinberger**)



Lark Gerry was Nona's next "victim." Nona said that she had seen an online post by a cycling group that had partici-

pated in a moonlight Halloween Ride. Nona admitted that she hadn't seen Lark in the picture, but she fined Lark anyway. Lark said that she had not participated in that ride but paid the fine anyway!



Since Sergeants let no good deed go un-fined, Nona fined **Don Gould** for the great job he did with Monster Mash. Surprisingly, it only took Don 20 minutes to craft the lyrics (on p.4)!



Nona ended the session by fining **Chuck Cable** for having a "creepy ancestor" who wanted to disinter family members.



Buff "took the con" again and referred to Chuck Carpenter's family Zoom birthday celebration, with participants on three continents and in four states!



It reminded her that **Juli Minoves-Triquell** has been doing some international Zooming himself. For many years, Juli was the president of Liberal International, which is the world's largest federation for liberal political parties. In 2008, after he finished his third term as president, he was given the status of President of Honor. This role still keeps him busy. They have recently been addressing issues in Africa and Thailand. The only way to meet for these topics is via Zoom. Juli's location in the Pacific Time Zone has made the timing of meetings a challenge for him; many of the meetings are held in the morning time in London. [Note: a 10 am meeting in London starts at 2 am here.] Juli has to juggle this with an active young family and his online teaching responsibilities. This inspired Nona to jump back in and fine Juli for being an overachiever.



At this point, **Ron Coleman** could no longer contain his knowledge that it was Nona's birthday. Happy birthday was sung.



And if a PP can't contain something, the current president shouldn't have to.

Happy Halloween!

(Leo's Bumpkin)

CLAREMONT ROTARY MONSTER MASH

Original Lyrics by Bobby Pickett and Lenny Capizzi (Edited by Don Gould)



I was working in the lab, late one night
Working up some **Rotary fright**
When my **Ronnie** from his slab, began to rise
And suddenly to my surprise

He did the mash, he did the monster mash
The monster mash, a **Rotarian** smash
He did the mash, it caught on in a flash
He did the mash, he did the monster mash

From my laboratory in the castle east
To the master bedroom where **Buff's** vampires feast
The **Goulds** all came from their torture rack
To get a jolt from our **dear Sergeant Quack**

They did the mash, they did the monster mash
The monster mash, a **Rotarian** smash
They did the mash, it caught on in a flash
They did the mash, they did the monster mash

The **Interactors** came in a flock, the party began to rock,
The guests included **Dr Seegood, Tulacula**, and his **sock**
The scene was rockin', all were digging the sounds
Carson on chains, was **Out on the Town**
The blood-sucking vampires, as is their wont
Hungred for... a Taste of Claremont

They played the mash, they played the monster mash
The monster mash, a **Rotarian** smash
They played the mash, it caught on in a flash
They played the mash, they played the monster mash

Out from his coffin', **Steffen's** voice did ring
Seems he was troubled by just one thing
He opened the lid and with his eyes a'burn, he said
"Whatever happened to my Ferris Wheel Turn?"

It's now the mash, it's now the monster mash
The monster mash, a **Rotarian** smash
It's now the mash, it caught on in a flash
It's now the mash, it's now the monster mash

Now everything's cool, **Tulac's** a part of the band
And my Monster Mash is the hit of the land
For you, **Rotarians** this mash was meant too
When you get to my door, tell them **Buffy** sent you

Then you can mash, then you can monster mash
The monster mash a **Rotarian** smash
Then you can mash, you'll catch on in a flash
Then you can mash, then you can monster mash

Mash good! Easy, **Ronnie**, you impetuous young boy
Mash good! Grrr!

MORE TOOTH CHATTERING

After the Mash, Dracula Ron asked **Bobby Hyde** if he knew why a skeleton never eats haggis. Bobby didn't know. Ron, "He has no stomach for it."



This inspired **Steve Schenck** to put up a background image of a red skeleton (not to be confused with Red Skelton) that his family owns. Who knew? And no, no one knows who this is. Down-size that!! Maybe bury it on **Chuck Cable's** property?



MORE INTERACT PHOTOS

SIGNIFICANT HAUL FOR THE HUNGRY!



DONE!! FOOD BANKED!

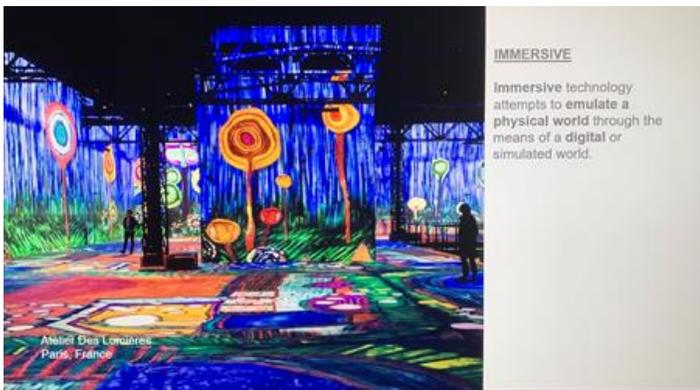
Handing \$900 to Hope Partners!



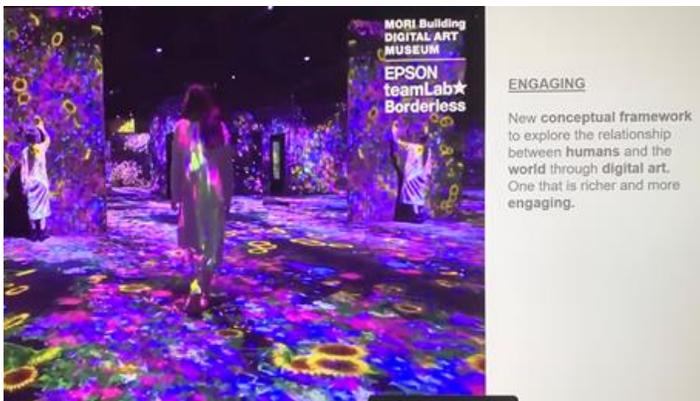
Augmented Reality, continued from p. 1

come more engaged by a pair of glasses used for looking and learning about the history of classical art. By using glasses in this way, Epson hopes to bridge the generational gap to young people who may not appreciate cultural sites, or the classical art as much. The goal is not just presenting Monet and art, but surrounding visitors with the music of that era. It is a beautiful way to use technology for arts education of a new generation.

The Atelier Des Lumières in Paris was a foundry in the 1800s'. This is one such museum using immersive technology for the betterment of the new generation. (It is currently closed due to the Covid pandemic in accordance with government directives.)

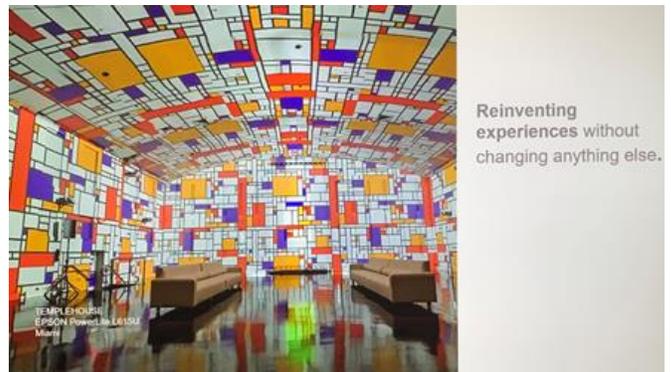
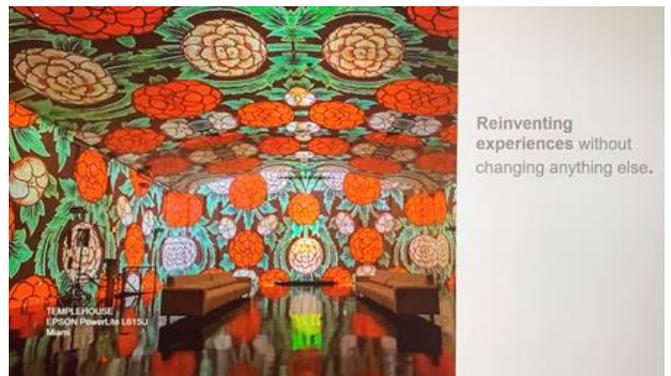


Epson has a collaboration with a company called TeamLab which is an art collective widely renowned in Japan for its immersive digital art exhibitions. The collective includes professionals from various fields, not only in the arts, as well as programmers, engineers, mathematicians, and architects. They are scheduled to be in the United States next year. They have immersive spaces where people spend enchanted hours.



In order to understand the world around us, people separate it into independent entities with perceived boundaries. TeamLab seeks to transcend these boundaries in our perception of the world and of the relationship between the self and the world, and the continuity of time. This is a

new conceptual framework of how people engage with physical spaces. Another one of Remi's favorites is a company she works with, Temple House in Miami, Florida. The Temple House "360-degree permanent projection mapping system" elevates events to a new level. With this technology, they can create virtually any ambiance, atmosphere and any experience in a stark white event space. You can enjoy a fully immersive environment surrounded by a lush flower garden, visit any city in the world, take an underwater excursion or float in to outer space. Clients and guests can customize the visual show to whatever their theme or objective is. The possibilities are truly endless, and allow for some of the most dynamic and extraordinary events to come to life.



The above pictures illustrate the same room with very different digital art. This room can have many personalities without changing anything else in the room.

So, the idea of digital experiences, whether we like it or not, is happening in the world.

How do we use that technology in a way that doesn't decouple us from one another and improves the human experience. Unlike Remi, who as a child rode her bike six or seven blocks to buy a book, kids today are less familiar with the physical aspect of the world. It is part of the ethical weight on technologists like Remi and futurists. Many millennials have not traveled as extensively as Remi, their travel experiences are through Instagram mobile. So this idea of shareable moments is huge for the younger generation.

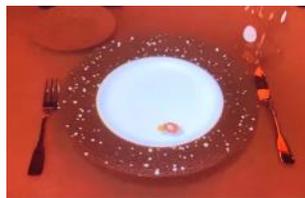
Augmented Reality, continued from p. 4

Epson does a lot of work in Latin America. Below is an example of an image projected onto a historic building in Brazil. They can project content that's special to people and gives old buildings a new meaning for the younger generation. How does that translate into some of the work they're doing now in light of Covid, where physical objects are being removed in place of a "touch-less" world, in our current pandemic isolation?

Experiences vs. Objects



This picture was a one-night special dining event in New York that was a menu-less dining event. In response, Buff remarked, "That's pretty much what we're serving today for lunch!" Meal options were projected on the plate.



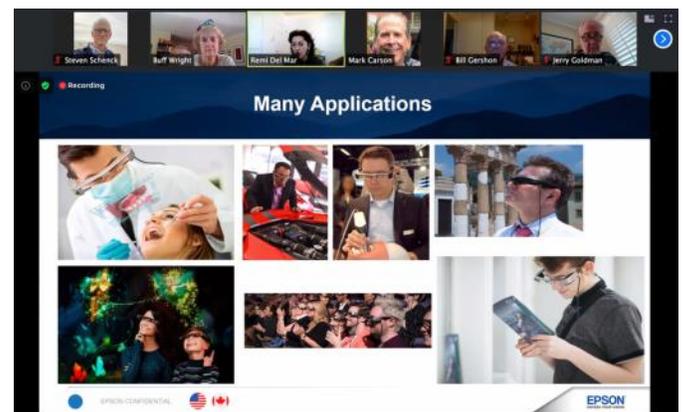
In addition to display technology in physical, public spaces, where everyone shares in the same experience, Remi, also works on wearable devices where the augmented information is only exposed to the individual wearing the devices. Epson has been in this space for about 10 years and the initial story of how it came about is interesting because Epson is mainly in imaging solutions. Ten years ago, they had this device where you could store photos. They have a huge footprint in printing divisions and projection divisions. And so, they posed the question: what if you could watch movies in the privacy of your own glasses? That is how their glasses were first conceptualized, and to this day in China and Japan, the primary application of the glasses is watching movies or content privately. Not so much in the Western world of the United States — we have different applications.

Part of Remi's business is in supporting drones used in firefighting and the military. A firefighter can fly a drone, put on the glasses, and see the points of safe entry and exit on a burning building. Other projects worked on include how you tap into voice recognition technology to enable content for people who are hard of hearing. In

January 2020, Epson had a big event in New York (before the COVID travel ban), there was a Broadway show with a lot of people invited. Content was translated and closed captioning was used for everyone in the theater to enjoy. Remi's mom is hard of hearing so it is near and dear to Remi that her mom can wear the glasses and have live translation and closed captioning.

Then there is tourism and entertainment. For example, last year she worked on a project at Mount Vernon. When you leave the visitors area you put on the glasses and you can look at the environment as it was 100 years ago, not only learning as the tour guide is talking, but also seeing the space as it was so long ago.

Epson also has robotics and is trying to think about how they can utilize the internet of things, and the connected world, improving the workforce with training and knowledge share using Augmented Reality glasses for people who are in the field, providing support and service, such as Formula One race cars. Other applications are in dentistry and medical surgery. One of Remi's favorites is a company named Oxide. It has a software solution that is used for people with a limited field of vision. The glasses supplement or compliment a limited field of view, so now one can enjoy the regular activities like the rest of us who are blessed with vision to watch a movie, read, and go to school.



There is a challenge for technologists, a balancing act. Remi highly recommended watching a documentary called *The Social Dilemma*. It touches upon how some of these technologies have taken over our lives and made us more distracted, but at the same time make us feel more alone. How we use these digital experiences to *improve* the human experience is definitely something Remi thinks a lot about. She hopes that by the time her god children are grown up, a good way of balancing life and technology is achieved.

Thank you Remi, for your conscientious and creative work!

OPPORTUNITIES TO SERVE!

On November 14 (postponed due to rain on the 7th), Rotarians and Interactors are invited to help Uncommon Good plant trees at the San Antonio High School. The task is to plant 16 trees on the grounds of San Antonio High School. There are 3 shifts, 8 -9 AM, 9 – 10 AM and 10 – 11 AM.

Once Upon a Time Reading Program—we'll have training for those who would like to do recorded reading to young kids.

Coming Soon: We have a District Grant to support the California Botanic Garden with plantings planned for two locations, both in the near future and in the year ahead. One location is near the new sign along Foothill Boulevard, the other is near the entrance where foot traffic enters the Garden. Interact students will be assisting, along with Rotarians. Got questions? Ask Lucinda McDade and/or John Tulac.

December 7. Community Projects Chair **Lyn Childress** announced a request for volunteers to work with a nonprofit called Hope Through Housing in Montclair. Hope through Housing is looking for people to assist with its upcoming event for the holidays. They would love to have members of our Rotary Club (and Interactors) assist **on December 7** with the angel tree project for kids. They need 5 people in each of two 1.5 hour shifts to help with wrapping. Details to follow! Contact **Lyn** if you're interested or would like to help coordinate the volunteers.

ROTARY ZONE 26-27 ANNOUNCES



Californian, RI Director and VP Johrita Solari is excited to announce Rotary Gratefulness Week, November 16-22, celebrating and serving essential workers. Being an essential worker during this pandemic means potentially exposing themselves and their families to COVID-19 while performing their job duties. Essential workers are having to deal with new stresses of adding physical distancing measures to their jobs, shifting work hours, changing childcare needs with school closures among many other challenges, all while serving our community. They make sure we have food, water, electricity, trash, sanitation services, and health care services.

ADOPT A FAMILY (HOPE PARTNERS)

John Howland has received information on the three families the Club will "adopt" for Christmas. Covid-19 creates some problems we haven't faced before so we'll be asking everyone to make a special effort to step up!

We need to sign up members to purchase gifts for specific persons on the list, and not have "doubleups" for some parents or children or leave out some members of a family. John suggests that you review the sign up sheets attached to the Clarifier memo as well as to the Clarifier. Please review them and [email John](#) with your preferred selection(s) [You can select more than one family member] John will tell you if your choice needs to be reassigned due a double signup.

If we don't get sign ups for all of the families, John will send out a second request for volunteers.

John will let us know the wrapping requirements and how to identify the recipient on the gift card or label and the place to bring them.

John will bring the presents to Hope Partners between November 30-December 3, and December 7-December 10.



Our Club has celebrated our businesses and restaurants. Shall we broaden our reach? A few of the simple suggested ways to celebrate Claremont's essential workers:

- Send personal thank you cards to the businesses with essential workers (identifying yourself as a Rotarian).
- Provide meals for the late shift at the hospital, police department, fire department, etc.
- Provide needed personal protective equipment.



Buff Wright

Claremont Rotary
President
2020-2021



Rotary Opens Opportunities

UPCOMING PROGRAMS & EVENTS

Nov 6	Supply Chain Management in time of COVID-19 Lisa Anderson, Owner, LMA Consulting Group
Nov 7	Work Day with Uncommon Good 8—11 am Check with John Bifone for information
Nov 13	Elijah Tangenber reports on impact of his Global Grant Scholarship



Bougainvillea and Fig night photo

Photo by Steve Schenck

Don't give a fig?
Sure you do!
Remember to
encourage friends to
participate in our
OOTT [auction online](#)
til 11/15!



Bacon Bits

Let's fill up the pig!



**Sergeants committee
gathers before each
meeting by email.
Anyone is welcome to
share information!!**

Nona Tirre, chair

Clarifier Committee

- Mike DeWees
- Bill Burrows
- Lark Gerry
- Bobby Hyde
- Jim Lehman
- Steve Schenck
- Chris Hayes Shaner
- Harry Sparrow
- Peter Weinberger
- Buff Wright, editor



Website

Information about the club and back editions of this newsletter are always available on DACdb and www.claremontRotary.org

Join us on Facebook:

www.facebook.com/RotaryofClaremont

Club [Bylaws](#) and [Policies](#) are posted for member access on DACdb

October Birthdays

- Betty Sheldon 10/1
- Vadim Shtil 10/1
- Tom Shelley 10/7
- Clarina Pio Roda 10/12
- Sean Gallagher & Rich Laughton 10/13
- Jim Lehman 10/20
- Chuck Carpenter 10/25
- Nona Tirre 10/30



Notes by Harry Sparrow and Lark Gerry. Pictures by Steve Schenck

The Claremont Rotary Club meets on Zoom at 12:00 on Friday until further notice