



The Rotary Club of Columbia-Patuxent

www.columbiarotary.com

**Fridays - 7:30 a.m.
December 10, 2021**

**The Periodic Table
8808 Centre Park Drive
Columbia, MD 21045**

“Rotary Connects the World”

**Meeting Location at The Periodic Table
(8808 Centre Park Dr., Columbia, MD 21045)
Virtual option for some speaker meetings**

Thank you to Lance and the Periodic Table for hosting our meeting!

Happy Dollar Link: <https://columbiarotary.com/virtual-happy-dollars>

Club president Jim Ehle - opened meeting

Greeter/Grace: Pledge & 4 Way Test - Kellie Lego

Vocation Moment: Kellie asked members to give two hours of their time in 2022 to support the Luminus Network for New Americans, an organization assisting immigrants access resources and information they need to get better acquainted with the United States of America, and to survive and thrive in the community. She also said the new Build Back Better Act would help our undocumented population be able to work, help in getting humanitarian parole, and help immigrants who are waiting for years to get a green card.

Secretary - Lori Conforti

Guests: Daren Johnson, business professor, Howard Community College (HCC)

Visiting Rotarians: None

Make Ups: (1) Board meeting (2) Book Club (3) Stocking HCC food pantry (4) Community Service work at Freetown

Club Announcements:

(1) Shaun Eddy - Discussed our major fundraiser, Tour de Vines, coming up May 12. He circulated an information sheet with details about restaurants that could be involved and to indicate which ones members would be willing to contact. Shaun will provide a letter outlining what's requested of restaurants, what we will provide for their participation, and what the benefits would be for them.

(2) Laurie Reuben - Tomorrow is our annual holiday party, 6 p.m. at Karen Pitsley Mosel's house, 7612 Brown's Bridge Road, Highland, MD. We have a pretty good turnout so far, but still some non-responses. There is outdoor space if you are a bit uncomfortable about crowds. The house has some parking, but Karen suggests parking on the adjacent side street. Everyone's supposed to bring a dish to share, so expect a crowd of about 30 to 35 people.

(4) Laurie - Don't forget \$20 for the impact project we're doing this year instead of white elephant gift exchange at the Dec. 17 Holiday Meeting. We're looking at an approximately \$800 gift for a local good cause. We will have a Regifting Redux table that day. Buy a 50/50 ticket Dec. 17, and after the main drawing you can use your loser tickets to choose something from the table. You MUST take something, even if you are only going to regift it or trade with someone else after the meeting. Paul Goldenberg noted there is a Toys for Tots box at the The Periodic Table, also.

(5) Geoff Carton - We have electric working coming up at Freetown in January, probably a two-day project before Jan. 8. During our Jan. 7 meeting we'll pack motel boxes for Grassroots. On Feb. 14 we're sorting and stocking shelves at the HCC food pantry. Tentatively, we're planning a Rebuilding Together project in April, plus some other things on the horizon.

(6) Larry Newman - Shared an email from Francois Ngijoi about his Cameroon fact-finding trip. Francois has visited nine communities, where the people are interested in projects for water, sanitation, electrical service (including solar energy), health centers, education and general infrastructure. His final report will provide details for the club Feb. 4. Francois also met with the Secretary General of the Ministry of Public Health, as well as the permanent secretary of the expanded program on immunization, who's interested in working with us as soon as January to help with a vaccination campaign that's running late. They're also interested in polio vaccination. Rotarians there are excited about the opportunity to partner with us on projects. Larry is exploring at the district level how we can navigate Rotary International to get polio dollars.

(7) Mark Stoner - Next Business Roundtable meeting is Thursday, Nov. 16 at 7:30 a.m. at La Madeleine. The topic is people and HR issues.

(8) Laurie - Circulated a get well card for Ken Solow and a sympathy card for Robin Thomas, who lost both her mom and her stepfather recently.

(9) Charlie McCabe - Presented a Paul Harris Fellow Plus-2 recognition pin to Linda Ostovitz, signifying an initial \$1,000 donation to the Rotary International Foundation, plus a second gift in

the same amount. Paul Harris Fellow designation memorializes the Chicago attorney who helped found Rotary in 1905. Donations to the International Foundation support a host of programs promoting world peace and understanding. (10) John Moseman - The SuperBowl Raffle is coming up. Expect an email from him with details.

PROGRAM - Seth Greenberg and David Longard, Rotary Rocket Pitch Winners

Jim Ehle noted that 12 Howard Community College entrepreneurial program students pitched their innovative business ideas to a panel of business professionals at the 2021 Entrepreneurial Celebration held online Dec. 7.

In this event, each student had five minutes to explain his or her project. Judging is based on details including content, idea, marketing, feasibility, financial model and delivery. The top two scorers win the Rotary Rocket Pitch Prize sponsored by our club.

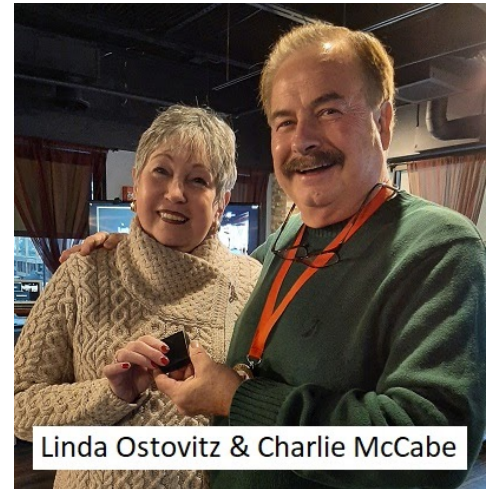
This year's \$1,800 first-place winner is Seth Greenberg's "Track Them Down" infestation app/website. The \$700 second-place winner is David Longard's "ZaLa" web browser. They were present today, accompanied by HCC business professor Daren Johnson.

Seth Greenberg's TRACK THEM DOWN is focused on rats, which Seth called the most infamous, dangerous, destructive and infectious pests. He said infestations are treated like a private issue, but the rat population can spread from house to house long before exterminators arrive. Warning neighbors as soon as possible is key. Informing the database about a discovered infestation means one person can help thousands of others to be on the lookout for rodent trouble.

"This is saving a neighborhood's quality of living, not just protecting a specific house," Seth said. "This is not just one person's problem. This is a public issue because we're all affected by pests." There are 125 million homes in the U.S., but a rat database would be helpful not only to homeowners, but also to farmers, construction workers, office building tenants, restaurants and all property owners. "You can download the app, or you can access the website and find out where rats have been spotted," Seth explained. "All it takes is a little bit of knowhow and a little bit of commitment for us to actually be in connection with each other."

"Track Them Down" is a company about advertising and awareness. Seth estimated the cost of making the app and website is \$10,000 to \$20,000, with maintenance of these two platforms running at \$600 per month. Rates for companies to advertise on the website and app would be 1% of a dollar per view. Using the town of Frederick as an example, he said that if half of adults there were monthly app/web users, a single advertiser would pay \$280 a month to be able to sell their products under a banner or picture that's part of the general website.

David Longard's ZaLa web browser promises to give its users privacy, unlike major browsers such as Google, Yahoo and Bing. "They track everything including personal information, purchase history, website behavior, and even where you are," David said. "These browsers track all this information to create a profile of you to sell to companies to create ads."



Linda Ostovitz & Charlie McCabe

ZaLa won't engage in that practice because its market is "those who truly value internet privacy, who feel exploited and disturbed by the invasive nature of major internet browsers, and who are fearful of their personal information getting into the wrong hands" David explained. ZaLa is subscription-based so it's not dependent on ads, and thus not dependent on tracking/sharing user information.

"Currently, it's estimated that there are roughly 313 million Internet browser users in the world," David said. "Although omnipresent competitors like Google and Safari dominate the market share, the demand for privacy is here from users tired of being tracked and scared of their data being collected. We obviously don't think we're going to dominate the market, but we will be aiming for a small group of loyal users to compete with the behemoths like Google."



Seth Greenberg & David Longard

David estimates start-up costs of \$100 million, based on \$70 million to develop a prototype, \$5-\$7 million for a 50-person development team, \$3 million for 24/7 support for users, and \$20 million for advertising and overall refining. ZaLa's income strategy gives customers two options, a \$19.99 monthly subscription or a \$200 flat annual subscription. "Even if we only get 1% of the overall 313 million internet users to use ZaLa all in one month, we will make \$60 million in revenue, and that's just the beginning," David said. "This unique business model offers true privacy that no other browser can. Remember, at ZaLa your privacy is our promise."

Thank you, Seth, David and Daren!

Non-Club Announcements: None

Happy Dollars: <https://columbiarotary.com/virtual-happy-dollars>

Dave Muncy led Happy Dollars:

In appreciation for today's program from 23 club members

Mark Stoner in appreciation for getting Max 13 years ago in South Korea

Fred Landy recommends the movie "Willard" to Seth Greenberg

For Daren Johnson as a good prospective member and for his excellent job moderating the Rocket Pitch presentations

For Jim Ehle's being chosen as chairperson of Howard County Community Organizations Active in Disaster (COAD)

For Karen and David Mosel for hosting the annual holiday party

For our club

For Blaine's wife Marcia, the best thing that ever happened to him

For Will's wife and her upcoming birthday, for Ken's good health and for the holiday party

For Larry's beginning a three-week vacation including Arizona, Hawaii and Texas

For Charlie's staff making holiday contributions to Gilchrist Hospice and to the Food Bank, the best gifts they've given him in 35 years

From Joan in recognition of Rene's retirement on Tuesday

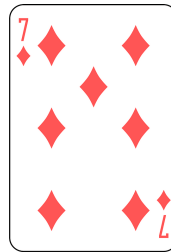
*** Meal drop off for Cliff - details and sign up here: <https://mealtrain.com/lqm5m6>**

50/50:

Ticket chosen - Guest speaker Seth Greenbeg

Paul Goldenberg picked

No winner today!



Jim closed the meeting with this quote: "Give thanks for protecting me from what I wanted, and blessing me with what I didn't know I needed."

Dates to Remember:

The Club's Calendar is up to date! Check it often for upcoming events, including each Friday's speaker, at <https://columbiarotary.com/events>

Upcoming Meeting Programs and Other Events

12/11: Rotary Club of Columbia-Patuxent Holiday Party at 6 p.m.at Karen Pitsley Mosel's Home - 7612 Brown's Bridge Road, Highland, MD 20777

12/16: Business Roundtable - topic is people and HR issues - 7:30 a.m. @ La Madeleine

12/17: Club Holiday Meeting - We'll have a special breakfast, mimosas and bloody marys, and some festive games, plus a Holiday Impact Project. One of our games will be REGIFTING REDUX, for those feeling sad about losing the White Elephant gift exchange.

12/24: No Meeting - Christmas Eve

12/31: No Meeting - New Year's Eve

1/07/2022: In-Meeting Community Service Project - We'll have breakfast, then pack Motel Boxes for Grassroots Crisis Intervention Center.

1/14: Howard County Autism Society - Melissa Rosenberg gives an overview of the Autism Society and its services

1/21: Will McCullough's Classification Talk

1/28: Howard County Conservancy - Meg Boyd with an overview of the Conservancy

2/4: Club Assembly - Francois shares ideas for International Projects, based on his recent trip to Cameroon

2/11: Valerie Mathis gives an update on the MultiService Center

2/18: Club Assembly - Charlie and Pete will share the BIG picture of Rotary International

2/25: Howard County Public School System Budget - Darin Conforti offers an inside view of the school budgeting process

Community Service Events:

2/14/2022 - Sorting and stocking shelves at the HCC food pantry, time TBA.

ROTARY INTERNATIONAL

www.rotary.org

ROTARY INTERNATIONAL DISTRICT 7620

www.rotary7620.org

ROTARY CLUBS OF HOWARD COUNTY, MD

www.hocorotary.org

Seven Clubs, One mission: Humanity in Motion

Rotary Club of Columbia-Patuxent

www.columbiarotary.com

Fri. 7:30am, Periodic Table

(8808 Centre Park Dr, Columbia, MD 21045)

Rotary Club of Columbia

www.columbiarotary.org

Tues. 6:30pm, Eggspectation

Rotary Club of Columbia Town Center

www.ctcrotary.org

Wed. 12:15pm, Sheraton Inn

Rotary Club of Elkridge

Wed. 6:30pm, Elkridge Furnace Inn

Rotary Club of Ellicott City

www.ellicottcityrotary.org

Thurs. 12:00pm, Tersiguel's

Rotary Club of Ellicott City Sunrise

www.sunriserotaryec.org

1st & 3rd Thurs. 7:15am, Tersiguel's

Rotary Club of Howard West

www.HowardWestRotary.org

Mon. 6pm, Alexandra's in Turf Valley