



Crackers

COSMOPOLITAN CLUB OF SANTA BARBARA INC.

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Next meeting: March 7, 2019

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Cosmo Members Ailing

Our friend **Franz Meier** suffered a serious accident. He fell down 5 stairs and broke his neck. Fortunately he did not injure his spinal cord, but his recovery will be long and uncomfortable. He will have to remain in a brace, unable to move his head, for 3 months.

Please send any well-wishes to his home address:
17975 E. Desierto, Rio Verde, AZ 85263

If you learn that one of our members is ill or injured, please notify Curt Whiteman at 220-6833.

Dress Code

For our regularly scheduled luncheon meetings, California Casual dress will be the preferred style year round. Let the weather be your guide.

Cosmo Marketing Committee

The Marketing Committee is encouraging all current members to recruit additional members. Please go to sbcosmo.com and click on one of the four links at the bottom of the homepage, which include: a recording of a radio program interview with current members; a link to the Club email where prospects can request information about applying; a link to a downloadable Membership Application; and a link to review the Club's Constitution. We hope all of these tools will help in our recruiting efforts.

Free Lunch Guidelines for New Members

Upon a prospective member's first visit to a regular lunch meeting, he/she will be entitled to receive a free lunch, courtesy of the club. To arrange for this, the guest's sponsor will introduce the guest to the assigned "Guest Introduction" member stationed at the welcome desk. *The Guest Introduction member will provide a "chit" which may be exchanged for a meal ticket at the "Ticket Taker's" desk near the entry to the hall.*

A second set of chits will be given to a new member and his/her sponsor at the meeting where they are seated at the president's table and the sponsor introduces the new member to the membership at that meeting. *If the chits are not already at the Ticket Taker's table, check with the president to obtain these so that they may be exchanged for meal tickets.*

Website and Online Membership Roster

Access the Cosmo website sbcosmo.com for current and archived issues of Crackers. A link will lead to the password-protected Roster. The password will be provided in the email that covers the distribution of the Crackers. If you find any errors in your listing in the Roster, please contact Editorial Assistant Eric Torbet at torbet@do-right-solar.com.

Cosmo Joins Facebook

Cosmo now has its own Facebook page: facebook.com/CosmoClubSB. You can also find a link to it on our homepage. All posts will be public, so that even members who have not yet joined Facebook can see our posts; however, if you have already joined Facebook, be sure to "like" our page and "share" our posts. If you have any questions or suggestions, please contact Editorial Assistant Eric Torbet at torbet@do-right-solar.com.

Upcoming Meetings

March 7, 2019

“Downtown Revitalization Efforts”

Karl Hutterer will introduce **Nina Johnson**, who will discuss current challenges and highlight efforts underway to bring more residents downtown and improve vibrancy.



With 20 years of experience with the City of Santa Barbara, Nina serves as Senior Assistant to the City Administrator. She directs strategic initiatives in the areas of communication, economic vitality, and public art. She works closely with downtown stakeholders and local business organizations on various public/private partnerships. Some of her current projects include downtown revitalization efforts, redesigning the State St. underpass, new smoking laws, and resources for local businesses and entrepreneurs. Past projects have included the Measure C sales tax initiative, coordinating sustainability efforts, and preparing the State of the City presentations. She enjoys leading change efforts and developing creative solutions.

Nina received a Bachelor's degree in Public Administration from Drake University and a Master's Degree in Urban Planning from UCLA. She is the recipient of a Distinguished Service Award from the Citizens Planning Association and is a Santa Barbara Foundation Katherine Harvey Fellow. She is an active supporter of the Teddy Bear Cancer Foundation. She previously served as a Board Member for Casa Esperanza Homeless Shelter (now PATH).

March 21, 2019

“A Marine Industrial Revolution - Visioning a Future for our Oceans”

Jim Hemmer will introduce **Dr. Douglas McCauley**, Professor of Marine Science at the University of California, Santa Barbara (UCSB). Dr. McCauley's research focuses on understanding how the oceans are changing and how this affects humanity.



Prof. McCauley is a Sloan Research Fellow in the Ocean Sciences and serves as the Director of the Benioff Ocean Initiative. He earned a PhD at Stanford Uni-

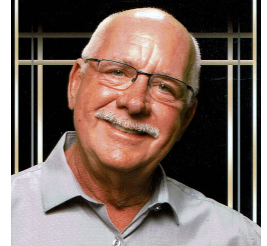
versity, where he studied the ecology of sharks and coral reefs, and conducted postdoctoral research at Stanford University, Princeton University and University of California, Berkeley. His research has been published in research journals, including Science, Nature, and the Proceedings of the National Academy of Sciences USA, and he has been featured in outlets such as the New York Times, BBC, Time, and US National Public Radio.

April 4, 2019

“How Magicians Fool You”

This is our annual "Special Guests Day" when members invite their spouses and friends. Our speaker will be **Gene Urban**. Gene will talk about the neuroscience magicians employ to fool their guests.

Gene Urban has performed magic for nearly 40 years in 22 countries. He is a performing member of the Magic Castle in Hollywood and the new local Magic Castle Cabaret and a student of psychology as it applies to his craft.



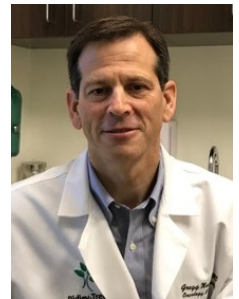
April 18, 2019

“21st Century Oncology Treatments: Today's Medicine + Tomorrow's Hope”

Kevin Ryan will introduce **Gregg Newman, M.D.** who is chairman of the Medical Oncology and Hematology Department at the Ridley-Tree Cancer Center. His talk will deal with recent technical advances and techniques in cancer therapy. In addition, he will discuss concepts of compassionate care and philosophical aspects of patient care in his specialty.

Dr. Newman graduated from Mt. Sinai Medical School in New York in 1993. This was followed by a residency in Internal Medicine at U.C. Davis School of Medicine. He returned to New York for sub-specialty training in Hematology/Oncology at New York Hospital, Cornell Medical Center. He has over 26 years of diverse medical experience. Interestingly, his undergraduate major was philosophy of religion and he remains active in that field of study.

Dr. Newman has a high school senior daughter and tries to "stay in shape" by bicycle riding approximately 4-10 hours per week.



Special Events

March 3, 2019

Opera & Lunch

We have an opportunity to attend Tchaikovsky's opera "Eugene Onegin" on Sunday, March 3rd. Lunch (Russian menu) at La Cumbre Country Club at noon followed by 2:30 pm opera at the LOBERO.



At this point, tickets for the opera must be purchased on one's own (they're selling out quickly). To attend the Russian-themed lunch, price is \$30/head. Attendance to opera is not required to attend lunch.

Please contact Fred Sidon for more details. 805-967-6757 or frsidon@impulse.net

April 5, 2019

SBCC Gourmet Dinner

For over 20 years, the Santa Barbara City College has had an annual dinner in memory of Col. Ben Walsh and other military veterans. These special dinners are prepared by the Culinary Arts students.



This year's dinner will be held at City College on Friday, April 5, 5:30 p.m. Further details will be announced. This is always a sellout. You are encouraged to sign up early. Cost is \$45/person, which includes tax, tip, and wine. Please call Harry Stroud at (805) 653-5117 if you'd like to attend.

Regular Events

Tennis

They play doubles four times a week on a private court off 122 Patterson Avenue behind the office buildings. The Cosmo Group starts rallying at 7:45 am Monday, Wednesday, Thursday and Friday. All Club tennis players are invited. Contact Jim Subject at (805) 964-2020, jsubject@aol.com or Joe Abram at (805) 845-8579, jabrammd@gmail.com for additional information.



Golf

Announcement: We're organizing a trip to the Central Coast (Morro Bay) to participate in a 3-day tournament, **March 18-20**. Contact Ron Singer for details and to get on the Cosmo golf mailing list.



Mondays we usually meet at the Santa Barbara Golf Club (Muni). Tee times most often begin at 10:15 a.m. Contact Ron Singer at (805) 684-1355 or rsinger916@aol.com by the prior Friday for your tee time. These outings are a great way to gain new members, so invite your friends. We also have games on Wednesdays and Fridays at other area courses. Contact Ron Singer to get on the mailing list. New members can use the website sites.google.com/view/cosmosb/home to register and sign up for additional news.

Discussion Group

The Discussion Group meets once a month in the upstairs room immediately following regular luncheon programs. The future topics are:



March 21 (Jim Davis): *World Enough And Time*

April 18 (Gerard Kuiken): *The Class-Caste system in India and the USA*

May 16 (Jim Hemmer): *Periods of Climate Change and their Consequences for Western Civilization*

June 20 (Bill Veigele): *Thanks for Nothing – Imagination in Physics*

Last Meeting

February 21, 2019

The ticket sellers were Bob Thompson and Dave Hughes. The punchbowl host was Ed Bookin. Audio-visual duties were handled by Bob Weber and Orlando Ramirez. Gerard Kuiken was sergeant-at-arms. The invocation prayer was offered by Judy Fontana.

Wine Drawing

Bob Zimels awarded a 2016 William Hill Chardonnay to Jim Subject. John Rasmussen took home a bottle of 2016 Cappola Zinfandel.



Welcome Our Guests

Pete Kruse introduced the following three guests:

Marlene King, sponsored by Steve Petersen, has an MBA degree (Ohio State and Oakland U) and is a telecom VP (AT&T, Sprint, MCI, Erickson). She enjoys golf, tennis, walks, and wine-tasting.

Bill Wagner, sponsored by Vern Kemp, is a retired real estate developer with a focus on affordable housing. He enjoys golf and travel, and is a member of La Cumbre Country Club.

Stafford Kelly, sponsored by Fred Marsh, has a BS in chemical engineering, and enjoys golf, bridge, travel, and wine-tasting.

Synopsis

“U.S.-China Technological Competition: Zero Sum or Win-Win?”

John Warnick introduced **Dr. Richard Applebaum**, Research Professor and MacArthur Foundation Chair in Global and International Studies and Sociology at UCSB. He has recently authored a new book, *Innovation in China*.



Dr. Applebaum highlighted some recent concerns about China in competition with the United States. China President Xi Jinping set China on a path for great revival with his "Chinese Dream" speech in 2012. The "Made in China 2025" program was established in 2015 charting a 10-year transformation of Chinese industry into a global manufacturing leader. Its percent of world GDP has taken a big leap to 10% while the U.S. is declining or leveling off at 18%.

- China has become the world's leader in electric car production. It sets ambitious production targets for new energy vehicles, provides funding for research and development and subsidies to manufacturers and technology, and implements transfer policies to meet the goals. In the U.S., meanwhile, manufacturers are independently investing in new energy vehicles with limited policy support.
- In aerospace, China is competing with the U.S. in one of the U.S.'s most productive sectors of airplane manufacturing.
- China is working to create 5G cellular networks, and

starting research and development on 6G networks. U.S. companies have spent big on stock buybacks and dividends, while Chinese companies spent very little and ploughed the rest into investments that broaden footprint and influence.

- China is in a class of its own in robotics, almost three times that of 2nd place Japan.
- China has a natural advantage in rare earth materials needed for advanced technologies. It maintains export quotas and levies 15-25% export taxes on these materials.
- In artificial intelligence products, China has a big edge in investment and financing.
- In education, China outstrips the U.S. in science, technology, engineering and mathematics doctoral degrees, and has a large number of students studying in the U.S., many of whom return to China.

Dr. Applebaum says about the U.S. attack on China – guilty as charged? Components to the attack: Made in China 2025 - global ambitions built on local protections; hey China, stop stealing our stuff; the trade war – a much larger dollar amount of goods are imported from China; and compulsory tech transfer is an issue, but businesses are willing to pay the price. Dr. Applebaum believes that China's government policies and regulations toward foreign companies have improved in the past few years, with foreign companies establishing partnerships with Chinese companies by voluntarily entering into contracts, and making handsome profits.

However, industrial policies and state subsidies are not negotiable – the backbone of the Chinese approach. That is implicit for the U.S. too, particularly the military-industrial complex.

Who will win the trade war – China has much more to lose. Both sides are claiming victory in easing tensions. Technology transfer is less important to Chinese ambitions, and concessions might be possible case by case. Possible areas of collaboration are climate change and the environment, and perhaps disaster mitigation.

Dr. Applebaum asks can the U.S. learn with some of these tools: it is industrial policy not espionage, stop the blame game, increase support of science and technology innovation, establish an industrial policy, promote cooperation on global problems while safeguarding real security needs, and with the newly elected House of Representatives – new opportunities or new challenges?