

# ROTARY CLUB of SARASOTA



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DISTRICT 6960  
ZONE 34

PRESIDENT – DAVID BOWMAN  
Classification: Law, Real Estate

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**SMILE** THE WEEKLY CLUB NEWSLETTER

[WWW.ROTARYCLUBOFSARASOTA.COM](http://WWW.ROTARYCLUBOFSARASOTA.COM)

**Today's Speaker:**

**Francine Difilippo Kent - Downtown Alliance**



Francine, a long time member of our club, has lived in Sarasota since 1984. She is married to Peter E Kent and has one married daughter, Skye Kent, a partner in Coastal Coin Company with her husband Sean, who was a member of this club.

Her undergraduate degree is from Ohio University in Comparative Arts & Psychology. Her advanced degrees are in Guidance & Counseling / Leadership Development from

Central CT. ST. University & and an M.B.A. in Management. She challenged her way through the MBA program at Nova Southeastern to enroll at the doctoral level. She completed her doctoral work at Trinity Southern University in Houston, TX.

Since coming to Sarasota, she has been a serial entrepreneur, venture capitalist, and consultant. For most of her consulting career she has been ahead of the curve, running the first business incubator here in Sarasota in 1988 and consulting with many prominent business owners in the greater Tampa Bay and elsewhere. Much of her work has been to take breaking technologies and apply them for competitive advantages.

She has been involved in community affairs serving as Secretary and Treasurer of the Arts Alliance and the Friends of Selby Library as it transitioned to the downtown location and during the highly successful years of the Book Fair.

She opened a gallery on Palm Avenue in the fall of 2012 and came on to the board of the Downtown Sarasota Alliance (DSA) as a representative of the Palm Avenue Merchants Association in June of 2013. She has advanced in greater roles of responsibility since then to become president last fall. The organization is now financially stable and focused with clear goals and a role that makes a difference to the downtown community.

The DSA picks up in many areas where the city leaves off such as managing the banner program, art fairs in partnership with Howard Allen and promoting downtown and its members.

**Upcoming Speakers**

- December 13: Alice Murphy – Ca'd Zan, Ringling Museum
- December 20: Rotary Singers
- December 27: No Meeting!!!!

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**JOIN US EVERY SATURDAY MORNING FOR COFFEE!  
SATURDAY MORNINGS AT 9:00AM –  
PANERA BREAD AT BAHIA VISTA"**

**PREVIOUS MEETING (11/22/2017) by Ron Rayevich**

It was certainly interesting to learn about neuro plasticity and dendrites, two issues I really knew little about. **Diane Alexander, President of MindWorks**, is a psychologist and neuroscience specialist. She introduced our club to the concept of improving the brain's ability to function more effectively. I had previously heard that we only use a small portion of our brain's potential, but Diane explored with us the concept that the brain is somewhat like a muscle and can be improved through an enriched environment in which it is stimulated. One of the keys is increasing the number and length of the dendrites, that portion of the nerve cell that carries impulses to the cell body. This can be done in a number of ways, but maintaining an active and outgoing lifestyle with plenty of stimulating friends, interests, and new experiences seems to be the best way to achieve neuro plasticity or brain flexibility. It sounds like just what we do in Rotary, making new friends, learning new things about our community and activities which take place here, and having new experiences through service projects. Thanks, Diane, for this interesting presentation on a topic we know far too little about.

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**PLANNING FOR THE HOLIDAYS**

It's the most wonderful time of the year! If you have not yet signed up for our Annual Holiday Party at a Club meeting, please do so below. The party will be on **Saturday, December 9th at 6:30 PM at Sara Bay Country Club, 7011 Willow Street, just north of Sarasota International Airport.** Cocktail hour will be followed by a lovely buffet dinner, and music will be provided by Black Tie DJ's. Our own Rotary Club Singers will perform some Holiday tunes, and you can expect some special surprises and raffles. You'll be provided a drink of your choice courtesy of the Club, and a friendly cash bar will be available. Of course there is no charge for the evening.

If you have special dietary needs, please contact Judy VanHouten directly at [judithearl8@hotmail.com](mailto:judithearl8@hotmail.com)