



DR. ROGER BLACKWELL

FORMER MARKETING PROFESSOR AT THE OHIO STATE UNIVERSITY

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Herb introduced our speaker – **Dr. Roger Blackwell**. Roger is a former Marketing professor at Ohio State. He is the author of the first textbook on consumer behavior. The book is currently in its 10th edition. He currently spends most of his time teaching seminars on behavioral economics and entrepreneurship. He also serves on the boards of private firms in Columbus.

The topic today was “unexpected consequences of well-intentioned policies”. Roger opened with the note that the most difficult problem we have in the world today is the thought that there is a simple solution to those difficult problems. Simple solutions are almost always wrong when a complex problem presents itself. Such solutions often lead to unintended consequences.

He shared several examples of how unintended consequences sprouted from solutions applied to various problems. The use of antibiotics was one such example. When people began to overuse antibiotics for a wider range of illnesses than was necessary we eventually ended up with bacterial mutations which now yield things such as sepsis and mrsa and which are difficult if not impossible to treat.

The interstate highway system came under scrutiny today. When urban area highways were constructed in many cases they were built through the heart of the city – thus creating a separation of the people in the community. He asked us to imagine what Columbus might look like today if I-71 had been built at the eastern edge of the city rather than through the central city.

A simple solution to higher education access like free college tuition for all students is hard to criticize at first glance. He asked us to consider the consequences for the thousands of private colleges and universities which, in all likelihood, would not be a part of the free tuition system. The private institution population would be devastated. Further, how would the public universities cope with the huge increase in demand and what would that level of demand do to the quality of educational services they could provide?



Upper Arlington
Rotary
Club



GREETERS

October 29
Jim Nicklaus
Telanda Sidari

November 5
Steve Frame
Cheryl Turnbull

November 12
Matt Hare
Bill Hoskett

REGISTRATION DESK

October 29
Chris Taylor
Tracy Harbold

November 5
Andy Livingston
Tom Westfall

November 12
Jim Winfree
Kevin Brown

CALENDAR

October 29 | Scioto CC
Cameron Mitchell
Host: Logan

November 5 | Scioto CC
Jen Bowden
Conscious Capitalism
Host: Johnson

November 12 | Scioto CC
Dr. Herb Asher,
Professor Emeritus,
The Ohio State University
*The 2020 Presidential Race:
Observations, Predictions,
and Challenges*
Host: Gillen

VOLUNTEER OPPORTUNITIES

Submit your volunteer opportunity to herb@herbgillen.com for inclusion in the Rotaryview Newsletter.

SOCIAL EVENTS

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OUR NEXT MEETING

October 29th
Scioto CC

Upper Arlington
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DR. ROGER BLACKWELL

FORMER MARKETING PROFESSOR AT THE OHIO STATE UNIVERSITY

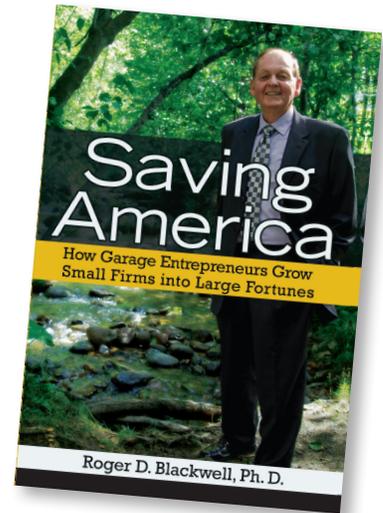
Another simple solution - a single payer medical system such as "Medicare for all" - run by the government, would drive many community hospitals out of business due to the lower rates paid by the government for services rendered. Such a situation could also have a negative impact on the number of doctors and people who may want to become doctors. The demand for medical services is insatiable. The rise in demand would overwhelm the current number of facilities and doctors. In effect, according to Blackwell, such a system would really amount to "medical rationing for all". Yet another unintended consequence of a simple sounding solution.

He touched briefly on the legalization of marijuana and its impact on traffic deaths and the economic risks associated with the implementation of a so-called wealth tax.

With a wealth tax, people and investments - along with their businesses - may well move elsewhere dealing a blow to job retention and growth in the country. Given the wealthy's ability to shelter from taxes in a variety of ways both in the US and abroad, the people hurt most would in all likelihood be the less educated and poor as job opportunities changed.

Peanut allergies are at an all-time high now and Roger suggested that this may be at least partially due to the simple solution of complete avoidance of anything or any place that may expose a person to peanuts. Now, however, some peanut allergies are being treated with the gradual exposure of the patient to peanuts.

Roger shared his "Roger's Rules for a Successful Life". We received a handout with his ten rules.



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The Meeting



President **Herb Gillen** asked **John Krauss** to offer the invocation and lead us in the Pledge of Allegiance.

John Cleland introduced visiting Rotarians **Don Turner** from the Columbus club and **Jim Lynch** from the Tri-Village club. **Jim Ayers** introduced his guest – son **Joe Ayers**. **Chris Taylor** introduced her husband **Bob**.

Dave Dewey reminded us that October 24 is World Polio Day and, in support of Rotary's commitment to eliminate polio, we would be having a "friendraiser" on Thursday, October 24 at Highbanks Distillery on Goodale. He also shared a brief video about the international campaign to eliminate polio.

We were relieved to learn that **Bill Hosket's** scheduled harassment today has been postponed until next week – October 29. Be prepared.

Next week's meeting will feature a presentation by **Cameron Mitchell**. We'll meet at Scioto Country Club.

We had a "get to know you" session with new member **Dr. Rudy Whipps**. Rudy noted that something we might be surprised to know about him was his opportunity to spend some quality time with **Eric Clapton** after one of his concerts – compliments of his daughter who was a friend of Clapton's daughter when he lived in Columbus. He was inspired to pursue his career in dentistry by an uncle who was in the profession – and who advised him to avoid the career in surgery that he had been thinking about. The most influential person in his life has been his father. Rudy's best family experiences come from trips taken – particularly overnight trips to Cincinnati Reds games to see the Big Red Machine – including overnight stays at the Kings Island Inn. His bucket list includes a ski trip in the Alps where you can ski into Switzerland, France or Italy from the same resort.



Notes and Announcements



Don Troitier reported that **Wendell Ellenwood** is not doing well. He was hospitalized in Scranton, PA after becoming ill on a trip. Don will keep us posted.

Don also reminded us that **Paul Imhoff** will share the details of the UA school building projects at the November Rotary Roundtable on 11/5.

Barri Jones asked for more volunteers to pack hygiene kits on Thursday, October 24.

Jim McGovern made a final call for help on Saturday, November 2 at 9 AM for Senior Service Saturday. The time commitment is about two hours. There will be a cookout after the work is done (around 11:30) at the UA Senior Center parking lot with Schmidt's brats! All Rotarians and guests are welcome to attend the social even if you can't do the service.

Jim also announced that **Steve Lichtblau** is home and recovering well.

Debbie Johnson announced that the club's Board has committed to sponsoring the Taste of UA program going forward. Final details and arrangements with the City of UA are yet to be finalized. Sign-up sheets for those interested in helping will be available next week.

Tom Davis gave us a heads up about the Salvation Army's bell ringing program during the holiday season. Our club will cover the first full week of December at the Chambers Road Kroger store. Please mark your calendar. Sign-ups will begin shortly.

Andy Schmidt reminded us of the Friday, October 25 "tailgate" at West Broad Street Elementary School which is part of the Barrington/West Broad Partnership. The program is from 10:00 AM to Noon. Join in if you are able. Check in at the principal's office when you arrive at the school.

Celia Crossley happily announced the arrival of her third grandchild – a girl.

