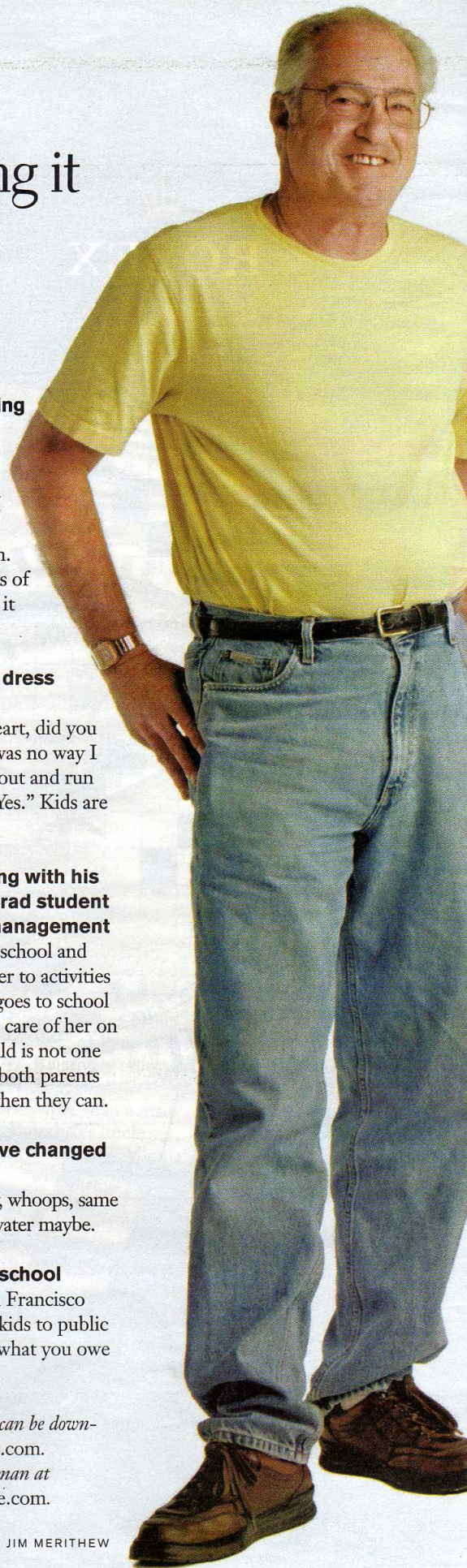


BY KATHERINE SELIGMAN

'Senior Dad' Stan Goldberg on doing it all over again, with hindsight



He produced software and then cheesecake. Now, Stan Goldberg, 63, produces a weekly podcast about his latest venture, Senior Dad, where topics include access to flu shots and preschool, kindergarten back-to-school night and why it's so hard to be a soccer dad.

On his two generations of children

I have a 39-year-old and a 37-year-old (from a first marriage) and I have five grandchildren, one of which happens to be younger than my youngest daughter, who is 5. As my doctor says, "It's a San Francisco family."

On being a senior dad

It's different for me this time because it's far more intellectual. When you are young and you have children, you think you have all the time in the world, and when you're older you know you don't. You have to teach a lifetime of guidance in a short period of time because you don't know how much time you have. I find that a bittersweet aspect of late parenting.

On why he left technology to start Stan's San Francisco Cheesecake

My wife was going to Torah study and I went with her. It was a holiday where you celebrate by eating dairy dishes. My wife said, "I don't like cheesecake." I said, "How can you not like cheesecake?" So I got a few recipes and I remembered how my mother's cheesecake tasted and I was looking for something like that ... I figured one more business, what difference would it make? We

were already doing three or four businesses.

On the problem with cheesecake

The market changed and it was very seasonal. You had to lay people off and start over again. Enough's enough. On to the next thing, which is podcasting.

On his favorite podcasts

This Week in Technology, NPR Story of the Day, Bill Maher.

On starting his own podcast

I did a few mock-up shows to get a feel for what I wanted and whether it would be listenable.

On listener response

Pretty good. I've spent a good deal of time with folks who ask how do they load it. That's one of the challenges of people who have to get to know the medium. There is still a large percent of people who've never heard of a podcast.

On the reaction of his daughter, Mariel

She adores it. On the first one I have a segment about how I saved her life, thanks to learning CPR from the folks at UCSF.

On how he saved her life

We were in Firefly and my daughter was a year old. We ordered soup and my wife put some potatoes on a plate to cool. My daughter reached over and grabbed a handful, and it clogged up her windpipe. She couldn't breathe. My wife said, "Stan, do something, do something!" I picked her up and gave her CPR and the potatoes came out and she started crying and everyone in

the restaurant went, "Argggghh."

On his dream of being a soccer coach

I felt she would enjoy soccer. All of her friends were playing. I said I'd be the coach and we set up the team. She enjoyed two weeks of practice, then decided it wasn't her thing.

On why she wore a dress the next week

I said to her, "Sweetheart, did you wear a dress so there was no way I could force you to go out and run the field?" She said, "Yes." Kids are way ahead of you.

On sharing parenting with his wife, Claudette, a grad student in environmental management

I take our daughter to school and pick her up and take her to activities and, because my wife goes to school all day Saturday, I take care of her on Saturday. Raising a child is not one parent or another. It's both parents doing what they can when they can.

On how schools have changed in 20 years

You come back and say, whoops, same issues. We've treaded water maybe.

On going to public school

I feel if you live in San Francisco you should send your kids to public school. That's part of what you owe the city. ♦

Stan Goldberg's podcast can be downloaded from www.srdad.com. E-mail Katherine Seligman at kseligman@sfchronicle.com.