

BULLETIN



ROTARY
CLUB OF SAN JOSE

Meeting: February 6, 2008 Number 4686

2007-2008 President, Julie Matsushima



Larry Gerston **"Review of Primary Election"**

Larry Gerston leads two lives as an academic and as a communications specialist. A political science professor at San Jose State University, **Gerston** covers the public policy process at the national and state levels. His *Public Policy Making in a Democratic Society: A Guide to Civic Engagement* has been heralded as a breakthrough in understanding "hands on" citizen participation. His, *Recall! California's Political Earthquake* (with Terry Christensen), was selected as "outstanding book of 2004" by the American Library Association. In *American Federalism: A Concise Introduction* (2007), his tenth book, he demystifies the complex power relationships among the various levels of government.

In the real world, **Larry Gerston** has extensive expertise in media training, message development, presentation skills, focus group facilitation, crisis communications, and speech writing. His experience stems largely from his role as the political analyst at NBC11 (the Bay Area NBC station), since 1980, where he appears on a regular basis. Since 2002, he has also been a political analyst at KCBS radio. In these environments, he has honed the ability to convey complex messages in layman's terms. **Gerston** writes "Up Front," a monthly column in *San Jose Magazine*, and has penned more than 100 op-ed columns in newspapers including the *San Jose Mercury News*, *San Francisco Chronicle* and *Los Angeles Times*. He has also appeared on NBC Nightly News, BBC, NPR, and CNN's Inside Politics.

On a lighter note, **Larry Gerston** has written *The Costco Experience: An Unofficial Survivor's Guide*. As with his more serious writings, this book focuses on individual empowerment.

Rotary Week

| | | | |
|-------|-----------------------|-------|------------------|
| Feb 5 | Orientation | 7:30 | Gordon House |
| | ELC | 7:30 | Air Systems |
| Feb 6 | Membership | 7:30 | Coakley-Heagerty |
| | Development | | |
| | Rotary Meeting | 12:00 | Summit Center |
| Feb 7 | Youth Exchange | 7:30 | SJUSD |

ROTARY EVENT
MARCH 1, 2008

CHECK OUT A COUPLE
AUCTION ITEMS
ON PAGE 3

Endowment To Benefit From Leigh Weimers New Book

Leigh Weimers and his co-author John McLaughlin will be doing a book signing of their new book published by the Santa Clara Valley Historical Association and titled "Silicon Valley: A 110-Year Renaissance."

There will be a books-signing at the Fairmont Hotel on February 15, 5-7 pm. Leigh, John and their publisher have agreed to donate 50 percent of the proceeds that day to our Rotary Endowment.

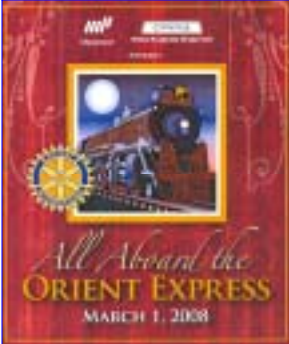
This new version brings the valley history up to date, including the dot-com boom, bust and recovery, and a PBS documentary narrated by Leonard Nimoy is being planned about the book.



New 2008 Membership Directory Available

The new 2008 Membership Directory will be available for Rotarians to pick up anytime at the Gordon House or at the Wednesday Summit Center meetings starting February 6. The cost of your first Directory has been included in your Rotary Dues for 2007-2008, but each additional Directory will cost \$25.

Despite our best efforts, there may be mistakes in some of the listings, please call the office with corrections at 408-297-6100.



THANK YOU SPONSORS!!!

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ANNUAL ROTARY AUCTION PRESENTS

MORE EXCITING AUCTION ITEMS TO CONSIDER!!

DUPONT ZODIAC GRANITE OR DUPONT CORIAN KITCHEN COUNTER TOP AND SINK

Choose from 110 colors for your 20 linear feet of Zodiac Granite or Corian. A sink is included as well as installation.

Dupont™ Zodiac® is 93% pure quartz crystal, which gives Zodiac® a natural depth and radiance without the imperfections common in unimproved stone. And, because quartz is one of nature's strongest materials, Zodiac® is also incredibly durable and resists both heat and scratches. Custom-fitted to your exact specifications and virtually maintenance free...Zodiac® is perfect for your home, naturally.



SAN JOSE ROTARY HOSPITALITY COMMITTEE (Dinner for Twelve - on a mutually agreeable date)



It may not be French food served by Italian waiters as on the Orient Express, but the incomparable Hospitality Committee's version may be even better. Your dinner for twelve will be "staged" for you and your guests in the American Musical Theatre of San Jose's scene shop with train backdrops. The always incredible and imaginative culinary delights will be made even more so as a consequence of a generous donation by Testarossa Vineyards of Los Gatos who will be pairing their finest wines with the menu. **So, get on board!!!**



WORKING TOGETHER TO MAKE A DIFFERENCE!

Job Shadow Registration Form

March 12, 2008

Registration Deadline: No later than February 20, 2008

To host students, email or fax back form to Tiffany Hetherington at JA: (408) 988-0124 (fax) or thetherington@siliconvalley.ja.org
Questions? Call 408/988-8915

Name & Title: _____

Company: _____

Address/Mail Stop: _____

City/State/Zip: _____

Email: _____

Please list the address of the specific site for Job Shadow Day if different than the address above: _____

_____ **I WILL** _____ **I WILL NOT** be the corporate contact person for Job Shadow Day 2008

The contact person is: _____

Email: _____ Phone: _____

We would like to host the following number of students:

2-6 students 5-10 students more than 10 students other _____

JA will be coordinating student matches with the Interact Clubs that are affiliated with the San Jose Rotary, and will do our best to accommodate requests for students from specific schools. **The Career Development Committee will be hosting the student participants at the Rotary Luncheon on March 12th.**

_____ **We will assist with travel expenses and/or provide transportation for participating students.**

_____ **We will sponsor Job Shadow Day, please contact me about a contribution.**