



# Rotary Club of San Jose

# Bulletin

Service  
above self.

Volume 2005 - 2006

March 8, 2006

Number 4,597



## Cocoa Pete

### "From Wicked Ale to Chocolate"

Pete Slosberg a native of Connecticut earned his bachelor's degree of science in space mechanics and propulsion, and an MBS from Columbia University before embarking on an executive career with Xerox, ROLM and IBM. His fate changed, however, with his first taste of home-brewed beer at the age of 29.

In 1979, he began his odyssey to create the great American ale in his own kitchen. Slosberg's enthusiasm for making concoctions in his kitchen quickly turned into Pete's Brewing Company, which he founded in 1986. A \$70 million publicly held company at its height, Pete's carved a permanent niche in America's gigantic beer industry, and *Inc.*

Magazine named it one of their "Top 100 Fastest Growing Companies for three straight years.

A true defender of the brew, Pete Slosberg gave a face to the craft-brewing movement and authored a best selling book, *Beer for Pete's Sake*. His mission was simple: to make a world-class beer and have some fun doing it. After selling nearly a BILLION bottles of his beer, the company was sold in 1998 to Texas-based Gambrinus.

After spending a couple of years with the acquiring company and doing some not-for-profit work, Slosberg wondered what passion was next for him. He reminisced about his many travels to Belgium, the differences between American and European chocolate, and his passion for great chocolate...and that's where it all began.

Slosberg quickly went to culinary school, attending a course in "Chocolate and Confections" at *The Culinary Institute of America* in Hyde Park, New York. He took another "research trip" to Belgium for inspiration and then returned to his kitchen where he tried many different recipes, hunting down just the right ingredients, while going through pounds and pounds of chocolate in the process. Pete launched his newest taste bud-enticing enterprise, Cocoa Pete's Chocolate Adventures, on April Fool's Day 2002, and product hit store shelves in San Francisco Bay Area in September 2002.

Pete was recently named one of the 250 greatest Columbia University alumni of all time – ahead of famed French chef Jacques Pepin, a former Supreme Court justice, a former governor of New York and John Cox Stevens, who designed America's first steam locomotive! (Blushing, Pete adds: "It must have been all the beer and chocolate I sent the nomination committee")

He still works out of his kitchen developing new and different recipes, and also works out at the gym! He resides in the San Francisco Bay Area with his wife and two sons.

### Rotary Week

Mar 6	<b>YES</b>	11:45	Gordon House
Mar 7	<b>ELC</b>	7:30	Gordon House
Mar 8	<b>Rotary Meeting</b>	12:00	Summit Center
Mar 9	<b>Contributions YES &amp; Digital Bridges</b>	7:30 4:00	Gordon House Gordon House

### **Mark Your Calendars!!**

The next **Rotary Fireside** is scheduled for Friday, May 19.

**New** after work Rotary Hour social event (no host drinks) on Thursday, April 20 at Blake's (tentative)

**Endowment Fellows** reception on Thursday, May 11.

More details to follow on each of these events.

## ??? MYSTERY COMMITTEE ???

These guys and gals have special hats and don a very unique costume when they appear.

*Name this Committee and Name this Chair!*

## Rotary Now Accepting Credit Cards!!!

You may now pay your bills to the Rotary Club or make a contribution to the Rotary Endowment using either a **VISA** or a **Mastercard** credit card. (Credit cards cannot be used to pay for lunch or parking.)

***\*We cannot accept debit cards, American Express or Discover.***

## Recycle Your Old Cell Phones at our Rotary Meetings

Though tiny, cell phones add up to a big pollution threat because they have the shortest average life span among consumer electronics (1.5 years). It is estimated that 100 million cell phones are discarded every year, 65,000 tons of hazardous trash. With over 200 million cell phones in use across the United States, plus another 500 million unwanted or outdated phones stocked piled in drawers, etc., that adds up to a lot of toxic waste, such as lead and mercury found in every unit, it is important to people's health as well as the environment to keep cell phones out of landfills and incinerators.

Through your re-cycling of used cell phones through Rotary, which are given to San Jose's Happy Hollow Park, 100% of the funds raised by Happy Hollow are donated to non-profit Orangutan Conservancy who is helping to preserve one of the most critically endangered species on earth, the orangutan and it's habitat. To learn more <http://www.orangutan.com/index.html>

Its a no-brainer - recycle your old unwanted cell phone by bringing them to a Rotary meeting, keep toxics out of landfills and help Orangutans.



Any resemblance between these pictures and current members of San Jose Rotary is expressly denied. The Orangutans would object! Call Romeo Danais with questions about the recycling program or the pictures.

## District Conference April 28 - 30, 2006

This year's District Conference will be held at Santa Clara Marriott Hotel on April 28 - 30, 2006. Deadline for early registration is March 31, 2006 with Club incentives for a grand prize for 2 season tickets to the Celebrity Forum Speaker Series at De Anza College in Cupertino. Previous speakers at this series were Colin Powell, Tom Wolfe, Bill Moyers, and Tom Friedman. To register for the conference and make your hotel reservations log onto [www.rotary5170.org/events/conf06\\_main.asp](http://www.rotary5170.org/events/conf06_main.asp). District Conference registration forms are also available at the Rotary Office.

 **ROTARY DISTRICT 5170 INVITES YOU TO**

# Cruise the Bay



For the Rotary Foundation

### ITINERARY

Sunday, May 21<sup>st</sup>, 2006

Noon – 4:30pm

Aboard The Luxurious Galaxy Commodore Yacht

Docked at 2394 Mariner Square Drive, Alameda



### COST

\$150 per person (\$125 of the ticket price goes towards [Your Paul Harris Account](#) with The Rotary Foundation)

### YOUR CRUISE WILL INCLUDE

-  Beautiful vistas of the San Francisco Bay and the Golden Gate Bridge from the 124 foot yacht
-  White glove service of great food and no-host bar drinks
-  Chance to win a Trip for 2 to Paris, France - including a one week stay in a charming French flat
-  Silent Auction and Loads of Entertainment
-  Learn to Play Texas Hold'em, Blackjack and other casino games to earn prizes
-  Free Parking at Mariner Court Office Park

### REGISTRATION DEADLINE IS MAY 12<sup>TH</sup>

**YES** Please reserve \_\_\_\_\_ seat(s) at the price of \$150.00 per person  
Please reserve \_\_\_\_\_ table(s) of 10 for \$1,500.00 each in the name of: \_\_\_\_\_

Make check payable to: [District 5170 Rotary Foundation Cruise](#)

Mail this form & check to: Mark Delventhal, Piedmont Montclair Rotary Club, 49 Nace Ave., Piedmont, CA 94611

Your Name (Please Print): \_\_\_\_\_ Rotary Club: \_\_\_\_\_

Your Address: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_