

BULLETIN



ROTARY
CLUB OF SAN JOSE

Meeting: March 14, 2007 Number 4646

2006-2007 President, Gerald A. Silva



Bing Gordon **"It's In The Game"**

Bing Gordon has spent the past 24 years marketing, designing and playing videogames. After joining EA in 1982, the company's first year, Bing played a vital role in the launch of EA's first games, helped create the first business plan and a famous print ad that asked, "Can a Computer Make You Cry?" Since then, he has held a series of leadership positions that have helped EA live up to the ideals of that first campaign.

As Executive VP Marketing, **Bing** was responsible for launching EA's Sega Genesis lineup and the EA Sports brand, and establishing new industry practices like "Software Classics". As Executive VP Product Development, he was responsible for developing such franchise titles as John Madden NFL Football, NHL Hockey, FIFA Soccer, Need for Speed and Ultima Online, as well as establishing EA's Studio System and its very successful EA Canada studio. And as Chief Creative Officer, **Bing** has contributed to the design and production of more than 20 different award-winning game franchises, The Sims and The Sims 2, Sim City, Sid Meier's Golf, Tiger Woods PGA TOUR Golf, Command and Conquer Generals, The Lord of the Rings, The Battle for Middle Earth, SSX, and Pogo.com.

In addition to continually leading and contributing to the development of many blockbuster games and current executives throughout his career at EA, **Bing** has pioneered continuing educational programs at EA for managers and creative leaders. He is a leader in EA's college outreach program which brings summer interns to the company from top colleges and universities around the world. In October of 2004, he was appointed the Endowed Faculty Chair at the University of Southern California School of Film, Television and Digital Entertainment. Fall of 2005 he taught "The Business of Interactive Entertainment" class at USC. His first teaching position was at Stanford University where he launched and co-taught "Videogame Prototype Design" class.

In 2004, **Bing** was named the Entertainment Software Association's (ESA) "Champion of the Year", joining a select group of industry founders such as George Lucas, Will Wright, Howard Lincoln, and Isao Ogawa in this honor.

Rotary Week

Mar 13	Membership Program	7:30	Gordon House
	Downtown Devel	11:45	Boy Scouts
		5:00pm	Hopkins & Carley
Mar 14	Rotary Meeting	12:00	Summit Center
Mar 15	Membership Involvement	7:30	Gordon House
	Los Amigos	7:30	Washington School
	Int'l Service	4:00	Gordon House
	Rotacare	4:30	Health Trust

March 14 - 16 Enterprise Leadership Conference

Newly Formed Rotary Singles Fellowship

This will be a great time to get to know other singles throughout the District.

March 17, 2007
7:00pm
Saddle Rack in Fremont

Rotarian Of The Week ~ Stan Gould

The purpose of the Rotarian of the Week is to put a face on what it means to be a true Rotarian and to inspire all of us to strive to be better Rotarians and to ask that person to share why they are so involved in our Rotary Club.

This weeks "Rotarian of the Week" recipient was Stan Gould

Stan Gould joined Rotary in 1982, his sponsor was Don Allen. Stan served on the Board of Directors from 1997 to 1999. During that same time he served on the Contribution Committee. Stan was the founding chairman of the Youth Education in Science (YES) Committee. This committee encouraged fourth and fifth grade students in Santa Clara County to study math and science by providing transportation for school classes to visit the Tech Museum and other science oriented destinations. Stan also contributed to the Classification, Program, and Downtown Development Committees. From 1985 - 2006 he was one of the original members of the Guadalupe River Park Task Force.



~ ~ Sold Out Auction Breaks All Time Record ~ ~



At the Wednesday, March 7th Rotary Meeting Event Chair Shirley Lewis announced the Auction netted **\$172,500.00** for the Endowment.

Congratulations to All !!!



District Events ~ April

District Conference - April 20 - 22, 2007

Portola Plaza Hotel, Monterey, CA

Registration form on page 3 of this Bulletin or you may visit the District web site below

http://www.rotary5170.org/events/conf07_main.asp

District Golf Tournament - April 16, 2007

Castlewood Country Club, Pleasanton, CA

Contact person: Richard Lowenthal (email: Richard@lownthal.com)

Or visit the District web site: http://www.rotary5170.org/events/conf07_golf.asp

District Tennis Tournament - April 18, 2007

Sunnyvale Tennis Center, Sunnyvale, CA

Contact person: Flo Stafford (email: FS939@aol.com)

Or visit the District web site: http://www.rotary5170.org/events/conf07_tennis.asp

CONFERENCE REGISTRATION INFORMATION - Rotary District 5170

Three Easy Ways to Register!

Preferred: ON LINE -- www.rotary5170.org through Sunday April 15th
OR by FAX or MAIL. Must be received by April 18th

For more Info Contact Vicki Rombs - vrombs@gmail.com or 510-786-2697

Fax# (510)264-1463 - Mail Address: 26776 Portsmouth Ave, Hayward, CA 94545

REGISTRATION FORM (REQUIRED FOR FAX & MAIL REGISTRATION ONLY)

BADGE NAME, Nickname or First Name

Last Name

Rotary Club of

Street Address

City State Zip

Phone # where you can be reached...

	Area Code	Prefix	Number
Day	--	--	----
Eve	--	--	----

To confirm registration, please enter your Email:

Note: If spouse or guest is attending:

1. Enter spouse or guest Nickname or First Name & Last Name
2. If spouse or guest is a Rotarian, please fill out a separate form.

Spouse/Guest Nickname or First Name & Last Name

Additional Guest - Nickname or First Name & Last Name

Additional Guest - Nickname or First Name & Last Name

If more than two guest badges are required, please fill out a separate form.

If faxing registration, Please do not mail form. Make all checks Payable to: District 5170 Conference - 26776 Portsmouth Ave. - Hayward, CA 94545

Credit Card - VISA MC

Expiration Date

/

Card #

Name on Card

Signature

MEAL & EVENT COSTS

REFUND POLICY

100% of Refund, if Cancellations are made before March 20th, 2007.
 50% of Refund, if Cancellations are made between March 20th and April 6th, 2007.
 No Refund, if Cancellations are made after April 6th, 2007.

ADDITIONAL COST

Cost for each meal will be \$5.00 higher if registering at Conference.

GOLF & TENNIS TOURNAMENTS

Refer to Registration Forms on website: www.rotary5170.org

	QTY	COST*	AMT
Friday, April 20th			
Forum #1 - Business Meetings		Free	
Lunch - A Block Buster Speaker	R V	\$28	
Forum #2 - Large Club		Free	
Forum #3 - Group Study Exchange		Free	
Forum #4 - Group Study Exchange		Free	
Dinner - Hosted Reception, Old California Dinner & Musical Entertainment: Rick King "A Cabaret Concert"	R V	\$60	
Saturday, April 21th			
Breakfast - Cherie King "The King and I"	R V	\$25	
Forum #5 - Ambassadorial and Peace Scholars		Free	
Forum #6 - Youth Service Programs - Interact & Rotaract		Free	
Lunch - Int'l Youth Exchange Speaker - Linda Coble, Hawaii TV News Anchor & RI Representative	R V	\$28	
Forum #7 - International Youth Exchange		Free	
Note: Afternoon Free to Discover the Monterey/Carmel area		Free	
Dinner - Hosted Reception & Dinner - Entertainment: "Dancing with the Stars"	R V	\$65	
Sunday, April 22nd			
Brunch - Celebration of Life (Tribute to deceased Rotarians), Youth Speech Contest Finals and Musical Entertainment by the South Valley Suzuki String Academy	R V	\$38	
Youth 18 years and under		\$15	
"I would like to be a Sgt-at-Arms"	Yes <input type="checkbox"/>		
Note: R = Regular Meal; V = Vegetarian Meal			

Total Conference Meal Events Amount Enclosed

\$

NOTE: Badges, Meal and Event Tickets will be mailed to you in April after we receive your registration form with payment.