



Rotary Club of San Jose

Bulletin

Service
above self.

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Tony Hawk - Skateboarder

Dan Arment

"How Bell Sports Brings Innovation to Market"

Dan Arment is currently EVP/GM for Bell Sports, Mass Marketing Division.

Bell Sports is the leading Designer and Marketer of active sports helmets and accessories in the US and around the world. Key categories include innovative products for cycling, power sports, and winter sports. Bell has developed market-leading "must have" brands such as Bell, Giro, and Blackburn. Top athletes such as Lance Armstrong, Tony Hawk, Dave Mirra, Jeremy McGrath, Ryan Nyquist, Jamie Bestwick, Mario Andretti,

and even Evel Knievel put their trust in Bell's products to enable them to compete with confidence to their highest levels of performance and consistently win. Bell "firsts" include the inventions of the modern cycling helmet, motorcycle helmet, and auto-racing helmet. Bell is the leading brand in bicycle helmets, winter sport helmets, as well as virtually all cycling accessories including tires, inner tubes, seats, pumps, locks, lights, etc. Bell researches, develops, designs, tests, markets, and sells their product out of their Santa Cruz facility to every type of retailer in the US and around the world.

Dan Arment has held marketing and sales positions in companies with such well-known brands as Playtex, Mennen and Revlon. At Revlon, he was VP of Field Sales and then VP of Customer Management for the Mass Class of Trade. His expertise in consumer marketing and packaging led to his becoming VP of national Sales at Warnaco in the Speedo Division. **Dan** has great passion for sports having been a football player at Colgate University. He graduated from Colgate with a degree in Political Science. Bell's pending merger with Easton Sports will result in leading market positions in softball, football, hockey, cycling, auto racing, and snow and motorcycle sports.

Dan will discuss how innovation happens at Bell and how this process helps define the key marketing strategies for product success.

Rotary Week

Mar 13	Membership Strategic Planning	8:00	Gordon House
Mar 14	Membership Downtown Develop Program	7:30 8:00 11:45	Gordon House Hopkins & Carley Boy Scouts
Mar 15	Adult Gift of Life Event	7:30	O'Connor Hospital
	Digital Bridges	7:30	Gordon House
	Rotary Meeting	11:15 12:00	Summit Center Summit Center
Mar 16	Membership Involvement	7:30	Gordon House
	Los Amigos	7:30	Washington School
	Intern'l Services	12:00	Gordon House
	Rotacare	4:00	Health Trust
Mar 15-17	ELC		Asilomar

District Conference

Mark your calendars for the District Conference. Vic LoBue is performing Friday night, April 28 and Kay Walker is presenting Saturday morning, April 29.

Our Deepest Sympathies

Members of the Rotary Club of San Jose express their deepest sympathies to Past President Lee Lester on the passing of his wife Eva.

??? MYSTERY COMMITTEE ???

This committee helps to erect a happy place for many families in the South Bay

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 phones 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 Danaïs with questions about the recycling program or the pictures.

PolioPlus Update

PolioPlus is Rotary's effort to eliminate polio around the world. All but four countries (Afghanistan, India, Nigeria and Pakistan) have been declared Polio-Free. It is expected there will be just 400 new cases during 2005-2006. By comparison, there were 352,000 new cases of polio in just the United States during 1952. Rotary hopes there will be no new cases in 2006-2007 and that the world will be declared Polio-Free in 2008. Rotarians around the world have given more than \$600 million to this cause. San Jose Rotarians have given over \$300,000 and you should be proud of all that Rotary has accomplished during the last 18 years.

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. 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 21st, 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 12TH

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: _____