

BULLETIN



ROTARY
CLUB
OF SAN JOSE

Meeting: April 1, 2009 Number 4741

2008-2009 President, Bert George

Mary Furlong **The Boomer Generation "Turning Silver into Gold"**



With more than 20 years of experience, **Mary Furlong** is an expert in boomers and seniors. In 1985, **Mary** started SeniorNet, an online community and network of technology learning centers. In 1996, she founded ThirdAge Media, a media and direct marketing network. She has raised over \$130 million in venture capital and sponsorships.

She founded Mary Furlong & Associates (MFA) in 2002. In her latest company, she produces the annual What's Next Boomer Business Summit, co-produces the Silicon Valley Boomer Venture Summit and the Business Plan Competition, publishes the Boomer/Senior Market Report.

Her latest book is *Turning Silver into Gold, How to Profit in the New Boomer Marketplace*, Prentice Hall, published in 2007.

Mary has appeared on CBS, the Today Show, PBS and NPR and has been recognized by *Time Magazine*, *Fortune Small Business Magazine* and *AdTech*.

Rotaplast Mission Team, Guatemala City 2009



Members of the Rotaplast Committee are preparing for a medical mission in Guatemala City. Rotary Club of San Jose is one of the sponsors this trip. We take off on April 27 and return on May 8, 2009. Please follow the progress of this mission at www.guatemala2009.com.

Rotary Week

Apr 1	Member Develop	7:30	Hispanic Foundation
	Rotary Meeting	12:00	Summit Center
Apr 2	Orientation	7:30	Gordon House
	Youth Exchange	7:30	SJUSD

April 25 Rotary Volunteer Day
Want to Volunteer & Help Out?
We have two activities to consider.
Rotary Fish Day
Guadalupe River Clean-up
(See info on Pages 2 thru 4)

Rotary's International Interact Project (Hydraid Water Filter System)

If you would like to make a donation ~

**Make checks payable to:
Lincoln High School Interact Club (Hydraid)**

**Mail to:
Mr. Craig Rose, Interact Advisor
Lincoln High School
555 Dana Avenue
San Jose, CA 95126**

Historic Storefront Walking Tour

You are the key! The Downtown Development's Historic Storefront project subcommittee needs your insight, facts and interesting stories to enhance an exciting downtown project. The group is compiling information that will go into 30-second audio clips advertised on 2-foot by 3-foot posters in 20+ downtown storefronts. Please take a few minutes to visit the Web site, and enter information below each photo on their respective pages.

www.SJHistoricStorefront.com

Rotary Fishing Event

This event is 15 years old and provides an opportunity for about 200 3rd graders from 3 local elementary schools to learn the basics of fishing and conservation and to participate in a Saturday outing with their family. Many of these kids are from lower income families and this outing is an opportunity they would not otherwise have.

The event starts with education in the schools about conservation and the basics of fishing such as casting and knot tying. Then on Saturday, April 25th, the students are bussed by their school to Ed Levin Park in Milpitas. The buses arrive about 8:00 A.M. at the park and the students are greeted by Rotarian volunteers and taken to the gathering area next to the lake and provided with fishing rods and a fishing kit. They are then matched up with a Rotary volunteer with a ratio of 1 volunteer for every 3 students. They are then taken by the volunteer to a spot on the lake where the volunteer will help them tie on their hook, bait it and cast it into the water (hopefully). When the student catches a fish, the volunteer will then assist with the landing of the fish and then send the student and fish to the cleaning station where other volunteers will clean, bag and ice the fish until the student is ready to leave.

Around 11:30 the students will return their fishing rods but keep their small tackle box and will line up for a hot dog lunch with their family provided by other Rotary volunteers. At 12:30 they will again board their buses and return to their schools. The Rotary volunteers will then be provided with a tri-tip lunch also prepared by our Rotary cooks.

No prior fishing experience is needed for the volunteers. A short lesson will be available the morning of the event for those volunteers who would like it. The main things needed by volunteers are nail clippers or a small knife to cut lines, an old towel to wipe your hands and, most important, a love of kids. If you are interested in participating but do not feel adequate to handle the fishing part, there are other jobs available or you can join with another more experienced volunteer in helping the kids. Your friends or other family members are also welcome volunteers.

This may be one of the most rewarding things you have done in a long time. This might not seem like a very exciting thing to you, but to many of these kids, it is a major highlight of their school year. If you are able, we would love to have you participate. This year's event is scheduled for 7:30 on April 25th. Please contact Barry Cristina at (408) 938-4932 or email barryc@greenwaste.com.



Volunteers Needed!

**HELP KIDS ENJOY
THEIR FIRST FISHING
EXPERIENCE**



Rotary's Annual Fishing Event for Third Graders is Saturday, April 25th at Sandy Wool Lake at Ed Levin Park in Milpitas. We need volunteers to help the kids set up tackle, bait hooks (no worms!) and net fish. Volunteers need not be Rotarians. There will be approximately 300 kids and their teachers from three local inner-city schools.

Fishing expertise NOT required!



Date:	April 25, 2009
Time:	7:30 a.m. to 12:30 p.m.
Location:	Ed Levin Park, Milpitas
Equipment needed:	Nail clippers to cut line & Towels to wipe hands
Bonus:	Famous Rotary Tri-tip BBQ



If you can help, please contact:
Elizabeth Monley or Barry Cristina
(408) 472-4546 (408) 938-4932

emonley@apr.com barryc@greenwaste.com





Lunch with Baseball Legend Dave Dravecky at the Rotary District 5170 Celebration

You'll be Inspired!

- WHAT:** SF Giants Legend Dave Dravecky Shares His Miraculous Personal Story and Leadership Wisdom
- WHEN:** Friday, April 17, 12:00 – 1:30 PM
- WHERE:** Marriott Hotel, 2700 Mission College Blvd., Santa Clara
- COST:** \$30 for the Luncheon; \$260 for the Full Conference
- REGISTER:** Register early online at www.rotary5170.org as space is limited.
- HIGHLIGHTS:** In 1988, San Francisco Giants pitcher, Dave Dravecky was at the top of his game. In the fall of that year, cancer was discovered in his pitching arm. He fought back and returned to the mound in 1989, but less than a week later, Dave threw "the pitch that could be heard round the world." His arm had split in two and the cancer had returned yet again. Ultimately, Dave's mighty pitching arm, along with his shoulder blade and the left side of his collar bone, had to be amputated. But even that didn't stop him! For all who have faced diversity, his is a story that can't be missed!
- STAY & PLAY:** Make the district celebration a mini-vacation and don't miss out on a minute of the fun! Marriott's discounted Rotary rate is only \$109 per night. Rooms are limited so call 408-988-1500 today and mention "Rotary International District 5170 Celebration."

April 2009 Calendar

		1 7:30am Membership Development Hispanic Foundation 12:00noon Rotary Meeting Summit Center	2 7:30am Orientation Gordon House 7:30am Youth Exchange SJUSD
6 History San Jose Park Closed Today	7 7:30am ELC Gordon House	8 11:00 Rota-Arts Summit Center 12:00noon Rotary Meeting Summit Center (Job Shadow Day)	9
13 	14 7:30am Membership Gordon House 8:00am Downtown Development Hopkins & Carley 11:45am Program Boy Scouts	15 7:30am Club Finance Gordon House 7:30am Adult Gift of Life O'Connor Hospital 11:15am Digital Bridges Rotary Summit Center 12:00noon Rotary Meeting Rotary Summit Center (Excused Member Reunion)	16 7:30am Endowment Board Gordon House 7:30am Los Amigos Washington School 12:00noon International Service Gordon House 4:00pm Rotacare Health Trust DISTRICT CONFERENCE Doubletree Hotel, San Jose, CA (4/17/08 – 4/19/08)
20	21 4:00pm Board of Directors Gordon House	22 12:00noon Rotary Meeting Rotary Summit Center	23 7:30 am Membership Involvement Gordon House 25 Rotary Service Day: Rotary Fish Day Guadalupe River Clean-up
27 ROTRY FIRESIDES (4/26/08 – 5/3/08)	28	29 7:30am Red Badge Gordon House 12:00noon Rotary Meeting Rotary Summit Center	30 2:00-6:00pm 100 Year Celebration Retreat 