

# **BULLETIN**



**ROTARY**  
CLUB OF SAN JOSE

Meeting: May 7, 2008 Number 4699

2007-2008 President, Julie Matsushima



## **Kevin McSpadden** **“Marketing and Brand Advertising”**

**Kevin McSpadden** is Senior Director of Brand Marketing for the eBay Brand and eBay Sub-Brands. **McSpadden** has worn several marketing hats since joining eBay in November 2001; of note, Kevin lead development of a patented promotions tool for eBay, the marketing communication in the merge between eBay and PayPal, and popularized the phrase “people are good” during eBay’s 10<sup>th</sup> Anniversary ad campaign. For the past two years, **McSpadden** has had the privilege to lead eBay’s brand positioning and advertising campaigns, as well as Brand Management and Licensing. Kevin and his team manage the eBay partnership with BBDO Advertising/OMD Media Agencies and Creative Artist Agency.

After graduating from SMU in Dallas, Texas, **McSpadden** started his career as an account service guy (read: “suit”) at Termerlin McClain. Seventeen years, two agencies, jumping to client-side and two start-ups later, **Kevin** is an energetic veteran in brand marketing, advertising and e-commerce, having worked on familiar and iconic brands such as Levi’s, American Airlines, JCPenney, Hunt-Wesson Foods, and the world’s online marketplace—eBay.

### **Rotary Week**

May 6	<b>ELC</b>	7:30	Air Systems
	<b>Orientation</b>	7:30	Gordon House
May 7	<b>Membership</b>	7:30	Coakley-Heagerty
	<b>Development</b>		
	<b>Rotary Meeting</b>	12:00	Summit Center
May 8	<b>Past Presidents</b>	4:00	Gordon House

### **Mark Your Calendar**

May 7	<b>Rotary After Hours</b>	Joseph George Wine Shop 5:30-7:00
May 21	<b>District Assembly</b>	Doubletree Hotel, San Jose 3:00-9:00
Jun 4	<b>Spring BBQ</b>	Gordon House 12:15 Lunch 5:00 Hospitality Bar 6:30 Dinner

### **In Loving Memory** **Kut Kutnewsky**



**1921 - 2008**

Memorial Service will be held on  
Monday, May 12 at 1:00pm  
at the Villages in San Jose.  
A reception will follow at the  
Clubhouse at the Villages.

## **Rotary After Hours Event**

**When:** May 7, 2008  
**Where:** Joseph George Wines  
1559 Meridian Avenue  
San Jose, CA 95125  
**Time:** 5:30 - 7:00pm

For more information please contact Eric Heckman  
At 408-297-9800 or email [the@wealthcreator.com](mailto:the@wealthcreator.com)



## **SAVE THE DATE!!**

One June 18 the Rotary Membership Involvement Committee will host a special luncheon for Rotarians and their children, grandchildren, nephews and nieces. Designed for children ages 5 - 12 to experience Rotary, an entertaining and fun program will appeal to young people and Rotarians. The highlight of the luncheon will be the guest speaker, Doug Jones the owner of Mortgagemagic. An accomplished Magician and member of the International Brotherhood of Magicians, Doug has performed professionally throughout California and Nevada.



In addition to the normal buffet, a kid friendly meal will be served for \$10 a child. Sharkie will also be on hand to greet everyone. You may sign up at the May 30 or June 11 Rotary meeting, or call the Rotary Office (408) 297-6100.

Finally, the committee would like to give the children a gift, such as a chocolate Rotary wheel. If you are interested in sponsoring or making a small contribution toward this effort, please contact David Ginsborg at [david.ginsborg@asr.sccgov.org](mailto:david.ginsborg@asr.sccgov.org).



## **Rotary District 5170 ~ District Assembly Wednesday, May 21, 2008 San Jose Doubletree Hotel**



### **Keynote Speaker: RI Director Paul Netzel**

3:15 - 4:15pm	Leadership Academy Final Session
4:30 - 5:45pm	Registration and Fellowship
4:30 - 5:30pm	Presidents 2008-09 Session
4:30 - 5:30pm	President-elects 2009-10 Session
5:45 - 7:15pm	Workshops
7:30 - 9:00pm	Dinner and Program

\$40 per Person after May 1st  
(Check Payable to "Rotary District 5170")

Preferred Registration By Mail:  
Vicki Rombs  
26776 Portsmouth Avenue  
Hayward, CA 94545

Questions Contact Vicki Rombs (510) 786-2697 or  
email [vrombs@gmail.com](mailto:vrombs@gmail.com)

The Rotary Club of San Jose presents . . .

# The Spring Barbecue

**Wednesday, June 4, 2008**

San Jose History Park



Motor Vehicle  
Enthusiasts will  
have cars on  
display.



Please RSVP to the  
Rotary Office by  
Friday, May 30.

Any cancellations  
after Monday,  
June 2 will be billed.



**Lunch Barbecue** 12:15 pm

\$25.00 per person

**Evening Barbecue**

\$50.00 per person

**5:00 pm Hospitality Bar**  
and deluxe hors d'oeuvres

**6:30 pm Dinner**  
New York Strip Steak  
salad, sides and dessert



*Members, spouses, and guests  
are invited.*

**For reservations contact  
Carol Schirrmacher at  
(408) 297-6100 or email  
carols@sjrotary.org**