

BULLETIN



ROTARY
CLUB OF SAN JOSE

Meeting: September 19, 2007 Number 4670

2007-2008 President, Julie Matsushima

Bo Burlingham **“Inc. Magazine”**



My story in brief: I joined *Inc.* in January 1983 as a senior editor and became executive editor six months later, a position I held for the next seven years or so. In 1990, I resigned and became editor-at-large for a number of reasons, including my desire to go back to writing. I subsequently wrote two books with Jack Stack, the co-founder and CEO of Springfield Remanufacturing Corp. and the pioneer of open-book management. One of the books, *The Great Game of Business* (Doubleday/Currency, 1992), has sold more than 300,000 copies. (It explains what open-book management is and how it works in practice at the company that does it best.) The other, *A Stake in the Outcome* (Doubleday/Currency, 2002), has also done pretty well and gotten great reviews. (It's a book you should read if you want to know what it really takes to run an employee-owned company.)

Before joining *Inc.*, I freelanced for various publications, including *Esquire*, *Harper's*, *Boston Magazine*, and *Mother Jones*. I was also managing editor of *Ramparts* magazine for a while, if anyone can remember back that far. In 1982, I joined Fidelity Investments, where I wrote for Peter Lynch, Ned Johnson, and other honchos until coming to *Inc.* From 1992 to 1997, I served on the board of The Body Shop Inc., the U.S. subsidiary of the international cosmetics company. I was also a founder, with Tom Peters, of PAC World, a weird international networking group that gave me a chance to meet a lot of zany—and brilliant—people from around the globe.

What else? I've been married 35 years to my wonderful wife, Lisa. We have two children and one fabulous grandson, with a granddaughter on the way. We live...well, that's a long story. Let's just say I'm always at large.

Rotary Week

Sept 17	Equal Play	7:30	Gordon House
	Hospitality Com	6:30pm	Gordon House
Sept 18	Contributions	7:30	Gordon House
Sept 19	Event	7:30	Gordon House
	Adult Gift of Life	7:30	O'Connor Hospital
	Digital Bridges	11:15	Summit Center
	Rotary Meeting	12:00	Summit Center
Sept 20	Board/Endowment	7:30	Gordon House
	Joint Meeting		
	Los Amigos	7:30	Washington School
	Int'l Service	12:00	Gordon House
	Rotacare	4:30	Health Trust

Rotary Fish Dinner October 7

There is still room to sign up for this delectable event. The cost is \$90/person, make checks payable to Rotary Club of San Jose Endowment. Checks must be submitted by September 23.

If you have any questions please contact KenChastain 408-891-8668 or email him at kenchastain@yahoo.com



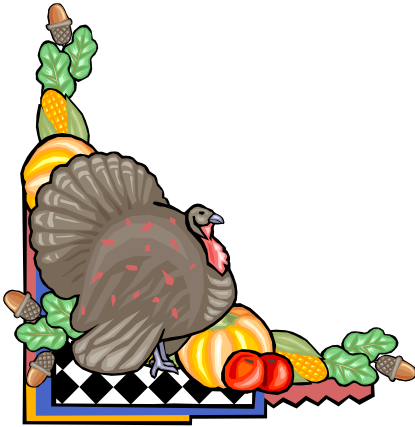
Proposed New Members

The following people have been nominated as a member of the Rotary Club of San Jose

<u>Name</u>	<u>Classification</u>	<u>Sponsor</u>
Carole Leigh Hutton	Newspaper: Executive Editor	David Cohen
Anthony V. Pollace	Venture Capital: Financial Advisor	Julie Matsushima
Catherine Edwards	Consulting: Marketing	Bernie Vogel

These names are published in accordance with Article XI, Sec. 4 of the Club's by-laws.

Bob Kieve Looking for Thanksgiving Volunteers



Bob Kieve is looking for 8-10 people to be part of our traditional Thanksgiving program on November 14.

Each speaker will be a maximum of two minutes to tell their fellow Rotarians why they are thankful this Thanksgiving or what Thanksgiving means to them.

This is always one of the best programs of the year, but Bob needs volunteers to tell their unique story. Please contact Bob if you would like to say "thanks" for the many blessings that have come your way.

(408-293-8030 or email kieve@empirebroadcasting.com)

RI Convention in Los Angeles June 15-18, 2008

President-Elect Bert George will be leading the San Jose Rotary delegation to Los Angeles June 15-18 for the 2008 Rotary International Convention. This is a great opportunity close to home to experience the pageantry and international fellowship that is unique to this event.

Now is the time to think about signing up if you want to receive the best discounts and your choice of hotels. Bert is already registered, so contact John Kennett (johnk@sjrotary.org) if you are interested in receiving more information about this event and staying in the same hotel with the other San Jose Rotarians.



District Avenues of Services October 18

District 5170 will be holding their annual Avenues of Service at the Centennial Hall in Hayward on Thursday, October 18. There will be a Foundation training from 5-6:30 and a project fair from 5:30-7 prior to the 7:00 dinner. The Club will pay the \$35 registration fee for any Club Member interested in attending. To register in advance, you must contact John Kennett no later than October 10.