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I. Mission Statement
Rotary Club of San Jose

Our mission is to present articulate speakers who will educate and entertain club members. Our programs must be balanced and present diversity in speakers and topics.
II. Program Committee Responsibilities
Rotary Club of San Jose

I. Program Committee Member Responsibilities

- Attend meetings, 2nd Tuesday of each month, at the Boy Scouts Conference Room, from 11:45 a.m. to 1:00 p.m. (meetings start and end on time).

- Participate by suggesting speakers or topics, researching the quality and experience of potential speakers, and when requested serving as Monthly and/or Chair of the Day.

- Fax or email the Chair to report on follow-up assignments if unable to attend the meeting.

II. Program Committee Chair Responsibilities

- Appointed by President-elect by March 1

- With the President, has overall responsibility for the year’s programs.

- Conduct Program Committee meetings.

- Solely responsible for scheduling dates for speakers.

- Maintain non-conflicting calendar of speakers.

- Notify committee members of Program Committee meeting dates and luncheon arrangements.

- Accept volunteers or appoint Committee Members to research potential speakers and/or serve as Chair of the Day.

- Assist Monthly Chair and Chair of the Day with speaker arrangements.

- Personally thank speaker before or after the program.

- Send regret letters to, or contact speaker candidates not selected (if they had formally asked to speak before the club via e-mail or other kinds of communication).
III. Monthly Chair Responsibilities
• Ensure that all programs for his/her month have been confirmed.

• Generally assist the Chairs of the Day.

• Ensure that all seats are occupied at the speaker’s table.

• Check with Rotary Office and/or Chair of the Day to be sure biographical material and photos of scheduled speakers are submitted prior to the Rotary meeting.

• Check to make sure appropriate person is prepared to introduce the speaker.

• Personally thank speaker before or after the program.

IV. Chair of the Day Responsibilities (responsible member)
• Contact the speaker in writing or email with location of the Rotary meeting, time allotted for the speech and other relevant information.

• Greet the speaker (and guests).

• The Chair of the Day should never confirm a program date or previously approved speaker without confirming the availability of that date with the Chair of the Rotary Program Committee or via the online calendar.

• Confirm the date and topic with the speaker in writing, with preferably a copy to the Chair of the Rotary Program Committee.

• Make all logistical arrangements in advance for the speaker and special arrangements (i.e., screen/projectors, PowerPoint, etc.)

• Introduce the speaker or provide an introducer. (If there is a change please contact the Rotary Office).

• Take care of any after-meeting needs of the speaker.

• Send thank you letter following program.

• E-mail the speaker’s biography, a jpeg photo and the title of the program to Rich Friberg at richard@rfriberg.com and Teresa McCarthy at teresam@sjrotary.com as soon as possible and no later than three weeks prior to the meeting date.
III. Fact Sheet for Speakers

WHAT
Organized in 1914, the Rotary Club of San Jose is the community’s most active and well-known service organization. During the past 100 years, members of the Rotary Club of San Jose have volunteered more than 3,000,000 hours for community and international service. As part of a global organization with over 1,200,000 members in more than 200 countries, San Jose Rotary has sent ambulances, mammogram machines and wheelchairs to international recipients, and contributed over $350,000 to Rotary International’s efforts to eradicate polio, worldwide.

WHO
The Rotary Club of San Jose members are prominent business, government and community leaders in the San Jose area.

WHEN
San Jose Rotary meets on Wednesdays with a buffet lunch starting at noon. The program starts around 12:30, the Speaker is introduced at 12:58, the Speaker finishes at 1:28 and the Club adjourns promptly at 1:30.

WHERE
San Jose Rotary meets at the Rotary Summit Center located on the 7th floor of the Fourth Street Parking Garage located at 88 South Fourth Street in San Jose.

HOW MANY
San Jose Rotary has approximately 450 members. An average of 250 members and guests attend the weekly luncheons.

HOW LONG
Our most popular speakers usually speak for about 20 minutes and allow 8 - 10 minutes for questions and answers.

AUDIO/VISUAL
All special arrangements including PowerPoint or DVDs/CDs need to be scheduled several days in advance. Rotary may not be able to accommodate last minute requests. All AV presentations are shown on a single screen in the front of the room.

PARKING
Validated parking is provided in the Fourth Street Garage and bring your ticket for validation.

MORE INFO
Questions should be addressed to the person who invited you to speak. For special arrangements or for a late change in plans, please contact the Rotary office directly at 408-297-6100.
IV. Guidelines for Speakers’ Introductions
Rotary Club of San Jose

WHO
Who should introduce the speaker of the day? Although this selection will be made by the Club’s Program Chairperson, the introducer, in most cases, will be the person who secured the speaker.

WHAT WILL THE INTRODUCER SAY?
The introducer should, very simply, introduce the speaker. He or she should resist the temptation of giving his or her own views on the subject about to be discussed, and (except for a very quick reference), time generally should not be used in demonstrating the relationship between the introducer and speaker. The introducer should understand that this is not an opportunity for him or her to make a little speech of his/her own.

HOW LONG?
Two minutes, maximum – 90 seconds is strongly preferred!

This would suggest that there should be no “winging” of introductions. They should be written, and they should be timed to fit a two-minute maximum. That, in turn, means that the introducer should make the effort to read his/her introduction, aloud against a stopwatch before the meeting.
V. Our most successful Rotary Speakers have followed many of these Simple suggestions for a Great Presentation.

Please Do
- Adhere to the Four way Test
- Inform, Educate, motivate, provide a viewpoint, entertain, etc.
- Speak for 20 minutes
- Try and Allow 8-10 minutes for Q&A
- Use the Raised Platform
- A sound check to make sure you are heard by all
- Repeat questions
- If you are available, stay after the speech to answer more questions
- If you have prepared notes, please provide a copy to the person introducing you who in turn will provide to Rotarian writing meeting notes

Please Avoid
- Speaking for more than 20 minutes
- Speaking after 1:20 PM to allow time for Q&A
- Ending any later than 1:28
- Speaking for less than 15 minutes
- Selling or advertising a book, product, service, religion or anything from the podium
- Soliciting or marketing a non Rotary sponsored event or organization
- Promoting a candidate for office
- Exclusively reading a speech
- Using props
- Handing out or leaving literature on table unless previously approved
VI. Guidelines for “Personals” Programs
Rotary Club of San Jose

1. Although we used to call these talks “vocationals,” we now call them “personals” because that’s a more accurately descriptive word.

2. If you’re selected to give one of these talks, understand that you’re being asked to talk about your personal background, childhood, family, triumphs and defeats, your efforts to build your career or to build a business or organization.

3. Interest in your organization or business is limited to your personal experiences with that organization or business. Please do not linger on descriptions of the business. Please do not consider that this is an appropriate opportunity to sell your organization’s services or to raise money. Indeed, no part of your talk should be a pitch.

4. You are allotted a total of 13 minutes. Please time your speech in advance. If you fail to time your speech against a stopwatch, the chances of running over are very great. Running over your allotted time will either impact the speaker who follows (if you’re the first of two) or cause you to stop before your speech is completed. The 1:30 p.m. rule to end the meeting is mandatory.
Both candidates will be seated on the dais.

We will use a coin toss for choice of going first or last during opening and closing statements.

**Opening statements:** 4 minutes each (from the podium)

**Rebuttal statements:** 2 minutes each (from the podium)

**Answers to written questions from the audience:** 1 minute each (from seats). We will alternate order of answering questions.

**Closing statements:** 3 minutes each (from the podium)
VIII. Speaker Invitation Letter

(Guest Speaker Letter)

(Date)

(Name and address of guest speaker)

Dear (Name):

On behalf of the Rotary Club of San Jose, we are delighted that you have agreed to be our keynote luncheon speaker on (Date). You join an impressive list of outstanding speakers who have addressed the San Jose Rotary Club in the past. These include U.S. Presidents, Prime Ministers, California Governors, U.S. Senators, members of Congress and a number of noted personalities including Edward Teller, Ed Asner, Linda Ronstadt, Norm Mineta, Ted Turner, Peter Ueberroth and more.

The Rotary Club of San Jose is almost 100 years old and has 430 members, making it one of the largest Rotary Clubs in the country. It is composed of prominent business men and women, professional educators, arts, government and community leaders in Silicon Valley. We frequently have the media present at our luncheons, in addition to a number of Rotary members who are executives with our major print and broadcast outlets. Our weekly attendance is about 220 members and guests.

We meet at the Rotary Summit Center; the banquet facility located on the seventh floor of the new Fourth Street Garage at the corner of San Fernando and Fourth Street in downtown San Jose. On the date of your presentation, I will meet you at the Summit Center between 11:45 AM and noon, which will allow you a few minutes to meet informally with some of the members before lunch. You will be introduced at 1:00 p.m. The club adjouns promptly at 1:30 p.m. Our most popular speakers usually present for 20 minutes, allowing 10 minutes for questions.

If you will be using audio-visuals (e.g. PowerPoint, photos) please let me know in advance so that we may coordinate with the Club’s AV specialist and Teresa McCarthy in our office. In addition, while most speakers use the microphone at the lectern, a wireless microphone is available upon request. Either way, speakers are requested to deliver their speech on the raised platform. To help promote your visit, please provide a short biography and color photo to teresam@sjrotary.org.

Thanks again, (Name), for agreeing to speak. Please call me if you have any questions. We are looking forward to your presentation.

Sincerely,

Chair, Rotary Program Committee
IX. Guest Speaker Letter

Date

Name, Title
Business
Address
City State Zip

Dear (Name),

On behalf of the Rotary Club of San Jose, we are delighted that you have agreed to be our featured luncheon speaker on (Date).

As a guest speaker you are joining an impressive list of outstanding speakers who have addressed the San Jose Rotary Club in the past. These include two U. S. Presidents, three California Governors, U. S. Senators and members of Congress and a number of noted personalities including, Edward Teller, Ed Asner, Michael Powell, Ted Turner, Peter Ueberroth, Norm Mineta and Condoleezza Rice.

Our Wednesday buffet luncheons frequently draw more than 220 members. We meet at the Rotary Summit Center; the banquet facility located on the seventh floor of the new Fourth Street Garage at the corner of San Fernando and Fourth Street in downtown San Jose. On the date of your presentation, I will meet you at the Summit Center between 12:00 and 12:15 p.m., which will allow you a few minutes to meet informally with some of the members before lunch begins at 12:30 p.m. I will introduce you at 1:00 p.m. The club adjourns promptly at 1:30 p.m. Our most popular speakers usually speak for 20 minutes, allowing 8 minutes for questions and answers.

If your presentation includes audio-visual (e.g. PowerPoint, photos) please let me know several days in advance so that we may coordinate with the Club’s AV specialist and Teresa McCarthy in our office.

In addition, while most speakers use the microphone at the lectern, a wireless microphone is available upon request.

Thanks again, (Name), for agreeing to speak. Please call me if you have any questions. We are looking forward to your presentation.

Sincerely,

(Your Name)

Rotary Program Committee
X. Speaker Letter – Decline Honorarium

Date

Name, Title
Business
Address
City State Zip

Dear (Name),

On behalf of the Rotary Club of San Jose, thank you for your interest in our club. We are honored by your generous offer to speak to the Rotary Club of San Jose.

The Rotary Club of San Jose is a voluntary charitable organization, and as such, cannot pay honorarium or travel expenses for our speakers. As a result, we are unable to accommodate your request at this time.

Sincerely,

Name
Rotary Program Committee
XI. Decline Request to Speak Letter

Date

Name, Title
Business
Address
City State Zip

Via Email: (email address if responding by email)

Dear (Name),

On behalf of the Rotary Club of San Jose, thank you for your interest in our club. We are honored by your generous offer to speak to the Rotary Club of San Jose.

Unfortunately, the Rotary Club of San Jose receives far more requests or recommendations for excellent speakers for our weekly meetings than we are able to schedule. We are unable to accommodate your request at this time.

Sincerely,

Name
Rotary Program Committee
XII. Speaker Thank You Letter

Date

Name, Title
Business
Address
City State Zip

Dear (Name),

I want to thank you on behalf of the Rotary Club of San Jose and add my own personal appreciation as well for those joining us and sharing your wonderful presentation.

It was a great speech that had the 300 people in the audience laughing harder than I have ever heard them laugh!

Sincerely,

Name
Rotary Program Committee
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
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<tbody>
<tr>
<td>Don Allen</td>
<td>CEO, Cupertino National Bank</td>
</tr>
<tr>
<td>Noah Alper</td>
<td>Founder, NOAH's Bagels</td>
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<tr>
<td>Ed Asner</td>
<td>Actor</td>
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<tr>
<td>Andy Ball</td>
<td>CEO, WebCor</td>
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<tr>
<td>Dick Bolles</td>
<td>Author, What Color is your parachute?</td>
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<tr>
<td>Joe Canon</td>
<td>Athlete, San Jose Earthquake’s (ML Soccer)</td>
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<tr>
<td>David Cay Johnson</td>
<td>Reporter, NY Times/Author</td>
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<tr>
<td>Greg Chamitoff</td>
<td>Astronaut</td>
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<tr>
<td>John Chiang</td>
<td>Controller, State of California</td>
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<tr>
<td>Ward Connerly</td>
<td>UC Regent, Retired</td>
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<tr>
<td>Phil Cosentino</td>
<td>Founder, Cosentino Groceries</td>
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<td>Emmett Carson</td>
<td>CEO Silicon Valley Community Foundation</td>
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<td>James Dover</td>
<td>CEO, O'Connor Hospital</td>
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<tr>
<td>Dan Duckhorn</td>
<td>CEO, Duckhorn Winery</td>
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<tr>
<td>Firoozhe Dumas</td>
<td>Funny in Farsi</td>
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<tr>
<td>Dan Gordon</td>
<td>CEO, Gordon Biersch</td>
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<tr>
<td>Dr. Fran Harvey</td>
<td>Secretary of the Army, Retired</td>
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<tr>
<td>Greg Jamison</td>
<td>CEO, San Jose Sharks</td>
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<tr>
<td>Greg Kihn</td>
<td>Musician</td>
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<tr>
<td>Kathy Levinson</td>
<td>COO, E*Trade</td>
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<tr>
<td>Abel Maldonado</td>
<td>LT Governor</td>
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<tr>
<td>Bob Mazucca</td>
<td>CEO, Boy Scouts of America</td>
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<tr>
<td>Lee-Anne Mulholland</td>
<td>World Peace Fellow</td>
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<tr>
<td>Barry McCaffrey</td>
<td>Army General and US Drug Czar</td>
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<tr>
<td>Gavin Newsom</td>
<td>LT Governor</td>
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<tr>
<td>Nancy Pelosi</td>
<td>Speaker, US House of Representatives</td>
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<td>Michael Powell</td>
<td>Federal Communications Commission</td>
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<tr>
<td>Kavita Ramdas</td>
<td>President and CEO, Global Fund for Women</td>
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<tr>
<td>T.J. Rodgers</td>
<td>CEO Cypress Semiconductor</td>
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<tr>
<td>Linda Ronstadt</td>
<td>Entertainer</td>
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<tr>
<td>Leigh Rubin</td>
<td>Cartoonist</td>
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<tr>
<td>Elliot Schrage</td>
<td>VP, Facebook</td>
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<tr>
<td>Jackie Speier</td>
<td>Member of Congress</td>
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<tr>
<td>Mike Splinter</td>
<td>CEO Applied Materials</td>
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<tr>
<td>Godfrey Sullivan</td>
<td>COO, Hyperion</td>
</tr>
<tr>
<td>Dick Tomey</td>
<td>San Jose Football</td>
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<tr>
<td>David Walker</td>
<td>US Comptroller, retired</td>
</tr>
<tr>
<td>Tony West</td>
<td>Assistant, US Attorney General</td>
</tr>
<tr>
<td>Lew Wolff</td>
<td>Owner Oakland Athletics</td>
</tr>
<tr>
<td>John Woolard</td>
<td>CEO, BrightSource</td>
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<tr>
<td>Bruce Woolpert</td>
<td>CEO, Graniterock</td>
</tr>
<tr>
<td>Betty Yee</td>
<td>Chair, Board of Equalization</td>
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<tr>
<td>Jed York</td>
<td>President, SF 49ers</td>
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</tbody>
</table>
Other Past Prominent Speakers

Phil Angelides  Treasurer, State of California
Jerry Brown  Governor of California
Tom Campbell  U.S. Representative/Dean Haas School of Business
John Crummey  Founder FMC Corporation
George Deukmejian  Governor, State of California
Elizabeth Dole  U.S. Senator
Jerry Brown  Governor of California
Tom Campbell  U.S. Representative/Dean Haas School of Business
John Crummey  Founder FMC Corporation
George Deukmejian  Governor, State of California
Elizabeth Dole  U.S. Senator
Gerald Ford  President of the United States
Anthony Frank  Postmaster General
John Garamendi  State of California Lt. Governor
Bing Gordon  Founder Electronic Arts
Billy Graham  Evangelist
Ellen Hancock  CEO Exodus Communications
Paul Harris  Founder, Rotary International
Reed Hastings  CEO Netflix
Herbert Hoover  President of the United States
Greg Joswiak  V.P. Marketing Apple Computer
Dennis Kucinich  U.S. Representative/Presidential Candidate
Tony LaRussa  Baseball Manager
Ronnie Lott  Hall of Fame San Francisco 49er
Sanford McDonnell  CEO McDonald Douglas
Bruce McPherson  State of California Secretary of State
Franklin Mieuli  Owner Golden State Warriors
Norman Y. Mineta  U.S. Secretary of Transportation
Susan Packard Orr  CEO Packard Foundation
William Perry  U.S. Secretary of Defense
Steve Poizner  Insurance Commissioner, State of California
Richard Riordan  Mayor, City of Los Angeles
Condoleezza Rice  Secretary of State
T.J. Rodgers  CEO Cypress Semiconductor
Frederick Smith  CEO FedEx Corporation
Mike Splinter  CEO Applied Materials
Edward Teller, PhD  Nuclear Physicist
Robert TrentJones  Golf Course Designer
John Tunney  U.S. Senator
Ted Turner  Businessman/Philanthropist
Peter Uberroth  Commissioner of Major League Baseball
Bill Walsh  Hall of Fame Football Coach
Steve Westley  Controller, State of California
Steve Wozniak  Co-Founder of Apple Computer