

1,859-acre Coyote Ridge preserve offers entrance with free Butterfly Pass **SEE PAGE 4**



**Diversity matters**  
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Celebrity Grape Stomp winner: Mayor Matt Mahan **SEE PAGE 8**



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# Evergreen Times

AUGUST 25 – SEPT. 7, 2023 ■ VOL. 40, NO. 18

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## 4,000 ride new electrified Caltrain

By Times Media staff writers

More than 4,000 people toured the new electrified Caltrain trains recently, and San Jose Mayor Matt Mahan was one of the riders.

"This is truly the future of transportation and a gift for generations to come," said Mahan. "There is an incredibly long list of people to thank for it, but I'll stick with the biggest — the people of Santa Clara County who made the strategic decision to invest even during some tough economic times."

The new vehicles offer enhanced amenities, including new digital onboard displays, power outlets at each forward-facing seat, a new seat color palette selected by the public, energy-efficient lighting, coat hooks, security cameras, and expanded storage under the cantilevered seats.

The new trains generate less noise than their diesel equivalent, making the trip more enjoyable both for riders and residents that live near Caltrain tracks.

Starting in fall of 2024, this new fleet will come online, eventually taking 1 million vehicle miles off Bay Area roads.

*Editor's note: Caltrain is the oldest continually operating rail system west of the Mississippi.*

## Evergreen resident Felita Zhang awarded West Point Pre-med Scholarship

"To me, being pre-med meant having a compassionate and service-oriented mindset." – Felita Zhang

By William Bellou  
Publisher

Evergreen resident Felita Zhang has been awarded a West Point Pre-med Scholarship.

Zhang grew up in Evergreen Valley and attended Tom Matsumoto elementary school, lived in Shenzhen, China for two years (6th and 7th grade), then moved back to Evergreen and attended Chaboya Middle School for 8th grade. She graduated from Evergreen Valley High School in 2018.

"I really loved growing up in Evergreen, as it provided me with so many opportunities to learn subjects in science and math," Zhang said. "I've always had a fascination with the human body, especially after second grade when I visited the Tech Museum's Body World's exhibit, where real preserved human bodies were on display to show the anatomy within



At the Harvard Medical School white coat ceremony, **Felita Zhang** is pictured with her proud parents. Photo by Paul Trackey.

where you can see the entire human organ systems."

### Tech Museum volunteer

Many years later, Zhang returned as a volunteer at the Tech Museum in high school, where she worked at the Body World exhibit to explain the human anatomy and basic pathology to museum visitors.

"I loved the complex nature of the body, and

was especially interested in fixing the problems within, and this is what started my journey to pursue pre-med," Zhang said. "To me, being pre-med, meant having a compassionate and service-oriented mindset, since physicians do not only heal, but also empower patients through providing encouragement and treating their trauma and injuries to live

See ZHANG, page 5

## San Jose strikes deal to avoid worker walk-off

By Jana Kadah  
San José Spotlight

San Jose leaders and union officials have reached a tentative deal on wages less than a day before the city's core workforce prepared to strike.

After months of impasse and a week spent in daily mediations, the city and its two largest unions—IFPTE Local 21 and AFSCME Local 101—agreed to suspend the strike until the San Jose City Council ratifies the new contract tomorrow.

"We are confident that the city council will approve these terms," the union coalition known as StaffUp San Jose wrote in a statement. "We are only pausing our strike until the council gives its formal approval (tomorrow)."



San Jose has reached a tentative deal with two unions to avoid a strike by approximately 4,500 employees, about half the city's workforce. Photo by Jana Kadah.

The council is holding a closed session meeting Tuesday morning to vote on the new contract. Details of the agreement have not yet been made public. Councilmembers will have to reopen the bal-

anced budget to find dollars to move a new deal forward, but it's not clear how much will need to be cut to accommodate union demands. However, budget conversations will happen over the

coming months.

"We aren't going to cut with a butter knife, rather a scalpel," Councilmember Sergio Jimenez told San

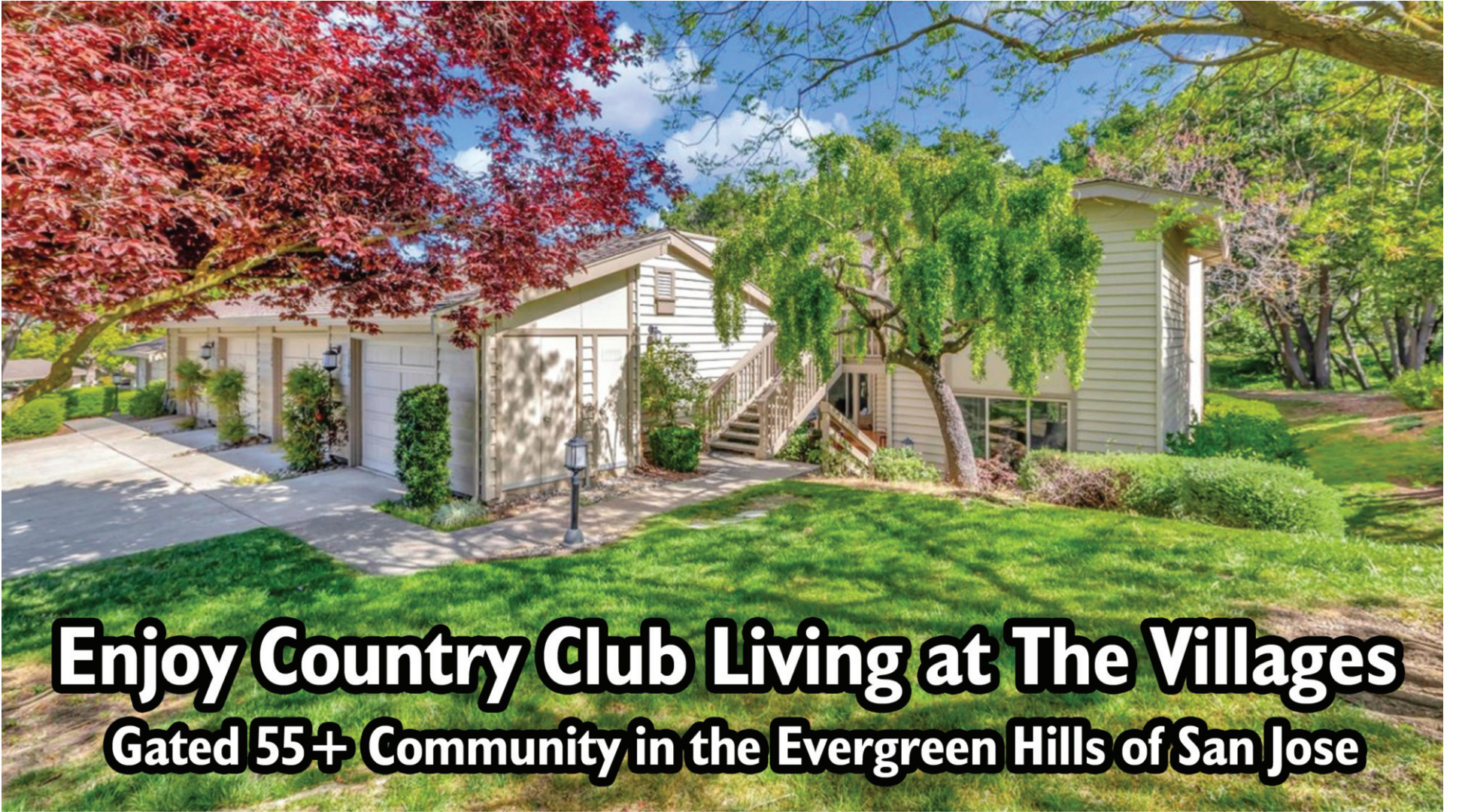
See STRIKE, page 7

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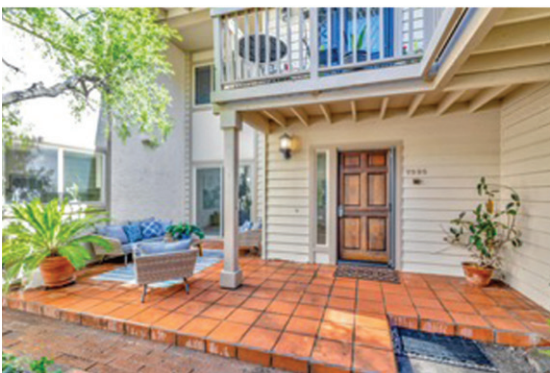
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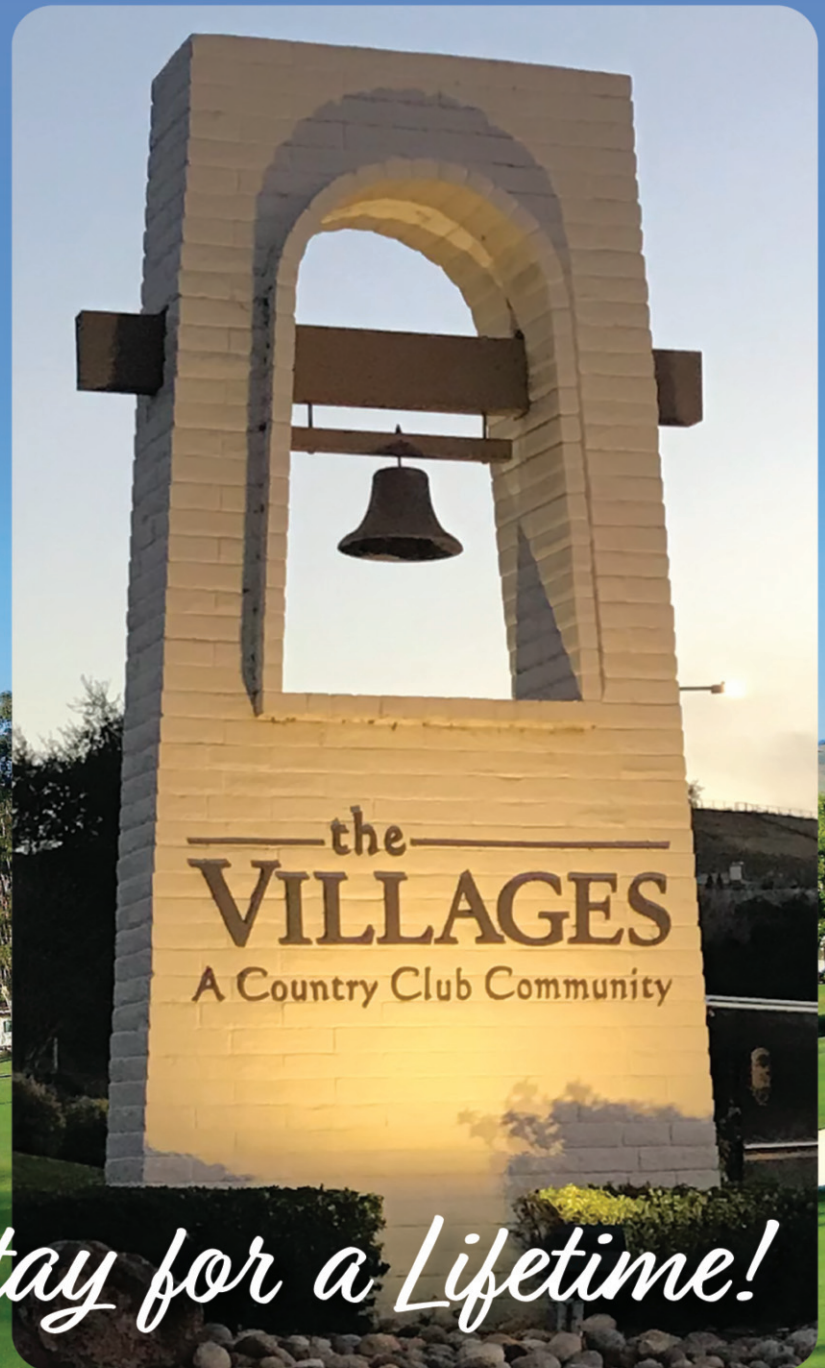
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## Your 2016 Measure B Tax Dollars at Work

2016 Measure B Citizens' Oversight Committee  
Annual Report on Fiscal Year 2022

In November 2016, Santa Clara County voters approved Measure B, a 30-year, half-cent countywide sales tax devoted to enhancing transit, highways, expressways, and active transportation (bicycles, pedestrian, and complete streets) within Santa Clara County. In 2019, VTA's 2016 Measure B Program began the process to deliver the projects and programs contained in the ballot, having been delayed by an unsuccessful court challenge to the measure.



The ballot entrusted the 2016 Measure B Citizens' Oversight Committee (MBCOC), comprised of fellow community members, with oversight to ensure that 2016 Measure B funds are being spent consistent with the ballot and for informing voters on Program compliance.

The MBCOC has conducted its annual hearing to gather input from the public, evaluated the results of the independent audit for the subject period, and completed review of the revenues and expenditures for Fiscal Year (FY) 2022 (7/1/21 – 6/30/22). After thorough and careful consideration:

**FINDINGS** It is the conclusion of the 2016 Measure B Citizens' Oversight Committee, that for the period of FY 2022, 2016 Measure B tax dollars were spent in accordance with the intent of the measure.

This finding and additional information on the 2016 Measure B Program and the MBCOC are contained in the MBCOC Annual Report on FY 2022 at: [vta.org/2016-measure-b-citizens-oversight-committee](http://vta.org/2016-measure-b-citizens-oversight-committee).

Additional information on the 2016 Measure B Program and projects is available at: [vta.org/projects/funding/2016-measure-b](http://vta.org/projects/funding/2016-measure-b)

Printed copies of select 2016 Measure B documents are available at libraries and other public buildings throughout the county, and at the VTA offices at 3331 N. First Street, San Jose, CA, in the Building B lobby.

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# Valley Currents

cur | rent (adj.) Present, topical, timely, newsworthy. (n.) Movement in a definite direction, a flow.



Five miles of new trails – including a new 3-mile segment of the Bay Area Ridge Trail and a wide range of accessible experiences – will be open for free to hikers on a schedule that balances recreation and nature experiences with the sensitive habitat for the many species that make their home in the preserve's rare serpentine grasslands.

## Máyyan 'Ooyákma – 1,859-acre Coyote Ridge Open Space Preserve offers entrance with free Butterfly Pass

*5 miles of new hiking trails, within 1,859-acre preserve; Thursday, August 31; Access is free with annual pass*

The Santa Clara Valley Open Space Authority (Authority) will open the 1,859-acre Máyyan 'Ooyákma – Coyote Ridge Open Space Preserve to the public on Thursday, August 31.

Five miles of new trails – including a new 3-mile segment of the Bay Area Ridge Trail and a wide range of accessible experiences – will be open for free to hikers on a schedule that balances recreation and nature experiences with the sensitive habitat for the many species that make their home in the preserve's rare serpentine grasslands.

### Free Community Day

On October 14, 2023, the Authority will host a free Community Day celebration at the preserve. The event will feature special speakers and fun family-friendly activities. Details to come at [openspaceauthority.org](http://openspaceauthority.org).

### About Máyyan 'Ooyákma – Coyote Ridge Open Space Preserve

Máyyan 'Ooyákma - Coyote Ridge is a biodiversity hot spot in Santa Clara County, and its opening as a preserve presents an unparalleled opportunity to educate the public about the importance of protecting habitats for endangered plants and animals and helping them adapt to a changing climate.

The preserve is located less than 15 miles south of downtown San José and nestled between the Santa Cruz and the Diablo mountain ranges in Northern Coyote Valley. The preserve connects more than one million acres of core habitat and open space.

Editor's note: A free annual Butterfly Pass is required year-round to access the trails inside the Habitat Protection Area. Passes are available at <https://news.openspaceauthority.org/butterfly->

pass-2023 To ensure that the Preserve's sensitive habitat remain protected, all trails within the Habitat Protection Area will be closed Mondays and Tuesdays, with seasonal hours that will vary based on the needs of the local wildlife.

Other important details about the visitor experience at Máyyan 'Ooyákma - Coyote Ridge:

- Parking at the preserve is limited to 42 vehicles.
- Amenities include an ADA all-gender restroom and paved pathways inside the central gathering area, seating and shaded picnic areas, shaded overlooks and multilingual educational interpretation signage in English, Spanish and Vietnamese.

• Due to the sensitivity of the preserve's habitats, dogs and drones are not permitted anywhere on the property.

- No water is available at the preserve.

Full details about preserve access schedule and regulations are online at <https://www.openspaceauthority.org/preserves/coyoteridge.html>

### History of Máyyan 'Ooyákma – Coyote Ridge Open Space Preserve

The preserve is located within the ethnohistoric territory of the Muwekma Ohlone Tribe of the San Francisco Bay Area, which worked with the Open Space Authority to integrate a Chochenyo translation of "Coyote Ridge" into the preserve's name. Máyyan 'Ooyákma is pronounced "My-yahn Oiy-yahk-mah." The Tribe also helped develop bilingual interpretive materials at the preserve to give further visibility to the Chochenyo language.

Funding for this public access project totaled \$4 million, provided by the Open Space Authority's Measure Q, a \$400,000 grant from the Gordon & Betty Moore Foundation, \$400,000 in funding from the Metropolitan Transportation Commission's Priority Conservation Area Grant Program and over \$2.5 million from California State Parks.

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Times **Local News**



Felita Zhang is pictured at her commissioning ceremony after graduation with her parents and mentors Colonel John Burpo (left) and Colonel Chi Nguyen. Photo by Alicia Zhang

**Zhang**

Continued from page 1  
life comfortably.”

“Due to my love for anatomy, my mom once even gifted me a human anatomy coloring book which I still use today in medical school,” said Zhang. “I’m also so very grateful for my Evergreen Valley High School teachers, especially Mr. Eliot Gavino, Mr. Hernan Diaz, and Mr. Antonio Pacheco for being great role models in careers that serve others. Their strong service and leadership, as well as their love for learning and care for others were definitely influencing factors in my attending of the United States Military Academy for undergrad to pursue a career as an Army doctor.”

**Chance meeting of fellow Evergreener**

At the United States Military Academy at West Point, Zhang met Evergreen Valley resident Malina Hatton, who graduated from Chaboya Middle School.

“Malina and I worked in the Multifunctional Materials Laboratory together, where we conducted research on aerogels for applications in biosensors and electrodes,” said Zhang. “It was great having a friend who was also in the pre-medical program at West Point, since the premedical community there is very small.”

**Research activities at West Point**

When Zhang was a cadet at West Point, she was on the Sandhurst military skills competition team, part of the Margaret Corbin Women’s Leadership Forum, and American Chemical Society. At Harvard, she was a part of the Austen Surgical Soci-

ety and Medical Students Offering Maternal Support Club. She also conducted research on cardiac tissue engineering for the Harvard Disease Biophysics Group, where she worked with her research advisor and professor Kit Parker.

**Amazing mentors at West Point**

“At West Point, I was also incredibly lucky to have amazing mentors such as my research advisor, Colonel John Burpo, who helped me navigate life as a premedical cadet at the Academy and provided lots of guidance on the process on entering Army medicine, Zhang said. “With his help, I was able to receive scholarships that have guided my education path, such as the Goldwater Scholarship, Harry S. Truman Scholarship, and the National Science Foundation Graduate Research Fellowship. The support I have received enabled me to not only want to pursue medicine, but also conduct research as a physician-scientist where I can bring research from the lab bench to the clinic and provide the best medical technology to patients. My love for both research and caring for patients through medicine led to me choosing the Harvard-MIT Health Science and Technology Program for medical school, which I entered in August 2022.”

Zhang, who loves calligraphy, reading novels and going on long hikes, said that her mom, dad, and twin sister were extremely supportive of her career goals and encouraged me every step along the way. “I’m forever grateful of their support!”

Zhang is currently working to develop a conductive cardiac patch to restore conduction in the heart following a myocardial infarction.



Zhang is pictured (center front) with her West Point Pre-med Class of 2022. Photo by Renee Sanjuan.



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Times **Local News**

## Thanh Khoi Nguyen of Evergreen named to Dean's List at University of Maryland Global Campus

Thanh Khoi Nguyen of Almaden was named to the Dean's List for the spring semester at University of Maryland Global Campus.

To be eligible for the honor, a student must complete at least six credits during the term, earned a grade point average of at least 3.5 for the term, and maintained a cumulative GPA of 3.5 at UMGC.

University of Maryland Global Campus was founded more than 75 years ago specifically to serve the higher education needs of working adults and military service members.

Today, UMGC is the largest provider of postsecondary education in Maryland and continues its global tradition with online and hybrid courses, more than 175 classroom and service locations worldwide, and more

than 125 degrees and certificates backed by the reputation of a state university and the University System of Maryland. For more information, visit [umgc.edu](http://umgc.edu).

## Opera San José kicks off '23-24 season

Opera San José launches its 40th Anniversary season with an all-new production of Gounod's Romeo and Juliet, directed by OSJ General Director Shawna Lucey, her first production for the company she now helms.

Following on the heels of Lucey's critically acclaimed legacy production of La Traviata for San Francisco Opera, this production will also bear Lucey's inimitable stamp.

### Tickets

Subscriptions (\$150-\$585) and single tickets are on sale now. For more information, the public can visit [operasj.org](http://operasj.org) or call (408) 437-4450 (open Monday through Friday, 9:00 a.m.-5:00 p.m.).

## SJCC, EVC faculty among most diverse in nation

When students return to classes later this month for the start of fall term at San José City College (SJCC) and Evergreen Valley College (EVC), they will be attending courses being taught by some of the most diverse faculty in the nation, according to new data from the Chronicle of Higher Education.

According to the Chronicle's "Diversity Index," which was published recently and ranks "colleges with the greatest racial and ethnic diversity among faculty members, SJCC ranks No. 3 and EVC No. 5 nationally among all two-year public institutions.

"While we certainly benefit from being located in one of the most diverse regions in the country, we have also been very intentional with our faculty recruitment process in order to ensure that we are identifying the most highly qualified and talented faculty members to fill our available positions," said Dr. Beatriz Chaidez, San José - Evergreen Community College District's interim chancellor. "By taking steps to ensure we recruit diverse applicant pools, we are able to hire the best and brightest faculty from throughout the nation and world."

According to research, having a faculty comprised of instructors who reflect the racial and



ethnic diversity of the students they teach is beneficial for multiple reasons. One study published in 2018 in the journal Intercultural Education concluded that graduation rates for students of color are positively affected by increased diversity of their faculty. A more recent study published in the Community College Journal of Research and Practice found "a significant strong positive relationship between graduation, transfer, and drop-out rates" for community college students of color as faculty diversity increases.

"Representation matters," Interim Chancellor Chaidez said. "It's important that our students have educational role models with whom they can identify and an opportunity to learn from faculty from a variety of backgrounds."

The Chronicle of Higher Education's Diversity Index measures "the probability that any two full-time instructional faculty members at an institution are from different racial or ethnic groups."

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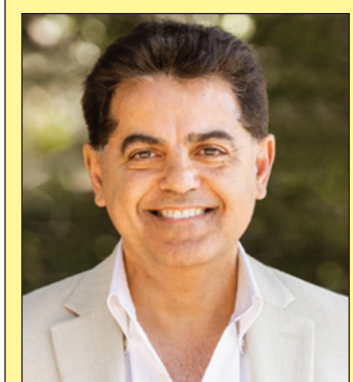
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## 'Dilli Haat' 2023 event scheduled for Sept 16 at Kelly Park

8th year to attract 15K+ attendees from Bay Area

The name "Dilli Haat" comes from the idea of the creation of a large marketplace. In India the traditional weekly village market is called a "haat." This concept is hugely popular and now takes place in San Jose at Kelly Park.

**Aspiring successful women entrepreneurs create Dilli Haat, San Jose**

WomenNow TV is a community of aspiring and successful women entrepreneurs, who join hands every year to create remarkable events in the Bay Area.

This year, WomenNow TV will be hosting DILLI HAAT 2023 on Saturday, September 16th at Kelly Park in San Jose. This is the 8th year of this huge event that attracts 15K+ attendees from the local bay area.

### Over 100 shopping booths

"Dilli Haat is designed to build further awareness of Indian merchandise and food and culture," said spokesperson Aishwarya Ravichandran. "The event will feature more than 100 shopping booths, more than a thousand performers and a variety of cuisines from different parts of India."

### Featuring World Wide Dance Festival

The attractions at this year's event include: World Dance Festival, Food Festival, Clothing Paradise, Kids Carnival, more than 100 booths with clothing, mer-



"Dilli Haat is designed to build further awareness of Indian merchandise and food and culture," said spokesperson Aishwarya Ravichandran.

chandise, accessories, Kids stalls and much more.

*Editor's note: This is a free event! Open 11 am to 6 pm. It is a large-scale outdoor festival featuring 100+ of your favorite clothing, artists and food trucks. It is a gateway to Indian handicrafts and clothing, food trucks with food selections from all over the world, a clothing paradise featuring ethnic clothing from all around India starting from lehengas, sari and Gamcha, a shoe boutique with beautiful shoes/jootis collection from all over the world. The kids carnival area has a play area with balloons, bounce house and trucks. For more information, visit <https://www.facebook.com/womennowtv>.*

Times **Local News**

# Strike

*Continued from page 1*

José Spotlight. “We are going to be thoughtful about it and hopefully not let it impact residents in any way.”

A three-day strike authorization was approved after 99% of union workers voted last week because of stalled salary negotiations with the city. The following day on Aug. 8, councilmembers asked union leaders to come back to the table for continued mediation.

Leaders met, but city workers continued preparing for a strike—assembling picket signs and organizing membership to picket in case they couldn’t reach a compromise.

Mayor Matt Mahan found himself at the helm of a yearslong problem—and tried to find a compromise that would be fair to both residents and employees, he said on multiple occasions.

For nearly a decade, city workers have shared concerns that their raises have not matched the increasing costs of inflation and housing. It’s led to high vacancy rates and frustration among workers that is now boiling over. City workers say they have been asked to do more work with less pay—and some have found themselves homeless or driving from Tracy or Stockton because they cannot afford to live in the city they serve.

David Nerhood, a union rep and city employee for 22 years, said San Jose wages fall behind other local government jobs by as much as 8-15%, so employees leave to work in other cities. This new agreement

helps make San Jose more competitive, though it’s just the first step, he said.

“We need an agreement that ensures that when we bring people on, we offer the competitive pay and benefits that will keep them around for a long tenured career so that they can service San Jose residents the way they deserve to be serviced,” Nerhood told San José Spotlight. “The results today are very promising that that’s hopefully going to be the direction we head in.”

City officials, like Mahan, have said San Jose doesn’t have enough money to pay what the union originally asked for. Before calling the strike, the unions asked for an 18% raise over the next three years, with the city offering 12%. The new agreement falls somewhere in between.

“While I support substantial raises for our workers, I will be paying close attention to the budget office’s projected fiscal impact before voting on the proposal,” Mahan told San José Spotlight. “Signing up for tens of millions of dollars in projected deficits and, therefore, likely future service cuts and layoffs wouldn’t be fair to city workers or residents. I won’t vote for something today that’s going to hurt us tomorrow.”

If a deal was not reached, this would’ve been the largest city worker strike in recent San Jose history. The last strike was in 1981, where thousands of workers picketed for 10 days to protest unequal pay between men and women. That strike was also led by AFSCME Local 101 and San Jose was the first city to hold such a strike.



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## Steinway Society - The Bay Area launches 29th season with performance by pianist Nikolay Khozyainov

By William Bellou  
Publisher

Steinway Society - The Bay Area is launching its 29th Season with a performance by Nikolay Khozyainov, one of today's most remarkable classical pianists.

The performance will take place on October 7, at 7:30 pm at Saratoga High School's McAfee Center, 20300 Herriman Ave., Saratoga, CA.

To meet the needs of a diverse community of patrons, Steinway Society also offers a live stream option to watch the concert live and provide "unlimited listens" for 48 hours afterward. Complimentary program notes and a recorded pre-concert lecture by classical music expert Dr. Gary Lemco are available for ticket holders at [www.steinwaysociety.com](http://www.steinwaysociety.com)

Khozyainov's musicality and formidable technique have thrilled audiences around the world, and his recitals and concerto engagements include sold-out performances on the world's foremost stages.

In 2012, he won First Prize at both the Dublin International Piano Competition and Second Prize at the Sydney International Piano Competition, where he also received several special prizes, notably "Best performance of both Concertos voted by members of the Sydney Symphony Orchestra", "People's Choice", "youngest finalist", and for his performances of Liszt and Schubert.

Khozyainov has performed with leading symphony orchestras, including those in London, Tokyo, Sydney, Warsaw, and Russia, as well as the Czech National Symphony Orchestra, The Yomiuri Nippon Symphony Orchestra, and RTE National Symphony Orchestra of Ireland.

"The Music World is taking note of Nikolay Khozyainov's stunning virtuosity and prodigious technique." - The New York Times  
Born in Blagoveshchensk, Russia in 1992,



Khozyainov started to play piano at the age of five, and at the age of seven he made his public debut with the Handel Piano Concerto at the Great Hall of the Moscow Conservatory. He graduated from the Moscow P.I. Tchaikovsky Conservatory with the Gold Medal and "The Best Student of the Year" award.

Khozyainov now lives in Germany, where he received an Advanced Degree at the Hannover Hochschule for Music. In November 2022, Khozyainov was awarded the Gold Medal of Peace from the United Nations Peacekeeping Force - the Blue Helmets.

### PROGRAM

- Chopin, Nocturne D-flat major, Op. 27 No. 2
- Chopin, Nocturne in F-sharp minor, Op. 48 No. 2
- Chopin, Ballade No. 4, Op. 52
- Ravel-Khozyainov, 3 Movements from Daphnis et Chloe
  1. Lever du jour
  2. Pantomime
  3. Danse générale
- Scriabin, Sonata No. 9, Op. 68
- Scriabin, Sonata No. 3 in F sharp minor, Op. 23
- Scriabin, Sonata No. 5, Op. 53

Single Tickets: \$50 to \$70; General Admission: \$70/\$60/\$50; Senior & student: \$65/\$55/\$45; Livestream online: \$25 per household / live + unlimited listens for 48 hours; The Nine-Concert and Four-Concert

## Celebrity Grape Stomp... the winner: Mayor Matt Mahan

By Kattie Marulla  
Special to the Times

Typically, politicians stomp.  
At the Italian Festa held at the San Jose His-



San Jose Mayor **Matt Mahan** stomped his way to victory in the inaugural Festa Celebrity Grape Stomp.

tory Park on Aug. 5, they stomped!

Santa Clara Mayor Lisa Gillmor and Milpitas Mayor Carmen Montano put up a good fight (with their feet), but in the end, Mayor Mahan stomped out the most grape juice volume, collected in a mason jar.

With Lissa Kreisler, host of KCAT-TV's "Community Stories," serving as emcee, the trio of city leaders did their best Lucy and Ethel impersonations by jumping into tubs of grapes and crushing them with their bare feet.

All three mayors said they would be back again to stomp again at next year's Italian Festa.

Subscriptions available. To purchase tickets, visit: <https://steinwaysociety.com> Box Office: 408.300.5635; Email: [office@steinwaysociety.com](mailto:office@steinwaysociety.com)

Editor's Note: Steinway Society - The Bay Area is a nonprofit organization based in Silicon Valley. Now in its 29th season, this dedicated group of musicians, pianists, teachers, and arts lovers promotes excellence in piano

performance and music education. Each season, Steinway Society presents a series of classical piano concerts featuring international award-winning pianists, as well as an active school music program. For more information on season subscriptions, individual tickets, the artists, and Steinway Society, go to [www.SteinwaySociety.com](http://www.SteinwaySociety.com) or contact (408) 300-5635.

# Evergreen School District

3188 Quimby Road, San Jose, CA 95148



**EVERGREEN**  
SCHOOL DISTRICT  
SAN JOSE, CALIFORNIA

August 22, 2023

### NOTICE OF PUBLIC HEARING:

Open Hearing scheduled for the September 14, 2023 Evergreen School District Board of Trustees Meeting, at 6:30 p.m. in person and via Zoom, register at: [https://zoom.us/webinar/register/WN\\_758kGiO-S3mogMmqzzJaHA](https://zoom.us/webinar/register/WN_758kGiO-S3mogMmqzzJaHA)

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Times **Local News**



**Photo Op**

**BIG CHECK!**

San Jose recently received \$1.5M from the State towards the improvement of Lake Cunningham Regional Park thanks to Assemblymember Ash Kalra! San Jose Councilmember Domingo Candelas gathered community leaders at Lake Cunningham to commemorate funding with an enlarged \$1.5 million dollar check.

**TECH JARGON OF THE WEEK**

**Content Personalization**

By **Shubhi Asthana**



Have you ever stumbled into a conversation where everyone is speaking around this “techie” word – and even after you’ve broken in, it is difficult to understand the unfamiliar jargon and acronyms? Well, there’s no need to sweat it. Let me teach you the meaning of some commonly used tech words:

**Content Personalization**

Content personalization is a branding and marketing strategy in which webpages, email and other forms of content are tailored to match the characteristics, preferences, or behaviors of individual users. Data is crucial to support organizations’ personalization strategies. With relevant and updated data, companies can better understand their visitors and customers and use this understanding to create personalized content. This content can potentially boost user satisfaction, improve customer experiences, and increase the probability of lead and purchase conversions.

Examples of personalized content include the following:

- interactive quizzes
- emails
- retargeted ads
- e-commerce recommendations
- gamified apps

Content personalization benefits both customers and brands. Informative, relevant and tailored content on a website or in an email makes customers feel valued. They also feel that the company has invested time and effort in understanding them and creating content they would

find useful. These emotions go a long way toward enhancing their experiences with the brand. Great customer experiences (CX) play a vital role in strengthening customer-brand relationships.

Content personalization improves customer experience, which plays an essential role in strengthening customer-brand relationships.

In addition, personalized content that aligns with their specific preferences and unique needs (or wants) encourages customers to spend more time and money on a company’s products or services. Thus, it can boost an organization’s sales and revenues. In the long term, it can garner customer loyalty and trust, and increase the likelihood that the brand will achieve preferred status in its customers’ hearts, minds, and wallets.

Real-world examples of content personalization

Spotify, Netflix, and Amazon are all well-known for delivering personalized content to their users.

- Spotify makes song, artist and album recommendations based on the user’s past listening history, engagement behavior patterns and what other similar user personas are listening to.

- Netflix’s recommendation engine uses data about viewing history, user interactions, title information, duration of user sessions and device type to recommend new shows or TVs to users.

- Amazon generates product recommendations from page views, purchase history and other behavioral data. Users can see these recommendations on both Amazon’s website and app.

**About the Author**

*Do you enjoy reading this column? Send in your comments or feedback to the author at [shub.saxen@gmail.com](mailto:shub.saxen@gmail.com). Shubhi Asthana works as a Research Senior Software Engineer at the IBM Almaden Research Center, San Jose.*

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Times **Community News**

**IN MEMORY**

**Norma A. Gwinn**

**12/11/1928 -  
7/30/2023**

**Evergreen Valley**

Norma Ann Gwinn passed away peacefully on July 30, 2023, at the age of 94 in Ventura, California. Norma lived in Santa Clara County in all but the last two years of her life. She was born in Gilroy, California, to Ernesto and Erida Olivieri, and moved to San Jose after high school.

A loving wife, companion, mother, grandmother, and great-grandmother, Norma had a positive outlook on life, a good sense of humor, and a "glass-half-full" spirit. She was a true friend to many, always ready to lend an ear or a helping hand.

Prior to retirement in 1985, Norma worked as the Deputy Clerk of the Santa Clara County Court System, Sunnyvale Municipal Court. Her dedication and hard work made a lasting impact on the com-



munity.

Through the years, Norma pursued a wide range of hobbies and interests. She cherished her many friendships, both in the neighborhood and across the country.

She particularly enjoyed her retirement years, indulging in travel, dancing, playing bridge, and entertaining. She had a natural talent for hospitality and was a wonderful cook, passing on her love of good food and recipes.

She was a Lifetime member of the USS Indianapolis Legacy Organization, always willing to answer inquiries about her husband's role in the rescue of the

ship's survivors.

Norma will be deeply missed by her children: Don (Katie) Gwinn, Jane (Steve) Goodall, and Carol (Bart) Burnside. She is also survived by her step-children: John (Deanna) Gwinn and Kathy (Ron) Romero. Norma leaves behind a legacy of love through her 10 grandchildren, 16 great-grandchildren (plus one more on the way), and her siblings: Margorie (Richard) Heredia, Janice Renzo, and Ernest Olivieri.

Norma was preceded in death by her beloved husband, Wilbur Charles "Chuck"

Gwinn; as well as her long-time companion, Sidney Safir; and her former spouse, Robert E. Gwinn. In addition to her parents, she is also predeceased by siblings, Delores Spence and Louis Olivieri.

A Celebration of Life is planned to honor Norma on December 9, 2023, in San Jose, California. In lieu of flowers, the family kindly requests contributions to be made to the USS Indianapolis/Gwinn "Angel" Scholarship Fund at 800 Cottageview Drive, Suite 1040, Traverse City, MI 49684, or to the Villages Community Chapel at 2500 The Villages Pkwy E, San Jose, CA 95135.



**OP ED**

**Hot San Jose Nights 'changes a few gears'**

Hot San Jose Nights (HSJN) has changed a few gears.

The organization has joined the Bay Area with events that support the community and good values for this great hobby.

Just like we did for Memorial Day with our support to Dream Machines, HSJN will be hosting a special event for the up-coming 911 "Day Of Remembrance." The event will be huge and fantastic. Everyone, especially car enthusiasts is invited to attend.

Tradewinds at Reid-Hillview Airport was going in the direction to

make the event very political and all about saving the airport.

I have always agreed and have fought for finding a way for the airport to co-exist as an airport, while also developing the unused land. For this cause, this is not the time or place to put the car community in a battle over the airport's politics.

HSJN has always been a community and charity driven event. I will not partner with anybody who tells us that someone is not welcome. This was an HSJN decision to not be involved with having somebody ride the coattails of HSJN and to have our event be filled with propaganda of saving the airport.

I agree that the airport received some unfair press, but there's a better way to fight this and I do not agree with their way.

It is good for people to know the facts.

**Mike Hennessy**  
*San Jose, "Hot San Jose Nights"*

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http://www.eicsan-jose.org 2486 Ruby Ave, San Jose CA 95148. (408) 239-6668 "As-Salaamu-Alaikum" the English meaning is "Peace be upon you". Q) What is Islam, who are Muslims, and what is the Quran? A) Islam is a faith and way of life. Islam began in the 7th century. People who follow Islam are known as Muslims. The Quran is the Divine book that guides Muslims to practice Islam. "Hufazik Allah Waeayi-

latak"" the English meaning is " May Allah (swt) protect you and your family". Please visit our website to learn more.



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The word Sikh (see-kh) means "disciple" or "student." A Sikh is a practitioner of the faith founded in the 15th century by Guru Nanak in Punjab of old British India. A Guru who is a "teacher" or "enlightener" completes the relationship of teaching and learning. Sikhism is monotheistic and stresses the equality of all men and women. Sikhs believe in three basic principles; meditating on the name of God (praying), earning a living by honest means and sharing the fruits of one's labor with others. Currently there are close to one million Sikhs living in the USA and Canada and 25 million Sikhs living around the world. Sikhism is the 5th largest religion in the world. At the Gurdwara (House of God) in San Jose we welcome all. We pray daily for peace and prosperity for everybody in the world. Come to visit and enjoy Langer (food) in our kitchen which is open 365 days of the year and serves complementary vegetarian meals. We also encourage you to enter our history room

on site and walk the beautiful grounds. Learn more about us and community events we sponsor by visiting our website; http://www.SanJose-Gurdwara.org

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8:15 AM For more information, please call or visit us at the Parish Mission Center open M-F 9:00 AM -12:00 PM; 1:00 PM - 4:00 PM. Come join us and share your presence with us so that together we may grow and share our gifts to help build God's Kingdom!



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