Pickleball is on the rise in San Jose SEE PAGE 4



Al on the rise in schools

Almaden needs a better 'turing test' for classrooms SEE PAGE 5

Valley Water to expand level of service dedicated to cleaning trash generated by encampments SEE PAGE 9



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4,000 ride new electrified **Caltrain**

By Times Media staff writers

ore 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.

Traffic-related safety issues in District 10

By Lorraine Gabbert Senior Staff Writer

raffic and pedestrian safety in District 10 were the focus of a recent Town Hall with City Councilmember Arjun Batra on Aug. 3.

According to Batra's Office, District 10 is allocated \$200,000 per year from the Department of Transportation for pedestrian safety and traffic calming measures.

After repeated complaints by residents regarding sideshows and speeding on Via Valiente, plans are underway to address these issues. High visibility crosswalks will be painted by the city along Via Valiente at Almaden Expressway, Bret Harte Drive and Camden Avenue. Striping to narrow the lane and raised dots will be installed at Serenity Way and McCall Drive and yellow, reflective tape will be placed on signals at Via Valiente and Bret Harte Drive.

Following residential requests and a city traffic study, speed bumps will be placed on Hampton Drive, Elwood Road and Choctaw Drive.



City Councilmember Arjun Batra focused on traffic safety measures at a recent Town Hall.

Their placement will be determined by neighborhood traffic committees. To join a committee, send an email to district 10@sanjoseca.gov.

Resident Vaughn Flaming expressed his concerns with traffic safety on Camino Verde Drive in the Santa Teresa neighborhood. Flaming said people drive too fast, make sharp turns without looking and park illegally in red zones. He said traffic cameras, police patrols and speed bumps are needed.

"People are being more careless and more daring," Flaming said.

Batra said speeding is a major issue in every community. He said he'll ask the traffic department to paint speed limits on city streets and highlight crosswalks. Batra said speed enforcing cameras aren't currently legal in California, See BALTRA, page 6

Experience the wonder of horses

Local Horse Associations to host the public: September 9th, October 14th and December 16th

By Rachael Parakh

Special to the Times

hree local Horse Associations want to invite the public to experience the joy and wonder of horses.

Being Present in the Moment

Santa Cruz County (September 9th), Santa Clara County (October 14th) and San Martin Horsemen's (December 16th) will have consecutive events. You, too, can meet horses and join in the community of others who are looking for a slower pace of life and being | faces light up when they watch a



 $present in the \, moment! \, Children's \,$

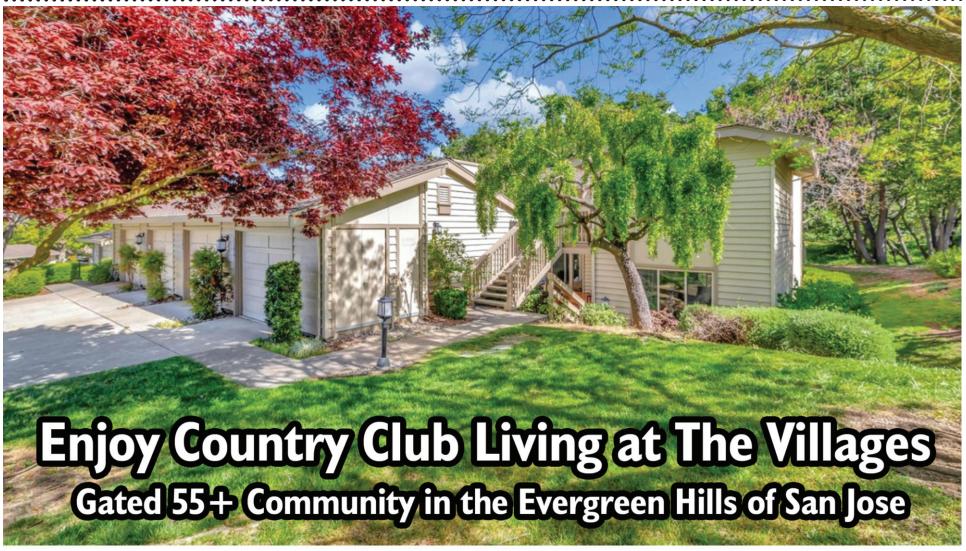
horse nibble on a carrot, and adults' hearts skip a beat when they see horses running in the field. **California Horse History**

Horses have been a part of ranch life for Californians since the late 1840's when settlers came to the Golden State to stake their claim - both for gold and wide open pas-

The green rolling hills, with stately California Oak trees, were the perfect landscape for families eager to set up ranches for grazing cattle. Many generations have come and gone, with equestrians now riding for pleasure versus livelihood, yet, the rural setting of ranches is a welcome change to modern life here in the Bay area.

Santa Cruz County Riding **Demonstrations**

Since 1945, the Santa Cruz County Horsemen's has been a See HORSES, page 4







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COVER STORY

Horses

Continued from page 1 center for coastal equestrian activities. During the '40s, their Association was dedicated to routing hiking trails through the county.

In the years since, they've sponsored several youth groups, increased horseshow competitions and brought in special guest speakers as part of their educational program. Most recently, they partnered with fire and emergency personnel and shared their grounds as a community animal evacuation site during several wildfires.

On September 9th, Santa Cruz County Horsemen's Association will offer unique equestrian demonstrations every hour (vaulting, archery, breeds and exercise) with horse painting and mini horse/donkey grooming for kids from 10 a.m. - 4 p.m. Food and drinks will be available for purchase. Horse camping is limited to 40 horses and their riders who RSVP and reserve space.

Club President, Robin Musitelli. will be on hand to encourage young and old to gather round. For questions or to RSVP for the event, email: manemom@gmail. com. To learn more, visit their website: https://sccha.wildapricot.org/

Santa Clara County Fall Festival

The oldest Horse Association, Santa Clara County, was formed in 1939 and has played an important role in the Almaden Valley and helped to establish the California State Horsemen's Association.

Their clubhouse serves as a meeting hall for weddings, school dances, banquets and community organizations. And their arena hosts many equestrian playdays and buckle shows for surrounding riders.

They're currently partnering with the Santa Clara County Parks Department to bring shared-use trail safety to park visitors and

working with Almaden Quicksilver and Santa Clara Preservation Alliance to highlight the historic value of the area and ranching culture.

On October 14th, from 3-6 p.m., Santa Clara County Horsemen's will open their McKean Road property for a Fall Festival complete with a mounted drill team performance and a variety of horse breeds on display. Participate in fun horse crafts, games and grooming station. They'll have a seasonal photo backdrop for individuals and families, plus a delicious BBQ."

Club President, Tami Moore, will be available to answer questions. Come and enjoy the beautiful Fall season out in the countryside. To RSVP for the event, click: Register SCCHA: Fall Festival Open House. To learn more, visit their website: https://horsemens.org/

San Martin Holiday Caroling

Nestled between Gilroy and Morgan Hill, San Martin Horsemen's was formed in 1968. Each year, the organization works with state and local parks to keep trails maintained, sponsor charity rides and hold a yearly canned food drive. They host multiple workshops to help riders learn new techniques or practice important skills such as backing up trailers and desensitizing horses to obstacles and situations.

On December 16th, San Martin will host a holiday caroling ride through Harvey Bear Park. The public is welcome to bring their own horse or to walk alongside others that will be participating.

Join President, Toni Whedon, in spreading holiday cheer by interacting with children and families along the paved route in the park. Ride-out starts at 12 noon. For questions or to RSVP for the event, email: toni.whedon@cbnorcal.com. To learn more, visit their website: http://smhorse.org/. See our event flier on page 8.

v Currents

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



Pickleball is a clever combination of ping-pong, badminton, and tennis. Photo courtesy of Picklebeads

Pickleball is on the rise in San Jose

re you ready to be captivated by the newest sensation tak-Aing the sports scene by storm? Pickleball is rapidly gaining popularity and has firmly established

With easy-to-learn rules and a welcoming atmosphere, Pickleball is attracting players of all ages, backgrounds and fitness levels - and they just keep coming back for more.

Luckily for San Jose's growing pickleball community, there's a range of indoor and outdoor venues now located in the city for players to choose from.

What is pickleball?

itself in San Iose.

Pickleball is a clever combination of ping-pong, badminton, and tennis, delivering an enjoyable sporting experience that's less strenuous but equally as fun.

In a standard game, players will hit a small, perforated plastic ball back and forth over a low net with large paddles, trying to make their shots difficult for the other team to return.

Although the sport is most commonly played in doubles, singles games take place too.

Thanks to its smaller court size and laid-back pace, most first timers report that it's easy to learn how to play pickleball, at least compared to rival racket sports.

It's no surprise, then, that the sport's popularity has skyrocketed. Around 36.5 million players participated in games last year and over 10,000 courts are now set up nationwide

To keep up with the demand, many parks and facilities are offering lowcost or even free court rental and classes, making Pickleball a sport that anyone can get stuck into.

Pickleball isn't just about staying active though - it's all about making connections and being inclusive, welcoming players of all skill levels. In fact, studies show it has awesome health perks, like boosting cholesterol levels, blood pressure, and cardio fitness.

Where to play Pickleball in San

If you're wondering where to get started, we've got the inside scoop on the best pickleball courts in San

Almaden Valley Athletic Club

This venue offers five outdoor acrylic courts exclusively dedicated to pickleball, equipped with permanent lines and nets for your convenience.

A membership is required to play here, but in addition to the courts, Almaden Valley Athletic Club also offers delicious food options, access to restrooms and water facilities, and the option to receive guidance from trainers or take lessons.

AVAC members have the advantage of reserving pickleball courts up to three days in advance, and each member can reserve one court per day for a duration of 1.5 hours.

However, there are slots dedicated to open play time available seven days a week, so there's still time and space to play even if you don't book ahead.

Canoas Park

Canoas Park is a great choice for an active day out that the whole family will enjoy.

The park contains six outdoor

acrylic courts with permanent lines, but you'll have to bring your own nets. However, it's completely free to play here.

After your game, feel free to use the picnic area to relax and recharge. There's also several playgrounds and a horseshoe pit for children, so it's easy to turn your trip to the court into a day out if you like.

Calabazas Park

Calabazas Park offers six outdoor courts with a hard surface and permanent lines, but make sure to bring your own nets. Just like Canoas Park, it's also free to play here!

In addition to pickleball, Calabazas Park offers a variety of other sports, from BMX racing and volleyball to softball and basketball. You'll also find a playground, the Calabazas Community Center and the area's community garden nearby.

John Mise Park

At John Mise Park, you'll find four dedicated outdoor pickleball courts open for public use.

This venue also offers a lighted softball field, perfect for evening games, as well as a soccer field, two full-sized basketball courts and a nearby youth playground, ensuring fun for everyone.

Seven Trees Community Cen-

The Seven Trees Community Center offers three indoor hard courts. The court lines are permanent, but don't forget to bring your own net.

Amenities such as restrooms and water are nearby, and lights are provided for evening games. Like the other venues we've discussed so far, it doesn't cost anything to play here.

Pickleball is welcoming, inclusive and easy on the body, offering significant health benefits. Don't miss out on the fun - get out there and get playing today!

Almaden Times

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Op Ed

Almaden needs a better turing test for classrooms

By Sucheer Maddury Special to the Times

s teachers from San Jose high schools gear up for the effects generative artificial intelligence this upcoming school year, we as students, parents, and teachers need to ask ourselves a very fundamental question: what does it mean to do your own work?

As technology has advanced, the line for how extensively one can utilize these technologies as "resources" has been pushed further and further, to the point where California Rep. Ro Khanna used ChatGPT to write a bill on AI. Ro Khanna is already a learned politician, a trait which high schoolers cannot say for their own interests.

The reality is that the hands-on process of digging up information from the back of a textbook or asking a mentor solidifies that learning in our brains is much the same way as handwriting notes in class. The usage of generative AI removes the creative step of finding ideas and/or finding answers to questions ourselves, leaving only the final packaging to be completed by the student.

AI is like having a locked gate with no fence

The real void isn't policy. Leland High School, for example, has indefinitely "banned" the use of generative AI technologies when completing any form of schoolwork. The issue is that such policies are a bit like placing a single locked gate in front of a home

with no fence. There is effectively no way to reliably enforce the ban. Current "ChatG-PT detectors" that claim to recognize when ChatGPT has been used are about as reliable as a coin flip—often returning false positives, which are even more harmful than false negatives.

A classroom turing test is a kind of check to see if students used artificial intelligence in working on their assignments.

What distinguishes human work from AI work

As a student at Leland High School, I've seen the homogenous normalization of Chat-GPT use by students, and it's not a problem that is unique to Leland or any other California school—it itches for a more fundamental question as to what truly differentiates a human's work from an extremely intelligent AI's work. In truth, our Turing Test cannot arise computationally; we will likely need to reframe what education fundamentally

aims to do. Teach knowledge about society? Teach students to think critically?

No single answer is complete, yet we must accept that eventually, AI will become significantly more intellectually capable than humans and the human mind needs to find a proper place to thrive. Perhaps humans will become more research centric rather than computational or traditionally creative, regardless, all of these changes begin in the classroom.

As much as we need to recognize and put a stop to the use of artificial intelligence to do schoolwork, we also need to pinpoint a more long-term solution.

Editor's note: The American Psychological Association states, "Schools use a variety of methods to detect the use of ChatGPT for academic purposes, including plagiarism detection software, language analysis, and pattern recognition. Some schools also rely on human experts to review and analyze student work."

Mission Chamber Orchestra of San Jose season opener to feature dances, songs and melodies from the past

Great ticket prices!!!

ission Chamber Orchestra of San José (MCOSJ) opens its 2023-4 Season with a concert programmed and conducted by Juan Cristóbal Palacios, one of the four finalists in its search for a new Music Director.

"Dances, Songs and Melodies from the Past" on Saturday, Sept. 30th at 7:30 at the Hammer Theatre Center in San Jose features music ranging from Boccherini's best loved cello concerto, through folksong inspired works by Kodály and John Rutter, to the dancing rhythms of Beethoven's 7th Symphony.

Conductor Juan Palacios was born in Caracas, Venezuela. His career has encompassed conducting, composition and education, and has taken him to countries around the world including South and North America and Europe. For this season opener "I chose a varied program where each of the works represents independent thought, but they as a whole express a feeling of freshness," says Palacios. "Rutter's pavane songs, Kodály's traditional melodies, and Beethoven's dance-like symphony will take us on a beau-



tiful musical-historical journey full of emotions, freshness, reflection and passion."

Performing as soloist in Boccherini's cello concerto is Palacios' lifelong friend, Germán Marcano, one of the most important cellists in the Latin American music scene, He was principal cellist of the Simón Bolivar Symphonic Orchestra and has premiered and recorded many works by Venezuelan and Latin American composers. Says Palacios, "Our friendship and passion for music began as early as elementary school. By the time we were adolescents we ... began to realize that music was going to be our life. This unique opportunity to start the season seemed like the ideal situation to share the stage, not only with the extraordinary musicians of MCOSJ, but also with a great friend that life has given me."

MCOSJ's subscription concerts this season give the audience the opportunity to enjoy thrilling live music in intimate venues with programs chosen and conducted by the four outstanding candidates for Music Director. It's a unique chance to be part of this important transition for the orchestra. Ticket prices are affordable - General: \$25, Senior: \$20, Student: \$15, Child: \$10 - and the "pay what you can afford" option ensures the concerts are accessible for everyone to enjoy.

Event: Mission Chamber Orchestra of San José Concert

Sat., Sep. 30, 7:30 p.m.

Hammer Theatre Center, 101 Paseo de San Antonio, San José

Juan Palacios, Guest Conductor Germán Marcano, Cello Soloist John Rutter - Suite for Strings

Zoltán Kodály - Dances of Marosszék Luigi Boccherini - Cello Concerto G. 482 Ludwig van Beethoven - Symphony no. 7

Season Tickets: General: \$80, Senior: \$65, Student: \$48, Child: \$30

Individual Concert: General: \$25, Senior: \$20, Student: \$15, Child: \$10... or pay what you can afford. www.missionchamber.org/



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Vacation rental scam continues to trick summer travelers

BB Scam Tracker has gotten numerous reports of a clever travel scam this summer vacation season.

Con artists pretend to own a vacation rental and insist on being paid directly rather than through the official rental platform. If you book with them, you'll be out of money and face a potentially ruined vacation.

How this scam works

You search a vacation rental site, such as VRBO or Airbnb, for a place to stay on your next trip and find a perfect rental listing. The photos are beautiful, and the price is right. Other times, you discover the rental through a social media post. The scammer may have shared it to a Facebook group, claiming to be rent-



ing "their" vacation home.

Either way, when you message the "owner" about booking, they offer you a deal. If you book with them directly, paying through a digital wallet, such as Venmo or CashApp, instead of the rental platform – they can give you a discount. You agree and send an initial payment. The scammer may reply with a realistic-looking receipt. But once the scammer receives your money, they stop replying to messages.

Unfortunately, the vacation home may be real, but the person you paid to rent it is a scammer. They don't own the property, and your deposit is in the hands of scammers.

O P E D

Hot San Jose Nights 'changes a few gears'

Look for upcoming Dream Machines HSJN event for 911 Day of Remembrance

ot 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 hobbies.

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 are 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 hav-

ing 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 August Nights www.facebook.com/HotSan-JoseNights

REAL ESTATE GUIDE



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Baltra

Continued from page 1 but a new bill supporting them is expected to pass the state legislature

Resident Vasundhara Tadimeti expressed concern with student safety near Bret Harte Middle School due to unprotected left turns. She said on Bret Harte Drive and Via Valiente, a driver almost hit a student and asked for crossing guards to be assigned during school orientations.

"I'm sorry to hear it was a close call," Batra said. "We will bring it up to the traffic department to find the right way to proceed."

Batra said prior Mayor Sam Liccardo called for additional traffic calming measures around all San Jose schools, and funding and implementation will start in the fall. High visibility crosswalks will be painted by Los Paseos Elementary and Murphy Middle schools this month, he said.

"There is a comprehensive effort to make the roads to our schools safe," Batra said. "I'm going to take that forward and make sure that project gets completed as planned."

In her newsletter, City Councilmember Pam Foley said speeding is the primary cause of fatalities and serious injuries in San Jose

"The faster you drive, the less time you have to react and the longer it takes to stop," she said. "When you drive over the speed limit, you're more likely to hurt or kill someone."

Foley asked residents to be careful of pedestrians and cyclists, especially in school zones and to obey the speed limit. She reminded motorists to ensure they're not blocking crosswalks when stopped at a red light or waiting to turn, which forces pedestrians to go around the car and into the path of moving traffic.

Additional concerns

Deepak (last name withheld) expressed concern with bullying at school.

"As Indian Americans, when we send our children to school, we do have a concern when caste is taught in relation to Hinduism," he said, adding stereotypes, teasing and bullying are being associated with it. "It's definitely a cause for concern."

"It's very important to the whole community," resident Vinod Rai added.

Batra suggested Deepak and Rai and other residents work together on the issue with the school board.

Deepak and Rai asked for Batra's and the city's support like a proclamation against Hinduphobia.

Resident Kaushik Joglekar said the Playa Del Rey area of District 10 was being ignored as far as activities or upgrades. He said the majority of city council initiatives during the past year focused on the Almaden area.

"What do you have in plan for

other regions outside Almaden Valley?" he asked.

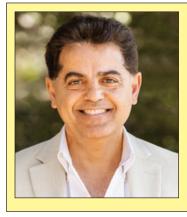
Batra said his office is reviewing upgrades for all district parks and Chief of Staff Michele Dexter said the district hosts dumpster days in Blossom Valley, Almaden and Santa Teresa. She said they spoke with the police captain last month about blight and graffiti in the Playa Del Rey area and are working with the Homeowners Association to start neighborhood watch meetings.

Joglekar said Batra's office hadn't followed up on his complaints. He said he personally secured funding for the Department of Transportation to repave Blossom Hill Road from Blossom Avenue to Cahalan Avenue and is concerned city sewer systems aren't being flushed as often as they're required to be.

"There are elements in certain areas of your district that are being neglected," he said. "Nobody is electing to listen to them or follow through on them unless they fall into the Almaden area."

Batra said his office strives to support every neighborhood in District 10.

"It doesn't matter if you have an address in Almaden Valley or Santa Teresa or Blossom," he said. "They're all part of District 10, and it is my job to make sure that we will give you the same amount of attention. Please give us a second chance...and see if we can make progress together."



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Water Wise

Times Local News

Robots and Teapots

By Matthew Frazier

Qualified Stormwater Manager Qualified Water Efficient Landscaper

A lmaden Valley has long been a favorite environment of mine and my brother for its beauty and serenity.

Evenings aglow with hues of blue and summer winds that tussle all in their path. When the sun finally sets and our moon becomes fully visible, it is time for tea. It is time for conversation. What will these evenings bring; these waning evenings of summer?

Mechatronics Technology is my field of study in conjunc-

tion with Landscape Water Management and Municipal Stormwater Management. Designing droids and drones is an interest and a passion of mine and has been for some time now. By moonlight, I discuss my plans with family and friends. A teapot sits between us. The teapot helps inspire endless conversation as is true with the universe above.

Conversations about mechatronics technology ... conversations about quantum technology

nology ... conversations about agriculture, botany, and horticulture, one and all, seem so very relevant to the evenings and the nights of summer. We speak of that which has been and of that which will come to pass in the realm of all things industrial and mechanical. All things are futuristic.

Robots and Teapots ... Droids and Drones

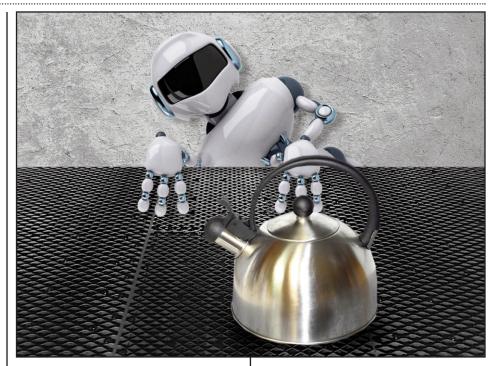
My undergraduate advisors at San Jose City College, Evergreen Valley College, Mission College, and West Valley College are all too

aware of my many interests and passions. The certificate and the AS degree in Mechatronics Technology at Mission College are on my radar. Once I graduate from San Jose City College with my AA degree in Engineering, my AS in Math, and my AS in Physics ... I will focus on my certificate and AS in Mechatronics Technology.

With academic and professional education and training will come the implementation of that which I have created and designed on paper. Droids

and drones will serve the farmers and the ranchers of Santa Clara Valley and our neighboring valleys within Santa Clara County. There is much work to be done. These droids and drones will be a signature and a conversation piece of these valleys in the near future.

Robots and Teapots. These robots arise in conversations as we drink cup after cup after pot after pot of strong tea. As my ears ring



from the caffeine, my mind ventures to a place where these concepts and prototypes are functional and living entities. These are the things of future dreams.

I have even designed a droid that serves tea to my guests and me as we sit on the patio of the house in which I live and in which I have grown. I've been attending seminars and webinars on Mechatronics Technology and Robotics at local colleges, universities, and venues have inspired me.

These are robots that will serve the needs of those impacted by our droughts. With their advanced features, they will manage and

mitigate these droughts. More to come on this subject matter.

Water Wise pertains to water conservation and xeriscaping. Now begins the conversation about Droids and Drones within that universe.

Thank you each and all. I welcome your comments.

Editor's note: Matthew Frazier is a Certified Water Manager, Qualified Stormwater Manager, and Qualified Water Efficient Landscaper. You may reach Matthew at (408) 656-5622 – Mobile; or by email: kitchenfrazier@hotmail.com.



Saturday, September 9 9:30 – 10:30 a.m. Saratoga Farmers' Market at West Valley Community College Sunday, September 10 9:30 – 10:30 a.m. Los Gatos Farmers' Market Sunday, September 10 11:30 a.m. – 12:30 p.m. Farmers' Market at Princeton Plaza, San Jose



Times **News**

Aaron Jussen of Almaden named to Dean's List at University of Maryland

Aaron Jussen of Almaden Valley 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 educa-

tion 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.







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Valley Water to expand level of service dedicated to cleaning trash generated by encampments

alley Water Board of Directors allocated additional resources to support greater service and coordination toward cleaning up trash, debris, and hazardous pollutants produced by encampments along waterways in Santa Clara County.

The allocation of additional resources was voted on during the Valley Water Board of Directors meeting held August 22, 2023.

The Board of Directors approved two new staff positions, adding to Valley Water's cleanup efforts countywide. The decision follows the Board of Directors' approval earlier this year of two new jobs dedicated to encampment cleanup operations and increased funding for related services and supplies.

"This investment in additional resources reflects Valley Water's commitment to protecting the health of Santa Clara County's creeks," Valley Water Board Chair John L. Varela said. "We continue to tackle the issue of creek pollution in collaboration with local and county governments, organizations that provide outreach services to unhoused individuals, and dedicated community volun-

teers."

In the previous fiscal year (July 2022 – June 2023), Valley Water's encampment cleanup crew removed more than 2.7 million pounds of trash, debris, and hazardous pollutants generated from encampments. The Board's recent actions to expand the level of such service will allow Valley Water to double the number of cleanups during the year.

Recently, the Board of Directors also voted to support two new programs that further enhances cleanliness along our waterways. The Clean Camps, Clean Creeks Program will provide debit cards to unsheltered residents who maintain tidy camp areas free of trash and debris or collect and bag trash accumulated on land owned or managed by Valley Water.

The Portable Toilet Facilities Program will administer the provision and servicing of portable toilets and wash stations at 20 critical locations along local creeks to reduce biowaste entering the waterways.

To help support these efforts, Valley Water was recently awarded a grant from the U.S. Environmental Protection Agency providing approximately \$2.2 million to perform encampment cleanups and provide portable toilets on heavily impacted creeks. The grant also provides about \$900,000 to address encampment-generated environmental impacts on Coyote Creek.

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 bro-



ken 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
- $\bullet\ retargeted\ ads$
- 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 cre-

ating 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. Shubhi Asthana works as a Research Senior Software Engineer at the IBM Almaden Research Center, San Jose.

IN MEMORY

John Lawrence

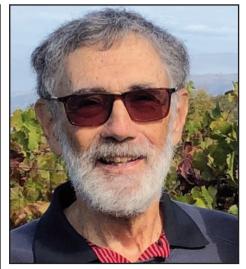
July 23, 1944 - July 27, 2023 50 year resident of Almaden Valley

ohn Lawrence was born on July 23rd, 1944 in Chicago, IL to David and Adele Lawrence. He passed away peacefully with his children at his side on July 27th, 2023 in Encinitas, CA. He leaves behind loving memories with his sister Nancy, his children Kristen and David (Sonja), his grandchildren Connor, Aidan, Lauren, and Justin, his ex-wife Katie, and many lasting friends.

John's abiding love throughout his life was family. He was raised in Highland Park, IL, and had fond memories of his childhood.

After graduating from Highland Park High School, Miami University, and the University of Chicago, he began work at IBM in Chicago. That's where he met, dated, and married Katie Lang on October 4, 1970. They moved to Sunnyvale, CA, and had a daughter, Kristen, the following November. Two years later, their son David was born. They ultimately settled in Almaden Valley and John lived there for the next nearly 50 years.

John worked hard but always spent ample time with his children. As his kids grew up and started families of their own, his connection to and passion for his family only grew. As great of a father as he was, he was an equally exceptional grandfather and built strong relationships with all four of his grand-children. John also had a rich life outside of his family. He played in a monthly poker game for decades with the same group and carried on a 70-year love affair with golf. Many of his closest friendships, fondest memories, and nearly his entire wardrobe were based on



golf.

John was also a lifetime "IBMer" and computer programmer. In his retirement, he participated in multiple golf clubs, most notably the IBM Retirees group, and he spent many years playing golf 3 times a week. While his health recently declined, Kristen and David were able to spend many of his final months with him, often all together. His sister and grandchildren were also able to see him. While he maintained hope for the future, he made sure to express how much he loved having everyone together, right up until his final words in the hospital. John Lawrence leaves behind a strong legacy of kindness, close-knit families, and wonderful memories.

We will gather to celebrate him at Bellarmine College Preparatory in San Jose on Saturday, September 9th from 5:30 – 7:30 p.m. It will be a casual, open house event, and golf shirts are strongly encouraged. RSVP requested: bit.ly/jslcelebration In lieu of flowers, please send donations to the San Jose Public Library Foundation: https://www.sjplf.org/donate



The Almaden Senior Association Members are a diverse group of enthusiastic active adults 50+ who enjoy new learning opportunities, new experiences and new adventures. Join us today. Meet new people and get involved with classes and programs that will enhance your life and open new doors.

Membership offers opportunities to enjoy...

- Exercise Classes for all levels & abilities.
- · Lunch events with entertainment run by members of the association.
- · Trips to local and not so local places of interest.

Stop by the front desk at the Almaden Community Center and ask for an application. Currently Membership is free. Membership includes a copy of the newsletter and offers you discounts on classes through San Jose PRNS.

For more information, go to <u>Almadenseniors1@gmail.com</u> or call Donna @408 266-4938 or Rich @408 219-8641

Almaden Senior Association at the Almaden Community Center 6445 Camden Avenue San Jose, ca 95120

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

The Bay Area presents Nikolay Khozyainov making his West Coast debut performing at the historic Montgomery Theater in San Jose on October 7, 2023.

By William Bellou

Publisher

teinway 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 the McAfee Center at Saratoga High School, 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

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.



The Bay Area presents **Nikolay Khozyainov** making his West Coast debut performing at Saratoga High School's McAfee Center October 7.

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 Con-

certo 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

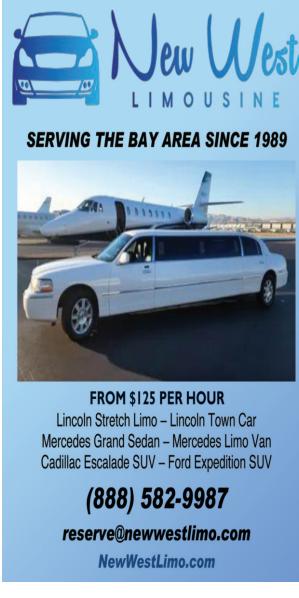
Scriabin, Sonata No. 3 in F sharp minor, Op. 23

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 Subscriptions available. To purchase tickets, visit: https://steinwaysociety.com Box Office: 408.300.5635; Email: office@steinwaysociety.com

Editor's Note: Steinway Society - The Bay Area is a non-profit 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 or contact (408) 300-5635.







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www.ccavucc.org. We are a welcoming church with a progressive approach to faith. worship and giving to our local community. We are proud to be UCC, Open and Affirming (0&A) and welcome members of the LGBT community. We support local LifeMoves (formerly InnVision) Shelter Feedings once a month, San Francisco Night Ministry, Second Harvest Food Bank Church World Service. and Communities Responding to End Poverty.

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6581 Camden Ave. San Jose, CA 95120. The Rev. Shelley Booth Denney, Rector Phone:408-268-0243 Web:www.eca-sj.org At the Episcopal Church in Almaden (ECA), we are joyful followers of Jesus Christ. Through worship, study, fellowship and outreach, we strive to nurture and grow a strong faith community of believers, a family of all ages, where each member feels welcomed, loved, valued and empowered to serve. Children are especially welcomed and cherished as an important part of God's



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http://www.eicsaniose.ora 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 vour family". Please visit our website to learn more.



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God is One ਰੱਬ ਇਕ ਹੈ Rab Ik Hai

SAN JOSE GURDWARA

3636 Gurdwara Ave. San Jose, CA 95148 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

(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

and enjoy Langer

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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and marginalized of 8:15 AM San Jose. Our Pre-For more information, please call or visit us at school is the only Catholic Preschool the Parish Mission Center open M-F 9:00 offering quality family oriented service in the AM -12:00 PM; 1:00 PM - 4:00 PM. Come Evergreen and Silver Creek areas, Our join us and share your Chapel, Gathering Hall, presence with us so Parish Office, Mission that together we may grow and share our gifts to help build God's Kinadom!



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To place a worship listing, email times@ timesmediainc.com



Goodbye water thirsty lawns and hello beautiful water-wise landscapes!



Did you know that at least half of the water in a typical Santa Clara County home is used outdoors? You could save money on your water bill by transforming your lawn with the help of Valley Water's (Santa Clara Valley Water District) Landscape Rebate Program.

As you walk through your neighborhood, you may have noticed that a growing number of homes in Santa Clara County have already traded their front lawns for a gorgeous water-wise landscape. Residents in Santa Clara County are discovering the many benefits of replacing lawns with the help of Valley Water's Landscape Rebate Program. In fact, nearly 13,500 residents and businesses have already participated in the program!



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Visit WaterSavings.org, to learn more about our rebate programs, book an inspection for pre-approval of a rebate project, or request water-saving equipment. To inquire about how you can save water in your home and landscaping, email conservation@valleywater.org or call 408-630-2554.

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