



American  
Leadership  
Forum  
Silicon Valley

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**FOR IMMEDIATE RELEASE**

**American Leadership Forum - Silicon Valley Hosts George Lakoff**  
*Third Conversation in Series Features Interactive Dialogue*

January 12, 2010 Santa Clara, Calif. – American Leadership Forum-Silicon Valley (ALF) will host **George Lakoff**, author and Professor of Cognitive Science and Linguistics at U.C. Berkeley, at its third Uncommon Exchange on Wednesday, January 20 from 4-6 p.m. at the India Community Center in Milpitas.

Uncommon Exchange is an interactive conversation series structured around the themes of leadership, risk, courage in challenging times, and what it means for individuals and communities to make complex decisions in a high-stakes environment.

Lakoff has submitted a 2010 ballot proposition called the California Democracy Act that would roll back the two-thirds majority needed to pass a budget. The ballot changes two words in the state's constitution, turning "two-thirds" to "majority" in two places, and in his opinion, will end the gridlock in Sacramento.

Lakoff is known for his ideas about the centrality of metaphor to human thinking, political behavior and society, and is particularly famous for his concept of the "embodied mind," which he has written about in relation to mathematics. His application of cognitive science and linguistics to politics has brought him national attention.

His books include: *The Political Mind: Why You Can't Understand 20th Century Politics With an 18th Century Brain*; *Don't Think of an Elephant! Know Your Values and Frame the Debate*; *Whose Freedom? The Battle over America's Most Important Idea*; and *Moral Politics: How Liberals and Conservatives Think*.

Lakoff will be in conversation with ALF CEO **Chris Block** and **Mark Jensen**, Partner at Deloitte.

This event is open to the public. Tickets are \$20; \$10 for nonprofits/seniors and free for students. India Community Center is located at 525 Los Coches Street in Milpitas, California, 94305.

Uncommon Exchange is a program of the Common Good Collaborative in partnership with the John S. and James L. Knight Foundation. Additional partners for this event include Joint Venture: Silicon Valley Network, the Commonwealth Club of California and the Monterey Institute of International Studies.

Previous Uncommon Exchanges have featured California State Senator **Abel Maldonado** and Cypress Semiconductor founder and CEO **T.J. Rodgers**.

For a more information about the Uncommon Exchange conversation series, visit [www.alfsv.org](http://www.alfsv.org).

**About American Leadership Forum-Silicon Valley**

American Leadership Forum-Silicon Valley (ALF) is a 501(c)(3) nonprofit organization dedicated to building a better Silicon Valley community by joining and strengthening leaders to serve the common good. ALF was founded in 1988 to create a regional network of diverse senior-level leaders across private, public and nonprofit sectors. Graduates of the organization's one-year Fellows program, now numbering more than 400, have created a network that brings together a broad cross-section of leaders committed to building a stronger community, using collaborative leadership skills to identify and deal with complex regional issues, and creating opportunities to work together in ways that make a significant difference to Silicon Valley.

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