4 October 11, 2012 Tower Talk

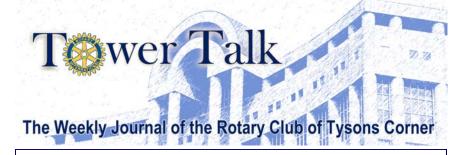
#### **Rotary Club of Tysons Corner** www.tysonsrotary.org

#### Officers, Chairs, and Communication Functions

President President Elect President Nominee Secretary Treasurer Sergeant-at-Arms Chairs	Mary Edwards Timothy Long Richard Lanier Tony Rounds Brian Mansir Richard Kaplar	mary.edwards@bbandt.com tlong@abraxascorp.com lanierphoto@verizon.net trounds5050@gmail.com bmansir@lmi.org kaplar@mediainstitute.org
Club Service/Administration Community Service New Generations International Service Program Chair RCTC Foundation Chair Rotary Foundation Chair Historian Communication Functions	Katherine Barnett Catherine Ahearn Suzanne McDougall Babu Stephen Katherine Barnett Ingrid Parris-Hicklin Ronnie Chantker David Danner	katherine_barnett@ml.com cgahearn@gmail.com spmcd@cox.net babu@babustephen.com katherine_barnett@ml.com udono21@aol.com rmccpa97@aol.com dldanner@ideamatics.net
Communications Chair Publicity Chair Tower Talk Co-Editors	Richard Kaplar Campbell Maloney Richard Kaplar Hunter Herron	kaplar@mediainstitute.org campbell@blueunderground.com kaplar@mediainstitute.org hunter.herron@comcast.net

# Maarky Cluba

Nearby Clubs					
Monday	7:30 am 12:15 pm 12:30 pm	Alexandria South, IHOP, 7694 Richmond Highway, Alexandria Fairfax, American Legion Post 177, Fairfax City Sterling, Logan's Roadhouse, Sterling			
Tuesday	7:30 am 11:30 am 12:00 pm 12:15 pm 12:30 pm	Burke, Brion's Grille, Burke Centreville, Eggspectations Restaurant, Chantilly McLean, Lutheran Church of the Redeemer Fellowship Hall, McLean Alexandria, Belle Haven Country Club, Alexandria Rosslyn-Fort Myer, Vantage Point Restaurant at Holiday Inn, Arlington			
Wednesday	7:30 am 7:30 am 7:30 am 7:30 am 12:15 pm 12:15 pm 12:15 pm 6:45 pm	Herndon, Amphora Diner Deluxe, Herndon Fair Lakes, Fairfax Marriott at Fair Oaks, Fairfax West Springfield, Springfield Golf and Country Club, Springfield Crystal City-Pentagon, Crystal City Sports Pub, Arlington Reston, Hidden Creek Country Club, Reston Annandale, Juke Box Diner, Annandale Vienna, Marco Polo Restaurant, Vienna Mount Vernon, Cedar Knoll Inn on the Potomac, Alexandria			
Thursday	7:30 am 12:00 pm 12:15 pm 12:15 pm 6:30 pm	Great Falls, Riverbend Golf & Country Club, Great Falls Ashburn, 1757 Golf Club, Dulles Arlington, La Cote D'or Restaurant, Arlington Springfield, JW & Friends Restaurant, Springfield Falls Church, Harvest Moon Restaurant, Falls Church			
Friday	7:30 am 7:30 am 12:30 pm	Bailey's Crossroads, Goodwin House, Falls Church Dulles International Airport, Hilton Washington Dulles, Dulles Airport Dunn Loring-Merrifield, Shula's in the Tysons Corner Marriott, Vienna			



Volume VIII

October 11, 2012

Issue No. 14

### Today's Speaker

## **Gary W. Evans Media Consultant**

Today we welcome media consultant Gary W. Evans. He is the founder of International Media Consulting LLC, a firm that helps associations, news media, and organizations build their audience and membership. Current clients include SiriusXM Radio and daily newspapers. Gary will discuss the future of newspapers in the wireless age.

Prior to establishing IMC in 2011, Gary was responsible for the sales, marketing, customer service, and distribution of USA TODAY, the national daily with more than 300,000 subscribers. Gary spent much of his career at the Palm Beach Post in West Palm Beach. Fla., where he worked from 1981 to 1999.

Gary currently serves on the board of the Society of Consumer Affairs Professionals – D.C., and is a member of several marketing associations. He is a graduate of Elon University.

Partner Up: Past District Governor Horace McCormack discusses the Caribbean Partnership at our Oct. 4 meeting. The program, which he chairs, creates joint projects between Rotary clubs in the Caribbean and the continental United States. More than 200 projects are currently in progress and about 300 have been completed since 2005.



2 October 11, 2012 TOWER TALK



*Keeping Kids Warm:* Capt. Willie Bailey (center) of the Fairfax County Fire and Rescue Dept. receives an \$800 donation from the RCTC Foundation on Oct. 4 to support the firefighters' winter coat drive for needy kids on Oct. 24. Presenting the "Big Check" are Club President Mary Edwards (left) and Foundation President Ingrid Parris-Hicklin (right).

### **Be a Monte Carlo Night Sponsor!**

• Presenting Sponsor, Underwriter, or Program Underwriter: \$5,000

• Dinner Sponsor / Host, Program Supporter: \$2,500

• Official Sponsor, Underwriter, Entertainment Sponsor: \$1,000

• Ticket Sponsor, Printing Sponsor, Game Table Sponsor: \$500

• Community Supporter (for individuals): \$250

## **Future Speakers**

Oct 18 Don Belt What's Next in the Mideast
Oct 25 DG Steve Cook D7610 Vision, Goals, Plans
Nov 1 TransUrban, Inc. New I-495 Express Lanes

TOWER TALK October 11, 2012 3

# **Strolling for Water**



Not everyone at the Walk for Water on Sept. 30 actually walked. Some, like 14-month-old Isabel and Alexander Roessler, got to ride in comfort, although the rough terrain made stroller navigation extra challenging for parents Stepahanie and Christoph.

# SAVE THE DATE...

**Sunday, Oct. 14:** Bowl-a-thon Club Social at Bowl America, Falls Church, 2 to 4 p.m.

Wednesday, Oct. 24: Firefighters' Coat Drive, Fire Station 11, Alexandria, 8 a.m.

**Wednesday, Oct. 24:** Board of Directors meeting, Tysons-Pimmit Regional Library, 6 p.m.

Friday, Nov. 2: Monte Carlo Night. See Burt Heacock or Catherine Ahearn for details.

#### **Thursday Thought:**

To be sure of hitting the target, shoot first and call whatever you hit "the target."

## **Dinner Schedule for Alternative House**

Oct 17	Todd Meloy	Nov 21	Richard Lanier
Oct 24	Suzanne McDougall	Nov 28	Katherine Barnett
Oct 31	Rick Kaplar	Dec 5	Ronnie Chantker
Nov 7	Marshal Hyman	Dec 12	Tony Rounds
Nov 14	Bill Keen	Dec 19	James Maloney

Dinner providers should call 703-356-6360 on the Tuesday before delivering dinner on Wednesday and ask the counselor on duty how many persons are expected to be present for the meal at 2100 Gallows Road, Vienna.

www.thealternativehouse.org