

Potomac-Bethesda Rotary Club News

Rotary Calendar

August 21 – 6:30pm Meeting – Hunters Inn
Don Smith, Immediate Past President
The Morgan Car Company and their
Hydrogen Concept Car



(Don will also have his own Morgan Car on display in the Hunters Inn parking lot)

August 28 – 6:30pm Social – Hunters Inn
Hors devours, Heavy Wine and Light Cheese
September 4 - 6:30pm Meeting – Hunters Inn
Bob Pelletier and Gerald Aldridge
Montgomery Works Business Services
September 8 - Literacy Day
September 9 – 7pm Manna Food Center
September 11 – 6:30pm Meeting – Hunters Inn
EthioGrean Management
Winy Yirga-Keefe and Rahel M. Beyene
September 13 – Membership Development
Seminar, BWI Ramada
September 18 – 6:30pm Meeting – Hunters Inn
September 25 – 6:30pm Meeting – Hunters Inn

What's Cooking Tonight at Hunters Inn?

Scrod with Putanesca Sauce
Chicken Francaise
Wild Rice Pilaf
Vegetable Medley
Chopped Salad with Sylvia's Dressing

August 14 Meeting Report

Our special guest speaker was **David Matthews**, Director of the Division of New Reactor Licensing in the United States Nuclear Regulatory Commission's Office of New Reactors. Congress created NRC as an independent agency in 1974 "to enable the nation to safely use radioactive materials for beneficial civilian purposes while ensuring that people and the environment are protected". The NRC regulates commercial nuclear power plants and other



uses of nuclear materials, such as in nuclear medicine, through licensing, inspection and enforcement of its requirements. There is a five-member commission with no more than three members from the same political party. NRC currently has over 4000 employees with an annual budget of more than \$1B, 90% of which comes from user fees. NRC's perspective has evolved from just regulation toward being more of an enabler of nuclear energy without promoting it. Currently there are 104 nuclear power plants in the US

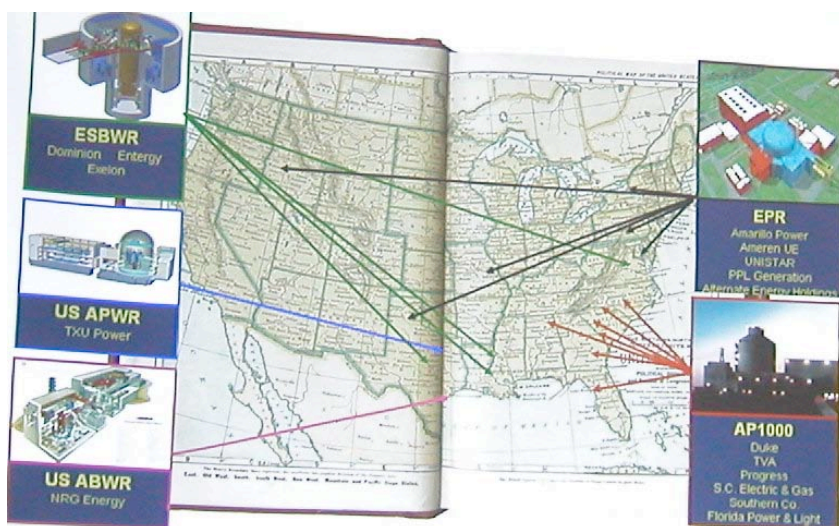


providing 20% of the total electrical power needs at an efficiency of 90%.

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Worldwide there are 435 plants furnishing 16% of the world's electrical energy. 80% of the electricity in France is generated by nuclear plants, 34% in the European Union. There are currently 34 new nuclear reactors being proposed at 23 US sites taking an average of eleven years to complete. Standardization of nuclear reactors has



helped to improve the timeline required for the approval process, and there are currently five standard plant designs with zero-emission technology. Referring to the accompanying map, most of the new nuclear plants are in the eastern part of the US due to the high cost



of building plants in earthquake prone zones. David was accompanied by his wife **Heather Greenstone, PhD**, who works at the National Institutes of Health.

Noel Howard thanked ten Rotarians plus six family members, the

largest turnout to date, who assisted in the Sophia House dinner on August 12. Once again the Potomac-Bethesda Rotary Club earned the best food award as judged by the homeless women served. Thanks so much to **President Todd Nitkin, Noel Howard, Don Hiruo, Tom Leuchtenberg, Jerry Gross, Bernard Henry, Scott Janco, Phil Meade, Steve Naron, Don Smith and Dick Gordon** who was unable to come but donated apple cider.



We welcomed guests **Kathy and Evan Tassis** who have frequently volunteered with us at the Manna Food Center. Kathy's business, Advance Future Technology, is growing with a staff of four persons. She finds the evenings challenging with her children's activities, but may join the Potomac Rotary Club for lunch.

Jason Hamel is assisting Big City Mountaineers in taking inner-city children out to the woods in a program similar to Outward Bound. The happy dollars collected on August 21 are slated to assist this program. In two weeks Jason is headed out to climb Mount Rainier.



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Steve Naron will be hosting a district-wide meeting at the Rockville Library on Wednesday, August 20, at 7pm to explore the use of Toastmaster Public Speaking Programs to assist various Rotary programs. All are welcome to attend.

August 20 – 7pm – Rockville Library
“How Can Rotary Programs Best Work With Toastmasters Public Speaking Programs?”
21 Maryland Ave., Rockville (2nd floor conf. Rm.)
Information: pb-rotary.org/Toastmasters1.html
Contact: steven.naron@jhu.edu



Mark Dreibelbis is the Founder and President of the Famine Relief Foundation. He has been doing missionary work in the country of Haiti for the last four years. Currently Mark has opened an orphanage, church and

feeding center called Mission Ranch in the slum of Citi Soleil. Citi Soleil is considered the most impoverished area in Haiti with devastating famine and inhumane living conditions. Mark's hat was passed so



Rotarians could contribute to the Famine Relief Foundation.

Face to Facebook

by Sophia Dembling *The Rotarian*

Pablo Fernando Sanchez cheerfully admits to being a “geek” – and he says so in true computer geek fashion, via instant messaging. Sanchez, general manager at a consulting firm in Bucaramanga, Colombia, is perfectly at ease in the virtual world – he even met his wife, Cristina Cortes Otero, online.

And as head of the public relations committee of the Rotary Club of Bucaramanga Nuevo Milenio, where his wife is also a member, Sanchez not only developed a Web site for his club, he also created a Rotary International group on the social networking site Facebook that, so far, has more than 1,000 members – or “fans,” as they’re called – from around the world.

Sites such as Facebook and MySpace may have started out as a teen fad, but adults have realized their value as a way to keep in touch with far-flung friends – and to make new ones. The fastest-growing group among Facebook’s more than 70 million users worldwide, in fact, is made up of those age 25 and older. Another networking site, LinkedIn, was launched specifically as a professional networking site.

These sites allow users to create a network of friends and associates and easily communicate with them one-on-one or en masse. On his page, Sanchez blogs, posts relevant Spanish-language news articles, and provides a central place on the Web where Rotarians from around the world can meet.

Sanchez’s is just one of many Rotary Facebook groups. Search “Rotary” on Facebook, and you’ll find groups of Rotarians

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from Taiwan to Belgium, Mexico to Denmark, as well as groups centered around Rotary Youth Exchange opportunities, Interact activities, leadership conferences, and more.

"Facebook is a social network in virtual space," Sanchez explains. "I think you can do everything you do in off-line social networks. We get in touch, we share experiences, we know each other just a little more each day. I think we could start a project with our clubs from these contacts."

The various online networks offer different advantages. Sanchez likes Facebook because it's easy to use and allows privacy controls. "You can configure what to show, and to whom," he says.

MySpace, meanwhile, caters to bands and musicians wanting to develop a fan base and, generally speaking, tends to be popular with teenagers. LinkedIn is geared toward professionals in all fields who want to share expertise and contacts.

Julien Recoussine, a sales and marketing consultant and president of the Rotary Club of Seattle Skyline, Wash., USA, hangs his virtual hat at LinkedIn.

"I was looking for a place to professionally network," Recoussine says. "LinkedIn is completely professionally oriented. I use it to find customers or potential customers."

LinkedIn users create a web of connections. If a user wants to reach someone who is not part of their network, it will show them the path of connections between them and that person (going by the six degrees of separation model) so that they can arrange an online introduction.

Recoussine has also used the network for his Rotary club's vocational mentoring program. "I can find someone in that career and ask if they do mentoring," he says.

And if his club is launching a project that requires particular expertise not represented among club members, he can search LinkedIn for advice or help - sometimes typing "Rotary" into the search field and finding fellow Rotarians. "Rotary allows me to find contact points among companies and gives me a certain degree of credibility."

Another LinkedIn feature allows users to ask questions of everyone who belongs to the site, and to answer other people's questions. "They have a system that ranks your answers," Recoussine explains. "When you get ranked with enough 'best' answers, LinkedIn starts to give you credibility. It pegs you as an expert on the subject. That's very valuable to me as an independent business owner."

Online networking is growing fast, but not everyone has signed on yet. Jasive Cabello Hernandez, a Rotaractor in Monterrey, Mexico, has told her Rotarian father about the Rotary groups on Facebook, but he still does his networking the old-fashioned way: "by phone," she says. Still, she hopes he'll check it out eventually. "Not all Facebook members are young people, like many people think," she says.

*Please send news articles and photos
to BobNelson20854@yahoo.com
for inclusion in the newsletter*

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UN Secretary-General To Attend 2008 Rotary-UN Day

Rotary International News - 15 August

Rotary members and their guests are invited to attend a landmark Rotary Day at the United Nations on 8 November in New York City, USA. UN Secretary-General Ban Ki-moon is slated to give a special presentation at the annual event.

The meeting, scheduled from 9:30 a.m. to 4:30 p.m. at UN Headquarters, will include presentations and panel discussions addressing key humanitarian issues such as water, health, literacy, and hunger. Registration forms are due 24 October.

In addition to Secretary-General Ban, other key presenters will include UN senior officials, representatives from key non-governmental organizations (NGOs) and Rotary International leaders. The day-long event is sponsored each year by the RI Representatives to the United Nations in New York.

For the fifth consecutive year, there will be a separate youth program for students of high-school age.

For additional information, contact Brad Jenkins, RI Representative to the United Nations in New York, at: bradjenkins@att.net or 1 908-766-4790.

Resources For Achieving Membership Goals

Rotary International News - 14 August 2008

From golf outings and social events to a continued emphasis on retention, Rotary clubs around the world are finding creative ways to

respond to President Dong Kurn Lee's challenge to increase membership.

August is Membership and Extension month, a time to focus on the heart of Rotary and what makes it great – more than 1.2 million members in nearly 33,000 clubs worldwide.

As RI president, Lee has challenged Rotary districts and clubs this year to a net membership increase of 10 percent and to add two new clubs in each district. New clubs are a means of reaching demographic groups that cannot get involved in current club meetings.

"If we do not bring in younger members, we will miss out on a great deal of energy and expertise," Lee said during a visit to the Rotary Club of Chicago in early July. "And we will not be providing a new generation of members to become club presidents, district governors, and senior RI leaders in the years to come."

In seeking to recruit new members, clubs should look to new enterprises, professions and occupations, such as web developers or technicians, that may have been previously overlooked, Lee urged.

Two clubs in Korea have been experiencing great success in membership growth. The Rotary Club of Gwangju-Ibseog in Gwangju, Korea, nearly doubled its membership in the 2007-08 year, and the Rotary Club of Iri Dong in Jeonrabug grew from 112 to 152 members last year.

If you would like help or ideas on reaching your club's membership goals, consider one of Rotary International's many membership resources listed on the next page.

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Rotary International Membership Resources

- **Membership Development Resource Guide**

This booklet outlines steps to help clubs develop a membership development action plan for recruiting and retaining members. (Newly revised)

- **Resources for club committees** Includes information for the club membership committee, which performs a crucial function, developing and implementing an action plan for recruiting, retaining, and educating club members.

- **Resources for club officers** helps officers understand their roles and responsibilities in order to help clubs achieve their goals.

- **New Member Orientation** A how to guide for clubs geared toward Rotarians responsible for creating or updating their club's new member information programs. (Newly revised)

- **New Membership Video Set** A new resource set featuring two DVDs, one for new members and one for prospective members.

- **The Membership Minute** a monthly subscription-based e-mail newsletter that provides membership development ideas, resources, and tools.

- **Welcome to Rotary** a short video that provides new members with information on getting active and involved in their clubs.

- **Rotary postcards and wallet cards** Postcards and wallet cards that feature an invitation to attend a Rotary club meeting that can be sent to prospective members

- **New Member Information Kit** that provides new members with essential information on

Rotary International and The Rotary Foundation. (Newly updated)

- **Prospective Member Information** A valuable kit that can be distributed to club visitors, providing basic information on Rotary, The Rotary Foundation, and the responsibilities of club membership.

Humor From Jerry Gross: Investment Tips For 2008

For all of you with any money left, be aware of the next expected mergers so that you can get in on the ground floor and make some BIG bucks. Watch for these consolidations in 2008.

1. Hale Business Systems, Mary Kay Cosmetics, Fuller Brush, and W. R. Grace Co. Will merge and become: Hale, Mary, Fuller, Grace.

2. PolyGram Records, Warner Bros., and Zesta Crackers join forces and become: Poly, Warner Cracker.

3. 3M will merge with Goodyear and become: MMMGood.

4. Zippo Manufacturing, Audi Motors, Dofasco, and Dakota Mining will merge and become: ZipAudiDoDa .

5. FedEx is expected to join its competitor, UPS, and become: FedUP.

6. Fairchild Electronics and Honeywell Computers will become: Fairwell Honeychild.

7. Grey Poupon and Docker Pants are expected to become: PouponPants.

8. Knotts Berry Farm and the National Organization of Women will become: Knott NOW!