

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

October 23 – 6:30pm Meeting–Hunters Inn

Kanae Tsutsumi, Rotary Ambassadorial Scholar



Kanae Tsutsumi is a recipient of a multi-year Rotary Ambassadorial Scholarship. She holds a degree in Law from the Niigata University in Aichi, Japan, and is now studying Tourism Administration at the George Washington University.

(See Kanae's report beginning on page 2)

October 25 – 8am Rotary Leadership Institute
Marriott Courtyard, Frederick

October 27 – 2pm - Dictionary Project at
Potomac Elementary School

October 30 - 6:30pm Meeting–Hunters Inn
Steve Naron on Biking the Entire C&O Canal

November 6 – 12:30pm - Dictionary Project
at Seven Locks Elementary School

November 6 – 6:30pm Meeting–Hunters Inn

November 11 – 7pm Manna Food Center

November 13 – 6:30pm Meeting–Hunters Inn
Zoltan Feher, JD, Chief Creative Officer, Press and
Media Attaché, Embassy of Hungary

November 14 – 2pm - Dictionary Project at
Bells Mill Elementary School

November 15 – Hunger Summit at BWI Ramada

November 20 – 6:30pm Meeting–Hunters Inn

November 21 – 2pm - Dictionary Project at
Poolesville Elementary School

November 27 – No meeting.

October 16 Meeting Report



Olor Marvis' story of his life and how he is giving back to others in need touched so many hearts at the Rotary Meeting on October 16. Olor won a lottery in Nigeria to be able to come to the United States, but never forgot the needy confined to their homes back in his home country. New wheelchairs cost

\$160 but through Olor's employment at Manor

Care Potomac Nursing Home, he found that discarded wheelchairs could be a blessing to the handicapped in Nigeria. Without mobility, there is no access to opportunity. On a trip back to Nigeria he was able to take along a couple wheelchairs and as the adjoining photo shows, a woman who he had compassion for received her wheelchair. The presentation sparked interest of several Rotarians who suggested various sources for used wheelchairs so that Olor will have about 20 more wheelchairs to distribute.



Olor really knows how to help people and he'll receive a blessing of his own when he and his wife have twin children born in a few months. Thanks so much to **Don Hiruo** for arranging this very moving talk.



Alan Grant thanked those Rotarians who have been helping on the Dictionary distribution days, and reminded everyone of upcoming events (see the Rotary Club calendar). **Alan Cookson** thanked the Rotarians for paying their quarterly dues and asked those who have not paid as yet to do so expeditiously. **Nabil Bedewi** reported on the Microfinance project and helping the students contact persons needing funding through the DC Central Mission. Nabil is teaching a Project Management course at Georgetown University and is having his students develop project plans for possible microfinance projects in four countries. **Phil Meade** conducted a survey and the results will be announced this week. \$88 happy dollars were given for PolioPlus and the club foundation.

www.pb-rotary.org www.rotary7620.org www.rotary.org

October 23, 2008 - Page 1

Potomac-Bethesda Rotary Club News

Report from Rotary Ambassadorial Scholar Kanae Tsutsumi

1. Provide information about your study program, including your adaptation and progress with your studies.

The program I am currently studying is Master of Tourism Administration (MTA) at The George Washington University (GWU). GWU is known as the first university which offered a master's degree in tourism study, and it has more than thirty years of history. The program offers three concentrations – Event and Meeting Management, Sport Management and Sustainable Destination Management, and an individualized concentration focusing on several areas, such as international hotel management. My concentration is Sustainable Destination Management.

After graduation from college, I worked for travel agencies for seven years and visited various tourism destinations. Ever since, I realized that I was most drawn to the theme, “simultaneous pursuit of economic development and conservation of nature, cultural and historical heritage, and local residents’ lives”. Although there are some universities offering graduate programs in tourism, the primary reason why I chose this university is that I can study Sustainable Destination Management.

Last summer, I participated in the International Consulting Practicum. This is an annual program of our department, and in the past, students visited Bulgaria, Montenegro, Turkey, Honduras, Panama and so on. This year, we traveled to Lake Atitlan, Guatemala, for a real-life consulting assignment. This program consists of 2 parts:

- 1) 3 week in-class preparatory lectures; and
- 2) 2 week intensive field studies in partnerships with Guatemalan students from Universidad del Valle de Guatemala.

Our mission was to develop marketing and communication strategy, action plans and benchmarking analysis for the local tourism commission and INGUAT (national tourism commission of Guatemala). We were divided into 3 groups according to the area in charge, and I belonged to the community-based tourism (CBT) group. One of our team's objectives was changing INGUAT's and local

stakeholders' recognition of CBT, which had been understood as a specific type of tourism product, such as home stay. We appealed that CBT is not a product but a process of developing and managing tourism that engages and benefits local community in the presentation in front of them as well as the toolkit specially designed for the local stakeholders. I believe that our deliverable will deepen their understanding of what is and how to implement CBT. Moreover, we suggested that the destination develop S.A.V.E. (Scientific, Academic, Volunteer and Educational) tourism as a new market segment in addition to existing natural, adventure and cultural/religious/historical tourism. Having considerable potential as a S.A.V.E. destination, it is hoped that the Lake Atitlan will give in-depth consideration to go ahead with the suggested S.A.V.E. action plan.

We absolutely can learn much about tourism from attending lectures in the classroom and from reading books and journal articles. However, in the multidisciplinary and multifaceted nature of tourism, it was a valuable experience to go into the field and to experience directly how tourism works in the destination and what impacts it has on the local communities. Otherwise, we would have seen only the theoretical side of the phenomenon and our research would have been nothing more than words on paper. As a matter of fact, I used to attach importance to going into the fields as a tour conductor and to face communication with customers and stakeholders when I worked as a travel agent in Japan.

I got to the destination before other team members did, and studied at a local Spanish school and stayed with a local family. It allowed me to get insight of various matters, such as local villagers' lifestyle, atmosphere of villages, tourists' behavior and problems in the destination.

2. Describe what steps you and your sponsor Rotarians took to prepare for your experience abroad. How did this preparation help you to meet the challenges of living and studying in your host country?

Mr. Takagi, a member of Handa Rotary Club, took on the responsibility to be my counselor, and attended all the meetings and events before my departure. In addition, he kindly prepared presents to my host

Potomac-Bethesda Rotary Club News

Rotary Club. I appreciate all his help. When I returned temporarily to Japan in May, the Club kindly gave me an opportunity to deliver a speech in which I reported how things are going with me in Washington, DC and spoke of my aspirations for the second half of the scholarship years in front of the members. In addition, as I had almost run out of banners of Handa RC during my first year, Ms. Matsumoto, a secretary, prepared more than enough banners for me. I would like to take this opportunity to thank all the members of Handa RC.

3. How have you been involved in Rotary since you arrived in your host country? Please describe the ambassadorial activities in which you have participated.

I made presentations at nine RCs during my first year, and five clubs this year so far. Although my mind used to be too much occupied with my presentation at the first few meetings, I now have room to enjoy a presentation and conversation with Rotarians. I look forward to meeting a wide variety of members every time. I also enjoyed opportunities to speak at the International Night sponsored by Potomac-Bethesda RC in March, the District Conference in May and the LINK Seminar (an orientation seminar for new incoming scholars) in September. While it was not compulsory for second-year scholars to attend the LINK Seminar, I decided to participate in it because I hoped sharing my experience would be of help to new scholars. What I have learnt through my speeches is the importance of demonstrating how my field of study is related to the mission of RC (in other words, how I am qualified as an ambassadorial scholar) and networking for the future.

In addition to presentations, I was fortunate to be invited to Rotarians' houses for Christmas dinner and Easter lunch and enjoyed American-style parties with their families and friends. Usually, international students do not have a chance to experience real American family events. I believe that I would not have had these opportunities if I was not an ambassadorial scholar.

4. What are your first impressions of your host country and the people in your community? Please describe

culturally significant locations you have visited and opportunities you have had to share your culture.

Last summer, I interned with National Tour Association (NTA), a trade organization composed of approximately 680 tour operators dealing with packaged travel within North America, from North America to all over the world and vice versa. Although the NTA has about a dozen national tourism organizations (NTOs) as its members at this point, with the rapid growth of globalization of the travel industry, the NTA is currently working on recruiting new NTO members to promote its internationalization. In order to assist the NTA's endeavor, I was primarily responsible for creating a database of all the NTOs as well as embassies (many countries do not have NTOs in North America but their embassies often play a part of tourism promotion instead) in North America so that the membership development section can contact key persons of the NTOs and the embassies. What I strongly felt throughout the internship was that it was important in the American business society to always acknowledge subordinates' achievement and hard work in order to generate their motivation. My supervisor often gave me kind and encouraging words, such as "you did a great job." or "he appreciates your work.", and it certainly motivated me. I have learned that it was imperative for managerial people to motivate employees and bring out their best performances.

Although I am not sure whether it is advantage or disadvantage of the American business style, there is an atmosphere that employees can easily say no to their supervisors. In my home country, Japan, there is the feeling that employees must obey their supervisor's order. If he or she instructs you to get a certain work finished by a certain deadline, it has to be done at all costs. On the other hand, in the United States, if their supervisor's order seems impossible, employees usually ask him either to extend the time limit or to increase the personnel. This is probably due to the difference of right consciousness as well as feeling of hierarchy. This experience would help me get along with people from a variety of backgrounds in the multicultural working environment.

Potomac-Bethesda Rotary Club News

Sophia House Update from Noel Howard

Dear Folks,

No gimmick, here. Just wanted to circulate a pre-meeting 'heads up' with regard to Sophia House. After much effort, I was just able to re-establish contact there. Here are their open dates between now & the end of the year: Tuesday, Nov. 25/Thanksgiving week; and Dec. 10-12 (Wed-Friday)

Please give some thought to this. Past experience suggests that practicalities favor either Tuesday, November 25th or Wednesday, December 10th.

Look forward to seeing you all tomorrow nite @ Hunter's Inn.

Am also working on a surprise 'Pillow Party' for the ladies.

Thanks for your consideration & take care.

Very respectfully,

Noel

Canadian Plants Rotary Flag On Everest

by David Mills The Rotarian – November 2008



Sitting on top of the world, Dan Mallory shows off a banner signed by members of his club.

Dan Mallory's love affair with mountains, which began 22 years ago with a climb up Pico Bolívar, Venezuela's highest peak, led him to the top of Mt. Everest on 25 May. His sons, Adam and Alan, were with him; his daughter, Laura, summited the next day.

In 2001, the member of the Rotary Club of Barrie, Ont., Canada, decided to challenge himself by climbing the seven summits, the highest mountains on each of the seven continents. As an added twist, he planned to do each with at least one member of his family.

After summiting Mt. Aconcagua in Argentina with Adam, Mt. McKinley (Denali) in Alaska with Alan, Mt.

Kosciuszko in Australia with his wife, Barbara, Mt. Elbrus in Russia with Laura, and Mt. Kilimanjaro in Tanzania with Barbara and Laura, Mallory decided it was time to tackle Everest.

Mallory, 57, along with Adam, 25, and Alan, 23, reached the summit first, completing the climb with their Sherpa guides on the morning of 25 May. Laura, 20, was held up by acute mountain sickness but reached the top the next day. Barbara started the climb but had to drop out after tearing her Achilles tendon.

The summit is a small space, a rectangle measuring about 6 1/2 by 23 feet, with sharp drop-offs on three sides and a steep area leading from the Hillary Step, an abrupt spur of rock and ice. A Buddha statue sits at the top, draped in prayer flags and other mementos from climbers – now including a banner from the Rotary Club of Barrie.

The Mallorys' climb is the first time a family of five has attempted to summit together. Laura is now the youngest Canadian and youngest woman, and Alan the second-youngest Canadian man, to reach the top of Everest.

What's next for this adventurous family? "There's still one more," says Mallory, referring to Vinson Massif in Antarctica. He hopes to complete his quest in 2010. But for now, he has returned to his insurance business in Barrie with a wealth of stories to be told. "You don't ever want to get to a point in life where you look back and say I wish I had, but now it is too late."

Taking The Sting Out Of Malaria

by Diana Schoberg The Rotarian – November 2008

A child dies of malaria every 30 seconds, according to the World Health Organization. In Africa, one in every five childhood deaths is due to the disease.

Statistics such as these motivate the Rotarians who are working on malaria control. They have banded together to form Rotarians Eliminating Malaria – A Rotarian Action Group, which was recognized by the RI Board in 2005.

The group has about 150 members, though many more Rotarians are working on projects in the field of malaria. About US\$3 million in grants has been awarded by The Rotary Foundation toward malaria projects over the past decade.

www.pb-rotary.org www.rotary7620.org www.rotary.org

October 23, 2008 - Page 4

Potomac-Bethesda Rotary Club News

The malaria action group functions as an umbrella association, building a network to keep tabs on Rotary projects in all corners of the world. The group has contacts in countries with malaria projects, and it acts as a resource to prevent duplication of efforts, promote best practices, and connect interested parties.

"It doesn't matter where you're working, [the group] is trying to follow what's going on around the world," says Brian Stoyel, past president of Rotary International in Great Britain and Ireland and chair of the action group.

[Right] A child under a mosquito net in an orphanage in Kampala, Uganda. Malaria is a leading cause of child mortality.



For example, the group was recently contacted by a Rotary club in Canada that wanted to conduct a malaria project in Liberia. The action group referred the club to Canadian Rotarians Against Malaria, an organization that carries out malaria projects.

"The Rotarian Action Group on malaria has been instrumental in helping various groups connect the dots," says Drake Zimmerman, vice chair of the group and a member of the Rotary Club of Normal, Ill., USA.

In addition to monitoring malaria work within Rotary, the action group works with outside organizations to help foster understanding of the big picture in malaria control. Zimmerman, for example, represents the action group in the Alliance for Malaria Prevention, a consortium of more than 20 organizations working on malaria control.

Thanks so much for sharing your photos and news! You are invited to submit articles and photos to BobNelson20854@yahoo.com.

Computer Supplies Pour In

By Ryan Hyland Rotary International News – 16 October 2008



Students from northern Tarn, France, are benefiting from computer equipment donated by the Rotary Club of Carmaux. Photo courtesy of André Marty

Collecting donated computer equipment for budget-strapped middle schools in and around northern Tarn, France, has become a central cause for the forward-looking Rotary Club of Carmaux, which is providing students with the tools needed to keep pace with fast-moving technology.

For years, club member Jacky Cathala, with the support of District 1700 (Andorra; France), sent donated computer supplies to underequipped Romanian schools that taught French. After media reports on the success of Cathala's efforts, requests for equipment began to pour in from school authorities in northern Tarn. So the club launched the Better Computer Learning Conditions in Schools vocational project.

"After visiting a few schools, mostly in rural areas, I realized [their] computer technology was almost obsolete," Cathala says. Seeing underprivileged schoolchildren at such a disadvantage motivated his club to help level the playing field.

Now Cathala and fellow club members spend hours networking with French organizations that are willing to donate old computer equipment. Rotarians also coordinate with information technology specialists to ensure the systems are working and up-to-date. Since its launch in December 2006, the project has delivered more than 180 computers and 24 printers to 40 schools.

Potomac-Bethesda Rotary Club News

André Marty, 2007-08 governor of District 1700, says other clubs could easily reproduce the effort, which could enhance Rotary's image. "Operations of this type allow clubs to get involved for the first time in underprivileged populations, where Rotary may not be known," he explains.

Contributing to the project's success are its dramatic, tangible results. "Computers are now a vital educational tool. The acquisition of this new skill will be essential once the students graduate," says Bruno Delvallée, primary school inspector for the French Ministry of Education. "Because of Rotary, students now have the opportunity to excel in school."

Serving meals in Galveston, Texas, USA

Arnold R. Grahl RI News – 22 October 2008



Capps hands out a meal from a Salvation Army mobile canteen in Galveston, Texas, USA. Photo courtesy John Capps

When a fire claimed the life of John Capps' mother and destroyed his home 50 years ago, a sergeant in the Salvation Army was the first person to offer comfort, bringing clean clothes and spending money. All these years later, Capps, a longtime member of the Rotary Club of Morehead City-Noon, North Carolina, USA, is eager to give back. He and his wife, chair of the local advisory board of the Salvation Army, are part of a team of volunteers

from all over the country serving meals from mobile canteens to residents of Galveston, Texas, which was ravaged by Hurricane Ike in mid-September.

"We are here for the same reason we are in Rotary: to serve other people," says Capps, a past district governor. "This was a great opportunity to Make Dreams Real."

John and his wife, Jane, have met more than a dozen other Rotarians among the Salvation Army disaster response teams. Capps has been wearing his "Rotary at Work" shirt, making him easy for other Rotarians to spot.

One of those is Ginger Virkler, a member of the Rotary Club of Greater Flint Sunrise, Michigan.

When she arrived on 5 October, "the area was devastated," Virkler says. "I talked to a lady yesterday from Michigan whose entire 250-unit apartment building is condemned."

Virkler, who has served on disaster teams in Flint, adds that helping on the national response effort has been "rewarding" and "something I've always wanted to do."

During their two-week stint, the volunteers stay in a makeshift camp on the outskirts of Galveston's airport that is part of a larger complex housing all emergency response personnel. The volunteers sleep in bunk beds in dormitories fashioned from shipping crates, 24 volunteers to a crate, Capps says.

The Salvation Army teams' primary focus of late has been to provide two hot meals a day, lunch and dinner, at 30 locations in the Galveston area. Other teams have set up in store parking lots or delivered mops and cleaning kits door-to-door.

Capps says Galveston residents are returning and starting the hard work of cleaning up. Contractors have set up a six-block-long dump for debris, with separate areas for electronic appliances, hazardous materials, and other waste.

Power had just returned to the airport shortly after the volunteers arrived, and a few areas of town are still without electricity.

"A major thing the Salvation Army is doing is providing spiritual care," Capps says. "We're giving people a hug, hearing their stories, and letting them know people care. That's as important as the food."