

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

March 5 – 6:30pm Meeting–Hunters Inn

Navy Pilot Trevor Estes



Lieutenant Commander Trevor Estes was raised in Poland Spring, ME. He graduated from the US Naval Academy in 1995 and entered flight school in Pensacola, FL in 1996. Upon "Winging" in 1998 from Kingsville, TX he moved to Whidbey island, WA where he was trained to fly the EA-6B

Prowler. He has served with the Zappers of VAQ 130, The Vikings of VAQ 129, CVW 2 as Landing Signal Officer, and the Ravens of VAQ 135. He has flown combat missions in support of Operation Southern Watch, Operation Iraqi Freedom and Operation Enduring Freedom in Afghanistan. He has amassed 650 arrested landings and almost 2000 hours in Prowlers, Super Hornets and a myriad of training aircraft. He is currently assigned to the Pentagon, working for the CJCS in the J6 division. He is married to the former Marie-Christine Kasparian of Rockville and has four children: Hunter, Isabella-Marie, Jordan and Delaney.

March 10 – 7pm Manna Food Center

March 12 – 6:30pm Meeting–Hunters Inn

March 14 – 8am Literacy Mini-Summit - Rockville

March 19 – 6:30pm Meeting–Hunters Inn

Haitian Ambassador Raymond Joseph

March 25 – 11:30am - Rotary Day at Gallaudet Univ.

March 26 – 6:30pm Meeting–Hunters Inn

March 27-28 – RI President's Conference - Greenbelt

March 30 – Rotary Foundation Dinner – Greenbelt

April 14 – 7pm Manna Food Center

April 18 – 8am District Assembly - Holiday Inn - Laurel

April 25 – International Night at the Austrian Embassy



February 26

Meeting Report

President Todd Nitkin introduced visiting Rotarian Geri Hansen from the Rotary e-Club One. Geri described how easy it is to do a Rotary "make-up" online.

President Elect Noel Howard announced that the Ambassador from Haiti will be the special guest speaker at the club meeting on March 19. He suggested April 8 for the next feed-the-homeless night at Sophia House, but several Rotarians were concerned that there was a conflict



with the first evening of Passover. Art Blitz coordinated with the Jewish Foundation for Group Homes and plans



a home renovation project off Layhill Road in Silver Spring, in the April-May time frame. Alan Grant was impressed with the programs of Community Ministries of Rockville and suggested the club might do some partnering. Phil Meade introduced guest speaker and MetroBethesda Rotarian Guido

Adelfio and his wife Mary Anne.

Guido said that the travel industry has changed a lot in the past 30 years. When he started with his father in the Bethesda Travel Center, one could be a generalist. Now they focus on travel to Italy (he was born in Sicily) and Europe. Since vacationers allocate time and resources for a vacation, their time needs to be well spent. Italy has a variety of natural features and Guido pointed out tourist destinations such as Rome, Florence, Tuscany,



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Bay of Naples, Isle of Capri, Turin and the Riviera on a large map of Europe. With the advent of the internet, formerly travel company proprietary information has become readily accessible to the general public and people are attracted to value since the economy has changed. A large change in the cruise industry is that frequently the destination is not as important as the amenities of the ship. Adventure travel has become popular with destinations such as the Antarctic and Costa Rica. In these days Guido is a consultant who charges a fee based on the totality of the vacation package. Vacations for two can range from \$13K to \$30K depending on the quality of the accommodations. With airfares coming down and the euro declining from \$1.60 to \$1.28, travel is becoming more attractive. October to March is off-season in Italy. Art Blitz recalled how very satisfied he



and his wife Mini were with their honeymoon arranged by Guido's father 34 years ago. Thanks so much Guido for an excellent talk!

Literacy Is the Key to Success

Dear family of Rotary,

Knowing how to read and write can transform a person's life. These basic skills, which so many of us take for granted, can mean a job, an income, and hope for a better future for those who are struggling to break the cycle of poverty. That's why Rotary has

focused on promoting literacy for more than two decades, and why The Rotary Foundation has provided millions of dollars to support literacy projects.

March is Literacy Month on the Rotary calendar, a time to consider what your club could be doing to boost literacy rates in your community and in communities around the globe. In parts of our world, less than 30 percent of the population can read and write. Many of those people are women and girls who have few opportunities for education and who then cannot teach their own children to read. Even in wealthy countries, you'll find substandard schools that are failing to adequately teach basic skills and far too many adults who cannot read or write well enough to function effectively in society.



Our Foundation's Humanitarian Grants Program is at work throughout the world helping many disparate groups gain life-changing literacy skills. Foundation grants are providing books, school supplies, computers, and other educational equipment. With Foundation support, clubs are adopting failing schools and helping them to thrive and developing programs using the concentrated language encounter method that has proven so effective in Thailand and many other countries.

Literacy opens doors to employment and economic security. Let's use our Foundation resources to provide that essential key.

Jonathan Majiyagbe
Rotary Foundation Trustee Chair

Presidential Membership Conference

Rotary District 7620 Newsletter February 2009

It is not news that the future of Rotary depends upon increasing and retaining members. The district has a unique opportunity to participate in a conference to provide ideas and support for membership growth. RI President D. K. Lee will be holding a membership conference in District 7620 at the Greenbelt Marriott on March 27-28, 2009. Every club in the District should have members in attendance at this event, and

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especially Presidents and Membership Chairs. District 7620 is lagging behind in membership growth. What does this mean? The world's and our community's needs for service is growing. If our membership growth is not keeping pace with this need, we will be unable to provide the service that we have traditionally delivered. Diversity is one key to membership growth. Clubs need to reach out to people who are different from the members currently in the club. This will help you become a stronger club. If one travels throughout the district visiting clubs, one will still notice an unbalanced membership that does not reflect current American society. Also, we are not bringing in those individuals whom we have supported financially, our Rotary alumni. When our Group Study Exchange (GSE) Team returns from Greece invite them to speak at your club and extend an invitation to membership. These are outstanding professionals in their fields and will make outstanding Rotarians.

The Registration Form for the Presidential Membership Conference may be downloaded from the District website at www.Rotary7620.org.

Membership Leaders Discuss Economic Crisis

By Jennifer Lee Atkin RI News – 2 March 2009

José Ubiracy Silva, a Regional Rotary International Membership Coordinator from Brazil, shares his thoughts during an open discussion at the recent RRIMC Training Seminar. Photo by Jamie Berg

Regional Rotary International membership coordinators (RRIMCs) discussed how to respond to the worldwide economic crisis when they met in Chicago for an annual training event in February.

The RRIMCs, who work with districts and clubs to improve member recruitment and retention, also focused on ways to achieve diversity and increase retention rates.

Judi Beard-Strubing, an RRIMC from Zone 23 in the USA and a retired Wall Street financial adviser, noted

that some Rotarians are resigning from their clubs as a result of job loss or economic difficulties.

During a discussion led by Beard-Strubing and John Gomes, a member of the RI Membership Development and Retention Committee and a former RRIMC from South Africa, participants suggested that Rotary clubs help struggling members pay their dues by establishing support programs, or even dipping into district funds to offset some of the cost. Other ideas included:

- * Allowing club members to attend meetings without having to pay for a full meal;
- * Finding a less expensive venue for club meetings;
- * Surveying club members about why they value Rotary, and contacting members who have stopped attending meetings to find out why;
- * Offering a job networking service to unemployed club members, such as through a club or district web site.

RRIMC James Ives from Michigan cautioned that steps should not be seen as lowering the value of Rotary.

"In tough times, the last thing you let go of is the thing you value the most," he noted. "We don't want Rotary to feel cheap."

Diversity

RI President-elect John Kenny has set a membership goal of a net increase of one new member per club and one new club per district during the 2009-10 Rotary year.

Kenny's membership goals also include encouraging more qualified women, young professionals, and Rotary Foundation and RI program alumni to become Rotarians so that each Rotary club reflects the demographics of the business community that surrounds it.

Don Garner, a former Ambassadorial Scholar and past president of the Rotary Club of Chicago, USA, noted during a panel discussion that too often, an invitation to join is not extended to former Ambassadorial Scholars, Rotary World Peace Fellows, Group Study Exchange participants, Rotaractors, Interactors, or Youth Exchangers.

People just starting their careers need the networking opportunities Rotary offers, Garner said. His club



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welcomed 64 new members, including many program alumni, during his year as president.

"I did not anticipate becoming a Rotarian," he said, "but I can attest to the willingness of many Rotary alumni to join Rotary."

Retention

Kenny has also asked for an 80 percent member retention rate in 2009-10.

During a breakout discussion, one group of RRIMCs agreed that new club members need to be invited to serve on committees or service projects to feel welcome and included. Some suggested that it may be best in some cases to guide potential members to form a new club. They pointed out that if two 30-something professionals felt awkward in a club whose members were all over age 55, they might be open to starting a new club with 10 of their friends or business acquaintances. The original club can sponsor the new club, whose members are more likely to feel vested in Rotary.

The RRIMC program was started in 2001. RRIMCs, all past district governors, are appointed by the RI president-elect to a maximum term of three years. Terms are staggered among the RRIMCs and the group represents all Rotary zones.

Cruisin' Rotary Style

Rotary District 7620 Newsletter February 2009



The 2008-09 District Conference is fast approaching on May 9 through May 14. We have over three hundred Rotarians registered thus far for this joint D7260-7620 conference. The program, under the leadership of PDGs Andy Baum (D7620) and PDG Aaron Stein (D7260), is full of informative sessions and relaxing after hours of fun. Hospitality aboard our busses to Bayonne, NJ, will be plentiful. The truly exciting news is that we will have two of Rotary's fifteen International

Directors participating in our conference. D7620's official RI President's Representative will be Director Eric Adamson, Zones 33-34 Director. [Also onboard will be Zones 31-32 Director Michael Colasurdo]. District 7620 will be joining this Zone on July 1st of this year so this is an excellent opportunity to meet your new Zone Director. Bel Air Rotarian Duke Thompson is composing a special Rotary song and promises a great time singing around the piano in one of the lounges. Potomac Rotarian Claude Morissette has chosen one of Bermuda's outstanding golf courses to hold a tournament for those interested in participating. There will also be a putting contest aboard the Explorer of the Seas. Good news abounds. The cruise line has reduced the fares by \$25 for each category because they could remove the fuel surcharge and have extended our registration deadline to March 1st. You still have time to get those registrations in! Go to www.Rotary7620.org and download the registration form now if you have not already done so.

Donate US\$5 To Polio Via Text Message

RI News - 18 February 2009



You now have the opportunity to use your cell phone to make a one-time US\$5 donation toward polio by texting "polio" to 90999. Proceeds will go toward Rotary's US\$200 Million Challenge.

A one-time charge of \$5 will be added to your mobile phone bill. Standard messaging rates and additional fees may apply. All charges are billed by and payable to your mobile service provider. Proceeds benefit The Rotary Foundation and are collected by the Mobile Giving Foundation. For full terms, visit www.mgive.com/a. For now, this service is available only in the United States for most carriers.

*Please send news articles and photos
to Bob.Nelson@NASA.gov
for inclusion in the newsletter*

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Pakistan, Afghanistan Collaborate To End Polio

By Dan Nixon RI News – 27 February 2009

Members of the Rotary Club of Dadu, Sind, Pakistan, walk to boost awareness of polio in their community. Bottom; Dadu club members regularly help vaccinate children during the country's immunization days. They also help ensure that children missed by immunization teams receive the oral polio vaccine. Photos courtesy of Rafique Ahmad Surhio

Health officials from Pakistan and Afghanistan endorsed joint strategies for stopping cross-border transmission of the poliovirus during a 10-11 February meeting in Islamabad, Pakistan.

"We need to consider Pakistan and Afghanistan as one block when it comes to fighting polio," said Dr. Altaf Bosan, head of Pakistan's polio eradication program, during the meeting. "Our issues and challenges are the same, and thus their solutions are similar."

The meeting also included representatives from three of the spearheading partners of the Global Polio Eradication Initiative – the World Health Organization, Rotary International, and UNICEF – and other nongovernmental organizations. Among the participants were national PolioPlus committee chairs Abdul Haiy Khan of Pakistan and Dr. Ajmal Pardis of Afghanistan.

An important outcome of the meeting was an agreement to improve the condition and visibility of

vaccination posts at border crossings. Dr. Rasheed Jooma, Pakistan's director-general of health, identified several strategies for achieving that objective, including:

- * Joint appointment of community influencers to overcome security issues
- * Microplanning of immunization efforts and mapping of border areas by the two countries

- * Regular contact between health officials and exchange of technical data

- * Assessing the need for new vaccination posts in border areas.

The agreement comes at a critical time for both countries – and the world – in the battle to eradicate polio. Pakistan's health secretary, Sibtain Fazal Halim, emphasized the importance of engaging key religious leaders and tribal elders to negotiate access to areas with unimmunized children.

"The polio teams continue to strive for opportunities to immunize children whenever there is an ease in the situation," he said. "Protecting the health of our children is a collective responsibility."

Dr. Taufeeq Mashal, Afghanistan's director general of health, echoed those words, saying that security along the border has been a major obstacle to immunization campaigns. He said that health authorities are working to engage all stakeholders, including antigovernment

elements, to reach the maximum number of children.

"The children of the region and the world look toward us for redoubling efforts to root out polio," said Mashal, adding that the two countries could expand their cooperation beyond joint health initiatives.

