

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

April 23 – No meeting

April 25 – 6:30pm to 9:30pm

29<sup>th</sup> Annual International Night Program

Hosted by the Embassy of Austria

3524 International Court NW

Washington, DC 20008 <http://www.austria.org>

Honoring this year's Rotary Ambassadorial Scholars  
and supporting our Orphanage Project in Ethiopia.

April 30– 6:30pm Meeting–Normandie Farm

Debby Siebert and Russell Lacey

Marylanders for Sustainable Power

May 7– 6:30pm Meeting–Normandie Farm

Larry Cheilman

Rotary projects in Africa and Latin America

May 9– 9:00am Fix-Up Project@Jewish Group Home

14005 Breeze Hill Lane, Silver Spring

May 14– 6:30pm Meeting–Normandie Farm

Judy Welles: Legends of Cabin John

May 21– 6:30pm Meeting–Normandie Farm

Amgad Fayad

Information Security: What you should know at home

## April 16 Meeting Report

We welcomed back Steve Naron after four months in Florida and again greeted guests Gary and Lonnie



Thorud. Alan Grant introduced his guest Marc Herbst from Capital Bank. With only one week to go,



several status reports were given on the preparations being made for International Night. Seven Rotary



Ambassadorial Scholars from five different countries will make presentations traveling from as far as New York City. President Todd urged everyone to purchase ten raffle tickets to support the Orphanage in Ethiopia.



Todd has visited the Ethiopian Church several times, has spoken to the congregation, and has received good support. Over 30 people from the church are expected to attend International Night, so we also



need strong participation from Rotarians as well. Several Rotarians added to the discussion to ensure that International Night is a great success. Phil Meade led a fun discussion on memories from childhood (e.g.



building a soap box derby car and making stink bombs), sparking many unusual recollections by Rotarians. The excellent Normandie Farm dinner was topped off with a huge serving of profiteroles.

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## Why Are Effective Clubs Effective? or What Motivates Rotarians?

by Jim Henry, RRIMC Zone 34

Why do effective Rotary clubs have few membership problems? Why could membership in a Rotary club threaten some business, professional, and community leaders? In this article, we will explore some possible answers by examining Maslow's Hierarchy of Human Needs, which clarified motivation as it affected human behavior and makes it easy to understand what motivates people to become, or not to become, Rotarians.

Please examine the tiers of Maslow's hierarchy. Most



people have to satisfy the needs of each tier before they put much effort into attaining the next higher tier. If a tier is not fulfilled, the higher tiers, which do not go away, serve as ever-present motivators. Now let's examine each tier as it applies to effective clubs and Rotarians, potential and existing.

### Physiological needs -

Most existing Rotarians have long ago fulfilled the physiological tier.

**Safety needs** - Most Rotarians have also fulfilled their safety needs, but, to a potential Rotarian, believe it or not, one of their major hesitations is most likely based on this tier - their safety could be threatened.

(WHAT? Membership in Rotary threatens their safety?) They will not say it in this manner, but people generally are very protective about taking time away from their

livelihood and family - their safety net. They have to be satisfied that joining a Rotary club would not put a hole in their safety net. But the desire to fulfill this need could be the reason they join a club! Why? Joining an effective Rotary club could help fulfill their safety needs!

**Social and Esteem Needs** - It is within these tiers that effective clubs excel: Paramount in their activities is assuring that their members' friendship, networking, belonging, achievement, and attention needs are being met, which is primarily advancing the first and second Objects of Rotary. It is also important to note that effective clubs have little difficulty advancing the third and fourth Objects of Rotary. The reason: their member's social and esteem needs are satisfied; therefore they are motivated to seek higher tiers. All the club has to do is create appropriate opportunities, and in Rotary, opportunities abound.

**Self Actualization** - Effective clubs generally produce excellent leaders, and the reason is simple: their members, whose lower tiers are fulfilled, strive for self actualization. It is in satisfying this need that Rotarians, hence Rotary, shines.

**Service above Self** - An Indian poet, Rabindranath Tagore, wrote, "I slept and dreamed that life was happiness. I awoke and saw that life was service. I served and learned that in service, happiness is found." In personal, corporate, and political life this is true, and it is based on humans achieving the higher tiers of Maslow's Hierarchy of Human Needs. Happiness truly is found in service. But, if a person, or a club, concentrates only on the higher tiers of need, they will find themselves, as Rotarian Haresh Ramchandani from Jamaica so eloquently says, "Without a sound base." (For a visual representation, turn Maslow's Hierarchy upside down.) Rotary clubs are not in the service business, they are in the personal satisfaction business. Effective clubs are successful because they continually advance the Object of Rotary by encouraging members to fulfill each of Maslow's tiers while they learn "... that in service, personal satisfaction is found."

- ⇒ Is your club effective in advancing the Object of Rotary?
- ⇒ Is your district assisting its clubs in advancing the Object of Rotary?

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## **Rotaractors Plant 1,000 Trees In Swaziland**

By Jennifer Lee Atkin RI News – 21 April 2009



*Rotaractors from four clubs in Swaziland partnered with the Swaziland Environment Authority and Nedbank Swaziland to plant 1,000 trees at a school in the Ezulwini Valley earlier this year. Swaziland's minister for tourism and environment, Macford Sibandze, attended the project launch. Standing, left to right: Nomcebo Dlamini, Buyani Fakudze, Sibandze, and Sonkhe Nhlabatsi. Seated: Thuli Makhubu. Photo courtesy of Dino Dlamini, 2009-10 Rotaract representative for District 9250*

Four Rotaract clubs in Swaziland recently teamed up to plant 1,000 trees at a school in the Ezulwini Valley in an effort to combat deforestation.

It is one of many projects that Rotaractors and Rotarians take part in throughout the year to help the environment. On 22 April, 500 million people in 175 countries will observe Earth Day, which focuses attention on environmental stewardship.

"As with polio, Rotarians cannot isolate themselves from the disastrous consequences of global climate change," says Henry Kyemba, a member of the Rotary Club of Source of the Nile, Uganda, and the RI representative to the United Nations Environment Programme (UNEP) in Nairobi, Kenya.

"Either we are all safe from its consequences, or we all go down with it," he says.

The Rotaract clubs of Malkerns Valley, Manzini, Mbabane-Mbuluzi, and University College of Swaziland partnered with the Swaziland Environment Authority and Nedbank Swaziland to plant their trees over two Saturdays in February and March.

The effort was part of the larger Billion Tree Campaign launched by UNEP in 2006 to curb deforestation, one tree at a time. According to the organization, tree planting is one of the most cost-effective ways to address global climate change.

Rotaract clubs throughout District 9250 (Botswana; Mozambique; South Africa; Swaziland) are participating in the Billion Tree Campaign through their district's Plant for the Planet project, says Eurídice Vicente, 2008-09 district Rotaract representative and past president of the Rotaract Club of Maputo, Mozambique.

"These days, sustainability must be a way of living and thinking," she says. "Our campaign is not only to plant trees but to teach people how to take care of the trees and allow them to grow."

Vicente said that in her community, trees are cut down for many reasons. "We decided to join the Billion Tree Campaign because we believe that it is good not only for us but for future generations. More people will know about Rotaract, and a mark will be strongly [imprinted on] Swaziland."

In March, UNEP declared that the Billion Tree Campaign had already resulted in three billion new trees being planted. It announced a new target of seven billion by December, when the next UN Climate Change Conference will be held in Copenhagen, Denmark.

UNEP encourages business and community groups to participate in the campaign by registering on its Web site and pledging to plant a specific number of trees.

"Rotarians have a clear responsibility to help combat global climate change," Kyemba says. "Doing nothing is not an option."

*Please send news articles and photos  
to [Bob.Nelson@NASA.gov](mailto:Bob.Nelson@NASA.gov)  
for inclusion in the newsletter*

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## Purple Pinkie Passion Drives End-Polio Fundraisers

By Dan Nixon

Rotary International News – 13 April 2009



*Purple Pinkie promoter Graham Hart (left). At right: Hart after his haircut and shave, performed by District Governor Ken Buck (standing, left). Photos courtesy of District 1240.*

Thousands of students, commuters, and shoppers joined Rotarians in Essex and Hertfordshire, England, to celebrate Purple Pinkie Week, 23 February-1 March. Rotary clubs in District 1240 sponsored a variety of fundraisers at schools, supermarkets, railway stations, and other venues in support of Rotary's US\$200 Million Challenge.

Rotarians and officials launched the event – named after the purple dye painted on a child's little finger to signify immunization against polio – in Chelmsford, Essex, on 23 February, Rotary's 104th birthday. They were joined by Paralympian Anne Wafula-Strike, a wheelchair racer who contracted polio at age two in her native Kenya.

"It is very important that as many children as possible should be immunized to save them from this dreadful disease," said Wafula-Strike, who now lives in England, of the global effort to end polio.

The festive week featured town council dress-down days, community quiz nights, and other activities ranging from the musical to the tonsorial. A concert performed by the Southend Boys' and Girls' Choir in Southend on Sea, Essex, raised \$2,150. Interactors and other students went to school decked out for Wear Something Purple days. Graham Hart, of the Rotary Club of Chelmsford Rivermead, had his hair and beard

dyed purple at one shopping center, then showed up at another center to have them shaved off.

Rotarians throughout the district painted donors' pinkies purple in recognition of their support, which totaled about \$28,600 for Rotary's challenge.

"We are so close to stamping out polio," said District Governor Ken Buck. "It is vital that we eradicate it now, as otherwise the likelihood is that the disease will spread again to the countries which have been cleared. With the public's help, we can achieve this goal."

## Pakistan's Media Joins The Push To End Polio

By Dan Nixon RI News -- 10 April 2009



*Members of the Rotary Club of Dadu, Sind (left), and the Rotaract Club of Hyderabad vaccinate children during Pakistan's National Immunization Days in March. Photos courtesy of Shakil Hasan Ansari.*

State and private television stations in Pakistan have joined together to help monitor and promote the nation's polio eradication effort. During the country's 16-18 March National Immunization Days (NIDs), seven private stations participated in a national Polio Control Cell at the Pakistan Television Centre in Islamabad.

The stations promoted a toll-free number, which parents and others could call to report areas missed by health workers.

"All the calls were responded to immediately by a team of volunteers, who noted the complaints and contacted authorities to dispatch vaccinators to the missed areas," says Past District Governor Shakil Hasan Ansari, a member of the Southeast Asia Regional PolioPlus Committee. The TV stations also ran a ticker across the screen, highlighting complaints

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received from parents whose children hadn't been immunized, followed by notices of the actions taken through the cell.

According to Ansari, the cell received 14,427 calls during the NIDs, enabling teams to immunize 22,300 children who otherwise would have been missed. As part of the effort, the National Database and Registration Authority dispatched more than 100 vans to immunize children in less accessible areas of the country.

Ansari says the continued use of the Polio Control Cell during NIDs and Subnational Immunization Days (SNIDs) "will make the teams of vaccinators more vigilant and answerable as to why the areas or houses were missed."

During a visit to the cell, Pakistan's minister for health, Mir Aijaz Hussain Jakhrani, underscored the role of the media as an independent monitor in the country's fight against polio and urged other media organizations to take part in the cell.

"Reaching every child up to five years of age is a task which can only be accomplished with the collaboration of all stakeholders," he said, adding that the media must be proactive in waging war against disease and disability.

One of Pakistan's largest cell phone companies, Mobilink, has also joined the polio eradication effort. Shortly before the 13-15 April SNIDs, it plans to send out millions of text messages to parents in areas at high risk for poliovirus circulation, advising them to have their children vaccinated. Health officials say such innovative tactics are needed to ensure maximum immunization coverage throughout the country.

"I have plans to join the national Polio Control Cell for the next SNIDs. All Rotary clubs have been informed of the NIDs' and SNIDs' dates," says Ansari, adding that both Rotarians and Rotaractors are supporting the cell's efforts by immunizing children missed by health department teams.

## **Rotarians Bike Around Australia**

By Donna Polydoros RI News – 9 April 2009

Australian Rotarians have embarked on the longest organized bike ride in their nation's history: a seven-month, 18,000-kilometer (11,200-mile) journey to raise

awareness of Rotary, Australian Rotary Health, and the need to fund mental illness research.

The Great Australian Bike Ride is sponsored by Australian Rotary Health, an RI Board-approved, multidistrict project that raises money for and provides grants to medical and mental health research projects.

"Rotarians welcome any novel opportunity to get involved and to help the community," says Dick White, chair of the event.

Riders took off from Melbourne on 21 March, then took a boat to their first stop, Hobart, Tasmania, looping around the island before returning to the mainland. Over the next seven months, riders will circle the country counterclockwise, stopping in the capital cities of each of Australia's states and territories before ending in Melbourne on 10 October.



*Riders and support crew for the first stage of the Great Australian Bike Ride take a group photo in Tasmania. Courtesy of the Great Australian Bike Ride.*

Over 100 participants, many of them Rotarians, plan to ride one or more of the nine stages of the course. Five of the riders expect to complete the entire route.

Rotarians helped plan the event by surveying portions of the course and volunteering to find housing for the riders, supply meals, and host fundraisers.

"We hope to have major fundraising events in the capital cities, and large attendances at these would ensure their success," says White.

Event officials welcome additional riders for the remaining stages of the journey and invite Australian Rotary clubs to organize community rides to coincide with the event. Clubs are also encouraged to hold fundraisers to support mental health research.

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