

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

July 23 – 6:30pm Meeting – Normandie Farm

Tony Gattis: Interpersonal Relations And Solving Problems And Disagreements

Rev. Dr. Tony Gattis is a United Methodist pastor interested in dialogue and conflict management. He has taught college courses at the Wichita State University, at the University of Kansas, and most recently, at George Washington University in D.C. He also served the local church as a pastor and associate pastor for nine years. Currently, he is on leave from the Kansas East Conference (UMC) as he works as a volunteer project director for the Interfaith Conference of Metropolitan Washington (IFCMW).



July 30 – 6:30pm Meeting – Normandie Farm

Ronald Kessler, New York Times bestselling author of 18 non-fiction books.



Upward Bound Students Experience Food Box Packing at Rotary Club Manna Night

The 24th year of our Rotary Club's service project at the Manna Food Center kicked off on July 14 with the addition of nine Upward Bound students under the leadership of Mickey Roth, a mathematics teacher at Blair High School. The Upward Bound Program supplements secondary school experiences by creating opportunities for students to gain self-esteem by enhancing their academic and social skills. The 6-week summer session provides students opportunities to live in University of Maryland residence halls and attend academic classes in the areas of mathematics, science, composition, reading, foreign languages and study skills. Applicants satisfy low-income criteria and/or meet potential first generation college student status. The Upward Bound Program provides academic and career counseling to students toward the goals of admission to and graduation from four-year post-secondary institutions. *(continued on page 2)*

July 9 Meeting Report

Phil Meade introduced guest speaker and Rotarian Matt Kirks, a Professional Land Surveyor at Macris,



Hendricks & Glascock, PA. He recently joined metroBethesda Rotary Club after transferring from a Rotary Club in California where he had experience utilizing ClubRunner. "ClubRunner is an online website designed to maintain members' data, facilitate two-way communication, organize events and volunteers, distribute the newsletter, and help run the club

more efficiently." metroBethesda has decided to use ClubRunner and Matt wanted to share his experience with us. Some of the features are: *(continued on p.2)*



On July 9 we welcomed visiting Rotarians Chinyere Amaefule from the Montgomery (Alabama) Sunrise Club and Michael Zhuang from the Bethesda Chevy-Chase Club.

Chinyere has relocated to Montgomery County and is a Public Health Analyst in the Bureau of Clinician Recruitment and Service at the National Health Service Corps in Rockville. Chinyere helped with the food box packing at Manna on July 14 and she announced at the meeting on July 16 that she will be joining the club. Welcome Chinyere!

Michael has been "making up" at our club as he misses his regular club meeting while he takes care of his 9-month old baby. The article on page 6 is from Michael's newsletter, "The Investment Fiduciary". Thanks so much for providing sage investing advice.

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July 9 Meeting Report (continued from page 1)

"Event Planner" Plan your event from invitations to online registrations to volunteer task management. Print nametags. Send follow-up emails.

ClubRunner
club communication made easy™

WebsiteManager

Public Home Page



Annotations for the website home page:

- Edit home page stories and news
- Add club-specific links
- List executives & directors
- Meeting information & map for visitors
- Announce upcoming speakers, events, and more...
- ...all without having to know HTML!

Website Manager Publish your own club's easy to manage website, which allows multiple people to add stories, links, and pictures on-line.

Member Directory Keep your members connected with a secure online member directory.

Message Center Send emails within your club, within your board, or create centralized custom lists to keep everyone in the loop.

Photo Manager Post photos onto your website quickly and easily without the need to resize or compress your images.

eBulletin Create your own eBulletin online, and distribute to all members and prospective members with one click.

Attendance Manager Keep track of meeting attendance. Report to

District. Get statistics by month, member, meeting, etc. Print barcodes and collect attendance electronically.

Discussion Forum Share ideas and opinions within your club. Choose whether to make threads public or member-only."

Thanks, Matt, for your illustrated presentation on ClubRunner.



Upward Bound Students Experience Food Box Packing at Rotary's Manna Night (cont.)

Under the leadership of **Alex Naron**, the food box packing on July 14 proceeded very efficiently utilizing the help of 18 volunteers. Pictured below are some of the people participating. Alex provides the high school students certification forms for community service credit necessary to graduate from high school.



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Message from the RI President

July 2009

My fellow Rotarians:

It is a great honor to have been chosen as the first RI president from Scotland in the 104 years of this organization, and to have the privilege of serving the Rotarians of the world. Because there is no RI – no Board of Directors or president, no world headquarters or Rotary convention – without the ordinary weekly meeting of Rotarians in our own home clubs.

In Rotary, everything we are, and everything we aspire to become, lies in the hands of Rotarians in their clubs. If our clubs are congenial and our meetings well run, if our service is carefully planned and competently carried out, if our members are qualified, honest, and respected in their vocations and communities, then all of Rotary will thrive. This is why I say The Future of Rotary Is in Your Hands.

Water, health and hunger, and literacy will be our emphases in the year ahead. In this Rotary year, I ask Rotarians everywhere to continue to learn from our experiences and to build upon our successes. I ask you all to continue to work for the health and well-being of not only children but their families and people everywhere. I ask you particularly to focus on water and sanitation, as the scarcity of clean water is an increasingly serious issue in many parts of the world.

In Scotland, we have a saying that I'm fond of quoting: "We must look beyond our own parish pump." It means that we must look beyond our own home and our own community. We must be aware that ours is only one community, of one country, of the many communities and countries in this world.

In every one of those communities, there is work to be done. As Rotarians, we will not stand idly by. As Rotarians, we will accept our responsibility. We can, and we must. For we know that Rotary is only as great as its clubs – and our clubs are only as great as the members within them.

The Future of Rotary Is in Your Hands.



John Kenny
President, Rotary International

RI Presidential Citation Program

Dear Club Presidents,

As we embark together on our year as Rotary leaders, I ask for your support in making 2009-10 a very successful and fulfilling Rotary year. One of my main objectives is to remind Rotarians of their personal responsibility to Rotary and its ideals, as exemplified by our theme: The Future of Rotary Is in Your Hands.

We have some ready resources to help us undertake this responsibility. Our roadmap to the future of Rotary is the Rotary International Strategic Plan 2007-10. The plan is made up of seven priorities that Rotarians worldwide determined to be the most important concerns for Rotary in the years ahead. This year, I am asking your club to put the plan into action and, by working together, to ensure that we achieve our goals.

This year's Presidential Citation program provides a menu of challenging activities related to the first six priorities of the strategic plan. As you will see, these activities also offer opportunities to address each of the four Avenues of Service, as well as my emphases in the areas of health and hunger, literacy, and water. By focusing your efforts within the framework of RI's strategic plan, your club will also help Rotary succeed in addressing the plan's seventh and final priority – to fully implement the strategic planning process to ensure continuity as an organization.

To qualify for a citation, your club should complete the membership goal and an activity from three of the six categories as described in this brochure (three activities in total) between 1 July 2009 and 31 March 2010. The scope of the activities should be in proportion to the number of members in your club and their abilities, interests, and skills. Once your club has met this challenge, complete the certification form and submit it to your district governor by 31 March 2010. Governors must submit a list of all Rotary, Rotaract, and Interact clubs that qualify for the citation to RI World Headquarters by 15 April 2010.

I encourage you to use this citation program as your guide for 2009-10. Consider which projects your club will undertake, and work to address real needs in a cooperative, sustainable, and responsible manner. I am

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confident that by working together in 2009-10 through the strategic plan, we will strengthen our capacity to serve and prepare ourselves for the even greater challenges that lie ahead.

The Future of Rotary Is in Your Hands.

Yours very truly,

John Kenny
President, Rotary International, 2009-10

Membership Goal (required)

Achieve growth through a net increase of at least one member by 31 March 2010. (The club's membership as of 31 March 2010 must be greater than its membership as of 1 July 2009.)

Menu of Activities

The following six categories reflect the priorities of the RI Strategic Plan 2007-10. To qualify for the 2009-10 Presidential Citation, clubs must undertake and complete an activity from three of these categories (three activities in total) between 1 July 2009 and 31 March 2010.

Eradicate polio

Through Rotary's fundraising challenge, we can finish this crucial job and keep our promise to the world.

- ⇒ Organize a major fundraising initiative in your community to support polio eradication.
- ⇒ Make a club contribution to the polio fundraising challenge of at least \$1,000.

Advance the recognition and public image of Rotary

To attract new members and cooperation from other organizations, we should promote our local and global service activities to the media and to our communities.

- ⇒ Undertake a significant public relations campaign in your community to share the story of what Rotary is and does.
- ⇒ Place at least one Humanity in Motion public service announcement in a print publication, on a radio or television program, or on a billboard.

- ⇒ Gain media coverage of a club event or project in your community.

Increase Rotary's capacity to provide service

Rotary clubs are encouraged to continue their efforts to address water, health and hunger, and literacy issues by volunteering more time, talent, and enthusiasm along the four Avenues of Service.

- ⇒ Conduct a community needs assessment, and use it to establish a community service project that will involve at least 50 percent of the club's members in active service.
- ⇒ Sponsor a Rotary Community Corps of non-Rotarians, and complete a joint project with the RCC members.
- ⇒ Conduct a service project with an international partner, either as the project host or as the sponsor. (Clubs may use Rotary's ProjectLINK database to find a partner.)
- ⇒ Carry out a service project recommended by one of the RI resource groups for health and hunger, literacy, and water, or cooperate on a project with a reputable organization that specializes in one of these areas of service.



Expand membership globally in both numbers and quality

Everything that Rotary hopes to accomplish depends on its members, and each of us is responsible for bringing in qualified new members.

- ⇒ Have at least 20 percent of club members each bring a potential candidate for membership as a guest to a club meeting.
- ⇒ Recruit at least one RI or Rotary Foundation program alumnus/alumna age 35 or younger into membership. (Rotary Foundation and RI program alumni include former Ambassadorial Scholars, Group Study Exchange team members, Rotary World Peace Fellows, and former Youth Exchange students, Rotaractors, and Interactors.)

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- ⇒ Increase the diversity of your club's membership by recruiting at least two new members who belong to a demographic group (profession, age, religion, ethnicity, etc.) that is underrepresented in the club.
- ⇒ Recruit at least two new members who have experience in community, vocational, or international service work, as part of the required net increase of at least one member by 31 March 2010.

Emphasize Rotary's unique vocational service commitment

By demonstrating our strong commitment to high ethical standards in our professional lives, we can provide a model for our colleagues, our employees, and our customers and distinguish Rotary from other service and humanitarian organizations.

- ⇒ Start or support a youth mentorship program in your club, and have at least 10 percent of the club's members personally mentor a young person in vocational skills and business ethics.
- ⇒ Start or support a career counseling and development program in your club, and invite participants from the community to attend. Have at least 10 percent of the club's members actively participate and help participants improve their vocational skills and compete in the job market.
- ⇒ Have at least one club member register as a Rotary Volunteer and use Rotary's ProjectLINK database to locate an appropriate project.

Optimize leadership talents within RI

Strong leaders are essential to Rotary's future, and each of us should strive to be better leaders in our clubs, our professions, and our communities.

- ⇒ Create a leadership development program that at least 5 percent of club members complete. The RI publication Leadership Development: Your Guide to Starting a Program (250) offers suggestions.
- ⇒ Cultivate leadership opportunities for youth by having at least 5 percent of club members sponsor a participant in a Rotary Youth Leadership Awards (RYLA) event or sponsor or host a Youth Exchange student, Ambassadorial Scholar, or Rotary World Peace Fellow.

Message from the Rotary Foundation Trustee Chair: A road map to our Foundation's future July 2009



As we begin our new Rotary year, we look out upon a landscape of challenges and possibilities. We are at the beginning of a new journey together - and, as with every journey, it is a good idea to begin with a map. This is why, every year, we set goals for our Rotary Foundation. They help us

stay focused on where we're going, and they keep us all traveling in the same direction, on the same Rotary path.

It should be no surprise to any Rotarian that our first goal in 2009-10 will be the eradication of polio. This is Rotary's primary goal as an organization and will remain so until it is achieved. The direct role of The Rotary Foundation in supporting this goal is to help meet Rotary's US\$200 Million Challenge and to raise awareness that the fight against polio is not yet over.

Our second goal is to work through our Foundation to achieve a better world through the six areas of focus of the Future Vision Plan. They are:

- * Peace and conflict prevention/resolution
- * Disease prevention and treatment
- * Water and sanitation
- * Maternal and child health
- * Basic education and literacy
- * Economic and community development

Our third goal is to implement the Future Vision Plan, which will help revitalize and strengthen our Foundation so it can adequately support another century of Rotary service. And our fourth goal is to support the Every Rotarian, Every Year initiative and the Permanent Fund so all of our Foundation's good work may continue.

I am glad to be embarking on this new Rotary journey with you. The Future of Rotary Is in Your Hands - and the future of our Foundation is as well.

Glenn E. Estess Sr.
Foundation Trustee Chair

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Message from District Governor Paul Frey

July 2009

The new Rotary year is upon us! PDG Bette Lewis is to be commended for the outstanding job she did in leading District 7620 to another successful Rotary year. Please be sure to thank her and acknowledge her hard work the next time you see her—or



drop her a note or an email! Thank you PDG Bette!

So a new year starts for District 7620. We have a GREAT class of Club Presidents in place, ready to lead their respective clubs. They have been instructed to stretch the boundaries and to try some new initiatives that they believe will help further the ideals of Rotary and work towards world peace and understanding.

Our Club Presidents will be asking all of you to give generously to The Rotary Foundation, and they will be asking all of you to support the PolioPlus Campaign. Let's get each of our local communities where we live, work, and meet involved in the fight to eradicate polio, once and for all. We can't have all of the fun!

Look for the following items that will be posted on our district website (www.rotary7620.org) by mid-July: our District Committee and Leadership Directory; the District Governor Official Club Visit schedule; the District Bylaws; the District Leadership Plan; the District Strategic Plan; the 2009-2010 District goals; and the District Foundation and PolioPlus goals.

Thank you all for allowing me to serve as your District Governor for the 2009-2010 Rotary year.

I am excited to be working with you and look forward to seeing each of you during my official club visit.

The Future Of Rotary Is In Your Hands!

District Governor Paul Frey

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

How Did Madoff Do It?

By Michael Zhuang

Recently Bernie Madoff was sentenced to 150 years in prison. With the trial now over, Madoff's victims are still fighting over what little is left of his fund. They want to know: Where was the SEC? More appropriate questions should be: How did Madoff do it? What human frailties did he exploit? How was he able to con \$65 billion out of the most sophisticated members of our society? Here's how his scam worked:

Affinity We humans lower our guard when we believe other people are similar to us. Madoff exploited this one masterfully. Much like Charles Ponzi, who looked for his prey among Italians, Bernie Madoff focused on exclusive Jewish social clubs and Jewish foundations.

Social affirmation We rely on social affirmation when assessing a person we don't know. This is why celebrities carry extraordinary persuasive power. Madoff became known as a philanthropist. He served on the boards of non-profit foundations. Many of them ended up investing with him. His philanthropic activities allowed him to bag clients like Elie Wiesel and Steven Spielberg. Much like Jordan affirms Nike, Madoff used the names of these righteous and talented people to gain credibility.

Authority One Madoff victim, a CPA, said: "If I had just dug a little, I would have uncovered the scam; but there is no reason for me to dig - he is the chairman of NASDAQ." We humans are known to defer judgment to authority. Madoff was an expert at creating an impressive aura of authority.

Scarcity According to one report, a NYC real estate investor literally begged Madoff to take her money: he refused. When stories like this spread, prudence gets thrown out the window.

How to avoid being "made off"

Keep a healthy dose of skepticism. The fact that Madoff kept personal custody of client assets should have rung an alarm bell.

Take your time to do due diligence. A phone call would have uncovered Madoff's accounting firm was just a hole in the wall.

Demand total transparency. Never, never, never invest in a "black box", even if it is supposed to generate fabulous returns.

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