

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

July 30 – 6:30pm Meeting – Normandie Farm

Ronald Kessler

### New York Times Bestselling Author

Ronald Kessler is the *New York Times* bestselling author of eighteen non-fiction books. Kessler began his career as a journalist in 1964 on the *Worcester Telegram*, followed by three years as an investigative reporter and editorial writer with the *Boston Herald*. In 1968, he joined the *Wall Street Journal* as a reporter in the New York bureau. He became an investigative reporter with the *Washington Post* in 1970 and continued as a staff writer until 1985.

Kessler is chief Washington correspondent of Newsmax.com, a web site with an average of four million unique visitors a month, and of *Newsmax* magazine, which has a readership of 600,000. His stories for *Newsmax* have included interviews with President Bush, Donald Trump, Sam Donaldson, Andy Card, Gen. Michael Hayden, Mitt Romney, Sen. Joseph Lieberman, Lynne Cheney, Dana Perino, Jim Cramer, Deborah Norville, Robert S. Mueller III, Margaret Spellings, Brian Lamb, Juan Williams, Fran Townsend, and Secret Service Director Mark Sullivan.

Kessler has won sixteen journalism awards, including two George Polk awards—one for national reporting and one for community service. He won the top prize for business and financial reporting given by the Washington chapter of the Sigma Delta Chi society of professional journalists. Kessler has also won the American Political Science Association's Public Affairs Reporting Award, the Associated Press' Sevellon Brown Memorial Award, and *Washingtonian* magazine's Washingtonian of the Year award. He is listed in *Who's Who in America*.

Ron Kessler is married to Pamela Kessler. Also an author and former *Washington Post* reporter, Pam Kessler wrote *UNDERCOVER WASHINGTON: Touring the Sites Where Famous*

*Spies Lived, Worked and Loved*. His daughter Rachel Kessler, a public relations executive, and son Greg Kessler, an artist, live in New York. Kessler's web site is [www.RonaldKessler.com](http://www.RonaldKessler.com).

Kessler's next book, *In the President's Secret Service: Behind the Scenes With Agents in the Line of Fire and the Presidents They Protect*, will be published August 4. *USA Today* described the book as the "inside scoop on those grim-faced guys who protect the president."

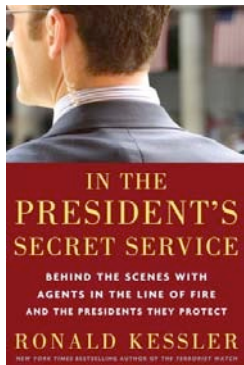
[A listing of Ronald Kessler's books with brief descriptions appears on page 5.]

August 6 – 6:30pm Meeting – Normandie Farm

August 11 – 7pm Manna Food Center

August 13 – 6:30pm Meeting – Normandie Farm

August 20 – 6:30pm Meeting – Normandie Farm



## "Extreme Makeover" Membership Meeting Inspires Clubs to Double Size in 3 Years

Steve Naron and Jerry Gross joined 75 other Rotarians in Columbia for the District small club membership meeting on July 20.



Darrell Nevin, District Membership Chair, urged Rotarians to "double the size of your Rotary Club in three

years." Here are some ideas that came out of the

seminar. There were suggestions to maintain a prospect list, hold regular happy hours of membership committee to discuss

prospects, have lunch to close the deal with prospective members, assign mentors to new members



to work through 90 day list of things to accomplish. Other

ideas were: hold a monthly meeting with presidents of other

Potomac clubs (North Potomac, Potomac) to share projects; have a

monthly social meeting; focus the monthly board meeting on projects and membership; and make sure

every member is assigned a project/committee/lane.



Steve Naron volunteered to make personalized club cards for any member who promises to give them out to prospects - friends, associates, and neighbors.

[Thanks for the meeting report from Steve Naron.

Photos were furnished by District Governor Paul Frey.]



[www.pb-rotary.org](http://www.pb-rotary.org) [www.rotary7620.org](http://www.rotary7620.org) [www.rotary.org](http://www.rotary.org)

July 30, 2009 - Page 1

# Potomac-Bethesda Rotary Club News

## **New Membership Slogan: "Reach One, Keep One"**

**By Jennifer Lee Atkin RI News, 21 July**

The RI Board of Directors adopted a new membership slogan, "Each Rotarian: Reach One, Keep One," at its June meeting.

The slogan emphasizes the need for Rotarians to focus on both recruitment and retention in their membership growth efforts.

"Membership development is each Rotarian's responsibility," said Paul Netzel, a member of RI's Membership Development and Retention Committee and a past RI director.

"'Reach One' reminds us that because Rotary membership is by invitation, it's essential that each Rotarian reaches out and invites someone to join," added Netzel, a member of the Rotary Club of Los Angeles.

"'Keep One' reminds us that it's not sufficient to simply sponsor someone into Rotary; we must also see that new members become active and involved Rotarians. We know this is an essential element in membership retention."

The new slogan complements the Board's long-term membership strategy, which was also adopted at the June meeting.

## **Member sponsor and retention recognition**

At its January meeting, the RI Board adopted a New Member Sponsor and Retention Recognition program, which became effective 1 July. The program, also part of the long-term membership strategy, allows Rotary club presidents to nominate and recognize individuals for sponsoring new members while focusing on retention. There are several award categories:

- \* Gold pin and certificate: For Rotarians bringing 25 members into any Rotary club, with 20 still active after six years

- \* Silver pin and certificate: For Rotarians bringing 10 members into any Rotary club, with eight still active after four years

- \* Bronze pin and certificate: For Rotarians bringing five members into any Rotary club, with four still active after two years

## **Fighting Polio with Urgency and Hope**

**By Rotary Foundation Chair Glenn E. Estess Sr.**

The Rotary year we have just begun will be pivotal in determining the course of our Foundation in this, Rotary's second century of service. There are new



challenges before us – challenges that we must rise to meet in order to keep the promises we have made. The first of those promises, of course, is to eradicate polio. This is our number-one priority as an organization, and it will remain so until the job is done.

Last year, more than 1,600 cases of the disease were identified around the world. This is a great improvement from the worst days of polio epidemics, which many of us remember from decades ago. But it is not good enough, and it will not be good enough until the number is zero. We cannot pause or slacken our efforts. We know all too well what happens when we do not reach every child. We saw it in Nigeria in 2003 and have seen it again in the Horn of Africa.

In March, Rotary approved US\$500,000 in emergency grants to UNICEF and the World Health Organization to help contain the outbreak of wild poliovirus that had spread from war-torn South Sudan into parts of Ethiopia, Kenya, and Uganda. This funding allowed for increased immunization activities in the three countries affected by the spread, and separate rounds of immunization have continued in South Sudan to halt the source of the outbreak.



We are optimistic that this outbreak will be contained, and remain confident in the viability of

eradication. These recent events only serve to highlight the importance of our continued work. It is not enough merely to keep the number of new outbreaks low. We must bring it to zero.

Glenn E. Estess Sr.  
Foundation Trustee Chair

# Potomac-Bethesda Rotary Club News

## **Ambassadorial Scholar Takes Part In Immunization Efforts In India**

By Peter Schmidtke, RI News, 22 July

Most Ambassadorial Scholars wait until their scholarship year to get involved in service projects through Rotary. Not Esha Chhabra. She volunteered for a National Immunization Day (NID) in India and spoke to schools and Rotary clubs in District 5240 (California) about polio eradication before she even started master's-level coursework at the London School of Economics.

"Once I applied for the scholarship, I started attending Rotary club meetings, and I slowly began to understand what Rotary does," says Chhabra, 22, who was born in Delhi, India, but grew up in California. "I asked our district governor when he'd be taking the next team on an NID, and I said, Sign me up!"

Chhabra and two District 5240 Rotarians went to India in February and spent two days helping local Rotary clubs and international agencies, including UNICEF, vaccinate infants and children in Uttar Pradesh. Staying with host Rotarians, Chhabra also toured Rotary club projects in Delhi, including a blood bank

*Ambassadorial Scholar Esha Chhabra helps immunize children against polio during a February NID in India. Photo by Umar Khan*

Although she had traveled to India to visit family, her NID service was the first humanitarian work she performed there.

"It gave development work a human face," says Chhabra, who is using her scholarship to study global politics and international development. "You walk away feeling connected to these people and their communities."

After returning to the United States, Chhabra wrote an editorial for a local newspaper and organized a free, communitywide screening of *The Final Inch*, a documentary about polio eradication work in India. She hopes to participate in another NID next year.



## **Pakistani TV Stations Send Message About Polio**

By Dan Nixon, The Rotarian, August 2009

*Television stations in Pakistan are helping to monitor immunization days so children, like this baby in Peshawar, receive the polio vaccine. Photo by Jean-Marc Giboux/WHO*

Rotarians working to eradicate polio in Pakistan have a new partner in the fight: the media. State-run and private television stations and a cell

phone company are part of a network helping to monitor and promote immunization campaigns.

During the country's National Immunization Days (NIDs) 16-18 March, seven television stations participated in a "Polio Control Cell" based at the Pakistan Television Centre in Islamabad. The stations promoted a toll-free number that listeners throughout the country could call to report any areas that health workers had missed.



"All the calls were responded to immediately by a team of volunteers, who contacted authorities to dispatch vaccinators to the missed areas," says Shakil Hasan Ansari, a member of the Southeast Asia Regional PolioPlus Committee and past governor of District 3270. The TV stations also ran a ticker across the screen, highlighting calls received from parents whose

children hadn't been immunized, followed by notices of the actions taken in response. Rotarians and Rotaractors have continued to support the effort by taking part in NIDs and immunizing children who have not been reached by health department teams, Ansari says.

During the March NIDs, 14,427 calls were received, enabling teams to immunize 22,300 children who might otherwise have been missed, Ansari says. As part of the effort, the National Database and Registration Authority dispatched more than 100 vans



# Potomac-Bethesda Rotary Club News

to vaccinate children in less accessible areas of the country.

During a visit to the Polio Control Cell, Pakistan's health minister, Mir Aijaz Hussain Jakhani, said the media can serve as an independent monitor in the country's fight against the disease. "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.

One of Pakistan's largest cell phone companies also joined the effort. Before Subnational Immunization Days took place 13-15 April, Mobilink sent out millions of text messages to parents in areas at high risk for poliovirus circulation, encouraging them to have their children vaccinated. Such innovative tactics are needed, health officials say, to ensure that as many children as possible are immunized throughout the country.

## Ugandan Project Takes A Long Look At Ending Poverty

By Jennifer Lee Atkin and Maureen Vaught, RI News

*Clubs in Belgium and Uganda are working together to bring health and bounty to impoverished villagers. Photo courtesy Rotary Club of Muyenga*

Rotarians from the clubs of Muyenga, Uganda, and Genk-Noord, Belgium, are using a multi-faceted approach to bring long-term economic stability to a rural region in Uganda.

Poverty, hunger, and disease often form a vicious cycle, one leading to the next. It's rare for a single project to address all three.

But in 2009, the Ugandan and Belgian clubs launched a multiyear project in Kasamu-Kyali parish in Uganda's Mpigi District, to improve the lives of 4,000 villagers by providing treated mosquito nets, water boreholes

and pumps, agricultural supplies and livestock, vocational training and equipment, and educational materials and uniforms.

The US\$250,000 project is supported by a Health, Hunger and Humanity (3-H) Grant from The Rotary Foundation. Clubs in districts 1630, 1720, 3100, and 9200 are also supporting the project.

To help guarantee the project's sustainability, project organizers formed partnerships with Heifer International, Uganda's Ministry of Health, and the Mpigi district and town councils, all of which pledged

to support the project over the long term.

Additional help is coming from a

cadre of Rotary Community Corps (RCC) volunteers, who formed 10 subcommittees, each overseeing a different aspect of the project, including finance, livestock, and water distribution.

"The villagers are delighted to be part of the Rotary fraternity," Francis Mukasa, a member of the Muyenga club, says of the RCC.

The newly irrigated community farm provides both food and cash crops, while also teaching new agricultural technology, planting methods, and animal husbandry.

Educational needs are being met not only for school-age children but also for adults in the village who lack literacy and business development skills.

Newly purchased sewing machines are being used to create school uniforms for children and mosquito bed nets for villagers.

"This is no drop in the ocean," says Marc Molemans, a member of the Genk-Noord club.

"This has to serve the whole community for as long as possible [and] hopefully will help

future generations."



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

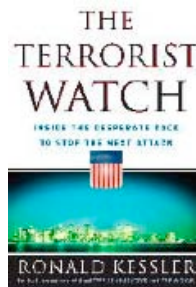
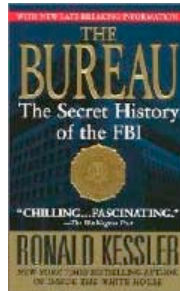
[www.pb-rotary.org](http://www.pb-rotary.org) [www.rotary7620.org](http://www.rotary7620.org) [www.rotary.org](http://www.rotary.org)

July 30, 2009 - Page 4

# Potomac-Bethesda Rotary Club News

## Ronald Kessler, July 30 Club Speaker (cont.)

Kessler's first book was *THE LIFE INSURANCE GAME*, an exposé of the life insurance industry published in 1985. His second book, *THE RICHEST MAN IN THE WORLD: The Story of Adnan Khashoggi*, is the inside story of the world's preeminent arms dealer. Kessler's next book, *SPY vs. SPY: Stalking Soviet Spies in America*, is the only book on the FBI's secret counterintelligence program and contains the first interview with Karl Koecher, a Soviet bloc spy who became a mole in the CIA. Kessler's fourth book, *MOSCOW STATION*, is about the security breaches at the U.S. embassy in Moscow, the involvement of U.S. Marines, and the resulting investigations. Kessler's *THE SPY IN THE RUSSIAN CLUB: How Glenn Souther Stole America's Nuclear War Plans and Escaped to Moscow* is the bizarre tale of one of America's most damaging spies who defected to the Soviet Union and committed suicide there. Kessler's sixth book, *ESCAPE FROM THE CIA: How the CIA Won and Lost the Most Important KGB Spy Ever to Defect to the U.S.*, is about the defection and redefection of KGB officer Vitaly Yurchenko from a restaurant in Washington's Georgetown section. Kessler's *INSIDE THE CIA: Revealing the Secrets of the World's Most Powerful Spy Agency* depicts what the CIA really does and was the only book about the agency written with the CIA's limited cooperation. For Kessler's eighth book, *THE FBI: Inside the World's Most Powerful Law Enforcement Agency*, the FBI gave Kessler unprecedented access to the bureau. The book revealed for the first time the defection of Vasili Mitrokhin, whose notes from the KGB's archives disclosed the existence over the years of hundreds of spies in the U.S. The book is the authoritative work on the modern FBI. Its findings led to the dismissal of William Sessions as FBI director over his abuses. *INSIDE THE WHITE HOUSE: The Hidden Lives of the Modern Presidents and the Secrets of the World's Most Powerful Institution* depicts what the presidents and first families are really like and how the White House really operates, as seen by the Secret Service, Air Force One stewards, and White House aides and



residence staff who know the true story. Kessler's tenth book, *THE SINS OF THE FATHER: Joseph P. Kennedy and the Dynasty He Founded*, is the first major biography of Joe Kennedy in more than thirty years. For Kessler's eleventh book, *INSIDE CONGRESS: The Shocking Scandals, Corruption, and Abuse of Power Behind the Scenes on Capitol Hill*, more than 350 such insiders talked for the first time. The book suggests how Americans can take back their government by electing decent, honorable people. Yet until Kessler's *THE BUREAU: The Secret History of the FBI*, no book had presented the full story of the FBI from its beginnings in 1908 to the present. For Kessler's *THE CIA AT WAR: Inside the Secret Campaign Against Terror*, the author obtained unprecedented access to the CIA. The book explores whether the CIA can be trusted, whether its intelligence is politicized, and whether it is capable of winning the war on terror. In doing so, the book weaves in the history of the CIA and how it really works. It is the definitive account of the agency. Kessler's next book, *A MATTER OF CHARACTER: Inside the White House of George W. Bush*, is a complete biography and inside look at how Bush and his secretive White House really operated. Kessler's sixteenth book, *LAURA BUSH: An Intimate Portrait of the First Lady*, is the first to penetrate the secret world of this famously reserved woman and reveals the tremendous influence she had on her husband and his administration. Kessler's next book, *THE TERRORIST WATCH: Inside the Desperate Race to Stop the Next Attack*, presents the chilling story of terrorists' relentless efforts to mount another devastating attack on the United States and of the heroic efforts being made to stop those plots. Kessler's latest book, *IN THE PRESIDENT'S SECRET SERVICE: Behind the Scenes With Agents in the Line of Fire and the Presidents They Protect*, reveals what they have seen, providing startling inside stories about presidents from John F. Kennedy, Lyndon Johnson, and Richard Nixon to Bill Clinton, George W. Bush, and Barack Obama, as well as about their vice presidents, families, Cabinet officers, and White House aides. *USA Today* describes the book as the "inside scoop on those stern-faced guys who protect the president."