

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

August 20 – 6:30pm – Meeting - Normandie Farm

President Elect

Jason Hamel:
Climbing
Mount Rainier

President Elect Jason Hamel will give an illustrated presentation of his adventure this



year of climbing Mount Rainier. When Jason arrived in Seattle there was a record heat wave with temperatures well over one hundred degrees. Keeping a positive attitude with the philosophy, "I've been told that it's about the journey and not the destination" he started his second attempt to ascend the mountain. Over the past two years Jason has successfully raised thousands of dollars for inner city kids. When not climbing mountains, Jason may be found in his office at the Wachovia Bank Branch adjacent to Montgomery Mall.

August 27 – 6:30pm – Meeting - Normandie Farm

September 3 – 6:30pm – Meeting - Normandie Farm

September 8 – 7pm Manna Food Center - Rockville

September 10 – 6:30pm – Meeting - Normandie Farm

September 16 – 6pm Sophia House – Homeless Dinner

September 17 – 6:30pm – Meeting - Normandie Farm

September 24 – 6:30pm – Meeting - Normandie Farm

September 26 – 9am

Membership Training Seminar - Gaithersburg

October 1 – 6:30pm – Meeting - Normandie Farm

October 8 – 6:30pm – Meeting - Normandie Farm

Governor Paul Frey

October 10 – Rotary Leadership Institute – Frederick

(see article on page 5)

October 13 – 7pm Manna Food Center - Gaithersburg

August is Rotary Membership Month
Potomac-Bethesda Membership Committee



Newest Communications Technology Featured in August 13 Presentation by Steve Naron

With an extraordinarily large turnout for a summer club meeting, **Steve Naron** gave everyone an excellent presentation on the latest communications technology. He first defined what people refer to as a "smart phone" - a phone that runs

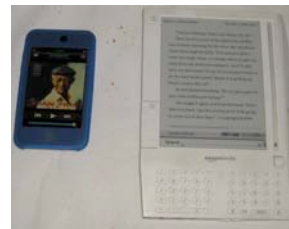


programs just like a computer. With his smart phone using GPS, Steve is able to find destinations such as a fine Italian Restaurant or even the closest public restroom. The

phone will provide trip routing and even redirect your path when it has detected an accident or other



obstruction. The cost seemed reasonable at \$30 per month for unlimited access to all applications and \$10



additional for GPS through Verizon. The restaurant recommendations through Zagat cost \$30/year. Steve was very positive about the Kindle (electronic book) that he also passed around. He

reads the New York Times on his Kindle every morning and has access to many books. Podcasts are available and videos can be viewed on the compact screens. He

recommends using Skype – voice and video to any other computer. Many of the members already have been using some of these technologies and it would be great to utilize them for some of our Rotary projects. Thanks so much, Steve, for keeping our Rotarians up-to-



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date with the times!

Alan Grant proposed a fundraiser selling items at auction through eBay. Alan is ordering books for the Dictionary Project and



plans to schedule deliveries to the third graders at eight schools within the next few months. **President Noel Howard** announced that the Membership Committee members are **President Elect Jason Hamel, Caesar Kavadoy, Chinyere Amaefule and Jerry Gross.**

Take Your Office On The Road

Sophia Dembling, The Rotarian – September 2009

Three well-traveled Rotarians recommend their field-tested essentials

Laptop

Think frequent fliers prefer superlight laptops? In fact, business travelers often need more computing power than a superlight can offer. Both Michelle Hayes, of the Rotary Club of Odessa, Texas, USA, and Thomas Hsieh, of the Rotary Club of Pomona, California, tote Dell Latitude computers. "No one's going to look at it and go 'ooh,'" says Hsieh, CEO of SplinterRock, a technology consulting firm, "but it's sturdy and reliable, and that's what's important to me."

Hayes, a software consultant who spends almost all her time on the road, also carries a Maxtor 250-gigabyte portable hard drive. "It's a little bit bigger than a deck of cards," she says. "I have my whole laptop backed up on this." The new ultrathin product from the same company is the Seagate FreeAgent Go, which offers a cable-free docking option and up to 500 gigabytes of memory.

Phone/personal digital assistant

Lotay Yang, of the Rotary Club of Los Angeles, was an early fan of the BlackBerry, with its famed QWERTY keyboard and reliable e-mail server. Yang, who

founded a social networking organization called Black Card Circle, remains loyal: He likes being able to synch up several e-mail accounts and coordinate appointments with other Outlook and BlackBerry users. "The BlackBerry is the one thing I wouldn't go anywhere without."


Hsieh likes the Treo smartphone by Palm. It also features a QWERTY keyboard, which he says makes e-mailing on the run easier. "Sometimes I have my luggage in one hand, and I'm typing e-mail with the other," he explains. "I have 20 minutes to send any urgent e-mails before I'm on the plane for another three hours." The Palm Treo Pro has a touch screen and myriad applications that let you watch movies, listen to music, and edit documents.

Both Hayes and Hsieh also like the Plantronics Bluetooth headset for hands-free phoning. "It's been very reliable," says Hsieh. "It's got a long battery life, and it synchronizes and picks up with my phone very quickly."

Power supply

A single charger that works with all your gizmos is a great luggage lightener. Hayes likes one from iGo. The newest model weighs less than one pound and can charge a laptop and mobile device at the same time, whether you're in a car, on a plane, or in a hotel room. Interchangeable tips fit a multitude of gadgets. For travel abroad, the iGo adapter works in more than 150 countries and features an integrated USB outlet.

"Which Thursday Works for You?"

The Potomac-Bethesda Rotary Club "service above self" www.pb-rotary.org	
Join me at our meeting: good food, friends, & speakers Thursday 6:30 PM Normandie Farm Restaurant 10710 Falls Road, Potomac, MD 20854 Which Thursday works for you? Steven E. Naron 301.346-1505 steven.naron@gmail.com	

Steve Naron has volunteered to produce Rotary cards like the one above customized for everyone who will invite prospective members to our club meetings.

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Taiwanese Districts Respond After Deadly Typhoon

By Ryan Hyland RI News – 18 August 2009

Districts in Taiwan are coordinating relief efforts after Typhoon Morakot triggered massive mudslides and flooding 7-9 August, killing an estimated 500 people and causing US\$1.5 billion in damage.

RI Director Jackson San-Lien Hsieh, a member of the Rotary Club of Taipei Sunrise, has worked closely with the seven district governors in Taiwan to gather resources to aid the hardest-hit southern areas.

"I believe the Rotarians in Taiwan will do whatever it takes to reach out and offer our assistance to help rebuild," says Hsieh. "We will care for those people and areas that have been most impacted by this disaster."

Fortunately, he says, no Rotarians were directly affected by the typhoon, which caused the worst flooding Taiwan has seen in 50 years.

Hsieh and the governors of districts 3460, 3470, 3480, 3490, 3500, 3510, and 3520 have decided to put in place several relief initiatives:

- * Build a village of temporary shelters for those left homeless by the storm
- * Help provide supplies for educational institutions that were damaged
- * Locate and repair damaged pipelines, sewer lines, and water towers to help ensure that clean water is available
- * Provide volunteer medical professionals and supplies to assist injured victims

An area in southern Taiwan affected by mudslides after Typhoon Morakot. Photo courtesy of AP Photo/Pool

Cash contributions have started to come in from Rotarians worldwide, says Hsieh.

Chin-Ho Liao, a member of the Rotary Club of San Gabriel, California, USA, donated \$10,000 to support relief efforts. Originally from Taiwan, Liao felt the need to take action.

"I wanted to help right away," he says. "As a Rotarian, my donation is a token of what Rotary is all about. Hopefully this encourages other clubs and districts to help out."

Liao, whose club donated an additional \$1,000, has been in contact with District 3510, which is located in one of the most devastated areas, to coordinate ways to best allocate the funds.

New Approach Vital To Membership Growth

By Ryan Hyland RI News – 11 August 2009

Past RI President Cliff Dochterman is author of "The ABCs of Rotary". Rotary Images

Potential club members are everywhere. But to get them to join Rotary, clubs must use creativity and imagination, says Past RI President Cliff Dochterman.

"Rotary International leaders keep emphasizing membership growth and extension because Rotary's very survival depends on it," says Dochterman, a member of the Rotary Club of Moraga, California, USA, and author of *The ABCs of Rotary*, a resource for new members. "If Rotary is to grow, we all must take action."

Dochterman believes clubs can thrive by seeking new members, retaining current ones, and sponsoring new clubs in the community. He offers the following tips:

Seeking new members

Clubs must have a specific plan in place, says Dochterman.

* Use a team approach. Teams should have several members who meet with

qualified business and professional leaders to discuss the benefits of joining Rotary.

* Set aside one club meeting per month to be a "visitor day," to which all club members would invite a friend or prospective member.

* Seek out natural prospects, including Rotary Foundation Ambassadorial Scholars, Rotaractors, and Group Study Exchange (GSE) team members.



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Retaining current members

"Keeping current club members is just as important as bringing in new ones. The key is to adapt and change," says Dochterman.

- * Make sure club meetings, service activities, and social events are interesting, fun, and worthwhile.
- * Initiate more hands-on projects so club members will feel that they're making a difference.
- * Eliminate 100 percent attendance requirements.
- * Be alert to the symptoms that lead to resignation. Club leaders should be considerate to members' personal problems.

Sponsoring a new club

"Don't think about cloning your existing club. The new century of Rotary requires and permits a new vision of fellowship and service," says Dochterman. "It's time to think about sponsoring a new kind of Rotary club." For example:

- * A club composed entirely of executives and professionals under the age of 40. The nucleus could be former Rotaractors, GSE team members, and Foundation program alumni.
- * A club in an ethnic or minority section of the community, with members who share common economic and cultural interests.
- * A club that meets in a shopping mall, airport, high-rise office building, golf course, or other nontraditional but convenient location.

Urban, Rural Areas Require Different Membership Strategies

By Cecilia Lopes RI News – 18 August 2009

D. Rae Carpenter, past district governor of District 7570, offers tips on club extension. Photo courtesy D. Rae Carpenter



During his year as district governor, D.

Rae Carpenter made good use of his walking shoes, going door to door to promote Rotary.

"I spoke with every single business owner," says Carpenter, of District 7570 (parts of Tennessee and Virginia, USA). "I told them about the organization and

the wonderful things it does for the community. When I talk to people, I always emphasize what they [as Rotarians] can do for their community."

While Carpenter served as district extension chair from 1998 to 2008, the number of Rotary clubs in his district increased from 69 to 84. He firmly believes that long-term planning and diversity are keys to a successful membership strategy.

"Every club is a bit unique in membership makeup – gender, age, socioeconomic factors, project enthusiasm," he says. "A new club usually attracts a segment of the community that the existing club has missed for some reason."

Carpenter highlights the importance of sponsor Rotary clubs that are enthusiastic about forming new clubs and unthreatened by a potential loss of members. He feels it is important to approach forming a new club differently in rural areas than in urban areas.

Here are a few of his tips on club extension:

Urban/metropolitan areas

- * A classification survey should be used more as a way to ensure diversity than as an assessment tool for potential members.

- * Breakfast or lunch meetings are more likely to attract new members, but a start-up should also consider early evening meetings

- * A membership committee can volunteer to contact many people in a short period of time to recruit members for the new club.

- * A new club can draw upon its sponsor club for help with communications, such as a newsletter editor, and for financial resources to help cover various start-up costs.

- * New clubs can pull program speakers from the sponsor club, and will probably have an ample supply in the community.

Rural communities

- * A classification survey is crucial to assessing potential club members and identifying initial contacts.

- * The duty of recruiting is likely to fall more heavily on the special representative, whom the district governor appoints to work with the charter group in organizing the club, or on the district extension committee chair.

- * A meeting time and day should be selected quickly; these factors will affect who can be recruited.

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* New clubs in rural areas are likely to be farther away from their sponsor club than in urban areas, so the special representative and extension committee chair will have to spend more time with the new club. More ingenuity may also be needed in coming up with weekly programs.

* Rural clubs are ideal sponsors of other rural clubs because they better understand the needs involved.

Both types

* New clubs should tap former Rotarians who dropped out of their clubs because of time-of-day conflicts.

* New clubs should seek to recruit an even number of men and women

* District governors should carefully select the special representative

Comment:

On 18 August 2009, Bill Pollard, IPDG-D7600 wrote: Good tips for forming new clubs. In D7600 (Central and Southeastern VA, USA), we have formed 5 clubs during the past two years. Our success has been having at least three sponsoring Rotary clubs for each new club. Helping form new clubs energizes the sponsoring clubs and they provided great support and guidance for the new club. Also more financial support is provided for the new club by having multiple sponsor clubs. In most instances, the sponsoring clubs ended the year with a membership gain even though they may have lost members to the new club.

Register for the Rotary International Convention and Have Your Passport Ready!

This year's Rotary International Convention will be held in Montreal, Canada, June 20-23, 2010. You'll be able to make this a destination vacation, as there is much to see and do. While Montreal is the second largest French-speaking city outside of Paris, English is also widely spoken. The cityscape is a beautiful contrast of old and new: Victorian brownstones, churches, museums, restaurants, cafes, shopping areas and theaters. No fewer than 80 different ethnic communities can be found in this diverse city. The Palais des Congrès de Montréal downtown will be the site of our breakout sessions and home to the House of Friendship. Plenary sessions will be held at the Bell Centre, home of the Montréal Canadiens hockey team.

It's a short walk away and has great seats for everyone. The traditional House of Friendship will be transformed into a House of Fellowship with many innovative projects. One display will feature a 1500 square foot simulated Ugandan village. The Host Organizing Committee is hard at work to bring you many exciting activities. Check out the Rotary website, www.rotary.org, for all the information and to register online.

District Hosts Rotary Leadership Institute (RLI) for All Rotarians

District Governor Paul Frey has asked that each Rotary Club sponsor participants for RLI. We hope you agree this is a great investment in your members and a way to create leaders within your club. Everyone tells us the trainings are terrific—from your newest members to your most seasoned members. Rotarians who complete courses 1, 2 and 3 become (forever) graduates of the RLI. They can go further and take the graduate courses offered at the same time we conduct courses 1, 2 and 3. There is only one RLI this Rotary year in District 7620 on October 10 in Frederick, Maryland and it features all four levels of instruction. There will be lots of interaction with faculty members and classmates. Register today by going online at <http://www.rlinea.com> and follow instructions on the website for sending the form and payment to the RLI Treasurer. On the drop-down menu on the registration form, select the October 10 date at First Baptist Church in Frederick. The meeting facility is new, big, accommodating, and super convenient in terms of major highways and proximity to nearby hotels and restaurants. What can we do to help you get your leadership talent enrolled in the October 10 RLI training courses? Please send us an email and let us know who from your club has registered to attend the October training.

RLI Chairs Georgia Patrick and Tammy Butler
Georgia@Communicators.com 301-606-3700
TButler@shepherd.edu 240-357-0132

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

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