

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

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

Melissa Mears: Rotary Youth Exchange

Immediate Past President, Salinas Steinbeck Rotary Club (California); Assistant District Governor, 2009-2010, District 5230; Language & Culture Specialist, Rotary Youth Exchange Program, District 5230



Melissa Mears' expertise in Rotary is with the Youth Exchange Program. She was an exchange student in high school and college and has been a member of the District 5230 Youth Exchange Team since 2002. She has traveled around the world and speaks five languages. She is passionate about cultures and how we are all more alike than we are different. She will be speaking about youth exchange, foreign languages and foreign cultures.

September 8 - 7pm Manna Food Center - Rockville

September 9 - 6:30pm - Rotary Alumni Reception

Embassy of Bulgaria

Please RSVP by September 4 to capitolhillalumni@gmail.com

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

September 12 - 9am to noon - Membership Seminar
8 am to 9am - Free Full Breakfast

Woodmore Country Club 12320 Pleasant Prospect Road, Mitchellville, MD

RSVP by September 7 to rotary@district7620.org

September 16 - 6pm Sophia House - Homeless Dinner

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

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

John Kneiss Director, Government Affairs

& U.S. Policy Services, Hart Energy Consulting:

"Politics and Technologies of Oil and Gas"

September 26 - 9am to noon Membership Seminar -

Gaithersburg Hilton

RSVP to rotary@district7620.org

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

October 3 - Super Summit Day

Health, Hunger, Literacy and Water

8:30am to 12:30pm Breakfast Cost: \$20

Register Online at Rotary7620.org by September 27

Holiday Inn Laurel-West 15101 Sweitzer Lane, Laurel, MD 20707

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

Governor Paul Frey

District Governor's Official Club Visit

October 10 - Rotary Leadership Institute - Frederick

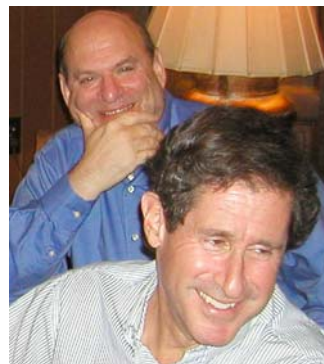
October 13 - 7pm Manna Food Center

9311 Gaither Road, Gaithersburg

August 27 Meeting Report

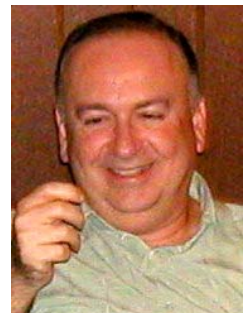


We welcomed back Immediate Past President **Todd Nitkin** from a four-week trip to Uganda and Ethiopia. In Uganda Todd was seeing 200 to 300 patients a day, refugees from Sudan. **Lou Fetting** described his mishap tripping up his shoes and falling down on a chair. His ribs were still hurting after two days, so he had tests performed that did not show any fractures. Since the scans would not detect a hairline fracture



in a rib, his doctor said you can either have a body cast or pain pills. Lou opted for the pain pills and we wish him well in the healing process. Treasurer **Alan Cookson** had his second back surgery in a few months and this went better than the first. He appreciated the flowers

that the club sent. **Dick Gordon** told of his trip to Lake George, New York, which he described as one of the most beautiful lakes in the world. **Steve Naron** had produced custom-printed Rotary business cards with each member's photo - thanks so much for this great membership tool!



Phil Meade was thanked for bringing the cookies for dessert. **Nabil Bedewi** led a discussion of the options for International Night including the possibility of having the function at a restaurant. Steve pointed out that two scholars are from Italy and that the Italian embassy would be an excellent

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venue. Steve also said that JHU SAIS was available and the cost of using the facility and having security is only \$400. President Elect [Jason Hamel](#) expressed that the special venues have been a neat draw for the international night and hoped this would continue.

2009 Rotary Scholar Orientation

On Saturday August 29 incoming Rotary Ambassadorial Scholars were given an orientation to our area at the Rockville Library. Past Governor Rob Brown gave the welcome from District 7620 and



Conrad Fleck discussed responsibilities, resources, opportunities, and how to arrange speaking at clubs. Steve Naron discussed living, getting around, and touring DC, Baltimore, and beyond. Cpl Ken Matney of the Rockville Police Department gave a briefing on safety. Daniel Sturgeon talked about what makes us the USA: history, geography, culture and politics. The 2009-10 scholars are:

- Alice Alunni, Italy, JHU SAIS DC International Relations
- Iwan Llewellyn Davies, Wales, JHU SAIS DC International Relations
- Seok Joon Kim, Korea, GWU Political Science
- Britta Nicolmann, Germany, GTU International Relations
- Donatello Osti, Italy, JHU SAIS DC International Relations
- Damien Pastor, France, JHU Med. Baltimore

The accompanying photos by Steve Naron show the scholars touring our area.



Damien Pastor, Iwan Davies, Alice Alunni, and Donatello Osti are Hopkins students – Damien is in Baltimore, the others at SAIS.



Manna Food Center is Moving!

Due to dramatic increases in both clients and food donations, we've simply run out of space. In mid-September, Manna will move to a new warehouse located at 9311 Gaither Road, Gaithersburg, MD 20877. "Our current warehouse can accommodate about one million pounds of food. Last year, we collected three million pounds of food, thanks to our generous community. We've needed to move to a new warehouse for years, and we're so excited that soon we will be in a fabulous space that will allow us to operate more efficiently, serve more hungry people, and provide more opportunities for volunteering," explained Amy Ginsburg, Executive Director.

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Message from the RI President

My fellow Rotarians:

Lord Byron wrote, "The days of our youth are the days of our glory." For me, that is the line that springs to mind whenever Rotary's youth programs are mentioned. In Rotary, September is New Generations Month – a time to focus our attention on our programs for youth and the role they play in shaping the Rotarians of tomorrow.

Our youth programs – Interact, Rotaract, Rotary Youth Leadership Awards, and Rotary Youth Exchange – are some of the most important programs of Rotary. I say this because of the unparalleled potential they have to influence young minds and souls toward peace, goodwill, and harmony. That potential is the greatest in youth because the experiences of our early years never leave us; they shape who we later become. In the words often attributed to St. Francis Xavier, "Give me a boy until he is seven, and I will give you the man." For myself, I would give it a bit longer than that – but there is no doubt that the experiences of our youth have a greater formative power, and a greater ability to shape character, than any we may have in our adulthood.

When a teenager from the United States has the chance to travel to India to participate in a National Immunization Day, or when a student from Brazil spends a year studying in Japan, that person will be forever changed. These young people will have formed connections and affections that will endure. They will never think about their own country, or the world, in the same way again. Their perspective, their priorities, and their values will have been permanently shaped by that experience in a way that no later experiences will have the power to do. Your hard work ensures that these experiences continue to be possible – that these programs continue to be available, to be well run, and to earn the trust of the participants and their families.

The impressions of youth are strong, and they are lasting. There is never a second chance at them. We may grow and change as we get older, and we are surely changed by all of our experiences. But there is never another chance to build who we are. That happens only once: in our youth.

The days of our youth truly are the days of our glory –

but through Rotary's youth programs, those days become the glory of all of Rotary.

John Kenny
President, Rotary International



Photo by Steve Naron: Kanae is in the middle and the other two are students from Kenya (left) and Russia (right) studying at Hopkins Medical. Dr Sharon Ong'uti is a newly qualified doctor who graduated from Nairobi University's school of medicine last summer. In September/October '08 she volunteered to assist the huge 'Health & Hygiene' Mission run by RI. It was run in collaboration with Rotarians For Fighting AIDS, Anchor, Hope Worldwide and supported by several other international corporations.

California Tortilla to Donate 25% of Sales to Manna Food Center on September 8

Say the secret word "MANNA" when placing your order and California Tortilla will donate 25% of your sale to Manna Food Center.

Date(s): Tuesday, September 8, 2009

Time: 5-8 pm

Where: California Tortilla,

Cabin John Shopping Center,

7727 Tuckerman Lane, Potomac

Great food helping a great cause!

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Rotary, Google Join Forces

By Donna Polydoros RI News – 31 August 2009

A selection of covers throughout the years. Scans of issues of The Rotarian are now available through Google Books.

Rotary has teamed up with Google to make nearly 100 years of The Rotarian available free online.

Full-color, searchable scans of all issues of the magazine from 1959 to 2008 are now available through Google Books, with more issues to follow. The site is accessible from The Rotarian's page on the RI Web site.

Users can select from a gallery of issues organized by decade or click "Search all issues" to search the entire catalog for a word or phrase.

The collaboration is part of an initiative to make Rotary's historical resources more accessible to Rotarians worldwide.

"Google is doing all of the scanning and indexing to make the material searchable – and at no cost to Rotary," says Stephanie Giordano, archivist for Rotary International.

More than 72,000 pages will be available once Google finishes scanning and uploading all 1,100 issues. The first issue was published in January 1911, when the magazine was called The National Rotarian.

Some issues of interest include December 1979, which reported on Rotary's first polio immunization project; the February 2005 centennial issue; and issues from the 1980s discussing the admission of women into Rotary.



In Tech Matters, Play To Gen Y's Strengths

by Judith Crown The Rotarian – September 2009

Dodie Butler considers herself reasonably savvy when it comes to technology. But when the 50-year-old baby boomer was looking for high school and college students to volunteer for a community mentoring project, it never occurred to her to use Facebook. To the marketing director at her firm, however, that was the obvious solution. Kayleb McKelvain, 21, "thinks in a different way about the tools that are out there," Butler says.

Members of Generation Y, also called millennials – born between 1981 and 2001 – have been making their mark in the workforce at an early age, thanks to their mastery of technology. Having grown up with personal computers, cell phones, and iPods, they have a huge advantage and often expect to use it to advance quickly in the workplace. But some boomer managers say these young workers can seem cocky and demanding, spend too much time socializing online, and have yet to pay their dues.

Simon Fulber, who at 33 is a Gen Xer – sandwiched between the boomer and millennial generations – finds that he sometimes acts as a mediator between his older and younger co-workers. Millennials, with their easy

grasp on technology, crave respect, notes Fulber, a senior performance and learning consultant at Vancity credit union in Vancouver, B.C., Canada. At his firm, they balk at boomers' methodical way of teaching, such as having everyone sit in a classroom to learn about the credit union's products. "They don't want a lecture," Fulber says. "They say, 'Let me experience it.'"

Illustration by Dave Cutler



Instead of carping at each other, boomers and millennials should take advantage of each others' strengths. Boomers may have valuable institutional knowledge and insight into

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the way business works, while millennials can often see more efficient ways to do things. "They want to improve how work gets done," says Diane Thielfoldt, a Seattle consultant who specializes in generational differences in the workforce. "They're used to a fast pace and want to keep things moving."

In Rotary, too, tech-savvy millennials are dragging their sometimes hesitant elders into the 21st century. Heather Jennings, the 24-year-old executive director of the Rotary Club of Dallas, has encouraged members to use text messaging as a method to reach her. "I offer club members various ways to contact me – either by calling, e-mailing, or texting," she says. "That way I can respond right away."

Some are not so sure about texting – "I've never done that" is a typical response – but Jennings has nudged members along, in the process streamlining the club's communications. In return, Rotarians have coached her on how business works. Now, she says, instead of handling all her correspondence via e-mail, "I've come to writing notes by hand, because people appreciate it."

Butler, a member of the Dallas club, marvels at Jennings' accomplishments, noting that for fellow club members who are in their 70s and 80s, "texting is a foreign concept." Jennings, she says, "brings technology forward and gets people to use it. And she has the charming trait of not making you feel stupid."

David Vilbig, a 55-year-old boomer who owns a civil engineering firm, gives millennials credit for that technical literacy. But Vilbig, also a member of the Dallas club, says it seems that some younger workers feel they have a "God-given right" to spend their workday texting and surfing the Internet. He laments that he's had to fire more than one employee who went overboard using the company's computers and cell phones for socializing. "One guy I had to let go after three months," Vilbig recalls. "He had 5,000 texts on his [company] cell phone."

Boomer notions about technology, meanwhile, can frustrate younger workers. Scott Brown, secretary of the Rotary Club of Columbus, Ohio, and a 43-year-old Gen Xer, says he has found older club members curiously resistant to clicking on attachments or links in e-mail. "Some members don't like the idea of an attachment," he says. "They want everything to be in

the body of the e-mail. For the younger members, it's no big deal."

Their vaunted technical proficiency has made many millennials confident – very confident. Fulber, who is president of the Rotary Club of Vancouver Quadra, recalls one employee who believed he'd already mastered his own work and began seeking out assignments in different areas. That angered his superior, who needed him to concentrate on his job. "He didn't play by the rules, and his boss was hesitant to promote him," Fulber says. In the end, the up-and-comer did land the job he wanted as a branch manager, but he ruffled feathers along the way.

By tapping into their greater maturity and experience, boomers can try to see things from the millennials' perspective and work with them rather than digging in their heels. They can also turn to younger workers as a resource to boost their own skills and understanding. Millennials don't want or need to take over all the technical tasks of the workplace – they are ready to share their expertise. "They want you to tap their talents," says Thielfoldt. "Let them teach you what they intuitively already know how to do."

Judith Crown is a Chicago-based freelance writer specializing in business.

A Strong Foundation To Conquer Need

by Glenn E. Estess Sr., Foundation Trustee Chair
Mother Teresa, a longtime friend to Rotary, was once asked why she did the work she did. There would always be so many she could not reach. Why did she pour herself so fully into her self-appointed task, knowing that she could never come close to meeting all the needs?

Her answer was simple. She said, "I do what I can, where I am, with what I have."

In Rotary, we strive to do the same. We know very well that the world's needs are endless, and that we can never attempt to meet them all. Two billion people live in poverty. One billion people live without access to clean water, and 2.6 billion without adequate sanitation. Every day, 26,000 children die needlessly.

What can Rotary hope to do in the face of such overwhelming need?

To this I answer, we must do what we can, where we are, with what we have. We must make the best

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possible use of our resources, where they can do the most good. We must identify the needs that we can realistically meet, and invest the care and planning to make sure that our service is successful. And we must steward our Rotary Foundation well, so that we will be able to help the greatest number of people possible, in the ways that make the greatest difference.

In Rotary, we see how much more we can achieve when we all work together. Through our Foundation, we are able to pool our resources and achieve even more. And the stronger our Rotary Foundation becomes, the greater the scope of the tasks we will be able to undertake successfully. We will be able to do far more good, in far more lasting ways.

So much of the good we do in Rotary happens with the support of our Rotary Foundation. I ask each of you to continue your support – this year, and every year – so that our good work may continue.



Itzhak Perlman and New York Philharmonic To Join Rotary's Effort to End Polio Now; Virtuoso Violinist Who Survived Polio As a Child Will Perform in Special Benefit to Protect the World's Children

NEW YORK, September 1, 2009

Rotary International is joining violin virtuoso Itzhak Perlman and the world-renowned New York Philharmonic, led by Philharmonic Assistant Conductor Daniel Boico, to present the Concert to End Polio, a benefit performance supporting the global effort to eradicate this disabling childhood disease.

The Concert to End Polio will take place on Wednesday, December 2, 2009, at 7:30 p.m. in Avery Fisher Hall at Lincoln Center for the Performing Arts, New York City. Program information will be announced at a later date.

Polio eradication resonates strongly with Mr. Perlman, who contracted the disease at age four and overcame serious physical challenges to become one of the world's most celebrated musicians. In this historic, one-night-only performance - his first with the New York

Philharmonic in four years - Mr. Perlman will help Rotary in its effort to raise \$200 million to match a \$355 million challenge grant from the Bill & Melinda Gates Foundation. All of the resulting \$555 million will fund critical eradication activities in developing countries where polio still threatens children.

"We are honored that an artist of Mr. Perlman's stature and a cultural institution as revered as the New York Philharmonic are supporting Rotary in our effort to achieve a polio-free world," says Rotary International President John Kenny. "Their participation demonstrates the importance of this unprecedented global health initiative. It will be our lasting gift to the world's children."

"The fact that polio is still around is ridiculous," says Mr. Perlman, winner of 15 Grammy Awards, including a Lifetime Achievement Award in 2008. "There is absolutely no excuse for anyone to get polio. This is an issue that has to be dealt with immediately."

"We at the New York Philharmonic are proud to join our good friend and esteemed colleague Itzhak Perlman and Rotary International for this important cause," says Zarin Mehta, President and Executive Director of the New York Philharmonic. "We hope that all our efforts will contribute to the worldwide eradication of this terrible disease."

Concert tickets are \$70-\$200. A private reception with Mr. Perlman will follow the concert. A premium concert seat and admission to the reception will be offered at a package price of \$500. All ticket sale proceeds will go toward Rotary's End Polio Now campaign. Tickets may be purchased online at nyphil.org or by calling (212) 875-5656, 10:00 a.m. to 8:00 p.m. daily. Tickets may also be purchased at the Avery Fisher Hall Box Office or the Alice Tully Hall Box Office at Lincoln Center, Broadway at 65th Street. The Box Office is open from 10:00 a.m. Monday through Saturday, and noon to 5:00 p.m. on Sunday. On performance evenings, the Box Office closes one-half hour after performance time; other evenings it closes at 6:00 p.m.

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

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