

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

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



Mark Scott:
"Living Green for Normal People."
What a homeowner can do to improve their energy use and reduce their "Carbon Footprint."



Mark Scott is President of Mark IV Builders. A company he founded in 1988. He is a past board member of the Metro DC Chapter of the National Association of the Remodeling Industry and past president of Montgomery County Builders Association. He is a Rotarian and a member of the Board of Directors of the Bethesda-Chevy Chase Rotary Club. He and his wife and two daughters live in a subdivision he built.

September 16 - 6pm Sophia House - Homeless Dinner
12250-A Wilkins Ave., Rockville, MD 20852

Directions: North on 355/ROCKVILLE PIKE past White Flint Mall & Nicholson Lane, TURN RIGHT on RANDOLPH RD./MD-183; After 1/2 mile TURN LEFT onto PARKLAWN DR.; After 2/10 mile, TURN LEFT onto WILKINS AVE.; After 3/10 mile, the Shelter should be on your LEFT. Ample off street parking available.

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 -
8 am to 9am - Free Full Breakfast

Hilton Washington DC North/Gaithersburg

620 Perry Parkway, Gaithersburg, MD

RSVP by September 21 to rotary@district7620.org

(see flyer on page 2)

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

at the new location:

9311 Gaither Road, Gaithersburg



Rotary Youth Exchange Featured at September 3 Club Meeting

Our guest speaker was Assistant District Governor Melissa Mears from the Salinas Steinbeck Rotary Club in California. In 1992 she spent six months in Portugal and learned the language fluently returning seven times. In 1996 she studied at the Superior Business School in Rouen, France. She is a marketing representative with Sharp Electronics and joined Rotary in 2001. With her passion for Youth Exchange, she has been on the district committee since 2001. More than 8,000 students have participated each year in Youth Exchange in over 60 countries. 86% of Rotary districts participate in the Youth Exchange program.



The goals of Youth Exchange are: (1) Provides young people with the opportunity to experience cultures other than their own; (2) Gives participants a broader view of the world and a deeper understanding of themselves; (3) Develops leadership and communication skills in youth; and (4) Advances international understanding and world peace. The benefits of Youth Exchange are to allow students to

www.pb-rotary.org www.rotary7620.org www.rotary.org

September 10, 2009 - Page 1

Potomac-Bethesda Rotary Club News

both meet people from other countries and experience their culture firsthand and gain a better understanding of the basic needs we all share and the diversity that makes each culture unique.

Rotary Youth Exchange is open to the children of Rotarians and non-Rotarians alike. A long-term exchange lasts for an academic year. Students stay with 2-3 host families and are required to attend school in their host country. Eligible students for the long-term program must be: (1) Between the ages of 15 and 19; (2) At the high-school or equivalent academic level; (3) Above-average academically; and (4) Socially ready to handle living abroad for an extended period. Club committees recruit, screen, and select students and host families for participation in the program. District chairs work with their counterparts around the world to organize all aspects of the exchanges. Rotary International produces a list of district Youth Exchange chairs quarterly to help communication with one another.

We warmly welcomed back Past President Nadim Salti. President Noel requested volunteers for serving the homeless dinner on September 16 at Sophia House. Alan Grant stated that there would be eight schools that we will be working with this fall on the Dictionary Project. Alan requested assistance in obtaining a reasonably priced venue for the fundraiser on November 21. Jack Call is back to work after his bout with shingles and Alan Cookson is recovering slowly from back surgery. We wish them rapid healing and regaining of their strength.

Manna Food Packing on September 8



Alex Naron led the monthly food box packing at the Manna Food Center on September 8. Manna moves to Gaithersburg later this month, so the October 13 packing will be at the new location, 9311 Gaither Rd.



Putting Membership Matters Into Motion

FREE Membership Seminars for Rotary District 7620
Three identical seminars. Choose the date that works best for you!

Saturday, Sept. 12	Full Breakfast from 8:00am - 9:00am Seminar 9:00am - 12noon / 2 coffee breaks Woodmore Country Club 12320 Pleasant Prospect Road • Mitchellville, MD 20721 • 310-249-6100 Tell gate attendant you are attending the Rotary Seminar. RSVP by Monday, Sept. 7 via email to Denise Patterson / District Office rotary@district7620.org
Saturday, Sept. 19	Continental Breakfast from 8:00am - 9:00am Seminar 9:00am - 12noon / 2 coffee breaks Confetti's 802 Gleneagle Court • Towson, MD 21286 RSVP by Monday, Sept. 14 via email to Denise Patterson / District Office rotary@district7620.org
Saturday, Sept. 26	Full Breakfast from 8:00am - 9:00am Seminar 9:00am - 12noon / 2 coffee breaks Hilton Washington DC North / Gaithersburg 620 Perry Parkway • Gaithersburg, MD 20877 • 310-977-8900 Just south of I-270 exit for Montgomery Village Avenue RSVP by Monday, Sept. 21 via email to Denise Patterson / District Office rotary@district7620.org

Manna For Manna Food Drive Sept 12 & 13

Please support the Manna for Manna food drive on September 12 & 13 from 12-5 pm at the following Giant Food locations in Montgomery County:

Saturday, September 12

* Westwood Shopping Center in Bethesda staffed by the Corporate Volunteer Council of Montgomery County.

Sunday, September 13

* Kentland's Shopping Center in Gaithersburg staffed by Temple Beth Ami.

* Montrose Crossing Shopping Center in Rockville staffed by the Jewish Community Center of Greater Washington.

* Potomac Promenade in Potomac staffed by the DC Council BBYO

Thank you to the businesses and organizations that are helping to coordinate this community effort. Your help in collecting food for families in need is greatly appreciated!

www.pb-rotary.org www.rotary7620.org www.rotary.org

September 10, 2009 - Page 2

Potomac-Bethesda Rotary Club News

Pennies For Polio Pays Big Dividends For Rotary's Challenge

By Dan Nixon RI News – 27 August 2009
Rotarians celebrate the success of Pennies for Polio at District 7120's annual conference. From left: 2008-09 District Governor Michael Leone, Past RI Director M.K. Panduranga Setty of India (representing 2008-09 RI President Dong Kurn Lee), and district PolioPlus committee cochairs Bob Goodman and Jerry Rose. Photo courtesy Michael Leone

To Michael Leone, 2008-09 governor of District 7120 (New York, USA), the idea of inviting children to help protect other children against polio made perfect sense.

So when Leone and Past District Governor Michael Popolizio went to work planning Pennies for Polio in support of Rotary's US\$200 Million Challenge, they envisioned basing the fundraiser in the area's schools.

After receiving the support of the district Rotary Foundation committee and district advisory council, Leone presented Pennies for Polio to the club presidents in January through a letter, PolioPlus fact sheet, and PowerPoint presentation.

Fifty-eight Rotary clubs and 30 Interact clubs helped the project get underway in March and April by placing Pennies for Polio collection jars in schools throughout the district. School fundraisers lasted one to two weeks, with many featuring competitions among grade levels and a pizza party for the winning grade.

The Rotary Club of Honeoye Falls-Mendon produced a video about polio to show in local elementary schools and printouts for teachers to use with students in the classroom.

"The teachers used the project to teach children about world health issues and how polio once plagued the United States," says Honeoye Falls-Mendon club member Tracy Main. "To my amazement, the children raised over \$5,000 in 10 days."

Pennies for Polio tallied more than \$100,000 in all for Rotary's challenge.

"One of the most gratifying moments for me was to hear high school students educating their communities

about the polio eradication effort and Rotary's work in this important task," Leone says.

"Ninety-nine percent of polio is already eradicated," said Jennifer Riekstins, a member of the Interact Club of Webster Schroeder High School, in a local TV news interview. "We're trying to eradicate the final 1 percent, and that's the most difficult, most expensive to do."

Added club president Carly Blake, "It makes us feel great that our community and our school are doing something to help other people in need."



District Assistance for Rotary Matching Grants

By PDG Robert S. Brown, DRFC

You may have heard that due to unprecedented demand and a smaller pool of money, The Rotary Foundation (TRF) is unable to provide any matching money for grants at this point. This is in part due to the world economic conditions, lowering the value of Rotary's investment portfolio as well as decreased contributions by Rotarians. The District Leadership has met to see how best to assist as many clubs as possible to participate in humanitarian projects at home and abroad. For this Rotary year the following guidelines will apply.

Matching Grants:

- ✓ Club must have contributed to Annual Giving or Polio in 2008-2009

Minimum project size-	\$10000
District Contribution	\$ 5000
TRF Contribution	\$ 0

- ✓ One Matching Grant per club. Those clubs with more than one must choose which they wish to pursue.

We encourage those who have submitted projects to rework the budget and perhaps involve more clubs, other districts, or seek outside partners to make up the funding short fall. The District Rotary Foundation Chair may be able to help identify those sources.

Potomac-Bethesda Rotary Club News

Should there still be District Funds available after January 1, 2010, the grants committee will entertain a second club project with a maximum of district funding of \$2500. There will still be a minimum project size of \$10000.

District Simplified Grants:

Maximum District Contribution \$1500

- ✓ One submission per club.
- ✓ Club must have contributed to the Annual Giving or Polio in 2008-2009.
- ✓ Cannot be an ongoing project such as the Dictionary Project.
- ✓ Preference will be given to local projects.
- ✓ Project must be sustainable without future funding from the district.
- ✓ Suggest involvement with outside partners for technical and financial support.

Should you have questions regarding your project application, the Grants Committee is ready to assist. You may email Kathy McPherson at Kathymcp@aol.com.

I encourage you to send club members to the Foundation Day, November 7, 2009, at the Holiday Inn Laurel to attend a workshop on grants and receive updates on the Foundation Programs.

Sincerely,

Robert S. Brown DRFC

Financial Update from the RI General Secretary

Rotary International News – 8 September 2009

Dear Rotarians:

While we wait for Rotary's independent auditors to complete the audit of Rotary's 2008-09 financial statements, preliminary results indicate that Rotary International and The Rotary Foundation have weathered the recent financial crisis with less damage than we had feared. RI's investment losses dropped from over US\$26 million in February to approximately \$12 million for the fiscal year ended 30 June 2009. The Rotary Foundation, which had suffered more severely in the investment markets, also recouped some of its losses by year-end – going from over \$222 million in losses in February to \$164 million for the year. These reversals, along with 2008-09 spending

reductions, enabled the Foundation Trustees to reinstate an additional \$2.3 million in Matching Grant funds for 2009-10, an action that will strengthen Rotarians' humanitarian efforts this year.

We have seen even more encouraging news in July and August, when market upturns further improved both RI's and the Foundation's investments. These recent gains continue to offset the unrealized losses we recorded last fiscal year.

Some Rotarians have suggested that the Foundation consider investing the Annual Programs Fund more conservatively. Historically, our investment strategy had been extremely successful, enabling the Foundation to finance its administrative and fund development expenses for more than 20 years and to direct almost \$100 million of investment earnings to Children's Opportunity Grants, PolioPlus, and Matching Grants. However, as mentioned in my 3 June letter, the current financial situation may prevent us from funding these expenses with investment returns for the next few years. In response to this, the Investment Advisory Committee is reviewing the fund's investment policy statement to address the increased risk and volatility in the financial markets, as well as the Foundation's return and liquidity requirements. They will report their recommendations to the Trustees at the October meeting.

In addition to a brighter investment picture, other measures are also helping to restore Rotary's fiscal health. In June, the RI Board and the Foundation Trustees approved austere 2009-10 budgets for RI and the Foundation that include substantial reductions in both staff and volunteer spending. For example, RI President John Kenny and Foundation Trustee Chair Glenn Estess are asking many committees to meet by correspondence or video conferencing this year, a measure that will save the organization many thousands of dollars. In addition, recognizing the need to reduce costs while maintaining effective services to Rotary clubs and districts, I have eliminated staff travel wherever possible and frozen staff salaries. We are currently operating the Secretariat with fewer staff than budgeted.

Other factors are also encouraging. Small membership increases in 2008-09 have strengthened our dues base. In addition, contributions to the Foundation, excluding

www.pb-rotary.org www.rotary7620.org www.rotary.org

September 10, 2009 - Page 4

Potomac-Bethesda Rotary Club News

the Bill & Melinda Gates Foundation and Google Foundation grants, reached record levels in 2008-09 and remain strong this year. Both of these developments speak to the intrinsic value of Rotary International and The Rotary Foundation as a force for good in our world. While the worst of the economic crisis may be past, the recovery remains slow and painful. In a world marked by high unemployment, mortgage foreclosures, and failing businesses, Rotary service is needed now more than ever. The RI Board, Foundation Trustees, and Secretariat staff are all working to protect the resources that help to make this vital service possible.

Sincerely,

Ed Futa

RI General Secretary

Best Practices For Welcoming New Volunteers: How To Make A First Impression That Keeps Volunteers Coming Back

By Karen Bantuveris

Back-to-school marks a new season of volunteering. Parents jump into service in the classroom or for Scouts and sports leagues. Service-learning activities are launched, community action teams prepare for hurricane and flu season and nonprofits of all types ramp-up their fundraising and activities.

This year, the need for volunteers is greater than ever, and fortunately, more people are expected to lend a hand. However, the Corporation for National and Community Service reported that a third of all volunteers don't return to service – mainly due to poor coordination.

As a volunteer leader, you are an ambassador for your organization and often the first point of contact for your group. Paid volunteer leaders typically get training and support in engaging volunteers. But informal leaders – volunteer board members, PTA committee chairs and room parents, corporate captains and coaches – are often left to figure things out for themselves.

Here are some helpful, straightforward tips on how you can create a positive initial experience for new volunteers that will encourage them to return and set

the stage for them to become leaders themselves, not to mention loyal donors.

Five Best Practices for Welcoming New Volunteers

1. Set Up to Succeed: Thinking ahead, what information and materials will your volunteers need to succeed? Create a welcome package or Website page for volunteers and include helpful details such as:

- * Map and directions to the service location
- * Where to park and which entrance to use
- * Who will greet them
- * What to wear and bring (water, a snack, work gloves, etc.)

- * Safety concerns and physical requirements

- * Confidentiality requirements and sensitivity issues

Plan for the number of expected volunteers in terms of space, materials and supplies. Nothing is worse than having a volunteer give up their valuable time only to be left standing around because there aren't enough paintbrushes or it's too crowded around the race water table.

2. Onboard Quickly: A frequent complaint is that volunteers applied to help but no one called them back! At the same time, busy informal volunteer leaders often express frustration with having to spend so much time calling people, juggling spreadsheets and sending e-mails to fill their schedule of needs.

To avoid these frustrations, it is important to set clear expectations on voicemail and e-mail responder messages, as well as on the organization Website, for how and when volunteers will be contacted.

Additionally, by using online scheduling and sign-up tools like VolunteerSpot or Serve.Gov, organizers can skip this hurdle altogether and bring on volunteers immediately with a simple few clicks. Signing up online lets a volunteer know immediately when they are slotted for action and buys the committee chairman or corporate captain a little time to reach out to the volunteer with important information about the organization and engagement.

3. Seize the Moment: As the saying goes, you never get a second chance to make a first impression. Here are a few things to keep in mind when welcoming volunteers for the first time:

www.pb-rotary.org www.rotary7620.org www.rotary.org

September 10, 2009 - Page 5

Potomac-Bethesda Rotary Club News

* A genuine smile and eye contact build positive rapport.

* Introduce yourself and wear a nametag.

* Remember, volunteering is a gift of time – thank volunteers for choosing to share it.

* Summarize why it matters that they are serving today in one or two sentences.

* Is a site tour appropriate?

* Have nametags available (pre-printed if possible).

* Review safety procedures, comfort stations (food, restrooms, etc.), and key work processes.

* Ask what questions people have.

4. Share Your Big Picture and Impact: To help volunteers understand why their valuable time is needed, prepare your volunteer leaders to share big-picture information about your organization, such as your mission and community impact. Get creative by sharing videos, photos, stories and testimonials from people your group has helped. If there are online communities and measurement tools for your cause and volunteers, help volunteers get plugged in.

5. Solicit Feedback: Be sure to ASK your volunteers how the engagement is working for them and what would improve their experience. You'll be surprised by what you learn. Sometimes simple changes can make all the difference – e.g., providing chairs so volunteers can sit during part of their shift. InsideGOOD is a tremendous online resource that helps capture feedback, collect stories, target improvements and promote your good work.

Adopting or improving upon these five best practices can go a long way toward helping volunteers feel welcome – a positive first step toward helping them cultivate a longer-term commitment to your organization.

Even if you have personally mastered some or all of these tips, ask yourself if other paid and informal volunteer leaders in your organization have done the same? Remember, your informal volunteer organizers are often the primary contact with your group's volunteers.

*Karen Bantuveris, Founder and CEO,
VolunteerSpot*

"Doing Good just got easier!"

Why is September Bad for Stocks?

By Michael Zhuang

The answer to this question lies in Nassim Taleb's bestseller *Fooled by Randomness*. If you haven't read it, let me sum up the book in one sentence: We humans have this amazing ability to see a pattern where there is none.

The three worst stock market crashes all happened in October. Do you see a pattern here? If you do, you are fooled by randomness. A sample size of three signifies nothing statistically. That does not prevent us from associating October with market crashes.

Now that this "pattern" is public knowledge, thanks to the financial media, guess what investors do in September? They sell. That's why September is the worst month for stocks on average, even worse than the supposedly crash-prone October.

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

M&T Bank Plans Food Drive to Benefit Manna Food Center

M&T Bank will hold a weeklong food drive the week of Sept 14-19, 2009 to benefit Manna Food Center. Bring your nonperishable food donation to any of the forty-two M & T Bank branch locations in Montgomery County.

The need for food assistance has grown 43% this past year and your help providing food to our neighbors in need is greatly appreciated. Manna Food Center provided food to 35,498 families this past year helping 102,519 individuals, nearly half of them children and senior citizens.

**Manna Food Center,
fighting hunger and feeding hope
in Montgomery County since 1983.**

United Way #8846

CFC #23028

www.pb-rotary.org www.rotary7620.org www.rotary.org

September 10, 2009 - Page 6