

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

October 22 – 6:30pm – Meeting - Normandie Farm

John Kneiss,

Director, Government Affairs and U.S. Policy Services,
Hart Energy Consulting

"Politics and Technologies of Oil and Gas"

Mr. Kneiss' career includes nearly 20 years on fuels regulatory, technical, and energy policy issues. As executive director of the Clean Transportation Advisory Council, his advisory activities included developing strategic options to address regulatory proposals, analyzing risk potential involving litigation on fuels issues. He served for ten years as the Vice President, Regulatory and Technical Affairs for the Oxygenated Fuels Association, Inc. (OFA), in Washington, DC., where he directed and managed the Association's scientific, technical and regulatory activities related to oxygenates, and developed and coordinated strategic initiatives that support and advance the benefits of oxygenates. Managing litigation initiatives and defense involving water impacts and air protection was among Mr. Kneiss' responsibilities. Mr. Kneiss has a B.S. in biology from Wilkes University, Wilkes-Barre, Pennsylvania, and a M.S. in environmental sciences and engineering from the School of Civil Engineering, Virginia Polytechnic Institute and State University, located in Blacksburg, Virginia.

October 24 – 10:00am – Potomac Day

October 24 – World Polio Day

October 26 – 1:30pm Dictionary Project at Waters
Landing Elementary School, Germantown

October 29 – 6:30pm – Meeting - Normandie Farm

November 3 – 2:40pm - Dictionary Project at Bells Mill
Elementary School

November 5 – 2:00pm - Dictionary Project at Beverly
Farms Elementary School

November 5 – 6:30pm – Meeting - Normandie Farm

November 7 - Rotary Foundation Training Seminar

7:30am to 2:00pm – See flyer on page 5

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

November 10 – 10:30am - Dictionary Project at
Wayside Elementary School

November 10 – 7pm Manna Food Center

November 12 – 6:30pm –

Meeting - Normandie Farm

November 19– 6:30pm –

Meeting - Normandie Farm

November 26 – No Meeting

December 3 – 6:30pm –

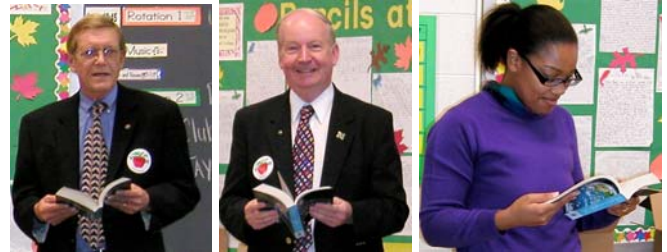
Meeting - Normandie Farm

December 8 – 7pm Manna

Food Center

2009 Dictionary Project Kicked Off

Dictionary Project Chair **Alan Grant** has kicked off dictionary distributions at eight area elementary schools. The first school this year was Poolesville on October 20 with **Tom Leuchtenburg**, **Bob Nelson** and **Lauria James** (assistant to Alan Grant) participating. Four additional schools are already on the Rotary Club Calendar and others will be added when confirmed.



The district coordinator of the Dictionary Project, Nancy Szlasa, said, "Let us, as committed Rotarians, make a difference in the quality of life of third grade students and help them *To Learn to Read and Read to Learn*. It is through this literacy program that students can improve their communication skills as well as their quality of life and that of the community-at-large."



The goal of The District Dictionary Project is to distribute a free dictionary to each third grade student in the public schools, an estimated 70,000 dictionaries. The District Dictionary Project is a collaborative effort among the 68 Rotary clubs and public school systems in central Maryland (12 counties) and DC.



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October 24 is World Polio Day: Rotary Nears Halfway Mark in US\$200 Million Challenge

(Evanston, Ill., USA: 20 October 2009)

In recognition of World Polio Day, Rotary clubs are celebrating a major milestone reached in the humanitarian service organization's global fundraising campaign to eradicate polio - with nearly US\$100 million raised.

As part of a US\$355 million challenge grant awarded to Rotary by the Bill and Melinda Gates Foundation, Rotary clubs worldwide are aiming to raise a total of US\$200 million by 2012. The funding will provide critical support to polio eradication activities, including the distribution of a new, more effective bivalent polio vaccine that was recently approved for use in the coming months, for countries still battling the disease in parts of Africa and South Asia.

Since 1985, eradicating polio worldwide has been Rotary's top philanthropic goal. In addition to the funds announced today, Rotary has contributed more than \$800 million and countless volunteer hours to the protection of more than two billion children in 122 countries. The disease remains endemic in just four countries - Afghanistan, India, Nigeria, and Pakistan - although other countries remain at risk for imported cases.

"We have come a long way," said Glenn E. Estess, Sr., Trustee Chair of The Rotary Foundation of Rotary International. "We have reduced the number of polio cases by over 99 percent. But we can't let up now. The remaining one percent is proving to be the most challenging, since the poliovirus persists in the most intractable parts of the world. We have the tools to eradicate this devastating disease. It's up to us to make sure we have the resources needed to reach every child."

To raise awareness and funds for the global push to end polio, Rotary clubs worldwide are conducting activities surrounding World Polio Day including:

- * Germany: Nearly 1,000 Rotary clubs will participate in a national outreach campaign. Rotary members are holding screenings of the Oscar nominated documentary, "The Final Inch" in Cologne and Berlin. Screening events for the film, which focuses on the current challenges to ending polio in India, will

include a panel of experts including the film's producer. Other local events will include information stands, a benefit CD set featuring international recording artists- Seal, REM, etc- (10 Euros from each sale are donated to polio eradication), benefit concerts and school events.

- * Austria: Austrian Rotary club members are conducting a national polio awareness week in mid-October. They will sell sunflower seeds throughout the country for five Euros- the approximate cost of ten doses of polio vaccine.

- * Washington, DC: Rotary members in Virginia are coordinating "The Final Inch for Polio Eradication Walk". The 20-mile fundraising walk will end at the White House.

- * California: On October 24, Rotary members will show "The Final Inch" film at a regional conference focusing on polio eradication efforts worldwide.

- * Colorado: The Governor of Colorado will give a "State of the State" address on October 22. This year's event will include a presentation about polio by Dr. Walt Orenstein of the Bill and Melinda Gates Foundation. Governor Ritter will recognize the unique partnership of the Bill and Melinda Gates Foundation and Rotary clubs in Colorado in the fight to end polio.

A highly infectious disease, polio causes paralysis and is sometimes fatal. As there is no cure, the best protection is prevention. For as little as US 60 cents worth of vaccine, a child can be protected against this crippling disease for life. After an international investment of US\$6.22 billion, and the successful engagement of over 200 countries and 20 million volunteers, polio could be the first disease of the 21st century to be eradicated.

The Global Polio Eradication Initiative is spearheaded by the World Health Organization, Rotary International, the US Centers for Disease Control and Prevention (CDC) and the United Nations Children's Fund (UNICEF). It includes the support of governments and private sector donors.

Rotary is an organization of business and professional leaders united worldwide to provide humanitarian service and help to build goodwill and peace in the world. It is comprised of 1.2 million members working in more than 33,000 clubs in 200 countries and

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geographic regions.

Rotary invites the public to support the polio eradication initiative by visiting rotary.org/endpolio. Cell phone users can donate \$5 by texting the word "polio" to 90999. For further information visit, rotary.org/endpolio or www.polioeradication.org.

Total Polio Cases	Year-to-date 2009	Year-to-date 2008	Total in 2008
Globally	1165	1371	1651
endemic countries	898	1287	1505
non-endemic countries	267	84	146

Rocky Top, NC, Hospitality and Rotary District 7710 are 'Taking a Bite Out of Polio'

Diners at Michael Dean's Oct. 20 and Bogart's on Oct. 21 will be "Taking a Bite Out of Polio."

As part of a partnership between Rocky Top Hospitality and Rotary District 7710, Michael Dean's and Bogart's will be donating 15% of evening sales on these dates to the End Polio Now campaign of Rotary International. The events coincide with World Polio Day on Oct. 24.

"I am pleased to announce that two of our restaurants, Michael Dean's in North Raleigh and Bogart's in Downtown Raleigh will participate in fundraising nights for the Rotary District 7710's Polio Plus campaign," said Liz Wallace the Executive Vice President of Rocky Top Hospitality. "We look forward to this great partnership with Rotary District 7710 to raise funds and awareness of such a worthy cause."

Rotary club members in more than 200 countries and geographical areas around the world are leading a global effort to eradicate polio worldwide. Members of Rotary District 7710 will be at the restaurants both nights to talk about the group's work to administer the vaccine worldwide to help eliminate the disease.

Rotary International has contributed nearly \$800 million to fight this crippling and potentially fatal disease. It works as the lead private sector partner of the Global Polio Eradication Initiative, a partnership spearheaded by the World Health Organization, Rotary, US Centers for Disease Control and Prevention

and UNICEF.

But of even greater significance are the countless volunteer hours more than one million women and men of Rotary have donated to help immunize nearly 2 billion children in over 122 countries over the last 20 years.

Rotary volunteers provide necessary assistance in the field where mass immunizations are taking place by promoting national immunization days through mass communications, transporting the vaccine to immunization posts, and by squeezing drops of the oral polio vaccine into the mouths of children.

Rotary members continue to extend their assistance to countries still battling the disease by providing a wide range of items necessary for mobilizing communities and promoting immunization activities. Rotary also provides vital assistance for the growing laboratory network that is necessary to track the last cases of the disease.

In addition, Rotary reaches out to governments worldwide to obtain vital financial and technical support. Since 1995, donor governments have contributed in excess of \$4 billion to polio eradication, due in part to Rotary's advocacy efforts.

Rotary volunteer Larry Smith views Rotary's involvement in global polio eradication as an integral collaboration of government and volunteer agencies working together to tackle large-scale initiatives. "No single agency can do this job alone. Rotary offers a nonpolitical, nonreligious voice to the partnership that addresses the needs of the community because we are part of the community."

Remarkable progress has been achieved in the fight against polio. Since 1988, the number of polio cases has been reduced from 350,000 each year to less than 1,700 in 2008. Today, polio remains endemic in just four countries: Afghanistan, India, Nigeria, and Pakistan. The Americas were declared free from polio in 1994, as well as the Western Pacific region in 2000, and Europe in 2002.

New members and guests are always welcome at any of the 43 Rotary Clubs in District 7710. For more information about Rotary District 7710 please visit our website at www.rotary7710.org. For more information about "Taking a Bite Out of Polio" please contact Larry Smith at (919) 835-2450.

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One Funny Polio Fundraiser

By Arnold R. Grahl RI News – 19 October 2009

Ottar Weel, president of the Rotary Club of Gamlebyen-Fredrikstad, and his son enjoy a laugh reading Humørleksikonet Skrattekammeret, a book full of short stories. Photo courtesy Rotary Club of Gamlebyen-Fredrikstad



Norwegians love to tell stories, especially funny ones.

So when the Rotary Club of Gamlebyen-Fredrikstad came up with the idea of producing a book full of jokes and humorous tales to raise money for Rotary's US\$200 Million Challenge, it didn't take long for the idea to catch on.

"We told clubs to get together and swap stories, and send us the best," says past club president Jan A. Vatn, who oversaw the project. "The response was incredible."

"Norwegians are known as serious and hard working, but they do have a funny side," adds Evy Alsaker, a past president of the Rotary Club of Chicago and a Norwegian-American who is helping to promote the book in the United States.

Humørleksikonet Skrattekammeret, which means "Room of Laughter," contains 1,201 stories compiled from the 330 Rotary clubs in Norway and has sold 1,500 copies in its first few weeks in print. For every book sold, \$12 of the \$50 cover price goes to Rotary's challenge. To order a copy, e-mail sjoberg@online.no.

Start to finish, the project took about a year. The book was published with help from Kolbjørn Eggen, a member of the Rotary Club of Fredrikstad Glemmen who owns Eggen Press.

"This project represented a tremendous amount of teamwork," says Alsaker. "It's an outstanding example of how you can get Rotarians to come together and work on a single project that will have worldwide implications."

Initial copies of the book were given to

district governors to promote during club visits. Vatn says the original target was to raise \$72,000 for the challenge by getting every other Norwegian Rotarian to buy a copy.

"But a lot of people are buying six to eight books, for themselves or as gifts," Vatn says. "Our goal now is to have all 330 clubs in Norway collectively contribute \$100,000. If more clubs outside Norway raise money with it, all the better."

Clubs receive the credit for each copy sold, Vatn says, so that when Rotarians buy or sell a book, it adds \$12 to the amount their club has raised for the challenge.

And while there are no plans to translate the book, Vatn and Alsaker see a wider market than just Norway. Alsaker notes that the first copy of the book was sold to a Norwegian-American in the United States. Any Rotarian who knows a Norwegian anywhere in the world could purchase a copy as a gift, she says, and help Rotary end polio.

Vatn would like to see Rotarians in other countries make their own humor books.

"The idea isn't trademarked," he says. "We can tell them a lot about how to market it."

Copies can also be ordered from:

Gamlebyen/Fredrikstad Rotary Club
V/Eddie R. Sjøborg
Bellevue 20
1606 Fredrikstad, Norway



New Club Sponsorship Enriches Communities

RI News – 14 October 2009

Joseph Wirba, of the Rotary Club of Kumbo, Cameroon, and Brian Fulp, 2008-09 president of the Rotary Club of Honesdale, Pennsylvania, deliver tuberculosis test kits donated by a U.S. hospital. Photo courtesy of Brian Fulp

Kumbo, Cameroon, and Honesdale,

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Pennsylvania, USA, may be worlds apart, but through Rotary, the two communities are forming a long-term, mutually enriching partnership.

It began in 2008 when Brian Fulp, then president-elect of the Rotary Club of Honesdale, traveled to Kumbo on assignment with his employer, the nonprofit Himalayan Institute. Fulp quickly saw an interest in Rotary and Service Above Self in the community.

He soon met Roland Mbenkum, a local high court district judge who would become the first president of the Rotary Club of Kumbo, chartered in January and sponsored by the Honesdale club.

An early collaboration between the Honesdale club and future Rotarians in Kumbo involved a hospital that desperately needed equipment. "One of the doctors told me he was fed up with holding a flashlight in his mouth to perform surgeries," Fulp recalls. "With only US\$250 from our club, we were able to purchase a generator for the hospital. Suddenly, they had electricity when they needed it."

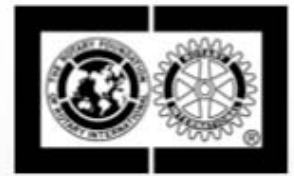
That doctor, Joseph Wirba, later became one of the Kumbo club's charter members. Today, the club has about 20 members.

To help guide the Kumbo club through the chartering process, Fulp turned to the RI Web site where, he says, "I got everything I needed about sponsoring a club."

The Honesdale club also inspired its own community to get involved in Cameroon. Club members organized a local fundraiser to help construct a public library for Kumbo and asked a hospital for assistance in containing a tuberculosis outbreak there. The hospital, Wayne Memorial,

donated 300 tuberculosis test kits.

When sponsoring a club, Fulp recommends working with local nonprofits to understand the community and connect with local leaders. "You have to really work in the community to find out what their needs are and who can help," he says.



District 7620 Rotary Foundation Seminar

Nov 7, 2008
7:15 AM- 2:00 PM

Holiday Inn West, 100 Sweitzer Lane, West Laurel, Maryland
(Exit 198 West - off I 95)

Register with District Office
rotary@district7620.org

\$25.00 pp includes Breakfast and Lunch



Registration and Breakfast begins at 7:15 am. Program begins at 8:00 AM.

- Learn about Grants for this year
- Bring your partial or completed grants (District Simplified Grants or Matching Grants) for discussion/approval/signatures
- Hear from Joe Mulkerrin, our Zone Rotary Regional Foundation Chair
- Meet Jackie McGuire, the RI Rep for Major Gifts
- Every Rotarian Every Year
- World Peace Fellow Program
- Join your Presidents-Elect to hear a Polio Update from PDG George Atwell about a recent National Immunization Day in Nigeria

Join us to learn about the Future of Your Rotary Foundation and how the "Future Vision Plan" will affect our district and your club.

Carpool with your club's President-Elect and other club members.

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