

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

November 19 – 11am Dictionary Project at  
Seven Locks Elementary, 9500 Seven Locks Road

November 19 – 1pm Dictionary Project at  
Melvin J. Berman Hebrew Academy  
13300 Arctic Avenue, Rockville

November 19– 6:30pm – Meeting - Normandie Farm  
Chuck Cenker, PDG, ARRFC  
“Fighting Polio – Taking It Personally”



Chuck joined the Rotary Club of Yorba Linda, California in 1981. He became a member of the Rotary Club of Colonial Park in 1986 and served as President in 1996-97. He served as Assistant Governor in 1998. Chuck was District Governor in 2002-03. Chuck was editor of Colonial Comments for seven years, served two terms as Treasurer for Key-Garden PETS, served as a faculty member for Mid-Atlantic PETS and New England PETS, served four terms as District 7390 Foundation Chair, Board of Counselors for ten terms, Share Committee

Chair, District Conference, GSE, Budget, Nominating and Strategic Planning Committees.

Chuck currently serves as Assistant Regional Rotary Foundation Coordinator, previously served as APF Strategic Fund Advisor for Zone 32 and as group coordinator for Zone 32 Rotary Foundation Team. Chuck is a Paul Harris Society member in District 7390, a Major Donor and is the recipient of the “Meritorious Service Award” from the Rotary Foundation. Chuck currently is serving as the Polio Plus Chair for District 7390. Chuck has also been recognized as Rotarian of the Year by the Rotary Club of Colonial Park.

Chuck’s international service includes serving on a medical mission to the Dominican Republic, a SNID and Polio brace mission to Ethiopia and a water mission to Brazil.

Chuck’s wife, Marilyn, is an Honorary Rotarian and a Major Donor. They have two adult sons, Charles Jr and Mark Edward. Chuck and Marilyn reside in (Shipoke) Harrisburg, PA.

November 20– 9:45am Dictionary Project at  
Potomac Elementary, 10311 River Road

November 26 – No Meeting

December 3 – 6:30pm – Meeting - Normandie Farm  
Todd Nitkin: “Trip to Liberia”

December 8 – 7pm Manna Food Center

December 10 – 6:30pm – Meeting - Normandie Farm  
Kathy Stevens - Montgomery College

December 17 – 6:30pm – Meeting - Normandie Farm  
Sheila McDonald - Health Care Bill

December 24 – No Meeting

December 31 – No Meeting

## November 12 Meeting Report

Bernard Brookes inspired our Rotarians with a talk titled “Building Leaders: There’s One Inside of You.” “In business, public life, and private life leadership requires developing wisdom about ourselves and our relationship with others.” He pulled out a few props including a small plane, a ball-point pen from Air Force One and a toy from his granddaughter to highlight leadership traits such as those exhibited by Southwest Airlines. He referred to the Andrew Carnegie formula for fortune making, *Think and Grow Rich*. He pointed out the importance of emotional intelligence as described in Daniel Goleman’s book by the same title and the *Twelve Riches of Life* by Napoleon Hill which are included with this article.



**Emotional Intelligence** - Goleman, D. (1998). *Working with emotional intelligence*. New York: Bantam Books

- ❖ **Self-awareness** - the ability to read one’s emotions and recognize their impact while using gut feelings to guide decisions.
- ❖ **Self-management** - involves controlling one’s emotions and impulses and adapting to changing circumstances.
- ❖ **Social awareness** - the ability to sense, understand, and react to others’ emotions while comprehending social networks.
- ❖ **Relationship management** - the ability to inspire, influence, and develop others while managing conflict.



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**The 12 Riches of Life** - Hill, Napoleon. (1965). *The Master-Key To Riches*. New York: Ballantine Books

1. **A Positive Mental Attitude** - All riches (material and nonmaterial) begin with a state of mind
2. **Sound Physical Health** - This begins with health consciousness which leads to healthy physical habits
3. **Harmony In Human Relationships** - Harmony with others begins with oneself
4. **Freedom From Fears** - A person who fears anything is not free
5. **The Hope Of Achievement** - Poor beyond description is the person who does not have hope and belief in becoming the person she/he wants to be
6. **The Capacity For Faith** - Faith is the link between our conscious minds and universal Infinite Intelligence
7. **Willingness To Share One's Blessings** - Happiness comes only by sharing
8. **A Labor Of Love** - A labor of love brings the joy of self-expression to one who performs it
9. **An Open Mind On All Subjects** - Only the person with an open mind can be truly educated
10. **Self-Discipline** - A person must master him or herself to control his/her destiny
11. **The Capacity To Understand People** - Understanding the emotions and motivations of others comes by first understanding oneself
12. **Economic Security** - This is attained by rendering service; for useful service can always be converted to money

**President Noel** went to the Pre-PETS and Rotary Foundation meetings last Saturday. His granddaughter turns 3 on November 16. **Alan Grant** coordinated the remaining Dictionary Project dates as listed in the Rotary Club calendar. **Phil** remembered Veterans Day honoring his father's service to our country. **Todd** sadly reported on immigration difficulties in his family. \$64 was collected for the Club Foundation and \$50 for Polioplus.



## **Push To End Polio Gains Ground**

By Dan Nixon RI News – 16 November 2009



*During National Immunization Days in Nigeria, a girl has her finger marked to indicate she has received the oral vaccine. Photo by Joseph Lorenzo*

Although the Global Polio Eradication Initiative (GPEI) has

faced sobering challenges in the past year, it is moving forward in key political, technical, financial, and operational areas.

Stepped-up efforts to end the disease in the four endemic countries of Afghanistan, India, Nigeria, and Pakistan are paying off, GPEI officials say.

"Rotary International has played an extraordinarily special role [in the GPEI], not just as one of the initiators but in bringing financial resources, political advocacy, and volunteerism on the ground to getting the job done," says Dr. Bruce Aylward, director of the GPEI at the World Health Organization.

According to WHO, the incidence of polio in Nigeria in 2009 dropped by almost half to 383 cases as of 10 November, compared with 753 cases for the same period in 2008. Most dramatic has been the decline in the transmission of the type 1 wild poliovirus, to 73 cases from 692 cases. Also, the proportion of unimmunized children in Nigeria's highest-risk states fell below 10 percent for the first time.

In Pakistan, the incidence of polio decreased to 76 cases from 96 cases. Rotarians there have encouraged the national government to give strong support to ending the disease. This advocacy effort helped prompt the government's decision to launch the Prime Minister's Action Plan for Polio Eradication. On behalf of Rotary International in August, International PolioPlus Committee Chair Robert S. Scott recognized Pakistan's president, Asif Ali Zardari, with a Polio Eradication Champion Award for his outstanding support for a

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polio-free world.

Although the incidence of polio in India increased to 568 cases, compared with 503 cases a year ago, all but two of India's 35 states and territories have stopped transmission of the wild polio virus.

Afghanistan recorded the same number of polio cases, 24, as a year ago. The wild poliovirus is endemic only in the south, and about 80 percent of children live in polio-free areas.

In 2010, a new vaccine is expected to be introduced to help stop the transmission of the type 1 and type 3 wild polioviruses simultaneously. This bivalent vaccine, health officials believe, will multiply the gains made during the past year toward eradicating polio.

Worldwide, the number of polio cases has dropped from more than 350,000 in 1988, when the GPEI began, to 1,651 in 2008. The remaining 1 percent of cases are the most difficult and expensive to prevent, however. That is why continued support for Rotary's US\$200 Million Challenge, which is close to reaching the halfway mark in funding, is crucial to the GPEI's success.

"Rotary's challenge ends 30 June 2012. Let's push confidently ahead to reach our goal and help ensure that all the children of the world will be forever safe from this devastating disease," says Rotary Foundation Trustee Chair Glenn E. Estess Sr.

## Comments:

On 18 November 2009, Derek Newman D1050 wrote: Having just returned from the 8th November Sub-NID in India I must say what an experience to personally take part in Rotary's number one project. In Lucknow a total of 2709 booths immunized 265,000 children - fantastic. Now let's press on and complete the job we started.

On 17 November 2009, Cari Roberts wrote: in 2008 I went with the Rotary Dream team to India to do the NID. It was a life changing experience and rotary has been doing some amazing things over there. Thank you so much for opening my eyes to help me see that polio is still around. I made many friends with the locals and now I have found a new meaning in my life. I want to help change the lives of others. Thank you Rotary!

On 16 November 2009, Mike Hill wrote: 1952 Polio Survivor. Keep up the great work your doing. Mike

## Revised RI Strategic Plan Gets Back To Basics

By Janis Young RI News – 17 November 2009



*The revised strategic plan includes three priorities, including supporting and strengthening clubs. Rotary Images*

At its November meeting, the RI Board adopted a revised strategic plan that comprises three priorities, all of equal importance to Rotary's future.

The priorities are:

- ⇒ **Support and strengthen clubs.**
- ⇒ **Focus and increase humanitarian service.**
- ⇒ **Enhance public image and awareness.**

Following a mandate from the Council on Legislation, the Board recently conducted a triennial review of the plan. This review included surveying 14,000 Rotarians worldwide about the organization's priorities and holding focus groups to assess Rotary's image in different countries.

In addition, the Strategic Planning Committee carried out a detailed analysis of Rotary's strengths, weaknesses, opportunities, and challenges and considered its findings in relation to the organization's mission, vision, and strategic priorities.

The revised plan, effective July 2010, reflects the results of this research. For example, survey responses clearly linked membership growth to strong clubs, and external data indicated that opportunities for service and networking are Rotary's greatest appeal.

The plan also unifies the strategic direction of RI and The Rotary Foundation by emphasizing the connection between clubs' most popular service areas and the areas of focus in the Foundation's Future Vision Plan.

Moving forward, the Strategic Planning Committee and the RI Board will continue to refine the goals attached

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to each priority and develop tactics for achieving and measuring success.

"The revised strategic plan focuses RI's efforts on the clubs and getting back to basics," says RI Director Thomas Thorfinnson. "RI's main role should be supporting clubs and helping them to expand their service and publicize the accomplishments of their efforts."

## **Widening The Gateway To Health Care In Ethiopia**

By Peter Schmidtke RI News -- 6 November 2009

*Kathleen Poer (front row, center) and fellow Abt Associates staff at a meeting in Addis Ababa, Ethiopia. Poer manages a USAID program to increase TB and HIV treatment availability. Photo by Leah Ekbladh*

Ethiopia's fight against HIV/AIDS received a boost in February when the country's top health ministry officials agreed to allow private health care clinics to provide patients with antiretroviral medicines.

The officials reached the agreement during a meeting with a contractor for USAID. Representing that contractor was former Rotary Foundation Ambassadorial Scholar Kathleen Poer.

"I could navigate this complex policy issue because I understood the cultural milieu, listened carefully to the advice of my Ethiopian colleagues, and tried to think about how local norms would influence the meeting," she says.

Since 2007, Poer has worked in Ethiopia for Abt Associates, one of the world's largest government and business research and consulting firms. She manages USAID's five-year Private Sector Program for HIV and Tuberculosis, which aims to increase the capacity of private health care providers to deliver services through a public-private sector partnership.

When Poer, a native of Colorado, arrived in Ethiopia, she worked to strengthen an existing program for the prevention and treatment of TB and HIV in the

workplace and to expand a pilot program to integrate TB and HIV services into private-sector clinics. After Abt Associates completed a successful pilot that introduced TB treatment to 20 private clinics, she oversaw the expansion of care to 100 more clinics.

"One way of increasing case detection is to have more sites providing TB diagnosis services," says Poer of the expansion of TB care, which had been legal only in government-run clinics. "This is particularly true with TB because it is stigmatized and people may prefer to go to a clinic where they are not known."

Additionally, Poer has overseen mobile teams of local caregivers who operate out of tents and cooperate with community clinics and health bureaus to provide HIV testing and counseling services. From June 2007 to June 2009, the teams helped test over 100,000 people.

"I think we've gone pretty far pretty fast, and you can see the attitude of the public sector changing dramatically during that time to greater openness," she says.

Before moving to Ethiopia, Poer spent 18 years working for Abt Associates to improve health care systems in Albania, Egypt, Jordan, Kazakhstan, Kyrgyzstan, Russia, and Uzbekistan.

She studied as a 1985-86 Ambassadorial Scholar at Jawaharlal Nehru University in New Delhi, sponsored by the Rotary Club of Durango, Colorado, USA. Poer volunteered with a number of clubs on service projects, including installing energy-efficient cooking stoves and developing avenues of rural income generation. She also participated in polio immunization campaigns.

"It's difficult as a foreigner to just go and visit poor rural villages," Poer says. "You wouldn't do it unless you happened to be involved with the Rotarians. They had this active network of projects, and I tried to go with them as frequently as possible. It was my experience in India that made me want to work in development."

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



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## **When The Berlin Wall Fell, Rotary Was There**

Adapted from an article by Matthias Schütt  
RI News – 12 November 2009

*Enthusiasm for Rotary's role in a soon-to-be reunified Germany was scrawled onto the Berlin Wall before it was dismantled in 1990. Photo courtesy of Rotary Magazin*

On a November 1989 evening, hundreds of Rotarians participating in an International Institute packed the foyer of the Hilton in West Berlin. They anxiously waited for taxis to take them to a host hospitality event, but none arrived.

Finally, a hotel employee walked to a microphone and made an announcement, as organizer Peter Lorenz, of the Rotary Club of Berlin-Spree, recounts:

"He said, 'We have to ask for your patience because the taxis we called can't make it to the hotel. As you will see, thousands of visitors from the eastern part of the city are on the streets, blocking access to the hotel. We have been waiting for these guests for 28 years, and we ask you to wait with us. The [Brandenburg] gate and wall are open.'"

The fall of the Berlin Wall 20 years ago this month marked the beginning of monumental political changes in Europe, but also the start of a new era in Rotary. The event is largely seen today as the launching pad for the rebirth of Rotary across Eastern Europe.

German Rotarians, stunned by the events of 9 November, rejoiced in the prospect of a reunified Germany and what it would mean to Rotary. They also wasted no time in getting involved, even as the wall itself was coming down. Members of the Rotary Club of Berlin-Tiergarten welcomed visitors coming through the wall from East Berlin with tea and coffee. The Rotarians also donated street maps of West Berlin, which the visitors needed because their East German maps didn't indicate any West Berlin streets. "The coffee went cold, but the maps went in a flash," recalls Berlin-Tiergarten club member Jürgen Thormann.

In the weeks and months that followed, West German Rotarians developed strategies for reestablishing clubs that had once existed in the eastern part of the country,

in cities such as Chemnitz, Dresden, and Leipzig.

District governors from the Austrian and German districts discussed plans for expanding Rotary into East Germany and neighboring countries, including Czechoslovakia, Hungary, and Yugoslavia. Clubs and districts also began conducting seminars with communities in East Germany, many of which helped establish twin city programs or led to Rotary club projects that are still ongoing, 20 years later.

Even though the concept of service clubs was foreign to an entire generation in what had been East Germany, within a year after the German reunification, 49 new clubs were chartered there.

In March 1990, Hugh Archer, who was RI president at the time and attended the International Institute in West Berlin when the wall came down, traveled to the Kremlin to discuss the concept of service organizations with Soviet officials. Three months later, the Rotary Club of Moscow was chartered.

By the autumn of 1995, the reunified Germany had 91 new clubs, and the Rotary movement was rapidly expanding into Eastern Europe.

*Adapted from Rotary Magazin, the certified regional magazine of Austria and Germany.*

### **Comments:**

On 17 November 2009, Paul Gunder wrote: What a proud moment in history. Freedom from oppression for so many people of the Soviet bloc symbolized by the fall of the Berlin Wall.

On 13 November 2009, PDG S.K.Sen. Dist 3190, India. wrote: I enjoyed the historic report. Congratulations. I studied in Cologne, Germany. During my student days the Berlin wall was erected and during my DGN time 1989 - 90 the wall was demolished. During my Governorship days I witnessed the flowering of Rotary in east Germany.

