

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

July 22 - 6:30pm - Meeting - Normandie Farm

Linda Jewell, Vice President,

International Student Exchange Programs



Linda Jewell is currently Vice President of International Student Exchange Programs (ISEP). ISEP is a network of 300 post-secondary institutions in the United States and 42 other countries cooperating to provide affordable international educational experiences for a diverse student population. ISEP students gain intercultural competence through integration into their host institution and host culture while exploring the international dimensions of their academic field. Over 34,000 students have

participated in ISEP programs since 1979.

Linda's assignments during a thirty-year career at the U.S. Information Agency and the Department of State included positions as U.S. Ambassador to Ecuador, Charge d'Affaires in Costa Rica, Deputy Assistant Secretary of State for Western Hemisphere Affairs and Director of Policy Planning for the Western Hemisphere Bureau. She also served in Mexico, India, Poland and Indonesia. She is a Member of the Board of the U.S. Center for Citizen Diplomacy. Ambassador Jewell received a B.A. degree in Literature from Yale University and a Masters in Public Policy from the Johns Hopkins School of Advanced International Studies.

July 22 - 8pm Board of Directors Meeting

July 29 - 6:30pm - Meeting - Normandie Farm

Kenneth Kempner - Computers in Medicine

August 4 - 30<sup>th</sup> Anniversary of Club Chartering

August 5 - 6:30pm - Meeting - Normandie Farm

James Li: Action Strategy

August 10 - 7pm - Manna Food Center Packing Night

9311 Gaither Road, Gaithersburg

Volunteers are Needed - Alex Naron Coordinating

August 12 - 6:30pm - Meeting - Normandie Farm

Lawrence D. Cross

The George B. Thomas, Sr. Learning Academy

August 19 - 6:30pm - Meeting - Normandie Farm

August 26 - 6:30pm - Meeting - Normandie Farm

September 2 - 6:30pm - Meeting - Normandie Farm

September 9 - 6:30pm - Meeting - Normandie Farm

September 14 - 7pm - Manna Food Center

September 16 - 6:30pm - Meeting - Normandie Farm

Jay Kumar, Rotary District Governor

September 23 - 6:30pm - Meeting - Normandie Farm

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

## July 15 Meeting Report

Nabil Bedewi donated a 32" flat screen television to our Rotary Club. The new equipment will be stored at the Normandie Farm Restaurant and eliminates the need to set up a projector and screen for speaker



presentations. Thanks so much, Nabil, for your generosity! There will be a Board of Directors' meeting immediately following the regular club meeting on July 22 and President Jason invites everyone to forward items to be included on the agenda. We welcomed Past District Governor Rich Carson who is currently the



Rotary International Representative to the Organization of American States and is working on a \$100,000 Ecuador Literacy Project. Our Speaker was

Joe Zakir, Senior Marketing Manager, Cisco. Nabil was a mentoring advisor to Joe while he was in graduate school. Joe worked at Sun Microsystems for 8 years and has been at Cisco for the past 3 years. Cisco was founded in 1984 by a husband and wife team who invented the multi-protocol router.



[www.pb-rotary.org](http://www.pb-rotary.org) [www.rotary7620.org](http://www.rotary7620.org) [www.rotary.org](http://www.rotary.org)

July 22, 2010 - Page 1

# Potomac-Bethesda Rotary Club News

The company now has 65,000 employees, \$40 billion in annual revenue and a 27% year-over-year growth. Products include information storage, web conferences, routing, digital video, wireless, security, and voice. Some of the technologies Joe talked about were the collaboration portfolio, Cisco Cius (iPad for business) and a Flip Video Camcorder (ability to upload videos to Youtube and Flipshare). *[Thanks so much to Chinyere Amaefule for providing the notes from the meeting and to Nabil supplying the photos.]*

## Former Scholar Writes Book About Katrina

By Ryan Hyland RI News – 16 July 20

*Kathleen Koch, former CNN correspondent and Rotary Foundation Ambassadorial Scholar, reports from her hometown of Bay St. Louis, Mississippi, USA, after Hurricane Katrina devastated its residents and infrastructure. Photo by Skip Nociolo/CNN*



Just days after Hurricane Katrina slammed into the Gulf Coast in 2005, CNN correspondent Kathleen Koch rushed to her hometown of Bay St. Louis, Mississippi, to cover a story that other media outlets weren't telling.

Much of the immediate news focused on the chaos in New Orleans, Louisiana. Koch, a former Rotary Foundation Ambassadorial Scholar and an award-winning broadcast journalist, reported instead on the devastation in communities along the coast of Mississippi.

"I had a deep fear the history books would focus only on Hurricane Katrina hitting New Orleans. Most Americans didn't realize that Mississippi caught the brunt of the storm," Koch says. "Before I left my hometown, I made a promise to the residents that I won't let anyone forget what happened."

In her new book, *Rising from Katrina: How My Mississippi Hometown Lost It All and Found What Mattered*, she fulfills her promise.

Koch made two award-winning documentaries about post-Katrina Mississippi for CNN and reported

extensively on the state's recovery before leaving the network in 2008. But she felt a book would be a more concrete way to illustrate residents' perseverance after the hurricane.

"I want people to see what I saw, to hear what I heard, to feel what I felt," Koch says. "I was so struck by their resilience, faith, and determination. They never felt sorry for themselves.

"While so many people today are losing their homes and jobs, I think this story can resonate," she adds. "It tells the story of the whole Gulf Coast and how they lost everything and didn't give up hope."

In her book, Koch mentions several Rotary clubs doing their part to help victims, including the Rotary Club of Jonesboro, Arkansas, which rallied support from clubs across the country to collect more than 10,000 toys for the Boys and Girls Club of the Gulf Coast in time for Christmas.

"I was always aware of Rotary's commitment to help those in need. And more impressive is the dignified way in which they

do it," Koch says. "Rotary was everywhere and still is. How can you not recognize a group like Rotary?"

Koch studied in Dijon, France, during her scholarship year, and is a member of the Rotary Foundation Alumni Advisory Committee. She says it is important for alumni to stay involved with Rotary.

"Rotary shouldn't let alumni slip away and vice versa," she says. "We need to reach out more to each other to create relationships."

Koch is excited about the 2011 RI Convention in New Orleans. "I look forward to seeing Rotarians around the world come and enjoy our Gulf Coast."

*Rising from Katrina* is available online and will hit bookstores on 1 August. A portion of the proceeds will be donated to Pneuma Winds of Hope and Lutheran Episcopal Services in Mississippi Coast Recovery Camps, two nonprofit groups working on the Katrina recovery effort in Bay St. Louis.

[www.pb-rotary.org](http://www.pb-rotary.org) [www.rotary7620.org](http://www.rotary7620.org) [www.rotary.org](http://www.rotary.org)

July 22, 2010 - Page 2

# Potomac-Bethesda Rotary Club News

## **Philly Rotarians Roll Up Half A Million For MS**

by Megan Ferringer, *The Rotarian* – July 2010

*Early on a September morning, members of the Philadelphia Rotary Cycle Team pushed off on a 150-mile ride to raise money for multiple sclerosis.*

Rotarians Jack Beiter and Al Corrato, along with Beiter's twin sons, rode in the two-day Bike MS City to Shore event – from Cherry Hill, N.J., a suburb of Philadelphia, to Ocean City, N.J., and back – for the first time in 2000, raising \$7,500. It is now the Rotary Club of Philadelphia's largest fundraising project, with donations totaling more than \$500,000 to date.

Even though Beiter, 81, was in a serious cycling accident in 2008, he still plans to bike in the 2010 ride, to be held 25-26 September. Past club president Bob Snow is the team captain.

- 50 Members of the Philadelphia Rotary Cycle Team
- \$59,000 the Philadelphia Rotarians raised in the 2009 ride
- 97 Rides throughout the United States organized by Bike MS
- 200 Cases of MS diagnosed each week in the United States (estimated)

## **Increasing Contributions To PolioPlus**

*Rotarians share their ideas and strategies for addressing challenges*

**Question:** Your club has set a fundraising goal for PolioPlus in support of Rotary's US\$200 Million Challenge. You would like to involve the community in this fundraising effort. How will you raise awareness and money for PolioPlus in your community?

**Answers:**

\* The Rotary Club of Paonia, Colorado placed collection jars in 50 local businesses with these signs: "Please give 25 cents or more. Help Rotary wipe out polio. 60 cents vaccinates one child. Our goal:

vaccinate 5,000 children." The signs also had color pictures of a child receiving an oral immunization and another who was suffering from polio. We collected over \$2,000 in one year. – Sarah Bishop

\* Our club, the Rotary Club of Malate, Manila, Philippines, is hosting a Rotarian international golf fellowship event in Manila for the benefit of the PolioPlus Fund. This will be a yearly event. – Mark Lisaca

\* We should take the amount left to raise to meet Rotary's US\$200 Million Challenge and

divide that by the number of Rotarians in the world, and then by the number of months left in the challenge. The monthly contribution would be quite low. During my year as club president, I will create a coupon book for the monthly contribution and give it to every Rotarian. – Vinicius Ulhoa Goulart

\* Our club is planning an exciting fundraiser called Cruising for a Cause for PolioPlus. The cruise will be open to everyone, and a percentage of the dollar amount raised will be matched by the cruise line. – Suzanne McLeod

\* The 29 district governors in Great Britain and Ireland have all agreed to launch a high-profile public relations strategy to help the End Polio Now campaign. The objective is to celebrate "Rotary Day" on 23 February whilst providing all 1,850 clubs (56,000 Rotarians) with a coordinated project entitled Thanks for Life. The Thanks for Life project has three key components: (1) create a high-profile public relations campaign to raise awareness of the outstanding work of Rotary International in Great Britain and Ireland, (2) involve one million children in 3,000 schools to raise at least £1 million towards Rotary's US\$200 Million Challenge, and (3) create opportunities to attract new quality members by working with over 3,000 teachers and 10,000 parents and grandparents in this exciting project. – David Hodge

\* Our club president has been hand-carving walking sticks with symbols of children walking and asking for a donation of a minimum of \$20 each. They are worth far more and are collecting far more. – Susy Sanders





# Potomac-Bethesda Rotary Club News

\* My daughter's Interact club had a unique way to earn funds through Pennies for Polio. The club brought in a polio survivor to speak to the high school, then set up containers for each class to fill with as many pennies as it could find. The reward for the most pennies was a day without having to wear uniforms. The Interact Club of Saint Edward's School, Vero Beach, Florida, USA, succeeded in earning over \$300 in a week for PolioPlus. – Tracy Carroll

\* I am a triathlete and a member of the Rotary Club of Marquette West, Michigan, USA. As the incoming club president, I decided to dedicate my entire 2009 racing season to raising money and awareness for PolioPlus. I'm competing in 21 different races. My club has supported me with donations and race clothes with the End Polio Now logo. My club's fundraising goal for this year is \$5,800. My goal is to match that. The local media have picked up my story, and I am also working with other clubs in my district in the cities where I am racing to help promote my cause. – Marie Peasley

\* Our club is running a program that involves selling End Polio Now car magnets to Rotarians. When displayed on Rotarians' vehicles, the magnets not only raise money for PolioPlus but also help raise awareness in the community. Our goal is to raise \$10,000 for PolioPlus. – Dan Herbert

\* One by one, every member of every club in the world donates the value of one vaccination to save someone. I believe this objective is possible and allows all members to collaborate, regardless of their socioeconomic status. – Natalia Villarroel

*Responses may have been edited for style and length.*

*The Rotary clubs of Hout Bay, Blouberg, and Sea Point, South Africa, helped organize a bit of fun for Under 13 soccer players during a recent event in Cape Town, South Africa. With World Cup fever still in the air, the players learned about Rotary's Kick Polio Out of Africa campaign. Photo by Janey Ball.*



## Resources for Club Officers

Rotary International News – 19 July 2010

Rotary International offers many resources to help club officers understand their roles and responsibilities and help their club achieve its goals. Effective clubs are able to

- Sustain or increase their membership base
- Implement successful service projects that address the needs of their community and communities in other countries
- Support The Rotary Foundation through both financial contributions and program participation
- Develop leaders capable of serving in Rotary beyond the club level

### Club president

\* Club President's Manual – A key resource for incoming presidents that details roles and responsibilities and includes discussion questions and worksheets for the district assembly and the presidents-elect training seminar.

\* Club Leadership Plan – A brief publication that describes the recommended administrative structure for Rotary clubs. It's based on the best practices of effective Rotary clubs.

\* Club President's Monthly Checklist – A monthly reminder of activities and deadlines that apply to all Rotary clubs; revised annually and sent by your RI Club and District Support representative

\* RI Theme and Presidential Citation Brochure – This outlines the Presidential Citation program

\* Strategic Planning Guide – It helps clubs develop a long-range vision and serves as a

framework for establishing goals.

### Club secretary

\* Club Secretary's Manual – It includes RI policies and describes the responsibilities of club secretaries

[www.pb-rotary.org](http://www.pb-rotary.org) [www.rotary7620.org](http://www.rotary7620.org) [www.rotary.org](http://www.rotary.org)

July 22, 2010 - Page 4

# Potomac-Bethesda Rotary Club News



**The Washington Nationals have joined with Rotary International to Strike Out Polio. Three dollars of each ticket purchased will be donated to The Rotary Foundation's PolioPlus Fund.**

**Wednesday, August 25  
7:05 p.m. versus  
Chicago Cubs  
Nationals Park**



**Help Rotary end the  
crippling disease  
polio with your  
ticket purchase**

**Go to [www.nationals.com/endpolio](http://www.nationals.com/endpolio) to purchase your tickets**

**Left Field Baseline Reserved (111U-113U): \$40**

**Left Field Corner (108-110): \$30**

**Left Field Mezzanine (201-204): \$25**

- Go to [www.nationals.com](http://www.nationals.com) for ballpark seating diagram
- Offer not valid on game day or at the Washington Nationals Box Office
- All orders subject to service fees
- Order confirmation will be sent via e-mail. If no e-mail, assume order was not received
- Tickets ordered after Aug. 18 will not be mailed and must be left at will call in the name of the purchaser. They will be available for pick up on Aug. 25
- No refunds or exchanges

**For more information, please contact:  
Megan Dimond at 202-640-7652 or  
[megan.dimond@nationals.com](mailto:megan.dimond@nationals.com)**

**Groups of 10 or more, please call or e-mail Megan Dimond**

## Club treasurer

\* The Club Treasurer's Manual – It includes RI policies and describes the responsibilities of club treasurers

## For all club leaders

records.

\* Membership Development Resource Guide – Materials to assist the club officer responsible for developing the club's prospective and new member information programs. Contents: New Member Orientation: A How-to Guide for Clubs (414-EN), Membership Development Resource Guide (417-EN), and the RI Catalog.

\* TRF Global Contribution Form – This document that should accompany contributions and donor appreciation requests to The Rotary Foundation

\* Leadership Development: Your Guide to Starting a Program – This provides guidelines and resources for developing a leadership development program

\* RI Catalog – A list of RI publications, audiovisual programs, forms, and supplies, updated annually. Available in print and online at [shop.rotary.org](http://shop.rotary.org).

\* RI Visual Identity Guide – A reference for the design of publications at all levels of Rotary. Includes information on the proper use of the Rotary emblem, the Rotary colors, elements of good publications, grids and page layouts, typography, graphics, and photographs.

\* Member Access – The members-only area of the RI Web site that allows Rotarians to contribute to The Rotary Foundation, manage their e-mail subscriptions from RI, register for meetings, download administrative software, and access member benefits. Club presidents, treasurers, and secretaries have access to additional club reports and

[www.pb-rotary.org](http://www.pb-rotary.org) [www.rotary7620.org](http://www.rotary7620.org) [www.rotary.org](http://www.rotary.org)