

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

**August 12 - 6:30pm – Meeting at Normandie Farm**

**Lawrence D. Cross, Special Assistant to the Executive Director, George B. Thomas Learning Academy**

Lawrence D. Cross II has served since July 2008 as the Special Assistant to the Executive Director in the Administrative Office of the George B. Thomas Learning Academy (GBTLA) – a center created to accelerate students' mastery of academics, specifically in reading, language arts and mathematics that's closely aligned with the Montgomery County Public Schools curriculum. In this position, he is responsible for monitoring and implementing the GBTLA programs; analyzing program effectiveness based on student attendance and enrollment data; serve on special committees; and performing other related duties as assigned. Prior to his current position, Mr. Cross served as a program assistant responsible for assisting with the program administration and management of the learning Academy by visiting/monitoring Saturday school sites to provide support to the center directors and tutoring staff. At that same time Mr. Cross was a Consultant/Program Assistant in a middle school in MCPS for the Ambassadors Investing in Mentoring (AIM). The mission for this program was to provide the opportunity for adults to help our youth reach their potential through mentoring. The AIM program was designed to serve 75 students in grades six through eight in a one-on-one pairing with our partners and key stakeholders. From August 1971 through March 2005 Mr. Cross was an educator and an administrator with the Baltimore and Montgomery County Public Schools. Mr. Cross holds a Bachelor of Science degree in education from Morgan State University graduating in 1971. He earned his Masters of Education degree in the field of school administration and supervision from Bowie State University in 1984.

**August 19 - 6:30pm – Meeting at Normandie Farm**

**August 19 – 8pm Board of Directors Meeting**

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

**Joanne Bertsche - Rotary Foundation Annual Giving**

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

**Bill Offutt, Montgomery County Historical Society**

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

**Dr. Terry Sheehan – Haiti Medical Mission**

**September 14 – 7pm – Manna Food Center Packing**



*Manna Food Center Packing on August 10*

## August 5 Meeting Report

On the 30<sup>th</sup> anniversary of the chartering of the club, two of the remaining three charter members were on-hand to reflect on the milestone and review two historic photo albums, some excerpts of which were included in last week's newsletter. Congratulations Joe and Dick!



*[Above] Charter President Elect Joe Jennette and Charter Director Dick Gordon celebrate the 30<sup>th</sup> anniversary of the club's chartering. [Below] President Jason Hamel presents the club banner to guest speaker James Li.*



President Jason will be missing the August 12 club meeting – he's climbing Mount Rainier. He reminded everyone to be sure to send this quarter's dues payment to Treasurer Alan Cookson. President Jason introduced guest speaker James Li, a student Georgetown University, and a member of Compass Fellows. He described RE:action Strategy Group, a

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consulting group aimed at helping non-profit organizations more effectively engage their donors.

"Picture this: you read a newspaper editorial about impoverished children in China and decide to help through a \$100 donation to a charity. After clicking the 'donate' button, you receive an email from the charity thanking you for your generosity and providing you with a tax deduction. But, your involvement stops here. Where did the money go? Who have you helped? Where is the human connection?"

Today, organizations do not adequately demonstrate the impact of donors' donations as they fail to invest sufficient resources in donor-relationship management. This lack of transparency has led to an increase in skepticism among donors, and this failure inhibits further contributions to the organization. A 2006 Harris Interactive poll conveys that only one out of every ten Americans strongly believe that charities are honest and ethical in their use of donated funds."

RE:action Strategy Group is comprised of students at Georgetown and American University who



are committed to changing the status quo. RE:action Strategy Group is founded on the belief that feedback loops, an ongoing process through which organizations and donors can interact through multiple forms of media, can help non-profit organizations improve their transparency, thus increasing donor relations and retention, and establishing a new culture in giving.

"RE:action Strategy Group has three main developmental phases. First, we want to develop our thought leadership in feedback loops through case studies, research, and development. Secondly, we will

work with small and medium-sized non-profit organizations. Lastly, we aim to expand our services to organizations of all sizes.

RE:action Strategy Group has a win-win-win model: Donors will feel more involved in the process of giving and will subsequently contribute more to the organizations; non-profit organizations will benefit from maximizing the lifetime value of their donors; and causes all around the world will receive more capital to enact social change.

RE:action Strategy Group aims to provide a new experience in giving."



*Alan Grant's guest was his wife Irene.*

## **Progress For Rotary's US\$200 Million Challenge For Polio Eradication**

Rotary International News – 5 August 2010

As of 1 August, Rotarians have raised about \$141.2 million for Rotary's US\$200 Million Challenge. These contributions will help Rotary raise \$200 million to match \$355 million in challenge grants received from the Bill & Melinda Gates Foundation. The resulting \$555 million will directly support immunization campaigns in developing countries, where polio continues to infect and paralyze children, robbing them of their futures and compounding the hardships faced by their families.

As long as polio threatens even one child anywhere in the world, children everywhere remain at risk. The stakes are that high.

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## Reserve Your Room Today for Rotary International Convention in New Orleans: District Has Hotel Room Block Available

by Jessica Snow Barnes



This year's Rotary International Convention is in New Orleans, May 21-25, 2011. On behalf of the Committee, "Let the Good Times Roll, District 7620-Style." I am proud to announce that we have been successful in securing rooms at the fabulous Chateau LeMoynes (operated by Holiday Inn). Attached are pictures and information about the hotel. **The price per room is a LOW \$119 per night (taxes extra).** Check-in is Saturday afternoon. Check-out is Thursday morning. Rooms are available to you, on a first-come, first-served basis! **To reserve your room, you must do TWO things:**

1. Send me an e-mail: [hoyalawva2005@yahoo.com](mailto:hoyalawva2005@yahoo.com), indicating how many rooms you want. Upon receipt of your e-mail (processed on a first-come, first-served basis), your name will appear on my list as "preferred" status. Once your name is placed upon my list, I will contact you via e-mail.

2. Send me a check (non-refundable deposit) for \$150.00 per room. This check should be made payable to "District 7620," but **MUST** be sent to me at the following address: 1484 Marshall Hall Road, Bryans Road, MD 20616. PLEASE NOTE: I must receive your check within 5 business days of receiving your email or you will lose your "preferred" status. Regardless of when I receive your e-mail, I **NEED** to receive your check by Monday, August 16.

If you are unable to decide whether to attend, there will be additional opportunities later. The more, the

merrier! If you have any questions, contact me directly, via e-mail: [hoyalawva2005@yahoo.com](mailto:hoyalawva2005@yahoo.com).  
CHEERS!



### *Amenities at Chateau LeMoynes Hotel in New Orleans*

Our boutique hotel, Chateau LeMoynes, in New Orleans welcomes you with extensive services and on-site amenities. It's all about classic New Orleans hospitality. In the evening, partake in light conversation and a cocktail in our picturesque private courtyard. Don't forget to start your day with a mouthwatering breakfast buffet at Cate Bienville, our New Orleans hotel's on-site restaurant.

#### Facility

- 5 Floors
- 171 Guest rooms
- 70 Single-bedded rooms
- 101 Double-bedded rooms
- 134 Non-smoking rooms
- Interior Corridor

#### Valet Parking Only

- Cars: \$29.95 + tax/day
- SUVs & Trucks: \$34.95 + tax/day
- Vans: \$34.95 + tax/day
- Special event rates may be higher

#### Public Space Data Services

- High speed Internet Access

#### Pets

- No pets allowed

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## Windmills Increase Income For Salt Harvesters

By Peter Schmidtke RI News – 4 August 2010

*Rotarians Vimal Hemani, Deepak Agrawal, Shrinand Palshikar, Kiran Dave, and Rajesh Bhatt with one of five windmills installed in western India to improve the lives of migrant salt workers. Photo courtesy of the Rotary Club of Wadhwan City*



Five families who harvest salt from the desert in western India have Rotarians to thank for windmills that will double their income.

The Rotary Club of Wadhwan City, India, and the Rotary E-Club of the Southwest, Arizona, USA, received a Rotary Foundation Matching Grant and used club and District 5510 (Arizona) contributions to purchase 10 windmills. The windmills pump underground, salt-laden water into shallow ponds, where the salt can be separated through evaporation.

The families – who are among the 10,000 families who migrate annually to the Little Rann of Kutch salt marsh in Gujarat to collect up to 800 tons of salt apiece – previously relied on diesel engines to draw water to the desert's surface.

Five windmills were installed by the manufacturer in February with the help of Rotarians and the recipients. Club members expect the other five to be in use by October, the start of the six-month salt-harvesting season.

Deepak Agrawal, governor-elect of District 3060, visited the families in March and says they each saved about \$100 in fuel and engine repair costs over a monthlong period.

"The project allowed them to buy basic amenities – a glass to drink water from, books for their children, a light bulb," Agrawal says. "With the time they saved from engine maintenance, one of the fathers brought his child to school, and a mother read with her children."

A windmill-powered generator also produced electricity for one of the families.

In early April, the salt workers partially disassembled the 20-foot-tall steel and reinforced-plastic windmills and used trucks and tractors to move them to surrounding villages before the annual monsoon rains, which cover the desert in several feet of water.

Shrinand Palshikar, a Wadhwan City club member, proposed the project after his club surveyed the salt workers in 2008 and noted that fuel costs outweighed their profits. The next year, the club purchased one windmill to test and worked with the Gujarat Grassroots Innovations Augmentation

Network, using the technical expertise of club members to modify the windmill to operate in desert conditions.

The e-club learned of the effort through one of its members, Vimal Hemani, who lives near Wadhwan City.

"Our e-club is international, and that helped facilitate this project," says past club president Larry Levenson.

"Hemani was able to personally participate in the project and work with our Indian partners."

"This windmill requires no major maintenance once the design is fully established," says Palshikar. "It's already two seasons that it has been under testing, and our confidence is very high."

Palshikar says that families who operate two windmills can reduce their fuel use by up to 80 percent, resulting in an even higher increase in income and decreased air pollution.

Agrawal says his district plans to help provide 100 windmills during the 2011-12 Rotary year, and he has talked to an area nonprofit and bank about making microcredit loans available to families so they can purchase windmills.

"We would be interested in expanding the project to serve many more families if the results are positive after the first full season," Levenson says.

# Potomac-Bethesda Rotary Club News

## **Tanaka Is Choice For 2012-13 RI President**

By Peter Schmidtke RI News – 9 August 2010

*Sakuji Tanaka, a member of the Rotary Club of Yashio, Saitama, Japan, is the selection of the Nominating Committee for President of Rotary International in 2012-13. Rotary Images*

Sakuji Tanaka, a member of the Rotary Club of Yashio, Saitama, Japan, is the selection of the Nominating Committee for President of Rotary International in 2012-13. Tanaka will become the president-nominee on 1 October if there are no challenging candidates. Tanaka said he would like to see Rotary "continue its vital work as the force to improve our communities." To do this work, Rotary needs active, involved clubs, he added. "We are fortunate to have our revised RI Strategic Plan to help build strong clubs that are vibrant, action-oriented, and relevant in the changing world." For 32 years, Tanaka was president of Tanaka Company Ltd., a wholesale firm that went public in 1995 and later merged with other leading wholesalers in Japan. Currently, he serves as vice president of the Yashio City Chamber of Commerce and adviser to Arata Co. Ltd., an animal feed and pet food wholesaler. He also chaired the National Household Papers Distribution Association of Japan for eight years. Tanaka studied business at Nihon Management Daigakuin and Tokyo Management Daigakuin. A past trustee of The Rotary Foundation, Tanaka chaired the 2009 Birmingham Convention Committee. His other service to Rotary includes RI director, regional Rotary Foundation coordinator, district governor, and member of the Polio Eradication Advocacy Task Force, the Permanent Fund Committee for Japan, and the Future Vision Committee. Tanaka established an endowed Rotary Peace Fellowship, and he and his wife, Kyoko, are Paul Harris Fellows, Benefactors of the Permanent Fund, and Major Donors. He is a recipient of RI's Service Above Self Award and The Rotary Foundation's Distinguished Service Award.



Tanaka said that eradicating polio will "fulfill the promise we made to children in the world" and that "there is no doubt in my mind that the day of this success will be realized in the near future."

Tanaka and Kyoko have three children and five grandchildren.

The 2010 nominating committee members are John F. Germ, USA (chair); Monty J. Audenart, Canada; Keith Barnard-Jones, England; Peter Bundgaard, Denmark; Frank C. Collins Jr., USA; Rudolf Hörndler, Germany; Jackson San-Lien Hsieh, Taiwan; Umberto Laffi, Italy; Ashok M. Mahajan,

India; Gerald A. Meigs, USA; Paul A. Netzel, USA; Samuel A. Okudzeto, Ghana; Kazuhiko Ozawa, Japan; Noraseth Pathmanand, Thailand; Themistocles A.C. Pinho, Brazil; Barry Rassin, Bahamas; and Barry E. Thompson, Australia.

## **Rotary International PolioPlus Summit Nigeria**

Rotary International News – 11 August 2010

Nigeria has experienced tremendous success in its recent efforts to eradicate polio. The number of polio cases have decreased by more than 90 percent as of 2 August, compared with the same period in 2009, and commitment among stakeholders remains high.

RI President Ray Klinginsmith and Rotary Foundation Trustee Chair Carl-Wilhelm Stenhammar will attend the Rotary International PolioPlus Summit Nigeria in Abuja, 21-22 September, to recognize this progress and to encourage Rotarians and government officials who are working hard to finish the job. In addition to hearing addresses from Goodluck Ebele Jonathan, president of Nigeria, and other dignitaries, attendees will have the opportunity to participate in immunization activities taking place in the Abuja area 18-20 September.

*Learn more and register at*

*<http://rotarypolioplussummitnigeria2010.org>*

**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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