

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

**November 11 - 6:30pm - Meeting - Normandie Farm
Alexander Honjiyo and Jake Moy,**

Georgetown University - Hilltop Microfinance Initiative

The Hilltop MicroFinance Initiative (HMFI), Inc. was founded in 2008 by a group of students at Georgetown University who decided to devote their own efforts to helping entrepreneurs in the District of Columbia. Microcredit is the idea that by extending small loans to entrepreneurs, whose economic status hinders them from otherwise obtaining loans, the poor have the opportunity to break out of poverty. Not only does it help people stand up on their feet, but microcredit fosters economic development in cities through the startup of small businesses. HMFI aims to provide its clients, DC's disadvantaged entrepreneurs, with two primary forms of assistance, technical development of small business skills and small loans to those clients that demonstrate strong character and an ability to formulate a viable and profitable business plan. The loans will carry interest, but will be targeted to those whose credit profiles prohibit them from



receiving loans in the formal financial system. The loans are designed to provide start-up capital for new business ventures or investment for existing ones. HMFI is managed and staffed by Georgetown University students with the assistance of alumni, professors, and other DC-area businesspersons and philanthropists.

November 12 - 10am Dictionary Project - Wayside

November 14 - 6:30pm Past RIP Richard King

Hood College. Free registration at rotary7620.org

November 18 - 1pm Dictionary Project - Beverly Farms

November 18 - 6:30pm - Meeting - Normandie Farm

David Shaman: World Bank

November 18 - 8pm Board of Directors Meeting

November 25 - No Meeting - Thanksgiving

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

Vera Wedekind, Rotary Scholar

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

Annita Seckinger: Haiti Project

December 14 - 7pm - Manna Food Center Packing

9311 Gaither Road, Gaithersburg - Volunteers Needed

December 16 - 6:30pm - Holiday Party

Normandie Farm

December 23 and 30 - No Meetings

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

Peter Kyle - Peace Fellowship Program

November 4 Meeting Report

By Tom Leuchtenburg; Photos by Nabil Bedewi

Potomac-Bethesda Rotary Club members enjoyed



listening to our own Past Rotary Club President Neil Cohen as he described his experiences as a candidate for the Republican nomination for the U.S. Senate.

Dr. Cohen has been a practicing dentist for almost 30 years in Maryland. He lives in Rockville with his wife Arlene and dog Mia. They have one son, Sander, who is a Maryland Deputy State Fire Marshall. The club was delighted that Arlene was able to join us for dinner.

Neil described why he ran for the nomination: "When my family came to America

two generations ago from Eastern Europe we believed in hard work and the pursuit of opportunity. I still do.

Throughout my life I've worked hard to succeed. I've worked as a janitor, short order cook and a U.A.W. assembly-line worker. I graduated from Howard University in 1977 as a



Doctor of Dental Surgery. As a dentist and small



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

Potomac-Bethesda Rotary Club News

business owner in Chevy Chase and Deale, Maryland for three decades, I have experienced the painful impact of greater government intrusion into the private sector. As an activist I've watched as the political divisiveness in Washington, D.C., has led to bad government and wasteful tax spending under both Republicans and Democrats."

Neil grew frustrated as neither he or other like-minded Republicans with moderate views had a real choice in elections as the party candidates became more and more uniformly conservative. Neil decided to step up and run as a moderate Republican candidate for the U.S. Senate. "There are a lot of people out there who really care about their country and want a choice and a chance to get this country on a better track."

As he expected in an increasingly conservative party structure, he had the moderate field all to himself. Neil repeatedly praised club member Nabil Bedewi for the wonderful job he did serving as campaign manager. Neil went to public forums, attended small gatherings of voters arranged by friends, and participated in TV interviews to present his views.

Some of Neil's observations on his experience as a candidate:

- Primary elections are totally key to the political process. In many ways primaries are more important to the concept of choice than the election itself. Americans tend to discount the importance of the primary and "wait until after the primary" to focus on the candidates. As a result, there are very few people who actively engage in the primary process so, in an increasingly polarized two-party system, the people end up with little choice in the election process. The people who do participate tend to be past participants with a clear adherence to the conservative agenda. There is little effort to reach out to others, especially if their views vary at all from



the agenda. As money is "the blood of a campaign," fundraising efforts increasingly use micromarketing techniques to communicate with one's own rather than reach out to others.

- It is very difficult for a new candidate to get his message heard in the primary process. News organizations pay no attention to press releases and little attention to the primary process itself, other than focusing on the "main" candidates. With a modest campaign budget, the challenge isn't to develop a message and convince voters of the wisdom of your views, it is the challenge of getting them to know you exist in the first place. This is the single greatest challenge.

- Gerrymandering, while legal, creates unnatural geographic election districts based on political demographics and politics rather than on communities.

- While there are many moderate Republicans in Maryland and many Marylanders who want to see a more civil political environment based on the common need to reduce government intrusion into private lives and increase the effectiveness of government services, the party establishment is totally dominated by

conservatives with a highly confrontational approach. Neil emphasized that the polarization is clearly manifested in both parties.

Neil enjoyed engaging in the political process, learned a great deal about our system and may decide to run again. In the meantime, he will continue to work to make the world a better place by working through Rotary and

other activities. Neil thanked the members of the club who worked on his campaign, made contributions or helped him put together his message by listening to him and providing comments. Neil ended as he started: this is a great country and we need to participate in the primary process.

Potomac-Bethesda Rotary Club News

Dictionary Distribution at Potomac & Bells Mill By Alan Grant, Tom Leuchtenburg & Marissa Hausfeld



Bivalent Oral Polio Vaccine Delivers Powerful Blow By Dan Nixon RI News – 8 November 2010

A health worker in Nigeria marks a girl's pinkie finger to indicate immunization against polio. Use of the bivalent oral polio vaccine has helped slash incidence of the disease there by 98 percent. Photo by Joseph Lorenzo.



The bivalent oral polio vaccine (bOPV) is proving to be a potent weapon in the global battle to eradicate the disease.

Developed to stop transmission of the type 1 and type 3 wild polioviruses simultaneously, bOPV was introduced in all four polio-endemic countries -- Afghanistan, India, Nigeria, and Pakistan -- in late 2009 and early 2010. It has helped reduce the incidence of polio in India to 39 cases as of 26 October, compared to 498 for the same period in 2009. The number of cases in Nigeria has fallen to 8 from 382 for that period.

"There's been the largest ever year-to-year drop in polio cases following the use of bOPV," says Dr. Bruce Aylward, director of the Global Polio Eradication Initiative (GPEI) at the World Health Organization.

The results of a field trial published in the British medical journal *The Lancet* in October underscore the effectiveness of the new vaccine. The randomized, double-blind, controlled trial, conducted by WHO between August and December 2008, involved 830 newborns in India who received bOPV or another polio vaccine.

"In this study we showed that the bivalent [vaccine] is much better than the trivalent," says Dr. Roland Sutter,

Potomac-Bethesda Rotary Club News

coordinator of the GPEI's research and product development team. "We get about 30 [percent] to 40 percent more immunity [from] the bivalent compared to the trivalent for types 1 and 3." The study also showed that bOPV is just about as good as the monovalent vaccines, which protect against only one strain of polio.

"The big story is not the study itself but the impact the vaccine has already had on transmission [of the wild poliovirus] in India and Nigeria," Sutter says. "In both countries, other factors such as improved program performance also played a critical role."

Rotary International has been a major player in bringing about that achievement, Aylward said at the meeting of the International PolioPlus Committee in October. PolioPlus grants awarded by The Rotary Foundation "have been strategically linked closely to all of the major gains that we've seen over the last 12 months," he noted. "The most striking impact is what your funds have achieved in Nigeria. Over \$23 million has gone into operational costs. That 98 percent drop in cases could not have been achieved without that money to get the vaccine to the kids."

Health officials see an expanded role for bOPV in the vaccine arsenal. On 26 October, 15 African countries launched a synchronized mass immunization campaign, the third on the continent in 2010. About 290,000 vaccinators went door to door to immunize 72 million children – 55.7 million of them received bOPV.

By simplifying the logistics of immunizing children against polio, bOPV has become the centerpiece of the global strategy to end the disease.

"This vaccine could get us over the top and to the finish line for eradication," Sutter says.



Rotary Celebrates World Interact Week

By Ryan Hyland RI News – 5 November 2010

During World Interact Week, 1-7 November, Interactors and Rotary club members worldwide commemorate the charter of the first Interact club in 1962. To mark this occasion, Interact clubs are encouraged to participate in joint projects with their sponsor clubs.

"This week is a time for [Rotary] club presidents, [Rotary International district] governors, and RI leadership to give priority to a program that has the power to enhance our public image and potentially

improve our membership," says Rajani Mukerji, 2009-10 vice chair of RI's Interact Committee and member of the Rotary Club of Calcutta Mideast, West Bengal, India. "Interact is one of the starting points for someone's path to Rotary."

Members of the Interact Club of Chowringhee participate in festivities in West Bengal, India, during an annual six-day festival. Photo courtesy of Rajani Mukerji.

Mukerji, who has served as district Interact chair four times, says Interactors can contribute their time, even if they lack the ability to fund

meaningful service projects.

"Their main strength and resource is giving their time to volunteer and aid in projects," he says. "It's the most valuable thing they bring to Rotary."

This year, Interact clubs and their sponsor Rotary clubs have a variety of ways to participate in World Interact Week. Clubs are encouraged to complete one, two, or even an entire week's worth of activities. After the club completes their activities, the Rotary club or district Interact chair can fill out a Certificate of Recognition for presentation.

Mukerji says the *Interact: Make a Difference* DVD and the second annual Interact Video Contest are great ways to promote the program. "If these students are doing something good in the world, it's important we

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

November 11, 2010 - Page 4

Potomac-Bethesda Rotary Club News

publicize it," he says. Here are a few projects highlighting Interactors' commitment to service:

- The Rotaract Club of Chowringhee High School, West Bengal, India, organized events and projects during Durga Puja, an annual six-day festival that celebrates the Hindu goddess Durga. While rituals are usually exclusively for those who practice Hinduism, club members invited Interactors of other religions to participate in their activities.

"What an experience Rotarians have gained by observing these Interactors of different faiths and backgrounds team-up to plan and execute these events," says Mukerji. "It's a great example of how people can break down the barriers and rise above differences to improve the lives of others."

- Five Interact clubs in Guyana organized a book drive and donated them to a library center that gives books to underprivileged children. After dropping off the boxes of books, Interactors read to some of the children at the library.

- Members of the Interact Club of Pasto Valley de Atriz, Colombia, and their sponsor club created an ongoing project called Mejorando Vidas (Improving Lives). Interactors partner with local businesses to help improve the lives of disadvantaged seniors in the community by helping them meet some of their basic needs, such as food and clothing.

What Happens When Men Retire

By I. M. Samuel

After I retired, my wife insisted that I accompany her on her trips to Target. Unfortunately, like most men, I found shopping boring and preferred to get in and get out. Equally unfortunate, my wife is like most women - she loves to browse. Yesterday my dear wife received the following letter from the local Target.

Dear Mrs. Samuel,

Over the past six months, your husband has caused quite a commotion in our store. We cannot tolerate this behavior and have been forced to ban both of you from the store. Our complaints against your husband, Mr. Samuel, are listed below and are documented by our video surveillance cameras.

1. June 15: Took 24 boxes of condoms and randomly put them in other people's carts when they weren't looking.

2. July 2: Set all the alarm clocks in housewares to go off at 5-minute intervals.

3. July 7: He made a trail of tomato juice on the floor leading to the women's restroom.

4. July 19: Walked up to an employee and told her in an official voice, "Code 3 in housewares. Get on it right away." This caused the employee to leave her assigned station and receive a reprimand from her supervisor that in turn resulted with a union grievance, causing management to lose time and costing the company money.

5. August 4: Went to the Service Desk and tried to put a bag of M&Ms on layaway.

6. August 14: Moved a "Caution - Wet Floor" sign to a carpeted area.

7. August 15: Set up a tent in the camping department and told the children shoppers he'd invite them in if they would bring pillows and blankets from the bedding department to which twenty children obliged.

8. August 23: When a clerk asked if they could help him he began crying and screamed, 'Why can't you people just leave me alone?' EMTs were called.

9. September 4: Looked right into the security camera and used it as a mirror while he picked his nose.

10. September 10: While handling guns in the hunting department, he asked the clerk where the antidepressants were.

11. October 3: Darted around the store suspiciously while loudly humming the 'Mission Impossible' theme.

12. October 6: In the auto department, he practiced his 'Madonna-look' by using different sizes of funnels.

13. October 18: Hid in a clothing rack and when people browsed through, yelled 'Pick Me! Pick Me!'

14. October 21: When an announcement came over the loud speaker, he assumed a fetal position and screamed, "Oh No! It's Those Voices Again!"

And last, but not least:

15. October 23: Went into a fitting room, shut the door, waited awhile, then yelled very loudly, "Hey! There's no toilet paper in here." One of the clerks passed out.

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

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

November 11, 2010 - Page 5

*Rotary Club of Carroll Creek
Rotary Club of Frederick
Fredericktowne Rotary Club
Southern Frederick Rotary Club
Presents*

An Evening with Richard King: Mankind is Our Business

The role of service organizations in the global economy

Sunday, November 14, 2010

Reception @ 6:30 p.m.

Main Program @ 7:00 p.m.

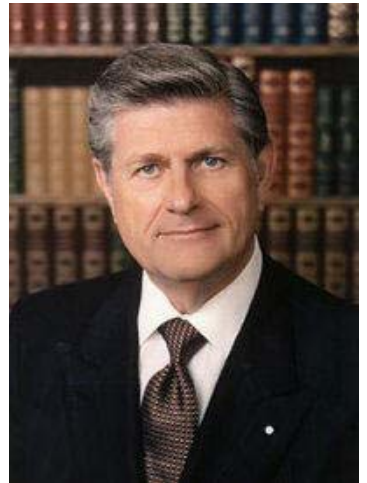
Hood College, Hodson Auditorium of Rosenstock Hall
401 Rosemont Avenue, Frederick, MD 21701

Parking available at Whitaker Campus Center and Chapel lots

Join Frederick area Rotarians and other community and business leaders for an evening with Richard King, international speaker and Past Rotary International President (2001-2002). Mr. King is well known for his motivational speeches and uplifting commentary on community and international service.

A Rotarian since 1968 and member of the Rotary Club of Niles-Fremont California, Mr. King has served as a Trustee for The Rotary Foundation, director and chairman of the executive committee of Rotary International's Board of Directors. One of Rotary's most popular speakers, King has addressed Rotary International Conventions, Assemblies, Institutes, Conferences, Seminars, and Rotary Clubs in every state of the United States and over 100 countries. King last appeared in this region at the Rotary District Conference in Gettysburg in April 2010. This will be his first presentation in Frederick.

King is a senior partner in the California based law firm of King, King and King. He taught law at Brigham Young University and served as a Captain in U. S. Military Intelligence. He has been honored by over 50 associations, the President of the United States and by many countries across the globe for his community and charitable service.



Thank you to our event sponsors:

**Dr. Mark and Shawn Pitts
Connie Phillips Insurance
Theresa T. Michel
Danny and Pat O'Connor
Jan West**



Invite a guest & join us on November 14, 2010

**Admission is FREE - Limited seating available
Advanced registration required**

**Register today at www.rotary7620.org
For additional information, contact 240-409-8400**