

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

January 6 - 6:30pm - Meeting - Normandie Farm
President Jason Hamel: "Climbing Mt. Rainier"
January 11 - 7pm Manna Food Center Packing
January 13 - 6:30pm - Social - Normandie Farm
Mid-Winter Social - Invite Family and Guests
January 20 - 6:30pm - Meeting - Normandie Farm
Jeff Roman, Regulatory Affairs Analyst, Pepco
"Pepco Reliability"
January 27 - 6:30pm - Meeting - Normandie Farm
John Kolm & Dave Bahrs: "Operation Jericho Project"
February 3 - 6:30pm - Meeting - Normandie Farm
February 8 - 7pm Manna Food Center Packing
February 10 - 6:30pm - Meeting - Normandie Farm
February 17 - 6:30pm - Meeting - Normandie Farm
February 24 - 6:30pm - Meeting - Normandie Farm
March 3 - 6:30pm - Meeting - Normandie Farm
March 8 - 7pm Manna Food Center Packing
March 10 - 6:30pm - Meeting - Normandie Farm
March 17 - 6:30pm - Meeting - Normandie Farm
Peter Kyle, District Governor Nominee 2013-14
Peace Fellowship Program
March 24 - No Meeting
March 26 - International Night at University Club

December 9 Meeting Report

President Jason Hamel introduced speaker Annita Seckinger whom he met when she and her sister visited his office at the Potomac Wachovia Bank. They noticed his Rotary pin that sparked a discussion about Rotary and about the projects they are doing in Haiti. Jason was impressed with the projects and the aspects of accountability and sustainability, so he invited Annita to come speak to the club. At the time the club was looking for options for using the Jane Gordon Haiti relief fund.

Annita is co-founder of Creation Care International, a non-profit and non-denominational charitable organization. The Executive Director is Bob Kuck, a Rotary Past Governor from Ohio. "In 1982 Bob Kuck, while serving as District Governor of Rotary International District 6600, participated in the development of MESA (Medical Equipment and Supplies Abroad), a not for profit company that

provides donated medical equipment and supplies to underdeveloped areas. These experiences led Bob Kuck to see the value of bringing soil and water technology to areas affected by poverty and malnutrition reasoning that it is more efficient to improve human nutrition than to treat the effects of malnutrition.

Creation Care International, a non-profit organization, in partnership with its collaborators, supplements new and ongoing development projects by bringing their collective expertise to bear on the development process and thereby contribute to its ultimate success.



Above: Special guests Shirley and Past Rotary Governor Abe Clymer traveled from Harrisonburg, Virginia, to be with us at the meeting on December 9. They know the speaker and her work with Creation Care International.

Creation Care International's goal is to assist communities develop and achieve self-sufficiency and sustainability through the application of effective and sensitive ecological practices.

Developing and implementing soil and water management and conservation solutions among the poor people of the world are complex tasks. To

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enhance the effectiveness of their approach, their first line of action is to partner with indigenous groups and help facilitate the most effective use of resources from within the community and ecosystems.

Putting soils "first" is CCI's raison d'être in the fight against poverty and hunger. Their call for greater focus on soil and water conservation will serve as a basis for sustainable poverty reduction efforts.

Global population in the year 2020 will be one third higher than in 1995, but demand for food and fiber is projected to rise at an even faster rate as incomes grow, diets diversify, and urbanization accelerates.

In the developing world alone the number of people lacking adequate food on a daily basis is estimated to be 820 million and is likely to rise by 4 million people annually. Regardless of how these demands are met, population and farming demands on land resources will intensify greatly over time.

Long-term soil productivity will also suffer. It's already reported to be on the decline in some quarters and is seriously limiting food production in the developing world. But many policy makers remain unconvinced that degradation of agricultural soils warrants priority attention. They typically consider soil quality not as a policy objective in itself but as a means only to achieving other objectives. The importance of soil degradation in relation to other challenges facing the farm and the land-based sector is reflected in the current lack of holistic and sustainable development solutions.

We also need to consider the interactions of climate change, soils and ecological systems. Regeneration and sustainable management of soils and restoration of threatened ecological systems collectively help combat climate change and alleviate its effects.

Similarly, in order to identify biotechnologies that enhance and protect, rather than damage ecological systems, the positive and negative effects of biotechnology on soils, water, crops, humans, and animals must be carefully considered.

The recent earthquake in Haiti has displaced many people and increased international concern over the nutrition deficiencies of Haitians. At the end of June Dr. Ray Weil and Annita Seckinger will travel to Haiti representing Creation Care International, Inc. to investigate prospects for agricultural projects at a rural school in the community of Quanaminthe.

The school has 200 Acres of land available for agriculture projects that can improve the nutrition of students and provide educational opportunities for those who wish to learn methods for growing their own food in environmentally sustainable ways. Creation Care International, Inc. hopes that sustainable projects will develop from the research being done by Dr. Weil and Ms. Seckinger and that financial support from donors will support these efforts. Further information will be posted on the CCI Website, creationcareinternational.org, following the investigations of Dr. Weil and Ms. Seckinger."



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Top 10 Rotary Stories of 2010

By Arnold R. Grahl RI News – 28 December 2010

From a massive earthquake in Haiti to the launch of the Future Vision pilot, 2010 was an eventful year for Rotary International and Rotarians. As the new year dawns, we look back over memorable moments from the last 12 months with our top 10 list of Rotary news events.

Top: John Kenny, 2009-10 RI President visited Haiti in late February, surveying the damage with Past RI Vice President Roberto Valentin. Photo courtesy of District 4060 Bottom: RI President Ray Klinginsmith unveils the 2010-11 theme during the International Assembly in January. Rotary Images

1. Earthquake in Haiti

Rotarians in Haiti began laying the groundwork for recovery after a powerful earthquake shattered the capital of Port-au-Prince on 12 January, leaving 200,000 dead and millions more homeless.

The Rotary Foundation established the Haiti Earthquake Relief Fund, a donor advised fund, which raised more than US\$1.3 million by April toward long-term recovery. A task force set up two years earlier by District 7020, which includes Haiti, to administer all financial aid to the nation worked with local clubs to deliver aid where needed.

In late February, 2009-10 RI President John Kenny visited the country "to show that Rotarians worldwide care about the plight of their fellow human beings, many of whom have lost everything."

2. RI theme

Incoming RI President Ray Klinginsmith unveiled the 2010-11 RI theme, Building Communities – Bridging Continents, during the International Assembly in January. He described how his 50 years of Rotary

experience contributed to his focus on communities at home and abroad.

3. Fight against polio

The bivalent oral polio vaccine is proving to be a potent weapon in the arsenal of Rotary and its partners in the Global Polio Eradication Initiative. Developed to



stop transmission of the type 1 and type 3 wild polioviruses simultaneously, the vaccine was introduced in all four polio-endemic countries – Afghanistan, India, Nigeria, and Pakistan – in late 2009 and early 2010, and has helped reduce the incidence of polio dramatically in both India and Nigeria.

Meanwhile, a study published in the Vaccine journal, "Economic Analysis of the Global Polio Eradication Initiative," estimated that the initiative could prevent more than eight million cases of paralytic polio and save US\$40 billion to \$50 billion, if the wild poliovirus is eradicated in 2012 or shortly thereafter.

But the news was not all positive. Rotary provided \$500,000 in emergency grants to UNICEF and WHO for immediate polio immunization efforts in Tajikistan in April and another \$500,000 in November for immunization efforts in the Republic of the Congo, following

outbreaks of the wild poliovirus in those countries. Such outbreaks illustrate that all countries remain at risk for the importation of the poliovirus and show the urgent need to End Polio Now.

4. Progress on the challenge

Rotarians held a variety of creative and successful polio fundraisers throughout the year, helping to reach the US\$155 million mark in Rotary's US\$200 Million



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Challenge. Club members cycled, swam, danced, and sold everything from hot dogs to flower bulbs in support of the global effort to eradicate the disease.

In the months leading up to the FIFA World Cup in June, a football signed by Archbishop Emeritus Desmond Tutu and dignitaries from more than 20 African nations traveled throughout the continent in the Kick Polio Out of Africa campaign. The ball ended its journey onstage at the 2010 RI Convention in Montréal, Québec, Canada.

Also, the "This Close" public service announcement campaign rolled out to help clubs and districts spread the polio eradication message.

5. 2010 Council on Legislation

Representatives to the 2010 Council on Legislation enacted a number of monumental measures that made e-clubs a permanent part of Rotary International, created the Avenue of New Generations Service, increased the annual per capita dues that clubs pay to RI by US\$1, and gave Rotarians the option of receiving *The Rotarian* magazine electronically.

6. 2010 RI Convention

More than 18,000 Rotarians from 154 countries and geographical areas converged on Montréal, Québec, Canada, in June for the 2010 RI Convention. During four packed days of plenary and breakout sessions, attendees heard from an impressive lineup of speakers, including Queen Noor of Jordan; Jo Luck, president of Heifer International; Greg Mortenson, best-selling author and cofounder of the Central Asia Institute; Bob Mazzuca, chief scout executive of the Boy Scouts of America; and country music singer and philanthropist Dolly Parton.

7. Future Vision

A three-year pilot to test the new, streamlined grant structure under The Rotary Foundation Future Vision Plan got underway 1 July. One hundred districts are participating in the pilot; all districts will take part in the new grant structure starting in July 2013.

The Foundation approved the first global grant in June for a project to combat the spread of dengue fever in Indonesia. District 3330 (Thailand) received the first

district grant and will use the US\$39,500 to buy books, computers, and sports equipment for schools; provide clean water for students; and add patient beds at a hospital.

8. End Polio Now lightings

In celebration of Rotary's 105th anniversary, 23 February, the End Polio Now message was projected onto a number of iconic landmarks, including the Pyramid of Khafre in Egypt; the Taipei Arena in Taiwan; the Cathedral of Santiago de Compostela in Galicia, Spain; the Old Port Captain's Office on the V&A Waterfront in Cape Town, South Africa; the Obelisk of Buenos Aires, Argentina; and the Royal Palace at Caserta in Italy.

9. Palestinian club charter

More than 150 Rotarians and guests, including 2009-10 RI President John Kenny and RI Director Phil Silvers, gathered on 30 May to celebrate the charter of the Rotary Club of Ramallah, the first club in Palestine in three decades.

10. RI Strategic Plan

A revised RI Strategic Plan went into effect in July. The plan comprises three priorities, all of equal importance to Rotary's future: support and strengthen clubs, focus and increase humanitarian service, and enhance public image and awareness. In November, the Board approved several recommendations and actions that reinforce the priorities and goals of the plan.

Food Donation for Manna

Manna Food and Giant are teaming up on a very worthy project the weekend prior to MLK Day. You will be able to donate food to our neighbors in need at every Giant Food all weekend January 15-16! We will have volunteers from 11 a.m. to 5 p.m. at each store on both days. There is still time for you to sign-up your civic association, PTA, faith congregation, or business to staff a store one day that weekend. For details, please contact:

<http://www.montgomerycountymd.gov/mcgtmpl.asp?url=/content/volunteer/indexmlk.asp#Manna>

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Test Time!

By Ray Klingensmith, RI President

We are at the halfway point in this Rotary year, and now is the time to test the strengths and weaknesses of our clubs. Perhaps a strange idea for some Rotarians, but how else will we learn how the activities and programs of our respective clubs match up to those of other clubs in our districts – and around the world? Therefore, I encourage all Rotarians – not only the club officers – to become involved in evaluating their clubs during the month of January.

The Presidential Citation program for 2010-11 has been designed as a score sheet for all the Avenues of Service. It also is a checklist for many of the activities and programs conducted by most clubs. Club presidents are required to complete the score sheets and submit

them to their district governors by 31 March 2011 for their clubs to be eligible for the Presidential Citation awards. The scores should be shared with all club members either as written reports or as presentations at club meetings.

Starting work on the Presidential Citation test in January will provide an opportunity to correct any discovered deficiencies in club activities before the submission deadline of 31 March. It also will cause the club leaders to notice that a new Presidential Citation with Distinction award is available this year for clubs with a good balance of activities in all Avenues of Service.

This year I am recommending that all clubs review their practices and procedures to see if they are truly best practices or merely traditional practices. Annual evaluations of our clubs are certainly best practices, and more Rotarians than usual need to be involved in the evaluations for their clubs. The Presidential Citation score sheets are a good place to start the process. How else will we know if our clubs really are becoming Bigger, Better, and Bolder?



Raising Awareness of The Rotary Foundation

By Carl-Wilhelm Stenhammar, Trustee Chair

Awareness is an important part of The Rotary Foundation's work. It is important that members are aware of The Rotary Foundation Goals 2010-11: polio eradication; the Future Vision Plan; Every Rotarian, Every Year; and the Permanent Fund.

We must also be aware of the Rotary Centers Major Gifts Initiative in support of our Rotary Centers for International Studies in peace and conflict resolution and our USD 200 Million Challenge.

It is important to know that we are 1.2 million Rotarians in approximately 200 countries or geographical regions. Also that we are divided in geographical zones, each of which has one or more regional Rotary Foundation coordinators, assistant regional Rotary Foundation coordinators, and Rotary Foundation alumni coordinators. Furthermore, that The

Rotary Foundation finances are totally separate from those of Rotary International and that The Rotary Foundation has its own board of 15 Trustees, headed by a trustee chair. And there are seven regional offices in Argentina, Australia, Brazil, India, Japan, Korea, and Switzerland. Together with the headquarters in the United States, they are available to serve not only Rotary International but also The Rotary Foundation.

Another part of The Rotary Foundation awareness is the sharing of information outside our organization. We are a group of leaders with a superb network. It is time for us to let the world know about all good things that we have accomplished over so many years. Rotarians have the opportunity to create – and must create – awareness regarding world problems and how they can be solved by Building Communities – Bridging Continents through Service Above Self.

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

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