

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

**February 3 - 6:30pm – Meeting - Normandie Farm**

**John Kolm : “Operation Jericho Project in Haiti”**



John Kolm was leader of the team sponsored by Rockville Rotary that trained Haitian first responders. John also promoted student sponsorship of indigent Haitian children. He is presently project leader for the reconstruction of a Haitian school destroyed by the earthquake. John is the founder and CEO of Team Results USA, a leadership training company that mostly works with top-100 corporations and government. He worked in the Intelligence Community from 1983 till

1993, running missions in the field and specializing in liaison with U.S. Agencies. He left Federal Public Service at SES level in 1995 as Operations Director of Australia’s FDA. In 1996 he founded Team Results with ex-fighter pilot Peter Ring, originally so that they could both learn more about what worked and what did not work with people and teams. Team Results grew rapidly, and now runs team and leadership development and organizational planning programs on four continents. In 2004 he wrote a best-seller on success and leadership at work, *Crocodile Charlie and the Holy Grail*, which is published in seven languages and fourteen countries including the U.S. A graduate of the University of Melbourne and the National Cryptologic School, John was born in Melbourne and lives in Potomac with his wife and son.



**February 8 – 7pm - Manna Food Center Packing**

**9311 Gaither Road, Gaithersburg - Volunteers Needed**

**Alex Naron Coordinating – AlexNaron@gmail.com**

**February 10 - 6:30pm – Meeting - Normandie Farm**

**Ben Ross, Author, "The Polluters, The Making of Our Chemically Altered Environment"**

**February 17 - 6:30pm – Meeting - Normandie Farm**

**February 17 – 8pm - Board of Directors Meeting**

**February 24 - 6:30pm – Meeting - Normandie Farm**

**Judy Christensen, Montgomery Co. Historical Society  
"Josiah Henson and Uncle Tom's Cabin"**

**March 3 - 6:30pm – Meeting - Normandie Farm**

**Frank Islam, Author, "Renewing the American Dream"**

**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 17 – 8pm - Board of Directors Meeting**

**March 24 – No Meeting**

**March 26 – International Night at University Club**

## January 20 Meeting Report

Our guest speaker was Jeffrey Roman who spoke about Pepco’s Reliability Enhancement Program just a week before the company’s response to the snowstorm became the top news story for many days. Pepco provides electric service to 782,967 customers in DC and portions of Montgomery and Prince Georges counties through 14,266 miles of overhead lines and

10,718 miles of

underground

cable. The

infrastructure

is designed to

operate for 30

to 40 years

and Pepco has

adopted a

proactive schedule for infrastructure maintenance and

vegetation management (i.e. tree trimming). In 2010

the weather patterns ranked the most severe in the

nation according to the National Weather Service with

back-to-back record-breaking winter storms, record-

breaking summer heat and multiple, and severe

summer storms resulting in widespread, prolonged

outages. The outage events, combined with customer

dissatisfaction about restoration work, created a

“tipping point” for customers. Pepco already had in

place a 5-year \$156 million plan to replace aging

infrastructure and improve reliability and announced in

September an additional \$100 million for reliability

enhancement work. New digital technologies that

comprise the “smart grid” are now available and will



help improve reliability and a \$104 million grant from

the Federal government to install “smart grid”

technology will offset costs to Maryland customers.

“Smart grid” will improve outage management and

signal Pepco when customers are out. Pepco is

committed to working with their customers, through

established community advisory groups, to help

everyone better understand the work and costs

involved, including how to capture individual savings.

As a critical component of the Reliability Plan, Pepco

has incorporated a multi-phase, multi-channel, customer

communications strategy.

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## **A New Approach To Rotary**

Rotary International News – 20 January 2011

*Katie Ischkin, president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, talks about attracting younger members to Rotary. Rotary Images*

Katie Ischkin, president and founder of the Rotary Club of

South Metro Minneapolis Evenings, Minnesota, USA, believes in a new approach to Rotary.

Her Rotary club, chartered in June, has already grown to 25 members, including 12 new Rotarians who were recruited in a three-month period. The club has signed up for its first Matching Grant and international service project and has participated in more than 10 community service or hands-on volunteer efforts.

Ischkin shared her ideas on how to attract young professionals to Rotary during the International Assembly, an annual training event in San Diego, California. As a "proud, young, female Rotarian," she is among only 2 percent of club members worldwide under the age of 30, and only 11 percent under 40.

"We need to focus on generating interest in young people for the future success of Rotary," she said. "We are faced today with the need to grow not just for the sake of numbers but to create strong, young, global leaders who are going to help continue the success of the Rotary organization."

Ischkin advocates a new outlook on membership and a different approach to club structure. As a change management consultant, she said she understands people's fear of change. But she stressed that her

approach doesn't mean altering the core pieces of the organization or losing what Rotarians hold dear.

"What does change are what I call surface-level elements," she said. "The pieces that individual clubs have the power to shift and redesign, such as meeting times and locations, program structures, club member involvement, and committee formats."

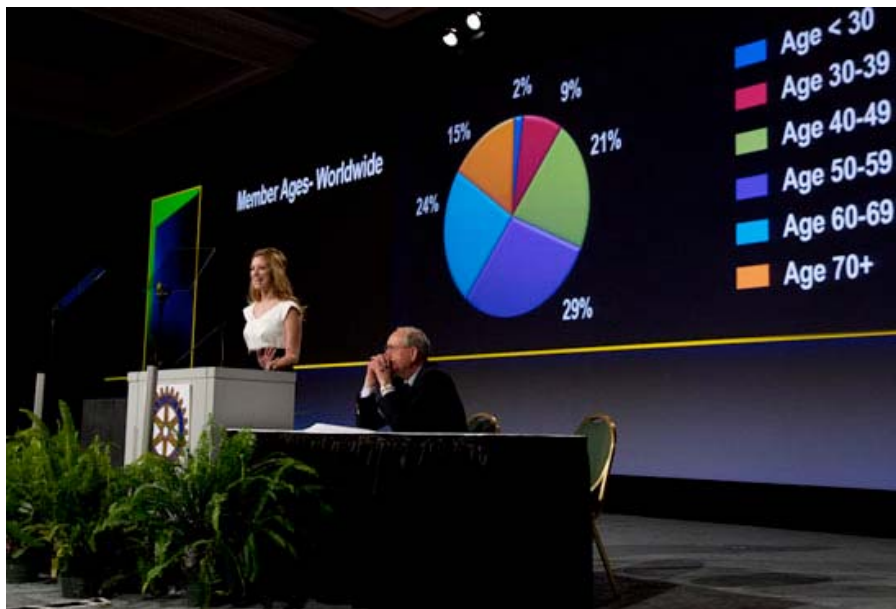
### **Manage expectations**

Ischkin's club meets in the evening and

lowers costs by not having meals. And it doesn't hold a traditional meeting every week: The third meeting of the month is a happy hour/networking event at different locations in the city, and the fourth meeting is a hands-on volunteering opportunity.

Ischkin added that it's important to understand the mindset of the new generation and manage expectations accordingly. Younger people are "always on the go and truly connected," she explained, whether it's through social networking, text messaging, or other means. They face a lot of pressure to be involved in multiple endeavors and to balance work and personal life. As a result, they may be "on call" with their careers, but they are no less dedicated to service.

"When you're trying to recruit younger members or even sponsor and start a New Generations Rotary club, take time with your club and committee to outline what your expectations are and whether they will align with the younger generation you are trying to attract and work with," she said. "Not every Rotary club can quickly shift gears to attract younger members; it takes time and baby steps."



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But for many clubs, she said, "all it takes is opening up your minds and starting to think differently about the future of your club's membership."

## **Comments:**

**24 January 2011, Rtn. Uche Okugo, PHF, D9140.**

**wrote:** I have been a Rotarian since May 2006 and never before have I felt this challenged! I am 33 and the youngest in my club of 27 members. I am also one of the youngest in my district. I am my club's trainer and I'm being given an opportunity to grow as I have just gotten a district appointment. I think the "older breed" is beginning to understand the importance of carrying the younger generation along. We still have a long way to go with respect to recruiting younger members but I know we'll get there. Paramount is to continue to publicize the good works of Rotary, especially at the community level, and the willing younger generation will become part of us.

**On 24 January 2011, Liz Kalemera- Uganda wrote:** Wonderful article, in order to bring the young people on board there is a lot of educating to do in the community about Rotary because many of our young people think it is for old people...

**On 24 January 2011, Robert S Steinberg wrote:** Truly a great article. The question now is, do we force existing clubs to change, when the members like their club the way it is, or, start New Gen Clubs designed around the expectations of a younger membership? I vote for the latter. It's too bad the 4 new pilot programs now being offered by RI are only for existing clubs. This misses a huge opportunity to form new clubs for New Gens that push the envelope. RI, it's not too late to include new clubs in these pilots, or create a new club pilot using the flexible model.

**On 24 January 2011, Antonio Vázquez Moreno wrote:** I find this change a wonderful opportunity for older Rotarians to work with new energy and young ideas to better some weak points in club's development. Young blood is always important to keep up better friendship and understanding in many ways that will strength World Peace. Of course it will take a time to get it done, but we have to start sometime.

**On 24 January 2011, Linda Gidlund wrote:** What is read in the article is that we need leadership for change, not change of the values and beliefs of Rotary;

change to our process. If Rotary is going to be around for another 100 years we need young people to be part of the team and Rotary process needs to support how communities are currently working and balancing life; all of this involves change. Bring it on now! Does anyone want to join a cafe latte club in my space?

**On 24 January 2011, Wayne M wrote:** At Young RYLA camp last summer in Colorado, a young man, age 13, observed, "Before this wonderful week, I thought you were all just a bunch of 'ROMEOS'. (Rich Old Men Eating Out). Now I know better". For myself and the Senior Counselors at the camp, the message was loud and clear. Our involvement with Youth Programs is the first step in building a two-way bridge to the future of Rotary.

**On 24 January 2011, Patrick Carlton, Asst. Gov., District 5300 wrote:** Well said! Mrs. Ischkin's presentation serves to highlight the fact that, for Rotary, "the times they are a'changing." As a Rotarian since 1975, and "well over the age of 39," I've observed the modifications that have been made to Rotary's "rules and regulations" over the years, generally for the betterment of the organization. At the local level, change comes in "dribs and drabs," some proactive and some reactive. I've been impressed with the "25 Club" or "club within a club" operated by Rotary Club of Las Vegas, NV The last 25 inductees, generally a younger "crew" operate as a subset of the parent club of 150 members. The 25 Club holds additional meetings, sponsors regular social gatherings in local "places of refreshment," and engages in a number club-related service projects. The spirit of fellowship and "togetherness" exhibited by these folks is noteworthy, suggesting that they have a very real sense of identity and worth within the club. I might add that their good work is noticed and very much appreciated by the "older heads" in the organization. For larger clubs, this model might offer a useful model in today's "turbulent times." PC

**On 24 January 2011, Cam Sutherland, Sr. wrote:** Super article by Katie!!!! I'm 71, but 29 at heart, & have been a Rotarian and member of the Atlanta Airport Rotary Club for 8 years. We have recently recruited two new young members who have already taken an active part in moving things along in our club.

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My hope is that we can continue to attract young members to help add new & innovative ideas within our club & Rotary overall. Youth is Rotary's future & our recruitment opportunity is "NOW". Tx to Katie for some very fresh ideas. Cam

**On 24 January 2011, Tarun Patel wrote:** Great article, absolutely true the young people should be motivated to be members and should also be given the responsibility to work with the senior members of club, its necessary to change the way Rotary looks, and these new young Rotarians can definitely be the new face to Rotary.

**On 24 January 2011, rose k imperial wrote:** kudos to Katie. Her piece has some very timely suggestions that our rotary club can look into. One suggestion to subsidize dues for yuppies maybe an incentive to the under 30s in our country. More power to the clubs that are not afraid to add the "YOUNG" in their roster.

**On 24 January 2011, Jean wrote:** I'd like to know from the young Rotarian, What is it that you like about Rotary/What would inspire another young person to become part of a local club?

**On 24 January 2011, Judi Beard-Strubing wrote:** A couple of observations to share: -One of the first words used by RIPE Kalyan was CHANGE! -Katie received a standing ovation and great cheers from the DGEs at the conclusion of her inspiring speech. Rotary is 105 years old, but that doesn't mean we have to act like it! Hooray for Katie and the Assembly committee! I wish you all could have heard her in person.

**On 24 January 2011, Rtn. Jenny wrote:** Very Nice. We need more new generation friendly clubs to make Rotary in more heights in future.

**On 24 January 2011, David Garland wrote:** Congratulations Katie what a wonderful story and outstanding responses. I am a young at heart 77 year old with 25 years of Rotary service in four different Clubs. Your article is very timely because this week I presented to our Board a proposal to form a group as a part of our Club that would meet biweekly at 5.15 and 6.30pm with coffee or a beer, no meal minimal Rotary formality focused on networking, fellowship and service. Our Board are warm to the idea but have delayed a decision until we have completed a Club Vision Programme. Yes it is difficult for a 60 year old

club to make a decision for the future where the average age of members is 70. Well done, an inspiration. David from New Zealand

**On 21 January 2011, Mark Burchill wrote:** Our club, the Rotary Club of Santa Rosa, voted this week to sponsor the first New Generations club in Northern California. It was an interesting process. There was early resistance to the idea, primarily fears that our club's younger members might transfer to the new club. In the long run, our team of three "old guys" (I'm the youngest team member, at 60) was able to convince our Board and club members that the opportunity to expand the total number of Rotarians in our community was worth the risk of our own club losing a few members. We have a dynamic young lady, under 30, who comes from a family deeply involved in Rotary, as the new club's first leader. It is very gratifying to see the enthusiasm of the young people who have attended the organizational meetings. And I am so pleased that Rotary International has been proactive in adapting to the new reality. Rotary must keep evolving to stay relevant, and these initiatives to recruit younger people are an important part of our evolution.

**On 21 January 2011, Jaine wrote:** My club has a membership of 21 and over 75% of us are under 35. Having been chartered on 30th June 2009, we started the new Rotary year full of pride the Future of Rotary was in our hands as young Rotarians. We hope to attract even more young members in future.

**On 21 January 2011, Pavle Vamoser wrote:** The World has changed. Rotary is changing. Yes, we need young people. They are clever, open minded, enthusiastic, dynamic and willing to take part in "doing good". This is the reality, we are in the process of a quick evolution (maybe too quick), I even dare define it as a Revolution (capital R). Results will show soon - positive and negative. Rotary is not anymore the represent of an "elite" but is becoming "popular". No need to be 50 plus to become a Rotarian. Today some clubs are younger than Rotaract clubs. Are the changes too quick? For those who are members for decades the answer is probably yes. Let's face it, the future of Rotary lies in the hands of the young generation, with all what she brings with her. I am sure Rotary will in the near future redefine basics. The only one that for sure

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will remain is SERVICE ABOVE SELF. And last but not least, Rotary belongs as well to those who have dedicated so many years even decades to do "good". For many of them it might be a stress. Informal Rotary, as the new clubs are promoting, pilot e-clubs, total use of IT, and this new approach needs time and patience. I am sure that with good will and understanding from all sides, Rotary will only benefit. I am hoping there will be no confrontation of generations in Rotary and in the clubs. And finally, mixing with younger members, we also become younger :-). From an "old" guy (64) DRFCC RID 2483 2011-14, RFCC for Serbia 2008-09, 2010-11, PP 2008-09, Novi Sad

**On 21 January 2011, rod baines wrote:** The comments by this young Rotarian are stimulating and hopefully her club will thrive. If you want to know of a more stunning example of new approaches to Rotary, look no further than the Rotary Club of Crawley in Perth, capital city of Western Australia. At last count I think they had 80 members and a waiting list. A breakfast club with outstanding speakers and a mentoring system which enables older members to pass on their professional/vocational experience to the younger members. Some of the archaic formalities of Rotary have been dispensed with.

**On 21 January 2011, Peter Mugagga wrote:** Whoa! I have been in Rotary for close to 10 year, first as a Rotaractor and then a Rotarian...and I have been always challenged to introduce the youthful attitude I experienced as a Rotaract. Now 40 years, and as the club admin director, I have always urged members to take 'baby steps' towards change. I will be the President 2011/12 and certainly this article has come in timely! I have been wondering why Rotaractors take long to join Rotary, with even some getting lost along the way. It is the way we have been carrying on business "as usual" Thank you Katie Peter Mugagga President Elect, RC Kasangati, D9200, Uganda

**On 21 January 2011, CHEW Ban Seng, Charter President, Rotary E-Club of 3310 wrote:** Bravo!!! Self-renewal is the process of continued existence. Getting the younger set to join is always a challenge. Thanks for the sharing. Youth development continues to be the passion of our Rotary E-Club. So, we are looking as sponsoring a couple of Rotaract Clubs this calendar

year. At the moment, we have a dynamic and very active, award winning Interact Club! :-)

**On 21 January 2011, Scott M. Graves, Rotary Club of Gardner, MA, USA wrote:** Right on Target for Katie, I am an under 40 Rotarian and joined my club at 28. It is essential that clubs find the right balance between maintaining tradition and allowing young members to serve their communities while not at the expense of work and family. Drawing the best attributes out of individuals in order to improve our cities and towns around the world is what Rotary is all about.

**On 21 January 2011, Clive Amos wrote:** As a 65 year old Rotarian with nearly 34 years membership, I am delighted to read what Katie Ischkin has had to say. Rotary can only continue its great humanitarian service if we attract young members, We have, so far, failed miserably to do this. Having been preaching the need to change for so long, I am now convinced that the likelihood of the older clubs changing so as to attract the younger members is virtually nil. We need new clubs of younger people to be able to take over from the existing clubs, who, often after many years of praiseworthy service, will inevitably fade away.

## **Consider A Gift To The Rotary Foundation From Your IRA**

**RI News – 21 December 2010**

New legislation has extended the IRA charitable rollover – a provision that permits individuals age 70.5 and older to make tax-free distributions of up to US\$100,000 from an IRA directly to charity. Donors have until 31 January to make distributions that will be treated as if they were made in 2010. Consider an IRA charitable rollover if you are at least age 70.5 and you do not need the additional income generated by the required minimum distribution, you do not itemize deductions, or you want to use unneeded assets to secure a Rotary legacy. To make a gift to The Rotary Foundation from your IRA, download the IRA transfer forms, or contact Planned Giving at [plannedgiving@rotary.org](mailto:plannedgiving@rotary.org) for more information.

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