

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

May 12 - 6:30pm – Meeting - Normandie Farm
Stella Koch, Audubon Naturalist Society,
“Planning for Tysons Corner Development”



AUDUBON NATURALIST SOCIETY

Connecting People with Nature in the DC Region | ANShome.org

Stella Koch, Virginia Conservation Associate, Audubon Naturalist Society, develops and manages ANS's conservation initiatives in Northern Virginia and has been with ANS for over 20 years. She resides in Great Falls, Virginia with her husband and a 20 year-old ornery cat. She is Chair of the Fairfax County Environmental Quality Advisory Council, an appointed board which advises the Fairfax County Board of Supervisors. She facilitates an environmental advisory group to Congressman Gerald Connolly and also facilitates the Fairfax Environmental Network. She has served on the Tysons Task Force as environmental representative and is still involved in Tysons Planning. She is presently serving on the Fairfax County Private Sector Energy Task Force. In addition to her work in Fairfax County, she works on regional water quality and supply issues. Stella has served on the Board of the Center for Watershed Protection, is a Virginia representative to the Citizens Advisory Committee of the Chesapeake Bay Council, and is a member of the Steering Committee member of Choose Clean Water Coalition (Chesapeake Bay Coalition). Stella received the Virginia Wildlife Federation's Water Conservationist of the Year award in 1992, and was the National Association of Biology Teachers' Outstanding Biology Teacher in 1989. She holds a BS degree in Biology from the University of Maryland and an MA degree in Education from Catholic University.

May 19 - 6:30pm – Meeting - Normandie Farm

Corkey Hay DeSimone, Author

May 26 – 6:30pm - Social - Normandie Farm

June 2 – 6:30pm – Service Project at Manna Food

June 9 - 6:30pm – Meeting - Normandie Farm

SEEDS Haiti Project

June 16 - 6:30pm – Meeting - Normandie Farm

"Outlook for Energy" by the ExxonMobil Coalition

June 23 – 6:30pm - Social - Normandie Farm

June 30 - 6:30pm – Meeting - Normandie Farm

2011-2012 Rotary Club Officers Installation

July 7 - 6:30pm – Meeting - Normandie Farm

Joy Hatchette, Maryland Insurance Administration

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



Rotarians and guests working on our May 5 service project at the Manna Food Center in Gaithersburg



President Jason thanks Dr. Chris Puttock, Adjunct Professor at the University of Maryland, for his April 21 environmental presentation on the Chesapeake Bay and oyster reefs.



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Pink Jeep Delivers Prenatal Care To Rural Haiti

Rotary International News – 5 May 2011

Photos by Alyce Henson/Rotary Images

A pink Jeep Wrangler, customized for rough terrain, approaches Darlegrand, a rural town two hours north of Hinche, Haiti. The Jeep, funded in part by the Rotary Club of Western Henrico County, Virginia, USA, serves as a mobile prenatal care unit for Midwives for Haiti. The Haiti Earthquake Relief Fund, a donor advised fund set up by The Rotary Foundation, also provided support.



A bright pink Jeep Wrangler, staffed with four midwives, races along uneven, dusty roads to reach more than 50 pregnant women in Darlegrand, a rural town two hours north of Hinche, Haiti.

The Jeep belongs to Midwives for Haiti, a nonprofit organization working to ensure that women in remote parts of the country have access to prenatal care and skilled birth attendants. Without the Jeep, many of the women, who have traveled to the daylong February clinic in Darlegrand, would not receive proper medical attention.

The Rotary Club of Western Henrico County, Virginia, USA, along with Bon Secours Health Systems and local individual donors, contributed a total of US\$70,000 to purchase the Jeep, customized for rugged terrain. More than \$20,000 of that amount came from the Haiti Earthquake Relief Fund, a donor advised fund set up by The Rotary Foundation.

Rotarians around the world are working to reduce maternal

mortality rates and improve access to essential medical services for mothers and their children. Maternal and child health is one of Rotary's areas of focus.

More than 340,000 women worldwide die each year from complications related to pregnancy and childbirth, most of them preventable. On 5 May, midwives and their supporters celebrate the International Day of the Midwife – launched by the International Confederation of Midwives in 1992 – to raise awareness of their role in reducing maternal and child mortality.

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Nadene Brunk, founder and executive director of Midwives for Haiti, says long distances, inadequate transportation, and lack of

information on basic prenatal care contribute to Haiti's maternal mortality rate, the highest in the Western Hemisphere. A Haitian woman's lifetime risk of dying in childbirth is 1 in 44.

The off-road vehicle allows the midwives to reach some of Haiti's most remote villages, says Brunk. "I believe Midwives for Haiti can expand so that every woman can have access to a skilled birth attendant."

District Provides Global Grant Scholar With A World Of Opportunity

Dan Nixon RI News – 6 May 2011



Jessica Clendenning (right) visits a dairy farm in the Netherlands with a group of students studying the environment and rural livelihoods. Photo courtesy of Jessica Clendenning

Jessica Clendenning wants to make life better for people in poor communities by sharing best practices for sustainable development. A

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Rotary Foundation Global Grant scholarship sponsored by District 6150 (Arkansas, USA) is helping her realize that goal.

Clendenning is earning her master's in development studies at the Erasmus University International Institute of Social Studies in Rotterdam, the Netherlands.

"This program will enable me to learn about the challenges communities face at local and regional levels, as well as the challenges to sustainable development from social, economic, and political perspectives," she says. "I will learn how to initiate better infrastructure for social, health, and educational needs."

Clendenning's scholarship is also supporting her work toward an advanced certificate in disaster risk reduction at École Polytechnique Fédérale de Lausanne in Switzerland. Disaster risk reduction involves identifying ways to lessen the effects of climate- and water-related hazards in communities. In November, she traveled to India for a group project, helping to protect water resources and safeguard livelihoods in an area recovering from the 2004 tsunami.

"These courses combine to give me strong training in sustainable community development," she says. "I will be able to use both courses to advance my studies, research, and future skills in development work."

Her global grant scholarship supports the economic and community development area of focus under the Foundation's Future Vision Plan. It is the first of three global grant scholarships sponsored by District 6150.

Clendenning previously worked for Heifer International, which the district has partnered with in a program to help feed orphans. She had originally applied for an Ambassadorial Scholarship, before the district began participating in the Future Vision pilot, says Robert Warner, a past district governor and chair of the district's Rotary Foundation committee. Because of

her "passion for giving back, and our long-standing relationship with Heifer International, we felt Jessica was an ideal candidate to be our first global grant scholar," he says.

Warner says the district's preparation for the pilot helped lay the groundwork for the global grant scholarships. "Our governor, governor-elect, and I met with our scholarship committee to explain the six areas of focus and other requirements," he says. "Also, a five-person team held six grant management seminars around the district and asked every club to send two members to the seminars." This helped all of the district's 41 clubs to meet qualification and stewardship requirements, he says.

A good working relationship with District 1600, the host district in the Netherlands, was instrumental in providing Clendenning with a positive and smooth scholarship experience, especially in arranging a host counselor and club, Warner explains.

"Many of the same promotional strategies for Ambassadorial Scholarships can be used for global grant scholarship applicants," says Warner, who advises districts to get an early start and work hard to find qualified candidates. The scholarships cover most expenses and fund graduate-level study, he adds, which are "true advantages for the student to gain education to really make a difference." The grant minimum is \$30,000, but scholarship funding is based on the district's financial resources and the students' needs.



Rotary and Aga Khan University Announce Strategic Partnership

By Arnold R. Grahl RI News – 5 May 2011

Aga Khan University's Advanced Nursing Studies programmes ensure that nurses and midwives are able to advance their skills and knowledge as well as their career opportunities. Photo by Jean-Luc Ray

The Rotary Foundation Trustees have reached an agreement with Aga Khan

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University to form a strategic partnership under the Foundation's Future Vision Plan.

The private, nonsectarian university promotes human welfare and development through research, teaching, and community service. It is the second strategic partner under the Future Vision Plan. In mid-April, the Trustees reached an agreement with Oikocredit, a Netherlands-based cooperative financial institution that supports socially responsible investing.

Through the partnership with Aga Khan University, the Foundation will offer packaged grants for Rotary clubs and districts to establish vocational training teams. The teams will enhance the clinical and administrative skills of health educators at the university's campuses in Kenya, Tanzania, and Uganda.

Team members will also work with local Rotary clubs and the university to carry out service projects related to the training. Rotary grants will fund nursing and midwifery scholarships at the three campuses for students selected and mentored by District 9200 (Eritrea; Ethiopia; Kenya; Tanzania; Uganda).

"Our Rotary clubs in East Africa are eager to partner with the top-notch professionals at Aga Khan University to help ensure that mothers and their infants receive the best health care possible," says RI Director Samuel F. Owori, of Kampala, Uganda. "This partnership represents an immense contribution to the health and well-being of families throughout our region."

Foundation Trustee Chair Carl-Wilhelm Stenhammar adds that the partnership "is an important step toward meeting the United Nations Millennium Development Goals for maternal and child health."

The UN Millennium Goals call for a 75 percent reduction in the maternal mortality ratio – and a 66 percent reduction in the mortality rate of children under five – by 2015.

According to the United Nations, developing countries account for 99 percent of the more than 350,000 women who die each year from complications during pregnancy or childbirth. In sub-Saharan Africa, 1 in 30 women is at risk, compared with 1 in 5,600 in

developed countries. The region also records the highest child mortality rates, with one in seven children dying before age five.

What does Aga Khan University offer Rotary?

Chartered in 1983 in Pakistan, Aga Khan University operates facilities in eight countries, including teaching hospitals, nursing schools, medical colleges and teaching institutes. The university's curricula reflect the unique needs of the communities and countries where its schools operate, so that students and graduates can immediately apply their training where it will have the most impact.

Rotary Foundation Global Grants support large, international projects with sustainable, high-impact outcomes in Rotary's areas of focus. Packaged global grants developed by the Foundation and Aga Khan align with the area of maternal and child health. Because the administrative work of designing the project and finding a cooperating organization has already been done, Rotary clubs and districts can focus on identifying beneficiaries, providing technical expertise or direct service, and publicizing the project.

One hundred districts are participating in the Future Vision pilot, a three-year test of the Foundation's streamlined grant structure, which began 1 July. All districts will begin using the model on 1 July 2013.

Information on how pilot clubs and districts can apply for packaged global grants to work with either Aga Khan or Oikocredit will be available soon at www.rotary.org.



Social Media Tips For Clubs And Districts

By Antoinette Tuscano RI News – 9 May 2011

Rotarians met during the 2009 RI Convention in Birmingham, England, to discuss forming a social networking fellowship. Photo courtesy The Rotarians on Social Networks Fellowship

Social networking can help you strengthen your Rotary club.

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Rotarians have used Twitter, Facebook, and other social media to promote events, find Rotary Youth Exchange participants, or connect with high school students who want to form Interact clubs.

During the 2009 RI Convention in Birmingham, England, a group of Rotarians met to discuss forming a social networking fellowship. Recognized by the RI Board in June, The Rotarians on Social Networks Fellowship aims to build Rotary friendships and support service through safe and effective social networking. The group has grown from an initial 488 members to almost 970 in 79 countries.

"Members offer advice on how to determine goals for developing a presence on a social network, and how to best achieve those goals," said Simone Carot Collins, president of the fellowship and of the Rotary Club of Freshwater Bay, Western Australia, Australia. "We also coordinate a few things that anyone can collaborate on, such as maps showing Rotary zone, district, and club locations throughout the world."

A group of volunteers, or "champions," provide Rotarians in their area with step-by-step assistance in setting up social media accounts. There are now 195 champions available to help particular districts, and 20 in charge of individual Rotary zones.

If you're daunted by social media, start with these tips developed by a panel of Rotarians during RI's social media webinars:

1. View websites and social media as part of your public relations and marketing budget. Your online presence should not be an isolated expense or something for the "techie" person of the club to work on alone. It should have the club's support, with several Rotarians involved.

2. Go online before you start your own social media page, and see what other clubs and organizations are doing. Note what you like and what you think would work well for communicating to the community and reaching your goals.

3. Develop a communications plan. This includes identifying an intended audience (e.g., prospective

Rotarians, community leaders), goals (e.g., to let the community know what your club does, to find new members), and a message (e.g., "We're a club that has a signature project," "We're a club that offers fun fellowship and service opportunities").

4. Update your page regularly (but not too often) with photos, videos, and text. Plan to update your Facebook page at least once a week, but not five times a day. If you update too much, people will become overwhelmed and tune you out. If you don't update enough, people will think your club isn't active. Ask several club members (perhaps your committee chairs) to share the responsibility of updating your page.

5. Designate moderators. Check all social media sites for spam or other inappropriate comments nearly every day. Distribute the moderation duties among several people.

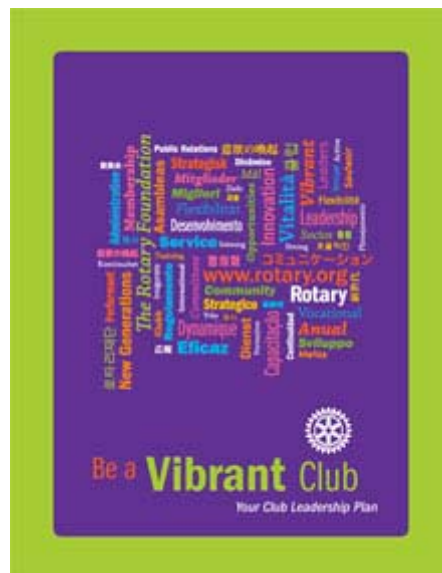
6. Look professional. Social media pages are a reflection of your club. Check your spelling, and use the Rotary emblem correctly. See www.rotary.org/graphics.

7. Be genuine, conversational, and fun. Share items that will interest your audience.

8. Reach out to other community organizations, especially potential project partners. Also connect with the news media and with local business and government leaders on Twitter and Facebook. Social networking is about building relationships.

9. Promote your social media pages. Include links to them on your club's website, in e-mails, and in print publications.

10. Be safe, but don't be afraid. You won't break the Internet! But remember that social media sites are public, so don't include personal information. Also, sites can frequently change their policies, so review privacy settings regularly.



Strengthen your club by using the "Be a Vibrant Club: Your Club Leadership Plan" to create a long-term vision.