

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

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

Corkey Hay DeSimone, Author



Corkey Hay DeSimone is President of *Gentle Giraffe Press*, an educational publisher that develops books, websites and interactive teaching tools for children, parents and teachers. *Gentle Giraffe Press* has published 25 books, created countless educational products, websites, and teaching tools for museums, zoos, aquariums and organizations. She began her

first company, *Corkey's Kids*, in 1990 hand painting children's t-shirts and selling them at outdoor markets in Washington DC. In 1992 Corkey and her future husband explored Asia for eight months and she wrote the book, *The Planet Hue*. During her honeymoon in 1994, Corkey made a connection in Bali, Indonesia, with a woman who managed small sewing groups, a total of 60 sewers. She began to manufacture children's batik printed clothes to match her made in the USA t-shirts. The men and women who sewed for her didn't work in factories, but in their home villages in sewing groups. This form of micro funding allowed the sewers to have a stake in their own work and their futures. For the next ten years she grew *Corkey's Kids* into an international company, selling over a million uniquely designed children's dresses, shorts and tops. In 2003 Corkey decided that she wanted to pursue children's book publishing and started *Gentle Giraffe Press*. Since then she has written and illustrated over 25 books and worked with the Smithsonian, National Archives, National Zoo, World Wildlife Fund, Sundance, Clinton Bush Haiti Fund and many more. "It's my job to take an enormous amount of information and bring it to kids in a fun, deep and dynamic way. I want the kids to become the experts by offering them a multimedia approach to learning." She'll share about her newest project, *All About ME in DC - A Kids Pocket Guide*, that is written "for kids 8 to 88." She wants every kid and teen (family, group and educator) to get out and explore all DC has to offer using her pocket guide, map, app, website and social media.

May 19 - 8pm – Board of Directors Meeting

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

Prasanna Joshi, ExxonMobil, "Outlook for Energy"

June 16 - 8pm – Board of Directors Meeting

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

June 25 – 6pm – Rotary Governor's Installation

Manor Country Club, Rockville

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

2011-2012 Rotary Club Officers Installation

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

July 14 - 6:30pm – Meeting - Normandie Farm

May 12 Meeting Report

President Elect Chinyere introduced Georgetown Rotaract Club President Elect Greg Miller who will be a sophomore this coming academic year studying international politics. He is a two-time former youth exchange student having traveled short-term to France and long-term to the Russian Far East. Greg spent ten months in Blagoveshensk, Russia, on the Russian-Chinese border. When he arrived he did not speak any Russian, but lived with host families and learned Russian at the university. Greg was a charter member of the Blagoveshensk Rotaract Club and served as it's first President. He described one of their matching grant projects to provide for a tuberculosis clinic. Greg also lived in Vladivostok



and enjoyed traveling to Moscow, St. Petersburg, and Beijing.

Our guest speaker was Stella Koch from the Audubon Naturalist Society who told of her experience on the 35-member Tysons Corner Task



force. The Task Force prepared a vision document for a comprehensive plan for Tyson's 1700 acres that will have four Metro stations and additional people-mover transportation loops. There are over 100,000 people



currently commuting to Tysons every day with only 15,000 living in the area. Their plan promoted more mixed-use development and making it walkable. She compared the future Tysons development planning with the positive

experience in Clarendon where there is a vibrant urban area that has resulted in a reduced number of cars. The larger existing buildings will be filled in, car

Potomac-Bethesda Rotary Club News

dealers will be moved out and other structures replaced so that a planned redevelopment can proceed. Stella gave an informative illustrated presentation

with lots of interaction with the Rotarians that was very well received.

Chinyere also introduced guest Jennifer

Chloupek, from the National Institutes of Allergy and Infectious Diseases at NIH.



A member of the Rotary Club of West Point, Virginia, Bonadonna says she was inspired by her participation in a February 2010 National Immunization Day in Dhanbad, India, coordinated by District 7730 (North Carolina).

"I thought, wouldn't it be cool to visit 200 clubs in 200 days," she recalls. "First and foremost, I wanted to share with clubs that we need to finish the job we started. And second, to remind each of the clubs that we are in this together."

She kicked off her adventure on 2 October with a visit to the Rotary Club of North Suffolk, Virginia. During each visit, Bonadonna asked the club to waive her meal fee, which she donated to PolioPlus. Clubs and districts made additional contributions, which are still being tabulated. Along the way, she posted pictures and wrote about each visit on her blog.

Rotarians Go All Out For Polio Eradication

By Arnold R. Grahl RI News – 17 May 2011

Colleen Bonadonna administers the polio vaccine during a National Immunization Day in India.



Christine Phelan, Holly Weber, and Alice Maliakkal at the summit of Mount Kilimanjaro. Photo courtesy of Alice Maliakkal.

Rotarians are continuing to find unique ways to raise money for Rotary's US\$200 Million Challenge.

On 12 April, Colleen Bonadonna walked into the meeting of the Rotary Club of Dulles International Airport, Virginia, USA, completing a quest to visit 200 Rotary clubs in 200 days to raise awareness for Rotary's challenge.

Her odyssey brought in more than \$8,000 for the polio eradication effort.

"During my journey, I had hoped to inspire other Rotarians to become involved with PolioPlus," she says. "But as I visited clubs, it was I who was inspired by the great works being completed by Rotarians around the globe."

Reaching the summit

Four members of the Rotary Club of Toronto Twilight, Ontario, Canada, found a more strenuous way to support the challenge.

Holly Weber, Christine Phelan, Mary Catherine Lill, and Alice Maliakkal spent six days in March hiking to the top of Mount Kilimanjaro and collected \$8,500 to date for the polio eradication campaign from clubs before and after their trip.

"We are so close to finishing it. If we all work together, we will be able to eradicate polio", said Holly Weber, Rotary Club of



Potomac-Bethesda Rotary Club News

Toronto Twilight

They trained for months, and spent vacation time and thousands of dollars arranging the trek through a guide service in Tanzania. The most difficult part of the climb came on day four, when the team started out at midnight and spent 15 hours hiking to the summit and back down to camp.

"We all made it to the summit and down OK," says Weber, a technical recruiter who is the club's president. "It was phenomenal being at the highest point in Africa. I just kept envisioning myself at the top, and just kept going. I was determined to complete the goal we had set."

Before the climb, the women visited the Rotary Club of Moshi Kilema Kati, where they toured a primary school, hospital, HIV/AIDS clinic, and girls' vocational school supported by international club service projects.

Weber says the blog the team created and her promotion of the fundraiser on social networks such as RI's LinkedIn group have helped build exposure for her young club, which received its charter in December 2009.

But the team members' main objective was to do their part for Rotary's challenge.

INSTALLATION DINNER

Save The Date

June 25, 2011



DG Claude Morissette

Manor Country Club

14901 Carrolton Rd, Rockville, MD www.manorcc.org

Reservations are being taken NOW!

Time: 6pm Cocktails
7pm Dinner
8-9:30 Program
Ticket Price: \$50
Black-tie optional ~ Cash Bar



Contact Janis Brose at 301-299-8118 janisbrose08@comcast.net
Mail payments to Jan at 11839 Enid Drive, Potomac, MD 20854
Or register on the web www.rotary7620.org

Cut at line and mail information to Jan at above address..... Make checks payable to **District 7620 of RI**

Number attending _____

Names of those attending _____

Club name _____

"We are so close to finishing it," says Weber. "If we all work together, we will be able to eradicate polio."

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

May 19, 2011 - Page 3

Potomac-Bethesda Rotary Club News

Former Rotary Peace Fellows Start Their Own Peace Studies Programs

by Susie Ma RI News – 13 May 2011

Prakash Tewari, a former Rotary Peace Fellow, is developing a course to help New Delhi's civil servants prevent and resolve conflicts. Photo courtesy of Prakash Tewari

Many former Rotary Peace Fellows are at work around the world, promoting peace in their communities through education. Some are creating their own programs, aimed at achieving far-reaching goals. Among those fellows in Asia are Maria Saifuddin Effendi, Jianrong Chen, and Prakash Tewari.

Acting on convictions

Maria Saifuddin Effendi is assistant professor in the Department of Peace and Conflict Studies at National Defence University in Islamabad, Pakistan. She and some of her colleagues established the department in 2009, the first of its kind in the country, in spite of opposition.

"There was criticism and resistance from [academics] to close down the department," who considered it "useless," says Effendi, a 2007-09 peace fellow at the University of Bradford in England. "But we have survived with dignity. It's a great pleasure and satisfaction seeing [the department] grow in my country."

Effendi's book, *Understanding Ripeness in Kashmir*, is based on the master's dissertation she wrote as a peace fellow. The book explores the South Asian region's readiness for dialogue and peacemaking to address longstanding conflict.

Effendi also participates in conflict prevention/resolution symposiums and workshops sponsored by universities and nongovernmental organizations like the International Peace and Security Institute in Washington, D.C., founded by friend and former peace fellow Cameron Chisholm. These events, she says, "encourage me to work in the field of peace and for peace in Pakistan."

Dealing with conflict

Jianrong Chen believes that China has a special need for peace studies because of the diversity of its people. With a population of 1.3 billion and 56 different ethnic groups, interethnic conflict is common. Chen, a lecturer in the Department of International Relations at Jinan University in Guangzhou, China, wanted to equip the younger generation of Chinese with tools for dealing with conflict.

"In the past, we stressed harmony and we almost forgot that we have conflict," he says. "If we cannot look at conflict in a way that it should be, how can we have peace?"

After completing the professional development program at the Rotary Peace Center at Chulalongkorn University in Bangkok, Thailand, Chen began teaching an introduction to peace and conflict course at Jinan University. He is hoping to recruit other academics working on conflict issues at the university to create a peace teaching team. He also plans to hold a peace workshop at his university on China-Africa relations in July. "What I am doing now is just the very beginning of this long-term journey in my dream," Chen says.

Community dialogue

Prakash Tewari works in the defense ministry in India and is a former army colonel. After attending the Rotary Peace Center at Chulalongkorn University, he received a request from the president of his sponsor club, the Rotary Club of New Delhi, to create a peace studies course based on his peace fellow experience.

Tewari says the course, projected to start at a university in New Delhi in September, will offer the city's large number of civil servants an opportunity to receive training in conflict prevention and resolution. He hopes the course will "get different sparring groups together to work on dialogue skills – government workers, activist groups, and civil society groups."



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

Potomac-Bethesda Rotary Club News

Rotarians Respond To Japan Earthquake, Tsunami

By Ryan Hyland and Dan Nixon RI News – 16 May 2011

Top: Members of the Rotary Club of Fukushima South deliver supplies to a hard hit area. Bottom: A benefit concert organized by the Rotary Club of Meudon, Hauts-de-Seine, France, and Ambassadorial Scholar Miki Okubo raised money for earthquake victims. Photo courtesy of Miki Okubo

Rotarians have been finding a number of ways to help victims of the devastating earthquake and tsunami in Japan that killed thousands and left hundreds of thousands more homeless.

In response to the disasters, The Rotary Foundation established the Rotary Japan Disaster Recovery Fund, which will support long-term recovery projects in the affected areas. More than US\$2.3 million has been donated since the fund opened on 11 March.

"Rotarians in Japan have always been very generous in support of The Rotary Foundation Annual Programs Fund," says Foundation Trustee Chair Carl-Wilhelm Stenhammar. They also have responded to needs around the world, he adds. "It is now our time to reciprocate. Let us all support the Rotarians in Japan by contributing to the Rotary Japan Disaster Recovery Fund."

Rotarian responses to the earthquake have included:

- The first Matching Grant project to receive support from the fund was approved a week after the disaster. Clubs in districts 3350 (Cambodia and Thailand) and

2820 (Japan) are using a total of \$65,650 to help provide food and drinking water for 15,000 people at an evacuation center in Ibaraki.

- Miki Okubo, a Rotary Foundation Ambassadorial Scholar from Japan, and her host club, the Rotary Club of Meudon, Hauts-de-Seine, France, organized a benefit concert for tsunami victims, held 29 April outside Paris. The concert included performances by notable Japanese musicians living in the city and a local choral group.

- Kathleen Koch, a former CNN correspondent and Ambassadorial Scholar, has launched a letter-writing campaign, Words of Hope for Japan, asking people to send support and encouragement to those affected by the earthquake and tsunami. Koch's goal is to collect 300,000 letters, one for every man, woman, and child living in Japanese shelters.

- Members of the Rotary Club of Catalina (Tucson), Arizona, USA, supported a disaster relief concert 24 March that included members of the Tucson Symphony Orchestra and the Arizona Opera, and music students from the University of Arizona. The concert raised \$11,000 for Red Cross efforts in Japan.

- The Rotaract Club of Tokyo launched the Cheer Tohoku project to rally the support of Rotaractors around the world, asking them to use

Twitter to send messages of support to survivors in northeast Japan. The club is also using Twitter to post photos of Rotaractors holding up short messages they've written. "We thought we could make use of the worldwide Rotaract network to show people in the stricken area that we care," says club president Ai Takahashi.

- The Rotary Club of Akashi, Hyogo, sent a private airplane carrying a load of medical supplies to the



Potomac-Bethesda Rotary Club News

Rotary Club of Sukagawa, Fukushima, which delivered them to a hospital near Fukushima Airport. The governor of District 2640 (Wakayama and parts of Osaka) and six Rotarians also brought 1,000 blankets to Rotarians in the Fukushima region.

- Rotarians and friends of Rotary in District 3330 (Thailand), an area extensively damaged by the 2004 tsunami, are among those who have felt especially moved to respond. The district's Rotary Foundation alumni association worked with local Rotary clubs to raise \$15,000 in contributions.

- A Group Study Exchange (GSE) team from District 6450 (Illinois, USA) was in Tokyo when the earthquake struck on 11 March. Japanese Rotarians "provided our team with unbelievable kindness and generosity" throughout the exchange, says team leader Bob Blackburn. He adds that they "cared for our well-being during and after the earthquake," including ensuring that the team didn't miss its flight home to Chicago. "My wife and I offered the Westmont Rotary club [Illinois] an opportunity to match our \$500 contribution to District 2750 [part of Tokyo and Pacific Islands] for disaster relief efforts, and they responded with an additional \$4,500. Plus, our GSE team members have pledged an additional \$425, for a total of \$5,425. Rotarians always come to the aid of others in an emergency. Please help our friends in Japan any way that you can."

- Former GSE team members and others in District 5450 (Colorado, USA) are also mobilizing support. "We were involved with the outbound and inbound teams to Japan's Sendai area last year and have been heartbroken to learn about the tragedies experienced by their friends," says Past District Governor Mike Oldham.

- Miho Fukuhara, a former Rotary Peace Fellow from Japan, is temporarily leaving her post as a United Nations and intergovernmental affairs officer at UNICEF headquarters in New York City to join the Japan Committee for UNICEF for five weeks. "I never thought of myself being sent to Japan for emergency response work," says Fukuhara, who managed and coordinated reconstruction programs in Iraq for Peace Winds Japan earlier in her career. "It is really sad to see the situation, but I will do my best."

Five Ways To Strengthen Your Club

By Arnold R. Grahl RI News – 26 April 2011

Strengthening your club can be easy. Every Rotarian is capable of taking a few simple steps – such as picking up the phone and inviting a friend or colleague to a meeting – to help improve member recruitment and retention, a priority of the RI Strategic Plan.

Mark Mann, president of the Rotary Club of Bricktown Oklahoma City, Oklahoma, USA, is a firm believer in that philosophy. As an assistant to a politician in Oklahoma, Mann had been to plenty of civic group meetings, but joining a Rotary club was the furthest thing from his mind – until a friend invited him. Mann soon discovered that the club wasn't like other groups.

"I tried it out for a couple of weeks and decided it was a good fit for me," says Mann, who joined Rotary in 2004. "I've been here ever since."

We asked Rotary coordinators for a few simple ways that Rotarians can strengthen their clubs. Their suggestions include:

1. Take a survey of club members to determine what the club does well, what it could do better, and what else it could be doing. Schedule a board meeting to discuss the results and determine a plan of action.
2. Design your club website with public relations in mind. Take advantage of the best practices in web design. Make sure you provide accurate information, with your club's name and meeting time and place prominently displayed on the home page. Ask yourself: Does this website help visitors understand Rotary?
3. Plan at least one project each year that reaches beyond anything your club has done before. Be sure to publicize your event in local media. Join with other clubs in your district and apply for an RI Public Relations Grant to promote Rotary on a larger scale.
4. Use RI resources to create a long-term vision for your club. A strategic plan provides a framework for setting goals and ensures continuity. It can also help your club increase membership, enhance Rotary's public image, and carry out more effective projects.
5. Pick up the phone and invite a friend, colleague, client, or service provider to a meeting. Many people join Rotary only after seeing firsthand the spirit of fellowship at club meetings and the commitment to community service.