

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

May 26 – 6:30pm - Social - Normandie Farm
Joint Social with Potomac Rotary Club
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 – Service Project at Manna Food
July 14 - 6:30pm – Meeting - Normandie Farm
Joy Hachette, Maryland Insurance Administration
July 21 – 6:30pm – Meeting - Normandie Farm
July 28 – 6:30pm - Social - Normandie Farm

Reports from the Rotary International Convention in New Orleans

More than 19,000 people from over 160 different countries descended on the Ernest N. Morial Convention Center for the Rotary International Convention where they listened to Bill Gates give a talk on Polio eradication, looked at displays and got a taste of local music performed by various talents. - Eliot Kamenitz / The Times Picayune

Eradicating Polio Will Take Renewed Resolve, Says Gates

By Ryan Hyland RI News – 24 May 2011

Bill Gates addressed Rotarians during the third plenary session of the 2011 RI Convention 24 May. Rotary Images/Monika Lozinska-Lee

Bill Gates, cochair of the Bill & Melinda Gates Foundation, praised Rotary for its continued success in the effort to eradicate polio, but cautioned that Rotarians will need to redouble their



efforts to keep the disease from spreading – and threatening hundreds of thousands of children.

Gates, the keynote speaker at the third plenary session of the 2011 RI Convention, 24 May in New Orleans, Louisiana, USA, said that because of Rotary, there are



Attendees from Thailand and Uganda stop by the Bangkok convention booth at the House of Friendship, 23 May at the 2011 RI Convention in New Orleans, Louisiana, USA.

many places in the world where polio is no longer considered a threat.

"That's a blessing and a curse," said Gates. "The blessing is that in many places, polio is a disease of the past. The curse is that it is now harder for us to raise awareness that, in some places, polio is also a disease of the present. If we fail to help leaders around the world understand this, polio is certain to be a disease of the future."

Gates praised Rotary for reducing the incidence of polio by more than 99 percent worldwide since 1988.

"Your work has brought us so far," he said. "I'm so proud to be a partner in the work that Rotary has been doing to eradicate polio."

Gates noted that only one case of polio had been reported in India this year, as of March.

"India is approaching zero cases," said Gates. "None of this would have been remotely achievable had it not been for

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Rotary. We would not be where we are without you. Nor can we get to where we're going without you."

Gates said that he and his wife, Melinda, have made eradicating polio their foundation's top priority. With the world on the threshold of eradication, the hard work really begins, he said.

"Polio eradication has been our single biggest investment in recent years, as far as innovation and creativity. The last 1 percent will be the longest and hardest 1 percent," he said. "It will require more work and more commitment than ever before. Without the redoubled effort of everyone in this room, and your fellow Rotarians around the world, we will not succeed. Redoubling is crucial to ending polio."

The Gates Foundation has awarded two grants totaling US\$355 million to Rotary in support of its work in eradicating the disease. Rotary has responded with Rotary's US\$200 Million Challenge. To date, Rotarians have raised \$173.2 million for the challenge.

Gates said he plans to work with Rotary leadership to keep polio front and center in the public eye. "You have helped so many people understand that we are 'this close.' I challenge you to make your voices louder."

Countries including Canada, the United Arab Emirates, the United Kingdom, and the United States have all increased their investment in the eradication effort. Gates attributed that success to the pressure Rotarians have put on the leaders of those countries. But he noted that with a funding gap of \$400 million next year for the Global Polio Eradication Initiative, it is no time to let up.

"If we fail, the disease will not stay at its current low level," he said. "It will spread back into countries where it's been eliminated, and will kill and paralyze hundreds of thousands of children who used to be safe."

Gates said that the monuments Rotarians have illuminated with the End Polio Now message are powerful images.

"But ultimately, the most important monument won't be the one we illuminate," said Gates. "It will be the one we create."



The Simon Estes Music High School Alumni Choir, of Cape Town, South Africa, performs 23 May during the second plenary session of the 2011 RI Convention in New Orleans, Louisiana, USA. Rotary Images/Alyce Henson

RI President's Welcome Address

By Ray Klingensmith, 2010-11 RI President

Many of you are aware that I have been using "Cowboy Logic" as my theme song for the past two years, and it is a treat for me to actually meet America's favorite cowboy singer, Michael Martin Murphey, who made the song popular. It is a great song with a meaningful message, and Michael is a truly amazing singer. Moreover, he is a Rotarian and an ardent supporter of Rotary values. For all these reasons, I am delighted that he will be one of the featured performers at our closing session on Wednesday evening. In addition, he will be performing in the House of Friendship this week, and available to sign autographs in the celebrity booth during the next three days. I intend to be the first one in line for his autograph!

Now, welcome to the convention! I am so pleased that you are here in New Orleans to celebrate our Rotary year – and to have a good time. The first time I came here was in 1960, and I was accompanied by one of my high school friends, Richard Thompson, who will be here on Tuesday along with another of my high school friends, Mark White. We went to school together in Unionville, a small farm town in northern Missouri, USA, and the fact that we are still close friends after

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During the grand opening of the House of Friendship, 21 May, the grand marshal of a brass band invites Rotarians to dance. The food and music of New Orleans, Louisiana, USA, are in the spotlight during the 2011 RI Convention. Rotary Images/Monika Lozinska-Lee

being separated for more than 50 years is a tribute to the quality of life in small towns around the world.

One of the things I remember well from my school days in Unionville is the memory of my father, and almost all the other leading businesspeople in town, walking across the city square every Thursday at noon for the weekly Rotary meetings at Yount's Cafe. It was a very clear indication to me at a young age about the importance of Rotary. Little did I know at that time that I would become a Rotary Scholar or that I would be standing here today as president of Rotary International, one of the world's premier organizations. It has been an incredible journey of Rotary experiences for me!

When Richard and I came to New Orleans in 1960, we arrived at midnight on Friday night, and I was ready to call it a day. But Richard had been here before, and he said the night was just starting in New Orleans. So we spent the entire night in the French Quarter, and at daybreak, we went to the Cafe Du Monde for chicory coffee and beignets. We heard Al Hirt and the other great Dixieland musicians on Bourbon Street, and we found the nightclub that has become my favorite place, Pat O'Brien's. In fact, we had such a good time that we spent the whole night in the French Quarter again on the next night. Needless

to say, this has been one of my favorite cities ever since, and I am so pleased this convention is here in the exciting city of New Orleans!

The RI Convention committee, the RI staff, and the Host Organization Committee, better known as the HOC, have worked diligently to organize a great convention, and we want you to have a good time here in Cajun country. The House of Friendship next door is a splendid place to meet new friends and to explore the myriad service projects conducted by Rotarians around the world. The amazing fact is that no one will ever know all the good deeds performed by our 34,000 clubs around the world, because they are so numerous. However, there is an impressive sample of Rotary projects on display here, and this is Rotary's version of the teaching tool for children called "show and tell"!

Bill Gates, a founder of Microsoft, will be here on Tuesday afternoon to discuss his foundation's assistance to help us eradicate polio, and we have many other excellent speakers as well. There are five sessions of workshops on Rotary topics to help your clubs become bigger, better, and bolder, and I hope you will take advantage of the ideas that will be provided to continue our efforts to make the world a better place by Building Communities – Bridging Continents.

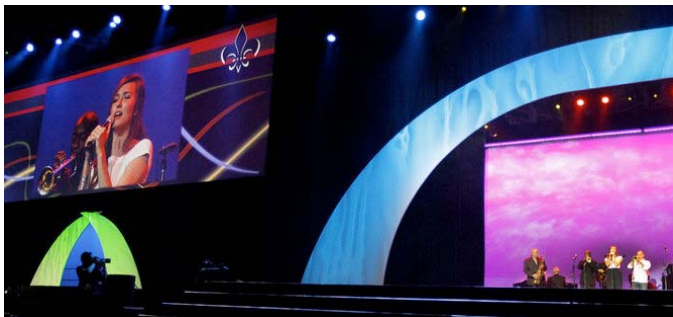


Volunteers from the Rotary clubs of Leesville and Many, Louisiana, USA, serve hot tamales to hungry visitors at a host-ticketed event at the Audubon Aquarium of the Americas, held 21 May during the 2011 RI Convention in New Orleans. Rotary Images/Monika Lozinska-Lee

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with as many people as you can during this convention. You will be astounded by the friendliness and helpfulness of the Rotarians and their guests, and it takes no introduction to get started. All of us have stories to tell, and many of our stories are about the successful service projects in our clubs and districts. So let's get on with the show! This is going to be a great convention, and I want all of you to enjoy it as we exchange ideas about helping our clubs to become bigger, better, and bolder.

We are making the world a better place, and we have so much to be proud of as Rotarians. We are now on the world stage due to PolioPlus, and there is little doubt in my mind that the best days of Rotary are still ahead. So let's celebrate Rotary this week while we are here together in this special place! After all, that's cowboy logic!



General Secretary's Report to the Convention By Ed Futa

The 2010-11 Rotary year was a time of great strategic action. The Rotary Foundation launched its three-year Future Vision pilot in July with 100 districts putting our new grant model to the test. The RI Strategic Plan also took center stage as senior leaders and staff worked to align our activities more closely with the plan's three priorities: support and strengthen clubs, focus and increase humanitarian service, and enhance public image and awareness.

Supporting and strengthening clubs is essential to ensuring Rotary's vitality and relevance in the years and decades to come. Rotary's most important work begins at the club level, and without strong and effective clubs, Rotary will not survive. Dynamic clubs attract new members, invigorate existing members, motivate up-and-coming leaders, and carry out

meaningful service in their communities and abroad. Rotary's vitality increases as clubs become more innovative, for it is through the ideas and energy of club leaders that Rotary can meet the needs of a changing world.

Achieving this level of energy can be a daunting task, especially for clubs that are struggling with issues of an aging or declining membership. The 41 Rotary coordinators (RCs) from every zone in the Rotary world are a key element in helping clubs overcome these problems and become bigger, better, and bolder. Every year, this group of experienced Rotarian consultants come together with senior leaders and staff to plan how they can best carry out their hefty responsibilities. This year, their meeting overlapped with that of the regional Rotary Foundation coordinators (RRFCs), who are charged with helping clubs and districts learn more about our Foundation and increase participation and support. Joining this group were representatives from a new team, the Rotary public image coordinators (RPICs), who will share their professional expertise to help clubs and districts tell their Rotary stories and increase public awareness.

The Secretariat is striving to support the efforts of all these key volunteers. This year, we created new e-learning modules on each priority of the strategic plan that offer concrete examples for implementing the plan at the club level. We're also increasing the use of webinars as an inexpensive way to offer training to members worldwide. For example, this year we offered five webinars to prepare RRFCs for governors-elect training seminars and 10 webinars in six languages as part of the GETS Online pilot. Other resources include a new publication called *Be a Vibrant Club: Your Club Leadership Plan* and the newly revised edition of the *Strategic Planning Guide* – both available at shop.rotary.org.

Over the past year, we have conducted a number of Rotarian and non-Rotarian focus groups, all of which yielded interesting results. One thing we learned is that prospective members are looking for opportunities to do good in their communities, but not in a prescriptive way. Much as they might admire Rotary's accomplishments, many nonmembers don't perceive a

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Rotary club as being sufficiently flexible or contemporary for their volunteer efforts. We are responding to this information by refreshing our language to reflect a more action-oriented, modern organization and emphasizing some of the flexible aspects of Rotary. One such innovation is our e-clubs, which have expanded following the 2010 Council on Legislation decision to make the pilot a permanent Rotary feature. Since the Council decision, the number of e-clubs has increased from 14 to 24, with 672 members in 13 countries and geographical areas, carrying out a wide range of service projects. E-clubs conduct meetings in Chinese, English, Finnish, French, German, Greek, Italian, Portuguese, and Spanish.

Another move toward greater flexibility that resulted from a Council decision is the development of four different pilots set to launch on 1 July: corporate membership, associate membership, satellite clubs, and new model clubs. Two hundred clubs are being selected to participate in each pilot from a pool of about 1,600 applicants. The Rotary coordinators and other Rotary leaders will be watching closely to assess the success of each of these pilot models.

Focusing and increasing humanitarian service reflects Rotary's century-long commitment to improving lives in the communities it serves. Rotary clubs target their service projects to meet the greatest needs in their

communities, which makes our grassroots efforts remarkably effective. However, such a wide-ranging approach to service can also make it difficult for the general public to immediately connect Rotary to any one cause – with the notable exception of global polio eradication. Our 25-year effort to eliminate a disease for only the second time in history has gained greater recognition for Rotary on the international stage and made us a valued partner to other nongovernmental organizations. This year has been especially eventful, both on the ground in



polio-endemic countries and in meeting Rotary's US\$200 Million Challenge from the Bill & Melinda Gates Foundation. In April, we learned that Uttar Pradesh in India has now gone a year without reporting a single case of polio. Traditionally a major exporter of the virus to other parts of India and the world, the state has been described as one of the most difficult places to eradicate polio, which makes this

latest news especially encouraging. Nigeria is also showing huge reductions in polio cases, a fact that RI President Ray Klingensmith helped to celebrate at a PolioPlus Summit held there in September. Rotarians have enjoyed great success on the



fundraising front as well. As of early May, we had

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raised more than US\$170 million to meet the Gates Foundation challenge. Bill Gates is speaking here at our convention to recognize Rotarians' unwavering commitment to the eradication of this devastating disease as well as our extraordinary fundraising achievement.

The success of PolioPlus in associating Rotary with a specific mission led the Foundation Trustees to identify six areas of focus that correspond with the service interests and experience of Rotarians: peace and conflict prevention/resolution, disease prevention and treatment, water and sanitation, maternal and child health, basic education and literacy, and economic and community development. These areas form the nucleus of the Future Vision Plan, and the RI Board has also adopted them as part of the RI Strategic Plan. All Rotarians are encouraged to plan service projects in these areas, and the Foundation has created naming and giving opportunities in each area. *Rotary's Areas of Focus Guide*, a new publication from the Secretariat, provides a valuable resource for clubs as they begin or continue their work on these critical issues.

The Council decision to create the New Generations Avenue of Service fueled Rotarian interest in working with young people. A new publication, *An Introduction to New Generations Service*, outlines how Rotary clubs can involve youth and young adults in their service projects and provide programs and resources that support New Generations. Sometimes, strategic planning calls for reassessing programs and reallocating resources. This year, the Board agreed to discontinue the Rotary Volunteers and World Community Service programs and concentrate on developing new ways to bring Rotarians together to develop service partnerships and friendships. Partnerships, at every level, are essential to Rotary's

success. Clubs form service partnerships when members meet at a Rotary convention or come together online through ProjectLINK or one of Rotary's social media sites. Clubs and districts form partnerships with other local organizations that share their service goals. And, of course, Rotary International and The Rotary Foundation are currently working with a range of partners to eradicate polio, promote literacy, and

provide access to clean water and sanitation. This year, we formed two new strategic partnerships as part of our Future Vision pilot. We will be working to develop packaged global grants with Oikocredit in the Netherlands and Aga Khan University, which is based in Pakistan with



campuses in Africa and the Middle East.

Enhancing public image and awareness depends in large part on the action of our clubs. That's one reason behind the development of a new resource that is effective 1 July – the Rotary public image coordinators. With their expertise in communications, these 49 Rotarians can offer professional guidance in helping clubs and districts better coordinate and expand their public relations efforts.

RI Public Relations Grants are another tool to help clubs and districts share their stories with the public. Of the 305 PR grant applications received, 285 were approved for a total of US\$2.2 million in PR grants. This investment from RI was augmented by \$1.2 million in district contributions and \$8.7 million in in-kind donations, such as free or discounted air time or ad space, for a total of \$12.1 million worth of advertising and public awareness building.

Some of the most successful PR grant projects are multidistrict or national efforts. For example, the 18 districts in France joined together for a Rotary Awareness Week, using street signs, transit ads, newspaper ads and interviews, and radio and

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television spots to carry their message. In Brazil, 12 districts produced a 12-episode, 30-minute video broadcast on prime-time cable TV featuring district projects and incorporating the Humanity in Motion public service announcements into the programs. And in Hawaii, District 5000 convinced the Hawaiian Broadcasting Association to "adopt" Rotary as their charity, garnering nearly \$200,000 in production and airtime on all radio and TV stations in Hawaii. During this period, the district also chartered five new clubs.

You may have seen some of the PSAs from our campaign featuring well-known figures such as Queen Noor of Jordan, film star Jackie Chan, golf legend Jack Nicklaus, and Grammy-winning musicians Angelique Kidjo and Ziggy Marley telling the world "We are this close to ending polio." We also developed a new site, www.thisclose.net, which lets you put your photograph and name into a This Close ad and share it with family and friends via social networking sites like Facebook and Twitter.

In celebration of Rotary's 106th anniversary, clubs around the world illuminated more than 20 landmarks on five continents with the End Polio Now message. The Trevi Fountain in Rome; a Lantern Festival gate in Taiwan; the Bill & Melinda Gates Foundation headquarters in Seattle, Washington, USA; and the Byblos Castle in Byblos, Lebanon, were among the iconic sites spotlighting this vital message.

More clubs and districts are using websites and social networks to communicate with members and showcase their projects to the public. To help Rotarians put their best public face on these sites, we have developed a series of webinars on creating an effective club website, using social media to promote your club or district, and moving club and district newsletters from print to digital.

Rotary's own public face — www.rotary.org — continues to attract increased traffic. In the third quarter of this year, visits totaled almost 2.2 million, up 26 percent from the same quarter in 2009-10. Traffic skyrocketed on 23 February this year when a double-recognition points offering brought in more than \$4 million in contributions to The Rotary Foundation.

RI's social media sites have also grown dramatically in numbers. Our Facebook group has nearly 120,000

likes, almost twice as many as a year ago. At any given time, the 15,000 members of our LinkedIn group are carrying on lively discussions on dozens of topics. I encourage you to join the conversation. And, of course, there's Twitter, where Rotary's English-language site has about 94,000 followers, with more to come as our Portuguese and German sites develop.

As Rotarians, we take pride in the good work of all of our clubs worldwide. A new coffee-table book, *A Visual Journey*, captures the essence of Rotary service with professional photography from projects in more than 30 countries. These striking photos tell a story of commitment, competence, and compassion — the story of what it means to be a Rotarian. It's a compelling reminder to all of us of the importance of what we do and a wonderful way to share our story with non-Rotarians.

Finally, I'd like to end this report on a personal note. As you may know, I will be retiring on 30 June. It's been my privilege to serve as your general secretary for the past 11 years and to work with so many of the dedicated men and women of Rotary. I've also had opportunity to lead and further develop a highly professional staff who will continue to provide the same high level of service under my successor, John Hewko. I know that the staff will work to make the transition run smoothly and that John's experience and knowledge will contribute greatly to the future of this organization. I thank you for all the support you have given me over the years and assure you that my time with Rotary is far from over. I will be going back to my first Rotary job that I took on 32 years ago — the extraordinarily rewarding job of being a Rotarian.

New Orleans Mayor Mitch Landrieu:

"Rotary has been a great gift to us. You helped raise US\$19 million toward Gulf Coast recovery and \$1.9 million for the Katrina Relief Fund. You have done such unbelievable work."

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