

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

**July 14 - 6:30pm - Meeting - Normandie Farm**  
**Joy Hatchette, Associate Commissioner,**  
**Consumer Education and Advocacy,**  
**Maryland Insurance Administration**

Joy Y. Hatchette was named the Associate Commissioner for Consumer Education and Advocacy in July of 2004. This Unit is responsible for providing consumers with information so that they are better able to understand their rights and obligations under their insurance policies. The Unit also attempts to facilitate the prompt resolution of automobile and homeowners claims through a pilot program.

From September of 1997 through July of 2004, Hatchette served as the Associate Commissioner for Consumer Complaints. Four years prior to that, she served as an Assistant Attorney General for the Insurance Administration. From 1988 to 1993 she was an Associate in the law offices of Gordon, Feinblatt, Rothman, Hoffberger and Hollander. For two years previously, she served as a judicial law clerk for the United States Fourth Circuit Court of Appeals. She is a graduate of the University of Virginia and received a J.D. degree from the University of Virginia Law School. She is a member of the Maryland, District of Columbia and Virginia Bars.

**July 21 - 6:30pm - Meeting - Normandie Farm**  
**Shelley Block, Literacy Council of Montgomery County**  
**July 21 - 8pm - Board of Directors Meeting**  
**July 28 - 6:30pm - Social - Normandie Farm**  
**July 30 - 7pm - End Polio Now**  
**Washington Nationals vs New York Mets Game**  
*(see flyer on page 5)*

**August is Rotary Membership and Extension Month**  
**August 4 - 6:30pm - Service Project at Manna Food**  
**August 11 - 6:30pm - Meeting - Normandie Farm**  
**Rotary District Governor Claude Morissette**  
**August 18 - 6:30pm - Meeting - Normandie Farm**  
**Yesenia Diaz, National Alliance on Mental Illness,**  
**Montgomery County**  
**August 18 - 8pm - Board of Directors Meeting**  
**August 25 - 6:30pm - Social - Normandie Farm**  
**September is New Generations Month**  
**September 1 - 6:30pm - Service Project at Manna**  
**September 8 - 6:30pm - Meeting - Normandie Farm**  
**September 15 - 6:30pm - Meeting - Normandie Farm**  
**James Offord, Black History in Montgomery County**  
**September 15 - 8pm - Board of Directors Meeting**  
**September 22 - 6:30pm - Social - Normandie Farm**  
**September 29 - 6:30pm - Club Assembly - Normandie Farm**

## Potomac-Bethesda Rotary Celebrates 8 Years of Service to Jewish Foundation Group Homes



*JFGH hosted our Rotarians to a wonderful meal at one of JFGH's homes in Potomac on July 7.*



*[Above] Jason Hamel, house residents, Hari Viswanathan and wife Swapna. [Below Left] JFGH Executive Director Vivian Bass, [Below Right] Neil Cohen, Lew Fontek, Steve Naron and house resident.*



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The Elizabeth Street Common Ground opened in August with 161 apartments on 11 floors, and a 24-hour concierge. The initiative, based on projects in New York City, provides housing for individuals who became homeless because of drug addiction, mental

illness, physical disability, or job loss.

Endersbee says helping the homeless is now one of his club's top priorities, and will be a backbone of its community involvement for years to come.

"The cooperative partnership between the Melbourne club and HomeGround Services provides a wonderful opportunity for hands-on experience for members in contributing to the eradication of long-term homelessness," he says.

Under its 2009 agreement with HomeGround Services, the Melbourne club has committed to:

- Raising \$300,000 a year toward maintenance costs and operating expenses, including funds for care workers, rehabilitation specialists, and medical staff;
- Assisting HomeGround in raising funds from individuals and corporations, and seeking funding from local, state, and federal governments to support the Elizabeth Street project;
- Promoting supportive housing among local authorities, businesses, community organizations, and local Rotary clubs; and
- Exploring job opportunities for Elizabeth tenants.

"This project has been a real positive for Rotary's public image," says Endersbee. "There is no doubt that Rotary is seen as a beacon among nonprofit organizations in our city."

The Melbourne club's work with the homeless was nominated as a ProjectLINK model project. ProjectLINK model projects provide examples of best practices and can introduce clubs to a variety of creative ideas.

## **Melbourne Club Partners With Homeless Agency To Provide Shelter For City's Poor**

**By Ryan Hyland RI News - 11 July 2011**

More than 65 people in Melbourne, Victoria, Australia, have a roof over their heads after moving into the newly built Elizabeth Street Common Ground, a facility that provides affordable apartments, mental health services, employment assistance, and medical referrals to the homeless.

In partnership with HomeGround Services, the city's largest homeless support agency, the Rotary Club of Melbourne raised US\$32,000 to furnish rooms in the facility. More than 40 club members each spent 35 days last year moving and assembling furniture and preparing apartments for the tenants.

"This project brings the community together in so many ways," says Philip Endersbee, 2010-11 president of the Melbourne club. "Businesses, neighbors, and tenants have all become involved. Everyone in the community feels a bit of ownership."

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*Left: The Elizabeth Street Common Ground facility in Melbourne has provided more than 65 homeless people with affordable housing. Right: Members of the Rotary Club of Melbourne assemble furniture at the facility in 2010. Photo courtesy of the Rotary Club of Melbourne*

## **Linking New Generations Programs Keeps Participants On Track To Becoming Rotarians**

**By Megan Ferringer RI News – 23 June 2011**

*Rotaractors Susanne Senta Felicitas Schwartz, Axel Klein, Felix Heintz and Clemens Witt meet up at the 2011 RI Convention in New Orleans, Louisiana, USA. Rotary Images/Monika Lozinska-Lee*



A mentoring program in District 5160 (California, USA) helps incoming college freshmen – particularly those who are Interact alumni – get connected with university-based Rotaractors. It's just one example of the efforts undertaken by many districts to keep Interactors, Rotaractors, RYLarians, and Rotary Youth Exchange participants in the fold – and on track to become Rotarians.

"It's important to recapture people who fall through the holes, such as an Interactor who graduates from high school, moves away to college, and has trouble finding a Rotaract club," says Joanna Kwong, Rotaract District 5160 representative. "We often refer alumni or recent graduates to the next relevant program. Interactors pool from RYLA and Youth Exchange, and Rotaractors seek membership from former Interactors."

Jim Cambier, past president of the Rotary Club of Danville, California, says that building relationships between New Generations programs is the first step toward ensuring successful transitions.

"Whether it's Interact, Rotaract, RYLA, or Youth Exchange, it's important to let everyone know that these programs all flow together," says Cambier. "When they see the whole connection, they can really understand just how multifaceted New Generations Service is."

To make the transitions seamless, District 5160 is also setting up a district alumni database to track Interactors and Rotaractors in order to link them with a New Generations group, whether within or outside the district.

Here's what other districts are doing to cross-promote New Generations programs:

- Rob Newman, Rotary Youth Exchange chair for District 7450 (Pennsylvania), arranged a day of international exchange to forge a connection between the Rotaract Club of Philadelphia and Youth Exchange students.

- Alana Wilson, president of the Rotaract Club of Gunargarang, New South Wales, Australia, and a former Youth Exchange student, attended RYLA seminars in her district after she joined Rotaract. She says having someone already involved in New Generations reach out to potential participants helps bridge the gaps

between programs.

- Mat Matson, RYLA chair for District 5450 (Colorado), says his district always includes a presentation on Interact at its RYLA conferences. He notes that most of the 29 Interact clubs in the district were started by former RYLA participants.

More information on cross-promoting New Generations Programs is available at [www.rotary.org](http://www.rotary.org).

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

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## Apply for a PR grant by 15 July to Enhance Rotary's Image

By Vanessa Glavinskas and Arnold R. Grahl  
RI News – 5 July 2011



*The Capitol of Puerto Rico shines with an End Polio Now message, part of an integrated public relations campaign that included billboards, radio, and media interviews. Photo by Manolo Diaz*

A Public Relations Grant helped John Richardson, past governor of District 7000 (Puerto Rico), turn a good idea for promoting Rotary into an even better one.

Richardson began his year as governor last July with a simple plan to reinvigorate and reposition the Rotary brand in Puerto Rico by using billboards alongside two busy highways. That idea led to an elaborate light show on the capitol building in San Juan, featuring Rotary's End Polio Now message.

Richardson's district initially received a US\$9,000 PR grant from Rotary International for the advertising campaign, which also included radio spots. Puerto Rico's 32 clubs also provided funding.

The campaign cascaded into something bigger when the district applied for a separate \$5,000 grant from RI to fund a 23 February lighting to commemorate Rotary's anniversary. Richardson found a sponsor to match that \$5,000, giving him enough to coordinate a 3-D light show on the capitol.

The district team worked closely with RI Media Relations to prepare to speak about Rotary on live television, including a popular morning show. The lighting event drew a crowd of nearly 500 people, including government officials.

"It was really wonderful to see," says Richardson.

The RI Board has agreed to fund \$4 million in PR grants annually for the next three years to advance the strategic priority of enhancing public image and awareness.

Your district can follow District 7000's example by applying for a PR grant of up to \$15,000 to promote Rotary through television, radio, print, outdoor, or online public service announcements in your community.

The early application deadline for 2011-12 PR grants is 15 July. The final deadline is 15 August.

Looking for more good examples to share with your district? Here's how a few other districts have used PR grants to promote Rotary:

- In Taiwan, District 3520 placed Rotary's 30-second public service announcement videos in the lobbies of more than 500 buildings, strategically located near the elevators. About 700,000 people saw them.
- District 4290 in Colombia adapted Rotary's billboard depicting a child receiving oral polio vaccine to include local service projects focused on water, literacy, and hunger. It placed billboards throughout the district for six months.
- In the San Francisco Bay Area, districts 5130, 5150, 5160, and 5170 sponsored a Walk to End Polio across the Golden Gate Bridge for World Polio Day, 24 October. A PR grant helped fund "This Close" billboards on buses and at the airport, as well as magazine ads and radio spots. The event included an End Polio Now lighting on the Ferry Building near the bridge.
- Rotarians in District 6840, which covers parts of Louisiana and Mississippi, USA, negotiated a special discount rate to place Humanity in Motion billboards around New Orleans before and during the 2011 RI Convention, complementing Rotary International's own ad placements.
- In India, District 3212 published an eight-page color supplement in the *Hindu*, a newspaper with a circulation of 1.45 million. The January 2009 supplement featured materials from Humanity in Motion and the RI website.
- In New Zealand, District 9910 localized Humanity in Motion billboards by adding contact information. The district, which also covers New Caledonia, Norfolk

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2011  
WASHINGTON NATIONALS

## ROTARY'S END POLIO NOW

JULY 30, 2011 • 7:05 p.m.

METS vs. NATIONALS

**\$45** Lower Level Ticket Package Includes:

\* \$50 Face Value Seat with \$5 Donated to Polio Eradication

**\$30** Upper Level Ticket Package Includes:

\* \$33 Face Value Seat with \$5 Donated to Polio Eradication

All orders must be received by June 30

Jayson Werth Bobblehead Giveaway (first 15,000)

For more information, contact:

**Vance Zavela (Rotary District 7610)**

**703.749.7679**

**vance.zavela@verizon.net**



ZIMMERMAN

Island, and Vanuatu, also landed free advertising in all bus shelters in New Zealand's populous Auckland Region.

PR grants are awarded on a competitive basis. Contact [prgrants@rotary.org](mailto:prgrants@rotary.org) for more information.

### **Historic Moments: Why the Rotary year begins 1 July**

By Susan Hanf and Jason Lamb RI News – 8 July 2011

*Rotary's first fiscal year began the day after the first convention ended. The convention of the Rotary Clubs of America was held in Rotary's birthplace, Chicago, in 1910.*



Ever wonder why the Rotary year begins 1 July? The international convention initially played a key role in determining the start date of our fiscal and administrative year.

Rotary's first fiscal year began the day after the first convention ended, on 18 August 1910. The 1911-12 fiscal year also related to the convention, beginning with the first day of the 1911 convention on 21 August.

At its August 1912 meeting, the Board of Directors ordered an audit of the International Association of Rotary Clubs' finances. The auditors recommended that the organization end its fiscal year on 30 June to give the secretary and treasurer time to prepare a financial statement for the convention and board, and determine the proper number of club delegates to the convention.

The executive committee concurred, and at its April 1913 meeting, designated 30 June as the end of the fiscal year. This also allowed for changes to the schedule for reporting club membership and payments. Even *The Rotarian* changed its volume numbering system to correspond to the fiscal year (beginning with vol. 5, July 1914).

Rotary continued to hold its annual conventions in July or August until 1917.

Delegates to the 1916 event in Cincinnati, Ohio, USA, approved a resolution to hold future conventions in June, mainly because of the heat in cities where most of them occurred. The next one was held 17-21 June in Atlanta, Georgia.

The term "Rotary year" has been used to signify Rotary's annual administrative period since at least 1913. An article in *The Rotarian* that July noted, "The Rotary year that is rapidly drawing to a close has been signaled by several highly successful joint meetings of Clubs that are so situated as to assemble together easily and conveniently."

Since the executive committee's decision in 1913, the end of the Rotary year has remained 30 June.

[www.pb-rotary.org](http://www.pb-rotary.org) [www.rotary7620.org](http://www.rotary7620.org) [www.rotary.org](http://www.rotary.org)

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