

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

**July 21 – 6:30pm – Meeting - Normandie Farm
Shelley Block, Public Relations Coordinator,
Literacy Council of Montgomery County**



Shelley Block has been the public relations coordinator at the Literacy Council of Montgomery County (LCMC) since 2006. She has had over 30 years of experience managing communications for nonprofit organizations. Shelley received a bachelor of arts degree from the University of Pennsylvania and holds a master's degree in social work from Columbia University. She volunteers with Food and Friends and serves on the

Bethesda-Chevy Chase High School Community Scholarship committee. Shelley lives in Chevy Chase.

July 28 – 6:30pm - Social - Normandie Farm

July 28 - 8pm – Board of Directors Meeting

July 30 – 7pm – End Polio Now

**Washington Nationals vs New York Mets Game
(see flyer on page 6)**

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



Greeter Dick Gordon, Vice President Caesar Kavadoy and his friend Antonio, Sergeant at Arms Phil Meade

July 14 Meeting Report



Joy Hatchette from the Maryland Insurance Administration (MIA) gave an overview of the insurance industry she regulates and responded to numerous questions from our Rotarians. Her extensive handout included 20 brochures of helpful consumer information. Examples of the handouts were: *Consumer Guides to Homeowners and Auto Insurance; Health Premiums for Small Employers; Medicare Supplemental Policies; and Insurance Preparedness Guide for Natural Disasters.* MIA provides information about different types of insurance coverages, suggests actions to take to help resolve an insurance problem, obtains explanations on your behalf, investigates a company's actions to determine compliance with regulations and contracts, and takes corrective action against a company found in violation of laws, regulation or policy that MIA enforces. The MIA Rapid Response Program helps consumers resolve property and casualty claims. Their telephone is 800-492-6116 x2340 and their website is mdinsurance.state.md.us.



Secretary/Treasurer Tom Leuchtenburg, Dictionary Project Chair Alan Grant, Haiti Project Chair Noel Howard

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

July 21, 2011 - Page 1

Potomac-Bethesda Rotary Club News

Rotarians Committed To Fighting Illiteracy

Rotary International News – 21 June 2011

If illiteracy were a simple problem, Rotarians would have solved it by now.

The issues are myriad: a scarcity of schools and learning materials, insufficient government spending on education, and cultural stigmas that limit education for women and girls, to name a few. And the problem goes far beyond the inability to decipher words on a page. In an increasingly complex world, poor reading comprehension condemns adults to the lowest rungs of society.

Rotarians, however, are committed to improving the situation. Rotary clubs worldwide have been carrying out thousands of literacy projects for decades. Basic education and literacy is one of the areas of focus under the Future Vision Plan.

Rotary's work in literacy has included rebuilding schools destroyed by natural disasters in Sri Lanka and Haiti, partnering with the Dollywood Foundation's Imagination Library to promote early childhood reading, and teaching students to read and write through the concentrated language encounter method in Brazil and Turkey.



A student looks on as her teacher checks an assignment in a temporary classroom in Sri Lanka, which served 200 students during construction of Randombe Kanishta Vidyalaya, a school in Ambalangoda. The effort was part of the Schools Reawaken project, which helped rebuild 22 coastal schools damaged or destroyed by the 2004 tsunami. Rotary Images/Alyce Henson



Students attend class at Moraketiara Kanishta Vidyalaya in Nakulugamuwa, Sri Lanka, one of 22 schools rebuilt through the Schools Reawaken project. Rotary Images/Alyce Henson



Gloria Pichan reads from a chalkboard as her brother Steven Seeguya practices writing dictionary definitions on the front porch of the Bitone Center for Disadvantaged Children in Kampala, Uganda. The center is home to two dozen children ages 8-18, who have lost their homes or been separated from their families because of disease, war, or economic hardship. The Rotary clubs of Kampala-East and Traverse Bay Sunrise, Michigan, USA, are supporting the facility with help from a Rotary Foundation Matching Grant. Rotary Images/Alyce Henson

Potomac-Bethesda Rotary Club News



Agnes Nandagire, Harriet Nassimba, and Rosette Nmusisi help each other with their homework. The Rotary clubs of Kalisizo, Uganda, and Rome, Italy, teamed up through ProjectLINK to pay for a caregiver for the siblings, who were living alone in the countryside of Uganda, and to help fund school materials and medical expenses. Rotary Images/Alyce Henson



A second grader looks up from her French lessons at École Ste.-Famille in Les Cayes, Haiti. The school was rebuilt with support from a Rotary Foundation donor advised fund after the 2010 earthquake. Rotary Images/Alyce Henson



A teacher prepares a lesson for first graders at École Ste.-Famille in Les Cayes, Haiti. The school was rebuilt with support from a Rotary Foundation donor advised fund after the 2010 earthquake. Rotary Images/Alyce Henson



With support from Rotarians and The Rotary Foundation, 72,000 Brazilian students have learned to read and write through the concentrated language encounter method. Rotary Images/Alyce Henson

Potomac-Bethesda Rotary Club News



A book bears the stamp of a new school library at Lycée Philippe Guerrier in Les Cayes, Haiti. The books were funded by the Rotary Club of Cayman Brac, Cayman Islands. Rotary Images/Alyce Henson



Children learn to read and write at a school in Nabapally, India, one of several villages benefiting from a project organized by Rotarians. Rotary Images/Alyce Henson



Emine Yüzay teaches women to read and write in Istanbul. Born without arms, Yüzay writes with her toes and began teaching only three years after she became literate herself through a Rotarian-sponsored concentrated language encounter program. Rotary Images/Monika Lozinska-Lee



A training session in the concentrated language encounter method in Sete Lagoas, Minas Gerais, Brazil. With support from The Rotary Foundation, districts in Brazil and their international partners in Georgia, USA, and Ontario, Canada, developed training centers to support the method in Brazil. Rotary Images/Alyce Henson

Potomac-Bethesda Rotary Club News

An instructor conducts class inside a mobile classroom in a poor neighborhood of Istanbul. The Rotary Club of Istanbul, the city's largest and oldest, purchased two mobile units for grade schoolers in cooperation with the Turkish Educational Volunteers, part of a larger club effort to fund literacy courses. Rotary



Images/Monika Lozinska-Lee

Rotary International and the Dollywood Foundation's Imagination Library are collaborating to promote early childhood reading. Dolly Parton was a speaker at the 2010 RI Convention in Montréal, Québec, Canada. Rotary Images/Monika Lozinska-Lee



Innovation & Flexibility Pilot Program

Louisville Rotary Club To Conduct An Open Discussion On Membership Development

By John Fair

"As a part of that meeting, we want to get some feedback from you in what you visualize is the ideal size and makeup of the membership in our club. What do you think we can do to reach that makeup and how soon can we accomplish that goal? How can we make sure we retain our current and future members? In advance of that meeting, I would like for you to be thinking about a few ideas, such as: Do we need more diversity? Do we need to stress attendance? Do we need to meet once a week, once a month, or every other month? How can we include our families in Rotary? How can we generate interest in our club from non-Rotarians in Louisville? Do we need to stress classification or liberalize the classification system? Do we need to excuse our members for missing a meeting without fining them? Do we need to ease the financial burden of those members who do not come regularly? Do we need to give excused absences from projects for our aging members or others? Do we have interesting programs or do we need to revise our program structure? Can we do something to promote our "Next Generation" of Rotarians? As many of you know, the RC of Louisville has been selected by Rotary International as one of 200 clubs to participate in Rotary International's Innovation & Flexibility Pilot Program over the next three years. The name says it all. We can be innovative and flexible in our plans by changing the rules and by-laws in all areas of normal responsibility with the only exception being that all members must continue to pay RI and District dues. Everything is on the table. I hope that you will make a special effort to come to the meeting tomorrow, especially those of you that have not been coming regularly. We need to hear your thoughts about how we can make Rotary more fun, interesting, and engaging to you. If Rotary is not worth your time and money, my guess is you will not be a Rotarian very long."



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