

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

August is Rotary's Membership Month

August 18 - 6:30pm - Meeting - Normandie Farm

Yesenia Diaz, National Alliance on Mental Illness,
Montgomery County



Yesenia Flores Diaz is a Communications and Outreach Coordinator for the National Alliance on Mental Illness Montgomery County (NAMI MC). In this part-time capacity, she supports the organization's mission to provide information, education, and support for people who live with mental illness, their families and caregivers

through the planning and implementation of a monthly newsletter and educational meetings. Additionally, Mrs. Diaz engages the professional community to understand the impact of mental illness within the workplace. Prior to joining NAMI MC, she worked as an Operations Manager for a major Federal initiative on the prevention of underage drinking sponsored by the Substance Abuse and Mental Health Services Administration Center for Substance Abuse Prevention. Her earlier professional career was spent working at trade associations representing the interests of 3.1 million registered nurses across the Nation as well as ensuring access to healthcare for the underserved and uninsured populations across Maryland and Delaware. Mrs. Diaz has served actively on a number of boards and mentored high-school age youth. She is a member of Lambda Theta Alpha Latin Sorority, Inc., and has degrees from Lehman College (B.A., English) and the Johns Hopkins University (M.S., Organizational Counseling).

August 18 - 8pm - Board of Directors Meeting

August 25 - 6:30pm - Social - Normandie Farm

September is Rotary's New Generations Month

September 1 - 6:30pm - Service Project at Manna

September 8 - 6:30pm - Meeting - Normandie Farm

Greg Bland, CEO, "Things to Do in DC"

September 13 - 7pm Manna Food Center Box Packing

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

October 6 - 6:30pm - Service Project at Manna

October 11 - 7pm Manna Food Center Box Packing

October 13 - 6:30pm - Meeting - Normandie Farm

October 20 - 6:30pm - Meeting - Normandie Farm

October 20 - 8pm - Board of Directors Meeting

October 22 - 10:30am - Potomac Day Parade

October 27 - 6:30pm - Social - Normandie Farm

August 11 Meeting Report: Rotary District Governor Claude Morissette Addresses Club



Governor Claude Morissette installed new Potomac-Bethesda Rotarian Hari Sawanathan with Hari's wife Swapna and President Chinyere.



Governor Claude urged Rotarians to "Reach Within to Embrace Humanity" and "Think Out of the Box"



President Chinyere and Governor Claude enjoy a lighter moment during his official visit on August 11

Governor Claude Morissette talked about the Rotary International theme of the year, "Reach Within to Embrace Humanity." As RI President Kalyan Banerjee said, there are three focus areas. "Our first emphasis

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in this Rotary year will be the family. The family and the home are at the core of all our work – all our service begins here. And through the family, we approach all of our community and indeed, all of humanity, as an extended family, in which all members care for each other. In times of joy and in times of need, no one is ever alone. Our second emphasis will be continuity – finding the things we do well and taking them to the next level. We must build on our successes, expand on them, and strive to do even more. Of course, our greatest obligation is to PolioPlus, where success is now so close. And our third emphasis will be change. We must understand that true change can only begin with each of us, and start within us. We cannot share peace with others if we do not have it to give. We cannot look after the whole world without first looking after those closest to us: our families, our clubs, and our communities.”

Governor Claude has a theme for the Rotary district as well: we need to “think out of the box.” He is in the drywall construction business that requires more staff to perform more work. Rotary is in the business of building the community, so we need additional members for more service. But over the past decade Rotary has just maintained 1.2M members and only achieved a net gain of 252 members worldwide. We’ve seen some larger nearby clubs in decline including Washington, DC, (now 160 members) and Baltimore (now 60 members). The membership problem has not been in recruiting, but in retention and mentoring which he recommends for a period of six months to a year. Governor Claude was inducted into the Potomac Rotary Club in 1989 after four months of perfect attendance. The long delay certainly would have dissuaded many prospective members, but his father had been a Rotarian since Claude was six years old. Although Governor Claude became a member of a Rotary Club in 1989, he didn’t truly become a Rotarian until three years later. He noted that our Rotary club has a lot of options since it has been chosen as one of the pilot clubs. He is also starting some programs to assist struggling clubs such as “Rotary on Loan” which



assigns six to eight Rotarians to attend the meetings of a smaller club for about six months to assist and mentor. He is a big promoter of networking and noted that the young people in the New Generations are eager to communicate and network. He told of a club in Canada that grew dramatically with a formula similar to what has recently been put into place at Potomac-Bethesda Rotary. He offered membership development assistance from Darrell Nevin’s highly successful GROW program (materials are available online at rotary7620.org). He congratulated Potomac-Bethesda for being a 100% sustaining Rotary Foundation contributors at \$100 per member. He was delighted to announce that no polio cases have occurred in India this year and they have been drastically reduced in Nigeria, Afghanistan and Pakistan. He urged everyone to keep up the dedication to eradicate polio which would require at least three more years of immunizations after all cases are eliminated. He invited everyone to attend the dual-district conference March 29 to April 1, 2012, at the Hyatt Regency in Cambridge where he promised not to have too many speeches. He and his wife Suzanne have attended twelve international conventions and will be going to Bangkok, Thailand, next year. They have enjoyed volunteering as Sergeants at Arms for the past 11 conventions and encouraged those attending to sign up. In summing up his talk he emphasized pushing forward and working on our successes, looking for the goodness in everyone we meet and each Rotarian writing their own story.



[L-R] We welcomed guest Nahid Kaibni, Area Governor Greg Wims serving as the Governor’s official photographer and McLean Rotarian Alan Greilsamer.

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Thousands Dine On Crabs At Annapolis Rotary Fundraiser

By Pamela Wood, Staff Writer, Capital Gazette
Published 08/06/11

Photo by Paul W. Gillespie – The Capital Crabs, corn and beer make for an enjoyable evening for guests at the 66th annual crab feast hosted by the Annapolis Rotary at Navy-Marine Corps Memorial Stadium last night.

Rotary Crab Feast

The 66th annual Rotary Club of Annapolis Crab Feast was held at Navy Marine Corps Memorial Stadium Friday evening.

For Mike Storm and his crew from Shoreline Seafood, their day began at 3 a.m. Friday and stretched until midnight - all for a three-hour crab feast. Each year, Shoreline provides crabs, soup and corn for the Annapolis Rotary feast at Navy-Marine Corps Memorial Stadium, an event advertised as the world's largest crab feast.

For more than 2,500 people, the Shoreline team cooks up more than 400 bushels of crabs, 3,500 ears of corn and 125 gallons of Maryland crab soup.

"It's a long day," said Storm, Shoreline's general manager.

While steaming crabs at such a huge event seems overwhelming, Storm said it's actually not too bad.

Shoreline regularly handles several smaller crab feasts each weekend in the summer, so the Rotary feast is like putting a bunch together all in one location.

It helps to have all of the mobile steamer units and refrigerated trucks all in one place, instead of spread out to different feasts, he said.

In the wee hours of the morning, Shoreline employees - augmented by some watermen - sorted crabs at their headquarters in Gambrills, removing any dead ones and getting them ready for the day.

The refrigerator trucks were filled and driven over to the stadium in Annapolis, and the team began cooking well before the doors opened at 5 p.m.

"Eighty percent of your product is used in the first hour," Storm said, explaining that most of the diners come in right at the start and grab trays of hot crabs right from the get-go. "If you ever get behind, you'll never catch up."

Fred Hodges of Churchton has been working the crab feast with Shoreline for eight years. The worst part? Starting so early. To keep going, he makes sure to eat and drink enough, and pointed to a sliced watermelon nearby. The best part? "The ride home when it's all over."

Lester Triggs had a long day, too, even though he didn't deal with the steamed crabs. He's in charge of the Maryland crab soup and made it fresh early yesterday morning.

Triggs said the roughest part is that he - like everyone else at Shoreline - doesn't get a break after the big Rotary feast. There were plenty more crab feasts scheduled today, plus the normal

operations at the Shoreline store on Route 3.

But that's the way it goes for people who work in seafood. Summer is a busy time, he said.

"You hit a lot of hours," Triggs said.

While the Shoreline team was sweating it out over their steamer pots, thousands of people enjoyed relatively mild weather in the 80s with a slight breeze.

The Annapolis-based Clatanoff family got a kick out of introducing Minnesotan Joshua Otis to his first Chesapeake Bay crab feast.

Otis is newly engaged to Melanie Clatanoff. "I was actually told the engagement wasn't official until I passed the crab feast test," he said.

Otis struggled a bit with the crabs and when asked how it was going, he deadpanned: "It's interesting."

Unlike many newbies, he wasn't creeped out by the idea of picking apart a bug-like scavenger that lives in water.

Even so, "We assured him there's barbeque," said Sarah Demeke, Melanie's aunt.

The group also included Melanie's parents, Bud and Kathy, and family friend Irma Myers.



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Some years, the group includes Bud and Kathy's son, Charley, who lives in Rome.

Bud's been coming to the Rotary crab feast since he was a tot. His dad was a Rotary member and his mom - for whom the Clatanoff Pavilion at Anne Arundel Medical Center is named - always contributed goodies to the bake sale.

For Rotarians, the crab feast is a big deal, although they don't get to enjoy the fruits of their labor.

Crab feast chairman Randy Goff and his 200-plus volunteers in red polo shirts kept busy making sure everything was running smoothly for guests. Rotarians do get their fix of crustaceans, just not on the day of the big crab feast. A member hosts a pre-crab feast crab feast earlier in the summer, Goff said.

After a down year in 2010 due to the slumping economy, Goff was hoping for better attendance this year. Several tables remained empty well into the crab feast.

"Wish we had a few more people, but the event is going well," Goff said.

pwood@capitalgazette.com

Rotary Clubs Make Changes To Attract Younger Members

By Megan Ferringer RI News - 11 August 2011

Members of the Diablo View Rotary Club donate their time by cleaning up the Iron Horse Trail in California. Photo courtesy Diablo View Rotary Club

When Rotarians in Walnut Creek, California, USA, found it difficult to attract young professionals to the area's morning and afternoon clubs, they set out to establish a new club that would accommodate busy, on-the-go schedules.

The Rotary Club of Diablo View (Walnut Creek), chartered in 2009, meets in a local brewery at 5:30 p.m. every Thursday. Club president Jennifer Beeman says the club sets aside time each week for socializing before turning to club



business, and that the relaxed atmosphere appeals to younger members.

Beeman was only 24 years old when she became a charter member of the club, and she's now one of the youngest female club presidents in Rotary. The club has 26 members, 90 percent of them between the ages of 25 and 40.

"Because we have younger members, our attitude is different. People have told us how refreshing it is to have young faces behind Rotary," Beeman says.

She says the club carries out many projects in the community so that members have an opportunity to do hands-on service. Every month, for instance, it plans an outdoor project, such as cleaning up nature trails. Younger Rotarians usually have more time than cash at their disposal, she says, so they tend to contribute by volunteering.

The club recruits new members through social media like Twitter and Facebook, and it has a mentoring program to help with retention. All new members are assigned a mentor, who spends extra time with them outside regular meetings.

"The modifications we've made have helped our club appeal to younger professionals and retain them," Beeman says. "They've created a high-energy club."

Beeman says clubs must be willing to make a few changes to attract younger members. Here are some examples of what other clubs are doing:

- Through a student membership initiative, the Rotary Club of Hope Island, Queensland, Australia, invites college-age students to meetings and subsidizes the cost to bring a youthful perspective to the club.
- The Rotary Club of Las Vegas, Nevada, USA, has created the 25 Club, a club-within-a-club. The members hold additional meetings, sponsor regular social gatherings, and carry out a number of service projects. The inductees are generally younger, and after a year, they transition into the parent Rotary club.
- The Rotary Club of Crawley, Western Australia, Australia, started a mentoring program that helps

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new members transition into the club. The club's average age is now in the 30s.

- The Rotary Club of Bricktown Oklahoma City, Oklahoma, USA, meets in a tavern. First-time guests are treated to two free beverages, compliments of the club.
- The Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, meets in the evenings and lowers costs by not having meals. The third meeting of the month is a happy hour/networking event at different locations in the city. The fourth meeting is a volunteering opportunity.

Rotarians From France, Côte d'Ivoire Distribute Bed Nets To Fight Malaria

By Ryan Hyland RI News – 18 July 2011

A child carries two insecticide-treated bed nets during an antimalaria Matching Grant project in Cote d'Ivoire. Photo courtesy of John Kedzierski

Thousands of mothers in western Côte d'Ivoire rushed out of their homes to receive insecticide-treated bed nets during an 11-day antimalaria campaign initiated by French Rotarians near the town of Man in November.

The effort was part of a €56,300 (US\$79,500) Rotary Foundation Matching Grant project sponsored by the Rotary clubs of Garches-Marnes-Vaucresson, Hauts-de-Seine, France, and San Pedro, Côte d'Ivoire.

John Kedzierski, project coordinator and a member of the Garches-Marnes-Vaucresson club, joined Adriana Rossetto Di Salvatore of the Rotary Club of Versailles, Yvelines, France, and eight other volunteers in distributing 17,600 nets, which were treated to repel the mosquitoes that carry the parasitic disease. The project benefited more than 50,000 people.

"This region has been battered and torn by civil war and recent election violence. The health needs of the

population are tremendous," says Kedzierski, noting the country's one-in-five mortality rate for children under age five. "Half of that is due to malaria. It's endemic in this region."

The volunteers drove through 38 villages, announcing the availability of free nets over a loud speaker, and provided them to pregnant women and mothers of children under five.

"Once we showed up, women ran out of their huts and through fields to get their mosquito nets. They were tremendously excited and grateful," says Kedzierski.

Club members also distributed nets to a pediatric ward, orphanage, and elementary boarding school.

The group partnered with Handicap Sans Frontières, a nongovernmental organization that aims to address medical needs and provide employment opportunities

to teenagers with disabilities in Côte d'Ivoire. The organization, well-known locally, provided free transport of the nets by helicopter. Members of the Rotary clubs of Daloa Centre-Ouest, Côte d'Ivoire, and Versailles, Yvelines, France, were part of the distribution team.

Because malaria is often misunderstood, says Kedzierski, "we also wanted to take advantage of the women's enthusiasm by educating them on malaria prevention." Club members hired a nurse, who taught the women how to use the nets.

In the months after the project, the nurse made follow-up visits to homes in each of the villages. The survey revealed that 341 out of 350 homes were properly using and maintaining the nets.

The project supported Rotary's disease prevention and treatment area of focus.

"The rate at which children in Africa are dying because of malaria is unacceptable," says Kedzierski. "Rotary is the right organization to focus on the solutions."

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

