

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

September is Rotary's New Generations Month

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

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

Greg Bland is a DC and MD attorney, originally from New York City. He specializes in business organization, contracts, commercial, real estate, domestic and everyday litigation matters. But his primary job is spent serving all of Washington's young professionals by thinking up original ideas for unique events for the Young Professional Community of the Greater D.C. area.

While practicing law, he helped start and promoted DECADES Nightclub, which became a huge instant hit - attracting over 3,000 young professionals every Friday Night for two years. After a few years in the nightclub business, he realized it was time to start an organization dedicated to bringing the community together by working with unique venues each week offering networking and socializing opportunities like no other. "Things To Do® D.C.: Experiences For Young Professionals" is an organization for socializing and networking with fellow young professionals. With a membership consisting of 150,000 to 200,000 local young professionals, Things To Do® (TTD) produces original events that enrich social and cultural experiences while enabling professionals to meet other young professionals in a friendly environment.

From black tie galas to embassy affairs, informational seminars to outdoor adventure, nightclub parties to exotic weekend getaways, TTD combines 30 years of event planning experience with dynamic imagination to provide something for every young professional.

September 10 - Rotary Super Summit

Lowes Annapolis Hotel

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

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 16 - 12pm - World of Montgomery Festival

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

November 3 - 6:30pm - Service Project at Manna

November 10 - 6:30pm - Meeting - Normandie Farm

November 17 - 6:30pm - Meeting - Normandie Farm

November 24 - Thanksgiving Day - No Meeting

## August 25 Rotary Club Social



Tom Leuchtenburg, Todd Nitkin, Rotary Scholar Stephanie Glinuer, Lucy Leuchtenburg and Phil Meade enjoy the food and fellowship at the Rotary Social.



[Left] Rick Tannenbaum, Immediate Past President of the

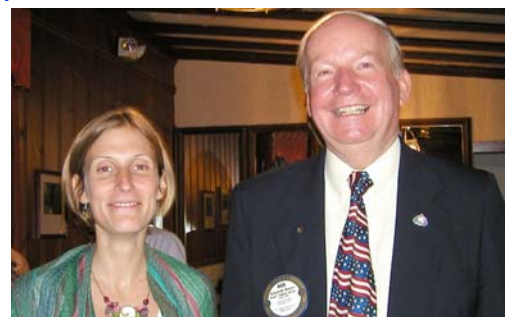
Bethesda-Chevy Chase Rotary Club, Nihad Kaibni and President Chinyere Amaefule.

[Right]

Stephanie Glinuer and Bob Nelson.

[Below]

Noel Howard and Art Blitz.



# Potomac-Bethesda Rotary Club News

## **RI President's Message**

**By Kalyan Banerjee, President, Rotary International**

My dear brothers and sisters in Rotary, We have a color for the 2011-12 Rotary year, and that color is green. Why green? Because green is the color of spring, of new life, of bright leaves bursting forth from spreading branches. And there is no doubt that it is time to "green" Rotary – to lift our deepening pallor of gray and replace it with brighter shades of green.

Overall, in Rotary, only 11 percent of our members are under the age of 40, while 68 percent are over 50 and 39 percent are over 60. It's not too hard to see where this will lead us in 10, 20, and 30 years down the line, if we don't do something about it now. It is not enough to simply bring in new members. We need to bring in younger members, who will breathe new life and new vigor into our organization.

How can we be more attractive to younger members, who are so different in so many ways from the young professionals of a generation or two ago? We have to come to them where they are – and for most young people, where they are is on the Internet, on Facebook, on Twitter and e-mail, and on their smartphones. A club that doesn't have a presence on the Internet simply doesn't exist as far as they are concerned. A club's website is its public face – and it has to be a good one. More than anything, I believe we need to bring back the idea of the family of Rotary. We need to look at all of Rotary as one family: Rotarians, their families, and also Rotaractors, Interactors, Youth Exchange students and alumni, Foundation alumni, and so on. And we need to consider retention as an idea that applies not just to Rotarians, but to the entire family of Rotary.

Too often, we look outward to find new members, and we do not see our own young generation, waiting to be called upon. We must look to them to find the capable and enthusiastic new members who will be the

club presidents, the district governors, and the RI senior leaders of tomorrow.

We owe it to our Rotary family – past, present, and future – to make sure that our generation of Rotarians is not the last. We must, in a very real sense, reach within – to embrace our Rotary family, so that we can better embrace all of humanity.



## **Mechanized System Provides Clean Drinking Water For 10,000 In Ghana**

**By Arnold R. Grahl RI News – 29 August 2011**

*Top: RI President Kalyan Banerjee and Laurel Fain, chief of the USAID Ghana Health Office, during a ceremony on 21 August inaugurating a mechanized water system that will provide clean drinking water for more than 10,000 people in Ghana. Bottom: Villagers in Abutia Teti, Ghana, celebrate the inauguration of the mechanized water system.*



More than 10,000 people in three communities in Ghana are receiving safe drinking water from a mechanized system built through the efforts of the International H2O Collaboration, an alliance between

Rotary International and USAID.

The water system is part of a US\$2 million project that is providing boreholes, hand pumps, and mechanized pipes, as well as ventilated pit latrines and showers, across Ghana's Volta, Greater Accra, Eastern, and Central regions.

During a ceremony on 21 August in Abutia Teti, RI and USAID representatives joined Ghanaian government officials in handing over responsibility for the completed system to the communities of Abutia Teti, Takla Gborgame, and Nyive.

RI President Kalyan Banerjee took part in the event, along with Laurel Fain, chief of the USAID Ghana

# Potomac-Bethesda Rotary Club News

Health Office, and Mustapha Ahmed, Ghana's deputy minister for water resources, works, and housing.

"This project is a great example of public and private partnership at its very best, to improve not only the quality of life, but life itself, immeasurably," Banerjee said.

"This innovative partnership between USAID, the Ghana Ministry for Water Resources, and Rotary International saves lives by reducing these communities' use of unsafe open water sources," Fain said. "Today, the community and the government of Ghana take responsibility for maintaining these facilities and for continuing to educate children and citizens in proper hygiene, creating conditions where our assistance is no longer necessary."

The International H2O Collaboration is in its third year. As part of the efforts in Ghana, Rotarians are also working with villagers to change their sanitation practices and provide training to maintain the new equipment.

The collaboration is also funding hygiene training and bio-sand water filters in the Dominican Republic, and a project in the Philippines to improve sewage collection and treatment that will help more than 150,000 people.

According to USAID officials and Rotarians who have been involved in the initiatives, the collaboration has provided valuable insight into best practices for water and sanitation projects. These include an emphasis on monitoring and evaluation, taking a long-term approach to meeting needs, and increasing sustainability by ensuring community ownership and management.

The collaboration also has demonstrated the value of conducting a needs assessment at the outset of any water project, identifying potential barriers to the adoption of new practices, gathering information about the project site, and assessing the community's ability to pay for water and sanitation products.

## **Global Grant Project Impressive In Combating Dengue Fever**

**By Dan Nixon and Arnold R. Grahl RI News – 1 September 2011**



*Ritje Rihatinah (left), past governor of District 3400, and Danarsih Santosa, a member of the Rotary Club of Solo Kartini, Indonesia, inspect a tub as part of the global grant project to prevent the spread of dengue fever. Photo courtesy of Rotary Club of Solo Kartini*

A Rotary Foundation Global Grant project has proved highly effective in preventing the spread of dengue fever in a community in Indonesia. The one-year project, the first funded by a

global grant under the Future Vision pilot, began on 1 July 2010, carried out by Rotarians in districts 3400 (Indonesia) and 7980 (Connecticut, USA).

The effort helped disrupt the breeding cycle of mosquitoes that transmit the disease in Kadapiro, a community of almost 50,000 people near Surakarta, Central Java. During the project's first six months, contractors installed white ceramic tiling on the interior surfaces of cement water tubs in more than 1,400 homes, making it easier to spot and remove gray mosquito larvae spawned in the tubs.

In the second half of the project, members of the Rotary Club of Solo Kartini, Indonesia, which came up with the idea for the effort, educated residents to empty and scrub the tubs twice a week, close the lid on water containers, and bury waste that can collect water. The club also oversaw a group of monitors, who were paid a small stipend to visit participating homes weekly to check on compliance with the procedures.

### **Case count**

As a result of the project, the incidence of dengue fever in Kadapiro fell to four cases in the first six months of this year, compared with 43 cases in all of 2010. The percentage of tubs infested with larvae averaged 1.4 percent, compared with 9.7 percent for tubs in homes not included in the project.



# Potomac-Bethesda Rotary Club News

"This is very significant, as the community went from being highly endemic to nonendemic," says Paul Spiekermann, a physician specializing in tropical diseases and a member of the Rotary Club of Westport, Connecticut.

He also noted that chemicals, which could have proved hazardous to public health and the environment, were not used to treat tubs and other water retaining areas to interrupt the mosquitoes' breeding cycle.

Dengue affects 50 million people annually and causes about 22,000 deaths, according to the World Health Organization. "The disease is very debilitating, and drug treatment or vaccination is not available," says Spiekermann, who chairs District 7980's grants committee.

The project, which supports Rotary's disease prevention and treatment area of focus, received a US\$15,660 Foundation global grant, \$7,740 in District Designated Fund allocations from the two districts, and \$15,844 raised by participating clubs.

Key to the effort's success was the collaboration between the international and local Rotary clubs, Surakarta's public health department, and the Kadipiro community, say the project's sponsor Rotarians. They also point to the cooperation between the clubs and the global grant coordinator at RI World Headquarters in Evanston, Illinois, USA.

## **Model project**

In July, the Solo Kartini club presented project data to the mayor of Surakarta, who is interested in expanding the effort to include other areas of the city. The project's effective monitoring and training components, along with its proven health benefits to the community, will help make the effort sustainable.

"There are members of the community who are less fortunate [and] live in marginal areas, far from healthy and proper social conditions," says Danarsih Santosa, a member of the Solo Kartini club. "As Rotarians, we feel obliged to help them improve their quality of life. This project is expected to become a model to reduce and possibly eradicate dengue in similar target areas around Surakarta and [elsewhere] in Indonesia where it is endemic."

## **Club In Southern California, USA, Focuses On The Environment**

By Arnold R. Grahl RI News - 2 September 2011



*A member of the Rotary Club of Morro Bay Eco in California, USA, sets up a bin used to create compost tea for three public golf courses in San Luis Obispo. The composted food waste, landscape byproducts, and grass clipping are used instead of chemical fertilizers.*

Though it's less than a year old, the Rotary Club of Morro Bay Eco, California, USA, is already making a big impact on its community through projects that are reducing waste and increasing recycling.

The club has partnered with an environmental nonprofit agency and the County of San Luis Obispo to compost grass clippings, landscape byproducts, and concession food waste at three public golf courses, turning them into organic fertilizer for the courses.

Club members have also taken the "zero-waste" strategy to community events, where they recycle and compost virtually all the trash generated while educating the public about waste reduction. On another project, club members volunteered to plant native species and improve erosion control around a major creek bed.

John Weiss, president of the club, said its focus on the environment has helped with recruitment, attracting members who would not have been interested in a more traditional format.

"We're appealing to people who are excited about what we are doing," Weiss says. "They are great eco-Rotarians, but they are not people who would join any club. They want to do things, work on projects."

The Morro Bay Eco club received its charter on 16 June.

**Other eco-clubs**

# Potomac-Bethesda Rotary Club News

Weiss, a Rotarian for eight years, was tapped last year by Deepa Willingham, 2010-11 governor of District 5240, to serve as the district's club extension chair, with the mission of chartering at least one new club focused on the environment.

In his research, Weiss read about two other eco-clubs on the RI website and called Kay Biga, cofounder of the Rotary Club of Duluth Superior Eco, Minnesota, for advice.

Biga's club, chartered in November 2008, has 45 members. It attracts many young professionals, including women, with a focus on environmental service projects, flexible late-afternoon meetings, popular social events, and an affordable dues structure.

"We schedule at least one, and sometimes two or three, service projects a month," says Biga. "We also have a monthly Fun Foods Night, where one of the club members hosts a dinner at home. This has been a terrific monthly fellowship opportunity."

Weiss's club adopted similar ideas, forgoing meals at meetings to keep costs down, emphasizing service projects, and holding only two official meetings a month, limited to one hour. But his club takes a slightly different approach because of its different demographic makeup.

"We have members in their 50s and 60s, and some who are retired. It's not just a youth thing," he says. "The common bond is a desire to get in there and actually do hands-on service."

Weiss's advice to other clubs includes being sensitive to the desires of prospective members.

"The underlying current for all Rotary clubs is Service Above Self," he says. "But how you define service is going to vary for different people. You have to listen and adapt."

Rotarians in other districts also have been expanding Rotary by chartering new clubs:

- The Rotary Club of Juba, South Sudan, chartered in March 2010, recently partnered with the Rotary Club of Bideford Bridge, Devon, England, on a Rotary Foundation Matching Grant project to donate US\$15,000 in anesthesia equipment to a teaching hospital in Juba. The club also supports a local orphanage.

- The Rotary E-Club of District 3170, Goa, India, became one of the newest additions to the e-club fold in April, with 25 charter members. With members from Australia, Bulgaria, Canada, China, India, Malaysia, Norway, South Africa, and the United States, the club meets both online and in person. A recent tree-planting project encouraged members to plant a tree in their neighborhood during the first two weeks of July.

- The Rotary Club of Berlin International, chartered in 2009, is the first club in Germany to target the large international community in the nation's capital. The club, with 31 members from 14 countries, conducts its meetings in English. Among its fundraisers, it organized a campaign in Germany encouraging people to donate in support of polio eradication by texting "POLIO."

- The Rotary Club of Ramallah, the first club chartered in territory under the jurisdiction of the Palestinian Authority, was admitted by the RI Board in May 2010. The 34 members have initiated projects including a winter clothing bank, and are working with the district to develop community parks.

## **World of Montgomery Festival - October 16**

### **From the Montgomery County Ethnic Affairs Committee**

**To Area Governor Greg Wims:** We are most appreciative that Rotary will be able to participate in our International Village program at the World of Montgomery Festival. Montgomery County is sponsoring the Festival as part of its annual Community Service Week, celebrating and promoting local and international volunteerism. We hope to have about 4,000 people at the Festival, which will take place in downtown Wheaton, October 16, and will include a health fair, music and other performance events, and ethnic food vendors, as well as the International Village. Participation will involve a staffing a booth (table and chairs provided by the Festival) from 12 noon - 5 pm, giving a 10 minute presentation on Rotary's international water projects and joining in a 15 minute panel discussion. The booth should be staffed by one or more individuals who can discuss Rotary activities and volunteer opportunities with the public, distribute brochures and other handouts, and could include a sign-up sheet for potential volunteers or contributors.