

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

September is Rotary's New Generations Month

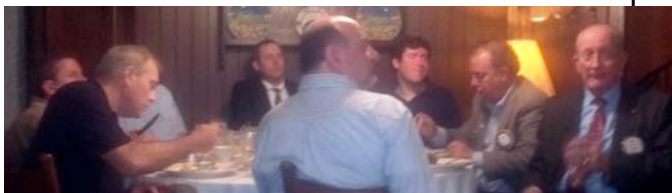
- September 22 - 6:30pm - Social - Normandie Farm
- September 22 - 7:45pm - Board of Directors Meeting
- September 29 - 6:30pm - Meeting - Normandie Farm
 - Hari Viswanathan - Classification Talk
 - Quarterly Club Assembly
- October 6 - 6:30pm - Childrens Inn at NIH
- October 11 - 7pm Manna Food Center Box Packing
- October 13 - 6:30pm - Indonesian Embassy
 - Georgetown Rotaract Club New Member Induction
- October 16 - 12pm - World of Montgomery Festival
- October 20 - 6:30pm - Meeting - Normandie Farm
 - Mamie Price, CHI Centers for the Disabled
- October 22 - 10:30am - Potomac Day Parade
- October 27 - 6:30pm - Meeting - Normandie Farm
 - States Attorney John McCarthy
- October 27 - 8pm - Board of Directors Meeting
- November 3 - 6:30pm - Service Project at Manna
- November 5 - Rotary Leadership Institute - Frederick
- November 8 - 7pm Manna Food Center Box Packing
- November 10 - 6:30pm - Meeting - Normandie Farm
- November 17 - 6:30pm - Meeting - Normandie Farm
- November 24 - Thanksgiving Day - No Meeting

September 15 Rotary Club Meeting Report

Guest Speaker James Offord gave a very moving personal account about his life growing up in the days of segregation in Montgomery County, his career in the federal government and subsequently working as an independent contractor.



He lived in Sandy Spring within walking distance of Sherwood High School, but he was required to pay for a bus trip to Rockville to attend all-black Lincoln High School. He served as an MP in World War II in Japan



and then joined the federal government as a messenger. He was able to work his way up to a high-ranking contracting officer with HEW and was very thankful for those people who had assisted him along the way. After retirement, he was able to work as a contractor for the government and now at the age of 84 is still serving on the staff of State Senator Karen Montgomery.

President Chinyere welcomed guest Kamal Choudhury from the Rotary Club of Banani Dhaka, Bangladesh, and his wife Hassina.



October 13 Meeting at Indonesian Embassy

By Greg Miller, President,
Rotaract Club of Georgetown University

The Rotaract Club of Georgetown University would like to extend an invitation to members of the Rotary Club of Potomac-Bethesda to attend the Rotaract new-member induction ceremony being held at the Indonesian Embassy on Thursday, October 13. This will be a joint induction ceremony for members of the Rotaract Club of Georgetown University and the Rotaract Club of Metro Washington, DC. The event will begin at 6:30 and will feature an address by His Excellency the Ambassador of Indonesia to the United States, a full dinner, and live entertainment. The cost to attend this function will be \$10 which includes entrance and dinner. Our club would love to have some of your

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members attend this function and help celebrate our new members.

If you could **please reply by September 24** and let me know how many members from your club are planning on attending this event, I would greatly appreciate it. More information can be found on our website at <http://gurotaract.wordpress.com/2011/08/22/fall-induction-ceremony-at-the-indonesian-embassy-october-13/>

Please let me know if you have any further questions. I look forward to hearing back from you.

All the Best,

Greg Miller

President, Rotaract Club of Georgetown University

Email: gurotaract@gmail.com

Website: gurotaract.wordpress.com

The Secret To Reaching Generation Y

By Ryan Hyland RI News – 21 September 2011

Michael McQueen is a leading authority on youth trends, a best-selling author of two books on bridging the generation gap, and a member of the Rotary Club of Crows News, New South Wales, Australia. He recently spoke to RI News about bridging the gap with Generation Y. Rotary Images/Alyce Henson



RI News: How do you define Generation Y?

McQueen: Numerically, Generation Y is between the ages of 12 and 30. But culturally, they are globally minded. Through online social interactions, many members of this generation have networks of friends around the globe who are only a click away.

RI News: How can Rotarians best reach out to Generation Y?

McQueen: Start small. Rather than approaching young people by asking them to join, engage them with short-term projects. Build relationships with them so they get a sense of Rotary's DNA. When Rotarians are asked about Rotary by younger people, often they answer with how Rotary works – the rules, traditions, and rituals. Rotarians need to explain the "why" of Rotary.

Generation Y is outcome focused. Have a clear answer on why the outcome of projects is important.

RI News: What kinds of benefits can Generation Y bring to Rotary?

McQueen: The next generation represents an enormously exciting opportunity for Rotary. There are three reasons why. One, having grown up with the Internet and being so interconnected, young people are acutely aware of global issues and concerns. They believe that such a small world really can be changed. Two, they are socially engaged. Recent studies have shown that 70 percent of Generation Y actively volunteers on a weekly basis. Not only does this group feel it can make a difference, it genuinely wants to. Three, they are ambitious. Young people today are desperate to get ahead in their careers and are looking for mentors and networking opportunities.

RI News: Generation Y seems to be very busy, perhaps busier than previous generations. How can Rotary overcome this challenge?

McQueen: Yes, the demands on their time, energy, and attention are enormous. But when young people say they don't have time for Rotary, they are stating a priority rather than a fact. Young people simply perceive Rotary as a lot of restrictive rules and time-consuming work. Rotary's challenge is to communicate to young people the compelling reasons and benefits of joining Rotary.

RI News: How should Rotary be using technology to its advantage to attract young people?

McQueen: Use more multimedia. For instance, nobody under the age of 35 really knows what polio is. Their parents do, and they can be told how crippling this deadly disease is. But that only means young people will be intellectually pulled in, not emotionally. Use video to educate them about polio. Also, more clubs should have websites that engage young people.

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

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

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Peace Fellows Discuss What Rotary Peace Centers Program Has Meant To Them

Rotary International News – 20 September 2011

Top: Shai Tamari, a 2006-08 Rotary Peace Fellow, in a Palestinian refugee camp outside Amman, Jordan. Photo courtesy of Shai Tamari Bottom: Rotary Peace Fellows from the University of California, Berkeley. Photo courtesy of Alejandra Rueda Zarate

The Rotary Peace Centers program provided Alejandra Rueda Zarate, of Bogota, Colombia, with skills that she's now using to help poor villagers in her nation's countryside.

"Thanks to the program, I complemented my years of work experience with international knowledge and learning, allowing me to start my own initiative on rural development and poverty alleviation," says Zarate, a 2010 graduate of the Rotary Peace Center at the University of California, Berkeley, who had worked in the agricultural industry before her fellowship. "The strategic platform brings capacity building to peasants in the countryside, and has had significant results for conflict alleviation in Colombia."

Each year, the Rotary Peace Centers train future leaders who have a demonstrated commitment to peace, preparing them to promote national and international cooperation and the successful resolution of conflict. Fellows earn a master's degree in international relations, sustainable development, peace studies, conflict resolution, or related fields, or a professional development certificate in peace and conflict studies.

Working to promote peace



Your generous support of the Rotary Peace Centers Major Gifts Initiative ensures the program's future, providing opportunities for new classes of peace fellows, and empowering the more than 600 alumni already working to promote greater tolerance and cooperation.

In honor of the International Day of Peace, 21 September, we asked former peace fellows how the program equipped them for their current work in the field:

"The Rotary Peace Centers program provided me with the confidence to walk through the halls of the U.S. Congress, seek a position as a foreign policy adviser, and know that I have something to offer which members of Congress desire in an aide -- knowledge, experience, and chutzpa," says Shai Tamari, a 2006-08 fellow at Duke University and University of North Carolina at Chapel Hill, USA.

"As a U.S. diplomat, the knowledge and experience I gained as a peace fellow have had a direct impact on my work with international organizations in Libya, Somalia, and Yemen," says Tim Haynes, a 2004-06 fellow at

Sciences Po, France.

"I have been working for the German development cooperation on its climate protection program, where I am able to work with developing countries to help them address their development challenges in the face of climate change. I have been granted a bird's-eye view into the issue as a member of the German delegation to climate negotiations," says Sallie Lacy, a 2005-07 fellow at the University of Queensland, Australia.

E-Club Recruits Former Rotary Peace Fellows For Global Project

By Maureen Vaught RI News – 19 September 2011

Daniel Sturgeon knew he'd be a Rotarian someday. He just imagined a day far off in the future, not one a few days shy of his 30th birthday. But since 2007, this

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former Rotary Peace Fellow has been a member of two Rotary clubs.

Today, Sturgeon and his current club, the Rotary E-Club of the Southwest, USA, are encouraging all alumni – peace fellows, in particular – to make today the day they join Rotary.

“We Rotarians are poor stewards of Foundation funds if we don’t reach back and tap the intellectual capital that we’ve created through our investment in the Rotary Peace Fellowship,” says Sturgeon, who was a 2004-06 peace fellow at International Christian University in Tokyo.

Peace experts

During a rare in-person meeting in April, the Southwest e-club decided to make world peace its international service project. Members set a goal of recruiting 50 former peace fellows from around the world to join their club over the next three years.

Sturgeon envisions his club becoming a resource for Rotarians seeking advice and help with their club’s or district’s peace projects.

“With their academic background and field experience, we can work smarter and be more effective. Many fellows are already with nongovernmental agencies in the area of peace; they’re everywhere we want to be,” says Sturgeon, who works as a political analyst and speechwriter for the Consulate General of Japan in Atlanta, Georgia, USA.

Fellow e-club member Larry Levinson agrees and adds that alumni will also benefit from the collaboration. “Many of them aren’t leveraging Rotary’s energy, money, and expertise to accomplish their goals,” he says.

Recruiting tips

Both Rotarians are optimistic that they’ll be able to achieve their club’s membership goal. To ensure success, they’re employing a variety of techniques that any club looking for an alumni connection could use.

- Just ask. “Recruiting for an e-club is no different from a regular Rotary club. You just have to ask,” Sturgeon says.

- Build a relationship It may not result in membership, Sturgeon says, but a relationship with alumni may lead to other opportunities for involvement.

- Remove the barriers Be flexible about meeting times, dues, and attendance.

- Promote involvement Rotary’s strength is that it doesn’t want “paper” members, Sturgeon says, and alumni want to make a difference.

- Provide networking opportunities Sturgeon says that for alumni and other young adults, networking is simply a different term for what Rotary calls vocational service and fellowship.



Daniel Sturgeon (far left), a member of the Rotary E-Club of the Southwest, USA, and other former peace fellows gather at the 2011 RI Convention in New Orleans, Louisiana. Photo by Alyce Henson/Rotary Images

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 signup sheet for potential volunteers or contributors.

You are Invited to a Special Presentation



John McCarthy
Montgomery County State's Attorney

John McCarthy is the State's Attorney for Montgomery County. His office handles over 30,000 criminal and incarcerable traffic cases each year. The State's Attorney's Office has over 100 professionals – prosecutors, paralegals, victim assistance and administrative staff, as well as investigators.

Thursday, October 27, 2011

6:30pm

Normandie Farm Restaurant

10710 Falls Road, Potomac

Please RSVP to Rotary.PB@gmail.com

Cost: \$24 Including Dinner, Payable at Door

Potomac-Bethesda Rotary Club

PB-Rotary.org