

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

October 13 - 6:30pm – Indonesian Embassy
Georgetown Rotaract Club New Member Induction



There will not be a meeting at Normandie Farm on Thursday, October 13, 2011. The Rotaract Club of Georgetown University Induction will take place at the Embassy of The Republic of Indonesia, 2020 Massachusetts Ave. NW, Washington, DC 20036 at 6:30 p.m. The Embassy is accessible by Metro via the red line stop at Dupont Circle. RSVPs were required in advance for this event. A confirmation of your registration for this event will be sent via email. The event has reached its capacity limit and no more registrations can be accepted. If you have any questions or changes, please contact President Chinyere via email and/or by phone.

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 – No meeting.



October 6 Club Meeting at Children's Inn

By President Chinyere Amaefule

Our club joined Corkey Hay DeSimone, author of *All About Me in DC*, in delivering the books to the Children's Inn at the National Institutes of Health (NIH). A tour of the facility was given by Bridget Kuzma.



Children's Inn provides temporary housing for children who are patients seeking clinical care at NIH and their families on a short-term basis. Children's Inn has temporary residents from throughout the United States and world. The Inn has an educational learning resource center for children. Last year, the Woodmont House opened for patients and families who need extended stay for care. "During the past 21 years, more than 10,000 seriously ill children and their families have made 50,000 visits to The Inn. Children and families travel from all over the world to NIH because conventional treatments have failed to have sufficient impact on their illnesses."

"The overriding philosophy at The Children's Inn is that families make a difference in the lives of their sick children. To treat a patient effectively, the healthcare team must care for the family and child as one. The emotional comfort a family gives to a sick child and the mutual support among kids and families who share the same experience together are invaluable."

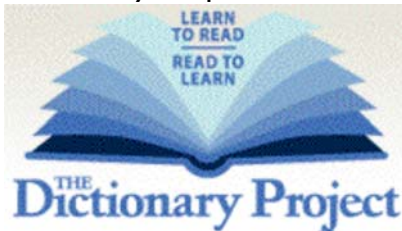
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Dictionary Day on October 16

As participants in the Dictionary Project, we should take note that October 16 is Dictionary Day. Dictionary Day celebrates the birthday of Noah Webster, the writer



of the first American dictionary. Noah Webster, a lawyer from Hartford, Connecticut, believed that American schoolchildren needed their own reading and spelling books, so that all Americans could learn to spell words the same way, with their own unique American spellings. He first wrote *A Grammatical Institute of the English Language*, a reading textbook used in American schools for 100 years. When he was 43 years old, he started writing his dictionary. He finished 27 years later in 1828, and it included over 70,000 words, including some words such as "skunk" and "squash," which weren't in English dictionaries. He also standardized American spellings of words such as "color." All over the United States, many generous volunteers will be delivering dictionaries to children this month in honor of Noah's birthday.

Information on the Dictionary Project distribution dates at our area schools will be coming soon.

New General Secretary Dives into the Business of Rotary

By Janis Young RI News – 12 October 2011

During a trip to Seattle, Washington, USA, Hewko helped pack beans to be distributed through Rotary First Harvest, a Program of Rotary District 5030.

"The more I learn about Rotary, the more in awe I am of what this organization has been able to accomplish."

That's John Hewko summing up his



first 100 days as Rotary's general secretary. In just over three months, Hewko has launched two key communications projects, initiated development of a club strategic planning tool, participated in the meetings of numerous committees and the RI Board and Rotary Foundation Trustees, met with Bill Gates to discuss polio eradication, attended his first Rotary institute, listened to dozens of presentations by Rotary staff as part of his "getting to know Rotary" listening tour, and rejoined the Rotary Club of Kyiv in Ukraine, of which he was a charter member.

Hewko began learning about Rotary well before he was on the payroll. "The six-month transition period was tremendously helpful," he says. "By attending the International Assembly and the convention, and participating in several committee, Board, and Trustee meetings, I was really able to hit the ground running."

Ending polio a top priority

The RI Board and Foundation Trustees have established some clear priorities for Hewko, with the No. 1 goal being to end polio. "It's incredible how far we've come and all the work Rotary has done. By succeeding, we will not only eradicate a terrible disease, but will position Rotary and the world to take on the next big global challenge," he says.

Part of that positioning depends on Rotary's receiving the recognition it deserves for its leadership role in polio eradication. To this end, Hewko met with the Bill & Melinda Gates Foundation in September to discuss joint communications and advocacy strategies and opportunities. "We were able to provide the Gates Foundation staff with a better appreciation of the full spectrum of Rotary's global service and humanitarian activities. I also had very good meetings with Bill Gates and CEO Jeff Raikes. They are very appreciative of all that Rotary has done and are eager to continue to strengthen our joint efforts on polio eradication."

Future Vision, membership also key

The growing list of other priorities includes the successful launch of The Rotary Foundation's Future Vision Plan. "The worldwide launch will happen in

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July 2013, but I have asked my colleagues to have everything in place by January 2013 so that we have six months to implement any last-minute changes," Hewko says. To ensure that this happens, he has appointed a full-time Future Vision launch manager and established staff teams who are working to ensure a smooth transition to the new grant model.

Other major projects that Hewko has initiated include a thorough review of the Rotary website, a worldwide Rotary brand revitalization effort, and the development of Rotary Club Central, an online strategic planning tool for clubs that will also help Rotary calculate the monetary value of all the organization's service activities and projects around the world. "These initiatives will take time," Hewko says, "but by the next Rotary year, Rotarians should start seeing the results of many of these efforts."

He adds that Rotarians should already be enjoying benefits from two projects that were recently launched – one that allows members to receive their recognition points more quickly and another that enables them to make payments in a variety of currencies. Hewko is stressing the need for a "one Rotary" approach to management and strategic planning.

"We're not Rotary International or The Rotary Foundation. We're Rotary, and that's how most Rotarians and the rest of the world see us," he says, emphasizing the importance of ensuring seamless and effective operations between the two entities.

As he visits clubs and talks to Rotarians, Hewko's "to-do" list expands. "We also need to focus on membership," he says, "especially on developing regional membership plans that address issues that are specific to the different parts of the world. And we need to attract younger members so that we build up the base for the future."

The next 100 days

Hewko will spend much of his second 100 days traveling to Europe, India, Australia, and Washington, D.C., to attend Rotary institutes, visit clubs and projects, and meet with international office staff. Major upcoming events include a USAID conference in

Washington, a meeting with the leadership of the Clinton Global Initiative, Rotary-UN Day in New York City, and a World Economic Forum summit in Mumbai, India. He also plans to participate in a National Immunization Day in India.

Hewko is looking forward to meeting more Rotarians in person and to connecting with members through social media. "I'm on Twitter now, and I have a Facebook page. I want to thank all of my followers. It's a great way to get your reactions and to stay in touch."

Rotarians Gearing Up For World Polio Day By Dan Nixon and Arnold Grahl RI News – 10 October 2011

Rotarians are getting ready to spread the word about World Polio Day, 24 October, and the need to finish the job of eradicating the disease. Photo courtesy of Pakistan PolioPlus Committee



Rotarians around the globe are planning events to raise polio eradication awareness and funding for World Polio Day on 24 October.

Australian club members are working with the Global Poverty Project on a petition drive aimed at persuading world leaders to fully fund the critical work of the Global Polio Eradication Initiative. Supporters can sign the petition online.

The Global Poverty Project has scheduled an End of Polio Concert on 28 October to coincide with the Commonwealth Heads of Government Meeting in Perth, Australia. Rotarians have joined with the group to lobby leaders to put polio eradication on the meeting agenda. Hugh Evans, cofounder and CEO of the Global Poverty Project, is a scheduled speaker at the 2012 RI Convention in Bangkok, Thailand, in May.

"Global collaboration has ensured that eradication is within reach," says Michael Sheldrick, the group's polio campaign manager and a member of the Rotary Club of Crawley, Western Australia. "Our generation has a chance to realize a historic opportunity and ensure that

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no one else ever has to fear this disease. That's why it's vital we commit to finish the job."

Among other events planned around World Polio Day are these:

- Rotarians in Addis Ababa, Ethiopia, are organizing a Walk to End Polio Now, aimed at drawing 4,000 participants and raising money for Rotary's US\$200 Million Challenge to match \$355 million in grants from the Bill & Melinda Gates Foundation in support of polio eradication.
- The Rotary Club of Venezia-Riviera del Brenta, Italy, has organized a Run to End Polio fundraiser as part of the 23 October Venice Marathon.
- Rotary, Rotaract, and Interact clubs in Canada and the United States are coordinating a Wake Up Across the Continent polio awareness initiative during the week of 24-28 October. Each club is encouraged to participate and to publicize its activities, share ideas, and post images on Facebook.
- Rotarians in Finland will conduct a "This Close" campaign with ads in print, on television, and online 24-28 October, and they plan a fundraiser on World Polio Day.
- Rotarians in Canada have arranged for the "This Close" TV public service announcement and other polio-related programming to air on CBC nationally throughout October.
- Rotarians in Africa have started a "This Close" page on Facebook for World Polio Day, encouraging fellow Rotarians to replace their Facebook profile photo that day with their "This Close" photo from www.thisclose.net.
- The Rotary Club of Linlithgow Grange, Lothian, Scotland, is sponsoring a Scotch Hop dance fundraiser on 29 October to benefit Rotary's challenge.
- Rotary clubs in Boston will present A Festival of Voices: Singing Out to End Polio Now on 23 October, with all proceeds to benefit the challenge.
- The Nepal PolioPlus Committee will host a one-day seminar on polio in conjunction with the local UNICEF office.



Inspired by these plans? Here are a few ways you and your club can help observe World Polio Day:

- Create your own "This Close" ad and make it your Facebook profile photo.
- Host a walk, run, or bikeathon. Be sure to send out a press release about the event. Download a sample release.
- Download a World Polio Day Proclamation and ask your town to commemorate World Polio Day on 24 October.
- Place an op-ed about polio in your local newspaper.
- Use "This Close" resources from the Rotary Media Center.
- Make a donation toward polio eradication.
- Begin planning for an End Polio Now lighting to celebrate Rotary's anniversary on 23 February.

If your club is planning a fundraiser or project for World Polio Day, let us know at pr@rotary.org.

Polio Survivor A Hero In His Community

By Dan Nixon RI News – 7 October 2011

Harold Wochholz talks to schoolchildren in Chandler, Arizona, USA, about the need to win a polio-free world. Photo courtesy of Harold Wochholz

Harold Wochholz knows what it's like to battle polio. Paralyzed by the disease at age 24, he could only move his hands at first. Now a retired engineer, and mobile in a wheelchair, he speaks to schoolchildren in Phoenix, Arizona, USA, about the disease and

what they can do to help eradicate it.

Wochholz, a member of the Rotary Club of Sun Lakes, Arizona, and chair of Rotary District 5510's PolioPlus Subcommittee, worked with the Chandler public school district to establish PolioPlus as the single fundraiser for the district's 43 schools during the 2010-11 year. He briefed student council representatives about the program, and approximately 400 students helped raise funds, using PolioPlus collection boxes and classroom

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presentations on the importance of eradicating the disease. The effort netted more than \$23,000 for PolioPlus in support of Rotary's US\$200 Million Challenge.

One school's fifth and sixth grade classes took on a fundraiser as part of an extra credit project. Wochholz provided 100 copies each of *Rotary's Amazing Stories of Polio!* illustrated history of the disease and the September 2010 issue of *The Rotarian*, which featured coverage of polio survivors, for students' use in the project.

"The [students] shared in reading those two documents and briefed the other grade levels about polio and their intent to conduct a polio fundraiser at their school's annual fall picnic," he says. "They had an excellent awareness of Rotary's commitment to coordinate the world's health resources toward polio eradication. I was most pleased with their comments and certainly with the \$1,800 they raised."

Presentations on polio

From 2008 to 2010, Wochholz also personally helped raise \$18,000 for PolioPlus by speaking to teachers and students about polio at schools that requested his presentations.

In addition, Wochholz has made PolioPlus presentations to more than 20 Rotary clubs in his district and helped them obtain fundraising collection boxes, posters, and other materials. His Sun Lakes club has held fundraising dinners, collected contributions at club meetings, and used Paul Harris Fellow recognition to generate support for ending polio.

Last year, NBC TV 12 News in Phoenix recognized Wochholz as a local hero for his passionate pursuit of a polio-free world, which has continued in the face of major physical challenges.

"Postpolio syndrome is very real for me and my family," he says. "During the last 10 years, I have steadily experienced overall body weaknesses that moved me from crutches and into a wheelchair for ambulation." Last year, both of his shoulder joints were replaced with titanium ones. He also had to undergo amputation of half of his left leg.

For Wochholz, any alternative to polio eradication is unacceptable. Even though children in the United

States are routinely immunized against polio, that's not the case in every country, he emphasizes.

"Polio will keep spreading unless we can get these drops in every child's mouth in the entire world," he says.

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 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.

JFGH News: Gala on October 25



28th Annual Gala, October 25, 2011, Music Center at Strathmore; More information at jfggh.org.

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Come celebrate
World Polio Day
24 October, 2011
by participating in an
End Polio Now photo opportunity
with
Mr. Bill Gates, Co-chair
The Bill & Melinda Gates Foundation
on the steps of the US Capitol Building*



9:00 am please meet at Van Scoyoc Associates, Inc
101 Constitution Ave. NW, Washington, DC 20001
where all participants will be given a red **End Polio Now** t-shirt

9:45 am arrive at the US Capitol Building
Washington, D.C.

**Please respond with your name, shirt size, title, and club affiliation
by close of business, October 14, 2011**

to

**Clare.monroe@rotary.org
Phone (847) 424-5244 or Facsimile (847) 556-2183**

* (exact location at the capital building pending confirmation)