

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

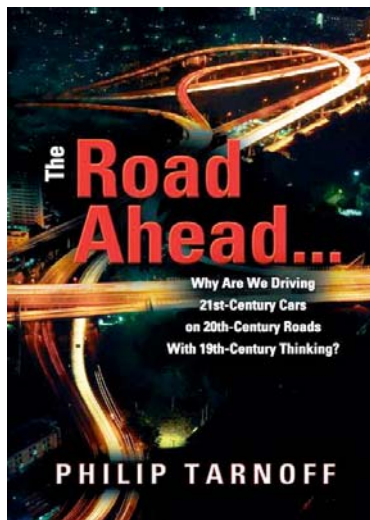
January 19 - 6:30pm - Meeting - Normandie Farm

**Philip J. Tarnoff, *The Road Ahead***



Philip Tarnoff recently retired from the University of Maryland, where he continues his professional activities as a consultant, Chairman of the Board of Traffax Inc. and an author of a recently completed book titled *The Road Ahead*. He questions, "Why are we driving 21st century cars on 20th century roads with 19th century thinking?" The book is intended to acquaint both practitioners and the public with the current state of the nation's highway system, and to offer some creative solutions to its problems. Prior to

his retirement, he was the Director of Maryland's University Transportation Center funded by the US Department of Transportation. Before joining the University, Mr. Tarnoff was the President and founder of PB Farradyne Inc. where he was involved in the development of numerous traffic management systems. During his career, he has contributed to many ground-breaking projects including the I-95 Corridor Coalition's vehicle probe project, and the Travtech and Pathfinder in-vehicle navigation projects. In 2002, he was awarded the prestigious Theodore M. Matson award for his contributions to the transportation industry.



January 19 - 8pm Board of Directors Meeting

January 26 - 6:30pm - Social - Normandie Farm

**Eric Reid, Chocolatier**

February 2 - 6:30pm - Service Project at Manna Food

February 9 - 6:30pm - Meeting - Normandie Farm

**Bob Hester - Metro**

February 14 - 7pm - Manna Food Center Packing

February 16 - 6:30pm - Meeting - Normandie Farm

**Bob Pelletier, Jay Davies**

**Rotary World Curling Fellowship**

February 23 - 6:30pm - Social - Normandie Farm

**107<sup>th</sup> Anniversary Rotary Founding**

March 1 - 6:30pm - Service Project at Manna Food

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

March 13 - 7pm - Manna Food Center Packing

## January 12 Meeting Features Astrophysicist



President Chinyere Amaefule thanks NASA Assistant Science Director Dr. Michelle Thaller for her "out of this world" presentation. Dr. Thaller adapted her talk in realtime to address a plethora of questions from very interested Rotarians. Below is one of many stunning views of outer space that were included in her presentation.



## Potomac-Bethesda Rotary to be Awarded JFGH Community Partner Award on April 26

Hi Chinyere,

Lew and I are thrilled to inform you that the P-B Rotary Chapter has been selected as the recipient of JFGH's prestigious Community Partner Award in recognition of the phenomenal partnership we've shared during the past 8 years. The award will be presented at our mega 3rd Annual JFGH Awards Luncheon (honoring the memory of JFGH benefactor Janice W. Goldsten) on Thursday April 26th from noon to 2 PM at Washington Hebrew Congregation in DC. Please call Lew (240-855-8923) or me at your earliest convenience for further info. Heartfelt congratulations!

Tx, Vivian G. Bass, Chief Executive Officer  
Jewish Foundation for Group Homes, Inc

[www.pb-rotary.org](http://www.pb-rotary.org) [www.rotary7620.org](http://www.rotary7620.org) [www.rotary.org](http://www.rotary.org)

January 19, 2012 - Page 1

# Potomac-Bethesda Rotary Club News



Pictured above is the Manna Food packing crew on January 5. The first Thursday of the month Potomac-Bethesda Rotarians sort food donations and on the second Tuesday 200 boxes are packed each to feed a needy family of four for a week.



Guests on January 12 included speaker Dr. Michelle Thaller, Rotary Scholar Stephanie Glineur, Mimi Blitz and Rotarian Cristina Bautista from the Philippines.

**GROW Membership Seminar**  
**Monday, February 20th, 2012**  
 Registration at 5:15pm  
 Dinner/Seminar promptly at 6:00pm  
 FREE but you DO need to register  
 Holiday Inn Laurel West  
 15101 Sweitzer Lane, Laurel, MD  
 Club PEs, Membership Committee Members  
 and all Rotarians are HIGHLY encouraged to attend

**Rotary Clubs Worldwide Meet US\$200 Million Fundraising Challenge**  
 Rotary International News – 17 January 2012

*Jeff Raikes, chief executive officer of the Bill & Melinda Gates Foundation (left), shakes hands with Rotary Foundation Trustee John Germ during the fourth plenary session of the International Assembly.*



Rotary International has succeeded in meeting the Bill & Melinda Gates Foundation's US\$200 million match in funding for polio eradication, raising more than \$202.6 million as of 17 January.

"We'll celebrate this milestone, but it doesn't mean that we'll stop raising money or spreading the word about polio eradication," Rotary Foundation Trustee John F.

[www.pb-rotary.org](http://www.pb-rotary.org) [www.rotary7620.org](http://www.rotary7620.org) [www.rotary.org](http://www.rotary.org)

# Potomac-Bethesda Rotary Club News

Germ told Rotary leaders at the International Assembly in San Diego, California, USA. "We can't stop until our entire world is certified as polio-free."

The fundraising milestone was reached in response to \$355 million in challenge grants awarded to The Rotary Foundation by the Gates Foundation. All funds have been earmarked to support polio immunization activities in affected countries where the vaccine-preventable disease continues to paralyze children.

"In recognition of Rotary's great work, and to inspire Rotarians in the future, the [Gates] foundation is committing an additional \$50 million to extend our partnership," said Jeff Raikes, chief executive officer of the Gates Foundation. "Rotary started the global fight against polio, and continues to set the tone for private fundraising, grassroots engagement, and maintaining polio at the top of the agenda with key policymakers." Raikes also addressed Rotary leaders at the International Assembly.

The new \$50 million grant from the Gates Foundation is not a challenge grant.

Since 1988, the incidence of polio has plummeted by more than 99 percent, from about 350,000 cases annually to fewer than 650 cases reported so far for 2011. The wild poliovirus is now endemic in only four countries: Afghanistan, India, Nigeria, and Pakistan. However, India on 13 January marked a full calendar year without a case, paving the way for its removal from the endemic list.

But other countries also remain at risk for polio cases imported from the endemic countries. In Africa in 2011, Chad and the Democratic Republic of the Congo had significant outbreaks. Also in 2011, a small cluster of polio cases in China, which had been polio-free for a decade, was traced to Pakistan.

Rotary club members not only reached into their own pockets to support the Gates challenge, but also engaged their communities in a variety of creative fundraising projects, such as a fashion show in California that raised \$52,000, benefit film screenings in New Zealand and Australia that netted \$54,000, and a pledge-supported hike through Kilimanjaro, Tanzania, that brought in \$38,000. Many events were planned around 24 October, widely observed as World Polio Day.

To date, Rotarians worldwide have contributed more than \$1 billion toward the eradication of polio, a cause Rotary took on in 1985. In 1988, the World Health Organization, UNICEF, and the U.S. Centers for Disease Control and Prevention joined Rotary as spearheading partners of the Global Polio Eradication Initiative. More recently, the Gates Foundation has become a major supporter. In 2007, the Gates Foundation gave Rotary a \$100 million challenge grant for polio eradication, increasing it to \$355 million in 2009. Rotary agreed to raise \$200 million in matching funds by 30 June 2012.

Reaching children with the oral polio vaccine in the disease's remaining strongholds is labor- and resource-intensive due to a host of challenges, including poor infrastructure, geographical isolation, armed conflict, and cultural misunderstanding about the eradication campaign.

TO: Rotary International Board of Directors

The Rotary Foundation Trustees

International PolioPlus Committee

Rotary's US\$200 Million Challenge Committee

Regional Rotary Foundation Coordinators

Zone Challenge Coordinators

CC: John Hewko, General Secretary, RI

FROM: John Germ, Chair, Rotary's US\$200 Million Challenge Committee

DATE: 17 January 2012

SUBJECT: The Challenge has surpassed US\$200 million  
As of 17 January, I am happy to report that we have surpassed US\$200 Million in contributions for Rotary's Challenge. We have reached this milestone 5 months ahead of schedule, which is truly a remarkable accomplishment given today's difficult global economic climate.

We must remember, however, that this achievement is just one more milestone in our journey to eradicate polio. Rotarians are continuing to raise funds for the challenge, which officially concludes on 30 June 2012, and as Rotary leaders, we should encourage their continued involvement. I am confident that we will far exceed our \$200 million goal, just as Rotarians have done in all previous campaigns.

# Potomac-Bethesda Rotary Club News

Reaching the ultimate goal of a polio-free world presents ongoing challenges, not the least of which is a US\$535 million funding gap through 2012. Of course, Rotary alone cannot fill this gap, but continued Rotarian advocacy for government support can help enormously.

In 1985, we made a promise to the world's children to continue our work until we have achieved the certification of a polio-free world. We are counting on the continued dedication of all Rotarians to maintain the level of activity and fundraising necessary to stop this devastating virus. We are "this close" to reaching our goal of polio eradication, and we cannot stop now.

Thank you for everything you have and will continue to do to support our number one priority of eradicating polio.

## **Rotary Celebrates India's First Polio-Free Year** By Dan Nixon and Wayne Hearn, RI News, 12 January 2012

Rotary club members worldwide are cautiously celebrating a major milestone in the global effort to eradicate polio. India, until recently an epicenter of the wild poliovirus, has gone one year without recording a new case of the crippling, sometimes fatal, disease.

*Rotarians and state government leaders in Jaipur, Rajasthan, India, vaccinate children against polio during a National Immunization Day in 2011. Photo courtesy of the India PolioPlus Committee*

India's last reported case was a two-year-old girl in West Bengal State on 13 January 2011. The country recorded 42 cases in 2010, and 741 in 2009.

A chief factor in India's success has been the widespread use of the bivalent oral polio vaccine, which is effective against both remaining types of the poliovirus. Another has been rigorous monitoring, which has helped reduce the number of children missed by health workers during National Immunization Days

to less than 1 percent, according to the World Health Organization (WHO).

Rotary has been a spearheading partner in the Global Polio Eradication Initiative since 1988, along with WHO, UNICEF, and the U.S. Centers for Disease Control and Prevention. The Bill & Melinda Gates Foundation is also a key supporter of the initiative.

Sporting their signature yellow vests and caps, the nearly 119,000 Rotarians in India have helped administer vaccine to children, organize free health camps and polio awareness rallies, and distribute banners, caps, comic books, and other items.

"With the support of their Rotary brothers and sisters around the world, Indian Rotarians have worked diligently month after month, year after year, to help organize and carry out the National Immunization Days that reach millions of children with the oral polio vaccine," says RI President Kalyan Banerjee, of the Rotary Club of Vapi, Gujarat.

"The achievement of a polio-free India for a full year is a significant step towards a polio-free world – an example as to what can be accomplished no matter what problems need to be overcome," says Robert S. Scott, chair of Rotary's International PolioPlus Committee.

"Rotarians of India are and should be proud of the key efforts they have made at all levels, without which the world would not be marking this milestone."

Deepak Kapur, chair of the India PolioPlus Committee, also credits the Indian Ministry of Health and Family Welfare for its commitment to ending polio. To date, the Indian government has spent more than US\$1.2 billion on domestic polio eradication activities. "Government support is crucial if we are to defeat polio, and

we are fortunate that our government is our biggest advocate in this effort," Kapur says.

"Marching ahead, the goal is to sustain this momentum," he adds, describing as potentially "decisive" the upcoming immunization rounds this month and in February and March.



# Potomac-Bethesda Rotary Club News

If all ongoing testing for polio cases recorded through 13 January continues to yield negative results, WHO will declare that India has interrupted transmission of indigenous wild poliovirus, laying the groundwork for its removal from the polio-endemic countries list, which also includes Afghanistan, Pakistan, and Nigeria. However, because non-endemic countries remain at risk for cases imported from endemic countries, immunizations in India and other endemic and at-risk countries must continue. Neighboring Pakistan, which has reported 189 cases so far for 2011, is a major threat to India's continued polio-free status. Last year, an outbreak in China, which had been polio-free for a decade, was traced genetically to Pakistan.

"As an Indian, I am immensely proud of what Rotary has accomplished," Banerjee says. "However, we know this is not the end of our work. Rotary and our partners must continue to immunize children in India and in other countries until the goal of a polio-free world is finally achieved."

## **'Peace Through Service' Is 2012-13 RI Theme**

**By Megan Ferringer and Arnold R. Grahl, RI News, 16 January 2012**

*RI President-elect Sakuji Tanaka unveiled the 2012-13 RI theme, Peace Through Service, during the opening plenary session of the 2012 International Assembly, a training event for incoming Rotary district governors. Rotary Images/Alyce Henson*



RI President-elect Sakuji Tanaka will ask Rotarians to build Peace Through Service in 2012-13. Tanaka unveiled the RI theme during the opening plenary session of the 2012 International Assembly, a training event for incoming Rotary district governors. "Peace, in all of the ways that we can understand it, is a real goal and a realistic goal for Rotary," he said. "Peace is not something that can only be achieved through agreements, by governments, or through heroic struggles. It is something that we can find and that we can achieve, every day and in many simple ways."

Peace has different meanings for different people, Tanaka said.

"No definition is right, and no definition is wrong," he said. "However we use the word, this is what peace means for us.

"No matter how we use, or understand the word, Rotary can help us to achieve it," he added.

Tanaka, a businessman from the greater Tokyo metropolitan area, shared how becoming a Rotarian broadened his understanding of the world. After joining the Rotary Club of Yashio, in 1975, he said, he began to realize that his life's purpose was not to make more money, but to be useful to other people.

"I realized that by helping others, even in the simplest of ways, I could help to build peace," Tanaka said.

He noted that the Japanese tradition of putting the needs of society above the needs of the individual helped his country rebuild after the tsunami and earthquake in March.

"This is a lesson that I think the whole world can learn from, in a positive way. When we see the needs of others as more important than our own needs – when we focus our energies on a shared goal that is for the good of all – this changes everything," he said.

"It changes our priorities in a completely fundamental way. And it changes how we understand the idea of peace."

Tanaka will ask Rotarians to focus their energy on supporting the three priorities of the RI Strategic Plan, he said. He added that he will ask the incoming leaders to promote three Rotary peace forums, to be held in Hiroshima, Japan; Berlin; and Honolulu, Hawaii, USA.

"In Rotary, our business is not profit. Our business is peace," he said. "Our reward is not financial, but the happiness and satisfaction of seeing a better, more peaceful world, one that we have achieved through our own efforts."

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