

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

March 15 – 6:30pm – Meeting - Normandie Farm

I. J. Hudson and Steven Pinault, WSSC



I.J. Hudson joined the Washington Suburban Sanitary Commission (WSSC) in October 2010. He assists the Public Affairs Manager and Director of Communications in developing long-term corporate communications strategies. He also serves as a spokesman for WSSC at major events. Hudson was a TV reporter for more than 30 years, reporting for stations in Washington, Chicago, San Diego, New Orleans and other cities. He was awarded six Emmys for his reporting. His specialty was

technology reporting. I.J. is a graduate of Southern Illinois University at Carbondale and a veteran of the U.S. Navy.

Since 1990, Steven Pinault has served as a Contract Manager and Project Manager for the Washington Suburban Sanitary Commission. He has managed complex water and wastewater construction projects at many existing facilities including the Potomac Hydropneumatic Surge Tanks project, the Potomac Medium Voltage Electrical Improvements project, the Western Branch WWTP Sludge Dewatering project and a number of elevated water storage and pump station facilities. Steven is currently the Project Manager for the Bi-County Water Tunnel Project.



Established in 1918, today WSSC is the 8th largest water and wastewater utility in the nation, with a network of more than 5,500 miles of fresh water pipeline and nearly 5,400 miles of sewer pipeline. Serving 1.8 million residents in Prince George's and Montgomery Counties our drinking water has always met or surpassed federal standards.

March 15 – 8pm - Board of Directors Meeting

March 22 – 6:30pm Joint Rotary Social
with Rockville Rotary Club at Oro Pomodoro,
33 Maryland Avenue #A Rockville, MD 20850
(Rockville Town Center)

March 27 – 6:30pm Charter Night for the new
Dupont Circle Rotary Club (see flyer on page 4)

March 29 – 6:30pm – Club Assembly – Normandie
Farm

March 29 – April 1 – Rotary ChesCon in Cambridge

April 5 - 6:30pm – Service Project at Manna Food

April 10 - 7pm – Manna Food Center Packing

April 12 – 6:30pm – Meeting - Normandie Farm
Classification Talk

April 21 – 6:30pm – 32nd Annual International Night
at the University Club

<http://pbrotaryinternationalnight.eventbrite.com>

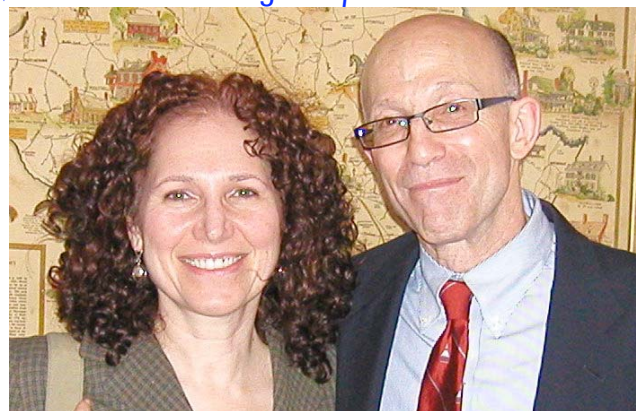
March 8 Meeting Report



President Chinyere thanks Dr. Bruce Trock from Johns Hopkins University for his presentation on prostate cancer. Potomac-Bethesda is one of the clubs engaged in the Rotary Prostate Cancer Study to better understand the risk factors contributing to the disease.



Guests included [above] prospective Rotarian Juan Carlos Peirano, Rotary Ambassadorial Scholar Stephanie Glinuer from Belgium, and [below] Bethesda-Chevy Chase Rotarian Beyhan Cagri Trock with her husband and guest speaker Dr. Bruce Trock.



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

March 15, 2012 - Page 1

Potomac-Bethesda Rotary Club News

Rotaractors Lead Social Media Workshop for Rotarians

By Ryan Hyland RI News – 13 March 2012

One of the youth instructors helps out a Rotarian during a social media workshop conducted by District 5890 (Texas, USA). Photo courtesy of District 5890

More than 60 Texas Rotarians gathered in computer labs at a local college in Houston to learn how to set up Facebook and Twitter accounts, upload YouTube videos to their club websites, and download apps like the Rotary Club Locator to their smartphones.

The sessions, part of a workshop sponsored by District 5890, were led by Rotaractors and Interactors.

"Social and digital media are growing at an exponential rate, and for many Rotarians, it's harder than ever to keep up with the strategies, tools, and tactics," says Tommie Buscemi, the district's New Generations committee chair. "Rotaractors are at that age where a lot of this valuable information is second nature to them."

Rotaractor Nathalie Cras, one of the workshop instructors, says that social media has become the most effective recruiting tool, marketing asset, and communication resource for reaching potential members.

"I have found that the majority of our members make their first contact with Rotaract through websites or Facebook pages," says Cras, a member of the Rotaract Club of River Oaks. "Keeping up with these technologies is crucial to securing the next generations of Rotarians."

Facebook tips

Among the Facebook tips that Cras and about 10 other Rotaractors shared at the reverse mentoring workshop were:

- Make sure you have more than one administrator for the page to ensure continuity when one is unavailable.

- Encourage members who follow you on Facebook to use the "share" link for your posts in order to reach a wider audience.

- Set up a Facebook to link to your Twitter account.

- Link to news stories about club activities through Facebook to increase publicity.

- Use a social media dashboard such as HootSuite to manage multiple websites and social media accounts, and to schedule posts in advance. This helps to minimize the workload for administrators.

Buscemi says the workshop was a huge success, and the district is planning another during the current Rotary year.

"These young leaders were so proud of themselves. They were honored that the

Rotarians were looking at them as the teachers and had that valuable information that Rotarians could use," says Buscemi."

Rotaractors and Rotarians have much to gain by working together. During World Rotaract Week, 12-18 March this year, Rotary celebrates the contributions of Rotaractors and encourages Rotary clubs to invite them to meetings and to participate in mutual service projects. Here are a few examples of Rotaractors serving their communities:

- The Rotaract Club of Ntinda, Uganda, delivered blankets and mosquito nets to 300 underprivileged children in nearby communities. The club raised funds by organizing a joint Rotary/Rotaract mini-marathon.

- Members of the Rotaract Club of Rieti, Italy, raised funds to install a water well in a village in Balaka, Malawi. Rotaractors and Rotarians then spent 20 days in Malawi and helped install the well.

- The Rotaract Club of Surat East, Gujarat, India, conducted a blood donation drive, collecting more than 1,459 units of blood during a single day.

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

Potomac-Bethesda Rotary Club News

How To Develop A Successful Water Project

Five steps to help you make a lasting impact

Water and Sanitation is one of Rotary's six areas of focus, guiding the service efforts of clubs worldwide to provide clean water, sustainably.

Water projects are popular Rotary club service initiatives, but to ensure that they provide lasting access to safe water and sanitation, Rotary leaders must champion the concept of sustainability.

Ron Denham, chair of the Water and Sanitation Rotarian Action Group (WASRAG), says sustainability means not only securing local support for a water project but also making sure the community can keep it going.

"The number of nonfunctioning wells in the world is mind-boggling," Denham says. "Rotarians and water agencies are becoming increasingly sensitive to local needs, local capacity, and the local ability to make things happen."

Denham lists several steps Rotarians can take to ensure a successful water project:

1. Understand the need. Conduct a local needs assessment. It is critical for the community to help identify the problem and the type of project that can solve it. [Download Community Assessment Tools at http://www.rotary.org/RIdocuments/en_pdf/605c_en.pdf.]

2. Partner up. Identify international clubs that can help with funding and offer expertise. ProjectLINK provides a way for Rotarians to network about projects. [<http://www.rotary.org/en/ServiceAndFellowship/MakeConnections/ProjectLINK/Pages/SearchProjects.aspx>]

3. Find the right technology. The community should be involved in choosing the technology to use, because the decision will affect how much it will have to pay to sustain the project. Check WASRAG's website for technical articles on technology [<http://www.startwithwater.org>]

4. Plan for maintenance. Denham recommends that projects include a training component to teach community members how to operate the equipment,



and provide them with the business skills to set up a committee or agency to collect fees to cover operations and repairs.

5. Consider sanitation. According to UNICEF, hand washing with soap reduces the risk of death from diarrhea by 44 percent.

Panelists at the WASRAG World Water Summit in 2011 recommended simple hygiene projects with realistic expectations of roles and responsibilities. Community

participation and collaboration are critical.

Order Rotary's Areas of Focus Guide to learn more about what you can do to improve water and sanitation.

Benefits of Rotary

Why join Rotary?

Maybe you've seen a need in your own community and wondered how you could help. Maybe you want to use your professional skills to help others – or even learn new skills. Maybe you're seeking connections with other service-minded professionals in your community or abroad.

Whatever your reason, joining Rotary can help you achieve these goals, and so much more. See why these men and women are members of their local Rotary club. Then learn how you can get involved.

Community service

"Being a Rotarian means serving your community, networking, making friends, and building international relationships."

– Mercy Bannerman, Rotary Club of Accra-Airport, Ghana

"Rotary creates the perfect venue for me to give back to the community I live in while enjoying the camaraderie of positive and active individuals."

– Tom Brand, Rotary Club of Kenosha West, Wisconsin, USA

Networking

"Rotary is a tremendous network. Leaders in the community can connect and reach out to people in need."

Potomac-Bethesda Rotary Club News

– Russel Honoré, Rotary Club of Baton Rouge, Louisiana, USA

“Rotary provides an environment for developing strong friendships and business relationships.”

– Pete Sinsky, Rotary Club of Kenosha West, Wisconsin, USA

Leadership skills

“Leadership is a key focus of Rotary. Through Rotary, you have the opportunity to expand your leadership skills and achieve your goals.”

– Norma Madayag-Reilly, Rotary Club of Newark, New York, USA

“A week doesn't go by that I don't learn something new from the speaker at our club or just from working on projects with people. It's an opportunity to grow indefinitely.”

– Stephen Brown, Rotary Club of La Jolla Golden Triangle, California, USA

International service

“I've become much more internationally focused, and understand that there's so much more I can do as part of a bigger whole than I could ever do on my own.”

– Toni McAndrew, Rotary Club of Mid-Valley (Dickson City), Pennsylvania, USA

“If you truly want to give back to the community – and to the world at large – you join Rotary. It has an arm that reaches across all barriers. To be part of that is very powerful.”

– Aruna Koushik, Rotary Club of Windsor-Roseland, Ontario, Canada

Friendship

“Every Rotary club in the world, no matter how big or small, has one thing in common: friendship. And it's from this base of friendship that we serve our community.”

– Kemal Attilâ, Rotary Club of Ankara-Tandogan, Turkey

“I found a fellowship where every nation, every color, all of humanity can be like a family. I've got a place where I can serve my people and serve the world.”

– Ailinda Sawe, Rotary Club of Dar-es-Salaam-Mzizima, Tanzania

Family-friendly

“We want families with children to join Rotary, so we try to be very flexible. Family commitments always take precedence.”

– Wendy Scammell, Rotary Club of St. John's Northwest, Newfoundland, Canada

“For me, Rotary is a way of life – one that my husband and I have lived our whole lives.”

– Julia Gereda de Carlin, Rotary Club of Monterrico-Surco, Peru

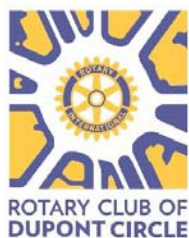
Opportunities for young people

“There's so much diversity in the work Rotary does. It can give you exposure to so many different areas and help you find what your interests really are.”

– Andrea Tirone, Rotaract Club of University of Toronto, Ontario, Canada

“A great tool Rotary has is its educational programs. I was an exchange student (Rotary Youth Exchange) in Switzerland in high school. That's how I got involved and what made me want to give back.”

– Jorge Agui



PLEASE JOIN US IN CELEBRATING THE CHARTER OF THE ROTARY CLUB OF DUPONT CIRCLE

Tuesday, March 27, 2012
6:30 – 8:30pm

K&L Gates LLP
1601 K Street, NW
Washington, DC 20006-1600
(Farragut North Metro)

Cocktail Attire / RSVP March 16, 2012

Tickets - \$40 per person, includes a selection of heavy hors d'oeuvres, small plates, and beer and wine cash bar.

For payment and registration for Rotarians please click [here](#) and for non-Rotarians click [here](#).
Registering prior to the event is required due to building security policies.

For more information, contact us at charternight@dupontrotary.com or by phone at (202) 656-2383.



Rotary Club of Potomac-Bethesda

www.pb-rotary.org

Meets on Thursdays at 6:30 pm at Normandie Farm (www.popovers.com)

The 32nd Annual International Night

Sponsored by the Potomac-Bethesda Rotary Club

Hosted by

The University Club

1135 Sixteenth Street N.W.

Washington, D.C. 20036

(202) 862-8800

<http://www.universityclubdc.com/>

Saturday, April 21st, 2012

6:30-9:30 PM

Please join us in

Honoring this year's Rotary Ambassadorial Scholars

Ambassadorial Scholarships, The Rotary Foundation's oldest and best-known program, was founded in 1947. Since then, more than 40,000 men and women from about 100 nations have studied abroad under its auspices. Today it is one of the world's largest privately funded international scholarships programs. Nearly 700 scholarships were awarded for study in 2009-10. Through grants totaling approximately US\$16.2 million, recipients from about 70 countries studied in more than 80 nations.

The purpose of the Ambassadorial Scholarships program is to further international understanding and friendly relations among people of different countries and geographical areas. The program sponsors academic year scholarships for undergraduate and graduate students as well as for qualified professionals pursuing vocational studies. While abroad, scholars serve as goodwill ambassadors to the host country and give presentations about their homelands to Rotary clubs and other groups. Upon returning home, scholars share with Rotarians and others the experiences that led to a greater understanding of their host country.



Rotary Club of Potomac-Bethesda

www.pb-rotary.org

RESPONSE FORM

I would like to attend the 32nd Annual International Night at the University Club, on Saturday April 21st at a cost of \$65 per adult and \$20 per child (under 12).

\$65 x ___ adults attending = \$ _____

\$20 x ___ children attending = \$ _____

Total Payment = \$ _____

Number of guests requesting:

Oven Roasted Breast of Chicken entrée _____

Grilled Filet of Salmon entrée _____

Vegetarian meal _____

Children's Meal (Fruit, Chicken Fingers & French Fries, Cookies) _____

Please mail this response form along with your check by March 31st - payable to the Potomac-Bethesda Rotary Foundation ("International Night" in the memo field) to P.O. Box 59824, Potomac, MD 20859.

Name: _____

Address: _____

Phone: _____ eMail Address: _____

Please email us at rotary.pb@gmail.com if you have additional questions or would like to send your response electronically.

Please note that all reservations are guaranteed only after payment is received by March 31st.