

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

March 4 – 6:30pm – Meeting - Normandie Farm



Ellen Greenberg, Jewish Council for the Aging: "Options and resources that are available for those caring for an older adult"

Ellen Greenberg, M.A., CIRS, is an authority on the practical issues affecting persons as they age and possesses in-depth knowledge of the resources available to seniors and their families locally and nationally. As Director of Information Services for the Jewish Council for the Aging of Greater Washington (JCA), Ellen and her staff of Certified Information Specialists created a comprehensive database of public and private programs and services that they now use to respond to over 15,000 annual inquiries from JCA's Rose Benté Lee Senior HelpLine and Steven M. Reich HomeCare Resource Center. In addition, Ellen crafted a specialized program—Senior HelpLine GOLD to assist older persons and their families locally and across the nation with complex aging problems that call for multidimensional solutions. She also oversees JCA University, a program that utilizes skilled instructors who help seniors, family caregivers, and aging senior professionals. Courses enable older adults to prepare themselves for an effective job search, to learn computer skills and to exercise effectively. Ellen also oversees JCA's Connect-A-Ride (CAR) program, a no-cost service that matches seniors with area transportation providers and often identifies subsidized rides to doctors, hospitals, and other destinations. In 2009, CAR obtained almost 27,000 rides for older persons. All of these programs help implement JCA's mission of "Helping Seniors Thrive."

Ellen, recognizing the power inherent in information, works tirelessly in broad-based communications efforts. Through JCA's Community Speakers Bureau, she gives corporate and community seminars on the topic of positive aging and participates in health and eldercare fairs throughout the area. She previously co-hosted a Sunday morning radio show "Maturity," a program dedicated to discussing topics on aging well.

Ellen holds a special certification in gerontology from the University of Maryland and also is certified by the Alliance of Information & Referral Systems (AIRS), and is currently a board member of Maryland AIRS. Ellen is active also on Montgomery County's Vital Living Committee and Montgomery County Collaboration Council's infoMontgomery's Advisory Board. Ellen has participated in both the Maryland 2-1-1 and Montgomery County 2-1-1 Task Forces, as well as having served on WETA's Community Advisory Council and the Elder Law Series Planning Committee of Montgomery County. She is a Past-President of the Grass Roots Organization for the Well-Being of Seniors (GROWS) and numerous other Montgomery County (Maryland) and Fairfax County (Virginia) planning initiatives.

March 9 – 7pm Manna Food Center

9311 Gaither Road Gaithersburg

March 27 – International Night – University Club DC

(See Invitation on Pages 5 and 6)

April 1 - 6:30pm – Meeting - Normandie Farm

February 25 Meeting Report

We welcomed former Potomac-Bethesda Rotarians Nadim Salti and Jon Van Winkle along with guests of our speaker, John and Galina Williams. President Elect Jason Hamel was running a little late and told of a scary incident that his wife had just endured with an irate banking customer allegedly threatening to



fly his airplane into the bank building in Gaithersburg. Police had to take a statement from his wife while he picked up their daughter from daycare. President Noel



Howard celebrated the 105th birthday of Rotary by serving a decorated cake, a gift from our sister Potomac Rotary Club. The total contributions to the Haiti project is now over \$6,600.



Our guest speaker, Sheila Macdonald, cautioned her audience that her topic was a bit controversial, and made a PowerPoint presentation on the world population explosion and the case for slowing growth. She gave statistics on the dramatic population growth of the last century from 1 billion in 1830 to an expected 7 billion in 2011. The largest growth is



anticipated in Africa. Worldwide 1 billion people are starving and 3 billion live on less than \$2 a day. More immigration is to the United States than any other part of the world. She pointed out some of the impacts in our

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immediate area with highway construction and housing development. She felt that health care programs failed to include a significant reproductive health component.

Message from the RI President

My fellow Rotarians,

Preparations for our convention in Montréal, Québec, Canada, 20-23 June, are well underway, and we are fast approaching the 31 March deadline for lower registration fees. I can think of many reasons to attend a Rotary International Convention – interesting speakers, exciting entertainment, and a chance to visit a fascinating city, to name a few. Yet as compelling as these incentives may be, they are not why I have attended almost every convention since my first one in 1984. The main reason I look forward to this annual event is the opportunity it affords to reunite with my Rotary friends and meet so many new ones.



In many ways, our convention is Rotary at its best: Rotarians coming together to enjoy congenial fellowship while discussing the more serious business of service. We will, no doubt, be inspired by our speakers, including Greg Mortenson, author of the best-selling book *Three Cups of Tea*; Jo Luck, CEO of Heifer International; and country music singer Dolly Parton, who will be talking about her other great interests, children's literacy and the Imagination Library. And we will learn about many facets of Rotary and our Rotary Foundation in the various workshops planned. In between these events, we can build new Rotary friendships over coffee in the House of Friendship or dinner at one of Montréal's celebrated restaurants.

It has been said many times that you cannot truly appreciate the internationality of Rotary until you attend a convention. In Montréal this June, we expect to welcome Rotarians from more than 100 countries. We may be speaking dozens of different languages, but I know that all of us will be eager to communicate as best we can – with words, smiles, and laughter – effectively bridging any cultural or linguistic differences.

The convention is a time to celebrate the achievements of the past year, but it is also a time to plan for the future. In Rotary, we do not look at all that we have accomplished and say, "That's enough." No, we use our successes as a springboard to do more. I encourage you to join June and me in Montréal and to use this opportunity to identify new service partners, get innovative project ideas, and renew your enthusiasm for Rotary. Much work remains to be done – both in this Rotary year and the next. The Future of Rotary Is in Your Hands, and a Rotary convention is the ideal place to come together and formulate your plans.

-John Kenny, President, Rotary International

New Rotary Radio Station, WIIFM, Hits the Airwaves

By Governor Paul Frey

When we make decisions on how to spend our time and money, we all tune in to our favorite radio station—WIIFM—to see what's on. WIIFM stands for "What's In It For Me?" Our joint District Conference in Gettysburg on April 22 – 25 was designed to get as many "listeners" as possible to "tune in." As you will read elsewhere in this newsletter, our joint-conference committee has created a spectacular line up of world class motivational speakers including Mia Farrow, Holocaust survivor Kurt Moses, RI President's Representative Mark Markanda, Past RI President Rick King, and Dr. Jim Withers, a doctor who treats the homeless on the streets of Pittsburgh. There will be many opportunities for fun, entertainment, and fellowship, and lots of great presentations featuring a wide variety of Rotary and non-Rotary topics of interest. And all of this was done with your favorite radio station, WIIFM, in mind.

District Conferences are the "trade shows" of Rotary! Many of us have attended trade shows, and other similar events, for personal improvement and education, or to acquire new tools and methods to improve our businesses and organizations. Trade shows are a great way to recharge your batteries, have fun, and surround yourself with great people and resources. If you are really serious about being an even more effective Rotarian or Rotary club, then you should be making arrangements to attend our joint District Conference in Gettysburg on April 22 – 25!

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Life is too short to have regrets, so don't regret missing this District Conference. Sign up today by going to www.rotary7620.org. Click on the program details link located above the "Leading the World" conference icon, and on the registration details link located below the "Leading the World" icon for more information. Quick, before the new WIFM radio station goes off the air!

Over 1000 People Participated in Hand-to-Hand for Haiti Fundraiser

From reports by Ellicott City Rotary Club President Gill Gawthrop and the Howard County Times.

With only a few weeks leadtime, the Ellicott City Rotary Club has succeeded with a fund raiser of epic proportions. With the pressing need of those who have survived the earthquake in Haiti, the club set out to show support and to raise money for the rebuilding of Haiti. Over one thousand people gathered at the lake at Centennial Park and formed a human chain. From hand to hand they showed the strength of a diverse community, the hope that can spring from disastrous events and the power of what can be achieved when people work together.

The public saw Rotary in a powerful way over the last week in February. The cover article in the Howard County Times showed Rotary in a brilliant light. The Fox 45 story on the morning of February 25 put Rotary on center stage. The Fox 45 coverage on February 27 really drove home who we are. The Howard County Times will cover the event in the next issue. Bob Grill came by and set up a Shelterbox. Howard County got to see, touch and feel what Rotary is about. Baltimore and Howard County are talking and the message we delivered hit home."

"We had an absolutely wonderful day. We were blessed with sun and a hint of warmth in the air. In my short ten years in Rotary I have not seen anything close to the inter Rotary Club collaboration I saw today. We had a core group from the Howard seven from the beginning, but the support shown today across the board was inspiring."



"Each person, each link in the chain, will represent 40 people who died that day, 50 children rendered orphans, and 400 who are now homeless," reads a statement on the Ellicott City Club's website.

The Howard County Times reported: "The Rotary Club of Ellicott City is one of seven in Howard County that are among the 68 clubs in District 7620, which encompasses the Baltimore-Washington metropolitan area and Southern Maryland, said Gawthrop. Ellicott City members will use their own nonprofit Friends in Need Foundation to forward 100 percent of the event's proceeds, he said. Five DC-10 jets will be stocked by the Sarasota Bay Rotary Club in Florida with food, water, medicine and shelter equipment purchased with the funds raised, and then flown to Port-au-Prince, where supplies will be distributed with the assistance of Haitian Rotary Clubs, Gawthrop explained. 'Each Rotary Club is a cog and we all work together,' he said of the 1.3 million Rotarians in 200 countries. 'The framework is already in place for an idea to take hold and explode on the world stage.' 'This event is our club's

way of being part of something bigger than ourselves,' he said."

"Most of the park's 8-foot-wide pathway was cleared (of snow) over nine hours February 19, by Gawthrop and Clarksville Rotary Club member Scott Wyler. The pair worked under county supervision on skid steer loaders brought in from their construction companies when county equipment wasn't available in time."

Facts of the Matter – Microlending

by Paul Engleman *The Rotarian* – March 2010
Modern microlending is closely associated with the Grameen Bank in Bangladesh. It dates back to 1976, when professor Muhammad Yunus, head of the Rural Economics Program at the University of Chittagong, made a personal loan of US\$27 to 42 people in the village of Jobra, enabling them to buy raw materials for their work. He won the Nobel Peace Prize in 2006.

* After those first borrowers repaid their loans, Yunus established the Grameen Bank Project, which expanded across Bangladesh with the help of his students. The Grameen Bank was officially chartered in

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1983. Grameen means "village" in the Bengali language.

* As of August 2009, Grameen Bank had 2,559 branches serving 84,652 villages in Bangladesh, and 141 "replication" partners operating microcredit programs in 38 countries.

* In 1973, Acción International claimed credit for coining the term microenterprise and launching the field of microcredit when it issued small loans in the town of Recife, Brazil. Started as a student-run volunteer organization in Venezuela in 1961, it grew into an economic development group and one of the world's largest microfinance institutions.

* The majority of microloan recipients are women. The United Nations estimates that women make up 76 percent of microcredit recipients around the world, accounting for nearly 90 percent of those in Asia but less than 33 percent in the Middle East. At Grameen Bank, women receive more than 95 percent of loans. One of the world's largest microfinance institutions - Pro Mujer, in Bolivia - lends only to women.

* Of all microcredit borrowers, 70 percent are in Asia, 14 percent are in Latin America, and 10 percent are in sub-Saharan Africa. As of 2007, the countries with the highest loan portfolios were Indonesia, Colombia, Peru, Mexico, and Vietnam.

* Microlending has spread into the United States. The U.S. Small Business Administration has a microloan program that operates through intermediary lenders in 46 states, Puerto Rico, and Washington, D.C. Loan amounts range from \$500 to \$35,000; the average is about \$13,000.

* Acción USA began making microloans in the United States in 1991. Grameen America opened its first branch in Queens, New York City, in January 2008.

* The opportunities for individuals to participate as microlenders grew significantly in October 2005 with the establishment of Kiva.org, a nonprofit Web site that enables users to make personal loans over the Internet to people and microenterprises in developing countries. Based in San Francisco, the organization takes its name from a Swahili word that means agreement or unity. With nearly \$60 million in completed loan terms,

Kiva reports that its repayment rate is over 98 percent. The average Kiva loan is about \$400.

* In September 2007, eBay launched an online, for-profit "competitor" to Kiva called MicroPlace, which it acquired in 2006 from its founder, Tracey Pettengill Turner, a Stanford business school graduate trained in microfinance at Grameen Bank. Individuals who lend through MicroPlace can earn interest on their loans, whereas those who lend through Kiva can only receive repayment of principal.

The Four-Way Test Dissected

By Arnold R. Grahl RI News - 2 March 2010

Herbert Taylor with The Four-Way Test. Rotary Images

In 1932, Herbert J. Taylor wrote down four questions on a small white piece of paper to serve as an "ethical yardstick" for his employees.

His simple creation has come to be known as The Four-Way Test. Revered by Rotarians, it has been translated into more than 100 languages and recited weekly at club meetings around the globe.

When Merv Hecht, a member of the Rotary Club of Santa Monica, California, USA, challenged the notions behind the test as unrealistic and impractical in today's world, his letter in the December 2009 issue of The Rotarian prompted a flood of responses, many in defense of the test.

"Is it the TRUTH? The truth is variable," Hecht writes in his letter, reflecting on the first tenet of the test. "It used to be the 'truth' that the world was flat. And if you didn't accept that truth, you were burned at the stake. Then for many years it was taught that the world was round. Now they say it's elliptical because of the pull of gravity. Which is true?" He goes on to argue that what is fair for some is seldom fair for all, and that the final two points of the test are "not the way the world works." (Read the full letter.)

Hecht says he is surprised by the response his letter has received. "It was a spur-of-the-moment letter, but in thinking about it now, I think it's a reaction to the black-and-white attitude that is permeating our society," he says. "Absolutism is dividing our fellow Americans as well as our international friends. The Four-Way Test is



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another of these absolutes that fails to train people to see the grays in social relationships. Perhaps Rotary, one of my very favorite organizations, could be improved with a new Four-Way Test that includes an openness to other points of view."

Below are a few of the many responses that have poured into The Rotarian's mailbox.


* Dale Bailey, of San Diego, California, USA, agrees with Hecht: "You're right – The Four-Way Test is obsolete. We now live in a world where absolutes only erode our freedoms. Truth is now only that which benefits the bearer."

* John Collier, president-elect of the Rotary Club of West U (Houston), Texas, USA, writes: "If I am committed to the truth, I do not deceive people. I am transparent. I am committed to full disclosure and the truth as I know it, because deception is a practice that tries to persuade someone to believe a lie."

* Marsha Doyle, treasurer of the Rotary Club of Lamar, Missouri, USA, responds: "The Four-Way Test isn't supposed to be easy. I believe it is supposed to make one think hard and search to the heart of every matter to ensure that the one asking is diligently seeking integrity. We try and fail now and then, but we try. We succeed far more often. Rotary should continue to promote the test as a standard to which all persons of integrity and goodwill can aspire."

* George Paden, a member of the Rotary Club of Sand Springs, Oklahoma, USA, and district Rotary Peace Fellowships chair, says: "I respectfully submit that 'this is not the way the world works' is precisely the reason every member of Rotary should totally embrace the principles set forth in our Four-Way Test. Rotarians do not work the way the world works. Rotarians are

Leading the World



THURSDAY, APRIL 22, 2010
12:00 Noon
 * Golf Outing at the Links of Gettysburg
 * Tennis Tournament at Gettysburg College
 * On-Your-Own Activities
3:00 p.m.
 * Registration opens at the Wyndham Hotel
6:00 p.m.
 * Grand Opening Ceremony in the Halls of Friendship
 The "Halls of Friendship" will be located in the hallways that circle the meeting and dining rooms. Featured throughout the area, in addition to Rotary Fellowship, you will find displays of Rotary Club projects, a silent auction of Bountiful Baskets, fun-filled stations, Rotary products for purchase, entertainment, snacks and beverages. Halls will be open during breaks from Thursday evening until Saturday afternoon.
 * Ribbon Cutting Ceremony
 * Prizes
 * Cocktail Reception honoring RI Rep Markanda
 * Golf & Tennis trophies presented
7:00p.m.
 * Dinner Buffet
 * Entertainment by Yvon B-Tropical Band & Open Mic
 * Prize Drawing at end of evening

FRIDAY, APRIL 23, 2010
7:30 a.m. Registration Opens
8:00 a.m. Breakfast
8:45 a.m. Conference Opening Ceremony & Plenary Session
 * Keynote Speaker: Mia Farrow
 * Prize Drawing
 * Halls of Friendship open and offering entertainment, Silent auction, club displays, snacks & drinks
 * Breakout Sessions - Including:
 • International Service Projects
 • Community Service Projects
 • Living History - Life in Gettysburg during the battle. As portrayed by re-enactors of local citizenry
 • The Hershey Legacy - Past, Present & Future—including the Milton Hershey School
12:30 p.m. Luncheon - Plenary Session
 * Keynote Speaker: Kurt Moses. He tells his compelling story as a Holocaust survivor - Book Signing Opportunity
 * Breakout Sessions - Including:
 • Group Study Exchange Team - District 7620
 • "Elegant Appetizers - délicieux et simple, presented by Wyndham Chef Claude Rodier
 • Rotary Foundation
 • Membership
 • New Club Extensions
 • Turning Back the Clock - Cosmetic Surgeon, Dr. Wyatt To, presents options for facial rejuvenation
5:00 p.m. Cocktail Hour
 President Lincoln arrives, by special portage, bringing the District Governors to our Cocktail Reception
6:00 p.m. Dinner & Plenary Session
 * Special Remarks by President Lincoln

DisCon 2010 Program

SATURDAY, APRIL 24, 2010
7:30 a.m. Business Meetings for each District
7:45 a.m. Registration Opens
8:00 a.m. Breakfast
8:45 a.m. General Plenary Session
 * Featured Speaker: "Street Medicine" presented by Dr. Jim Withers, Mercy Hospital, Pittsburgh, PA (his experiences treating the homeless on the streets of Pittsburgh)
 * Halls of Friendship - continue to enjoy food, snacks, entertainment, Club displays, silent auction - and lots of fellowship
 * Breakout Sessions - including:
 • Group Study Exchange Team - District 7390
 • The Wrath of Grapes - presentation by Rotarian John Kramb (owner of Adams County Winery)
 • Rotary Ambassadorial Scholars
 • Rotary World Peace Scholars
 • Community Service Projects—Dr. Jim Withers
 • Sights & Sounds of Gettysburg - the Tourism Office (what to see & do this afternoon)
12:15 p.m. Luncheon & Plenary Session
 * District 7620 - 4-Way Speech Contest Finalists present
 * District 7390 Essay Winner presents winning essay
 * Featured Speaker: Rick King
2:00 p.m. Free Afternoon
 Feel free to explore venues in and around Gettysburg. The Hospitality Desk will be available to offer suggestions, advice, and directions to places of interest.
5:30 p.m.
 * Cocktail Reception - Honoring Rotary Alumni
 Entertainment provided by Yvon B-Tropical thru dinner
6:15 p.m. District Governors' Dinner Gala & Awards (black tie optional)
 * Keynote Speaker: RI Rep Mark Markanda
 * Awards Presentations
 * Silent Auction winners announced
 * Special "Live" Auction of Governor's Baskets
 * Prize Drawing at end of program
9:00 p.m. Hospitality Suites Open

SUNDAY, APRIL 25, 2010
8:00 a.m. Memorial Service
 Honoring Rotarians who passed away during the year with a special program & music.
9:00 a.m. Farewell Brunch & Plenary Session
 * Closing Remarks from RI Rep Markanda, and District Governors Connie Spark & Paul Frey
 * 50/50 Drawing -- This could be a sizeable pot! It will run continually throughout the conference
 * Final Prize Drawing

not people who are motivated by what's-in-it-for-me or what-have-you-done-for-me-lately kinds of thinking."

* Connie Cockcroft, president of the Rotary Club of Athens, Pennsylvania, USA, writes: "The Four-Way Test is the purest, most humble way to gauge the ethics of our professions."

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



Rotary Club of Potomac-Bethesda

www.pb-rotary.org

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

The 30th 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, March 27th, 2010

6:30-9:30 PM

Please join us in

Honoring this year's Rotary Ambassadorial Scholars

The Rotary Ambassadorial Scholarship Program is the world's largest privately funded international scholarship program. Accomplished scholars have their graduate level studies supported in another country. They are selected by their local Rotary clubs and are provided with local Rotarian counselors in the country where they study. Nearly 800 scholarships were awarded for study in 2005-06, each worth US\$26,000. Through these grants, recipients from some 70 countries studied in more than 70 nations. Since 1947 more than 37,000 men and women from 100 nations have studied abroad under its auspices.

The purpose of the Ambassadorial Scholarship program is to further international understanding and friendly relations among people of different countries. While abroad, scholars serve as ambassadors of goodwill to the people of 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 greater understanding of their host countries.

RESPONSE FORM

I would like to attend the 30th Annual International Night at the University Club, on Saturday March 27th at a cost of \$60 per adult and \$20 per child (under 12).

\$60 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 Meal (Fruit, Chicken Fingers & French Fries, Cookies) _____

Please mail this response form along with your check by March 10th - 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 10th.