



The Keyway

June 12, 2007
Issue 4363

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DISASTER PLANNING

June 5, 2007:

Today our own **Peter Lucash** brought us invaluable information to assist us in planning for disaster at our places of business and our homes.



Peter Lucash

Contrary to common perception, natural disasters only account for a small percentage of the disasters that businesses encounter. The top three items that can cause business interruptions are hardware failure, utilities failure, and deliberate/ malicious acts. Although natural disasters are rare, having a specific plan is of utmost importance in order to function should one occur.

The question that one must ask is “*How long can the business keep operating without employees being able to go to the place of business?*” For most, the current answer is “not very long at all!” By utilizing the planning strategies that Peter shared, businesses should be able to extend their viability.

The first area of concern should be the **people**. We cannot discount the fact that employees have families and homes that they value more than their jobs. It is important to set up systems to help employees cope during an evacuation. Some suggestions include setting up a common location at a hotel that is animal friendly, having mechanisms in place to automate payroll, and having a planned evacuation route.

Communication is a key concern. Businesses should be certain to keep detailed phone lists of employees, customers and vendors. Peter wisely recommends that duplicates of these lists be stored at a location at least 50 miles from the place of business. When preparing for an evacuation, businesses should carefully do the same with current accounts payable and accounts receivable.

(story continued on page 2)

Rotary Calendar

June 12, 2007

**Gregg Morton, SC
President, AT&T, on
telecommunications**

June 19, 2007

**Kevin Mills, SC
Aquarium**

June 25, 2007

**Presidential/Board
Transition Meeting**

July 3, 2007

**No meeting. Happy
Fourth of July!**

In other business. . .

Angie Johnson led us in the Invocation and Pledge of Allegiance. **Jennet Alterman** introduced visiting Rotarians & Guests, and Health & Happiness was offered by **Rhett Dunaway**. **Jim Geffert** introduced our Guest Speaker, **Peter Lucash**.

The Keyway

Splinters from the Board

Your change can make a difference!

Bucket contributions collected were **\$105.90**. Please keep bringing your spare change so that we can continue to make positive contributions in our community.

Next Board Meeting

The next board meeting is scheduled for **Tuesday, June 12 at 11:30am**.

Education Committee Chairs

All education committee chairs (present and incoming) will meet on **Tuesday, June 19th at 11:30 a.m.**

The Four Way Test

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

Disaster Planning *(continued from page 1):*

Close attention should also be paid to the **workplace**. Depending on the size of the business, an option would be to have an alternate location. If this is not feasible, having up a mobile operations plan is important. By utilizing satellite phones, conference calls, and message boards, employees can be located and can continue to conduct business.

In addition, it is recommended that businesses create a videotape of the workplace and all of its contents. The tape should be sent to the insurance company and another copy stored at a location at least 50 miles away.

On a final note, Peter encouraged individuals to plan ahead and have personal Hurricane Kits at the ready. The kit should include a bucket, handi-wipes, toilet tissue, bread, peanut butter, lots of water, and protein bars.

Reported by Angie Johnson, Keyway Committee

South Carolina Maritime Foundation

Tom Sweeny and Sarah Piwinski shared the vision and impact of the South Carolina Maritime Foundation.

The short presentation focused on the schooner, the Spirit of South Carolina. The tall ship will provide opportunities for education, ambassadorship, and attraction.

The Spirit will offer local youngsters the opportunity to experience sailing and the sea while participating in a variety of educational and youth development programs. The hope is that the young sailors will return from their adventure with a new understanding of responsibility, teamwork, and leadership.

The Charleston Maritime Festival that took place last month was a huge success. Featuring many of the world's most spectacular tall ships, pirate camps, children's activities, food, music and much more, the event surpassed its projected attendance of 50,000 and had 85,000 recorded participants!

The Maritime Foundation events also include Charleston Race Week (April 12—15th) and the Race to Bermuda, which took place on May 18th.



AREA CLUB MEETING TIMES

Summerville - Oakbrook
Wescott County Club
Monday 7:30 AM

North Charleston
Airport Radisson
Monday 12:30 PM

East Cooper Breakfast
Zeus Grill & Seafood
Restaurant
Tuesday 7:30 AM

Goose Creek
Oaks Country Club
Tuesday 1:00 PM

Charleston
Citadel Alumni House
Tuesday 12:30 PM

Mt. Pleasant
Holiday Inn
Wednesday 12:30 PM

Summerville
Sticky Fingers Restaurant
Wednesday 1:00 PM

North Charleston Breakfast
Embassy Suites
Thursday 7:30 AM

Daniel Island
Daniel Island Medical
Center
900 Island Park Drive
Wednesday 7:30 AM

Moncks Corner
Western Sizzlin
Highway 52
Thursday 12:30 PM

St. Andrews-Charleston
Bessinger's BBQ, Hwy. 17S
Thursday 12:30 PM

Charleston Breakfast
Harbour Club
Friday 7:30 AM

St. Johns Parish
Berkeley Electric Coop
Maybank Hwy.
Wednesday 7:30 AM

Announcements:

Change in Club Status

If you plan a change in your club status by July 1, 2007 to Active Excused, LOA, or if you are planning to resign from the club, please notify **Carroll Schweers** in writing **NO LATER than June 11, 2007**. This will affect July 1st billing. All current members who officially resign after June 11, 2007, will be billed for Rotary International dues and District 7770 dues, which are paid the first of the billing cycle. Questions? Contact Carroll at 971-4352.

New Membership Roster Available

The new membership roster is available for members to pick up at any upcoming meeting. **Please note that there is an error on page 25.** A correction sheet has been published and can be picked up at any meeting. A big thank you to **Richard von Wersowetz** for all of the time and effort he put into coordinating this for us again this year.

Photo Contest Winner



First place: Dave Fowler, Rotary Club of Ogallala, Neb. Dr. Richard Siegel, from Hawaii, USA, heads into an operating room in Shenyang, China, to repair a baby's cleft lip. Siegel was part of a team of 32 medical volunteers who joined Alliance for Smiles, a nonprofit organization formed by members of the Rotary Club of San Francisco.

Birthdays

June 11 – Vito Scarafile
June 12 – Emil Lansu
June 15 – Susan Sullivan
June 16 – Ellen Katzman
June 18 – Mark Smith
June 18 – Patterson Smith

ATTENDANCE SCORE BOX

June 5, 2007
111

Members Absent:

Anderson, A., Anderson, I., Atkins, Bailey, Bergvall, Berlin, Blackford, Butts, Cartland, Coffee, Cohen, Condon, Chip, Condon, Colleen, Craven, Crowe, Dacey, Di Maggio, Dopp, Dules, Edwards, J., Ellington, England, Ethridge, Fischer, Fishburne, Forbes, Gaillard, Garcia, Gershon, Gill, Goff, Goodloe-Johnson, Greene, G., Grimaldi, Grimbald, Hansen, Husser, Jackson, Johnson, Al, Johnson, B., Johnson, T., Jones, K., Jones, M., Jones, R., Katzman, Kelley-Duncan, Kerrigan, Kramer, Krawcheck, Lansu, Laurens, Lawrence, Leibowitz, Lester, Livingston, McCormack, McGee, McKay, McKnight, Milkereit, Murdy, Nagy, Nettles, Norvell, Perry, Peterson, Ravenel, D., Ravenel, E., Redden, Rosa, Sales, Sacarafile, Sisco, Smith, L., Smith, M., Sommer-Kresse, Spell, Sullivan, Tecklenberg, Thomas, L., Thomas, R., Thompson, Van Ryselberge, Vaughan, Watkins, Welborn, Whitmore, Wilson, Wish, Zucker

**CHECK OUT THE CLUB'S WEB SITE AT:
www.charleston-rotary.org**

Rotary Club of Charleston
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Charleston, SC 29413-1029

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**Remember the 4-Way Test
in all you do.**

WE'RE ON THE WEB:

WWW.CHARLESTON-ROTARY.ORG

District Governor #7770 Bernie Riedel

Rotary International President William Boyd

2006/2007 Officers & Committee Chairs TBD, Program Coordinator

Amy Jenkins, President
Jermaine Husser, President-Elect
Don Horres, Treasurer
Don Oswald, Secretary
Earl Walker, Past President
Herb McGuire, Sergeant-At-Arms
Richard Gershon, Club Service A
Jennet Alterman, Club Service B
Cooper Coker, Club Service C
Rob Dewey, Education
Jermaine Husser, Community Service
Ellen Jackson, Vocational Service
John Tecklenburg, International Service
Conrad Zimmerman, RCCF
Carroll Schweers, Executive Secretary

Richard Gershon, Club Service A

Larry Tarleton, Programs
Don Oswald, Fellowship/Family of Rotary
Rhett Dunaway, Health & Happiness
David Ginn, Visiting Rotarians & Guests
Bailey Bolen, Luncheon
Jim Parker/Tony Holz, Invocation
Ricky Bailey, Emblem
Herb McGuire, Sergeant-At-Arms

Jennet Alterman, Club Service B

Tom Brown, Membership Retention
Vito Scarafilo, Rotary Information
Johnny Jordan, College of Knowledge
Earl Walker, Membership Development
Kenny Krawcheck, Classification
Mark Smith, Nominations
Tom Clymer, Special Events/Social

Cooper Coker, Club Service C

Amy Riley, Keyway
Don Horres, Finance
Ken Fox, PR/Magazine
Richard von Werssowetz, Roster
Lisa Thomas, By-Laws
Cooper Coker, District Convention
Chappy McKay, Capital Creations

Rob Dewey, Education

Joan Ustin, Excellence in Education
Myron Harrington, Rotary Scholars
Cindy Williams, Rotary Moms & Dads
Mike Ethridge, Rotary Readers
Emma Souder, Business Education
Partnership Coordinator

Jermaine Husser, Community Service

Cooper Coker, Salvation Army
Dwayne Green, Jackie Gottfried, Ben
Helms, Opp. For Service/RIDDE
Tom Sweeny/Bill Trawick, Senior Aging
& Issues
Cooper Coker, Environmental Protection
John Watkins, Yearly Forum
Jennifer Audi, Wellness

Ellen Jackson, Vocational Service

Jody McKnight, At Work/4-Way Test
Greg Robinson, Rotary Volunteers

John Tecklenburg, International Service

Richard Dowell, Rotary Foundation
Stovall Witte, Ambassadorial Scholars
Robin Freer, GSE
Bob Quinn, International Grants