



# The Keyway

June 26, 2007  
 Issue 4365

President – Amy Y. Jenkins

Editor – Amy Riley  
 e-mail: riley.a@thomas-hutton.com

**In this issue:**

Speaker	1
Rotary Calendar	1
Splinters from the Board, Member news	2
Announcements	2-3
Area Club Meetings, Birthdays	4
Officers and Committee Chairs	4

## South Carolina Aquarium

*June 19th, 2007*

*Today's meeting began with a moment of silence for our firefighters who made the ultimate sacrifice to provide safety and security for us all.*

\*\*\*\*\*

**Bruce Murdy** introduced **Kevin Mills** the President and CEO of the South Carolina Aquarium who joined us last year. Before coming to Charleston in September he was with the St. Louis Zoo. He led a very successful re-branding effort, which significantly increased the number of visitors at the zoo.



Mills shared information about how the Aquarium is serving the community in multiple ways. Currently, there are about 450,000 guests who visit the SC Aquarium every year. In addition to serving those who visit the Aquarium's great attractions, which thrill both young and old, it is also an engine of economic development and a leader in conservation of aquatic life.

When the Aquarium opened, like many others, it experienced challenges. According to Mills, its business model was too optimistic, especially in the number of visitors and the revenue from those visits. The Aquarium has responded to those challenges and has been in the black for several years. Its remaining \$4 million of debt is continuously being retired and future prospects are excellent.

The strategic plan, started in September 2006 and approved by the Board in May 2007, strikes a balance between the focus of conservation, education, and entertainment. Recent research indicates that conservation is the first priority with education as the second priority, while entertainment is still key and helps to build the other two themes.

The Aquarium's Sea Turtle Rescue Program has been very successful. It has been able to heal and release 25 Sea Turtles back into the wild. This is an especially important project to protect our dwindling Sea Turtle population. The program is being developed into a national model. The work of the Aquarium, and other marine resource organizations, is extremely beneficial for all types of sea life. *(cont. on page 2)*

## Rotary Calendar

June 25, 2007

**Presidential/Board Transition Meeting**

July 3, 2007

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

### In other business. . .

**Wendy Marcus** led us in the Invocation and Pledge of Allegiance. **John Tecklenberg** introduced visiting Rotarians & Guests, and Health & Happiness was offered by **Rhett Dunaway**. **Mike Jones** gave a Rotary Foundation Presentation. **Bruce Murdy** introduced our Guest Speaker, **Kevin Mills** from SC Aquarium.

**Splinters from the Board**

**Your change can make a difference!**

Bucket contributions collected were **\$102.94**. Please keep bringing your spare change so that we can continue to make positive contributions in our community.

**Program Committee Meeting**

The next program committee meeting is scheduled for **Tuesday, July 17 at 11:45am**.

**Incoming Board Meeting**

The incoming board will meet this **Tuesday, June 26 at 11:30am**. All 2007/2008 board members should plan to attend.

**Happy 4th of July!**

Please note that the club will NOT meet on Tuesday, July 3rd. Enjoy your holiday.

**The Four Way Test**

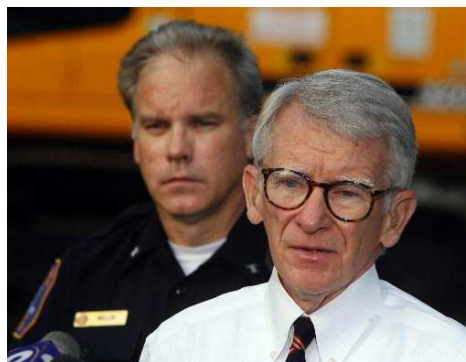
- 1. Is it the **TRUTH**?
- 2. Is it **FAIR** to all concerned?
- 3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- 4. Will it be **BENEFICIAL** to all concerned?

*(cont. from page 1)* A current key focus of the Aquarium is finding ways to rejuvenate the experience for “repeat visitors.” With its 8,000 member families visiting the aquarium three times a year, they created new programs and experiences to help stimulate and keep interest, such as the summer program entitled "Something’s Fishy", which utilizes five characters in costumes and a multimedia experience to stimulate learning and entertainment.

The South Carolina Aquarium is not only a great source of entertainment, but it is also a great asset to our community for education and, most importantly, research and conservation.

*Reported by Wayne Outlaw, Keyway Committee*

**“We all give some...some give all.”**



**To donate to firefighters' families...here are some opportunities:**

**Bank of America:** Anyone wanting to donate money to the firefighters' families can make a donation at any branch or send money to: The City of Charleston Firemen's Fund, P.O. Box 304, Charleston, SC 29402.

**Trident United Way:** The agency will match the first \$10,000 contributed to the City of Charleston Firemen's Fund to encourage support for the families and co-workers of the nine firefighters killed in Monday's tragedy.

**Piggly Wiggly:** The 'Charleston Fallen Firefighter' Fund has been created raise money in support of the families of the firefighters who died. Customers can make a donation to the fund at the register during checkout. Piggly Wiggly will be kicking off the fund with a \$10,000 donation.

**Southcoast Community Bank:** The bank has announced the creation of the Southcoast Firefighter's Relief Fund to support the families of the victims from the fire. Southcoast will initially fund the account with \$1,000. Additional donations in the form of cash and checks will be accepted at all ten Southcoast Community Bank branches in the Charleston area. For additional information, please contact Southcoast Community Bank at (843) 884-0504 or [www.southcoastbank.com](http://www.southcoastbank.com).

**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

**Proposed New Member**

Name: **Elizabeth Wooten**

Address: Wachovia Bank, 177 Meeting St., Charleston, SC 29401

Class.: Banking/Retail

Sponsor: Tom Clymer

*Any comments regarding proposed new member may be addressed in writing to the board of directors.*

**Rotary Foundation Recognitions**

**Past President Mike Jones** presented several of our members with recognitions from the Rotary Foundation. As you know, the Rotary Foundation is the only charitable organization funded by contributions from Rotarians, for programs and projects identified by Rotarians and administered by Rotarians at the project site.

**Emil Lansu** was recognized as our newest Paul Harris Society Member. To become a member of the Paul Harris Society members must pledge to contribution \$1,000 per year to the Rotary Foundation. Our club now has eight members who have made this pledge.

**Lorraine Perry** was recognized as a Multiple Paul Harris Fellow for her continuous support of the Foundation. **Tom Sweeny** and **Wendy Marcus** were recognized with a Paul Harris Fellow. We appreciate everyone's support of the Rotary Foundation as we continue to strive towards Rotary International's goal of having every Rotarian contribute every year.

**Daniel Island Rotary Club Charity Event**

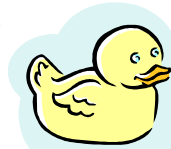
Daniel Island Duck Derby - Date: July 14, 2007 - Children's Park

Sponsored By: The Rotary Club of Daniel Island

10,000 Ducks Dropped into the Wando River. One lucky winner will win big. Adopt a duck for a chance to win great prizes!

Proceeds will benefit Rotary projects to promote Clean Water and Literacy, The Boy and Girl Scouts of Cainhoy, Donate Life South Carolina, The Lowcountry Food Bank and Operation Home.

See: [www.DanielIslandRotary.com](http://www.DanielIslandRotary.com).



**Birthdays**

June 27 – Tommy Taylor

June 27 – Rudy Thomas

**ATTENDANCE SCORE BOX**

June 19, 2007

**109**

**Members Absent:**

Alterman, Anderson, T., Atkins, Bailey, Bergvall, Berlin, Blackford, Bleecker, Body, Brockinton, Clymer, Coe, Coffee, Coker, Condon, Chip, Cosgrove, Craven, Crowe, de Brux, Dewey, DiMaggio, Dukes, Dulles, Echols, Ellington, England, Ethridge, Fellabom, Fishburne, Forbes, Freer, Gaillard, Geffert, Gill, Goff, Goodloe-Johnson, Grau, Green, Greene, L., Greene, G., Grimball, Groseclose, Ham, Hansen, Holz, Hood, Husser, Jackson, Johnson, Al., Johnson, B., Jordan, Katzman, Kelley-Duncan, Kerrigan, Knowlton, Krawcheck, Lawrence, Leibowitz, Lester, Lucash, McGee, McKnight, Meetze, Milkereit, Monsen, Nagy, Norvell, Peters, Peterson, Poliakoff, Ravenel, D., Ravenel, E., Riley, A., Riley, J., Rosa, Sales, Scarafile, Scarborough, Schachte, Scott, Smith, L., Smith, M., Spell, Thompson, Trawick, Van Rysseberge, Vaughan, Wertimer, Whalen, Whitmore, Wilson, J., Zucker

**Out of Town Make-Ups:**

**Merrill Wish** – Dillon, SC & Latta, SC

**CHECK OUT THE CLUB'S WEB SITE AT:  
[www.charleston-rotary.org](http://www.charleston-rotary.org)**

Rotary Club of Charleston  
P.O. Box 21029  
Charleston, SC 29413-1029

**Keyway deadline:** 5 p.m. Tuesdays  
Editor: Amy Riley  
Email: riley.a@thomas-hutton.com  
Address changes: chasrot@comcast.net

**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