



# The Keyway

August 21, 2007  
 Issue 4372

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**Rotary Calendar**

**August 21, 2007**  
**Rae Wooten, County  
 Coroner**

**August 23, 2007**  
**Wellness Committee  
 Meeting at Roper  
 Hospital**

**August 28, 2007**  
**Jay Mills, Charleston  
 Southern Football  
 Coach**

***A Vision for Excellence***

*August 14, 2007* : **Nancy McGinley** certainly has a passion for public education. From her first words, we understood her to be a strong advocate for both teachers and students. Her opening statement: *I still wake up every day in awe of the power of public education* are the words of an individual who is a product of public education.



*Dr. Nancy McGinley*

Our new Superintendent came to Charleston County School District (CCSD) in 2004 as the Chief Academic Officer and was the person most responsible for driving the work of the **Charleston Plan for Excellence**. Her appointment in May of 2007 received strong support from the business community, government leaders, and the employees of CCSD, who have come to know her.

Her brief program adeptly outlined her vision for the CCSD. She made an effort to convey to our audience that she was not willing to ask of others what she would not give herself. Because of her leadership, personnel at the District Offices will twice a month be volunteering their time as part of the Leaders as Readers program. In addition, the *60 Second Campaign* wisely focuses school personnel on customer service. In this campaign, each and every visitor to the school is greeted and treated in a respectful manner. This initiative reinforces McGinley’s statement regarding the fact that parents are the most influential teachers in a child’s life. School districts need a sustained effort to make parents feel welcome and respected at their child’s school.

Her rallying points such as “Victory is in the Classroom” and “Excellence is our Standard” are exciting to all of us. In her vision, student achievement is the end-goal of everyone at CCSD. From the bus drivers to the cafeteria workers, all are held accountable for student achievement. Within this vision, Dr. McGinley understands that the mindset of the teachers is of utmost importance.

Dr. McGinley strongly believes that if teachers are well taken care of, they will be diligent in educating our children. All teachers in CCSD now have comprehensive Curriculum Guides that took over three years to create. The Curriculum Guides focus on both the State and National Standards and were developed to prepare our students to fare well on State and Exit Exams. *(cont. on page 2)*

**In other business. . .**

**Hilton Smith** led us in the Invocation and Pledge of Allegiance. **Barry Gleim** introduced visiting Rotarians & Guests, Health & Happiness was offered by **Chris Moss**, **Tom Sweeney** introduced **Mishawna Moore** and staff from Fraser Elementary, and **Anita Zucker** introduced our guest speaker, **Nancy McGinley**, Superintendent of Schools for the Charleston County School District.

**Splinters from the Board**

**Your “pocket” change does make a “life” change in others:**

Bucket contributions collected this past Tuesday totaled \$ **1,032.92** (*money collected today will be used to purchase uniforms and bookbags for the students at our school partner, Fraser Elementary*)

**Program Meeting**

The next Program Committee meeting is scheduled for Tuesday, September 4<sup>th</sup> at 11:45am.

**Fine Reminder:**

Remember .... Be sure to mute your cell phones and wear your Rotary pins. Members will be fined \$5 for cell phones that ring during the meeting and \$1 if you are not wearing your Rotary pin.

**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?

(continued from page 1) The coming years will see several improvements to the education of children in Charleston County. Three new school choices were announced:

- 1. *Low Country High-Tech High* (2010 at Rivers Campus)
- 2. *Math and Science Charter MS/ HS* (2008)
- 3. *Advanced Placement Academy at Burke* (soon to come)

In addition, CCSD has achieved great milestones. The rate of teacher vacancy is at an all time low, school crime is down 27% for serious incidents, 70% of every dollar spent goes directly to student instruction, and they currently project spending over \$400M on new schools over the next several years.

In closing, Dr. McGinley reminded us that, of the 44,000 students that Charleston County serves, over 20,000 children live at (or near) **poverty level**. This presents an enormous challenge to the school district, the business community, and our area as a whole. We should all be doing our part to help these children receive the education that they deserve. *Submitted by Angie Johnson, Keyway Committee*



Anita Zucker and Nancy McGinley

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**Announcements:**

**Join the Wellness Committee**

The Wellness Committee chaired by Jennifer Audi will meet on Thursday, Aug. 23 at 7:30am at Roper Hospital (downtown). A healthy breakfast courtesy of Ellen Jackson and Roper Hospital will be provided. If you are interested in serving on this recently formed committee, please contact Jennifer at [jenaudi@gmail.com](mailto:jenaudi@gmail.com).

**Day of Caring**

Our Club will be participating in the Trident United Way’s Day of Caring on Tuesday, September 11 by assisting our education partner, Fraser Elementary, with a project yet to be finalized. If you are interested in volunteering, please contact Tom Sweeny.

**Extra Mile Service Recognition**

If you would like to nominate an individual or an organization in our community who went the extra mile and created a specific event or benefit that wasn’t there before and wouldn’t have happened without their personal commitment to “Service above Self”, please see page 4 and 5 for further information and a nomination form.

**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

**Uniforms & Book Bags for Every Child**

Our membership can make a difference in the lives of approximately 225 children at Fraser by purchasing uniforms and book bags as part of our fundraiser. Uniforms for the boys are khaki or navy blue shorts/pants with navy blue or white shirts. The girls wear khaki or navy blue skirts or jumpers and a navy or white shirt. Uniforms and book bags can be easily purchased at any Wal-mart and returned to our meeting this Tuesday, Aug. 21. Monetary donations would also be appreciated. If you have any questions or want a list of additional needs, please contact Tom Sweeny.



*Tom Sweeny, Mishawna Moore and staff from Fraser*

**Proposed New Members**

**NAME: William Gilliard**  
**ADDRESS:** Clement, Crawford & Thornhill, Inc., 2655 Evatt Lane, Suite 107, Chas., SC 29415  
**CLASS.:** Realty/Commerical Brokerage  
**SPONSOR:** Henry Fishburne

**NAME: Christina Humphries**  
**ADDRESS:** Lowe & Associates, 177 Meeting St., Suite 400, Chas., SC 29401  
**CLASS.:** Law/General  
**SPONSOR:** Amy Jenkins

**NAME: Charles Kaiser**  
**ADDRESS:** College of Chas., Dept. of Psychology, 57 Coming St., Chas., SC 29424  
**CLASS.:** Edu/Univ/Psychology  
**SPONSOR:** Raymond Jones

**NAME: Thomas Lyles**  
**ADDRESS:** Tideland Bank, 840 Lowcountry Blvd., Mt. Pleasant, SC 29464  
**CLASS.:** Banking/Admin  
**SPONSOR:** Earl Walker

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

**Birthdays**

Aug. 23 – Walt Crone  
Aug. 23 – Bruce Murdy  
Aug. 23 – Bill Prewitt  
Aug. 25 – Ted Creech

**ATTENDANCE SCORE BOX**

AUGUST 14, 2007  
**109**

**Members Absent:**

Alterman, Anderson, I., Arnaud, Atkins, Audi, Bailey, Baldwin, Bergvall, Berlin, Brockinton, Bullard, Cartland, Clymer, Coffee, Coker, Condon, Chip, Condon, Colleen, Craven, Creech, Dacey, DiMaggio, Dopp, Dukes, Dulles, Echols, Edwards, Ellington, England, Ethridge, Fallon, Feinberg, Fischer, Forbes, Gaillard, Garcia, Gershon, Gill, Goff, Groseclose, Ham, Hansen, Holz, Hood, Jackson, Jenkins, Johnson, Al, Johnson, B., Johnson, T., Katzman, Kelley-Duncan, Kerrigan, Kohli, Kramer, Krawcheck, Laurens, Lawrence, Leibowitz, Lester, Livingston, Lucash, Marcus, McCormack, McKay, McKnight, Mobley, Morris, K., Oulla, Outlaw, Pate, Poliakoff, Postell, Prewitt, Prout, Ravenel, E., Redden, Riley, A., Riley, J., Rosa, Rosen, Scarborough, Schachte, Sisco, Smith, L., Smith, M., Smith, P., Spell, Taylor, Tecklenburg, Thompson, Watkins, Welborn, Whalen, Whitmore, Wilson, J., Wilson, S., Wish, Witte

**Out of Town Make-Ups:**

Andy Brack – Brisbane, Australia



*The Rotary Club of Charleston Extra Mile Service Recognition  
Service Above Self*

**Concept:**

There are people and organizations in the Charleston area who make our community a better place to live and work. These people and/or organizations are people who took a challenge, persisted and made a difference by exemplifying our Service above Self challenge. The Rotary Club of Charleston Extra Mile Service Recognition will acknowledge people or organizations in our community who went the extra mile and created a specific event or benefit that wasn't there before and wouldn't have happened without their personal commitment to service above self.

The nominees can be a person, people or an organization who are, or are not, Rotarians. This recognition will be in the form of a certificate and a check for \$100 payable to a non-profit of the recipient's choice. No political party or registered lobbying organization may receive the recognition.

**Criteria:**

The recipient must be a South Carolina resident and preferably someone who lives in Berkeley, Charleston or Dorchester counties. Specific exceptions may be made at the time of voting if the Board feels the recipient merits our local recognition: e.g.: state or national figures might be nominated if they were visiting our Rotary Club. The service provided must create an event or benefit that was not present before the recipient began their work. There must be a recognizable and measurable change as demonstrated in the nomination. The activity must have occurred within one year of the nomination. This recognition may come out of a Rotary sponsored project. There may be more than one recognition given in any one ceremony which will be held quarterly. There will be no repeat recipients, unless by specific Board decision. The vetting process will be held quarterly, and the committee will be made up of Rotary members.

**Process:**

All nominators must fill out an application which must be signed and submitted by an active Rotarian. All nominations will go to a committee of Rotary members who will qualify the applicants and present their recommendation to the complete Board for final approval. The voting will be done once per quarter, and the presentation made as can be scheduled with existing programs and the availability of the recipient. The voting is a simple up or down, simple majority vote of the committee. There can be more than one winning recipient and the \$100 award will be split. There will be a certificate presented as well. Winners will be notified by their nominator. Our club will send appropriate press announcements and coordinate with the recipients.

**Nomination forms should be submitted to Tom Sweeny ([tsweenywc@bellsouth.net](mailto:tsweenywc@bellsouth.net)) by Friday, September 7th at 5:00pm.** The first award will be presented in September of 2007 following our board meeting. This process will be reviewed annually for effectiveness and improvements.



## Nomination

### *Service Above Self Extra Mile Award* Applicant must be nominated by an active Rotarian.

Date:

Nominator:

Rotary Affiliation of nominator:

Person(s) or organization being nominated:

Address:

Description of the person(s)/organization and the activity being acknowledged by the Extra Mile. What is the headline? When did this occur?

What did the person/organization actually accomplish in measurable results? What makes this applicant unique, and why should Rotary acknowledge their activities.

Additional Comments:

Would this person make a good Rotarian? Have they been approached?

Date approved by Committee:

Date confirmed by Board:

Date acknowledged by candidate:

Date award received:

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

**Keyway deadline:** 5 p.m. Tuesdays  
Editor: Bill Crowe  
Email: bcrowe52@aol.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: Mary Martinl

Rotary International President: Wilfrid J. Wilkinson

**2007/2008 Officers & Committee Chairs**

Jermaine Husser, President  
Andy Brack, President-Elect  
Don Horres, Treasurer  
Don Oswald, Secretary  
Amy Jenkins, Past President  
Herb McGuire, Sergeant-At-Arms  
Jennet Alterman, Club Service A  
Richard Gershon, Club Service B  
Amy Riley, Club Service C  
Tom Sweeny, Education  
Andy Brack, Community Service  
Ellen Jackson, Vocational Service  
John Bleecker, International Service  
Anita Zucker, RCCF  
Carroll Schweers, Executive Secretary

**Jennet Alterman, Club Service A**

Jim Geffert, Programs  
Don Oswald, Fellowship/Family of Rotary  
Rhett Dunaway, Health & Happiness  
Richard Gershon,  
Visiting Rotarians & Guests  
Jim Parker/Tony Holz, Invocation  
Ricky Bailey, Emblem  
Herb McGuire, Sergeant-At-Arms

**Richard Gershon, Club Service B**

TBD, Membership Retention  
Vito Scarafile, Rotary Information  
Johnny Jordan, College of Knowledge  
Amy Jenkins, Membership Development  
Kenny Krawcheck, Classification  
Earl Walker, Nominations  
TBD, Special Events/Social

**Amy Riley, Club Service C**

Bill Crowe, Keyway  
Don Horres, Finance  
TBD, PR/Magazine  
Richard von Werssowetz, Roster  
Lisa Thomas, By-Laws  
Cooper Coker, Capital Creations

**Tom Sweeny, Education**

Joan Ustin/Dennis Bergvall,  
Excellence in Education  
Jay Hart, Rotary Scholars  
Kathy Jones, Rotary Readers  
Kathy Jones, School Partnership Coordinator  
Tom Sweeny, Barrier Island Trip  
Ray Jones, Students & Seniors  
Tom Sweeny, Sea Student Program

**Andy Brack, Community Service**

Cooper Coker, Salvation Army  
Mary Peters, Senior Aging & Issues  
Cooper Coker, Environmental Protection  
Jennifer Audi, Wellness

**Ellen Jackson, Vocational Service**

**John Bleecker, International Service**

Kyra Morris, Rotary Foundation  
Stovall Witte, Ambassadorial Scholars  
Robin Freer, GSE  
Frederick Dulles, International Grants