



The Keyway

December 4,, 2007
Issue 4387

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Rotary Calendar

December 4, 2007

Red Millander, Chas.
Air Force Base

December 11, 2007

Honoring the
Charleston Nine

December 18, 2007

Holiday Luncheon @
Francis Marion

December 21, 2007

Salvation Army Bell
Ringing

December 25, 2007

No Meeting... Happy
Holidays!

January 1, 2008

No Meeting... Happy
Holidays!

Mead/Westvaco: The East Edisto Project

November 27th, 2007: Chris Kerrigan introduced Ken Seegar, the head of Mead/Westvaco's Land Management, who is responsible for the East Edisto Project we have heard so much about. Ken gave us an overview of the efforts by Mead/Westvaco to make the East Edisto Project a “model of land use” for the community that respects the culture and provides what the community needs. He began by sharing the background and history of Westvaco here in the Low Country where it has had a presence since the 1920s. In 1937, Westvaco built the Charleston Mill. That presence continues today with the East Edisto Project, which represents less than 10 percent of Mead/Westvaco's land assets.



Ken Seegar

According to Seegar, it is very important for Westvaco to continue to be a good corporate citizen of the Low Country. They've embraced the concept of sustainability. It began with their partnership and involvement with the ACE basin. Their focus and effort on being a responsible citizen this year resulted in their being named to the Dow Jones Sustainability Index, which recognized their accomplishments.

Mead/Westvaco Land Management has 800,000 acres in five states and currently has 400,000 of those acres in Charleston and South Carolina areas. They are moving in a new direction because, at the merger of Mead and Westvaco, they had over 4 million acres under Management. The reason for this change is, according to Seegar, that there are more effective ownership models for land. The South Carolina land under their Management is used for fiber sources, construction, recreation, commercial, and industrial, and is in a Master Planning for entire communities. Currently they are developing a warehouse to support the Port of Charleston.

The most visible of their activities is the East Edisto Project, which contains 782,000 acres or 112,000 square miles. There's never been a tract of land this large developed in the Charleston area and it is in the direct path of Charleston's growth.

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In other business. . .

Pat Craven led us in the Invocation and Pledge of Allegiance. **Earl Walker** announced the nominating instructions. **Angel Postell** introduced visiting Rotarians & Guests. Health & Happiness was offered by **Peter Lucash** and **Stovall Witte** made a presentation on Rotary Foundation (ambassadorial scholars/grant for university teachers). **Chris Kerrigan** introduced our guest speaker, **Ken Seegar**.

Splinters from the Board

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

Bucket contributions collected were \$ **120.70**

Mute those cell phones...

As a reminder, members will be fined \$5.00 for cell phones that ring during the meeting.

Holiday Luncheon

We are pleased to announce that **Steve Dopp** and the **Francis Marion Hotel** have again graciously offered to host our annual Holiday meeting on Tuesday, December 18th at 12:30 pm. Members are encouraged to bring their spouses/guests to this meeting, so be sure to mark your calendar now to attend this festive event.

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?

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According to Seeger, the benefit of single ownership of this tract is that they can create a Master Plan without constraints by natural barriers or competing owners. Today the East Edisto Project contains roads, wetlands, conservation areas, and even special places such as the homestead of the family that founded Summerville.

They're working to develop a conservation inspired Master Plan with a long-term view of 10, 20, and 30 years that focuses on a village concept where people work, live, and play. The object is to create a sustainable community, preserve the rural character of the area, address traffic concerns, provide for the infrastructure, and excel in its development based on the criteria set forth by the Urban Land Institute and also South Carolina statutes. The goal is “green development.”

Currently they are working to gather input from the community and from a series of planning partners. They've had 10 public meetings where 850 people attended and gave feedback. In January, there will be a preliminary plan developed. Seegar said it is important that they hear from everyone as part of their planning process. It seems as though it has the potential to be a model project and become a jewel in the crown of the Low Country.

Reported by Wayne Outlaw, Keyway Committee

Announcements:



Ring in the Holidays

Our annual *bell ringing* for the Salvation Army is scheduled for Friday, December 21st. **Cooper Coker** and **Erin England** will be recruiting members for shifts starting this Tuesday.

Senior Giving

The Senior Aging & Issues committee is again sponsoring our annual Senior Gift Giving Tree. Members are asked to please support this project by picking an “ornament” (or two) with a gift request from a senior at the Ansonborough Houser from the Christmas tree in the Alumni Center lobby. Gifts should be wrapped and returned to a Rotary meeting before December 18th. If you have any questions or would like to make a contribution, please contact Mary Peters.



Change in Club Status

If you plan a change in your club membership status by January 1, 2008 to Active, Excused, Leave of Absence or if you are planning to resign from the club, please notify Carroll Schweers in writing **NO LATER** than December 7, 2007. This will affect January 1st billing. All current members who officially resign after December 7th will be billed \$42 to cover Rotary International dues, which are paid the first of the billing cycle. If you have questions, please contact Carroll at 971-4352.

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

Extra Mile Service Award

If you would like to nominate a someone from the Charleston area for our club's next *Extra Mile Service Award*, please complete an application (found on our website or contact Carroll) and return it to Carroll before Tuesday, December 11th at 12:30pm. *To download a copy of the nomination form, go to <http://www.charleston-rotary.org/index.html> and look half way down the page on the right.*

Message from District Governor Mary Martin

Many of you have lived through the devastation of a hurricane and seen the fury of the storm. In January of this year Governor Bernie and I visited New Orleans and the coast of Mississippi. We saw what the storm did to those areas and how 16 months later the areas were still struggling. Many people were still living in tents and in FEMA shelters with no idea how long they will have to live this way.

Bob Trenor, one of my Assistant Governors from the Charleston Area came up the idea of selling Christmas Ornaments and raising money to build one home in the Pass Christian, Mississippi area. The ornaments are \$20.00 each and they are pewter with the Rotary Shares logo on the back and a Christmas Scene on the front. Supplies for one home cost around \$50,000.00. Volunteers go in and build the houses.

If each person in the district purchased one ornament that would just about pay for the house. I would like to ask you to purchase an ornament and to consider more for friends or speakers. Please make checks out to District 7770 Christmas Ornament program and mail to Ed Dowaschinski our District Treasurer. His address is PO Box 7137, Hilton Head Island, SC 29928.

Fellow Rotarians if we can raise enough money to have the house built it will have a sign on the outside that will read this house was donated from District 7770 in South Carolina. I would love to visit again someday and see that sign on a house that we provided.

Birthdays

- Dec. 4 – Ben Helms
- Dec. 6 – Dan Butts
- Dec. 6 – Ben Smith
- Dec. 8 – Bernie Groseclose
- Dec. 8 – Rosy Rosebrock
- Dec. 9 – Lorraine Perry
- Dec. 9 – Johnny Stuhr

ATTENDANCE SCORE BOX

NOVEMBER 6, 2007
135

Members Absent:

- Anderson, A., Anderson, I., Arnaud, Atkins, Bailey, Berlin, Blackford, Body, Boyd, Brumgardt, Bullard, Burt, Cartland, Chapman, Cohen, Coker, Condon, Chip, Dopp, Dowell, Dukes, Dunaway, Echols, Ellington, England, Ethridge, Fallon, Geffert, Gershon, Gill, Goff, Green, Greene, G., Grimaldi, Ham, Hansen, Jackson, Johnson, Al, Johnson, Angie, Johnson, J., Jones, M., Kelley-Duncan, Kohli, Kramer, Krawcheck, Lansu, Laurens, Lawrence, Leibowitz, Lester, Livingston, McKnight, Murdy, Poliakoff, Redden, Riley, J., Rosen, Sisco, Stevens, Sullivan, Tarleton, Thomas, R., Thompson, Vaughan, Watkins, Whitmore, Widman, Wilson, J., Wilson, S., Wombwell, Wooten

Out of Town Make-Ups:
Stovall Witte – Columbia, SC

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

Keyway deadline: 5 p.m. Tuesdays
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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 Oswalt, 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 Oswalt, 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
Gitta Wombwell, 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