



The Keyway

February 5, 2008
Issue 4394

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Rotary Calendar

February 5, 2008

**Patricia Ferguson,
Education & Economic
Development Act**

February 12, 2008

**John Magill,
Department of Health**

February 19, 2008

**Joan Mack,
"Conversations" Pub,
Radio 89.3**

February 26 2008

**George Benson,
President, College of**

The Automobile is Your "Second Home"

January 29, 2008:

Jim Geffert introduced Ray Parrish as a very successful businessman who spent the first 23 years of his life working with his Dad in his "gas station"...that's a phrase we haven't heard for a while. But that background produced an extremely successful Regional sales manager for Ford Corporation who states his family is "top shelf and the key to his success."



Ray Parrish

Ray set the stage for an extremely informative discussion that revolved around "better technology ideas in the automotive industry that is changing the world." He stated the US market facts:

- 175 million internet users
- 110 million broadband users
- 100 million iPods sold as of April 2007

These numbers will continue to increase exponentially because:

- 73% (245 million) of today's youth control the market demand

These factors converge with "their second home"...the car. Generation "Y" wants:

- Internet in the car
- Full voice control of their peripheral devices
- Plug and play as they start their car

Ray ensured we understood their industry-leading technology "meets a need and doesn't create a need." He expanded on the fact Ford's technology was launched from the ground up and done so in conjunction with Microsoft.

Questions from our Club revolved around safety and the future of corporate liability when dealing with inexperienced drivers using a plethora of technology integrated into an automobile that can serve our needs or take a life.

(Reported by Bill Crowe, Keyway Committee)

In other business. . .

Sylvia Gailliard led us in the Invocation and Pledge of Allegiance. **Jackie Grau** introduced visiting Rotarians & guests, and Health & Happiness was offered by **Andy Brack**. **Jim Geffert** introduced our Guest Speaker, **Ray Parrish**.

Splinters from the Board

Your "pocket change" does make a "life" change in others:

Bucket contributions collected were **\$127.00.**

Dues Reminder

Dues invoices were distributed at the meeting on January 8th. If you were not in attendance, your statement was mailed. **Please be sure that payment is made within 30 days of receipt.**

February Board Meeting

The next board meeting will be held on **Tuesday, February 12 at 11:30am.** All current, as well as newly elected board members, should attend.

The Four Way Test

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

Announcements:

Fireside Chat

Come and join **President Elect-Kyra Morris** at the Village Post House on Wednesday, February 20 at 5pm for a Fireside Chat called "Service, Support, and a Little Supper". Kyra will be discussing ways to get more members involved in Rotary and how to make our dollars matter, so we can become a 2-Star club. Whether you are an old or new member of Rotary, everyone is invited to attend. Rotarians will have an opportunity to enjoy fellowship and good food from 5pm-5:30pm and then the "chat" will be held from 5:30pm – 6:30pm.

Salute to Ben Helms

Ben Helms came to last Tuesday's meeting expecting to recognize Gail Blair...**SURPRISE!** Ben was saluted by Fraser Elementary, the Education Committee, and a standing ovation for six years of "service above self and boundless caring" for your students in the Rotary Reader Program.



Tom Sweeney, Ben Helms, Kathy Jones, Gail Blair, & Fraser Elementary "Rotary Reader" students



Rotary Club of Charleston Salute To:
Bennett L. Helms

It is my pleasure and challenge today to acknowledge one of our own Rotary members for his work with our Education Partner, Wilmot J. Fraser Elementary School for the past six years. Through his dedication and perseverance, he has impacted the students in Ms. Ms.Valerie Muhammad's class so deeply that many of his former students routinely run up to him in the hallway and hug him years after he taught them. Bennett spends an entire class hour with his students every week providing them with his own life-learned experiences as well as introducing them to leaders from our community like Mayor Riley and well known local figures. Let me give you a recent example of his passion for his students.

Bennett wanted to impact his students in their homes when he was not with them and to encourage them to study after school. He wanted to give them a place that was all theirs when they went home. Bennett went to the school district and found they were selling used combination desk/chairs for \$100 a piece, and he needed 40. On his own, he then went to a warehouse and found the same desks for \$5 a piece which he paid out of his own pocket. Working with the local police he got the desks cleaned by inmates in the local jail. He wanted to personalize the desks so he found a printer to put the student's names and the logo of the local police on the desk using a permanent banner. The printer was so impressed with Bennett's idea he donated the labels for free. Transportation for the desk to the student's home was also free. This just an example of how Bennett Helms has improved the world we live in. He is a caring leader and educator

For your service above self and boundless caring for your students, we the members of the Rotary Club of Charleston salute you, Bennett Helms, as an exemplary member of our club. You are a model of the committed Rotarian, and for this we stand and applaud you.

Congratulations on this 29th day of January 2008.

Jermaine Hubzer, President, Rotary Club of Charleston
Thomas E. Sweeney, Education Committee

Bucket Money to Water Missions International

The board decided that all money collected in the buckets during the month of February will be donated to Water Missions International to support one of their Living Water projects. More details will follow in the coming weeks, but we hope you will plan to support our effort to help provide clean drinking water to those in need.

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 Members:

NAME: **Edward (Ted) H. Fetner**
ADDRESS: Merrill Lynch, 17 Lockwood Dr., Suite 200, 29401
CLASS.: Financial
SPONSOR: Bill Scarborough

NAME: **Nancy McGinley**
ADDRESS: CCSD, 75 Calhoun St., 29401
CLASS.: Education/Public Admin
SPONSOR: Anita Zucker

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

Fraser Job Fair ~ We need your participation!

We have an excellent relationship with Wilmot J. Fraser and Sanders Clyde Schools. Part of that relationship involves supporting the parents and families of the students who attend. One of the primary goals of these two schools is to get parents involved. By providing opportunities for employment, including job fairs and interviewing skills, we can help get the parents excited about what happens to their children and the schools they attend. As a member of Rotary we are asking if you would send any notices for entry level positions in your company to: Gail Blair: GAIL_BLAIR@charleston.k12.sc.us . Please call her, 843-937-9136, if you have any questions.

Note that Gail does not provide drug or background checks.

Empty Nest Clothes Drive Closed ~ Thank you all!

"The Empty Nest Clothing Drive was a win-win for Rotarians cleaning their homes and Wilmot Fraser families who can now get the clothes they need to successfully compete for jobs in their community."

Tom Sweeney

Birthdays

Feb. 5 – Howard Edwards
Feb. 5 – Barry Gleim
Feb. 8 – George Green
Feb. 11 – Leon de Brux

ATTENDANCE SCORE BOX

January 29th 2008
122

Members Absent:

Alterman, Anderson, T., Anderson, I., Arnaud, Bailey, Baldwin, Bergvall, Berlin, Blackford, Body, Boyd, Brumgardt, Bryan, Bullard, Cartland, Chapman, Christian, Cohen, Condon, Colleen, Craven, Creech, Dallis, Dewey, Dulles, Dunaway, Edwards, Ellington, England, Ethridge, Feinberg, Fishburne, Forbes, Garcia, Gilbert, Ginn, Gilliard, Ginn, Green, D., Greene, L., Greene, G., Grimaldi, Ham, Hand, Hansen, Hasbrouck, Hood, Jackson, Jenkins, Johnson, Al, Johnson, Angie, Johnson, J., Johnson, T., Jones, M., Katzman, Kelley-Duncan, Kerrigan, Kramer, Krawcheck, Lansu, Lawrence, Leibowitz, Lester, Mandell, McKay, McKnight, Mobley, Morris, V., Murdy, Nagy, Outlaw, Pate, Prewitt, Rosen, Sisco, Smith, L., Sommer-Kresse, Spell, Stevens, Sullivan, Taylor, Tecklenburg, Thomas, L., Thompson, Van Rysselberge, Walker, Watkins, Whitmore, Wilson, J., Wish, Witte, Yarborou

Out of Town Make-Ups:
None

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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: 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