



The Keyway

March 11, 2008
Issue 4399

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Speaker:

John Brumgardt,
The Charleston
Museum Mile

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“Charleston’s Museum Mile”

March 4th, 2008: Today we had the privilege of having one of our own to share with us how Charleston’s Museum Mile, launched on March 1, was conceived and created. **John Brumgardt** shared with us the innovative and unique concept that uses a mile of Meeting Street from Ann Street southward to connect museums, historic sites, historic places of worship, and other points of interest.



John Brumgardt.

The Charleston’s Museum Mile project unifies historic sites and properties as well as links uptown neighborhoods and the Battery. The objective was a positive change in a perception by offering a unique opportunity within convenient walking distance, public transportation, public parking, and lodging for a guest to comfortably relax and enjoy Charleston 365 days a year.

The Mile was conceived in 2004 during the strategic planning session of the Charleston Museum’s Board. Its focus was to get the cooperation of different points of interest that were independent, but allied to add value to the typical visitor who spends 3.5 days in Charleston.

This project was made possible by \$100,000 grant from the County of Charleston and charter sponsorships from the Bank of South Carolina, the Mills House, and Sticky Fingers. Having generous donors who are committed to the welfare of this area was crucial to the project’s success

The goal of the project was to address a decline in visitors, but do it in a strategic, economical, and ecological way. After the presentation, it was clear to all that the Charleston Museum Mile was a superb way to address this need. It represents a great step forward in enhancing Charleston’s visitor perception and allowing visitors to get more value for the time they spend in our fair city. The visitors benefit greatly from a simplified, focused access to historic Charleston. They can take as little or as much time as they choose to explore the sites that appeal most to them within the Charleston Museum Mile. *(continued on page 2)*

Rotary Calendar

March 11, 2008

Jeff Martin, Automatic
Trading Desk

March 18, 2008

Bill Stanfield,
Metankoia

March 25 2008

Great Race

March 28-30, 2008

District Conference in
Myrtle Beach

April 1, 2008

Ann Irvin, Firefly

In other business. . .

Jerry Sifford led us in the *Invocation & Pledge of Allegiance*. **Jeremy Cook** introduced visiting Rotarians & guests. Health & Happiness was offered by **Dwayne Green**. **Tom Sweeny** made a Book Fair announcement. **Richard Dowell** introduced our Guest Speaker, **John Brumgardt**.

Splinters from the Board

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

Bucket contributions collected were **\$100.20.**

Keyway Committee Meeting...

March 11, 11:55 in the main Dining Room.

Education Committee Needs Volunteers

The Education Committee is in need of additional volunteers to help with our many projects taking place at Fraser Elementary. If you are interested in serving on this committee, please contact Tom Sweeny at Tom.Sweeny@cfdinvestments.com.

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)

To enable easy access and navigation the visitor can start at any part of the Mile and visit sites in any order. They can enjoy the Mile by foot, use public transportation, or park at public parking lots. CARTA bus passes include DASH trolleys and allow the visitors to get on and off as often as needed.

Our hats are off to John Brumgardt who had an instrumental role in helping unify the museum and historic site experience to make it more valuable not only to those who come from out of town, but also those of us who enjoy our own heritage and never forget how great it is to live in Charleston. Again congratulations on the implementation of a great concept.

If you would like information on the Charleston Museum Mile and discover how you and your guest can enjoy the experience go to

www.CharlestonMuseumMile.org.

Reported by Wayne Outlaw, Keyway Committee

Announcements:

Extra Mile Nomination Being Accepted

If you would like to nominate someone from the Charleston community to be recognized with our club’s next “Extra Mile” service award for exceptional community service, please complete the nomination form on our website or contact Tom Sweeny to obtain a form.

Great Paul Harris Fellow Opportunity!

A group of very generous Rotarians in our district have again graciously donated a total of \$50,000 Foundation Recognition points to a District pool. These points are available to match individual contributions. They will be used on a first come first serve basis.

Interpretation: If you are \$500 away from being a Paul Harris Fellow, you contribute \$250 and the District will match the other \$250. You will receive your recognition for being a Paul Harris Fellow and only have to contribute half of the \$500. This is an example – we can go after any match above \$100.

We are behind in taking advantage of this potential. Other clubs have already used \$5525 of these points before we even knew they were available. If anyone is interested, contact **Kyra Morris** at Kyra.Morris@MFCPlanners.com or call 884-6192 and let Sherry, the office manager and personal assistant, know that this is VERY important Rotary business. (email is the easiest way to get through) Kyra will let you know how close you are to recognition status and how to proceed.

Let’s get some of our money back from the district – and take advantage of this opportunity!

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
Old Goose Creek Recreation
Center (Temporary)
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 (continued)

Ensure Your Membership Information is Up-to-Date

We are in the process of updating our membership roster. Please take a minute to review your information that is published in our current roster to ensure it is still correct. If there have been any changes, please remember to let **Carroll** know at chasrot@comcast.net. If you need a picture taken, Richard von Werssowetz will be available at upcoming meeting to take pictures.

Job Fair...April 12th from Noon until 2:00PM

The Rotary Club of Charleston is partnering with Fraser Elementary School to host a parent Job Fair on Saturday, April 12th from Noon to 2:00 PM. in a continued effort to reach out to the schools community and get parents more involved with the school. We are looking for company sponsors. If your company is within walking distance or on the CARTA line and has entry level positions we want to hear from you. CHARLESTON PLACE HOTEL has agreed to participate, won't you? If you can help in this way or any other capacity, please contact **Stephanie Wilson** (884-9452. In addition if you have any business appropriate clothing that you can donate it would be appreciated. Such items as women's handbags, costume jewelry and men's ties are especially needed. Bring them to Rotary and we will see that the items are taken to Fraser.

*Thanks to everyone;
We now have enough men's ties.*

Mark Your Calendars now to attend...

...our annual District Conference being held March 28-30 at Myrtle Beach Marriott Resort at Grande Dunes. You do not want to miss the wonderful Rotary fun, fellowship, great speakers, entertainment and activities. If you are interested in registering for the conference, please let Carroll know. You can attend one day or enjoy the entire weekend. The club has money in the budget to cover conference registration fees for those who attend the conference. Members are responsible for making their own hotel room reservations. For more information, go to the District website at www.rotary7770.org

Birthdays

March 12 – Frederick Dulles
March 12 – Darby Hand
March 14 – Bob Baldwin

ATTENDANCE SCORE BOX

February 26th 2008
108

Members Absent:

Anderson, I, Arnaud, Atkins, Bailey, Baldwin, Bergvall, Berlin, Blackford, Body, Bryan, Bullard, Butts, Cartland, Clymer, Coe, Cohen, Condon, Condon, Craven, Crowe, de Brux, Dukes, Dukes, Echols, Ethridge, Feinberg, Fellabom, Fishburne, Forbes, Gaillard, Garcia, Gershon, Gilbert, Gill, Gilliard, Ginn, Grau, Green, R.,Greene, G., Ham, hand, Hansen, Hasbrouck, Hood, Humphries, Jackson, Johnson, Al, Johnson, Angie, Johnson, B., Jones, K., Jones, R., Katzman, Kelley-Duncan, Kerrigan, Knowlton, Krawcheck, Lansu, Lawrence, Leibowitz, Lester, Lucash, Lyles, Mandell, McCormack, McKay, McKnight, Mobley, Moryl, Nagy, Pate, Poliakoff, Postell, Prout, Riley, A., Rosa, Scarborough, Sisco, Smith, L., Smith, P., Sommer-Kresse, Spell, Stevens, Tarleton, Taylor, Thompson, Trawick, Ustin, Van Rysselberge, Vaughan, Walker, Watkins, Whitmore, Widman, Wilson, J., Witte, Wooten

Out of Town Make-Ups:

Brent Boyd – Hilton Head Island, SC

The Rotary Club of Charleston Announces Wellness Program

The Rotary Club of Charleston is excited to announce the creation of a Wellness Program for its members. This is our club's initial effort of starting a Wellness Program with the eventual intent of this initiative to be shared with other clubs throughout Rotary. The hope is that one day this program will evolve to be adopted by Rotary Clubs across the Nation and World to help promote healthy lifestyles.

Mission Statement

To improve the health and wellness of Rotary members through education, menu modification and participation in onsite as well as extra curricular health activities.

Three Main Initiatives

1. Build Awareness Through Education
 - Quarterly speakers
 - Rotary Wellness Newsletter distributed throughout the year
 - Rotary Wellness website
 - Access to wellness educational materials through WELCOA membership website
2. Menu Modification: Improve the Quality, Consistency and Availability of Healthy Alternatives for the Weekly Menu
 - Work with caterer to create a healthy menu
 - Budget review with caterer to help meet wellness standards
 - Consistent monitoring and communication with caterer to ensure menu has healthy choices
 - Offer consistent healthy alternatives such as:
 - A. Variety of salad bar
 - B. Offer healthy alternative salad dressings
 - C. Offer grilled meats and steamed vegetables on a consistent basis
 - D. Offer whole grains, brown rice, low sodium soups, display caloric totals at desert table and on salad dressings
 - E. Offer fresh fruit consistently as a healthy alternative to dessert
 - F. Offer water on all tables
3. Create Opportunities for Availability of Health Care Services and Extra Curricular Activities
 - Offer free basic health screenings
 - Consider offering a Personal Health Profile (for a fee)
 - Sell \$5 pedometers once a year, encourage members to walk 10,000 steps a day
 - Organize a monthly activities for participation such as "Walk the Bridge Day", offer make up for membership participation
 - Participate in National Smoke Out Day (Nov. 16th) and other National Healthy Promotions

Wellness Survey Taken by Wellness Committee Members

A significant part of the Operating Plan involves a Yearly Health and Wellness Survey. The survey was produced by the Wellness Committee and was shared with the Board for their approval before being introduced to the Rotary membership. The survey asks questions regarding: Nutrition, Health Screening, Physical Activity, Membership Interest, and Job Satisfaction. The result of this survey will be used to set measurable and obtainable goals that will be incorporated into the Operating Plan. The Operating Plan will then be the guidelines for which the Wellness Committee will follow to implement the program into our Rotary Club. It will be used to monitor the Rotary membership's health improvements and areas of improvements throughout the years. It is very important that all membership participate in the survey in order for the Wellness Committee to have a strong understanding of health status of our membership allowing them to create the most accurate program for our club members.

Communication Strategies

Two surveys will be distributed a year. A Yearly Survey which captures the overall health of the membership and a Interest Survey given mid – year that will capture the interest of the membership as to keep the program's objectives current with membership's interest in participating in the Wellness Program. The results of these surveys will be distributed to membership 30 days after the survey has been completed.

A newsletter will be distributed to the membership periodically throughout the year (the frequency, whether monthly, bi-monthly or quarterly is to be determined), offering educational pieces, health tips and healthy recipes etc. There will be also a link to a website dedicated to this initiative that will be updated regularly, to include the latest newsletter and other valuable information.

Questions?

Any questions may be directed to the Wellness Committee Chair, Jennifer Audi, or the Wellness Public Relations Leader, Steve Morse.

Jennifer A. Audi, 843-708-2250, jenaudi@gmail.com

Steve Morse, 843-388-1011, smorse@bbandt.com

Rotary Club of Charleston
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Keyway deadline: 5 p.m. Tuesdays
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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