



# The Keyway

April 22, 2008  
Issue 4407

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Al Katz

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## Rotary Calendar

April 22, 2008

**Dr. Nancy Neilson,  
American Medical  
Association**

April 29, 2008

**Piccolo Spoleto  
Program**

May 6, 2008

**Bob Geolas, CU-ICAR**

May 8, 2008

**Rotary Wheels**

May 13, 2008

**Honoring Rotary  
Scholars**

## “Rediscovering the Fundamentals of Business”

1 April 15th, 2008:

Many businesses find themselves sharpening their pencils and trying to figure out how to keep things going. **Al Katz** visited our club to offer us advice and to remind us all of the basics of business. Katz, a native of Greenville, SC, graduated with honors from The Citadel and earned his MBA from Georgia Tech. He began his career at a publicly held retail specialty organization eventually becoming President and COO. Since then, he has been serving as a “Personal and Business Coach” working with organizations as founder and Managing Partner of The Next Level, LLC.



**Al Katz**

4 Katz began his presentation talking about Tiger Woods. Woods is the best golf player in the world. Yet, he always talks about working on his golf fundamentals. He’s achieved massive success, but continues to work on the basics. It’s a great metaphor for business, no matter how much success you achieve, in order to continue being successful, you must always work on the fundamentals. Katz introduced “The Process” which can be easily implemented into any business.

First, “The Life Cycle”. There is nothing that doesn’t have a life cycle. What’s most important about staying in business for the long term is recognizing this and incorporating innovation and change when needed. Second, “Issues”. More than half the issues that companies deal with are not business issues, they are people issues. Ninety percent of people issues are attributed to communication issues. Make sure your message is being communicated effectively. Third, “Putting Out the Fires”. Most businesses spend the majority of their time being reactive rather than proactive. More communication and future planning equals less fires. Fourth, “The Process”. Know your employees and what their goals are. If someone is professionally challenged and feels valued, they will work hard. Fifth, “The Heart of the Matter”. Spend time to create an overall plan and specifically define expectations and make people accountable. Finally, “Managing, Measuring and Monitoring”. Meet often. Daily huddles, weekly tactical meetings, monthly strategic meetings and yearly off-site strategic meetings. Keep the lines of communication open. For more information, go to Katz’s website, [www.yournextlevel.net](http://www.yournextlevel.net).  
*Submitted by Darby Hand, Key Way Committee*

## In other business. . .

**Frank Schachte** led us in the *Invocation & Pledge of Allegiance*. **Rhett Dunaway** introduced visiting Rotarians & guests. Health & Happiness was offered by **Steve Coe**. **Earl Walker** introduced our guest speaker, **Al Katz**.

# The Keyway

## Splinters from the Board

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

Bucket contributions collected were \$351.13.

All monies collected today will be donated to the **Jerry Zucker Endowment Fund** in memory of **Jerry Zucker**.

### 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?

## Announcements:

### Rotary Night at the Riverdogs

Thanks to all the Rotarians who came to Rotary Night at the Riverdogs and braved the unseasonably cool weather and light drizzle. Those in attendance enjoyed a night of great baseball, as well as fun and fellowship. Our own President Jermaine (joined by Carroll’s two children on the mound) made us all proud and threw out a stellar ceremonial first pitch. We believe he even caught the eye of a few recruiting scouts!



### In Memoriam

Our sincerest condolences to **Anita Zucker** and her family on the recent passing of her husband, Jerry. He will be greatly missed by all!

### Education

Gail Blair, parent advocate, and MiShawna Moore, principal of Sanders-Clyde Elementary School and Fraser Elementary School, presented two teachers with the Teacher of the Month Award. Mr. Gregory Taylor was presented with the March Award and Mrs. Jocelyn Hazel was given the April award. Ms. Blair then went on to present our own **Tom Sweeney** with an award in recognition of all his work with the kids at Fraser. Way to go Tom!



Tom Sweeney and Gail Blair

A big thanks to **Stephanie Wilson** for coordinating our Career Fair at Fraser Elementary. It was a huge success!

Finally, our own **Ray Jones** introduced all the kids and seniors that participated in the Students and Seniors program. We were able to hear from each of the participating students on what they learned or found special about their senior friend. Both the seniors and kids seemed to really enjoy getting to know each other and learning about each other.



Jocelyn Hazel and Gregory Taylor



Ray Jones and kids from the Students and Seniors program

## 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

## Welcome to our newest Rotarian



President Jermaine inducted **Kurt Seguer** into Rotary this past Tuesday. Kurt is a former member of the Summerville Oakbrook Club. He was introduced and sponsored by **Frederick Dulles**. He will hold the classification of Banking/ Commercial. Please join us as we welcome Kurt into Rotary.

**Frederick Dulles and Kurt Seguer**

## Special Note Regarding Rotary Wheels

Neither the Rotary Club of Charleston, Charleston Breakfast Rotary or Rotary Wheels are 501C3 and contributions to them are not tax deductible.

## Parking Announcement

Painting of the Citadel football stadium was delayed. Painting will be taking place on the exterior of the stadium this week. Please be sure to park in the side parking lot. Do not park in front of the Alumni Center.

## Chance - Matching Points

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. First come first served! 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.

Please, if anyone is interested, contact Kyra Morris [Kyra.Morris@MFCPlanners.com](mailto: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.

## Birthdays

April 26 – Hart Robert

## ATTENDANCE SCORE BOX

April 15th, 2008  
**124**

## Members Absent:

Aranud, Bailey, Baldwin, Bergvall, Berlin, Body, Brockinton, Bryan, Cartland, Condon, Chip, Craven, Creech, DiMaggio, Dukes, Echols, Edwards, England, Ethridge, Fishburne, Forbes, Gaillard, Garcia, Geffert, Gershon, Gill, Gilliard, Ginn, Green, D., Green, R., Greene, L., Groseclose, Ham, Hansen, Hasbrouck, Holz, Jackson, Johnson, Al, Johnson, Angie, Johnson, J., Jones, M., Katzman, Kelley-Duncan, Kerrigan, Kramer, Krawcheck, Lawrence, Leibowitz, Lester, Livingston, McKnight, Morse, Moss, Murdy, Nagy, Pitts, Poliakoff, Postell, Riley, J., Rosa, Rosen, Scott, Sisco, Smith, L., Smith, P., Sommer-Kresse, Spell, Tarleton, Taylor, Thomas, R., Thompson, Trawick, Ustin, Van Rysselberge, Watkins, Welborn, Wilson, J., Witte, Yarborough, Zucker

## Out of Town Make-Ups:

None

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