



# The Keyway

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## Rotary Calendar

**November 25th, 2008**  
Brett Lott

**December 2nd, 2008**  
Knox White, Mayor of Greenville

**December 9th, 2008**  
Will Bagwell, Promenade

**December 16th, 2008**  
Holiday Party at the Lowcountry Food Bank

**December 23rd, & December 30th, 2008**  
No Meeting

## “What a Fantastic Time to Live in Charleston”

November 18th, 2008

Helen Hill is an Ashley Hall and Clemson University graduate with a degree in Tourism...within 3 years she became Executive Director and has held that position for 22 years.

Ms. Hill began her enthusiastic presentation by stating “we live in a fantastic place, and the rest of the world knows it.” She expanded her explanation by sharing the fact Charleston spends 8 million dollars a year to reach out: “what we do best is media relations.



Helen Hill & President Andy

Selling to the Press is like selling to anyone else and we’ve had a banner year.” Helen stated if she doesn’t have an article in *Southern Living* every month she’s failed. She quoted from the latest article, “The 10 Reasons to Visit Charleston...again.” *Traveler Magazine* listed Charleston #2 behind San Francisco. She emphasized the fact “tourism is the first step to economic development.” The #1 reason people visit Charleston? For the first time *food* tied with *history*.

Helen explained we are uniquely placed for the future. She recently attended a conference in London England and stated “regardless of who you voted for, the UK was on fire about the election...the US was cool again.” President-elect’s *Porches of Charleston* quote will help us immensely.

Our future is bright as it pertains to tourism and it’s all about friends and family. Charleston is where history lives and our demographics have dropped to the 35-55 year old group...a great sign. Even California has “crept” into out top 10 tourists and Europe continues to branch out. “So much for the quote about Charleston being so gay.”

*Submitted by Bill Crowe, Keyway Committee*

## In other business. . .

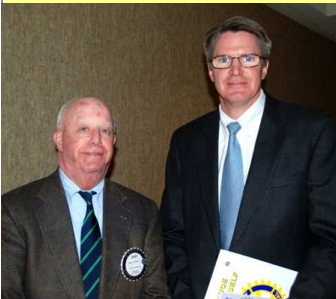
**John Orvin** led us in the *Invocation & Pledge of Allegiance*. **Richard Dukes** introduced visiting *Rotarians & guests*. *Health & Happiness* was presented by **Conrad Zimmerman**. **Jennet Alterman** introduced our speaker **Helen Hill** of the Charleston Visitors Bureau.

**President's Corner**



**Next Board Meeting**  
Tuesday, December 2nd  
at 1130am.

**The "Rusty Shovel Award" to:**  
**Conrad Zimmerman**  
for "selling John Deere tractors with no seats or steering wheels to everyone who lost their a\_\_ and have no where else to turn."



**Jerry Sifford & Legare Clement**

**President Andy** inducted **Legare Clement** into our club this past Tuesday. Legare has recently moved back to Charleston and was a member of the Rotary Club of Lake Charles, LA. He is sponsored by **Jerry Sifford** and will hold the classification of Youth Organization/Boy Scouts. We welcome Legare as our newest member!

**Announcements:**

*Annual Meeting to be Held November 25th, 2008:*

President Andy announced that our annual meeting will be held on **Tuesday, November 25<sup>th</sup>**. Please mark this date on your calendars and plan to attend. At this meeting the members will vote on two items:

- Four new board members – Board nominating information as well as the list of eligible members can be found on **page 4** of this issue.
- Amend the current Club By-laws to reflect a 70% attendance requirement for board candidates versus the current 80% requirement.

\*\*\*\*\*

**Strategic Committee Recommendations:**

- **Institute a Strategic Vision.**  
Do what needs to be done to ensure we'll have a stronger Club in the long-term.
- **Establish a President, President-elect, President-elect-elect, and Past-President "roles & responsibilities" hierarchy.**  
**President:** Interfaces internationally, nationally, & locally with our 13 sister clubs to provide guidance & vision for executing our tactical (1-2 years) and strategic (3-5 year) goal in conjunction with our Rotary International vision.  
**President-elect:** Oversees all committee chairs (emphasis on metrics, resource allocation, & goal execution).  
**President-elect-elect:** "learns the ropes" & assumes static (healthy) committee chair oversight. (emphasis on finances).  
**Past-President:** Receives a charter, authority, timeline for a specific ad hoc project/program presented by the President.
- **Establish Policies to Manage New Member Expectations (Jan–Jun).**  
Establish a "contract" with potential members to ensure everyone understands what's expected (service, not just attendance). As an example, see the Greenville Club contract in the Executive Summary. (This includes a "sell-or-buy" 1 Rotary Wheels ticket). Establish a "New Member Committee" overseen by the President-elect. This committee will allow the President-elect to further assess the service commitment of each individual and allocate provisional resources to support Committee Chairs.
- **Establish a "Blue Badge" ceremony for those members who graduate from our "New Member Committee" to an existing Club Committee.**
- **Manage Existing Member Expectations & Resources (Jul – Dec).**  
Extend the "new member contract" to existing members. Provide resources to the Committee Chairs, then execute service metrics.
- **Execute our Club's International Vision.**
- **Maintain All Current Service Projects (Fraser, etc.).**
- **Establish an Ad hoc Group to Review our Current "Wisdom, Work, and Wealth" Club Demography.**
- **Communicate with local Rotary Clubs to Establish a "Tri-county Club President's Coordination Group".**

**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

**Announcement** (Continued)

***Nominations are open for the final Extra Mile Award for 2008:***

Nominations will close on **Friday, December 5<sup>th</sup>**. Read the nomination form for details: this is not a life time achievement award. The nomination form is on the Rotary Club of Charleston website: <http://www.Charleston-rotary.org/> . Note this can be a Rotarian but not for a Rotarian project. Please welcome **Baron Hanson** as the new Chairman of the EM Committee.

***A Big Thank You to:***

**Andy Anderson, Tom Brown, Stephen Grimaldi and Patter-son Smith** for taking time out of their Saturday morning to participate in our Adopt-A-Highway service project. 12 bags of trash were picked up .... our section of Harborview Road has never looked so clean!

***The Senior Aging & Issues Committee...***

...will again sponsor our annual Senior Gift Giving Tree. The Christmas Tree in the Alumni Center lobby will hold "ornaments" with gift requests from seniors at the Ansonborough House starting Tuesday, Dec. 2<sup>nd</sup>. Members are asked to pick an ornament (or two) from the tree. Gifts should be wrapped and returned to either our meeting on Dec. 9<sup>th</sup> or Dec. 16<sup>th</sup>. Any questions or if you would like to make a contribution, please contact **Mary Peters**.

***Congratulations to Past-President Jermaine:***

We are pleased to announce that **Jermaine Husser** and the Low-country Food Bank have graciously offered to host our annual Holiday meeting on Tuesday, December 16<sup>th</sup> at 12:30pm. Mem-bers are encouraged to bring their spouses/guests to this meeting. Be sure to mark your calendar now to attend this festive event.

***Support Our Salvation Army Bell Ringing:***

Our annual bell ringing for the Salvation Army is scheduled for **Friday, December 19<sup>th</sup>**. **Erin England** will be recruiting mem-bers for shifts starting on Dec. 2nd. This is a wonderful way to get into that holiday spirit and receive a make-up credit for spreading cheer!

***Change in Club Status***

If you plan a change in your club membership status by **Decem-ber 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 8, 2008**. This will af-fect January 1<sup>st</sup> billing. All current members who officially re-sign after December 5<sup>th</sup> will be billed \$42 to cover Rotary Inter-national dues, which are paid the first of the billing cycle. If you have any questions, please contact **Carroll at 971-4352**.

**Birthdays**

Nov. 26 – Doug Peterson  
Nov. 27 – David Ander-son  
Nov. 28 – Stephanie Wil-son  
Nov. 29 – Bill Trawick

**ATTENDANCE SCORE BOX**

November 11, 2008

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**Members Absent:**

Arnaud, Atkins, Bailey, Baldwin, Berlin, Brock-inton, Bullard, Burwell, Ciappa, Clymer, Condon, Dewey, DiMaggio, Dowell, Dukes, Dulles, Dunaway, Gaillard, Gef-fert, Gilbert, Gill, Gilliard, Ginn, Green, D., Green, R., Greene, L., Greene, G., Grose-close, Ham, Hansen, Hart, Hasbrouck, Hin-nant, Hood, Humphries, Jenkins, Johnson, Al, Johnson, Angie, Jones, K., Jones, M., Jones, R., Jordan, Katzman, Kerri-gan, Knowlton, Kraw-check, Lansu, Lawrence, Leibowitz, Lester, Lu-cash, McCormack, McGinley, Mills, Morris, V., Morse, Murdy, Nagy, Oulla, Pate, Pitts, Polia-koff, Prewitt, Ravenel, E., Riley, A., Riley, J., Savage, Scott, Seguer, Siegel, Smith, L., Smith, H., Spell, Stevens, Sulli-van, Tecklenburg, Tho-mas, R., Trawick, Wat-kins, Wilson, Wilson, Yarborough, Zucker

**OUT OF TOWN MAKE-UPS:**

*Merrill Wish – Dillon, SC & Latta, SC*

## BOARD MEMBER NOMINATIONS

**In line with the Constitution and By-Laws of the Rotary Club of Charleston, the secretary shall supply each member in good standing with a roster giving the names of those members who are eligible to serve on the Board of Directors.**

The By-Laws were revised in September 2007 and state that to be eligible for election to the Board of Directors, a selectee, must be a member in good standing of the Rotary Club of Charleston (with no current dues delinquencies) and must be a member of the Rotary Club of Charleston for at least twenty four (24) months as of October 1 of the year in which the election is to occur. Additionally, the selectee must have exhibited regular and reliable attendance of at least 80% (including make-ups) over the past twelve (12) months and must not have served on the Board in the prior twelve (12) months unless otherwise permitted herein.

The list of eligible members shall be presented to the members of the Club who shall by ballot, during November annually, each indicate their first through fourth preferences from the below list of eligible members to serve on the Board of Directors for the coming year. Each member, in attendance at the annual meeting, or by proxy previously submitted, shall have four (4) votes to elect the four (4) new Board Members. **The annual meeting will be held Tuesday, November 25.**

Rotary members who are to serve on the Board of Directors during the 2009-2010 year are Andy Brack, Kyra Morris, Andy Anderson, Robin Freer, and Don Oswalt. Outgoing members are John Bleecker, Amy Riley and Tom Sweeny.

Nominating Committee

The following members have been assigned by President Andy Brack and Nominating Chairperson, Amy Jenkins, to the Nominating Committee: **Jermaine Husser, Earl Walker, Ellen Jackson, and Jennet Alterman.**

### **Members Eligible for Nomination \*\***

**(Please circle 4 candidates and indicate first through fourth preference)**

Ricky Bailey  
Jack Burrows  
Tom Clymer  
Cooper Coker  
Alex Dallis  
Steve Dopp  
Richard Dowell  
Rhett Dunaway  
Brian Johnson  
Mary Ann Kohli  
Jack Meetze  
Magnus Monsen  
Valerie Morris  
Steve Morse  
Chris Moss  
Jim Parker  
Lorraine Perry  
Bill Prewitt  
Dan Ravenel  
Fred Sales  
Bill Scarborough  
Jerry Sifford  
Hilton Smith  
Johnny Stuhr  
Tommy Taylor  
Richard von Werssowetz

*\*\* To be eligible for selection to the Board of Directors, a selectee must, as stated above, be a member in good standing of the Rotary Club of Charleston (with no current dues delinquencies) and must be a member of the Rotary Club of Charleston for at least twenty four (24) months as of October 1 of the year in which the election is to occur. Additionally, the selectee must: have exhibited regular and reliable attendance of at least 80% (**change to 70%**) including make-ups over the past twelve (12) months and must not have served on the Board in the prior twelve (12) months unless otherwise permitted herein. The nominating committee will publish these criteria to the membership prior to the annual meeting.*

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**Keyway deadline:** 5 p.m. Tuesdays  
Editor: Bill Crowe  
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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: S. Anne Walker

Rotary International President: Dong Kurn Lee

**2008-2009 Officers & Committee Chairs**

Andy Brack, President  
Kyra Morris, President-Elect  
Tom Brown, Treasurer  
Sylvia Barnes-Gailliard, Secretary  
Jermaine Husser, Past President  
Herb McGuire, Sergeant-At-Arms  
Andy Anderson, Administration  
Robin Freer, Membership  
Amy Riley, Public Relations  
Tom Sweeny, Education  
Don Oswald, Service  
Andy Brack, Finance  
John Bleecker, International  
Carroll Schweers, Executive Secretary

**Andy Anderson, Administration**  
David McCormack, Fellowship  
Kurt Seguer, Health and Happiness  
Jay Hart, Visiting Rotarians/Guests  
Bob Baldwin, Invocation  
Ricky Bailey, Emblem  
Herb McGuire, Sgt. At Arms  
Lisa Thomas, By-laws

**Robin Freer, Membership**

Elizabeth Prout, Membership Retention  
Chris Moss, Rotary Information  
Johnny Jordan, College of Knowledge  
Jermaine Husser, Membership Development  
Kenny Krawcheck, Classifications  
Amy Jenkins Nominating  
Angel Postel, Special Events/Social

**Amy Riley, Public Relations**

Jennet Alterman, Program  
Bill Crowe, Keyway  
Darby Siegel, PR/Magazine  
Richard von Werssowetz, Roster  
Fred Sales, Historian, Club Photographer

**Tom Sweeny, Education**

Joan Ustin, Excellence in Education  
Jay Hart, Scholarship  
Kathy Jones, Readers  
Ray Jones, Students & Seniors  
Tom Sweeny, Sea Student Program  
Stephanie Wilson, Job Fair  
Tripp Wiles, Mosquito Fleet Chairperson

**Don Oswald, Service**

Erin England, Salvation Army  
Mary Peters, Senior Aging  
Cooper Coker, Environment  
Jennifer Audi, Wellness  
Andy Brack, Vocational Service

**Andy Brack, Finance**

Tom Brown, Budget  
Dan Butts, Capital Creation  
Sue Sommer-Kresse, RCCF  
Bill Crowe, Long-range Planning  
Cooper Coker, Rotary Wheels

**John Bleecker, International**

Kyra Morris, Rotary Foundation  
Stovall Witte, Ambassadorial Scholarships  
Robin Freer, Group Study Exchange  
Frederick Dulles, International Grants  
John Tecklenburg, International Project Committee, Chair