



The Keyway

January 13, 2009
Issue 4441

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Rotary Calendar

January 13th, 2009

**Jimmy Bailey;
YES TV**

January 20th, 2009

**Sally Smith;
Dementia**

January 27th, 2009

**Will Haynie;
Lowcountry Land
Trust**

“The Way You Watch TV Will Change...”

January 6th, 2009

Dean Stephens did a fantastic job of filling in for his Channel 4 colleague, Victoria Hansen, on short-notice. Both are recognized local personalities and the message concerning the affects of the federal mandate to transition to “digital” no later than February 17th, 2009 came through loud and clear no matter who was holding the microphone.

As a sportscaster, Dean opened his talk with a “college football” bowl discussion to the delight (and chagrin) of our members depending on which teams were your picks. He quickly moved into a review of TV as we knew it:

⌚ “Rabbit-ear, black & white, “ the only remote was “Dad snapping his finger...”

⌚ First coast-to-coast color transmission? “The Rose Bowl Parade” (1966)

⌚ 2005: Congress mandates the transition to all –Digital TV: Why? We need to make room in the bandwidth spectrum for 1st responders and provide better TV color and clarity service to all customers.

The financial impacts to those few customers without satellite, cable, or other digital TV input may be mitigated by going to most electronic stores and asking for the 2 \$40 coupons to which they are entitled to purchase the digital converter box.

Dean engaged our club in a robust, 20 minute Q&A that exceeded in scope, sports jokes, and serious assessments of the future of the TV industry any speaker in recent history.

Submitted by Bill Crowe, The Keyway Committee



Guest speaker, Dean Stephens

In other business. . .

Bob Baldwin led us in the *Invocation & Pledge of Allegiance*. **Andy Anderson** introduced visiting *Rotarians & guests*. *Health & Happiness* was presented by **Angel Postell**. **Jennet Altermann** introduced our speaker, **Dean Stephens, Digitalization Mandate**.

President's Corner



Next Board Meeting:

Will occur Tuesday,
January 13,
11:30am.

**The Social
Committee Meeting:**

Immediately
following Rotary next
Tuesday, January
13th.

**Upcoming District
meeting dates –**

March 20-21
District Conference in
Columbia

April 16
District Assembly at
Seacoast in
Charleston.

Announcements:

The “Rusty Shovel Award”



David Burt & President Andy

Who Really Had the Best Beard?

President Andy?

-or-

Fellow Club Member David?

*...let me know at bcrowe52@aol.com. We
can demand a recount since “chads”
were involved!*

President Andy delivered an Annual Report (interim) update:

“We’re six months into my tenure as President and we’ve already accomplished 8 of our 10 objectives:

- ✓ **Adopt an International Service Project**
- ✓ **Institute/Continue to Ensure Quality Programs**
- ✓ **Ensure New Members are Integrated into Committees**
- ✓ **Take Ownership of our Club’s “Big Projects”**
- ✓ **Re-structure Committees**
- ✓ **Establish a Public Relations Committee (Thanks, Darby)**
- ✓ **Re-align our Club’s Make-up Policy to reflect Community Participation outside Rotary**
- ✓ **Establish a Long-term Club Strategic Plan**

There’s still work to do:

- Refine Wellness Project**
- Become Fully Engaged in our District Database**

Promised Report: Tom Brown with Club P&L

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

Your Keyway Editor's Blog: The current economic impacts are tough; the "trickle-down" impacts are huge; but Rotary International continues to grow: Why? Let's review the basics:

What Rotarians get out of Rotary depends largely on what they put into it. Many membership requirements are designed to help club members more fully participate in and enjoy their Rotary experience.

Attendance

Attending weekly club meetings allows members to enjoy fellowship, enrich their professional and personal knowledge, and meet other business leaders in their community.

If members miss a meeting of their own club, they're encouraged to expand their Rotary horizons by [attending a meeting](#) of any other [Rotary club](#) in the world.

Service

By participating in local and international service projects, club members can volunteer their time and talents where they're most needed.

The four Avenues of Service are Rotary's philosophical cornerstone and the foundation on which club activity is based:

- Club Service focuses on strengthening fellowship and ensuring the club's effective functioning.
- Vocational Service encourages Rotarians to serve others through their vocations and to practice high ethical standards.
- Community Service covers the projects and activities the club undertakes to improve life in its community.
- International Service encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.

Finding and keeping members

To keep clubs strong, every Rotarian must share the responsibility of bringing new people into Rotary. Even [new members](#) can bring guests to club meetings or invite them to participate in a service project.

Keeping members involved in Rotary is another responsibility. Fostering strong fellowship and encouraging early participation in service projects are two of the best ways to sustain a club's membership.

Dues

Club members are required to pay [annual dues](#) to their clubs, districts, and Rotary International, as well as the subscription fee to the appropriate Rotary magazine.

Leadership

Club members are encouraged to volunteer for leadership roles at the club level and beyond. To learn more about leadership opportunities in your district, see the [district leadership seminar](#) page and the [club committees page](#).

Birthdays

January 19 – Anita Zucker

Attendance Score Box

January 6th, 20089
113

Members Absent:

Anderson, T., Arnaud, Atkins, Bailey, Baldwin, Berlin, Brockinton, Bullard, Cohen, Coker, Condon, Condon, DiMaggio, Dukes, Dulles, Edwards, England, Feinberg, Fishburne, Forbes, Gaillard, Barnes Gailliard, Gilliard, Ginn, Green, D., Greene, L., Greene, G., Ham, Hansen, Hart, Hasbrouck, Hinnant, Humphries, Husser, Jenkins, Johnson, Al. Johnson, Angie, Johnson, T., Jones, M., Jones, R., Katzman, Kerrigan, Krawcheck, Laurens, Lawrence, Leibowitz, Lester, Livingston, McCormack, McGinley, McKay, Mills, Moryl, Murdy, Nagy, Peters, Pitts, Prewitt, Proctor, Ravenel, E., Rosa, Saunders, Schachte, Smith, L., Smith, M., Smith, H., Sommer-Kresse, Spell, Standard, Stoney, Stuhr, Sullivan, Thomas, L., Thomas, R., Trawick, Van Saun, Vaughan, von Wersowetz, Watkins, Wertimer, Wilson, Witte, Yarborough, Zucker

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: 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