



The Keyway

March 10, 2009
Issue 4449

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Rotary Calendar

March 10th, 2009
Water Missions

March 17th, 2009
To be Determined

March 24th, 2009
Sally Burnette --
United Way

March 31th, 2009
Rotary Scholars

“CRDA is key to our Future”

March 3, 2009:

David Ginn shared his insight on the state of Economic Development and how the Charleston Regional Development Alliance is not only coping, but also working to bring our area out of the economic downturn more effectively. David brings significant expertise to the CRDA, as well as, our Rotary group. He began his career in Savannah, has been here since 1995, and has been President & CEO of the Economic Development Alliance since 2000.

Ginn shared the current state of economic development activity. While overall project activity is down by approximately 50%, increased focus and effort are being expended to ensure that when the upturn comes we will get our fair share of the companies relocating or expanding their operations.

The CRDA is aggressively promoting the three counties of Berkeley, Dorchester and Charleston to the world as a preferred place of business. It supports the approximately 630,000 people who live and work in the 90 miles of coastline around Charleston, and as far inland as fifty miles. Many times the work the Charleston Regional Development Alliance goes unnoticed and a few people may not even know the name. The reason you may not be as aware of them as you should is that their promotion really occurs to people outside of Charleston with the objective of attracting them to Charleston. When companies announce that they are coming to Charleston, it is deliberately set up so politicians and the key people from the company make the announcements. While the CRDA did the groundwork, and enabled it to happen, they want the company and the public officials to receive the credit.

While economic development activity is lower than 1-2 years ago, the CRDA continues to focus, not just on getting new businesses to come to Charleston, but also has short-term objectives to encourage companies that are consolidating, to either keep their staff here or to bring other staff to Charleston.

Through the efforts of the CRDA and a network of allies, our area made significant economic progress between 2000 and 2007 (latest data available). For example, the number of workers involved in manufacturing is up 17% here, while nationwide it is down 18%. Architecture and engineering employment is up 32% versus a 3% decrease nationwide. We have two times the job and wage growth as the rest of the country, and even bank deposits are up 108% in Charleston compared to the rest of the country at 67%.

We're fortunate Charleston has a number of assets that are attractive to the world's best companies. We have a quality location, an international commerce hub (70 international companies), several world-class innovation resources, attractive human capital and a strong military presence.

To prepare for the eventual upturn in the economy, it is important that we continue to invest in our regional "product," such as infrastructure and available real estate. aggressively promote this three-county region.

(continued on page 2)



David Ginn

In other business. . .

Bob Baldwin, gave the invocation and led us in the *Pledge of Allegiance*. **Andy Anderson** introduced visiting *Rotarians & guests*. *Health & Happiness* was presented by **Sheree Ciappa**. **Andy Anderson** introduced our speaker, **David Ginn**, Charleston Regional Development Alliance.

The Keyway

President's Corner



New Club Video:

Just a quick note to let you know about the Club's new video. If missed seeing it at our meeting, you can now view online on our Website -- <http://www.charleston-rotary.org>. We hope you enjoy! We expect it will be a good tool in orienting new members -- and getting some new members too. Spread the word and send it to anyone who you think might be interested in becoming a member.

Board Meeting:

The next meeting of the Rotary Board is this **Tuesday, March 10 at 11:30am.**

The CRDA is also taking advantage of the slower economy by making sure its internal house is in order and it will soon launch a funding campaign to increase its marketing and sales budget. The organization recently evolved its governance structure to provide more opportunities for business leadership and soon launch a funding campaign to increase its marketing and sales budget so it can more aggressively promote this three-county region.

While everyone would consider the current economic conditions as tough, the future is extremely bright. Because of the quality of lifestyle in Charleston, our competitive wage scale and the influx of talent, we are ideally positioned for the future.

Submitted by Wayne Outlaw, Keyway Committee

Announcements:

Rusty Shovel Award:

Congratulations to Don Oswald for receiving the Rusty Shovel award for providing 70 stickers for the Reading Program at Fraser Elementary School.

President Andy presented this week's Rusty Shovel Award to Don Oswald.



Do not Miss Next Week:

Water Mission . Do not miss this chance...

Mark Your Calendars to attend our "Wine Testing:

Mark your calendars now to attend the Wine Tasting social on Thursday, April 16 from 6:30pm-8:30pm at the SC Aquarium. Perfect time to see the new penguin exhibit! Spouses and guests are invited. Wine tasting and hors d'oeuvres are being donated by Whole Foods. This should be a fun evening for all! Look for more details to come.

Get Ready for a Family-Friendly Walk:

Put Your Walking Shoes On – On Saturday, March 21 at 9am, Water Missions International is sponsoring a family-friendly walk to raise awareness of the global water crisis and bring safe, clean drinking water to people around the world. We would like to show our support of Water Missions and organize a team of Rotarians to participate in this event. If you are interested in "Walking for Water" with fellow Rotarians, please contact **Don Oswald**.

Charleston Area Rotary Media Campaign:

The Charleston Area Rotary Clubs eight week media campaign officially kicked-off last week. Keep your eyes and ears open for Rotary on billboards, in print and on television and radio ads. There is also a website – www.LowcountryRotary.org. One referral of a potential new member for the Summerville Club has already come via the on-line form, so if you know of anyone interested in Rotary be sure to refer them to the website. With this campaign, we aim for a greater awareness in the Charleston area of our *Service Above Self* mission and the potential for increased participation in our Fund Raising, Membership, and Local, Regional, & International philanthropic projects.

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

Our Prayers & Thoughts

Please keep **John Orvin** in your thoughts and prayers as he had hip replacement surgery this past Monday.

Please Place Your Order for Caps & Stickers:

Show your pride and spirit – 3” diameter Rotary Emblem Window Stickers are available and can be purchased at the S-A-A table from Carroll for \$2.00. An order will be placed for Rotary caps this month. The cost is \$15. Please give your name and prepayment to Carroll.



Proposed New Member:

Name: **Winford “Win” G. Gasperson**

Address: Adaptive Limb & Brace, 543 Wappoo Rd., Chas., 29407

Class.: Medical/Orthotist-Prosthetist

Sponsor: Andy Brack

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

Dear Charleston Rotary,

Thank you so much for your generous donation of \$2,500 for the Coastal Crisis Chaplaincy. As you know, your donation will go towards the purchase of bullet-proof vests for our volunteer chaplains to use. Our chaplains often respond to dangerous scenes, and it means a lot to the chaplaincy, our volunteers, and their families to know that they have extra protection. Thank you so much for making this possible. If there is every anything you need for the Coastal Crisis Chaplaincy, please let us know.

*With much appreciation,
Jean M. McDowell, Director of Development*

Birthdays

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

Attendance Score Box

March 3, 2009
108

Members Absent:

Alterman, Anderson, T., Arnaud, Atkins, Berlin, Bullard, Cantey, Christensen, Clement, Condon, Condon, Cook, Crowe, Dewey, Dowell, Dukes, Dukes, Dulles, Edwards, Elsasser, England, Fetner, Gaillard, Barnes Gaillard, Gilbert, Gill, Gilliard, Grau, Green, D., Greene, L. Greene, G., Ham, Hansen, Hanson, Hasbrouck, Holz, Jackson, Johnson, Al, Johnson, Angie, Johnson, J., Jones, R., Katzman, Kelley-Duncan, Kerrigan, Kramer, Krawcheck, Lansu, Laurens, Lawrence, Leibowitz, Livingston, McCormack, McGinley, McKelvey, Mills, Moring, Moryl, Oulla, Peters, Pitts, Postell, Prewitt, Proctor, Prout, Ravenel, E., Riley, J., Savage, Scott, Smith, L, Smith, M., Sommer-Kresse, Stuhr, Sullivan Taylor, Ustin, Van Rysselberge, Van Saun, Vaughan, von Werssowertz, Walker, Watkins, Wertimer, Wiles, Wilson, Wombwell, 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: 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