



The Keyway

April 14, 2009
Issue 4456

President – Andy Brack

Editor – Bill Crowe
e-mail: bcrowe52@aol.com

In this issue:

Ted Creech, Government Relations Director 1

Rotary Calendar 1

Splinters from the Board, Member News 2

Announcements 2-3

Area Club Meetings, Birthdays, Attendance 4

Officers and Committee Chairs 4

Rotary Calendar

April 28th, 2009
Bill Hawkins, Post & Courier

May 5, 2009
Barry Gumb, Dixon Hughes

May 12, 2009
No Meeting

May 14, 2009
Rotary Wheels

“CONNECTING PEOPLE WITH THEIR WORLD... AT&T”

April 21, 2009:

We had the pleasure of hearing from Ted Creech who serves as the Government Relations Director in South Carolina for the world renowned AT&T Corporation. In today's world where our only constant is change AT&T thrives! The technological changes and advancements of the 21st century are at the very core of AT&T's business, whose mission is "Connect People with their world, Everywhere they live and work, and do it better than anyone else". It seems that the people at AT&T have much to be proud of, based on what they have accomplished and the plans they are positioned to pursue.



Ted Creech, AT&T

As our world faces unprecedented volatility, AT&T is experiencing notable stability a few statistics: in 2008 AT&T had 77 million wireless customers, 888,000 miles of fiber optic cable, in excess of \$20 billion in capital investment, over 300,000 employees, exceeded \$1.9 billion in philanthropic giving, was ranked #1 broad band provider in the world and is currently celebrating 133 years in business.

As the company celebrates its passed successes they strive to be poised for further growth at the turn of the economy. Mr. Creech believes that in order to grow, his company must continue investing in infrastructure and in human beings. Infrastructure is critical, "connectivity creates markets and networks, where commerce flourishes, networks do more than anything else to improve communication". To this end, most recently AT&T married mobile and wireless into one device, and traffic across wireless and wired lines is growing at 50% a year. In South Carolina alone, the technology leader invested over \$875 million between 2006 and 2008 to build networks, servers, and better technology.

Additionally, AT&T takes its commitment to people very seriously! The majority of its 300,000 plus employees are based in the United States providing steady jobs for many Americans. AT&T is also dedicated to our leaders of tomorrow, the com

(continued on page 2)

In other business. . .

Steve Morse, gave the invocation and led us in the *Pledge of Allegiance*. **Bucky Knowlton** introduced *visiting Rotarians & guests*. *Health & Happiness* was presented by **Colleen Moring**. **Jack Mitchell** introduced our guest and former member of our club, **Ted Creech**, from the AT&T.

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.

Board Meeting:

The next board meeting is Tuesday, May 5th at 11:30am. All current and incoming board members should plan to attend.

The Four Way Test

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOOD-WILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

company is concerned about the level of education in our country, as they recognize the key to housing big business is the skill level of our work force. Last year AT&T put \$100 million to an initiative called Aspire, that focuses on reducing the drop out level and improving the education in the U.S. To push forward, striving to fulfill their mission, AT&T will invest billions of dollars in new infrastructure and create over 5000 American jobs in 2009, and continue to provide newer more efficient technology always working to connect each of us with our world!

Submitted by Elizabeth Wooten Burwell, Keyway Committee

Announcements:

Rusty Shovel Award:

Congratulations to **Jack Mitchell** for winning this week's Rusty Shovel for being happily "forced into service" immediately upon initiation into The Club. Welcome to Rotary, Jack!



Pres. Andy & Jack Mitchell

Rotary Wheels Needs Your Help:

Rotary Wheels is Thursday, May 14th and coming up fast with just 23 days left. A lot of time and effort has been put forth to prepare for our club's annual fund raiser and it's finally crunch time with a two-minute warning.

Our silent-auction item pledges are at 15, and right at 50 between the two clubs. The silent and live auctions are the primary source of Rotary Wheels proceeds that are given to Water Missions International, Lowcountry Food Bank, Coastal Crisis Chaplaincy, and The Coastal Community Foundation of South Carolina. Our club is also donating 10% of our club's proceeds to the Rotary Foundation. Currently our club has raised \$13,000 in corporate sponsorships as compared to over \$40,000 in 2008. Due to this drop off the silent and live auction pledges have become more important than ever.

We challenge each of you to donate one silent-auction item between now and next Tuesday, April 28th. If you've already secured one. Great! How about one more.

Charleston Area Rotary Media Campaign:

The Charleston Area Rotary Clubs eight week media campaign is in full force. Keep your eyes and ears open for Rotary on billboards, in print and on television and radio ads. View the 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

Announcements:

Get Involved on a Committee:

The incoming board is beginning to focus on the upcoming Rotary year. If you are interested in serving as a chairperson of a committee or you are just interested in becoming part of a committee, please let Kyra or a board member know. The board wants to get everyone involved!

Membership Roster Update:

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 or if you have an updated picture that you would like to use, please remember to let Car-roll know at chasrot@comcast.net.

New Members:

President Andy inducted three new members into our club this past Tuesday – **Roger Hawkins, Jack Mitchell** and **Robert Young**. Roger Hawkins was sponsored by **Earl Walker** and will hold the classification of Psychology/Industrial. Jack Mitchell was sponsored by **Larry Tarleton** and will hold the classification of Telecommunications. Robert Young was sponsored by **Tom Sweeny** and will hold the classification of Accounting/Management Services. We welcome these new members into our club and congratulate them for becoming a part of Rotary!



Roger Hawkins, Robert Young & Jack Mitchell

Wellness Tip of the Week:
Take time to decompress after work and before dinner: Take a walk, sing along with the radio, or lie down on the floor and stretch your back.

Birthdays

- May 1– Tony Holz
- May 1– Herb Rosner

Attendance Score Box

April 16, 2009
108

Members Absent:

- Anderson, T., Arnaud, At-kins, Bailey, Baldwin, Berlin, Boyd, Bryan, Burt, Chapman, Clymer, Condon, Condon, Cook, Crowe, DiMaggio, Dukes, Dukes, Dulles, Echols, Edwards, Elsassser, England, Fellabom, Fetner, Fishburne, Gaillard, Barnes Gailliard, Geffert, Gilbert, Gill, Gilliard, Ginn, Grau, Green, D., Greene., L., Gri-maldi, Ham, Hansen, Hanson, Hood, Humphries, Husser, Jervey, Johnson, A., Johnson, J., Kelley-Dunca, Kerrigan, Kramer, Krawcheck, Lansu, Lawrence, Leibowitz, Livingston, Lucash, Mandell, Matheny, McGinley, McKelvey, Oswald, Oulla, Outlaw, Peters, Pitts, Rave-nel, D., Ravenel, E., Riley, A., Rosa, Seguer, Siegel, Smith, L., Smith, H., Sommer-Kresse, Standard, Tarleton, Thomas, R., Trawick, Van Ryselberge, von Wers-sowetz, Yarborough, Zucker

Out of Town Make-ups:

- Jim Geffert – Florence, SC
- Merrill Wish – Dillon, SC

Rotary Club of Charleston
P.O. Box 21029
Charleston, SC 29413-1029

Keyway deadline: 5 p.m. Tuesdays
Editor: Bill Crowe
Email: bcrowe52@aol.com
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