



# The Keyway

May 5, 2009  
 Issue 4457

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Editor – Bill Crowe  
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**Rotary Calendar**

**May 5, 2009**  
**Ted Hutcheson,  
 AirTran Airways**

**May 12, 2009**  
**No Meeting**

**May 14, 2009**  
**Rotary Wheels**

**May 19, 2009**  
**Excellence in  
 Education—Honoring  
 Chas. County  
 Teacher of Year &  
 Honor Roll Teachers**

**May 26, 2009**  
**Spoletto Program**

***“ROLL THE PRESSES—HERE COMES BILL HAWKINS”***

*April 28, 2009:*

Publisher **Bill Hawkins** has taken the baton from Rotarian Larry Tarleton at a time of unprecedented challenge to the newspaper industry. A native of Pittsburgh and graduate of Cornell University, Vietnam veteran Bill spent 15 years as editor of the Durham Sun in North Carolina prior to joining the Post and Courier staff. While the P & C is doing “better than GM” it has for the first time in over 200 years had to lay off staff. Nonetheless P & C is a lot better off than many of the huge newspaper corporations who have massive debts and union contracts with which to contend. The big McClatchy firm sold off the Myrtle Beach paper and the remaining paper is now being printed by the P & C.



*Bill Hawkins*

Since 80 percent of a newspaper’s revenue is derived from advertisements and the really biggest one of those is real estate which is in huge decline, P & C’s revenue has dropped. Big account losses like Circuit City and Linens and Things have hurt, but the small local businesses still recognize the value of newspaper advertising. The P & C is carefully managing expenses and remains profitable. Each weekday they print 90,000 papers with 105,000 on Sunday. While 3% of their news is now on the WEB, print news still reigns supreme, and 82% of papers are still going out as home delivery. He predicts that 20 years from now print news will still be the premium delivery system, but high subscription costs due to home delivery are likely. Papers who have tried to go 100% web news, have failed. There is no substitute for live reporters in the newsroom. C & P continues to have a newsroom staff of 100, one of the largest newspapers in the south. Local newsman, Warren Peper, has joined P & C to build a video delivery system.

The new technology, such as being able to read a whole newspaper on a palm held “blackberry”, is a challenge, but the Post and Courier is geared to win.

*Reported by Fred Sales, Keyway Committee*

**In other business. . .**

**Paul Stoney**, gave the invocation and led us in the *Pledge of Allegiance*. **Jerry Siford** introduced *visiting Rotarians & guests. Health & Happiness* was presented by **Abby Saunders**. **Larry Tarleton** introduced our guest, **Bill Hawkins**, from The Post and Courier.

**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 this **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?

**Announcements:**

**Rusty Shovel Award:**

Congratulations to **Cooper Coker** for winning this week's Rusty Shovel for being always ready and willing to take on a club challenge. **GO ROTARY WHEELS!**



*Cooper Coker & Pres. Andy*

**Rotary Wheels Needs Your Help:**

We are nearing two weeks from Rotary Wheels which is on Thursday, May 14th. My committee has worked very hard to make this year's event a success.

Currently, we are trying to gather as many silent and live auction items as possible to make up for the sponsorship shortfall we have incurred this year. I challenge each member to please bring at least one item that we can sell. Our club currently has 41 items donated. Angel Postell has donated several items through the Charleston Food & Wine Festival. Johnny Stuhr has donated a quail hunt with his cousin Sandy Stuhr. Sheree Ciappa delivered a wine tasting at Neil Jordan's restaurant and a leather jewelry box from Harrison Jewelers. Fred Sales donated a framed professional photograph of Jackson Lake in Grand Teton National Park. John Brumgardt has donated a children's birthday party at the Charleston Museum. There are many more and I know many of you have spoken to me about items you plan to donate. Rotary greatly appreciates your support. Keep it coming.

Our club is still looking for live auction items. Charleston Breakfast has donated a week trip with flight included to the Bahamas, a day with a Charleston Harbor Pilot, a Jim Booth original painting, a deep sea fishing trip, and jewelry from a local jewelry store valued at over \$1000. I hope our club can step up and match them. *Remember we do not have Rotary the week of Rotary Wheels, so please try to bring your items in this Tuesday.*  
-Cooper Coker -

**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](http://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 Carroll know at [chasrot@comcast.net](mailto:chasrot@comcast.net).

**New School Partner:**

**Tom Sweeney** announced that with the closing of Fraser Elementary at the end of this term we will become partners with **Mitchell and Jane Simmons Elementary Schools**

**Pick Up Your Rotary Wheels Tickets:**

Tickets for our Rotary Wheels event will be available for pick-up at our meeting Tuesday, May 5th. There is no meeting the following week so **be sure you get your tickets**. Active members would have paid for their ticket with their January dues [admits two people].

**Teacher of the Month:**

Congratulations to Janice Grathen who was named April Teacher of the month at Fraser. Janice is the Media Specialist and encouraged the reading of 1700 books by students who then passed a test on the book they read!



*Janice Grathen and Gail Blair*

**Wellness Tip of the Week:**  
Step By Step: A Walking Program for you and your employees.  
<http://walkingprogram.roatrywellness.info>

**Birthdays**

- May 10 – Tom Read
- May 11 – David Cohen

**Attendance Score Box**

**April 28, 2009**  
**95**

**Members Absent:**

- Anderson, A., Anderson, I., Arnaud, Atkins, Bailey, Baldwin, Berlin, Burt, Ciappa, Coe, Condon, Colleen, Crowe, DiMaggio, DiLiegro, Dopp, Dukes, Dulles, Edwards, Elsasser, Emerson, England, Fetner Fimian, Fishburne, Forbes, Gaillard, Barnes-Gailliard, Gasperson, Geffert, Gilbert, Gill, Gilliard, Ginn, Green, D., Green, R., Greene, L., Greene, G., Grimaldi, Grose-close, Ham, Hansen, Hanson, Hawkins, Holz, Hood, Husser, Jackson, Jenkins, Johnson, Al, Johnson, J., Kelley-Duncan, Kerrigan, Knowlton, Krawcheck, Laurens, Lawrence, Leibowitz, Livingston, Mandell, McCormack, McKelvey, Mills, Mitchell, Oulla, Pate, Peters, Pitts, Proctor, Ravenel, E., Rosa, Saboe, Smith, L., Smith, M., Sommer-Kresse, Stevens, Sullivan, Sumner, Trawick, Van Rysselberge, Vaughan, von Werssowetz, Wertimer, Wilson, Wish, Witte, Zucker

**Out of Town Make-ups:**

Tom Clymer – Columbia, SC

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

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