



The Keyway

June 23, 2009
Issue 4464

ROTARY CLUB OF CHARLESTON
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“Counting Every Person: 2010 Census”

June 16, 2009:

Every 10 years since 1790, the US Census Bureau counts each individual in the United States. This amazing track record will continue to be intact at this upcoming census because of the efforts and assistance of people such as **Terry Seabrook**, Partnership Specialist of the Charlotte Regional Census Center. She shared with us the reasons why it's important for full and accurate count and some interesting insights as to how that count is done. The census counts not only every citizen but all individuals that are in the United States with they are here legally or not.



Terry Seabrook

In introducing our speaker, **Alison Standard** shared that Terry was not only an extremely competent individual but also a well-respected member of the community for many years and will be a very valuable asset to our “be counted in 2010” effort. This effort is very important for South Carolina as we fare worse only by Alaska in terms of responding to the Census. According to Seabrook “we can’t even take pride in beating Mississippi”.

Seabrook explained that there's been a process of geo mapping each home (or potential residence) combining sophisticated mapping technology and GPS systems. Before the census is mailed out, the objective is to know all potential residences in South Carolina. A great deal of effort is being expended to be sure that have been identified so they receive the mail in form. When asked if online surveying and would be more accurate, Seabrook responded, indicating that there are many people that don't have online capability or are not technologically savvy enough to accomplish a survey. The old-school, proven paper by direct mail is most accurate way to ensure everyone's counted. Technology is helping the census. Each form mailed out is being geo-coded to match the survey of residences. If a completed census not returned in the mail by the deadline a census taker will use the geo-coded information to visit the home up to six times to obtain a manual count.

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Rotary Calendar

June 23, 2009

Lyn Mettler

June 30, 2009

Presidential/Board Transition

July 7, 2009

No Meeting--
Happy 4th of July

In other business. . .

Past President Jermaine Husser gave the invocation and led us in the *Pledge of Allegiance*. **Andy Anderson** introduced *visiting Rotarians & guests*. *Health & Happiness* was presented by **David Burt**. **Alison Standard** introduced our guest speaker, **Terry Seabrook**, Partnership Specialist 2010 Census.

The Keyway

President's Corner



The Next Board Meeting...

...will be held on **July 14th** at 11:30am.

Please Spread the Word for Our Club Video:

Just a quick note to let you know about the Club's new video. If you 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.

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?

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While many people may want to avoid returning the census because they're worried that the information you provide will not be confidential. They don't have to worry. The individual census can't be seen by anyone for 72 years. If anybody violates confidentiality they can receive up to five years in prison and \$250,000 fine. This effort is necessary, according to Seabrook because it affects many things that are important to us. First, it affects the apportionment of approximately \$308 billion from the federal government. In addition to money, it affects political power. The information from the census is used for redistricting of Congress and also for redistricting state and local governments throughout the country. In addition, this information is extremely useful for all types of organizations including businesses for market research and planning.

To learn more about the US Census, and it's 10 quick and easy confidential questions go to www.census.gov. Census Day is April 1, 2010.

Submitted by Wayne Outlaw, Keyway Committee

Announcements:

Rusty Shovel Award:

Treasurer Tom Brown received the Rusty Shovel Award from President **Andy Brack** for all his hard work in developing and getting a budget for next year past.

Happy 4th of July!

Mark your calendars... The club will not meet on Tuesday, July 7th.

Membership Changes:

With much regret, the board approved the following resignations this past Tuesday – **Bob Baldwin** (effective 7/1), **Stephen Grimaldi** (effective 7/1), **Baron Hanson**, **Bill Johnson**, **John Orvin** (effective 7/1) and **Robert Young**. We will miss all these Rotarians and appreciate all they have done for our club and our community.

Rene Kramer, **John Rosa** and **Chris Moss** were all approved for leave of absences.

Your Thoughts & Prayers:

Please keep **Rob Dewey** in your thoughts and prayers as he recovers at home from back surgery.



Tom Brown & Pres Andy

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:

Attendance Reminder:

Our club's overall attendance percentage has been below 60% for the last several months making us one of the lowest ranked clubs in attendance in our District. We need your help to improve this! Summer is a busy time, but as Rotarians, you should keep in mind that your membership is contingent upon your attendance at weekly meetings. If you absolutely cannot be present at a weekly meeting, you can keep your attendance record clean by either attending a make-up meeting at any other Rotary club, by completing an on-line make-up from our home or office at www.rotaryclubone.org, or by letting Carroll know that you attended a non-profit board meeting. These do need to be completed 14 days before or after the meeting missed. All members are expected to maintain their attendance at 60% and we have many members that are currently well below that level. We realize that everyone has busy schedules, but as Rotarians, you committed to attending weekly meetings when you joined. We value everyone's participation and hope that you will make Rotary a weekly priority. In the upcoming year, we want our club to be one of the most attended meetings in our District.

New Photo:

If you need a new photo for our membership roster, **Ted Fetner** will be available during the next several meetings to take your picture... Stop by the Sergeant-At-Arms table.

Wellness Tip of the Week:

Nickels & Dimes: You may notice in your relationship that one of you has a characteristic that makes up for something the other is lacking, thus creating a balance. Opposites often attract, except when it comes to money...

<http://nickelsanddimes.rotarywellness.info>

Birthdays

- June 25 – John Edwards
- June 25 – Don Horres
- June 27 – Tommy Taylor
- June 27 – Rudy Thomas

Attendance Score Box

June 16, 2009
89

Members Absent:

- Alterman, Anderson, T.,
- Anderson, I., Atkins, Bailey,
- Baldwin, Berlin, Boyd,
- Brockinton, Bryan, Butts,
- Chapman, Ciappa, Clement,
- Clymer, Condon, Condon,
- Crowe, Dacey, Dewey,
- DiLiegro, Dukes, Dulles,
- Elsasser, England,
- Fishburne, Forbes, Gaillard,
- Gasperson, Geffert, Gilbert,
- Gill, Gilliard, Ginn, Grau,
- Green, D., Greene, L.,
- Greene, G., Grimaldi, Ham,
- Hanson, Hawkins,
- Humphries, Jackson, Jen-
- kins, Johnson, A., Johnson,
- L., Kelley-Duncan, Kerri-
- gan, Kramer, Krawcheck,
- Laurens, Lawrence, Lei-
- bowitz, Livingston, Man-
- dell, McGinley, Medich,
- Miller, Mills, Morris, Mor-
- ris, Moss, Murdy, Oulla,
- Pate, Peters, Postell, Proctor,
- Ravenel, Ravenel, Rosa,
- Rosen, Saunders, Scott,
- Smith, L., Smith, H., Som-
- mer-Kresse, Stevens, Sulli-
- van, Sumner, Thomas, L.,
- Trawick, Van Saun,
- Vaughan, von Werssowetz,
- Walker, Wertimer, Wiles,
- Wilson, Wish, Yarborough,
- Young, Zucker

Out of Town Make-ups:

None

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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