



The Rotary Reader

Presidential Citation Award Winner for 20 years

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The Rotary Club of Fort Walton Beach

www.fortwaltonrotary.org

George vonHilsheimer, MD



George vonHilsheimer, MD, is a board-certified dermatologist with expertise in medical, surgical, and cosmetic dermatology. "Dr. v.", as he is affectionately known by his patients, is a multi-time winner of the Vitals.com Patient's Choice Award.

Dr. vonHilsheimer completed his medical and dermatologic specialty training at Walter Reed Army Medical Center in Washington, DC, with additional training at Johns Hopkins University and the National Naval Medical Center. He is an experienced skin cancer surgeon and fellow of the American Society for Mohs Surgery and the American Society for Dermatologic Surgery. His special interest in laser surgery also led him to complete two nationally-renowned preceptorships in the use of the advanced Sciton laser system. Dr. vonHilsheimer has also been a teacher of dermatology for several years, and currently holds faculty appointments at the University of Florida and the Uniformed Services University School of Medicine. He is also a past faculty member of the Emory University School of Medicine.

Dr. vonHilsheimer is a proud veteran whose prior service as a military dermatologist, flight surgeon, and Apache helicopter pilot gives him a special appreciation for our area's large military community. He also regularly volunteers his time to supervise skin cancer surgeries at the VA Hospital and to lecture to residents and medical students at Eglin AFB Hospital.

Post Office Box 892 Fort Walton Beach, FL 32549

ROAD TRIP REVS UP INTEREST IN ROTARY

Members of the news media had gathered, along with the mayor of Windsor, Ontario, Canada, and a group of Rotary members, on the bank of the murky Detroit River. It was early August and the members were about to amaze the reporters on hand.

Jason Browne and Adam Barth, members of Rollin' With Rotary, a four-person team of Rotary members who visited a dozen cities this summer, dipped a bucket into the polluted water. The reporters watched as they poured the brownish water into a filter, part of a \$1,000 survival kit that Rotary and its project partner ShelterBox distribute to disaster victims worldwide. The water came out clear. Browne, Barth, and their teammates drank glassfuls and grinned broadly.

Then they invited Mayor Drew Dilks to take a drink. "He survived," says Rotary International Director Jennifer Jones, laughing. "And the media went nuts!" Jones, who is from Windsor, traveled with the team.

That day, Rotary was front-page news locally and featured on radio and TV. It was the kind of coverage that would be repeated almost every day of the nine-day Rollin' With Rotary tour, 1-9 August. Says Jones: "Our aim was to make Rotary look cool, hip, and relevant. And I think we did it."

The trip was a direct outgrowth of Rotary's Young Professionals Summit, held last September in Chicago, at which Jones had encouraged the young Rotary participants to dream big. Barth, 31, of the Rotary Club of Jacksonville, North Carolina, USA, took that exhortation to heart and came up with the idea for the tour.

His plan was immediately endorsed by Kathy Fahy, 41, of the Rotary Club of Iowa Great Lakes (Spirit Lake), Iowa; Marie Fallon, 40, of the Rotary Club of Pittsburgh East, Pennsylvania; and Browne, 32, of the Rotary Club of State College-Downtown, Pennsylvania. "We were discussing what people don't understand about Rotary and we said, 'What would people think if we stopped in their town and did something crazy? That would show them how fun Rotary can be,' " recalls Browne.

Some of the fun was on display at Cedar Point amusement park in Ohio, where the team gave away discount coupons. "It gave us a chance to explain Rotary," says Browne, "and we also went on rides and got people to yell, 'Let's Go Rotary!'"

At other stops, the team delivered explicitly educational messages about the good that Rotary does. In Perrysburg, Ohio, the team participated in a six-block "water walk," toting heavy containers of water to demonstrate how women and children in the developing world struggle daily to provide water for their families.

During the drive between Taylor and Ann Arbor, Michigan, the team's RV – festooned with the Rotary logo – had a motorcycle escort of more than 80 members of the Wounded Warrior Project. Other drivers pulled off the road to watch, took photos, and were among the people who donated \$11,000 that day to help disabled veterans.

While in Ann Arbor, team members participated in an End Polio Now walk that concluded on the University of Michigan campus, in the building where, 60 years ago, the public announcement of the polio vaccine's effectiveness was made.

And the team even meditated in front of Rotary International World Headquarters in Evanston, Illinois, near hand-lettered signs bearing messages like "Pause, Breathe, and Relax With Rotary." The team members were joined by several local people, including Sensei Mui, a Buddhist priest and the husband of a Rotary member, who was marking the 70th anniversary of the Hiroshima bombing.

In Cedar Rapids, Iowa, the team, along with local Rotary members, engaged in three hours of random acts of kindness. Team members gave out cards bearing the Rotary logo that encouraged recipients of the kind acts to pass along the kindness – and the cards – to others.

"It helped that nobody (on the team) was afraid to do goofy things," says Fahy. "We couldn't have afforded this kind of media coverage." By the end of the trip, 1,500 people had liked the Rollin' With Rotary Facebook page

The entire trip was pulled together in just six weeks. Each of the team members contacted Rotary members along the planned route and solicited ideas for attention-getting activities in their area. "We looked for movers and shakers who wouldn't just ask us to attend club meetings," says Fallon, who organized the water walk in Perrysburg.

"We're showing that there are fun, inexpensive things you can do to bring attention to Rotary," says Fahy. "Don't wait for permission – you can just take it and run with it."

A Rotary grant covered a budget of \$12,000, and generous Rotary members all along the route opened their homes for meals and overnight stays. The four never slept in a hotel.

Near the end of the tour, already thinking how much he would miss it, Jason Browne offered a piece of advice to fellow Rotary members: "We would have loved to come to every city in the country. We couldn't do that, so do something on your own – anything you can think of to promote Rotary!"

By Nancy Shepherdson

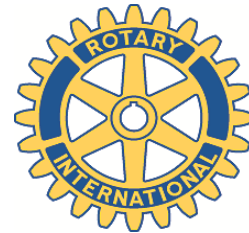
THE OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- FIRST. The development of acquaintance as an opportunity for service;
- SECOND. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;
- FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

THE ROTARY FOUR WAY TEST

- 1) Is it the truth?
- 2) Is it fair to all concerned?
- 3) Will it build goodwill and better friendships?
- 4) Will it be beneficial to all concerned?



Upcoming Speakers

September 24th: Social

September 30th: Internal

October 7th: Cristie Kedroski - VP for College Advancement NWFSC

ROTARIANS WITH BIRTHDAYS

Aaron Webber - September 17th

Today in History

1810

[Mexico](#) began its revolt against Spanish rule.

1908

General Motors was founded by [William C. Durant](#).

1974

President [Ford](#) announced conditional amnesty for [Vietnam War](#) deserters and draft evaders.

1982

Lebanese Christians massacred hundreds of Palestinian refugees in [Beirut](#).

1987

The [Montreal Protocol](#) was signed by 25 nations, limiting production of substances that harm the [ozone layer](#). To date, 197 nations have ratified the protocol.

Rotary Roster

Bill Alexson

Military Operations Commander

Robert Anderson, SM

CPA

Jack Arthur, PHF SM

Insurance

Spencer Barnes, SM

Employee Benefits

James Bass, SM

Funeral Director

Neal Bern SM

Insurance

Debbie Bodenshteyn, PHF SM Roty

Economic Development

Ann Boynton SM

Property Management

Joseph Brewster, PHF SM

Cable Television

Frank Brutt, PHF SM

County Planning

Mack Busbee

County Government

Tom Butcher

Honorary Member

Kevin Cagle, SM

Office Machines

Gerry Chalker, (8) PHF SM *

Pension Administration

Andy Corbin, PHF SM RotY *

Electronics Mfg.

George Dorris, PHF SM

Dentistry

Jeff Dunford

Banker

JT Edwards, PHF SM RotY

Landscaping Owner

Dan Empson

Honorary

Cliff Ennis

Business IT Management

Ralph Fallin, (34) PHF SM RotY

Dairy Products

Bob Fowner, PHF SM

Association Manager

Tony Gilligan, PHF SM

Government Contractor

Ben Gordon

Attorney

Ron Grissom, SM

Utilities

Haydon Grubbs, PHF SM

Education

Chad Hamilton, PHF SM

CPA

Ross Hamilton

Education- College

Sallie Hardy, PHF SM

Commercial Properties

Tom Hayes, PHF SM

Financial Services

Jody Henderson, PHF SM *

Accounting/Auditing

Mitzi Henley, SM

Retail Shopping Center

Ken Hinrichs

Non-Profit Administration

Jeff Hooton, PHF SM

Commercial Lending

Stephanie Jones SM

Banking

Laura Kirby (2)

Business Development

Richard Kunkel, PHF SM

Education

Chuck Landers, PHF SM

Certified Public Accountant

Ross LeBlanc, SM

Certified Public Accountant

Tony Leonard, PHF SM **

Retail/Musical Instruments

John Linn, PHF SM

Kitchens-Retail

Ted Litschauer, PHF SM

Public Safety

Jamey Mattern, PHF SM

Architect

David Macdonald PHF SM **

Shopping Center Manager

Julie McNabb, SM

Developmental Disabilities

Joe Meyer, SM

Retail/Computers

David O. Miller, (13) PHF SM

Developmental Disabilities

John Morgan, PHF SM*

Computer Engineer

Matthew Morgan, SM

Electrical Engineer

Dan Nelson, PHF SM

Restaurant/Fast Food

Michelle Nicholson, SM

Communications

Susan Page, SM

Professional Counseling

Roger Peadro, PHF SM RotY*

Pastor

Mary Plummer, PHF SM

Real Estate Sales

Lyndon Poff, PHF SM RotY

Paint & Body Shop

Diane Poff

Paint & Body Shop

Jan Pooley, (9) PHF SM RotY*

Department Store

Charlie Potts, PHF SM*

Jeweler

Kathy Pritchard, PHF SM

Commercial Banking

Fred Pryor, PHF SM RotY*

Utility Service-Gas

Dusty Ricketts, SM

News Media

Eulice Shelley, PHF SM*

Moving & Storage

Scott Smitt, PHF SM*

Chiropractor

Whitney Smith, SM

Attorney

Allan Stearns, PHF SM*

Travel Agent

Rick Stevens, PHF SM RotY*

Surge Suppression Systems

Randy Stokes, PHF SM*

Architecture

Kent Tinsley, SM

Commercial Banking

Herb Tinsley, PHF SM RotY*

Savings & Loan Mgmt.

Forrest Townsend, PHF SM RotY*

Veterinarian

Alex Trum, PHF SM

Orthodontist Retired

Matt Turpin, SM

Certified Public Accountant

Aaron Webber, SM

Condo Management

Charles West, PHF SM

Investment Broker

Ken Williamson, PHF SM *

Retired

Jean Woo, PHF SM

Dentist

Jack Yeiser, PHF SM

Mortgage Broker

Russ Youngblood PHF SM**

Psychologist

Interested in joining Rotary?

Please contact our Membership Chairs
Laura Kirby LKirby@Landrumcompanies.com
or

Andy Corbin ajc@tslinc.com

PH: Paul Harris Fellows

SM: PH Sustaining Members

* FWB Club Past Presidents

** Past President Other Clubs

RotY: FWB Rotarian of the Year

Members in purple have perfect attendance.

Don't forget that you can make up missed meetings at neighboring clubs. They include: Crestview: 12 p.m. Wednesday at Ryan's
Destin: 7:15 a.m. Tuesday at Rutherford's at Regatta Bay
DeFuniak Springs: 12 p.m. Wednesday at McLain's Family Steakhouse
Mid-Bay: 7 a.m. Wednesday at Bluewater Bay Golf Club
Navarre: 12 p.m. Thursday at Tuscan Grill at Hidden Creek
Niceville: 12 p.m. Thursday at Northwest Florida State College Building K
South Walton: 7:30 a.m. Thursday at Embassy Suites