



Rotary Club of Fort Walton Beach

# THE ROTARY READER

Post Office Box 892  
Fort Walton Beach, FL 32549

**District Governor's Gold Medal of Honor Award Winner — 2006-07**  
**Presidential Citation Award Winner — 13<sup>th</sup> Consecutive Year**

2007-08

## Board of Directors

**President:**

Gerry Chalker

**Vice President:**

Rick Stevens

**Secretary:**

Kathy Pritchard

**Treasurer:**

Andy Corbin

**Past President:**

Philippe Miceli

Committee Chairs:

Membership:

Andy Corbin

Service Projects:

Deborah Kernen

Rotary Foundation:

Jan Pooley

Public Relations:

Joyce Shanahan

Club Administration:

Wayne Campbell

Sergeant at Arms:

Jason Clark and  
Charles West

Speakers:

Mitzi Henley and  
Alexis Tibbetts

Scholarship, Inc.:

Roger Peadro

## Today's Guest Speaker: Pat Rice

### *Editor, Northwest Florida Daily News*



Pat Rice has been the editor of the Northwest Florida Daily News since 2004. In that capacity, he

has learned to deftly answer various Rotarian-like questions from his excellent publisher, Tom Conner. He also purchased a boat a year or so ago, and he hopes the fish bite better in 2008 than they did in 2007.

Rice has been a journalist for 23 years. He grew up in Wisconsin, and is still upset about that Packers loss to

the Giants. He received his bachelor's degree from Edgewood College, and attended graduate school at the University of Wisconsin at Madison, a bastion of left-wing liberal thought and beer.

He has been a reporter and editor in a number of states, including Arkansas, Louisiana, Tennessee and Arizona.

Rice is married to Mary, who is a nurse at White-Wilson Medical Center.

Their oldest son, Andrew, attends FSU. Their youngest son, Dillon, is in the fourth grade at Florosa Elementary.

## Google gives Rotary US\$3.5 million to help end polio

*By Dan Nixon Rotary International News - 14 February 2008*

Rotary International has received a US\$3.5 million challenge grant from the Google Foundation, a nonprofit managed by Google.org, in support of Rotary's top goal to eradicate polio worldwide. Rotary will raise funds to match the Google Foundation grant dollar-for-dollar over one year.

The grant and matching funds will directly support polio immunization activi-





FEBRUARY 20, 2008  
Welcome Rotarians and Guests!

We're glad to have you join us.

Scooter Policy: Members, If you leave prior to the completion of the program, you will be fined \$5.00 under the scooter policy. Please leave your badge on Carole's table if you leave early!



## Upcoming Programs

Feb 27 **Honorable Speaker- Designate Ray Sansom**

## MEETING STATS – 2/13/08

**ATTENDANCE: 62.24%**

### Visiting Rotarians:

Larry Leese, Oakwood, OH  
Bob Vance, East Jordan, MI  
Dick Gillman, Rittman, OH  
Gary & Brenda Fisher, Smyrna, TN  
Craig & Linda Sherman, Carmel IN

### Guests of Members

#### Guest

Danny Vaughan  
Jim Thompson  
Kevin Dietsch  
Lindsay Watson  
Mary Tinsley

#### Member

John Vaughan  
Joe Meyer  
Johnny Johnson  
Scott Smith  
Herb Tinsley

### CHS Interact/Wheelettes

Kiley Bechtel  
Nicholas Morrell  
Miller McInnis  
Shawn Carmichael

### Makeups

Jim Davis x 3  
Melissa Neal x 2



## New Member Proposal

**Name:** Mary Tinsley  
**Business:** United Publishers (Military Advertising Consultant)  
**Position:** Sales Representative  
**Sponsor:** Herb Tinsley  
**Activities:** Active volunteer in community. Grants Committee member for Children in Crisis of Florida.

*(first publication)*



## Happy February Birthday!

Al Stearns	1
Tim Walker	9
Joyce Shanahan	17
Tony Leonard	22
Joe Brewster	21

## 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?

## The ABC's of Rotary: Public Relations of Rotary *by Cliff Dochterman, Past RI President*

Historically, Rotarians perpetuated a myth that Rotary should not seek publicity, but rather let our good works speak for themselves. A 1923 policy stating that "publicity should not be the primary goal of a Rotary club in selecting an activity" of community service was frequently interpreted to mean that Rotary clubs should avoid publicity and public relations efforts. Actually, the 1923 statement further observed that "as a means of extending Rotary's influence, proper publicity should be given to a worthwhile project well carried out."

A more modern public relations philosophy was adopted in the mid-1970s that affirms that "good publicity, favorable public relations, and a positive image are desirable and essential goals for Rotary" if it is to foster understanding, appreciation, and

support for its Object and programs and to broaden Rotary's service to humanity. Today, most Rotarians recognize that active public relations is vital to the success of Rotary.

A service project well carried out is considered one of the finest public relations messages of Rotary. It is essential that Rotary clubs make every effort to inform the public of such projects.

As Rotary clubs and districts consider effective public relations, it is important to remember that when Rotarians think of Rotary, we think of our noble goals and motives. But when the world thinks of Rotary, it can only think of our actions and the service we have performed.

### **Google gives Rotary US\$3.5 million to help end polio** *Continued from Page 1*

ties carried out by the Global Polio Eradication Initiative (GPEI), a partnership spearheaded by the World Health Organization, Rotary International, UNICEF, and the U.S. Centers for Disease Control and Prevention.

"Following the Bill & Melinda Gates Foundation's \$100 million grant to Rotary in November, Google.org represents another response to the call for support by Rotary and its partners to finish polio," says Dr. Robert S. Scott, trustee chair of The Rotary Foundation. "Both challenge grants reflect strong confidence in Rotary's leadership role in working relentlessly to help achieve this vital public health goal for the world's children."

Eradicating polio has been Rotary's number-one priority since 1985. To date, Rotary has helped immunize nearly two billion children and contributed \$650 million to the GPEI, a figure that will rise to more than \$850 million by the time the world is certified polio-free.

Globally, the number of polio cases has fallen from 350,000 annually in the mid-1980s to approximately 2,000 cases in 2006. The GPEI has succeeded in slashing the number of cases by 99 percent and decreased the number of polio-endemic countries from 125 to just 4: Afghanistan, India, Nigeria, and Pakistan.

"This grant comes at a crucial time for the initiative, as more funds are needed to reach children in the most challenging regions of the world," says RI President Wilfrid J. Wilkinson. "We have the technical tools to beat polio, and we're almost there. All we need is for the rest of the world to follow the Google Foundation's lead in supporting the effort to eradicate this vaccine-preventable disease once and for all."

Abernethy, James <b>PHF</b> Banking - Loans	Gilligan, Tony <b>PHF</b> Government Contractor	Martin, Ralph <b>PHF</b> Aircraft Equip. Mfg.	Pooley, Jan <b>PHF</b> Department Store	Tibbetts, Alexis <b>SM</b> Schools
Arrowsmith, Steve <b>SM</b> Commercial Banking	Goodman, Jackie <b>SM</b> Hotel Marketing	Mattern, Jamey <b>SM</b> Architect	Potts, Charlie, <b>PHF*</b> Jeweler	Tidmore, Max <b>PHF*</b> Office Machines
Arthur, Jack <b>PHF</b> Insurance	Grubbs, Haydon <b>PHF</b> Education	McDonald, Tim <b>PHF</b> Manufacturing	Pritchard, Kathy <b>PHF</b> Commercial Banking	Tinsley, William <b>PHF * X</b> Savings & Loan Mgt.
Bennett, Nitsi <b>PHF X*</b> Non-profit Administration	Hamilton, Chad <b>SM</b> CPA	McGilvray, Stacey <b>SM</b> Commercial Banking	Pryor, Fred <b>PHF*</b> Utility Service - Gas	Townsend, Forrest <b>PHF* X</b> Veterinarian
Bodenstine, Debbie <b>SM</b> Economic Development	Hardy, Sallie <b>PHF</b> Commercial Properties	McCombs, David <b>SM</b> Aerospace Prg. Mgmt.	Rahe, Theodore <b>PHF*</b> Property Management	Trum, Alex <b>PHF</b> Orthodontist <i>Retired</i>
Bohnsack, Rob, <b>SM</b> Reverend	<b>Hayes, Tom SM</b> <b>Financial Services</b>	Mead, John Attorney	Raines, Joe <b>PHF</b> Outdoor Advertising	Vaughan, John <b>PHF</b> Past Service
Brewster, Joseph <b>PHF</b> Cable Television	Henderson, Joseph <b>PHF*</b> Accounting/Auditing	Meyer, Joseph <b>SM</b> Computers-retail	Raynsford, Vance <b>* SM</b> <i>Honorary</i>	Walker, Timothy <b>SM</b> ER Physician
Brutt, Frank <b>PHF</b> County Planning	Henley, Mitzi <b>SM</b> Retail Shopping	Miceli, Gail <b>SM</b> Banking	Richburg, James R. <b>PHF X</b> College Administration	Watson, Yonge <b>PHF*</b> Real Estate
Campbell, Wayne <b>PHF</b> Hospital Administration	Hightower, M. Cullen <b>PHF</b> <b>*X Furniture - Retail</b>	Miceli, Philippe <b>PHF *SM</b> Private Banking Exec	Riggs, Stephen <b>SM</b> CPA	West, Charles <b>PHF SM</b> Investment Broker
Chalker, Gerry <b>PHF SM</b> Trust Banking	Hipsh, Larry <b>SM</b> Attorney	Mickle, Donna <b>PHF SM</b> Business Consultant	Robbins, Dave <b>SM</b> A/C Heating & Refrig.	Williamson, Kenneth <b>PHF*</b> <i>Honorary</i>
Clark, Jason <b>SM</b> Insurance	Hipsh, Whitney <b>SM</b> Real Estate Attorney	Miller, David O. <b>PHF</b> Developmental Dsablty.	Robinson, William <b>PHF</b> Fund Raising	Woo, Jean <b>PHF</b> Dentist
Conner, Tom <b>SM</b> News Media	Hooton, Jeff <b>SM</b> Commercial Lending	Montanez, Aminta <b>SM</b> Employee Leasing	Royster, Skip <b>PHF*</b> Commercial Contractor	Yeiser, Jack <b>PHF</b> Mortgage Broker
Corbin, Andy <b>PHF**</b> Electronics Mfg	Howard, William <b>PHF</b> Real Estate - General	Morgan, John <b>PHF*</b> Computer Engineer	Shanahan, Joyce <b>PHF SM X</b> City Government	York, Jerry <b>SM</b> Auto Sales
Curry, Jim <b>SM**</b> Government Management	Hughes, Chris <b>SM</b> Building Industry	Neal, Melissa Education	Shaw, Susan <b>SM</b> Fund Raising	Youngblood, Russ <b>PHF**</b> Psychology
Davis, Charles <b>PHF SM</b> Restaurant Owner	Hutson, Karen T. <b>PHF</b> Retail Cars	Negron, Jason <b>SM</b> Attorney	<b>Shaw, Timothy PHF*</b> <b>Attorney</b>	<p><u>Recent Resignations:</u></p> <ul style="list-style-type: none"> <li>• Pat Hollam</li> <li>• Skip Rainer</li> <li>• Joel Unger</li> </ul> <p><b>Members in green font have missed three or more meetings. Please give them a call and encourage them to attend a meeting.</b></p>
Davis, James <b>PHF *SM</b> Public Utilities	Johnson, Chris <b>PHF*</b> <i>Honorary</i>	<b>Nelson, Dan PHF</b> <b>Restaurant - Fast Food</b>	Shelley, Eulice <b>PHF*</b> Moving & Storage	
Davis, Jessica <b>SM</b> Non-Profit Fundraising	Johnson, Johnny <b>PHF X**</b> Banking	Nicholson, Michele <b>SM</b> Communications	Simpson, Natalie <b>SM</b> Legislative	<p>PHF: Paul Harris Fellows SM: PH Sustaining Members * FWB Club Past Presidents ** Past President Other Clubs X FWB Rotarian of the Year</p>
Dorris, George <b>PHF</b> Dentistry	Kernen, Deborah <b>PHF</b> Communications	Ochs, Jonathan <b>SM</b> Banking	Sims, Sandy <b>SM</b> Utilities Management	
Duncan, Buddy <b>SM</b> Chaplin	Landers, Chuck, <b>PHF</b> CPA	O'Dell, Shane <b>SM</b> Financial Services	Smith, Pete <b>PHF*</b> Appraiser	
Englett, Michael <b>PHF SM</b> College Athletics	Leonard, Tony <b>PHF**</b> Retail/Musical Instrmnt.	Pagliari, Emil <b>PHF</b> Restaurants - Seafood	Smith, Scott <b>SM</b> Chiropractor	
Fallin, Ralph <b>PHF *X</b> Dairy Products	Linn, John <b>PHF SM</b> Kitchens-retail	Parker, Desley <b>SM</b> Success Coach	Stearns, Allan <b>PHF</b> Travel Agent	
Foster, William <b>PHF SM X</b> Attorney	Litschauer, Ted, <b>SM</b> Public Safety	Peadro, Roger <b>SM</b> Pastor	Stevens, Rick <b>PHF X</b> Surge Suppression System	
Fowner, Bob <b>PHF</b> Assoc. Manager	Lowrey, Thomas <b>PHF*</b> Stockbroker	Plummer, Mary <b>SM</b> Real Estate Sales	Stokes, Randy <b>PHF*</b> Architecture	

**Don't forget that you can makeup a missed meeting at a neighboring club. They include:**

**Crestview:** Wednesday noon, Sonny's B-B-Q

**DeFuniak Springs:** Wednesday 7:30 a.m., McLain's Family Steak House

**Mid-Bay:** Wednesday 7 a.m., Bluewater Bay Golf Club

**Navarre:** Thursday noon, Cocodries

**Niceville:** Thursday noon, OWC Bld. K

**South Walton:** Thursday 7:30 a.m., Embassy Suites

**Destin:** Tuesday 7:15 a.m. Rutherford's at Regatta Bay

For more locations, visit our district Web site at: [www.rotary6940.org](http://www.rotary6940.org) or **makeup on line at** [www.rotaryclubone.org](http://www.rotaryclubone.org)

As of 2/13/08

103 Members  
3 Honorary Members  
**106 Total Members**