



The Rotary Reader

Post Office Box 892

Fort Walton Beach, FL 32549

Presidential Citation Award Winner – 18th Consecutive Year

The Rotary Club of Fort Walton Beach

Board of Directors

President:
Scott Smith

Vice-President:
Jan Pooley

Secretary:
Roger Peadro

Treasurer:
Kathy Pritchard

Past President:
Al Stearns

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Membership:

Julie Orr

Services Projects:

Roger Peadro

Rotary Foundation:

Jan Pooley

Public Relations:

Jamey Mattern

Club Administration:

Aaron Webber

Sergeant at Arms:

Mike Wright Reynolds

Programs:

Chad Hamilton

Scholarship, Inc.:

Natalie Simpson

Social Committee

Vacant

Bulletin

Aaron Webber

Executive Secretary

Nancy Robinson

Assistant District Governor

Rick Stevens



Dr. David L. Goetsch

Vice President

Emeritus of Northwest Florida State College

Dr. Goetsch is Vice-President Emeritus of Northwest Florida State College where he served for 36 years. During that time he held dual professorships in Business/Management and Political Science. He also served during this time as the College's lead corporate trainer. He is the author of more than 70 books on various topics including leadership, management, supervision, organizational excellence, and economic development. Several of his books are bestsellers in the collegiate market and have been translated into foreign languages (Korean, Malaysian, Hindi, and Indonesian). He is currently a consultant and trainer for numerous organizations including small businesses, large corporations, cities, and counties and is a widely recognized motivational speaker for business organizations.

Dr. Goetsch Holds a Doctorate Degree in Educational Leadership, Four Masters Degrees (Management, Human Development/Counseling, International Relations, and Educational Leadership), a Baccalaureate Degree in Business/Technology Education, and an Associate Degree in Engineering Technology.

Dr. Goetsch is chairman of the Florida Defense Task Force, a group of community leaders from across the state (including the Lt. Governor and members of the Florida House of Representatives and Senate) established to ensure that Florida is a military-friendly state. He is co-founder and Chairman of the Board of the Okaloosa Economic Development Council, founding board member of the Walton Economic Development Alliance, past president of the Fort Walton Beach Chamber of Commerce, past president (twice) and foundation board member of the Niceville-Valparaiso Chamber of Commerce, board member of the Crestview Chamber of Commerce, and past foundation board member of the Walton Chamber of Commerce. Dr. Goetsch has been Northwest Florida's "Economic Development Volunteer of the Year" three times (1992, 1996, and 2008).

Dr. Goetsch was America's Outstanding Technical Educator of the Year in 1984, Florida's Outstanding Technical Educator of the Year in 1986, Instructor of the Year at the University of West Florida's Fort Walton Beach Campus in 1982, 1983, 1984, and 1985, and Instructor of the Year at Northwest Florida State College (then OWJC) in 1976. In 2003, Dr. Goetsch was selected as a Distinguished Alumnus of the University of West Florida and in 2007 as one of the University's top 40 alumni during its first 40 years of operation. In 2005, he received the James Campbell Community Service Award from the Niceville-Valparaiso-Bay Area Chamber of Commerce and the Spirit of Freedom Award from the Northwest Florida Daily News and its parent company, Freedom Communications, Inc. In 2009 he was recognized for "Outstanding Community Engagement" by the Carnegie Foundation.

Rising to the Challenge

The Rotarian -- June 2012

At the end of this month, Rotary's Challenge for polio eradication comes to a close. Through the hard work of Rotarians around the world, we've raised over US\$200 million, more than six months ahead of schedule, in response to \$355 million in grants from the Bill & Melinda Gates Foundation. Now that we've reached this milestone, we need to build on our success by promoting the final push to end polio and continuing to raise funds until the world is certified polio-free.

Rotary Foundation Trustee John F. Germ, chair of the Rotary's US\$200 Million Challenge Committee, sat down with *The Rotarian* to discuss how club members got the general public involved in fundraising – and what's next. "We could not have done this without the tremendous support of individual Rotarians around the world," he says.

THE ROTARIAN: Rotary met the \$200 million challenge six months ahead of schedule during the worst global economy in 60 years. Why such success?

GERM: It's dedication, it's commitment, and it's a challenge. Rotary has been dedicated to this cause for a long time – we started on the fight against polio back in 1979, when James Bomar, who was president of Rotary International, went to the Philippines under a 3-H [Health, Hunger and Humanity] grant project to give the first drops of polio vaccine to children in that country. I think Rotarians saw this challenge as a way to further the commitment. If you look at the challenge in dollars, it's a pretty good investment in itself – you couldn't take \$200 million and invest it and get \$355 million anywhere. So Rotarians took to that part of it too.

TR: This is Rotary's third major fundraising campaign for polio eradication. What was different this time?

GERM: In the previous two campaigns, in 1985 and 2003, we surpassed our goals, but donations to the Foundation's Annual Fund decreased. This time, the Annual Fund increased each of the three years of the challenge. We were able to raise this additional money for polio at the same time because we said, "Get the community involved." It gave us a chance to enhance Rotary's public image by having Rotarians working with local leaders, holding pancake sales, swimathons, bike rides – you name it, it's been tried. And that helped raise the money in the community rather than depending only on Rotarians. People were willing to expose Rotary to the public, whereas in the past, Rotary had kept its light under a bushel, so to speak. Now Rotary is willing to put its light out there.

The other thing is that if you look at the Rotarians of today versus the Rotarians of 1985, there had to be an education process about polio. Many regions are now polio-free. What's going to make younger Rotarians make a commitment to go out and raise funds for this disease? We had to teach why it's important, and how polio migrates and can pop up anywhere if you don't eradicate it everywhere.

Getting Itzhak Perlman – a world-renowned violinist and a polio survivor – to help raise money and appear in a "This Close" ad helped get other celebrities, from all different countries, to participate in our ad campaign. It was important that they came from different countries. It showed that polio eradication isn't just a Rotary program, but a worldwide program – and that polio is important enough that these individuals, who are highly recognized within their communities, were willing to take their time to do those ads.

TR: How did Rotary use the Internet to reach new donors?

GERM: If you want to reach young people, you've got to use the media form they're accustomed to – so, Twitter or LinkedIn or Facebook. We had a microsite for the "This Close" campaign where people could upload their photos and make their own "This Close" ad to post on social media. We also took advantage of online giving. Several times, we gave double recognition points for online contributions. We found out that Rotarians are no different from anybody else – they like a bargain. When we did it in 2010, about 3,800 people registered for Member Access. The next year, we did it in 12 currencies. There were 8,077 transactions during those five days. Brazil alone came through with over \$730,000 – it was phenomenal. We raised a total of \$2.6 million that time.

Read the rest of this article and more stories like this in *The Rotarian* or sign up for the digital edition.

This Day in History

On this day in 1895, Emile Levassor drives a Panhard et Levassor car with a two-cylinder, 750-rpm, four-horsepower Daimler Phoenix engine over the finish line in the world's first real automobile race. Levassor completed the 732-mile course, from Paris to Bordeaux and back, in just under 49 hours, at a then-impressive speed of about 15 miles per hour

On this day in 323 BC, Alexander the Great, the young Macedonian military genius who forged an empire stretching from the eastern Mediterranean to India, dies in Babylon, in present-day Iraq, at the age of 33.

On this day in 1966, the Supreme Court hands down its decision in *Miranda v. Arizona*, establishing the principle that all criminal suspects must be advised of their rights before interrogation. Now considered standard police procedure, "You have the right to remain silent. Anything you say can, and will, be used against you in court of law. You have the right to an attorney. If you cannot afford one, one will be appointed to you," has been heard so many times in television and film dramas that it has become almost cliché.



Ft Walton Beach Rotary Club Installation Event

Where: Gulfarium Marine Adventure Park

When: Tuesday June 26, 2012

Time: 6:30 - 9:00pm

Dress: Resort Casual

Cost: \$13 Guest (children under 5 years, no charge)

RSVP: Nancy: rotarynancy@cox.net (NLT June 21)

Rotarians with Birthdays this Week

Bob Fowner

John Vaughan

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?



Reach Within to Embrace Humanity



Rotary Roster

Anderson, Robert SM
CPA

Arthur, Jack PHF SM
Insurance

Bennett, Nitsi (18) PHF X *
Non-Profit Administration

Bodenstine, Debbie PHF X SM
Economic Development

Brewster, Joseph PHF SM
Cable Television

Brutt, Frank PHF SM
County Planning

Butcher, Tom
Honorary Member

Cagle, Kevin SM
Office Machines

Chalker, Gerry (4) PHF SM *
Pension Administration

Clark, Jason (2) SM
Insurance

Corbin, Andy (6) PHF SM X *
Electronics Mfg.

Curry, Jim PHF SM **
Government Management

Davis, James (32) PHF SM *
Public Utilities

Dorris, George PHF SM
Dentistry

JT Edwards SM
Retail Owner

Ekedahl, Brian SM
Social Services

Empson, Dan
Honorary

Fallin, Ralph (30) PHF SM X *
Dairy Products

Foster, William PHF SM * X
Attorney

Fowler, Bob (1) PHF SM
Association Manager

Gavin, Clifton SM
Attorney

Gilligan, Tony (16) PHF SM
Government Contractor

Grissom, Ron SM
Utilities

Grubbs, Haydon PHF SM
Education

Hamilton, Chad PHF SM
CPA

Hardy, Sallie PHF SM
Commercial Properties

Hayes, Tom PHF SM
Financial Services

Henderson, Jody PHF SM *
Accounting/Auditing

Henley, Mitzi (3) SM
Retail Shopping Center

Hipsh, Whitney SM
Attorney

Hooton, Jeff (4) SM
Commercial Lending

Howard, William PHF
Real Estate-General

Johnson, Chris PHF *
CPA Retired

Johnson, Johnny (39) PHF SM X *
Banking

Kedroski, Cristie SM
Foundation Development

Kunkel, Richard SM
Education

LaBlanc, Ross
CPA

Landers, Chuck PHF SM
CPA

Leonard, Tony PHF **
Retail/Musical Instruments

Linn, John PHF SM
Kitchens-Retail

Litschauer, Ted SM
Public Safety

Lowrey, Tom PHF *
Stockbroker

Martin, Ralph PHF
Aircraft Equipment Mfg.

Mattern, Jamey PHF
Architect

Macdonald, David SM
Shopping Center Mgr

McDonald, J.R. SM
Aerospace Marketing

McNabb, Julie (1) SM
Developmental Disabilities

Meyer, Joe SM
Retail/Computers

Miller, David O. (9) PHF
Developmental Disabilities

Monroe, Jason SM
Communications

Morgan, John PHF SM *
Computer Engineer

Morgan, Matthew SM
Electrical Engineer

Nelson, Dan PHF SM
Restaurant/Fast Food

Nicholson, Michele SM
Communications

O'Brien, Kevin SM
Financial Services

Orr, Julie SM
Personnel Staffing

Page, Brian SM
Tax Attorney

Palmer, Charlie SM
Real Estate Development

Peadro, Roger PHF SM
Pastor

Plummer, Mary PHF SM
Real Estate Sales

Poff, Lyndon (2) PHF X SM
Paint & Body Shop

Pooley, Jan (5) PHF SM X
Department Store

Potts, Charlie PHF SM *
Jeweler

Pritchard, Kathy PHF SM
Commercial Banking

Pryor, Fred PHF SM *
Utility Service-Gas

Rahe, Ted (35) PHF SM *
Property Management

Richburg, Bob PHF SM X
College Administration

Ricketts, Dusty SM
News Media

Rollins, Joe SM
Compliance Services

Shaw, Susan SM
Fund Raising

Shelley, Eulice PHF *
Moving & Storage

Simpson, Natalie SM
Legislative

Smith, Pete PHF * SM
Appraiser

Smith, Scott PHF SM
Chiropractor

Stearns, Allan (20) PHF SM *
Travel Agent

Stevens, Rick (3) PHF * X SM
Surge Suppression Systems

Stokes, Randy PHF SM *
Architecture

Tibbetts, Alexis SM
Schools

Tinsley, Kent SM
Commercial Banking

Tinsley, Herb PHF * X SM
Savings & Loan Mgmt.

Townsend, Forrest PHF* X SM
Veterinarian

Trigg, Brian SM
Program Analyst

Trum, Alex PHF SM
Orthodontist Retired

Turpin, Matt SM
CPA

Vaughan, John PHF SM
Past Service

Watson, Yonge (1) PHF*SM
Real Estate

Weaver, John SM
Youth Organization Mgmt.

Webber, Aaron (1) SM
Condo Management

West, Charles PHF
Investment Broker

Williamson, Ken PHF SM *
Retired

Woo, Jean PHF SM
Dentist

WrightReynolds, Mike PHF SM
Photography

Yeiser, Jack PHF
Mortgage Broker

Youngblood, Russ PHFSM**
Psychologist

PHF: Paul Harris Fellows
SM: PH Sustaining Members
* FWB Club Past Presidents
** Past President Other Clubs
X FWB Rotarian of the Year

Members in purple are recognized as achieving perfect attendance as of the end of the previous year (June 30th)

Members in blue font are on a leave of absence.

Don't forget that you can make up a missed meeting at a neighboring club. They include:
Crestview: Wednesday noon, Ryan's
Destin: Tuesday 7:15 a.m. Rutherford's at Regatta Bay
DeFuniak Springs: Wednesday 12:00 p.m., McLain's Family Steakhouse
Mid-Bay: Wednesday 7 a.m., Bluewater Bay Golf Club
Navarre: Thursday noon, Tuscan Grill at Hidden Creek
Niceville: Thursday noon, OWC Bld. K
South Walton: Thursday 7:30 a.m., Embassy Suites