



# NEWS CONNECTION

## ROTARY DISTRICT 7620 NEWSLETTER

### CENTRAL MARYLAND AND WASHINGTON DC, USA

## Rotary District 7620 Newsletter June 2020

### INSIDE THIS ISSUE:

Accomplishments for the Year	1
District Conference	1
Upcoming Events	2
Attracting & Retaining Members	3
Disaster Aid USA	4
Council on Legislation	4
The Rotary Foundation	5
Carroll Creek Response to COVID-19	6
Education & Children Impacts	7
Metro-Bethesda Response to COVID-19	8
Rotaract Clubs' Updates	10&12
Dupont Circle Response to COVID-19	11
District Conference Speakers	13
District Conference Schedule	13
In Memoriam: Ashby Chamberlin	14
In Memoriam: Frank Devlyn	14
Quote of the Month	14



## VIRTUAL DISTRICT CONFERENCE TO CELEBRATE ACCOMPLISHMENTS OF THE 2019-20 ROTARY YEAR


*By Governor Barton Goldenberg*

We all wish we had the opportunity to go on the Rotary Family Vacation in May. The sun. The water. The community. But things have been rapidly changing for the last three months and we have been required to reconsider. District 7620 is pivoting to ensure you get the staples from our annual event by going virtual with this year's District Conference. This two-session event will still bring you two stellar keynotes, District awards, the 4-Way Test Speech Contest, and more. Please register at [Bit.ly/7620DisCon](https://bit.ly/7620DisCon). Join us and get ready for a fun time with your fellow 7620 Rotarians. DG Barton will be presenting 120 awards at the June 26-27, 2020 online District Conference to acknowledge the above accomplishments that could not have happened without the commitment, devotion and hard work of 60 club presidents & 4 satellite chairs and their members, 12 AGs, 31 District Chairs, and the Council of Governors that consists of past and future DGs. DG Barton raises a toast to each of you in your honor. Together, we made it happen! Listed below are a many of the accomplishments of the 2019-2020 Rotary year.

## DISTRICT 7620'S ACCOMPLISHMENTS THROUGH MAY 24TH

### DG Barton's #1 Goal – Membership

1. D7620 has a net gain of 37 members year-to-date.
2. D7620 created and implemented a structured 'Lead Management & Tracking'



**The Rotary 7620  
District  
Conference  
is Going Virtual**

*Friday*  
**June 26 | 6:30PM-9:30PM**

*Saturday*  
**June 27 | 9:30AM-12:30PM**

process and technology to track all leads from both RI and individual clubs. This process supported by the DACdb CRM application has gained wide-spread praise from both RI and Zone executives.

3. D7620 chartered two new Rotary clubs (RC of Washington Global – 38 members, RC of International Friendship - 43 members).

4. D7620 welcomed two new satellite clubs – RC of Washington Global Montgomery County, MD Satellite and RC of Baltimore Evening Satellite.

5. D7620 launched a Digital Marketing program focused on enticing younger and female prospects to D7620 RCs.

6. D7620 organized and implemented a Membership Summit attended by 70 D7620 Rotarians.

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## UPCOMING EVENTS

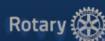
**June 26-27**

### **District Conference**

This two-session event will still bring you two stellar keynotes, district awards, the 4-Way Test Speech Contest, and more. Please register at [Bit.ly/7620DisCon](https://bit.ly/7620DisCon). Join us and get ready for a fun time with your fellow 7620 Rotarians. [See the Conference Agenda and Speakers' Biographies on page 13.]

## NOW MORE THAN EVER, ROTARY CONNECTS THE WORLD: THE 2020 ROTARY VIRTUAL CONVENTION

20-26 June 2020



**June 28 6pm**

### **District Governor Installation for Jimmie Gorski**

*All Rotarians Are Invited to This Virtual Event. District and Club Leadership Are Strongly Encouraged to Attend. At the End of the Ceremony, All Rotarians and Guests Are Invited to Participate in a Virtual Toast to Jimmie Gorski, District Governor for 2020-2021.*

**April 23-24, 2021**

### **District Conference**

The Graduate, Annapolis

## D7620'S ACCOMPLISHMENTS THROUGH MAY 24TH

### **DG Barton's #2 Goal – Building a Giving & Grant Culture**

1. Grants: D7620 reengineered the Grant approval process -- moved the District DDF grant window to May 15 – September 15.
  - D7620 allocated \$116,151 for 41 District DDF grants.
  - 63% of all D7620 clubs received a District DDF grant – a new District record.
  - D7620 allocated an estimated \$200,000 for 16 Global Grants.
2. Giving goal: D7620 increased total giving from \$646,000 last year to greater than \$1.2 million this Rotary year – a new District record

### **DG Barton's #3 Goal: Implement his "Youth: A Call to Action!" Theme**

1. D7620 planned 7 Youth conferences this year. Two were successfully implemented this

Rotary year; unfortunately, the other 5 had to be postponed because of Covid-19 shutdown.

2. D7620 brilliantly relaunched the RYLA program: 105 paid registrants.
3. D7620 Youth Exchange Program (YEP) secured 7 'outbound' students this Rotary year – a new District record; unfortunately, the YEP has been cancelled because of Covid-19
4. D7620 grew Interact Clubs to a total of 27.
5. D7620 grew Rotaract Clubs to a total of 13 Rotaract Clubs: 10-university based and 3 community-based.

### **Special Events/ Other Achievements**

1. DG Barton & First Lady Marina hosted the US/Russian ICC celebration at their home in Bethesda.
2. DG Barton & First Lady Marina hosted

the Global Scholarship evening at their home in Bethesda.

3. D7620 selected one Global Scholar recipient (\$30,000).
4. D7620 selected and recommended 3 Global Peace Scholars.
5. D7620 hosted a wonderful Rotary Foundation Black Tie Dinner to thank all our generous donors.
6. D7620 held a Polio Plus Day celebration at metroBethesda RC.
7. D7620 designed a wonderful District Conference that unfortunately had to be cancelled and brought online because of Covid-19.
8. D7620 had 93 registered Rotarians ready to attend the RI International Convention in Honolulu that unfortunately had to be cancelled and brought online because of Covid-19.
9. D7620 will hand out many District and RI awards at the June 26-27 online District Conference.
10. D7620 reformatted the award-winning monthly newsletter to make it more user friendly.
11. D7620 is now a member of the US/Russia Rotary International Inter-Country Committee.
12. D7620 adopted new technology on multiple fronts, the two most important being use of the DACdb Grants module where only digital grant applications are now allowed, and use of the DACdb CRM module to manage and track all new membership leads.
13. DG Barton created 48 DG Weekly Videos for Club Presidents, AGs and DELT members as a way of keeping them informed throughout the year about key Rotary events; all videos are available on the D7620 website.
14. DG Barton created and facilitated 6 DG Executive Learning Summits to share his insight and to help ensure a

*(continued on page 5)*

# ROTARY DISTRICT VISION PAPER: RETAINING & ATTRACTING MEMBERS

## Introduction

This paper is intended to provide some reflections on the possibilities and options to ensure our District and Club commitment to retaining the membership we have and to adjust to new ways of outreach for prospective members. Though the fundamentals of engagement, needs, and priorities for current and potential members have not changed due to the COVID-19 Pandemic, the way we accomplish these goals and the tools we need have.

This paper is not meant to be a step-by-step instruction on retention and recruitment, but rather a discussion on possible ways to drive member recruitment and retention during Covid-19 recovery. This document is very much a work in progress. As you try out the suggestions noted below, thanks for sharing feedback with the authors as to your outcomes, lessons learned, and things you think should be done differently. The intent is to share your suggestions with D7620 Rotarians.

## Retention

“The ability to maintain the current state.” As an organization Rotary needs people to accomplish our goals including the provision of services to our local communities and the world. This task can be difficult in normal times and even more challenging during Covid-19 recovery. The reason people remain Rotarians will vary, but can typically be described as the engagement (e.g., meetings, social hours, community), the individual, Club and District projects we do (e.g., services and funding for community and global activities), and the impact we have (e.g., community leaders know where to turn to for reliable partners like Rotary). This will not

change, but the delivery of these things to our members and the community will be different for some period of time and maybe not ever get back to what it was pre Covid-19. And we want to learn from what we do to secure ‘continuous improvement’ for our District and our Clubs. As we move forward, we must remember the value that Rotary provides and try and deliver that same value with the new tools described below.

## Engagement

- Social – The way meetings are conducted and the ability to keep people involved will likely be one of the biggest changes in the near term. The recently completed District Survey indicated that 46% of the respondents wanted a combination of in-person and virtual or online meetings.

- Clubs and the District will have to invest in virtual meeting technology. We (most of us) may not be comfortable with or fully understand the capabilities of this technology, but it looks like we will have to adapt. The expense, while not large, is still a cost. Here is what we found with the most popular applications. Go-To-Meeting runs \$12 per month for up to 150 users, while WebEx runs \$17.95 per month for 100 users. Both are capable platforms where you could invite speakers and control the flow of the meeting. If you end up having a part virtual and part in-person meeting you can use Facebook’s Live Stream capability (this may be dependent on the venue, do they have internet, or you could a mobile hotspot to your new technology pile).

- Keep in mind that physical distancing is not social distancing. We need to engage and reach out to our members now more than ever. The physical meetings, happy hours, and

other fellowship events may be on hold, but the desire for contact with other Rotarians is still there. Consider a virtual wine tasting, happy hour, or other solely fun event. Innovation and imagination are required. Find your members with a knack for this and let them go.

- Service – One of the reasons our members join is for the service we provide. With the physical distancing we may need to revisit our projects. Will we need to change the types and quantities of projects we undertake? Will we need to spread out our completion schedule in order to rotate the number of Rotarians and recipients on any given project? Will we need to develop and execute more direct funding projects? These are issues we will need to discuss with our clubs.

- Club Management – Virtual board meetings, dues structure, committee management and reporting, all processes that will need to be revisited. Again, we must ensure that we involve our members in these discussions. We may also have to adjust and update our bylaws and other governing documents.

## Projects

- Fund Raising – Fund Raising is certain to change for the near term. 65% of respondents to the District Survey indicated their clubs are rethinking fundraising. The large gatherings that so many clubs count on is gone for now. We will have to emulate the online fund raising a lot of non-profits use now (Go Fund Me, Facebook’s Charities, etc.) and that will leave some members feeling they are not contributing, not to mention the social aspect of seeing your “regulars”.

*(continued on page 9)*



# DISASTER AID USA AND ROTARY CLUBS CONTINUE TO FIGHT COVID-19

*By Bob Grill, President of Disaster Aid USA; and Paul Mahata, Chair, District Disaster Relief Committee*

Disaster Aid USA, in coordination with District Disaster Relief Committee, is actively fighting COVID-19 since March 2020. In a very short time, thirteen Rotary clubs of District 7620 have joined forces to support three DDF projects (valued

at \$30K) and one global grant project (valued at \$59K, also known as COPING project, or COVID-19 PPE for Nursing Homes). Out of these, two DDF projects are led by Mt. Airy and Bonds Meadow clubs, supported by Sykesville-South Carroll and Westminster. These two DDF grants have already provided 5,000 surgical masks to Carroll Hospital. Howard West club added extra 37

these thirteen Rotary clubs are fighting COVID-19 in a vigorous way.

Although the DDF grants and COPING global grant project amount to a total of \$89K; the need for PPE is much more locally and nationwide. For this reason, Disaster Aid USA is seeking donations now. Disaster Aid USA is a Rotary Club project providing aid and assistance when disaster strikes within and outside the United States. Past support from Rotary clubs and individual Rotarians is really appreciated. Please earmark your donation "COVID-19" and mail to: Disaster Aid USA, 9817 Lanham Severn Road, Lanham, MD 20706, or donate online using the website [www.disasteraidusa.org](http://www.disasteraidusa.org) via PayPal or going to link [disasteraidusa.networkforgood.com/](http://disasteraidusa.networkforgood.com/)

A complimentary DAUSA mask for personal use (shown in the photo on the left) will be mailed out for each \$25 donation. For any questions, feel free to contact Bob Grill, President & Co-founder, Disaster Aid USA [bob.grill@disasteraidusa.org](mailto:bob.grill@disasteraidusa.org) Tel: 410-956-7344; or Paul Mahata, Chair, District Disaster Relief Committee, [Pmahata@verizon.net](mailto:Pmahata@verizon.net)

## C.O.L. REP. & ELECTORS

*By Jennifer Coppit*

Every three years, we come together as a District to determine who will represent us at Rotary International's Council On Legislation. The time is upon us to select a new representative with the help of our clubs. In a nutshell, clubs may nominate a past District Governor that is still in good standing. Clubs will also need to identify "electors" to serve in the voting process once all nominees have had the opportunity to make a few remarks about their ability to service the District well in this capacity. Please submit the names of any nominee and your electors no later than June 12th to Jennifer Coppit at [rotariancoppit@gmail.com](mailto:rotariancoppit@gmail.com).



[Above] Paul Mahata (representing DAUSA and Carroll-4 clubs) and DGN Geetha Jayaram (Howard West) making second delivery of PPE to Carroll Hospital.



face shields to the delivery. The photo on the left shows Paul Mahata (representing DAUSA and Carroll-4 clubs) and DGN Geetha Jayaram (Howard West) making second delivery of PPE to Carroll Hospital. As part of the third DDF project, PG County Club provided surgical masks to Doctors Hospital and other clinics in PG County. The most ambitious COPING global grant project is now in the approval process. This would ultimately supply PPE (face masks, face shields, gowns, gloves, etc.) to most needy nursing homes in the MD and DC area. This global grant project is being led by Southern Frederick County Club and supported by: Bethesda-Chevy Chase, Montgomery Village, Potomac, Fredericktowne, Howard West, Columbia Town Center, and BWI club. DAUSA and

# ACHIEVING IMPACT AT SCALE: THE ROTARY FOUNDATION INNOVATES

By John Townsend and Quentin Wodon, Capitol Hill and Washington Global Rotary Clubs

A few months ago, the Rotary Foundation of Rotary International took a major step to achieve impact at scale. It launched a new initiative - the "Programs of Scale", with the aim of funding one or more large \$2 million grants designed to reach a large number of people in a significant geographic area. The idea is to fund projects that are sustainable, evidence-based, and have a measurable impact. Activities lasting three to five years and focusing on one or more of Rotary's focus areas can be funded.

Together, representing our two clubs (Capitol Hill and Washington Global), we worked on drafting a proposal to address maternal and child health in Nigeria. The country accounts for more than one-fifth of all maternal deaths globally. According to data from the 2018 Demographic and Health Survey (DHS), the maternal mortality ratio for the 7-year period before the survey is estimated at 512 maternal deaths per 100,000 live births, one of the highest rates in the world. This compares to a target of less than 70 deaths per 100,000 live births by 2030 under the Sustainable Development Goals. Nigeria's pregnancy-related maternal mortality ratio is even higher at 556 deaths per 100,000 live births. Virtually no progress has been achieved over time in reducing this rate since estimates based on data from the 2008 and 2013 DHS were at 576 and 545 deaths per 100,000 live births, respectively.

Both the World Health Organization and the Federal Ministry of Health in their Roadmap for Action 2019-2021 have called for improving Nigeria's health information systems to generate actionable information that could lead to improvements in maternal and child health outcomes. In addition, they

recommend designing training materials and guidelines for health workers and providing support to Nigeria to implement programs and systematically monitor progress.

In order to help improve maternal and child health in the country, we worked with counterparts from Rotary Districts D1860 (Germany) and D9125 (Nigeria) and the support of the Rotarian Action Group for Population and Development (RFPD) as well as the Federal Ministry of Health of Nigeria (FMOH) to put together a proposal for the Rotary Foundation's Program of Scale. Improving Nigeria's health information systems to generate actionable information and providing states as well as communities with training to improve maternal health outcomes is precisely the objective of the proposal we submitted to the Rotary Foundation.

We designed a project that built on previous Rotary grants in the country. Past grants have helped set up a system to better monitor maternal deaths in hospitals. The aim of our new proposal is to improve the existing platform, expand it beyond hospitals to primary health care facilities, and implement community-level dialogues to materially improve community engagement and mobilization in support of maternal health outcomes. All these activities fit within the Maternal and Perinatal Death Surveillance and Response (MPDSR) of Nigeria's Federal Ministry.

We don't know yet whether our proposal will be selected, but we just learned that out of 61 proposals submitted to the Rotary Foundation, we are part of a small set of proposals that have been invited to submit a more detailed application by September 2020. Bringing Rotarians together with focused technical cooperation is one effective way of providing service to the global community. We will continue to work on this project and keep you aware

of the outcome! While we hope to get the funding, even if we do not, working on the proposal has helped us sharpen our focus for our future work in this area in Nigeria.

## ACCOMPLISHMENTS

*(continued from page 2)*

a smooth DG transition; all these Summits were recorded and are available on the D7620 website.

15. DG Barton was invited to make a presentation to the RI Board of Directors in February on the 4th RI strategic priority, namely "Enhancing Participant Engagement."

16. D7620 launched two large Covid-19 initiatives:

- The "Covid-19 Response Team" initiative: 150 volunteers are delivering food and medicine to Rotarians and prospective Rotarians in need – hotline # is (240) 781-6586.

- The "Team Covid-19 Recovery" initiative: This leadership initiative consists of three parts:

1. The D7620 Covid-19 Survey that has been implemented. More than 580 Rotarians responded to the survey and provided >1,100 comments.

2. 6 Vision Papers addressing the six Covid-19 topics of greatest importance to D7620 Rotarians based on the District Covid-19 Survey results. These papers will be delivered weekly starting May 17th and ending on June 21st. All Vision Papers are available on the District Website – [www.rotary7620.org](http://www.rotary7620.org)

3. 6 webinars – one for each of the Vision Papers – that give D7620 Rotarians an opportunity to discuss the Vision Paper in detail. These webinars will be delivered weekly starting May 20th and ending June 24th. All webinars are being recorded and available on the District Website – [www.rotary7620.org](http://www.rotary7620.org)



# THE ROTARY CLUB OF CARROLL CREEK

## VIRAL RESPONSE TO COVID-19

*By Kimberly S. Chaney, Rotary Club of Carroll Creek*

The Rotary Club of Carroll Creek (RCCC) moved quickly to respond to the growing needs in the Frederick community due to COVID-19. The club established a Viral Response Taskforce which identified three primary areas of concern: (1) the immediate emergency needs of our members, (2) needs of the Frederick business community, and (3) needs of non-profit organizations that provide a safety net for individuals living in Frederick County. RCCC members submitted requests that addressed specific needs in each of the three identified areas. Meanwhile, club leaders reviewed

were made:

- We funded four microgrants through The City of Frederick's Economic Development program totaling \$10,000.
- We made a \$5,000 contribution to our community's United Way fund for COVID-19 response.
- We gave \$8,500 to the Mental Health Association of Frederick County to aid in their response to increased demand for services during the pandemic.
- We gave \$3,500 each to the YMCA of Frederick County Inc and the Boys and Girls Clubs of Frederick County to assist with providing child-care costs for essential workers.
- We gave \$12,000+, in amounts ranging from \$500 to \$2,900, to other organizations addressing food, housing and other immediate needs of our community resulting from the pandemic.

In addition, RCCC enjoys hands-on projects. Understanding it is hard to be "hands-on" during a pandemic, RCCC Rotarians went to work on a mask sewing project, that to date (still sewing!) has produced 455 masks for senior living communities, community health organizations, and local advocacy groups. RCCC launched a food drive where members were encouraged to either donate food or money for the Community Action Agency to purchase food for pantries throughout Frederick County. This effort resulted in collecting 3500 pounds of food plus \$1750 in cash donations that were used to purchase frozen meat from a Rotarian partner. We also encouraged our members to provide craft and art supplies for clients of Heartly House; we received over a dozen individual donations for this effort. We managed to be "hands on" without touching a thing!

RCCC knows its work will continue as they search for additional ways to help and embody "Service Above Self."

**THANK YOU**  
**Rotary Club of Carroll Creek**  
for giving to the  
**COVID-19 Emergency Relief Campaign**



District Governor Installation for

Jimmie Gorski, DGE

June 28, 6 PM

All Rotarians Are Invited to This Virtual Event.

District and Club Leadership Are Strongly Encouraged to Attend.

At the End of the Ceremony, All Rotarians and Guests Are Invited to Participate in a Virtual Toast to Jimmie Gorski, District Governor for 2020-2021.

Log in Details to Follow Closer to the Event Date.



# IMPACTS OF THE COVID-19 CRISIS ON EDUCATION SYSTEMS AND CHILDREN

*By Quentin Wodon, District Membership Chair*

At the time of writing, more than 5 million cases of coronavirus infections have been identified globally. The actual number of people infected is likely a multiple of those estimates given lack of widespread testing in many countries and the fact that many individuals with the virus are asymptomatic. The official number of deaths from COVID-19, the illness caused by the virus, is well above 300,000. Again, actual figures are likely to be much larger due to underreporting. The impacts of the crisis on students and education systems are massive, both immediately due to school closures, but also in the short and medium term due to the economic crisis and the risk of multiple surges from the pandemic. As part of my volunteer work, I documented some of these impacts in a two-part open access article published in the Journal of Catholic Education (go to [https://digitalcommons.lmu.edu/ce\\_covid/](https://digitalcommons.lmu.edu/ce_covid/))

Consider first school closures. More than nine in ten students in schools globally have been affected by temporary school closures according to data from UNICEF. After initial closures in China and a few other East Asian countries, European countries and the United States were part of the second wave of closures. The closures however quickly spread to other regions later. By the end of March, most countries had implemented full (national) closures that apply to public and private K12 schools alike, and often to universities as well. Globally, at least 1.6 billion students have been affected

School closures are likely to have a wide array of negative impacts on

students. Even if school networks have the capability of implementing distance learning programs of high quality, student learning is likely to be affected. Lack of access to school meals may affect children's nutrition, in turn affecting learning negatively. Other potential consequences may include poor mental health, higher risks of violence at home, and exposure to toxic stress, as well as the risk for some students to simply drop out of school all together. Some of these impacts may be indirect but nevertheless long-lasting. For example, if a lesser emphasis is placed on young children's development at home in order to prioritize activities for children of primary and secondary school age, this may impact young children's future for years to come because of poor early childhood development. Across the board and age groups, children from disadvantaged backgrounds are likely to suffer the most, not only because they often lack access to good distance learning options, but also because income losses for their parents due to unemployment or underemployment will affect them in other ways, including through a higher likelihood of dropping out and not returning to school when the crisis subsides. In low income households, girls may be especially at risk as the prevalence of early childbearing and child marriage often increases during crises.

Consider next economic impacts. The International Monetary Fund suggests that globally, GDP may decrease by three percent in 2020 (the decrease in the second quarter will be much larger). This would represent the deepest recession since the Great Depression. In percentage points from the base, advanced economies

will suffer from larger losses in GDP than emerging and developing economies, but the gap between both sets of countries is smaller when considering changes in GDP per capita since population growth is higher in emerging and developing economies. In addition, emerging and developing economies are less equipped in terms of fiscal space and institutional capacity to respond to the crisis. The effects of the crisis on children and households may have more severe consequences in emerging and developing economies because a larger share of the population already lives in extreme poverty. Simulations relying on IMF growth projections suggest that 84 to 132 million people might fall into poverty. Of those, half would be are children. Remittances to low and middle-income countries may decline by 20 percent. The Food Security Information Network estimates that the crisis may almost double the number of people suffering from acute hunger in low and middle-income countries from 135 million people to 265 million by the end of 2020. Some groups are especially at risk from both the health and economic consequences of the crisis. This includes refugees and internally displaced persons.

The economic crisis will also affect students in profound ways. Many children may not return to school when they reopen if in the context of the crisis, the out-of-pocket and opportunity costs of doing become too high, especially for disadvantaged groups. The crisis may affect public schools by putting pressure on state funding for schools. It is likely to affect even more the financial sustainability of private schools, including nonprofit

*(continued on page 12)*

# METROBETHESDA ROTARY COVID-19 EMERGENCY RESPONSE

*By Susan Greif, MetroBethesda Rotary Club*

MetroBethesda Rotary has organized over \$53,000 in grants to provide emergency funding for several humanitarian projects in Montgomery County, Maryland. Rotary partners include the Rotary Club of Alicante Puerto, Spain, the Rotary Foundation of Washington D.C., Rotary District 7620, Rotary International's World Fund, and many individual donors. The projects will focus on disease prevention and treatment, as well as maternal and child health.

The metroBethesda Rotary approach is three-pronged: The funds will be dedicated to the Bethesda/Chevy Chase Rescue Squad, Mobile Medical Care and So What Else to purchase critical medical equipment, personal protective equipment (PPE) and food. According to Club President Daniel Fischer, "The projects will provide access to essential services and products for trained health workers and families in need."

The BCC Rescue Squad provides state of the art emergency medical, fire and rescue services. They will receive specialized decontamination equipment and personal protective gear for first responders in five squads. Electrostatic spraying systems, chemical proportioners and UV surface sterilizers - to sanitize ambulances, equipment and facilities - are included in the grant, in addition to hazmat suits.

Mobile Medical Care provides basic health services to low income families, approximately 80% of whom are immigrants and uninsured. Patients are seen at clinics by doctors, nurses and trained staff who address on-going medical needs, as well as screen and treat Covid-19 symptoms - thereby reducing emergency room visits. Mobile Medical Care will receive PPE and vital signs monitors.

So What Else is providing food and essential supplies at 45 sites throughout the area. SoWE would normally be focused on providing out of school

activities for underserved youth. During the Covid-19 crisis, SoWE has already helped provide over 148,000 meals and distribute over 3,000 books, games and toys to struggling families.

Action on all three projects begin immediately in strict adherence to the minimal contact and social distancing policies now in effect. Over the next three months over 2,000 individuals are expected to benefit.





# ROTARY DISTRICT VISION PAPER: RETAINING & ATTRACTING MEMBERS

*(continued from page 3)*

How to keep our members involved in this key need of clubs will require some out of the box thinking.

- Virtual – Some good ideas that have been floated for virtual fundraising include conducting an on-line auction, on-line black tie, email coordination of a food drive including contactless pick up and drop off, and coordinated social media activities to support Go-Fund-Me or related type efforts.

- In Person – Though traditionally one of the primary means to raise funds for our efforts we will need to consider the number of people we can have at a given fundraiser. Will a reduced attendance make the event profitable? A consideration may be to break even to maintain the visibility for the event for the future. In any case an analysis of the cost/benefit will need to be conducted.

## Recruitment

“Adding new individuals to a population or subpopulation.” Recruitment of late has been a challenge without the pandemic. People are busy and the many options we all have with our time makes attracting members – both old and young alike – hard. We have to adapt and use our existing recruitment processes in unique ways. We also have to use new technologies. Clubs should invest in new resources and assigning a Club member to become expert in online platforms like Go-To-Meeting, WebEx, Zoom, and others.

- Prospect Identification: The most effective means of prospect identification will continue to be referrals. Additional means for identifying prospects, which should carry over after the pandemic, could be a digital campaign on Facebook, via email, or a promotion on your

website. It would also be a good idea to reach out to past prospects, speakers, and others who have interacted with your club to gauge their interest in joining at this time. For in-person meeting, keep in mind the demographic, which could be vulnerable to COVID19. Continue to have your one-on-one interaction with consideration of physical distancing, website enhancements (e.g., links to other RI sites/elsewhere, auto email generation, usage of the DACdb CRM module, and other efforts begun prior to the pandemic). All of these activities should support our outreach and prospect generation and management.

- Needs Matching: What is the Rotary value proposition we can offer to existing and prospective members? What if any changes to the time commitment need to be taken into consideration and effectively communicated? How and why Club activities will change needs to also be effectively communicated.

- Closing: Typically, after a prospect decides to give Rotary a try, we have the ‘Fireside Chat’. This is an option to ensure the expectations of both parties are clearly articulated and things such as the dues structure, committees, etc. are communicated. What changes may be required to conduct this over the phone or as an online meeting?

- Onboarding: How will member inductions change? How can we make inductions a big deal when may not be able to do this in person? How to introduce fun in a live streamed induction?

In summary, we need to rethink the ways we meet, connect with, and close the deal on new member prospects. This includes:

- The things we say in our local community advertising to attract new members.

- The need to perform internal and external surveys to identify new ways to raise Rotary brand awareness and attract new members.

- How best to exploit Rotary branding (e.g., Rotary Brand Central), Club email signature lines, virtual backgrounds on Video Conference meetings, the potential value of using additional items with the Club’s logos (e.g., bags, announcements, etc).

## Conclusion

The involvement of your entire Club on these and related decisions will enhance retention and recruitment by ensuring members feel valued and engaged, and will ensure prospective members feel like they want to be a part of Rotary’s winning team. Now more than ever is the time for your Clubs to be innovative and adaptive in all you do to retain and recruit new members. Think out of the box. Consider new Club investment in online meeting resources, tech training, graphics, digital marketing campaigns and enhanced Club websites. Most importantly, enhance your member engagement.

## Questions/Comments:

AG Bob Sartwell – [bsartwell@verizon.net](mailto:bsartwell@verizon.net) phone: (443) 306-4997

Membership Co-Chair Jennifer Coppit – [rotariancoppit@gmail.com](mailto:rotariancoppit@gmail.com) phone: (301) 305-2977

DGN-D Sean McAlister – [SDMRotary7620@outlook.com](mailto:SDMRotary7620@outlook.com) phone: (202) 262-7241

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# ROTARACT 7620 DISTRICT TEAM EVENT



[Above] Rotaract District 7620: In May, the Rotaract 7620 District team hosted a virtual trivia night for all Rotaract members in the district. Members from the GWU Rotaract club, Washington DC, Annapolis, Howard County, Johns Hopkins University and the Rotaract Club of Islamabad, Bangladesh.

By Ugonna Ezeanya,  
District Rotaract Representative;  
Monique S. Toussaint, District Rotaract Chair

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The Rotaract Club of Washington, DC quickly adapted to our new virtual formatting over the past month. We

in our new member, Gabi, and heard a presentation from our twin club President, Abdul Mannan Asif, from the Rotaract Club of Islamabad, Bangladesh. We will continue offering fun events and welcoming new members - find us on Facebook at <https://www.facebook.com/RotaractDC> and MeetUp at <https://www.meetup.com/rotaractdc/>



## WHAT IS ROTARACT?

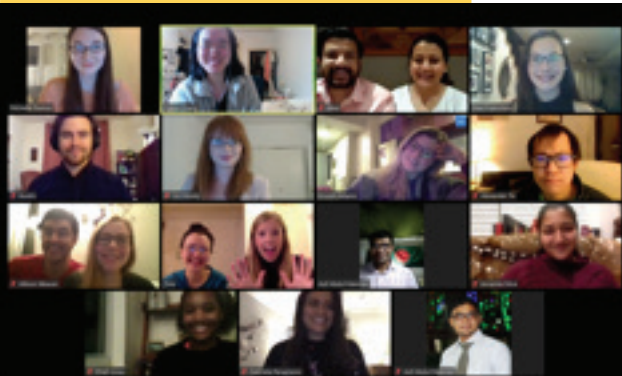
Rotaract clubs bring together people ages 18-35 to exchange ideas with leaders in the community, develop leadership and professional skills, and have fun through service. In communities worldwide, Rotary and

Rotaract members work side by side to take action through service.

## WHAT IS INTERACT?

Interact is a club for youth ages 12-18 who want to connect with other young people in their community or school. Interact club members have fun while

carrying out service projects and learning about the world. Interact clubs organize at least two service projects a year: one that benefits their community and one that encourages international understanding.



[Above] The Rotaract Club of Washington, DC quickly adapted to our new virtual formatting over the past month. We hosted a happy hour in which our members Tine and Angela assembled sanitary kits which were donated to teens in need, and a fun trivia night with questions ranging from pop culture to history. We also hosted our first virtual monthly meeting, in which we swore in our new member Gabi, and heard a presentation from our twin club President, Abdul Mannan Asif, from the Rotaract Club of Islamabad, Bangladesh. We will continue offering fun events and welcoming new members - find us on Facebook at <https://www.facebook.com/RotaractDC> and MeetUp at <https://www.meetup.com/rotaractdc/>

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for immediate volunteer assistance to deliver your groceries and medicine.



# ROTARY CLUB OF DUPONT CIRCLE COVID-19 UPDATE

*By Quinn Warner, President, Dupont Circle Rotary Club*

On behalf of the Rotary Club of Dupont Circle, I wish to share some of the ways in which our members are persevering in this unique time, to answer the call of #RotaryResponds and show the world that Rotarians are #PeopleOfAction.

With the roots of our club as Rotary Scholars and Peace Fellows, we generally are a younger, more transient lot than other clubs. Evident in the fact that our membership roster shows over 100 alumni, many of whom have moved away from D.C. Since migrating to virtual meetings the first week of April, we have been delighted to see many 'old' faces pop into our video meetings, who otherwise could not attend our in-person meetings. This has been both a beautiful reconnection of former friends in stressful times, but was also identified as an opportunity to reengage an under-utilized resource in potential projects, fostering membership and experience sharing. Looking to the future, this is an asset we seek to develop as we expect challenges with recruitment, event facilitation and the subsequent funding pressures that will result from social distancing.

While virtual meeting attendance has been as high if not higher (20-25 people) as our physical meetings, with a

similar proportion of guests visiting (2 to 4), the Board has consequently looked to update our membership process. The requirements of a 'fireside chat' and visiting another club has been made an online prerequisite while we doubled down on the emphasis of mentorship, assigning each new associate with an established Rotarian mentor. In this way we have enlivened our existing membership with new tasks that help them relive their experience of joining and rediscovering their passion for service and fellowship. This required a revision of the club bylaws, but was a process embraced by our members who understand innovation will be key to healthy growth.

As we near 10 years on our Charter, we recognized the vital importance of supporting our historical partners to support our community's most vulnerable. Our club acted quickly at the onset of this pandemic to extend considerable grants to Friendship Place and Food and Friends, both of which provide much needed meals and other support to the vulnerable populations in Washington, DC. Equally, we are committed to evolving and adapting in this time

of crisis so our traditional project design has shifted accordingly. Most recently, a member brought forth a match funding request for a limited amount of critical hand sanitizers to be sent to undersupplied corrections facility workers in Texarkana. The supplies come from the D.C. Distillery Cotton and Reed, a local business we were keen to support, as they adjusted their production from spirits to sanitizer to aid in the fight against COVID-19. This energy inspired the Board to release funding for three limited grants of up to \$500 designed to be member-driven projects meant to be responsive and quickly implemented in our community.

Naturally, we hope to all join again in person at our happy hour Tuesday meeting, to plan larger, more complex efforts. However, right now we realize expediency, mobility and action is the key. Future partnerships and larger projects may come from the smallest initial cooperation, especially when in trying times we identified like-minded allies who share convictions of empathy and cooperation that are the bedrock of the 4-Way Test!

We invite anyone interested to join

our virtual meetings each Tuesday with fellowship beginning at 6:30 pm and the meeting beginning at 7:00 pm. Please contact [info@dupontrotary.org](mailto:info@dupontrotary.org) for the Zoom information.



*[Above] Photo from Dupont Circle Rotary Club's March 1, 2020 trivia event their marquis event with over 100 people in attendance..*



## ROTARACT CLUBS' NEWS UPDATES

By Ugonna Ezeanya, District Rotaract Representative; Monique S. Toussaint, District Rotaract Chair

The Rotaract Club of Howard County is actively recruiting new members for the upcoming Rotary calendar year. On June 3rd, they will be hosting a virtual open house and info session for prospective members. If you know anyone who is interested in joining this meeting please email [hoco.rotaract@gmail.com](mailto:hoco.rotaract@gmail.com).

On May 20, 2020 the Johns Hopkins School of Public Health Rotaract Club hosted a 'Virtual Meet and Greet' to pay tribute to their outgoing executive committee, welcome their incoming executive committee and members at-large and continue to forge a strong relationship among their membership, sponsor club and district members. The event accomplished its goal with 15 attendees engaging in active conversation.

## COVID-19 IMPACT ON CHILDREN'S EDUCATION

(continued from page 7)

low cost schools, especially in countries where the schools do not benefit from state support. Large increases in unemployment or underemployment will lead to income losses for households and thus a reduced ability to afford tuition costs for a large swath of the population.

What might be the broader consequences of the crisis for children in the developing world? Although health risks from Ebola are much more severe than those from the current pandemic, a review of the experience of West Africa during the 2014 Ebola outbreak suggests that effects may be both severe and widespread. In Sierra Leone, in some areas affected by the outbreak, teenage pregnancies for adolescent girls increased while school enrolment dropped by a third. Antenatal care visits and hospital deliveries and C-sections dropped as some facilities closed. The rate of full immunization for children under one year of age dropped by half, leading to an increase in cases of measles. In one district, diagnoses of severe acute malnutrition among children more than doubled. Finally, a majority of children in focus groups perceived an increase in violence against children in their community.

As Rotarians, we can help to mitigate the impact of the crisis on schools and students – but we need to think about the best way to do so. The crisis will have negative effects for some time. We don't need to rush to solutions. But we can perhaps make a small difference. None of us has bullet proof solutions, but if you are interested in thinking about this, and try to help at the small but still meaningful scale at which we operate with our clubs, send me an email at [rotarianeconomist@gmail.com](mailto:rotarianeconomist@gmail.com).

Rotaract Club of Howard County

## Virtual Open House

Calling all

Leaders

Global Citizens

Young

Professionals

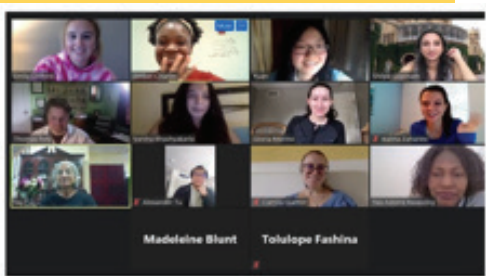
June 3, 2020

7 pm

Email [HoCo.Rotaract@gmail.com](mailto:HoCo.Rotaract@gmail.com) for details.



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Rotaract  
Club of JHSPH



ROTARACT CLUB OF JHSPH  
VIRTUAL MEET AND GREET  
WEDNESDAY, MAY 20TH | 11 AM

Rotaract  
Rotary Club Partner



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## JUNE 26-27 DISTRICT CONFERENCE SCHEDULE AND SPEAKERS



### Seth Goldman Founder, Honest Tea

Seth Goldman, co-founder of Honest Tea, was continually in search of the perfect drink to quench his thirst after a run. Yet, he found most drinks either too sweet or too tasteless. After discovering his Yale School of Management professor, Barry Nalebuff, also shared a passion for the idea of a less sweet, but flavorful beverage, the seed was planted - and three years later, Honest Tea was born.

### Tom Thorfinnson Chief Strategic Officer, Rotary International

Tom Thorfinnson and his team work with Rotary staff and members to develop and implement organization-wide strategy and set and measure goals. The team provides research, evaluation, business information, and project management, and encourages creative thinking and innovation. Thorfinnson graduated from St. Olaf College in Northfield, Minnesota, with a degree in mathematics and economics. He also has a law degree from Marquette University Law School in Milwaukee, Wisconsin. A Rotarian since 1980, Thorfinnson has served Rotary as a director and a Foundation trustee and vice chair. He is a Level 2 Major Donor of The Rotary Foundation.



### FRI, JUNE 26

- 6:30PM Welcome
- 6:45 PM Opening Keynote: Tom Thorfinnson, Chief Strategy Officer, RI
- 7:40 PM 4-Way Test Speech Competition
- 8:20 PM Break
- 8:30 PM 4-Way Test Speech Competition Winner Announcement
- 8:35 PM A Word from our Global Scholars
- 9:10 PM Memorial Service
- 9:20 PM Closing

### SAT, JUNE 27

- 9:30 AM Welcome Day 2
- 9:40 AM District Club Awards
- 10:10 AM Keynote: Seth Goldman, Honest Tea
- 11:00 AM Break
- 11:10 AM Service - TBD
- 11:30 AM District Governor Awards
- 12:00 PM Remarks from DGE, Jimmie Gorski
- 12:15 PM Remarks from DG Barton Goldenberg
- 12:45PM Council of Legislation Presentations and Vote (select Rotarian representatives only)

## IN MEMORIAM: ASHBY CHAMBERLIN

The Bethesda-Chevy Chase (BCC) Rotary Club is saddened to report that Ashby L. Chamberlin died on May 20, 2020. Ashby was 83 years old. He leaves Kathryn, his wife of 55 years, plus a large and loving family of six children, and thirteen grandchildren.

Ashby was a beloved, active and long-serving member of the BCC Rotary Club. He joined Rotary in May 1964, following in the footsteps of his father, Donal Chamberlin, who was one of the Club's founding members. Ashby, in his 56 years in Rotary, had 54 years of perfect attendance. He served as Club President (2003-04), and he chaired the attendance committee for well over 35 years. Ashby would cheerfully greet Club members, visitors, and guests to our weekly lunch meetings at the Kenwood Country Club (which is a Chamberlin family-run business). Ashby would proudly and properly lead us in the Pledge of Allegiance to start our meetings, and he'd work quietly and tirelessly to ensure that everything went just right throughout the meetings. Ashby supported BCC Rotary's Children's Shopping program for needy children by providing Kenwood CC bowling alley or ballroom for lunch after the shopping spree gift exchange for over 40 years. He created and hosted a biking event called Wheels for Charity. Unbeknownst to most, he donated extensively and anonymously to charities.

Ashby will be remembered for his corny jokes, one-liners, good nature, enthusiasm, and persistent optimism. His warm welcomes and special outreach helped set the tone



for our meetings. He would listen and often had stories to share on his favorite subjects – be it family, biking, hunting, Rotary, church, or community. At the end of each meeting he would bid members a farewell with, “Bye-now.” So, Ashby, good friend – with heavy heart and yet a smile when we think of you, we say for the moment – “Bye-now.” - BCC President Mark Pape

## IN MEMORIAM: FRANK J. DEVLYN

Past Rotary International President Frank Devlyn died on May 27, 2020, after a long struggle with cancer. In the world of Rotary, Frank was recognized as being one of the most sought – out speakers, constantly in demand for Rotary conferences and events. Frank described joining Rotary in 1970 as “a turning point in my life” and he brought to Rotary the same energy, determination and forward-thinking that were hallmarks of his business career. The Devlyn Optical Group of which he was the CEO has more than 700 stores and is the largest retail optical company in Latin America, with branches in México, Guatemala and El Salvador. His blueprint for Rotary in his 2000-01 Presidential year was characteristically ambitious. To help Rotarians accomplish his goals and give meaning and life to the theme of *Create Awareness – Take Action*. As testament to this prodigious networking ability, Frank has sat on the boards of numerous national and international groups. Frank and Gloria Rita, his wife of 43 years, have three daughters, Melanie, Stephanie and Jennifer. Nine grandchildren: Alexia, Luis, Carlos, Jennifer, Pablo, Michelle, and triplets Elena, Viviana and Luis.



*“We must face the fact that today we are a recognized public force, and that we will receive many benefits if we cultivate the image and the recognition that go along with that reality.”*

*- Frank J. Devlyn, 2000-2001 President, Rotary International*

# Rotary



# People of Action

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*Please send articles and photos by 24 June.*