



Des Peres Rotary News

March 2009

The Rotary Club of Des Peres, MO

Thursdays - 7 am

Quail Creek. Be There!

By Fran McDaniel

WHAT WILL ROTARY LOOK LIKE 10 YEARS FROM NOW?

Incoming district governors would like to see club membership grow significantly in the next 10 years, perhaps to two million, and have that membership be younger and more diverse.

The more than 530 district governors-elect are also unanimous in their hope that Rotary will help eradicate polio by 2019.

Those were just a few of the ideas that surfaced during a training exercise held during the 2009 [International Assembly](#) in San Diego, California, USA, in January. The incoming district governors were given the opportunity to write down what they thought Rotary would look like 10 years from now.



The group discussion was one of several exercises that were based on the [RI Strategic Plan 2007-10](#) and designed to help the future leaders identify the causes of conflict and the benefits of building consensus.


In each of the 28 discussion rooms, participants were divided into groups of four district governors-elect, who listed their ideas on easel pads.

Some ideas topped each group's list. For instance, virtually everyone included having
(Continued on page 3)

Golf chair Thomas Douglass and Prez Jeff Johnston are leading the charge to make our seventh benefit golf tournament the biggest and best yet. Mark your calendar for WEDNESDAY, May 20, at Quail Creek Golf Course for a day of fun. While you're having a good time, your support benefits the many local, national and international causes the club supports.

Sign up to play or to be a sponsor. For \$150 per player, you can enjoy lunch, 18 holes of golf, friendly competition, liquid refreshments on the course, golf stories, dinner, and of course camaraderie. There are various sponsorship levels ranging from the \$1000 Eagle and Food sponsors to the \$75 Friend of Rotary. New this year: every player will receive a free round of golf to be used at a future date of your choice at Quail Creek!




See the back page for sponsorship opportunities

Cost for individual golfer:
\$150 per person
Includes 18 holes of golf, cart, lunch and dinner



We're looking for items for the golfers' welcome bags, too!

Wed., May 20, 2009
Take a midweek break and join us for a round of golf.
BONUS: each player will receive a free round of golf!

Des Peres Rotary Record

Desk Duty

March 5.....Jim Smith
 March 12.....Kim Smith
 March 19.....Bob Stalinski
 March 26.....John Steuterman
 April 2.....Bill Thomas
 April 9.....Rich Waigand
 April 16.....Roy Weisheit
 April 23.....Bill Wiley
 April 30.....Chuck Ainsworth

Invocation Duty

March 5.....Lou Bopp
 March 12.....Lynn Bozzay
 March 19.....Fred Bueler
 March 26.....Bob Croghan
 April 2.....Thomas Douglass
 April 9.....Kara Dreste
 April 16.....Eric Emery
 April 23.....Dave Forrest
 April 30.....Dave Galli

Happy Birthday

March 2.....Rick Gutierrez
 March 3.....Eric Emery
 March 4.....Kim Hove
 March 6.....Dave Galli
 March 8.....Ray Griesedieck
 March 11.....Jon Kremer
 March 25.....Miles Schwartz
 March 28.....Bill Thomas



Preview of Coming Attractions

March 5 -- Extended fellowship.
 No scheduled speaker.
March 12 --Christy Merdininian-Boldand of
 Extreme Makeover Home Edition
March 19 -- Steve Hughes of St. Louis
 Business Journal
March 26 -- TBA

Des Peres Rotary Website
www.desperesrotary.org
 Rotary International Website
www.rotary.org
 District 6060 Website
www.rotary6060.org

Intercity


Host: Clayton Ladue Rotary Club

When: Wed. March 11at 12 noon

Where:
 Ethical Society / 9001 Clayton Road

\$12

Speaker: Don Marsh



Host of KWMU's "St. Louis on the Air"

DES PERES ROTARY CLUB

2008- 2009 OFFICERS

Jeff Johnston.....Acting President
 Kara Dreste.....Past President
 Nick Roberts.....Secretary
 Rich Waigand.....Treasurer

DIRECTORS AND STAFF

Jim Smith.....Director of Club Service and Membership
 Jon Kremer.....Director of Community Service
 Eric Emery.....Director of Vocational Service
 Kim Hove.....Director of International Service
 Mike Sabo & Dick Ryan.....Social Chair/Family of Rotary
 Mike Lodes.....Foundation Chair
 Pat Guichet.....Program Coordinator
 Jonathan Morgan.....Golf Chair
 Boyd Atteberry, Bill Wiley & Paul Shaver.....Public Relations
 Jim Harris.....Sgt.at Arms
 Fran McDaniel.....Webmaster
 Photographer.....Pat Guichet

Lynn Bozzay.....Newsletter Editor

Des Peres Rotary News is published monthly by the Rotary Club of Des Peres, Missouri, P.O. Box 31006, Des Peres, MO 63131. Submit news by the third Thursday to Lynn Bozzay, 1515 Fawnvalley Dr., Des Peres, MO 63131. Phn (314) 974-0717 FAX (314) 961-4211
 E-mail: lmbozzay@juno.com

The Rotary Club of Des Peres meets at 7 am each Thursday at The Missouri Athletic Club-West (MAC-West), 1777 Des Peres Road , St. Louis, MO 63131

Copies of this newsletter are available at the check-in desk each meeting compliments of Bob Stalinski and
MINUTEMAN PRESS—DES PERES

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Rotary help end polio by 2019. Some of the participants suggested that Rotarians will be celebrating the fifth anniversary of polio eradication by then.

Increasing membership also made it to the top of almost every list. Some wanted to see 1.5 million club members 10 years from now, while others projected an increase to 2 million. Currently, there are approximately 1.2 million Rotarians worldwide.

About six groups wanted to see women make up half the membership in the future, and a few others said women should account for 30 percent. Several groups wrote that they hoped to see the first woman serve as RI president by 2019; more than one wanted a second female president by then.

The incoming district governors also thought Rotary needed to attract younger members. Ideas for doing so included increasing flexibility in club or meeting structure, scheduling meetings apart from meals, and making membership more affordable.

The governors-elect remained firmly committed to the [mission of Rotary International](#). Many wanted a continued focus on the emphases of water, health and hunger, and literacy. One group suggested that "the high ethical standards of Rotary should permeate all aspects of society."

Participants also wanted to see the organization get more involved in world peace. At least a dozen groups wanted to see Rotary become better known for its work to improve the environment.

Other ideas from the discussion session included:

- Enhancing Rotary's global public image
- Having Rotary be known as the choice for business networking
- Embracing more New Generations clubs
- Allowing for family memberships
- Increasing collaboration with world governments on humanitarian goal
- Seeing Rotary win a Nobel Peace Prize



BIZ News ... and More!

by Fran McDaniel

Tim Hampton has a new position as Vice President – Financial Advisor with Merrill Lynch. He continues as a Certified Financial Planner © Professional assisting families, their businesses and foundations with financial planning, investments, lending, life insurance and long-term care insurance, as well as coordinating their estate planning. He is also an Investment Portfolio Manager, constructing and trading portfolios. Tim's new office number is 314-290-4926, and email address is Timothy_Hampton@ml.com. Congratulations, Tim!

Tell us about work news, family milestones, vacations, etc., and we'll get the word out! Secret operatives are urged to share the good stuff you know. Send personal or professional news to Fran McDaniel or to Lynn Bozzay.

DOCUMENTARY ON POLIO BATTLE VIES FOR OSCAR

Although it didn't take home the Oscar, "The Final Inch", brought Rotary's fight to eradicate Polio into the spotlight. Below is an article written by Stephen Smith of CBS.



Irene Taylor Brodsky with girl in India during film.

She had nothing to do with "Slumdog Millionaire," but filmmaker Irene Taylor Brodsky is thrilled that the movie has generated so much pre-Oscar hype.

That's because her documentary "[The Final Inch](#)" -- which has also been nominated for an Academy Award -- takes a real-life look at India's slums. The film explores the final battle against polio, a largely forgotten disease that continues to ravage the world's poorest areas -- areas that the Hollywood feature so graphically depicts.

"Slumdog Millionaire is reaching millions more than my film will reach," Taylor Brodsky says from Los Angeles. "I'm grateful that it brings to light some of the issues that my film addresses in a very real way."

The reality is staggering. Polio, a disease widely considered obsolete in the industrialized world, still poses a threat to children living in areas with poor sanitation. Last year, more than 1,600 cases were reported worldwide, according to the Global Polio Eradication Initiative, a collaborative effort led by Rotary, the World Health Organization, the U.S. Centers for Disease Control and UNICEF.

Taylor Brodsky's film chronicles the world's largest non-military army -- some 4 million in India alone -- who continue to wage the battle to eradicate the disease. The camera follows people like Ashfaq Bhat, a doctor and Kashmir native, who travels to remote areas to give the coveted vaccine to children. We also meet Munzareen Fatima, a UNICEF volunteer who tries to sway skeptical families to get their children immunized in Uttar Pradesh -- India's ground zero of the disease.

Taylor Brodsky, 38, says getting skeptical families to comply with the vaccinations is a major hurdle. Some families hide their children because they simply don't trust American-made medicines. Others simply refuse the vaccination as a form of political protest.

"People are angry that the government isn't doing enough to get rid of the root of polio -- sanitation, over-crowdedness and poor health care," says the filmmaker. "I don't think they realize how much they are truly putting their children at risk."

(Continued on page 4)

Golf Sponsorship Opps

- Food Sponsor .. \$1000** Signage in dining area and putting green and display of your own banner or sign.
- Golf Cart ... \$500** Signage on all carts.
- Beverage cart .. \$500** Signage on beverage
- Exclusive Hole .. \$500** Your company's name displayed exclusively on one hole.
- Driving Range .. \$250** Your company's name displayed at the driving range.
- Putting Green .. \$150** Your company's name displayed at the putting green.
- Friend of Rotary .. \$75** All friends' names will be displayed in the dining room.
- Eagle ... \$1000** Includes: Four golfers / Exclusive Hole Signage / Display your own banner
- Birdie ... \$500** Includes: Two golfers /Driving Range Signage
- Par ... \$250** Includes: One golfer / Putting Green Signage

POLIO DOCUMENTARY

(Continued from page 3)

Another obstacle for volunteers is simply reaching the people who need the vaccine in remote areas -- including war zones. Tom Grant, the film's producer, shot countless hours of footage in the dangerous region along the Afghanistan-Pakistan border. He had to wear a bullet-proof vest and was under constant U.N. protection.



"He was putting his life at risk and we were also worried he was putting health workers lives' at risk by bringing so much attention to them," says Taylor Brodsky.

The filmmaker, who previously worked at CBS Sunday Morning, credits Dr. Larry Brilliant for encouraging her to do the movie. Brilliant is the executive director of Google.org, which contributes resources to address some of the world's most urgent problems. Brilliant was behind the 1970s campaign to eradicate small pox -- thus far the only such effort to succeed 100 percent. Polio would be just the second virus in human history to be completely wiped out.

"We are hoping the film will encourage those working hard on polio to bring this eradication effort over the finish line," a Google.org spokesman said. "We need to work until the last case of polio has been removed from the planet."

As the film chronicles, polio is not confined to far-off regions. The documentary follows polio survivor Mikhail Davenoport as he rides a hand-cycle 950 miles across his native Texas to raise awareness about the disease. Then there is Martha Mason in North Carolina.

“ THE RULE OF THE FINAL INCH CONSISTS OF THIS: NOT TO SHIRK THE CRITICAL WORK, NOT TO POSTPONE IT ... ONE'S PURPOSE LIES NOT IN COMPLETING THINGS FASTER, BUT IN THE ATTAINMENT OF PERFECTION. ”

ALEXANDER SOLZHENITSYN

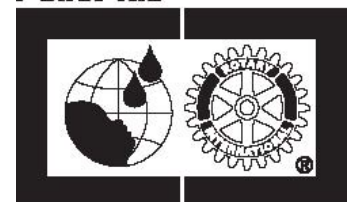
Left paralyzed and unable to breathe by polio as a child, she has lived in an Iron Lung for the past six decades.

While the polio eradication effort is daunting, the statistics are encouraging. Two decades ago, 20,000 people a day were getting polio; this year, fewer than 1,000 will. Taylor Brodsky points out that the current campaign will not only prevent future generations from contracting the disease, it will also be a tremendous financial savings -- "like the Holy Grail" in the public health community.

Now, the filmmaker is vying for Hollywood's Holy Grail -- the golden Oscar statuette. But even as she soaks in Tinsel Town's biggest night, her thoughts are never far from the remote regions featured in her documentary.

"You feel this tremendous responsibility," she says. "You've been given this soapbox for a month -- a chance to meet other filmmakers but also to have a modest opportunity to tell people about the film. That's why we do it."

PolioPlus



Rotary International

By Stephen Smith
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