



Club Assembly **POPS THE CORK** on a New Year

Today

This is our first club assembly for 2011. All five service committees plan to meet.

Last Week

Sixteen stalwarts, the usual suspects gathered for an intimate but boisterous voluntary meeting last week in the small first floor dining room of the Bavarian.

December 21, 2010

Many thanks to Stephen Czarkowski for the wonderful Christmas carols he performed with the Shepherd University Preparatory Orchestra cello s quartet. After the Bavarian breakfast, the quartet was on its way to play and bring Christmas cheer to area nursing homes. Rotarians sang along to several popular songs and finished up with a rousing rendition of "We Wish You a Merry Christmas." Although it did not seem quite as complete without Rob and Quincy Northrup as lead voices this year, the carols by cello were well received and appreciated by all.

Club News

Dining Room Manager Mary Stebbins and her Bavarian breakfast waitstaff were introduced and presented with the proceeds of our "pass the hat" gratuity collected over two weeks.

Steve Koepp gave a follow-up announcement to encourage all Rotarians and their families to come to the Night at Shepherd Basketball on January 13, and Ric announced that the website sign-up option is available for this event. The \$10 tickets

will be distributed at breakfast on January 4 and 11. The skybox at the Butcher Center will be open for Rotary at 5:30 p.m. with "pot luck" goodies available through halftime of the men's game against Alderson Broaddus. You will be able to view the games from the skybox or the reserved seating section for Rotary on the west side.

Gary Heichel asked for volunteers for the dedecorate of McMurren Hall on January 15.

Visitors

We welcomed Lily Hill, as well as former Rotarians Judy Moore, Bill Gaestel, and Anne Conlin. Shepherd Assistant Football Coach Brady Jackson was recognized for a successful season. He and 14 other spouses and children of Rotarians enjoyed a very fulfilling steak-and-egg breakfast on this our last formal meeting of 2010.

Special Days

Catching up on special days that happened between formal meetings (and newsletters): **Holly** Morgan Frye celebrated her birthday on December 29; holiday anniversaries included **Keith** and Holly McCall on December 28, and **Chris** and Karissa Horowicz on the 31st. Cheers!

A more timely greeting goes out this week to **Rob** and Mary Logan Hoxton, who celebrate their anniversary on January 7.

Upcoming Events

January

- 11 John Amos, Pres. of Skytruth
Gulf of Mexico oil spill
- 18 John Splaine
Democracy in America

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Web site: www.shepherdstownrotary.org
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NEARBY MAKE-UP CLUBS

Berkeley Springs, WV	TH	1215	Tari's Café
Charles Town, WV	TU	1215	JMH Board Room
Frederick, MD	W	1215	Dutch's Daughter
Hagerstown, MD	W	1215	Fountainhead CC
Hagerstown, MD	M	1815	Nick's Airport Inn
Hagerstown, MD (am)	F	0730	Antrim House
Hancock, MD	TU	1230	Park-n-Dine
Leesburg, VA	TH	1830	Laurel Brigade Inn
Martinsburg, WV	TH	1215	Holiday Inn
Martinsburg, WV (am)	TU	0715	Holiday Inn
Williamsport, MD	W	0715	Red Man's Club
Winchester, VA	TH	1200	Travelodge

For other locations, check with the Club Secretary

Rotary



Router

S H E P H E R D S T O W N

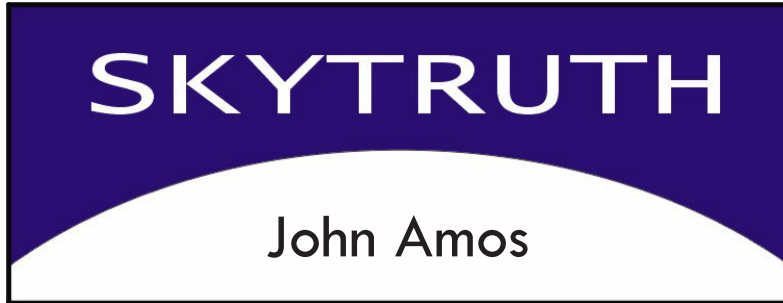
W E S T V I R G I N I A

District 7350

VOL XXIII

TUESDAY, JANUARY 11

NO. 28



Today

John Amos is an expert in the use of satellite images and other remote sensing data to understand and communicate local, regional, and global environmental issues. Educated as a geologist at Cornell University (BS) and the University of Wyoming (MS), he spent 10 years applying image processing, image analysis, and digital mapping techniques to conduct environmental, exploration and resource assessment studies for the energy and mining industries and government entities.

In 2001 he founded SkyTruth, a non-profit 501(c)(3) organization dedicated to strengthening environmental conservation by illuminating environmental problems and issues through the use of satellite images, aerial photographs, and other kinds of remote sensing and digital mapping. As president, he directs day-to-day operations, and develops and manages SkyTruth's projects and programs. SkyTruth is headquartered in Shepherdstown.

Last Week

The first meeting of the Rotary Club of Shepherdstown in 2011 was called to order with the meeting of our five service committees during Club Assembly day.

Club News

District 7350 Governor Bill Wylie honored our past president, **Doug** Alexander, and current president, **Julie** Siler, for their outstanding work with the PolioPlus Campaign, presenting them with a framed certificate of recognition. The Rotary Club of Shepherdstown was one of six clubs out of

a total of 75 in the district recognized for its work with the campaign. Wylie also reminded us that the Bill Gates \$350 million challenge is still on: \$157 million to date.

Tom Trumble recognized the four winners of the District 7350 Peace Art contest and showed us the new box of note cards beautifully printed with Shepherdstown student Dakota Fowler's 1st-place drawing. Cards will be priced and offered for sale. District Governor Wylie echoed Tom's recognition of the outstanding entries in the Peace Art contest.

Charity Ball Chair **Monica** Lockett announced the final tally: \$26,870!! Thank you to all who supported our local charities, and thank you, Monica!

Gary Heichel reminded everyone about de-decorating McMurrin Hall and the town Christmas Tree on Saturday, January 15, 2011, at 9:00 a.m. Please gather on the front lawn of McMurrin. We will need the tall stepladders used last November 20 to access the tree and the garland above the doors of McMurrin Hall. There are already two pre-registrants: **Curt** Mason with his 30' ladder and **Craig** Winkel with his pickup truck.

Hank Walter reminded everyone of this week's Rotary Night at Shepherd University Basketball at the Butcher Center on Thursday, January 13, 2011, beginning at 5:30 p.m. The women's game will begin at 6 p.m and the men's game at 8 p.m. vs. Alderson-Broaddus. Potluck dinner will be served in the Sky Box with special Rotary seating in the stands. Tickets are \$10 and kids are free. Bring a guest or two and enjoy a night of basketball, food, and fun! Half time will feature a shooting contest with a "prize" to the winner(s).

Visitors

Bill Wylie, our district governor, and his wife Fran were warmly welcomed to our first meeting of the 2011 year.

Bill Gastel was in attendance and is re-joining the Rotary Club of Shepherdstown. Welcome back, Bill!

Special Days

Two more reasons to keep the champagne flowing in the new year: the back-to-back birthdays of Tom Trumble and **Paul** Kradel, on January 13 and 14, respectively. Cheers!

50-50

Winner of the drawing was **Michele** King, rookie scribe and newest member of the Rotary Club Service Committee.

Upcoming Events

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18 John Splaine
Democracy in America

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Winchester, VA	TH	1200	Travelodge

For other locations, check with the Club Secretary



★ ★ ★ ★ *Democracy* ★ ★ ★ ★
in
A M E R I C A

DR. JOHN SPLAINE

Today

Our guest is acclaimed professor and author Dr. John Splaine.

Dr. Splaine taught in the college of education at the University of Maryland from 1973 to 2001 and then assumed the Amos B. Hostetter Chair at the University of Denver, where he taught political communication until he retired in 2003. He then returned to UMD to teach part-time, and in fall 2008 became an adjunct faculty member in Shepherd University's history department.

Outside academia, Splaine has appeared on National Public Radio, served as an instructor and advisor to the WETA News Academy, and been a consultant with special programs and education at the Newseum in Washington, D.C.

He also served as a consultant with C-SPAN television in several capacities, notably for the series "American Presidents: Life Portraits," which won a prestigious Peabody Award in 1999, and for three C-SPAN series "American Writers," "The Lincoln-Douglas Debates," and "Alexis de Tocqueville's *Democracy in America*." He has written and coedited several companion publications to C-SPAN's productions, and has written, co-authored, and contributed to many other publications about history, politics, media, communication, education, culture and their intersection.

Splaine has also worked with Croatian Non Government Organizations (NGOs) through the Solidarity Center in Croatia. In 2000, he worked with Serbians and Montenegrins through the Center in Montenegro.

Last Week

Our guest was John Amos, president of Skytruth Technologies, Inc., here in Shepherdstown. Amos founded the 501(c)(3)

organization in 2001 to use remote imagery to motivate people to take action on energy, environment, and natural resources issues, by giving citizens imaging tools and products to enable them to engage decision makers and media. Skytruth works with imagery from satellites orbiting a few hundred miles above the earth, and helps teach people how human activities change the face of the earth.

Skytruth analyses of images of the Gulf coast after Katrina's landfall in September 2005, and the August 2009 blowout of the Montera oil platform 125 miles west of the coast of Australia, contradicted official statements of negligible damage at the time and helped to set the record straight.

Amos has testified in congressional hearings and has briefed congressional staff on the capabilities of the technology. He is currently exploring collaborations with Shepherd University, which might include: student partnerships, interns, volunteers, faculty partnerships, international partnerships, grants, collaborations with other institutions, and informal teaching opportunities for Skytruth personnel.

Club News

Gary Heichel asked Rotarians to hold the evening of Thursday, February 24, for "Rotary after Hours" at Hoxton Financial, a reception scheduled from 5:30 to 7:00 pm. Further information will be coming by e-mail with sign-up to start on January 18.

Monica Lockett announced that the first orders of Rotary-branded clothing had arrived and would be available after the meeting. Clothing items can be ordered on the Shepherdstown Rotary Website boutique.

Tom Trumble announced that boxes of note cards printed from the winning posters of students participating in the Peace Art Contest sponsored by District Governor Bill

Wylie, would be for sale at \$10 per box starting January 18. The club retains \$4 per box, and \$6 goes to the District.

Julie Siler advised that Jack Saum had resigned from the club to establish full-time residence in Cambridge on the Eastern Shore of Maryland.

Visitors

Holly Frye brought quite a contingent: her son, Donovan Frye; Shepherd Rotaract students Emily Gilmore (president), Rachel Harrison (vice president), Scarleth Paiz (secretary); Amelia Carte (treasurer), Sofia Khan (chair, community service), Aisha Khan, Miriam Khan, and Erik Bryson; and two Shepherd faculty: Dr. Ed Snyder, professor of environmental sciences, one of five finalists for 2010 Professor of the Year award from the Faculty Merit Foundation of West Virginia; Dr. Colleen Nolan, dean of the school of natural sciences and mathematics, and professor of biology. Drs. Snyder and Nolan were also the guests of Paul Woods.

Teri Biebel, office administrator of Skytruth Technologies, Shepherdstown, and her daughter Amanda, were guests of speaker John Amos.

50-50

Bill Gaestel drew winning number 831 held by winner **Karen Kinnett**, and bumped her into the next tax bracket.

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Winchester, VA	TH	1200	Travelodge



what is

PUBLIC DIPLOMACY?

dr. stephen guice

Today

Dr. Stephen Guice will be explaining public diplomacy and how the U.S. Department of State tries to reach publics around the world. He will use our country's outreach in Afghanistan as an example.

Dr. Guice has a doctorate in linguistics from Michigan State University and taught at the university level for more than 17 years. In 2002 he left academia and joined the State Department to work in public diplomacy. He has served in Kazakhstan, the Philippines, and the Republic of Georgia. Currently he is serving as the deputy director of the Office of Press and Public Diplomacy in the Bureau of South and Central Asian Affairs. In that capacity he oversees public diplomacy operations in eleven countries, including India.

Last Week

A little less than 20 Rotarians ventured to the meeting on snow-covered roads. The Reverend **Fred** Soltow opened with a thoughtful prayer on the snowy morning and a reminder to slow down and reflect on its beauty and on how Rotary serves the community.

John Splaine, dynamic lecturer and history professor at Shepherd University, was invited by **John** Loeffler to talk to us about the book *Democracy in America*, by Alexis de Tocqueville, a French nobleman who wrote about his impressions of the United States as he visited 17 of the 24 states from May 1831 to February 1832, and met John Quincy Adams and then president Andrew Jackson.

Professor Splaine shared with us the mnemonic—FERMENT—he developed to summarize Tocqueville's views:

- **Frontier:** The seemingly endless frontier which provided ever-expanding opportunities for Americans
- **Environment/Ecology:** Verdant and fertile
- **Religion:** Religious freedom and the First Amendment

- **Moral:** In "doing the right thing" after learning what the right thing is
- **Education:** Americans were doing something different, trying to educate large numbers of people
- **Nationalism:** A nation held together by certain principles
- **Tradition:** The United States had a tradition of self-government

You can view Alexis de Tocqueville's journey by going to www.c-span.org or by reading the historical guide written by Professor Splaine, *Exploring Democracy in America*.

Professor Splaine impressed us all with his presentation—but also by going around the room and recalling each of our names!

Club News

Gary Heichel thanks those who came out to de-decorate McMurrin Hall and the Town Christmas Tree on Saturday morning, January 15, 2011.

Thanks to **Hank** Walter for organizing Rotary Night at Shepherd University Basketball at the Butcher Center last week! Potluck dinner was enjoyed by all and, true to his word, Tom Maiden brought his potluck meal from Food Lion!

Rob Hoxton and Hoxton Financial, Inc., will host a "Rotary After Hours" reception at the Hoxton Financial offices at 8530 Shepherdstown Pike from 5:30 to 7:00 p.m. on Thursday, February 24, 2011. Members of the Shepherdstown Rotary Club and their spouses are invited to join Hoxton Financial for a relaxed evening of socializing and collegiality. Nibbles and beverages will be provided. Please mark your calendars for this date and sign up (caterer needs a head count) by e-mail reply to Gary Heichel, garyiris.heichel@frontier.com, or at the next few Rotary breakfasts.

Visitors

In THAT weather?

50-50

Fred Soltow drew lucky ticket 846, allowing Tom Maiden to recoup the price of his Food Lion purchase.

Special Days

Apparently the end of January is too cold for weddings so we just have birthdays this week: **Rick** Caruso on the 27th and **David** Humphreys on the 30th. Warm wishes!



Reach Within to Embrace Humanity

"Discover yourself, develop the strengths within you, and then unhesitatingly, unflinchingly, go forth and encircle the world, to embrace humanity."

— Kalyan Banerjee, RI President-elect introducing the 2011-12 RI theme

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