



ROTARY CLUB OF NORTH BETHESDA

Currently meeting via Zoom
 Fridays @ 7:30 AM
 7:15 AM to 7:30 AM Mix and Mingle
 Contact us at nbrotary.org
July 2021



UPCOMING MEETINGS AND EVENTS

Date	Speaker	Topic
July 2	NO MEETING	
July 9	Bruce Fowler	3-Minute Speaker
	Christine Syversen	Classification Talk
July 16	Ron Sigelman	3-Minute Speaker
	Michele Levy	MobileMed
July 23	Steve Vaccarezza	3-Minute Speaker
	Howard Glassman	The Alliance Between Toastmasters and Rotary
July 30	Linda Berg-Cross	3-Minute Speaker
	Linda Berg-Cross	Top Secret

JULY MILESTONES

Name	Event	Date
Lasse Syversen	Anniversary	July 11
Susan Manley (Jim)	Birthday	July 13
Bob Sonawane	Anniversary	July 15
Ron Sigelman	Birthday	July 17
Bob Fangmeyer	Anniversary	July 18
Joe DiPietro	Anniversary	July 19

SPEAKER – July 9, 2021**Classification Talk
Christine Syversen**

Christine Syversen is our Club's first Virtual Member. Located in Oslo, Norway, she is no stranger to North Bethesda Rotarians: her company, Flagship Trade Net, has for years taken on the task of designing, building and maintaining the club's website. Today, Christine is in the process of taking over the family company, following in the footsteps of her father, longtime NB Rotary Club member Lasse Syversen.

Christine is a marketing person to the core. From an early age, she been active on the World Wide Web. She started her first company in 1998, an e-commerce shopping mall. Key words like SEO, e-commerce, customer service, digital marketing, web development, social media, marketing strategy, sales, quality assurance are part of her everyday life and work. (Editor: FYI, SEO stands for Search Engine Optimization, a measure of how effectively web pages are displayed in search results.)

On February 1st 2021, Christine took on the position of Vice President for Ritmarine Ltd, owner of Flagship Trade Net.

SPEAKER – July 16, 2021**MobileMed
Michele Levy**

Michele Levy is proud to be MobileMed's new **Director of Development and Outreach**. She enjoys mobilizing and supporting the entire community to help ensure our patients have access to high-quality, culturally-appropriate healthcare. Michele has a breadth of experience in fundraising, marketing, communications and volunteer management. Prior to MobileMed, Michele has worked in a number of leadership roles including Director of Development for Sarcoma Foundation of America and Director of Individual Giving at United Cerebral Palsy. She is also an AmeriCorps*VISTA alum. Since 2010, Michele has also held the fundraising credential of Certified Fundraising Executive (CFRE) by CFRE International.

Michele graduated as an Isabella Cannon Leadership Fellow at Elon University with a degree in Public Administration and Political Science with a Human Services minor. She received a MPA in Nonprofit Management from George Mason University.

SPEAKER – July 23, 2021**Toastmasters International – The Alliance Between Toastmasters and Rotary
Howard Glassman****SPEAKER – July 30, 2021****Top Secret
Linda Berg-Cross**

HAPPY NEW YEAR & NEW BOARD!



Our meeting on June 25 featured the induction of the new officers and board members for the upcoming Rotary year, which starts July 1. **Nick Martinez** (shown at the left) is our new president, along with **Carmela Carr** as vice president, **Stephen Vaccarezza** as treasurer, and **Linda Berg-Cross** as secretary. Board members will be **Victoria Feldman, Ron Sigelman, Bob Sonawane, and John Waterston**. We also celebrated Carmela's two years of service as president. Joining our meeting were two of our stalwart partners from last year's "Covid Challenge" fundraiser—Michele Levy of MobileMed and Denise Fredericks of Mercy Health Clinic. Congratulations to Carmela for an outstanding two years as president, and good luck to Nick and the incoming board!

MEMBERSHIP and PUBLIC RELATIONS COMMITTEES JOIN FORCES

Two NBRC committees met (via Zoom Conference) on June 24, 2021 and discussed several topics. Two major items emerged from the meeting.

1. **Fiscal Staus of the NBRC:** There is a clear and critical need to improve/strengthen the financial condition of the club in order to be a viable by identifying and organizing fund raising events to support any meaningful activities and projects to be sponsored in the near future. A need for setting strategy and achievable goal to increase the balance of funds should be the top priority of the NBRC.
2. **Database of prospective members and outreach:** The membership and PR committees could work together to create the database and develop an implementation plan to recruit new, qualified members dedicated to the RI and NBRC mission. Each current member should make a serious attempt to take responsibility for recruiting a qualified and enthusiastic Club member this year. A minimum goal of recruiting 10 members for NBRC in 2021-2022 was recommended. The Club promotion tools such as linking a webinar video to Facebook, our YouTube channel and the NBRC website, making presentations of NBRC's and RI's mission to local profit and nonprofit organizations and leveraging resources with other Rotary Clubs in the area may be considered. We suggest that the webinar video's development could be delayed until NBRC's fiscal condition is improved, even though the value of a webinar is a clear need to us. The logistical details of creating a video could be worked out by including testimonials of beneficiaries of recent and past activities sponsored by the NBRC.

For more information, contact Bob Sonawane (Membership) or John Waterston (Public Relations)

NBRC CONTINUES TO HELP NOURISH BETHESDA



North Bethesda Rotarians are continuing to participate in the "Nourishing Bethesda" family food distribution effort organized by the St. John's Norwood Episcopal Church in Bethesda. Our team continued to help move the food bags from St. John's Church to the distribution site at the B-CC Rescue Squad station on Old Georgetown Road. We hope to continue our contribution with a transportation team once a month. **The next Nourishing Bethesda events for North Bethesda Rotarians are scheduled for Friday, July 2nd and August 6th. To join the effort, contact Dan Moore at danielmoore128@gmail.com.**

NBRC VOLUNTEERS NEEDED FOR COMFORT CASES PROGRAM



The founder of Comfort Cases, Rob Scheer, was given a trash bag to pack his belongings as he entered his first foster home at the age of 12. When he aged out of the system at 18, he became homeless, and again packed up his belongings in a trash bag.

Nearly 30 years later, when he became a foster parent, his four children arrived at his home with trash bags. He was saddened that nothing had changed. In 2013, Rob's family and their community founded **Comfort Cases** and set out on a mission to eliminate trash bags from the foster care system.

Over 700 children enter the foster care system each day. MOST ARE GIVEN A TRASH BAG TO CARRY THEIR BELONGINGS.

These children have been neglected and often feel like they don't matter. Many do not own a toothbrush or have a pair of pajamas.

A **Comfort Case** gives a child entering foster care a sense of dignity and hope. Each is packed with a cozy new pair of pajamas, a stuffed animal to hug, a toothbrush, soap, and other personal care items.

The gift of these simple items tells a child, *you matter*.

NORTH BETHESDA ROTARY CLUB CAN HELP!

NBRC Volunteers are needed to fill backpacks for foster children in transition at Comfort Cases -- Shady Grove Road in Gaithersburg -- on:

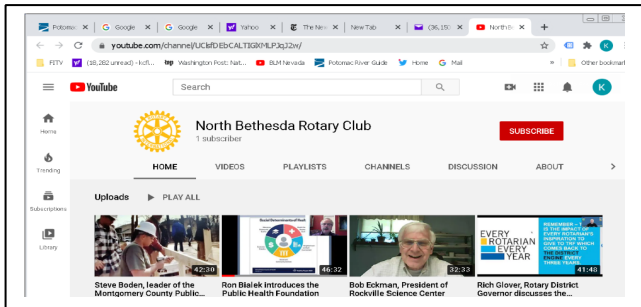
- **Monday, August 16th between 1:00 – 2:30 pm**
- **Monday, August 23rd between 1:00 – 2:30 pm**

To join this effort, contact Dan Moore at danielmoore128@gmail.com.

CARLA SATINSKY ARCHIVES AT MONTGOMERY COUNTY HISTORICAL SOCIETY

*The North Bethesda Rotary Club is seeking volunteers to help us create the **Carla Satinsky Archives** at the Montgomery County Historical Society in collaboration with Montgomery County Media. For 31 years, Carla, a long time Rotarian and twice President of NBRC, produced the Montgomery Week in Review, broadcasting over 1000 shows and interviewing nearly everyone who has helped shape our County. Volunteers will be trained to record the information the Historical Society librarian needs for cataloging. The job can be done at home, on the internet. We are asking each Rotarian volunteer to commit to 8 weeks, doing 2-3 hours of video watching and documentation each week. It is a wonderful trip down memory lane and a lasting contribution to our County and to a great Rotarian. If you are able to volunteer, please email lindabergcross@gmail.com. We need about 30 volunteers to cover all the shows in a reasonable time frame. Feel free to pass this along to friends and partners who are non-Rotarians but may be interested in this volunteer experience.*

CHECK OUT OUR PRESENTATIONS ON YOUTUBE!



Thanks to the efforts of club member Paul Arveson, our weekly Zoom presentations are now being recorded and posted on YouTube! The latest videos currently posted include presentations from our speakers on **the impact of adverse childhood events, a history of kites, and shipping in a pandemic age.** Paul set up a YouTube channel for NBRC at [this web link](https://www.youtube.com/channel/UCk5FD5BCAL3G9kFP3z7w/). The presentations will also be posted on our club website, <https://www.nbrotary.org>.

NOTES FROM THE 2021-2022 BOARD

Time to get involved in a Club Committee! Contact the Committee Chair to volunteer.

COMMITTEE	COMMITTEE RESPONSIBILITIES:	CHAIR
Club Member Outreach	Outreach to Club members	Linda Berg-Cross
Club Service	Plan and implement community services activities.	Victortia Feldman
Membership	Develop and implement the Club's Membership Plan	Ron Sigelman/ Bob Sonawane
Public Relations	Develop and implement the Club's Public Relations Plan	John Waterston

ROTARY DISTRICT 7620 NEWS

7 Part Club Leadership Series: Preparing for the new Rotary Year id=77533565

Tuesday July 06, 2021, 1:30 PM

Add to calendar:

Register Now on www.dacdb.com



Please join us for a 7-part series: Club Leadership Series - Preparing for the new Rotary year starting Tuesday, June 1st and every Tuesday until July 13. Learn how to Create Events and using RSVP option
This training will be a total of 30 minutes which includes 10 minutes of Q&A at the end.

Tuesday, July 6, 2021- 03:30 pm Eastern

NOTE: WE WILL BE USING ZOOM AS THE VIRTUAL MEETING PLATFORM FOR THIS SESSION! The Zoom login will be on the confirmation you receive after you register.

We will open the session 5 minutes prior to the event to give people a chance to log in before we start the actual training. So please sign in early.

ROTARY CLUB OF NORTH BETHESDA 2021-2022 OFFICERS

President	Nick Martinez	
Vice President	Carmela Carr	
Treasurer	Steve Vaccarezza	
Secretary	Linda Berg-Cross	
President-Elect	Steve Vaccarezza	
Club Administration Director	TBD	Chairs the Club Administration committee which is responsible for performing the logistical tasks related to club meetings.
Club Service Director	Victoria Feldman	Chairs the Service Projects committee which is responsible for planning and carrying out successful service projects which focus on Rotary's Areas of Service.
Membership Directors	Ron Sigelman/Bob Sonawane	Chairs the Membership committee which is developing and implementing an action plan to attract and engage members.
Public Relations Director	John Waterston	Chairs the Public Relations (PR) committee which is responsible for developing and implementing a plan to create awareness of club activities and projects among club members, media, and the community.