



The Insider – February 2012

The Monthly Newsletter of the Rotary Club of Innsbrook



The Rotary Four Way Test Of The Things We Think, Say, or Do:

Is it the Truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?

Club Information : District 7600, Club 26544

Web Site : www.innsbrookrotary.org

Meetings : Thursdays 7:30 am at The Place at Innsbrook

Facebook : Rotary Club of Innsbrook

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Club Calendar of Events (Meetings, Events, and Fellowship Opportunities)

Access a real time version of this calendar online from our web site or from our Facebook page.

<p>Wednesday, February 1 7:00pm - U of R Basketball Fellowship</p> <p>Thursday, February 2 7:30am - Weekly Mtg. @ The Place (Speaker: Scott Turner, Exec Dir of the Richmond Strikers)</p> <p>Monday, February 6 7:00pm - Bingo @ Morningside Assisted Living Center</p> <p>Thursday, February 9 7:30am - Weekly Mtg. @ The Place (Speaker: Richard Coughlan, Assoc Dean of Business, U of R)</p> <p>Thursday, February 16 7:30am - Weekly Mtg. @ The Place (Business Leadership Award)</p> <p>Monday, February 20 6:00pm - Board Mtg.</p> <p>Thursday, February 23 7:30am - Weekly Mtg. @ The Place (Speaker: Mike Foley, ARC)</p>	<p>Thursday, March 1 7:30am - Weekly Mtg. @ The Place (Club Assembly - Spring Fundraiser)</p> <p>Monday, March 5 7:00pm - Bingo @ Morningside Assisted Living Center</p> <p>Thursday, March 8 7:30am - Weekly Mtg. @ The Place (Speaker: Lisa Sims, Venture Richmond)</p> <p>Thursday, March 15 7:30am - Weekly Mtg. @ The Place (Speaker: Bob Lindgren, President, Randolph-Macon)</p> <p>Monday, March 19 6:00pm - Board Mtg.</p> <p>Thursday, March 22 7:30am - Weekly Mtg. @ The Place (Speaker: Randy Baffeson, MD)</p> <p>Friday, March 23 6:00pm - 2012 Benefit for Youth @ The Place</p>
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Upcoming Service Opportunities

- ☞ **Meals on Wheels:** The first Tuesday of every month, and every Friday. Routes start at around 10:45am and generally end by 1:00pm. Contact John Patterson for details.
- ☞ **READ Center:** Tuesdays and Thursdays from 6:30pm to 8:30pm, beginning after Labor Day. Contact Sam Baronian for details.

Announcements

Additional announcements are provided via e-mail in our weekly updates. Weekly updates can also be accessed from our web site.

Check Out Our Facebook page



Visit our Facebook page to find meeting photos and presentations, photos from fellowship events, RI news feeds, pictures of kids sponsored through Healing Hearts, and lots more!!! “Like” the page to get all the updates.



Rotary Body Of Knowledge (RBOK) – Volunteers needed to help !!!



Tod Balsbaugh and Mike Winckler are coordinating efforts to revise the information we maintain about our club. This updated information will be used to enhance communication to prospective members and the community at large. It will also be used to help build a new web site. **Please contact Tod or Mike asap if you can help !!!**



Business Leadership Award



We will be presenting our business leadership award on February 16th. Past winners are a “who’s who” of leaders who have had a lasting impact on Innsbrook and the surrounding area. Be sure to attend and help us congratulate the winner!!!



Plan Ahead And Save The Dates !



Plan to attend our 2012 Benefit for Youth on March 23rd at The Place at Innsbrook!!! This year, in the spirit of fun and fellowship that helps define Rotary’s success, the Innsbrook Club is taking fundraising in a new direction. The 2012 Rotary International theme is “Reach Within to Embrace Humanity”. With this theme in mind, we will be asking our membership to “reach within” and give of themselves by offering for auction a hobby, skill, or service they possess.



Quote of the Month

Address to 1956 Rotary Convention, Philadelphia, Pennsylvania, USA

“What could be more symbolic of Rotary than a great symphony orchestra, bringing together in perfect harmony people from many different countries, nationalities, races, creeds, and cultures, representing many specialized talents but each playing a different note on a different instrument, and each essential for the perfection of the whole?”



Member Birthdays

2/10 – Scott Silvester 2/10 – Keith Powers	2/14 – Mac Marshall 2/15 – Susan Glass	2/17 – Debra Wert 2/18 – Catherine Mika	2/20 – Mark Guarino 2/20 – Bill Mattox
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Meet the Rotarian – Mark Guarino



Mark Guarino and Family
Personal

Spouse: Elisa aka Lisa She had put up with me for almost 20 years but legally committed to my actions for 18 years this month.

Kids: Catherine 16, a 5'4" junior at Deep Run and Michelle 14, a 5' 7" Freshman at Deep Run
Hometown: Clark, NJ named after Abraham Clark who signed the Declaration of Independence. Impressed? Don't be it is next to Rahway State Penn home of "Scared Straight" and no I wasn't one of the young juvenile delinquents to be scared by the prisoners...I was much too smart to get caught.

Other

What is one interesting factoid most people don't know about you? Thursdays are the only day I do not go into the office, which makes Thursday mornings tough. I spend many Thursdays taking care of our house called "The G Spot." (I know, quite a name, especially if your kids are writing about it in second grade essays). It is one of my favorite places on earth and you can "find it on the Potomac."

Any other exciting stuff you'd like to share about yourself? I will be attending my 5th Superbowl rooting for my New York Football Giants in Indy and will hit the big 5-0 in a few weeks. It only took me 50 years to make this bulletin! I am sure my mom is so proud!

Work

Company Name: Guarino Chiropractic for 24 years
Company focus: Our motto is "for people who have a spine". It amazes me that there are people who take care of their teeth (please go see Dr. Foy and Miller) better than they do their spine. No one dies from crooked teeth, but people live much less productive lives and die sooner with crooked spines. The central nervous systems controls and coordinates every muscle, tissue and organ in the body. The less interference the better and Chiropractic helps restore function. As I tell people, everybody needs me but not everyone knows it!
Customers: I have taken care of MVP Superbowl quarterbacks, WWF wrestlers, world class athletes from baseball, football, basketball, NASCAR drivers, golf and yes, even hall of fame bowlers. Impressed? You shouldn't be, since I enjoy taking care of friends, neighbors and enemies even more. They just don't get me on the field, backstage or in the clubhouse.

Position: I now have 2 associates in my office, Dr. Lisa Holland and Dr. Michael Wild. We now have two state of the art cold lasers which help decrease pain, inflammation and promote tissue repair. It is great on knees, ankles, shoulders, elbows, feet, hands as well as spines. It also helps with arthritis. Dr. Wild also does nutritional counseling in our office. So we now say we are the "one stop, body shop."

Previous work experience: My most interesting summer jobs were: being a boardwalk train operator(bikini Inspector) on the boardwalk in Ocean City, Maryland and working at Hughes Helicopters analyzing labor hours for the Apache helicopter in Culver City, California.

Community

Community activities: I am very active at UR and have served on the Committees from the President's Council to VP of the Spider Club. I have a need based scholarship I created in memory of my dad and brother at the school. I enjoy working with my youth group of 9-10 grade boys at Christ Church every Wednesday night. I live in a girl's world, so Wednesday nights are great to help teen boys get through their boy stuff challenges.

Rotary

Length of membership: I was inducted the first Thursday after the charter banquet. I think they already had the plaque engraved so they waited till after the ceremony.

Why did you join Rotary? I started the Innsbrook Professional Business Alliance in 1990, which aided in the community near Innsbrook. When the Rotary was starting out in Innsbrook, it met all the goals of the alliance and much more. It was very easy to join an organization that was built on helping other people.

Past/present club or district leadership roles: I have been in charge of membership, fellowship a few times, have run the silent auction 3-4 times and have run the February Christmas Party for every year but maybe one or two since the club has been formed It's all a blur but I know it has been fun.

Who sponsored you? Jeffery Lynn Franklin, who worked at the University when I was a student. He is also a fraternity brother of mine. (Lambda Chi Alpha)

What is your most memorable Rotary experience? We hosted a Rotary Exchange student Natasha years ago. There are many stories to tell. Next time you see my wife, ask her about it (make sure you leave plenty of time)!

What activities are you most passionate about? Whatever the Rotary is doing, I am passionate about it. Sometimes I just wish I had more time. I am always on the move.

How has the club changed since you joined? In the early days I would get fined every week for not wearing a tie. Now most of us are not wearing ties! Over the years, many of the faces have changed but the quality of the people are the same! Rotarians are some of the nicest people!

Care and Concern

Our prayers go out to John Nelson and his family. John recently lost his father.

>>> Contact Kay King or David Nelms, or mail to weekly@innsbrookrotary.org if you have Care and Concern notifications <<<

Officers and Directors

President: Kay King (kay.king8@verizon.net)	Dir. of Administration: Nick Zizzo (nzizzo@thecapgroup.com)
Past President: Gerard Shaia (gshaia@goodmanco.com)	Dir. of Community Service: Dan Kern (danielskern@comcast.net)
President Elect: Ann Rohde Payes (annrohdepayes@gmail.com)	Dir. of International Service: Lisa Kern
Secretary: Jay Steele (jsteele@hf-law.com)	Dir. of Membership: Wes York (wyork@stellarone.com)
Treasurer: Art O'Donnell (art.o.donnell@comcast.net)	Dir. of Fundraising: Andrew Dyson (DysonA@YMCARichmond.org)
Sergeant-at-Arms: Doug Nickerson (DNickerson@KSHGS.com)	Dir. of Vocational Service: John Dracos (dracosfamily@gmail.com)
Dir. at Large: Charles Moncure (cmoncure@dominionpartners.com)	Dir. of Communications: David Nelms (jdnelms@comcast.net)

Please e-mail any information for the Weekly Update to weekly@innsbrookrotary.org.



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'Peace Through Service' is 2012-13 RI Theme

Adapted from Rotary International News – January 16, 2012

RI President-elect Sakuji Tanaka will ask Rotarians to build *Peace Through Service* in 2012-13.

Tanaka unveiled the RI theme during the opening plenary session of the 2012 International Assembly, a training event for incoming Rotary district governors.

"Peace, in all of the ways that we can understand it, is a real goal and a realistic goal for Rotary," he said.

"Peace is not something that can only be achieved through agreements, by governments, or through heroic struggles. It is something that we can find and that we can achieve, every day and in many simple ways."

Peace has different meanings for different people, Tanaka said.

"No definition is right, and no definition is wrong," he said. "However we use the word, this is what peace means for us.

"No matter how we use, or understand the word, Rotary can help us to achieve it," he added.

Tanaka, a businessman from the greater Tokyo metropolitan area, shared how becoming a Rotarian broadened his understanding of the world. After joining the Rotary Club of Yashio, in 1975, he said, he began to realize that his life's purpose was not to make more money, but to be useful to other people.

"I realized that by helping others, even in the simplest of ways, I could help to build peace," Tanaka said.

He noted that the Japanese tradition of putting the needs of society above the needs of the individual helped his country rebuild after the tsunami and earthquake in March.

"This is a lesson that I think the whole world can learn from, in a positive way. When we see the needs of others as more important than our own needs -- when we focus our energies on a shared goal that is for the good of all -- this changes everything," he said. "It changes our priorities in a completely fundamental way. And it changes how we understand the idea of peace."

Tanaka will ask Rotarians to focus their energy on supporting the three priorities of the RI Strategic Plan, he said. He added that he will ask the incoming leaders to promote three Rotary peace forums, to be held in Hiroshima, Japan; Berlin; and Honolulu, Hawaii, USA.

"In Rotary, our business is not profit. Our business is peace," he said. "Our reward is not financial, but the happiness and satisfaction of seeing a better, more peaceful world, one that we have achieved through our own efforts."



RI President-elect Sakuji Tanaka unveiled the 2012-13 RI theme, *Peace Through Service*, during the opening plenary session of the 2012 International Assembly, a training event for incoming Rotary district governors.

Foundation Corner: Rotary clubs worldwide meet \$200 million fundraising challenge

Adapted from Rotary International News – January 17, 2012

Rotary International has succeeded in meeting the Bill & Melinda Gates Foundation's US\$200 million match in funding for polio eradication, raising more than \$202.6 million as of 17 January.

"We'll celebrate this milestone, but it doesn't mean that we'll stop raising money or spreading the word about polio eradication," Rotary Foundation Trustee John F. Germ told Rotary leaders at the International Assembly in San Diego, California, USA. "We can't stop until our entire world is certified as polio-free."

The fundraising milestone was reached in response to \$355 million in challenge grants awarded to The Rotary Foundation by the Gates Foundation. All funds have been earmarked to support polio immunization activities in affected countries where the vaccine-preventable disease continues to paralyze children.

"In recognition of Rotary's great work, and to inspire Rotarians in the future, the [Gates] foundation is committing an additional \$50 million to extend our partnership," said Jeff Raikes, chief executive officer of the Gates Foundation. "Rotary started the global fight against polio, and continues to set the tone for private fundraising, grassroots engagement, and maintaining polio at the top of the agenda with key policymakers." Raikes also addressed Rotary leaders at the International Assembly.

The new \$50 million grant from the Gates Foundation is not a challenge grant.

Since 1988, the incidence of polio has plummeted by more than 99 percent, from about 350,000 cases annually to fewer than 650 cases reported so far for 2011. The wild poliovirus is now endemic in only four countries: Afghanistan, India, Nigeria, and Pakistan. However, India on 13 January marked a full calendar year without a case, paving the way for its removal from the endemic list.

But other countries also remain at risk for polio cases imported from the endemic countries. In Africa in 2011, Chad and the Democratic Republic of the Congo had significant outbreaks. Also in 2011, a small cluster of polio cases in China, which had been polio-free for a decade, was traced to Pakistan.

Rotary club members not only reached into their own pockets to support the Gates challenge, but also engaged their communities in a variety of creative fundraising projects, such as a fashion show in California that raised \$52,000, benefit film screenings in New Zealand and Australia that netted \$54,000, and a pledge-supported hike through Kilimanjaro, Tanzania, that brought in \$38,000. Many events were planned around 24 October, widely observed as World Polio Day.

To date, Rotarians worldwide have contributed more than \$1 billion toward the eradication of polio, a cause Rotary took on in 1985. In 1988, the World Health Organization, UNICEF, and the U.S. Centers for Disease Control and Prevention joined Rotary as spearheading partners of the Global Polio Eradication Initiative. More recently, the Gates Foundation has become a major supporter. In 2007, the Gates Foundation gave Rotary a \$100 million challenge grant for polio eradication, increasing it to \$355 million in 2009. Rotary agreed to raise \$200 million in matching funds by 30 June 2012.

Reaching children with the oral polio vaccine in the disease's remaining strongholds is labor- and resource-intensive due to a host of challenges, including poor infrastructure, geographical isolation, armed conflict, and cultural misunderstanding about the eradication campaign.



Meet the Rotarian – Richard Heintze



Richard Heintze and Katie Personal

Kids: Katie, 24 years young (they grow up so quick). It seems like yesterday when she sat on Santa's (Malachi Mills) lap and asked for Beanie Babies for Christmas!

Hometown: Take your pick: Richmond VA., Virginia Beach VA., Daytona Beach Fl., Detroit, MI.

Rotary

Length of membership: I joined our club in April of 1991 but I was in also in The Cape Henry Rotary Club in Virginia Beach a couple years prior to that.

Why did you join Rotary? I didn't know much about Rotary at the time I initially joined but I respected very much my wife's father who had been a Rotarian for many years. He lived the "Four Way Test" and I knew that if he recommended it to me, it would be good for my business and my personal growth. And boy was he right. It's been one of the best things I have ever done.

Past/present club or district leadership roles: I held the office of President of Innsbrook Rotary in 2000/2001. I had big shoes to fill as I followed Scott White, Bill Mattox and our first female President, Sarah Perkins

Who sponsored you? Wray Powell was the current president and sponsored me when I joined.

What is your most memorable Rotary experience? There is no doubt that being President of our club was by far my most memorable experience. (Though I could never forget cream pies in Randy Licky's face)

What activities are you most passionate about? I enjoy all the fellowship activities but the one thing I seem to go back to often is Meals on Wheels. Not only are you doing something meaningful for someone that can't do for themselves but it also provides you with one on one time with another Rotarian. It's a great relationship incubator.

How has the club changed since you joined? How hasn't the club changed in to past 21 years? 20 plus members to +-100 members. We were just beginning them and now look at "Innsbrook Rotary"! Yes, we have changed.

Work

Company Name: I have two Businesses. I've been a Realtor with **Long and Foster**, REALTORS for 17 years and in December of 2010 I began working as a Network Marketing Professional with **SendOutCards**. I love both of my jobs!!

Company focus: Long and Foster: I am a residential Real Estate Consultant providing my clients with top notch service whether they are buying or selling their personal residences or purchasing investment property. I have had the pleasure of working with a number of Innsbrook Rotarians over the past several years. And there have been several Rotarians that I have worked with on multiple occasions. Although I live in the West End, I have had listings and sales in every county in our Central Virginia Regional MLS area and sold homes as low as \$39,000 and as high as \$1.7 million. You know sometimes you have to go where the business takes you. **SendOutCards** offers a wide array of printed products including Greeting Cards and Gifts, Picture Books, Custom Calendars, Posters and Business Cards. The business model is **perfect** as Robert Kiosaki explains in his book "The Business of the 21st Century". Products are distributed through a network of Independent Distributors and those distributors are generously compensated to spread the word about the products and the financial opportunity.

Customers: Long and Foster: I'll work with any motivated buyer or seller but I LOVE first time home buyers. Most of them are so appreciative of the services we offer and the hard work we put in to make their dream of home ownership come true. I have always enjoyed educating my buyers and sellers and First Time Buyers are the ideal students.

SendOutCards: Virtually anyone can use our products. The greeting card line is perfect for the stay at home Mom who has little time to go to the store to shop for greeting cards and is also perfect for the Business owner or Professional Salesperson who needs a convenient and cost effective way say "Thank You" or just to stay in touch with their client base. Entrepreneurs are the key to our business model. I love helping others create long term wealth.

Position: Long and Foster: Real Estate Consultant.....**SendOutCards** : Entrepreneur and "CARD"iologist.

Responsibilities: Long and Foster: As a Real Estate Consultant (REALTOR) it's quite simple to explain. I consult with buyers to understand their wants and desires and help them find the home that fits their life style in a price range they are comfortable with. For sellers I consult with them and help them create a comfortable atmosphere in the home they are selling, so that potential buyers experience an "I Love That Home Moment" when they tour the seller's home. **SendOutCards:** As an entrepreneur, I look for folks that are either searching for a better way to stay in touch with their clients, friends and family or I am looking for folks with an entrepreneurial mind who want to build a residual income they can depend on for years to come.

Previous work experience: When I joined Rotary 21 years ago I worked for a Norfolk VA based company named Jones and Frank Corp. We were a petroleum equipment company that built and maintained the fueling facilities at convenience stores and commercial locations such as trucking companies and other firms that had fleets of vehicles.

Other

What is one interesting factoid most people don't know about you? My ex-wife and I took in a foster child many years ago and raised him for a few years before he was adopted. This cute little guy was the great grandchild and partial heir to the "Otto Kahn" fortune.

Any other exciting stuff you'd like to share about yourself? I am a personal development junkie and lifelong learner/student. Unfortunately I started this process late in life, but I am happy and proud of the fact that I finally started and I love my new way of living!

Local Club Meetings

This list is also on the web site. Report makeups to makeup@innsbrookrotary.org. Attend another club meeting or make-up on-line at www.rotaryclubone.org.

Monday

7:30 AM, Western Henrico, Westwood Racquet Club
12:30 PM, Sandston, Roma Ristorante Italiano

Tuesday

7:30 AM, Midlothian, Holiday Inn-Koger Ctr.
12:00 PM, Short Pump, Shula's @ the Short Pump Hilton
12:30 PM, Richmond, Willow Oaks CC

Wednesday

7:30 AM, Henrico North, Westwood Racquet Club
7:30 AM, Mechanicsville, Cold Harbor Restaurant, 8153 Mechanicsville Tpk
7:30 AM, Chester, Wild Rose Café
7:30 AM, Fluvanna County, Ashlawn Grill at the Lake Monticello Clubhouse
12:30 PM, West Richmond, Westwood Racquet Club
12:30 PM, Huguenot Trail, Belle Vie
6:30 PM, Hanover, Va Ctr – Hill City Chop House

Thursday

7:00 AM, Colonial Heights, Hilton Garden Inn, 800 Southpark Blvd.
7:30 AM, Innsbrook, The Place at Innsbrook
7:30 AM, Brandermill, Brandermill Country Club
12:30 PM, South Richmond, Meadowbrook CC
12:30 PM, Petersburg, Petersburg Country Club
6:00 PM, River City, O'Toole's on Forest Hill Avenue

Friday

7:30 AM, Goochland, Richmond CC
7:30 AM, Bon Air, Joe's Inn At Bon Air