



club assembly

Last Week

Shepherdstown author William Stolzenburg discussed two of his recent books that illustrate the unexpected and unpredictable effects of human intervention on the introduction and survival of bird and animal species. By way of background, Stolzenburg asserted that humankind is on track to eventually push 75 percent of the 10 to 20 million plant and animal species on the planet into extinction. This is no truer than for species on islands, which are havens for breeding and evolution because of their isolation. Islands are also prone to species extinction because the species inhabiting them are naïve and unaccustomed to invaders.

Species extinction on islands began with habitation by the Polynesians up to 3,500 years ago, and through habitation by European settlers starting about 1500 C.E. Both groups of human settlers inadvertently brought rats, which competed for food with indigenous island species or preyed on them. This led to the total extermination of the colonies of sea birds that once used the island for breeding and for rearing young. Stolzenburg's recent book, *Rat Island*, details the unexpected drama that resulted from attempts in 2009 to eradicate the rats from the island (located about 1,100 miles off of the coast of Alaska) by dropping 50 tons of rat bait from two helicopters.

Our guest's earlier book, *Where the Wild Things Were*, discusses the consequences of what happens to animal populations when humans "lop off" the "apex predators" from their primary position in the food chain of an ecosystem. When sea otters, which prey on sea urchins that live in and feed on the kelp forest off the coast of California, were hunted to extinction for their pelts, sea urchins multiplied beyond

control and destroyed the kelp forests—important habitat for thousands of other sea creatures and an oxygen source for the sea water.

Stolzenburg also described the "trophic cascade" that occurred when timber wolves were hunted to extinction in Yellowstone National Park. The subsequent multiplication of elk, primary food source of wolves, led to a herd size of more than 20,000, which foraged certain tree species nearly into extinction. When the elk's desired tree species disappeared, so did the beaver, which fed upon the trees and used them to build lodges to rear families. Now that wolves have been reintroduced into Yellowstone, the elk population has decreased, tree species are regenerating, and beavers are returning to the ecosystem.

On the local scene, Mr. Stolzenburg discussed the exploding populations of whitetail deer due to the elimination of their apex predators, the gray wolf and the mountain lion. Nationwide, this has led to 1.5 million deer-vehicle collisions annually. In West Virginia, the chances of a deer-vehicle collision are 1 in 42, the highest in the nation.

Club News

Tom Trumble reminded club members that nominations for the Rotary Vocational Service Award are due. He also advised that current Paul Harris Fellows met for dinner at 6 p.m. on September 29 at the Bavarian Inn to review nominations and make selections for the 2011 class of Paul Harris Fellows.

Lois Turco announced the last call for Freedom's Run volunteers to help at the event on October 1. At least 2,385 runners were expected to participate in the races, and 5,000 visitors to Shepherdstown and

Jefferson County were expected.

George Alwin thanked Rotarians who participated in "BBQ and Beer for Books" that benefited the Shepherdstown Library last Saturday, September 24, noting in particular the Bavarian Inn and the Asam family for hosting the event, and **Peter** and Vicki Smith for preparing press releases. Past District Governor Bill Wylie attended and will help coordinate an application for a district grant to augment the donations from ticket sales. President **Brian** Erickson recognized George for organizing and managing the event.

Visitors

Jennifer Peterson introduced Caroline Bahley of the Rotary Club of Rochester, Minn.; Willem Griffioen of Middleway and Dr. Frans Claasen of Shepherdstown, both of the Rotary Club of Clarke County, Va.; and Johnna Armstrong, spouse of **Paul** Woods.

Special Days

Anniversary congratulations to **Rick** and Denise Caruso, whose wedding anniversary is this very day, October 4. Another trip to the Yucatan must be in the offing! Birthday congratulations to **Lori** Kelly, who takes the cake and 16 candles on October 7.

50-50

Winning ticket number 638, held by **Dick** Klein, was drawn by visitor Johnna Armstrong. Let's hope he bet it on the Mountaineers.

Upcoming Programs

October

- 11 PASS Program
- 18 Jefferson County CVB
John Whisenant
- 25 Shepherdstown Men's Club
Mike Austin



PASS Program

Jennifer Pownell

Today

Jennifer Pownell (Tim's wife) is a teacher at Shepherdstown Middle School and Shepherd University. Jennifer will be speaking to the club about the PASS program—PASS stands for Providing Academic Support and Self-Esteem. The program is designed to connect adults with students in grades 6, 7, and 8 once a week to provide support and help enhance self-esteem. Adults meet with their students approximately 30 minutes per week at the middle school and just talk or have lunch.

Last Week

..was Club Assembly.

Club News

Connie Hammann reminded club members about the fall adopt-a-highway clean-up, Saturday, October 29. Meet at 8 AM at Hoxton Financial.

Bill Howard thanked the many Router scribe volunteers for contributions to the newsletter process, in particular he singled out **Gary** Heichel for his back-up duties as Club Service chair.

Dave Miljour described advances and successes in the mentor program. Last year we had 10-12 in the program. This year the number has risen to 44 including many Rotaract students!

Lois Turco talked about the great success of Freedom's Run, even with the chilly, rainy weather, and thanked all the organizing volunteers, specifically **Holly** Frye, **Julie** Siler, Dr. **Suzanne** Shipley and Shepherd University, the Bavarian Inn and **Asam** family for their support.

Lorrie Schoettler, Community Service chair, updated us on the Charity Ball.

There are seven tables left for the club's "Our Ball, Your Charity" event on December 2, and advised that organizers are presently about \$500 short of their \$3,000 sponsorship goal.

Gary Heichel announced the McMurrin Hall Christmas tree decoration date: Saturday, November 19, 8:30 a.m. We're looking for a wide variety of volunteers (including Rotaract students): decorators, ladder climbers, ladder holders, light stringers, coffee drinkers, and donut eaters!

Heather Hovermale thanked everyone for their efforts with the mega-food drive. The need in Berkeley County is up 23 percent compared to last year, and even though our club did not win the competition, the five tons of food collected was much needed and appreciated.

Paul Kradel reminded everyone about the WV Alzheimer's training program from 9 A.M. to noon on Saturday at the Presbyterian Church, noting that one of the key areas of the training will focus on caregiver stress.

Visitors

Jennifer Peterson introduced several members of the Shepherd University Rotaract Club: **Laura** Fitzgerald, chair of International Service committee; and **Erik** Bryson and **Morgan** Wisniewski, who have both volunteered their time and special talents to the creation of our Shepherdstown Christmas parade entry—a first-ever float to kick off the commemoration of the Town's 250th, and the Club's 25th, anniversaries.

50-50

The winning ticket, held by **Suzanne** Shipley, was drawn by **Bob** Lowe.

Upcoming Programs

October

- 18 Jefferson County CVB
John Whisenant
- 25 Shepherdstown Men's Club
Mike Austin
- 29 Adopt-a-Highway
8 AM at Hoxton Financial

November

- 8 Open
- 15 *Uncommon Vernacular:
The Early Houses of Jefferson
County, 1735-1835*, John Allen Jr.
- 19 McMurrin Hall decoration
8:30 A.M.
- 22 Open
- 29 The Art of Bagpiping
Bob Mitchell

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The Rotary Club of Shepherdstown meets every Tuesday 7:30 AM at the Bavarian Inn. P.O. Box 603, Shepherdstown, WV 25443
Web site: www.shepherdstownrotary.org
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NEARBY MAKE-UP CLUBS

Berkeley Springs, WV	TH	1215	Tori'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



West Virginia's Eastern Gateway Jefferson County Convention and Visitors Bureau

John Whisenant

Today

John Whisenant is the founder and president of The Crossroads Company, a multi-service travel industry management and marketing company, and is the CEO and executive director of the Tennessee Tourism Roundtable, the statewide association representing the public and private tourism industry in Tennessee.

John has over 30 years of experience in the tourism and destination management and marketing industry. He looks forward to addressing the group about his past experiences as well as his ideas for Jefferson County and the CVB, as well as the consulting process and what can be expected.

From 1996 to 2006, he served as the executive director of the Williamson County Convention and Visitors Bureau in Franklin, Tenn. While with the WCCVB, he led the community through a strategic reorganization process resulting in the establishment of the CVB as an independent 501(c)6 organization with a budget four times larger than its previous one.

Whisenant's travel industry experience also includes marketing the entire state of Tennessee as a tourism development consultant in the marketing division of the Tennessee Department of Tourist Development. While with the Department, he worked with destinations, attractions, hoteliers, and other travel-related interests from across the state in both domestic and international marketing, advertising, promotion and sales. Prior to his service at the Department, Whisenant was on the professional staff at Opryland Theme Park for several years in the operations and human resources departments.

He has served as chair of the Tennessee Association of Convention and Visitors Bureaus, chair of the Middle Tennessee Tourism Council, and on the Tourism

Committee of the Destination Marketing Association International, and the Board of Directors of the Tennessee Senior Olympics.

He and his wife, Debbie, live in Nashville and have two sons, Andy and Ben.

Last Week

Shepherdstown Middle School teacher Jennifer Pownell spoke to the group about the "Providing Academic Support and Self-Esteem" (PASS) program, which was started in Jefferson County in 1994 and has been very successful in the elementary school. Jennifer is organizing efforts to launch the program at Shepherdstown Middle School, where it will connect adults with 6th-, 7th-, and 8th-grade students for 30 minutes per week, preferably around lunchtime, for mentoring, focusing on self-esteem through conversation and games. Teachers will refer students to Jennifer, who will then determine needs, send a permission letter to parents, and adult volunteers will make a one-year commitment. If you are interested in volunteering, please contact Jennifer at Shepherdstown Middle School. Thank you, Jennifer, for taking the time to talk with us about this excellent program!

Rotary Rumors

Congratulations and welcome to our newest member, Dr. **Kristine** Knott, sponsored by **Bob** Lowe.

Gary Heichel announced the November 25 kick-off of a yearlong celebration of Shepherdstown's 250th birthday, which also launches Christmas in Shepherdstown, the weekends of November 25-27 and December 2-3. Go to www.shepherdstown250.com for details.

Gary noted that we still need a tree acquisition team, wreath team, and transportation team. Also, the wreath was lost, so

we are in need of a new wreath, as well as a new durable (outdoor-use) tree topper. Please contact Gary if you are able to help.

Lori Kelly announced a change of employment. She is now the regional executive for The American Red Cross. Congratulations on the new position, Lori!

David Miljour announced that all but one of the Rotaract students have been assigned to a club member mentor. Please let David know if you are interested.

Visitors

Lindy Ybarra was a visitor with our group last week. Lindy, now employed with American Public University Systems, is a Shepherd University graduate and former Rotaract president.

The winner was...

The winning 50-50 lottery ticket number 663 was drawn by Lindy, and the lucky winner, with a somewhat inappropriate reaction for the newsletter (out of his sincere shock), was **Paul** Woods. Congratulations Paul!

Applause! Applause!

Happy birthday to **Lisa** Welch this October 22, the one and only for the week!

More to Come

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- 29 Adopt-a-Highway
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The Men's Club

This morning we are pleased to welcome **Mike Austin**, president of the Shepherdstown Men's Club. Mike and his wife, Bonnie, have lived in Shepherdstown since 1990, following their return from overseas duty at the U.S. Mission to NATO. He was a senior manager in the Federal Emergency Management Agency and commuted to Washington daily on the MARC train. During the Kosovo crisis in 2000, they returned to Brussels for three years but kept their home on Shepherd Grade. Mike's last assignment was as the senior policy advisor for International Affairs, after FEMA became a component of the Department of Homeland Security. In 2005 he retired after over 20 years in civil emergency management.

Prior to his civil government career, Mike served more than 23 years as officer in the U.S. Navy which included politico-military assignments and heavy involvement in the Vietnam War. He commanded several navy amphibious ships and was involved in the evacuation of our embassy in Saigon. He began his career as a deep sea diving and salvage officer. He served on the USS *Turner Joy*, of Gulf of Tonkin fame, and his gun crew had the distinction of firing the final official shot to end the Vietnam conflict. He and Bonnie had a combined civil-military career of nearly 44 years in government service.

Mike received a B.A. in political science from Whitworth College in Spokane, Wash., and attended naval post graduate school at the American University where he studied South and Southeast Asia and international law. He received his commission from officer candidate school in Newport, R.I.

For the past three years Mike has served as president of the Shepherdstown Men's Club, while Bonnie has served as hospitality chairman for the last six years. These roles engage them deeply in the civic and social affairs of the community. Mike is also an officer in the "40 and 8," a local veterans' group. In addition, he has been active in the Historic Shepherdstown Commission, the Jefferson County Cotillion Club, the Eastern Panhandle Beekeepers Association, the Potomac-Mecklenburg Garden Club, and the Friday Painters, a local art group. Bonnie is also deeply committed to the Good Shepherd Volunteer Caregivers. They have three children and two grand children.

In Case You Missed It

John Whisenant, founder and president of The Crossroads Company and CEO and executive director of the Tennessee Tourism Roundtable, spoke to the group about his work with the Jefferson County Convention and Visitor's Bureau (CVB). John has been contracted by the CVB to help grow tourism in Jefferson County while preserving quality of life. John's company will be exploring questions such as: Where are we now? What is our product? Who are the major stakeholders? What are the area's strengths? Where do we want to go? How do we get there?

John noted the economic impact of tourism in Jefferson County has grown more than 365 percent over the last 10 years, from approximately \$211 million to \$770 million, largely due to the impact of Hollywood Casino at Charles Town Races. John is interested in meeting with citizens, civic leaders, and anyone with a "dog in the hunt" in area tourism to discuss vision, goal setting, branding, marketing, and implementation. Thanks to John who made the 10-hour drive to Shepherdstown to talk to our group!

Rotary Rumors

Tom Trumble, announcing the 2011 Vocational Services Award, introduced and recognized this year's winner, Meredith Wait (Dickinson & Wait Craft Gallery), for her service to the Shepherdstown Business Association (in charge of parking!). She is also in charge of Shepherdstown's 250th birthday celebration.

Lorrie Schoettler announced that all tables for the Christmas Charity Ball have been sold! Checks are due by the end of the month.

Friending

Last week's visitors included Maria Brown (Brown's Tire and Auto celebrating 25th anniversary Saturday, Oct. 29th), Tish Appignani (CVB Board), Annette Gavin, and Meredith Wait.

Applause! Applause!

Birthday congratulations this week to: **David** Gross (26th), and **Lisa** Welch (22nd). We hope all your weeks are great, but especially this one.

And the Winner Was

Congratulations to a clever Meredith Wait for drawing her own number (672) to win the 50-50. Her award came with a cash prize after all.

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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

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