



Rotary Club of Durham

Connect. Collaborate. Serve.



March 14, 2016

Volume XXIII, Issue 28

Post Office Box 51572 – Durham, North Carolina 27717

www.DurhamRotaryClub.org

The mission of Rotary International is to support its member clubs in fulfilling the Object of Rotary by:

- Fostering unity among member clubs
- Strengthening and expanding Rotary around the world
- Communicating worldwide the work of Rotary; and
- Providing a system of international administration

THE 4-WAY TEST

Of The Things We Think, Say or Do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

PROGRAM SCHEDULE

03/14	Dr. Paul Feldman, Intarcia Pharma Innovation Introduction: Don Stanger
03/21	Coach Jerry Mack: NCCU Football: Saturday Night Lights Introduction: Anna Jones
03/28	NO ROTARY! In Observance of The Easter Holiday
04/04	OFFSITE MEETING!! Sarah P. Duke Gardens: An Update & Tour Bill LeFevre, Director Introduction: Lois DeLoatch
04/11	OFFSITE MEETING!! TROSA Kevin McDonald, President & CEO Introduction: TBD
04/18	Chris Rositi / Kyle Mumma Inspire Media Introduction: Rob Everett

SERVICE SCHEDULE FOR MARCH 14, 2016

Music

Vocalist: SHERRY DEVRIES

Pianist: SHARON LASSITER

“ROTARY MINUTE & INVOCATION: MINNA NG”

DRC Raffle: RI Foundation Programs

Contribution: \$1/Ticket; \$5/6 Tickets

Proceeds: ½ RI Foundation; ½ Winner

Rotary International: \$65 Raffle Winner: \$64

Total: \$129.00

Raffle Winner: NANCY GORDON

CART Fund (Coins For Alzheimer's Research Trust)

3/7 \$TBD

RODRIGO DORFMAN



Occasionally someone will suggest that I should shoot video of our programs and I smile and say, “that’s an interesting idea” while thinking, “Oh gosh, it’s difficult enough to put together a few coherent sentences once or twice a month, but video ...”

The assumption, of course, is that you just set up the camera and let her rip and you’ve produced a video. But the few times I was hands-on involved in the production of a video or TV commercial during my marketing career, I learned that really effective videos involve a bunch of skills --- both technical and artistic.

The program revolved around a public service announcement shot and directed by Rodrigo Dorfman. Mr. Dorfman describes himself as a “Multimedia Producer – border hopper – human hyphen – lover of revolutionary consciousness” on his Twitter feed, and the program he provided touched on all these areas. His accomplishments as a multimedia producer have earned him a page on Wikipedia and in the online catalog of movies, IMDb.com. He is a native of Chile but lives now in Durham.

Mr. Dorfman was introduced by Past-President Don Stanger, Rotarian Judge Craig Brown, and Activist Jackie Brown, the former CEO of The Durham Economic Resource Center. The three of them conceived, produced, and raised funding for a PSA that will become the heart of a multi-media communications campaign that will involve them and other members of Mayor Bill Bell’s Poverty Reduction Initiative Jobs Committee, now led by Rotarian and County Commissioner, Wendy Jacobs, and Councilwoman Jillian Johnson. Funding was provided by The Rotary Centennial Fund, The Greater Durham Chamber of Commerce, The Morningstar Law Group, and The City of Durham.

Mr. Dorfman screened the video and two others that he shot as illustrations of his work and then talked a little about this genre, which he described as a new form of media. The Durham PSA featured Mayor Bell, Judge Brown, and another Judge – Judge Elaine Bushfan, and two local people – a woman and a man, both ex-offenders, who got their second chance employment through changes to North Carolina Law that provides incentives to hire ex-offenders. Chuck Wilson, of C. T. Wilson, and Ann Woodward, of The Scrap Exchange, were also featured in the short video.

The other short videos were done for the Latino Credit Union and The Raleigh Magnet Schools Program. What all three had in common was that they used stories to make their points. Mr. Dorfman shared that the big lesson he learned while developing his skill was the importance of listening.

He also believes he has found a niche here in Durham with hundreds of NGO’s (including many represented in our Club) that combines his love of the community with his filmmaking, storytelling, and entrepreneurial skills to do good.

Asked how he got involved in this form of art, he told a story of when a young man in Chile he helped distribute forbidden anti-government news reproduced on CD’s and distributed manually.

In the midst of both a project to upgrade our own story on our website and put together an effective new member orientation, the buzz around a few tables was about moving in a multimedia direction that included video. I wouldn’t be surprised if this wasn’t also occurring to many of our members that run community organizations.

While Mr. Dorfman’s international recognition is chronicled in Wikipedia.com and IMDb.com, a better sense of his talents and ambitions is available on his own website, Melloweb.com. If you have a few minutes or more to explore, it’s fun.

Submitted By: Jay Zenner

**Club Statistics as of
March 14, 2016:**
Club Members: 247;
Active: 212
Active-LOA: 6; Honorary: 29
Staff Positions: 1



MARCH 2016 BIRTHDAYS!

KEN LONDBSTROM	MARCH 01
KAY BRESHAM	MARCH 02
MARTIN JOHNSON, JR.	MARCH 02
CAROLINE MELCH	MARCH 04
SOSAN ROSS	MARCH 05
JOHN KERR	MARCH 05
MATT KOPAC	MARCH 05
STEFAN ROLLINS	MARCH 06
JAMES HEDRICK	MARCH 08
GRAY BROWN	MARCH 09
HOWARD CLEMENT	MARCH 12
RALPH SWYDERMAN	MARCH 18
BRUCE MILLS, JR.	MARCH 18
DENNIS MCILATH	MARCH 18
BOY SOLZE	MARCH 27
JOHN STADDON	MARCH 19
DOUG BOWLER	MARCH 22
WALT SHACKELFORD	MARCH 24
MARIE BAKER	MARCH 25
THOMAS KERNIS	MARCH 26
EMILY PAGE	MARCH 27
INGRID MUCKER-MOORE	MARCH 29
LARRY GRANE	MARCH 31

PENDING NEW MEMBER:
LESLIE FISCHER (Sponsored By: Janene Tompkins)

2015-2016 ROTARY LEADERSHIP

RI President: K. R. Ravindran
 District Governor: Newman Aguiar
 ADG-Area 7: Joyce McKinney

2015-2017 Club Officers

President: Lois DeLoatch
 Immediate Past-President: Vandana Dake
 President-Elect: B. C. Dash
 Vice-President: Shelly Green
 Secretary: Phyllis Coley
 Treasurer: Susan Miller
 Sergeant-at-Arms: Janene Tompkins
 Finance Advisor: Barry Curtis
 Legal Advisor: Deana Labriola

2015-2017 Board of Directors

Eric Miller
 David Reese
 Andy Esser
 Blake Strayhorn
 Meg Solera
 Marge Nordstrom
 Jen Noble
 Ari Medoff
 Danielle Kaspar
Club Website Master
 Jay Zenner, Designer; Updates



To View The Video, [Click Here](#)
 Or Visit Our Website, At
www.durhamrotaryclub.org

NANA'S FOUNDATION FUNDRAISER WINE DINNER
TUESDAY, APRIL 12, 2016 – 6:00 PM
\$75.00 PER PERSON -- SIGN UP NOW!



WELCOME TO OUR NEWEST CLUB MEMBERS!



AMANDA KURUC, DAVE WALTERS, SUSAN SCOTT, BURTON KING, BRUCE ALEXANDER

Congratulations To Paul Harris Fellow Recipients At Our March 7, 2016 Meeting
 Brady Surles, Jodee Nimicheter, Shelly Green, Roz Grace, Barry Curtis



**President Lois Exchanges Banners With Rotarian
 Visiting With Us From Germany
 At Our March 7, 2016 Meeting**



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slassiter38@nc.rr.com