Another Chance
Washington Corrections Center for Women
We all belong to some sort of family. Many of us belong to biological families that can span a few generations. Others of us belong to intentional families that are bonded not by borders and boundaries but by forces other than biology. 1.2 million of us consider our fellow Rotarians as family. A recent article in The Economist states that altruism – a desire to assist strangers – shows up early in our human development. It’s no wonder “Service Above Self” is the tie that bonds our Rotary family and why, through our “family” of Rotary Organizations, we do everything we can to recognize, develop, and reward altruistic attitudes and behaviors.

“Don’t blow it, –Good planets are hard to find” is one of my favorite quotes by Ogden Nash. Through Rotary grants and programs, Rotarians throughout our district are helping make our world a better place. District 5020 Rotary clubs are helping to eradicate polio, provide clean potable water, improve our communities and the environment, as well as sponsor youth exchange and scholarships for the needy and the worthy.

As George Bailey, played by Jimmy Stewart in the movie It’s a Wonderful Life said: “Now, we can get through this thing all right. We’ve got to stick together, though. We’ve got to have faith in each other.” Isn’t that what family is all about? As a Rotarian, you understand this point all too well. We are part of an international “family” as diverse, and as committed to peace and good will towards man as possible!

It is our goal to share the endeavors undertaken by our 5020 Rotary family throughout the coming years on the pages of 50Twenty.

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Cover Photo: Washington Corrections Center for Women Inmate by Fritz Geller | Another Chance pg. 10
THOUGHTS FROM A NEW MEMBER*

See you at the meeting, But you never say Hello. You’re busy all the time you’re there with those you really know.

I sit among the members, yet I’m a lonely friend. The new ones feel as strange as I, the old ones pass us by.

Darn it, you folks urged us to join and Talked of Fellowship, You could just cross the room, you know, but you never make the trip.

Can’t you just nod your head and smile or stop and shake a hand, Then go sit among your friends? Now that I’d understand.

I’ll be at your next meeting, and hope that you will Spend the time to introduce yourself.

I joined to be your friend.

To

Be a member doesn’t mean simply being side by side with others in a more or less close cohesion.

It means living through one another and for one another.

*Excerpted from the book The Fine Art of Small Talk (Hyperion) by Debra Fine
Nestled at the base of Blackcomb Mountain, The Fairmont Chateau Whistler resort hotel defines mountain luxury.

An all season resort destination, The Fairmont offers a seamless blend of year-round adventure and unsurpassed guest service for business or pleasure. With mountainside ski out the door convenience and on-site golf course, the classic elegance of this award-winning Whistler hotel offers a modern alpine setting featuring full resort amenities, exceptional dining, and a Vida Spa.

In May, District Governor Pete Taylor will be in Whistler at the 2014 District Conference, which will offer a diverse roster of excellent speakers elaborating on the importance of Engaging Rotary to Change Lives. You’ll have a chance to rub shoulders with other Rotarians, enjoy fellowship, and be inspired.

While you’re at Whistler looking for Pete, take some time to enjoy a round of golf, relax at the resort spa, or take in the beautiful mountain scenery and enjoy the great outdoors. You’ll have plenty of time and opportunity to take in local attractions as well.

Pete’s ready for action, and he looks forward to seeing you in Whistler at the 2014 District 5020 Conference.

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Port McNeill (population 2,700) – the famed “Gateway to the Broughton Archipelago” – sits on the northeast side of Vancouver Island. It lies surrounded by the staggering grandeur of mountains, rain forest and the islands of the archipelago.

Port McNeill today serves as a hub for Northern Vancouver Island and the islands of the archipelago. It’s a vital, friendly place. Though the town radiates out from the harbour, seemingly with no center, its sense of community runs large and deep.

This small, thriving community offers big, exciting things to do: hiking, whale watching, sea kayaking, fishing, diving, bird watching, walking, caving, photography and basketball. Yes, Basketball... Thanks in large part to Juan Camacho, Rotary youth exchange student from Ecuador. Juan, almost single hand, re-energized a dormant basketball team at North Island Secondary School. According to Juan, “We traveled to the Island Championships – 1st time in 10 years that NISS had a team there. Big thanks to Coach Mork for taking care of the team... But we wouldn’t have been able to go without the Port McNeill Rotary, who paid for our hotel, tournament fees and gas for travel.” Even though the team and Juan fought hard, they didn’t win the Championship. What Juan won, was much bigger and far better. He won the support and admiration of his team mates, the Port McNeill community and Rotary.

Rotary Youth Exchange is in the business of changing lives: Of those who bravely travel thousands of miles to spend a year away from home, and of those who host them.

“I will always be grateful to the Town of Port McNeill, the Rotary Club, and all of the people who have been nice to me and helped me over this year. I had experiences I will remember forever. And for all of that I want to say THANK YOU!”

–Juan Camacho

Juan Camacho and the NISS Basketball Team

Juan and Aidan voted “Player of the Game”
As the effectiveness of traditional marketing communications strategies declines, it is critical to understand and harness the increasing power of social media.

“Word-of-mouth” is the most basic and powerful form of promotion. It is powerful because endorsement comes from the most trusted of sources—the friend or neighbor who has no reason to endorse the product other than pure satisfaction and a desire to help. Once a brand is able to create high levels of interest and satisfaction, the question is how to facilitate the pass-along of endorsements.

For much of the last century, word-of-mouth was literally one person talking to another on the phone, at the water cooler, or over the back fence. But social media has created a new venue for word-of-mouth: digitally connected social networks. Through these new networks the scale of discussions about products has dramatically broadened, and the pace of information flow has accelerated. Part of the reason for this is the scalability of networks—each connection you have has multiple other connections. It is easy to see how news spreads in a flash through these networks.

Four Steps to Using Social Media

How does your organization harness the power of this accelerated word-of-mouth endorsement that we call social media?

1) Listen: Hear what is being said about your brand, your competitors and your category.

2) Plan: Based on what you’ve heard, develop a communications strategy.

3) Join: Implement your strategy to amplify positive conversations that are already taking place, change negative and neutral ones to positive, and create new ones.

4) Measure: Use ongoing measurements to define impact and plan course adjustments.

If this methodology sounds like your public relations plan, that is a fair comparison. Both social media and public relations seek to join or amplify marketing related conversations.

Three Myths About Social Media

No discussion of social media marketing would be complete without trying to dispel common myths.

Myth # 1:
Social media is a substitute for an integrated marketing plan. It is not. In reality, social media is a marketing tactic, not a marketing strategy and it does not work alone. So it will be one part of your integrated plan, not a substitute for it.

Myth # 2:
Social media works instantly. It does not. Building a community of followers, or creating trust within an existing community, takes time.

Myth # 3:
Social media is free. Sorry. It’s not. See myth #1. Social media will be a tactical part of your overall plan which is not free. Plus, while setting up a Twitter or Facebook account is free, the time that you take to manage those activities is certainly not free.
In 1988 Ryan Hade, a 7-year-old Tacoma, WA boy was grabbed by sex offender Earl Shriner, pulled into the bushes, raped and sexually mutilated. The “Tacoma Little Boy Incident” drew the attention of local and national media.

More important, it drew the attention of local Rotarians. Two members of the Rotary Club of Tacoma Sunrise went to Mary Bridge Children’s Hospital with an idea to invite all of the Pierce County Rotary Clubs to take on the problem of child abuse in our communities. Out of this challenge came the birth of the Courage Classic Bicycle Tour and the creation of the Rotary Endowment for the Intervention and Prevention of Child Abuse and Neglect at Mary Bridge Children’s Hospital.

In 2013 the Courage Classic Bicycle Tour celebrated its 22nd Anniversary Ride. From the initial gift of $100,000 by the Rotary Club of Lakewood, the endowment has grown to well over $7 million dollars. Each Rotary Club in Pierce County, Washington takes on the responsibility for creating, staffing and supporting one of the Rider Service Centers or lunch stops along the three-day, 173 mile route.

Pedaling for the Kids
The tour begins with the **Rotary Club of Parkland/Spanaway** at Snoqualmie Ridge just off I-90 in Washington State, climbing up Snoqualmie Pass through Denny Creek to a waiting lunch with the **Rotary Club of Gig Harbor**. Later along the route riders can grab an afternoon snack from the **Rotary Club of Tacoma Sunrise**. Day One ends in Cle Elum.

Day two starts with a leisurely pedal along the Teanaway River. Riders get a bite to eat with the **Rotary Club of Tacoma North** at Mineral Springs Resort, then make the final climb to the top of Blewett Pass where they can enjoy a tasty meal with the **Rotary Clubs of Sumner and South Hill**.

After lunch, riders enjoy the exhilarating descent to the rest stop at Ingall’s. A few miles rolling along the back roads and the day ends in Leavenworth. After a delicious dinner, the **Rotary Club of Tacoma #8** hosts the Courage Classic beer garden.

The final day of the **Courage Classic** begins with a ride through scenic Chumstick Canyon on the way to Plain to the first rest stop of the day with the **Rotary Club of Gig Harbor Midday**, followed by the festive stop at Nason Creek rest area hosted by the **Rotary Clubs of Clover Park, Lakewood and Tacoma South**.

The climb steadily begins, but there is one more opportunity to fuel up for the summit climb with the **Rotary Club of Sumner**. From there, it is four miles to the Stevens Pass Ski Resort and lunch with the **Rotary Club of Tacoma Narrows**. After lunch, riders enjoy the downhill to the finish along the Old Cascade Highway.

Each year well over **700 Rotary volunteers** participate, putting in thousands of man hours and money to support the cyclists. The Rotary Rider Service Centers provide riders with a place to stop and rest, refuel with snacks or lunch, make adjustments to their bikes or just enjoy the day with some new friends.

**The Rotary Clubs of Pierce County** are an integral part of the **Courage Classic Bicycle Tour** and their continued support, smiles along the route and hard work behind the scenes is what makes the Courage Classic Bicycle Tour second to none.

**The Courage Classic Bicycle Tour** was created as a fundraising ride to support the **Rotary Endowment** for the Intervention and Prevention of Child Abuse and Neglect. This endowment will ensure that the children in our communities and their families will never be turned away from the help they might need in the case of sexual or physical abuse.

Of the children seen at Mary Bridge Children’s Hospital Child Abuse Intervention Dept:
- Ages range from four weeks to 18 years.
- Average age is four years.
- 2/3 of the mothers of victims were victims.
- Ratio of girls to boys is 5:1.

It’s sad but true that one of every three girls and one of every five boys will be sexually abused by the age of 18. Since 1988, the number of children treated for sexual abuse at Mary Bridge has increased nearly 250 percent.
Every year, the Washington Corrections Center for Women near Gig Harbor (known to many as the Purdy Prison) releases some 500 offenders who have completed their prison time, to communities all over the State of Washington. Upon release, each receives an outfit from the prison clothes closet, a purse, $40 dollars and a bus ticket. None have a job. Many are homeless with no place to go. What are they supposed to do? Where can they go for help?

Two out of three will re-offend and be back in prison — most within five years. The most difficult problem for most offenders when they are released, is finding a good job. Which is not surprising, when they don’t believe in themselves, don’t know what they can do, and are carrying a felony conviction.

The Rotary Club of Gig Harbor believes these conditions are unacceptable. Through their Reentry Employment Training Classes they are working to give inmates Another Chance.

This is how they are making a difference to the inmates who want a second chance.

Mentoring
Mentoring offenders after release by coming alongside them to offer support & guidance.

Of the 900+ women offenders housed at the prison, about 40 are released every month to their county of origin. Rotary mentors meet them when they are released and offer immediate support in a number...
of areas, including: assistance locating housing, adjusting to the community, obtaining a driver’s license/basic documents, advising them on job search and otherwise just being available to assist them as someone who cares and wants to help. Mentors are female Rotarians, female friends of Rotary or male Rotarians and their spouses or significant others mentoring as a couple.

**Pen Pals**

Writing to inmates while they are in prison and after their release as part of the *Rotary Women’s Prison Pen Pal Program*.

Rotary Pen Pals are assigned to offenders who have completed the Rotary Reentry Employment Training course and request a pen pal. Commonly asked Pen Pal topics include re-entry issues, job search questions, career/employment advice, and knowledge of the job market opportunities.

**Job Opportunities, Apprenticeships, and Internships**

In the near future, posting job opportunities, apprenticeships and internships will take place on the *Rotary Women’s Prison Jobs Bank* on the Rotary Club of Gig Harbor website.

Once activated, offenders who have completed the Rotary Reentry Employment Training program will be eligible to access the website and job listings.

**Reentry Employment Training (RET)**

Teaching the *Rotary Reentry Employment Training Class at the Women’s Prison*.

This 6-week course is team taught by Rotarians, friends of Rotary and offenders at the Women’s Prison. It focuses on how to locate and obtain employment following release, as well as other skills and lifestyle changes needed to survive on the outside following release.

**Women’s Prison Scholarship Fund**

Offering scholarships through the *Rotary Women’s Prison Scholarship Fund*—for offenders who plan to go on to college or technical school.

This endowment fund created in partnership with the Rotary Club of Gig Harbor Foundation offers academic scholarships to offenders desiring to continue their education at the collegiate or technical school level. Scholarships are offered to released offenders who have completed the Reentry Employment Training Course.

For more information about this program please contact Buck Frymier at the Rotary Club of Gig Harbor: rotarywomensprison@gmail.com
I do a lot of charity work ... that is, if volunteering my opinion counts.