

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

**August 12 - 6:30pm – Meeting at Normandie Farm**  
**Lawrence D. Cross, Special Assistant to the Executive Director, George B. Thomas Learning Academy**

Lawrence D. Cross II has served since July 2008 as the Special Assistant to the Executive Director in the Administrative Office of the George B. Thomas Learning Academy (GBTLA) – a center created to accelerate students' mastery of academics, specifically in reading, language arts and mathematics that's closely aligned with the Montgomery County Public Schools curriculum. In this position, he is responsible for monitoring and implementing the GBTLA programs; analyzing program effectiveness based on student attendance and enrollment data; serve on special committees; and performing other related duties as assigned. Prior to his current position, Mr. Cross served as a program assistant responsible for assisting with the program administration and management of the learning Academy by visiting/monitoring Saturday school sites to provide support to the center directors and tutoring staff. At that same time Mr. Cross was a Consultant/Program Assistant in a middle school in MCPS for the Ambassadors Investing in Mentoring (AIM). The mission for this program was to provide the opportunity for adults to help our youth reach their potential through mentoring. The AIM program was designed to serve 75 students in grades six through eight in a one-on-one pairing with our partners and key stakeholders. From August 1971 through March 2005 Mr. Cross was an educator and an administrator with the Baltimore and Montgomery County Public Schools. Mr. Cross holds a Bachelor of Science degree in education from Morgan State University graduating in 1971. He earned his Masters of Education degree in the field of school administration and supervision from Bowie State University in 1984.

**August 19 - 6:30pm – Meeting at Normandie Farm**  
**August 19 – 8pm Board of Directors Meeting**  
**August 26 - 6:30pm – Meeting - Normandie Farm**  
**Joanne Bertsche - Rotary Foundation Annual Giving**  
**September 2 - 6:30pm – Meeting - Normandie Farm**  
**Bill Offutt, Montgomery County Historical Society**  
**September 9 - 6:30pm – Meeting - Normandie Farm**  
**Dr. Terry Sheehan – Haiti Medical Mission**  
**September 14 – 7pm – Manna Food Center Packing**



*Manna Food Center Packing on August 10*

## August 5 Meeting Report

On the 30<sup>th</sup> anniversary of the chartering of the club, two of the remaining three charter members were on-hand to reflect on the milestone and review two historic photo albums, some excerpts of which were included in last week's newsletter. Congratulations Joe and Dick!



*[Above] Charter President Elect Joe Jennette and Charter Director Dick Gordon celebrate the 30<sup>th</sup> anniversary of the club's chartering. [Below] President Jason Hamel presents the club banner to guest speaker James Li.*



President Jason will be missing the August 12 club meeting – he's climbing Mount Rainier. He reminded everyone to be sure to send this quarter's dues payment to Treasurer Alan Cookson. President Jason introduced guest speaker James Li, a student Georgetown University, and a member of Compass Fellows. He described RE:action Strategy Group, a

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consulting group aimed at helping non-profit organizations more effectively engage their donors.

"Picture this: you read a newspaper editorial about impoverished children in China and decide to help through a \$100 donation to a charity. After clicking the 'donate' button, you receive an email from the charity thanking you for your generosity and providing you with a tax deduction. But, your involvement stops here. Where did the money go? Who have you helped? Where is the human connection?

Today, organizations do not adequately demonstrate the impact of donors' donations as they fail to invest sufficient resources in donor-relationship management. This lack of transparency has led to an increase in skepticism among donors, and this failure inhibits further contributions to the organization. A 2006 Harris Interactive poll conveys that only one out of every ten Americans strongly believe that charities are honest and ethical in their use of donated funds."

RE:action Strategy Group is comprised of students at Georgetown and American University who



are committed to changing the status quo. RE:action Strategy Group is founded on the belief that feedback loops, an ongoing process through which organizations and donors can interact through multiple forms of media, can help non-profit organizations improve their transparency, thus increasing donor relations and retention, and establishing a new culture in giving.

"RE:action Strategy Group has three main developmental phases. First, we want to develop our thought leadership in feedback loops through case studies, research, and development. Secondly, we will

work with small and medium-sized non-profit organizations. Lastly, we aim to expand our services to organizations of all sizes.

RE:action Strategy Group has a win-win-win model: Donors will feel more involved in the process of giving and will subsequently contribute more to the organizations; non-profit organizations will benefit from maximizing the lifetime value of their donors; and causes all around the world will receive more capital to enact social change.

RE:action Strategy Group aims to provide a new experience in giving."

