

ROTARY INTERNATIONAL ROTAGRAPH

Official Publication of the Rotary Club of Fort Worth, Texas

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Editorial

Rotary Profiling



Mitch Reitman

As a very frequent traveler, security has always been a concern of mine, and I have seen firsthand how governments try to react to the ever changing threat. The United States Transportation Security Agency (TSA) is faced with the daunting task of keeping out air, ground, and sea travel free from terrorists. Every time a real, or perceived, threat emerges, new guidelines are quickly developed and implemented. Some of the rules are reasonable, some comical. I once stood in line behind the pilot for an outbound flight who was told that he couldn't take a large paperclip onto the plane because "he could possibly use it to gain access to the cockpit."

We laugh about the failed "exploding underpants" attempt, but the cold reality is that, despite all of the

security measures, an airline let a person with known terrorist ties onto an international flight bound for the United States. I am not a fan of the type of profiling in which TSA employees randomly select passengers based upon appearance or other vaguely subjective guidelines. I once saw a passenger escorted away from a gate because he was wearing a turban and praying before a flight. It did not seem logical that an actual terrorist would intentionally invite "profiling."

While I am willing to give up some rights when I fly (and I expect others to do the same), I do not believe that random determinations made by untrained people are conducive to good security. The Israeli

airline, El Al, relies heavily on getting to know their passengers. The Israeli position is that technology can assist well trained security personnel, but it cannot do the job for them. On a recent flight from Barcelona to Zurich, I observed a passenger was shaking and sweating profusely. He appeared to be a European in his twenties. I spoke with an airline employee and shared my concern. I was told that the passenger had "cleared security" and that nothing else needed to be done. When I went to my U.S. bound flight in Zurich the same passenger was in line for the same flight. Fortunately American Airlines does a quick interview of each U.S. bound passenger in Zurich. During the interview process the passenger was escorted away. When I inquired with the gate agent he told me that the passenger had some issues with the interview and was taken for further investigation. Interviewing works, technology can help us, but it cannot replace us.

— *Mitch Reitman*,
S.I.C. Consulting

Program

February 19, 2010

SPEAKERS:

Joan Katz and Steven Newton
Joan Katz Breast Center

Chairman for the Day:
Richard Minker

FORT WORTH CLUB

NEWSCAST: *Mike Guyton*

Book Donations Honoring Our Speakers



Our Club is proud to continue our tradition of donating a book each week in honor of our speaker to the Fort Worth Library. "These donations to the library are greatly appreciated and allow us to buy materials that we might otherwise not be able to afford." ~ Roberta Schenewerk, Fort Worth Library.

Here is a list of our most recent donations.

DATE	HONOREE	AUTHOR	TITLE
3/27/09	Dr. Scott Ransom		Medical Terminology Made Incredibly Easy
4/3/09	Roger Williams	Dan Lyons	Cars of the Sensational '60s
4/17/09	Darren Woods	Matthew Boyden	Rough Guide to Opera
4/24/09	Daniel Scroggins	Patricia Greathouse	Mariachi
5/1/09	Nolan Ryan	Ira Rosen	The American Game: A Celebration of Minor League Baseball
5/8/09	Bill White	Eileen Houston	Garden Lover's Guide to Houston
5/15/09	Becky Tamex	Vivian Lord	Women in Law Enforcement Careers
5/29/09	Tom Schieffer	Stephen Turnbull	Strongholds of the Samurai: Japanese Castles 250-1877
6/5/09	Dr. Kathryn Cardelli	Miriam Stoppard	Dr. Miriam Stoppard's New Pregnancy & Birth Book
6/12/09	Joe Shannon	Katherine Stoner	Divorce Without Court: A Guide to Mediation & Collaborative Divorce
6/19/09	Aubrey McClendon	Walter Farley	Black Stallion
6/26/09	J. R. Labbe	Associated Press	Associated Press Stylebook 2009
6/26/09	Wayne Carson	Anthony Mancuso	How to Form A Nonprofit Corporation
7/10/09	Mike Barr	Jim Dent	Twelve Mighty Orphans: The Inspiring True Story of the Mighty Mites Who Ruled Texas Football
7/17/09	Bill Lively	Paul Gorrell	Coaching Connection: A Manager's Guide to Developing Individual Potential in the Context of the Organization
7/24/09	Gary Patterson	Jim Dent	Resurrection: The Miracle Season That Saved Notre Dame
7/31/09	Paula Yoder	W. Chan Kim	Blue Ocean Strategy: How to Create an Uncontested Market Space & Make Competition Irrelevant
8/7/09	J.R. Labbe	Ilaria Dagnini Brey	The Venus Fixers: The Remarkable Story of the Allied Soldiers Who Saved Italy's Art During World War II
8/14/09	Doug Renfro	Stephen Hall	Sell Your Specialty Food: Market, Distribute, & Profit From Your Kitchen Creation
8/21/09	Nancy Jones	Gail Collings	When Everything Changes: The Amazing Journey of American Women From 1960 to The Present
8/28/09	Paul Greenwell	Brent Steenbarger	Daily Trading Coach: 101 Lessons on Becoming Your Own Trading Psychologist
9/11/09	Arthur Eisenberg	Henry C. Lee	Real World of a Forensic Scientist
9/18/09	Nancy Edwards		Children's Book of Art: An Introduction of the World's Most Amazing Paintings & Sculpture
9/25/09	Tom Struhs	David Owen	Green Metropolis: Why Living Smaller, Living Closer & Driving Less are the Keys to Sustainability
10/2/09	Dr. Paul Bowman	Roy Benaroch	Guide to Getting the Best Health Care for Your Child
10/8/09	Kinky Friedman	Kinky Friedman	Heroes of a Texas Childhood
10/16/09	Ted Cruz	Michael Sandel	Justice: What's the Right Thing to Do?
10/23/09	Ramona Bass	Allen Nyhuis	America's Best Zoos
10/30/09	James O'Neill	William Kamkwamba	The Boy Who Harnessed the Wind: Creating Currents of Electricity & Hope
11/6/09	John A. Miller	David Buisseret	Historic Texas From the Air
11/13/09	Ed Wallace	Richard Selcer	Fort Worth Characters
11/20/09	Antonio Leal	Davis Buisseret	Historic Texas From the Air
12/4/09	J'Nell Pate	J'Nell Pate	Fort Worth Stockyards
12/11/09	Bill Gimson		America's Best Doctors For Cancer (5 th edition)

Friday's Speakers



Steve Newton and Joan Katz

The son of a doctor and a nurse, Steve grew up in New Haven, Connecticut. His first health care job, as a high school junior, was as a nurse's aid in a skilled nursing facility.

After his freshman year at Williams College Steve took 5 years off and worked as an emergency medical technician for a large urban ambulance service where he provided direct patient care and served in various supervisory roles. He returned to Williams, receiving his B.A. cum laude, and went on to receive a Masters Degree in Public Health from Yale University School of Medicine.

After graduate school, Steve accepted a position in Kansas City as assistant administrator with Research Psychiatric Center, a 100-bed psychiatric hospital then owned by HCA. He was promoted to Chief Executive Officer of that facility after 18 months, a position he held for 5 years.

In January 1996 he was appointed Chief Operating Officer of Health Midwest's 545-bed not-for-profit ter-

tiary flagship, Research Medical Center. After serving as COO for 16 months he was appointed interim CEO and subsequently promoted to President and Chief Executive Officer. In 2001, Steve was named President of the 6 hospital Health Midwest Central Region.

Steve joined the Baylor Health Care System in June 2004 as President of Baylor All Saints Medical Centers, which includes the 559 bed Baylor All Saints Medical Center at Fort Worth, and the 71 bed Baylor Medical Center at Southwest Fort Worth.

Currently, Steve serves on the boards of the Dallas/Fort Worth Hospital Council, Fort Worth Chamber of Commerce, Carter Bloodcare, American Cancer Society, American Heart Association, Fort Worth South, TCU Community Outreach & Engagement Council and Healthy Tarrant County Collaboration. He also serves on advisory boards for Lifegift Organ Bank, and Resource Recovery Council.

Steve is a Fellow of the American College of Healthcare Executives, is married with three children, an avid long distance runner and veteran of thirteen marathons.

Joan Katz was born in Beaumont, Texas and attended the University of Texas. She and her husband, Howard, moved to Fort Worth in 1975. Joan was a special education teacher in FWISD.

Today she is a community volunteer who shares her time and energy with organizations that have touched her life in deeply personal

ways. She is a three time breast cancer survivor and a strong advocate for being pro-active and taking charge of your health. She shares her story in hopes that others will learn from her experiences.

Over the years she has been an active volunteer with The Gladney Center for Adoption, Tarrant County Komen for the Cure, Jewel Charity, Cook Children's Medical Center Woman's Board, Trinity Valley School, The Jewish Federation, The Junior League of Fort Worth, The Learning Center of North Texas and The WARM Place.

Currently she is honored to lend her name to Baylor All Saints Medical Center vision to establish a comprehensive, coordinated, compassionate Breast Center opening April 2010.

Joan and Howard have one daughter, Lori.

Years of Service:

Jim Branch, 55 Years

Kenneth Baum, 48 Years

ROTARIANS: Tom Fairchild, Gary Grant, Chris Kalish, Rick Kurz, Randy McGuffee, Scott Ransom, Bernie Rubin, Dennis Shingleton

ROTARIAN: Paige Hendricks

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Workplace Literacy

While Texas is faring better than is most of the United States, the current world recession should remind us that Americans are an integral part of a vast global economy. As we observe rising unemployment rates and other signs of distress, we would do well to evaluate the economic health of our community and the current state of Tarrant County's workforce.

Though not widely publicized, one of the biggest issues affecting job growth in our community is workplace literacy. Recent statistics should give us cause for concern:

- Today, one in five Tarrant County adults cannot read well enough to succeed at a fourth grade level.

- More than 41 percent of young adults in North Texas say that they could get a better job if they were to improve their reading skills.

- Literacy programs in Texas are serving fewer than four percent of the 3.8 million adults in need of basic education services.

Two years ago, armed with these kinds of statistics and searching for an appropriate project that might enable our club to make a real impact in the community, the Rotary Club of Fort Worth decided to tackle the issue of literacy in the workplace. Literacy



Fernando Costa

has actually been a club focus for many years, as evidenced by our longstanding custom of donating books to the Fort Worth Public Library in honor of our speakers. As we've taken a hard look at how we might more effectively live out our motto of "Service Above Self," however, we've renewed our commitment to literacy and given it a greater sense of urgency.

Jumpstarting a community-wide effort, our club last year hosted a Corporate Spelling Bee as a light-hearted event designed to raise awareness of the issue. Sponsors included some of Tarrant County's leading employers and proceeds from the event helped us to establish the Tarrant Literacy Coalition – a local non-profit organization whose sole focus is to improve adult literacy. In only its second year, the Tarrant Literacy Coalition has already succeeded in establishing volunteer literacy programs at several local companies as well as at John Peter Smith Hospital. It's a promising start for an organization that deserves widespread com-

munity backing and financial support.

Our initial work on the club's five-year effort culminates later this month, as we host the Tarrant County Workplace Literacy Summit on February 24. This not-to-be-missed event will feature keynote speaker Dr. Edward Gordon, an internationally recognized expert in workforce literacy, who will provide us with strategic insight into how civic groups, businesses, and educators can address the critical skills shortfall that we face in Tarrant County. Following Dr. Gordon's remarks, a panel of local business leaders will discuss both the challenges and the opportunities brought about by our increasingly global economy as well as actions that our businesses can take to meet our workforce needs. We hope that you will be able to participate in this important summit.

Furthermore, if literacy is an issue for employees within your company, I urge you to contact the Tarrant Literacy Coalition for assistance in developing an appropriate workplace literacy program. Starting such a program can truly be a "win-win" deal for companies and their employees. The employer wins by getting employees who have improved job skills and greater confidence. The employee not only gets the obvious benefits of training, but also enjoys the convenience of on-the-job literacy classes. That convenience eliminates the need for finding child

(Continued on Page 5)

ROTARIAN: Bob Jameson

ROTARIAN: Frank Tilley

ROTARIANS: Karen Anisman, Davis Babb, Bob Bolen, Valerie DeSantis, Brian Gutierrez, Brad Hancock, Lisa Lewis, Marilyn Tolbert

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Make-Up Attendance

care and transportation, two of the most common reasons that adults cite for not participating in literacy programs.

Our long-range goal is Total Literacy for Tarrant County, but workplace literacy is too big a challenge for any organization to tackle alone. It takes the whole community. The Tarrant Literacy Coalition and the Workplace Literacy Summit represent important first steps toward achieving that goal. With your support, we'll be able to realize our vision of securing a brighter future for our workforce and our local economy.

— *Fernando Costa*,
City of Fort Worth

**Workplace Literacy
Summit
February 24, 2010
8:00 a.m. – 11:30 a.m.**

Western Fort Worth — 02.09.10 — Clem Constantine

Fort Worth South — 02.09.10 — Neal Shields
02.09.10 — Mac Churchill
02.09.10 — Kathryn Bryan

Next Week's Program

February 26, 2010

SPEAKER:
Dr. Marvin Dulaney
Associate Professor of History
University of Texas, Arlington

Chairman of the Day:
Jim Austin

ROTAGRAPH

ROTARY CLUB OF FORT WORTH, TEXAS

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ROTAGRAPH

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Associate Editors	
Robert Gleason	Last Meeting
Paula Parrish	Advertising
Betty Harvey	Personals
Pat Dohoney	New Members
Drew Martin	Editorials

Do you Miss your Printed Roster? Print it out or Save it to your Desktop!

Has your home or business address changed? Have you got a new phone number or email address? Remember to update the online database with your new information so that your fellow Rotarians can contact you as needed. Or in the alternative, let the Rotary office know when there is a change in roster information and we will update the database for you!

Did you know the membership roster was online? Of course you did! But did you also know that you can print out a hard copy any time you'd like to? Simply sign in, go to Reports and choose Member Roster. Change "Print Option to All Members, leave Member # and Name blank and click Display Report.

Please note, this report is nearly 200 pages so it is a good idea to print front & back! Also, this is a .pdf file, so you can simply click File, Save As and save the .pdf to your desktop for quick reference later. If you do save the .pdf however, please remember this database is constantly being updated and you should download a fresh copy regularly to be sure you have the most recent and up-to-date information.



C-A-T....R-O-T-A-R-Y

The Rotary Club of Fort Worth is looking for a few good spellers to participate in the Corporate Spelling Bee this year. Our team will consist of three spellers. We might even have to have a spell off so that we can bring our very best team to the Bee. If you have an interest in serving on the Rotary Club team, contact *Mitch Reitman*.

The Corporate Spelling Bee is hosted this year by the Tarrant Literacy Coalition. The Bee will be at the Trinity River Campus of the Tarrant County College in downtown Fort Worth on March 31.

