

The Bulletin

The Kiwanis Club of Columbus



"Kiwanis is a global organization of volunteers dedicated to changing the world - one child and one community at a time."

"Where serving the Children of the World is our Mission & Passion"

Noon to 1 p.m. luncheon meeting at The Athletic Club of Columbus, 136 East Broad Street, Columbus, OH 43215



December 6, 2010

Robert D. Marotta

Kegler, Brown, Hill & Ritter Co., L.P.A.

Bob Marotta, a lawyer by profession, specializes in the regulation of healthcare delivery systems, with a specific emphasis on pharmacy, medicine and information technology and its regulation at the federal and state levels.

Mr. Marotta is Senior Vice President and Chief Regulatory Counsel of WebMD Health Corp., where his responsibilities include, among other things, the regulatory aspects of WebMD's business at the federal and state levels. For more than 30 years, he has commented before numerous state agencies and legislatures, in virtually every state and the United States Congress, to discuss the practice of medicine and pharmacy, their regulation and related healthcare and information technology policy issues. Mr. Marotta has addressed a wide range of specific subjects, including the use of automation and technology in the practice of medicine and pharmacy and allied healthcare professions, health care reform, the Health Insurance Portability and Accountability Act of 1996 ("HIPAA") and patient privacy, confidentiality and security.



Mr. Marotta presently serves as chairperson of the board of directors and of the eHealth Initiative ("eHI"), a Washington, D.C.-based organization whose mission is to drive improvement in the quality, safety and efficiency of healthcare through information and information technology.

Prior to joining WebMD, he was the Senior Vice President – Regulatory Counsel of Merck-Medco Managed Care, L.L.C., a division of Merck & Co., Inc., now known as Medco Health Solutions, Inc., an independent public company. In May 2000, Mr. Marotta was awarded Merck-Medco's inaugural "Lifetime Achievement Award" for his distinguished service to the company and commitment to patient care.

During that time, the Pharmaceutical Care Management Association ("PCMA") presented him with the President's

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Today's Meeting

Greeters: **Cindi Sturni** – United Way of Central Ohio
Mark Swepton – Atlas Butler Heating & Cooling

Invocation: **Joyce Bourgault** – Helping Hands Health Center

Committee meetings: Scholarship,
Behavioral Health & Wellness

Menu: **House Salad, Chicken Marsala**

Check presentations: \$975 for the Manna Café at
Broad Street United Methodist Church

This week at a Glance

Birthdays:

12/07 – **Tom Hayden** – Marsh & McClennan
12/08 – **Bob Banasik** – Omnilife Systems

Monday – 12/6 – Washington C.H. Kiwanis annual Christmas Auction and Dinner – 6:30 p.m.

Wednesday – 12/8 – 11:30 a.m. - Auction Committee at Columbus Foundation; 11:15 a.m. – 1:15 p.m. Salvation Army bell ringing

Thursday – 12/9 – 11:15 a.m. – 1:15 p.m. - Salvation Army bell ringing

President's Corner



Some of our Club's strength comes from the fact that we are part of a global organization. Despite the differences in cultures, economics, local politics, etc. we somehow all manage to rally around a common mission of 'changing the world one child and one community at a time.'

The Kiwanis Club of Columbus has long been the largest Club in the state of Ohio (Ohio District), and we have had our fair share of Club members go on to additional leadership roles within Kiwanis – International President, District Governors, Lt. Governors, etc.

Largely because of our size, our resources and our location in the state's capital, we are looked upon as a role model by many other clubs. But size does not guarantee success and success does not guarantee continued success. There are always new ways of approaching old problems, new opportunities and new ideas that must be continually sought out, researched and evaluated. Are we hanging on to traditions that have out-lived their usefulness? Is there a better way of doing something? Our strategic planning process will help uncover the areas in which we should make improvement and where change is warranted, but where will all of the new ideas come from?

Obviously, our constant flow of new talent (members) and the insights of existing talent will generate many ideas that will ultimately bear fruit. But there is another excellent untapped source of information we have only skimmed the surface of.

Kiwanis clubs throughout the country are experiencing essentially the same problems we are – membership, manpower for projects, creative fundraising ideas, organizational structure, programming, budgeting, etc., etc. Some are virtually identical and others are different due only to the size of our membership. Many clubs look to us for ideas because our size generates a perception of success. And while there certainly are things many clubs can learn from us, there are an equal number of things we can learn from them – perhaps more.

That is one reason why inter-clubbing is so important. It provides us with an opportunity to send a small delegation (four or more) of members to other clubs to see how they are operating. What is working well for them that might help solve a problem or overcome a challenge we are facing? What new and exciting things are they doing that we might be able to adopt or adapt? Are there efforts we can collaborate on? Are there doors we can open for them and/or doors they can open for us?

Obviously, this effort works in both directions and you may be able to facilitate an "ah-ha" moment for a member in

Ukulele orchestra to perform ...

Where else can you go in Columbus, or for that matter, Ohio, to hear a fabulous ukulele orchestra? No place but the Kiwanis Club of Columbus!

Come hear their delightful sound prior to this Monday's meeting.

Are you socially connected?

Well of course you are! You're a member of Kiwanis, a social network unto its own.

But in today's world, being socially connected most frequently refers to your connections on the Internet. Are you utilizing your personal computer to connect with family, friends and business associates through on-line programs such as Facebook, LinkedIn and Twitter? If not, why not get started now by joining our Club's on-line social network using all three of these vehicles.

On Facebook, you can find us at Kiwanis Club of Columbus or simply click on the icon on the front page of our web site. For LinkedIn, you can also find us at Kiwanis Club of Columbus. We are limiting this to Club members and Kiwanis officials only, so that we can minimize any adverse promotional contacts. For Twitter, we are @colskiwanis. We already have well over 300 following us on Twitter. This is a great way to keep those following us apprised of our Club's activities and accomplishments.

We are working on getting icon links to these other sites on the home page of our website to make access a bit easier.

Please note that in order to benefit from these sites you must first join them. There are no fees involved in the joining process and you will be asked to accept the terms of their agreement.

another club, or help them develop a new idea.

If you have not participated in an inter-club meeting or activity, why not sign up for one of the ones listed in this newsletter or on our website calendar of events? They won't be listed as "inter-club" opportunities, but as the normal activities of other area clubs and the Ohio Division 10-W. Why not fully participate in, and benefit from, the international organization you are a part of?

The art of walking ...

There is now a new way to see Columbus AND get active. A new walking cell phone tour of art, architecture and historical sites was officially unveiled on September 2, 2010. Earlier this year, Columbus residents had a chance to submit "What I Love about Columbus" to the Create Columbus Commission. That information became the Columbus Public Health Columbus Art Walks, a pocket-sized walking map of the Discovery District, with the Arena District and State House maps to follow later this fall.

Columbus Public Health Healthy Places Program headed up this project to give residents and visitors a unique opportunity for physical activity. Adults should get at least 30 minutes of physical activity a day. Those 30 minutes can be in short 10-minute increments-perfect for walking between impressive Columbus sites. You are guaranteed to learn something new about our wonderful city and be healthy at the same time. So as I have been told many times ... take a hike!

A Giant Eagle holiday ...

Giant Eagle gift cards can be special ordered in \$5, \$10, \$15, \$20, \$25 and \$50 denominations. These make perfect gifts for office staff, school teachers, paper boys, mailmen, barbers and anyone else you would like to remember during the holidays with a small gift. The flexibility of the card allows them to purchase things they need most, from gasoline to groceries.

Cards can be ordered on a Monday and can be delivered to you the following Monday. See Secretary **Paul Bohlman** to submit your order and payment.

And don't forget to purchase your own Giant Eagle gift cards so that you can use them to pay for shopping cards to major retailers. The shopping cards make ideal gifts or can be used to do your own holiday shopping. Remember, Kiwanis gets 5 percent of each Giant Eagle gift card purchased and you get 100 percent of the card's face value.



Bell ringing this week ...

Kiwanians will be out this Wednesday & Thursday ringing bells for the Salvation Army's 'Red Kettle' campaign. If you would like to "enlist," please contact past president Bob Wiseman at 614-358-2130 or wiseman@burkholderflint.com.

We will also be ringing bells next Wednesday, December 15. Spaces are still open, why not sign up today?



Mark Swepston
President/CEO

Office: 614-294-1624 • Cell: 614-314-3200
Home: 614-876-8330 • Fax: 614-298-7053
Email: mswepston@atlasbutler.com • www.atlasbutler.com



Proud to
support

~~ **Kiwanis** ~~

District newsletter goes electronic ...

The Ohio District has distributed their first issue of the new "electronic" **Buckeye Bulletin**. They feel the new format will be easier to read and will give them the ability to produce newsletters with very little desktop publishing experience.

You can access the newsletter from the Ohio District website at www.ohiokiwanis.org. Please let them know what you think of the first issue. If you would like to receive the **Buckeye Bulletin** directly, you can sign up by going to the "E-Newsletter Request" page on the left side of the district website.

Help support our Circle K ...

Our Circle K Club at Capital University will be collecting scarves, mittens, hats and glove for the homeless, Monday, December 6 through Thursday, December 10.



If you have items you would like to donate, please bring them to our meeting today for advisor **Susan Black** to deliver. Or you can drop them off throughout the week at the Capital University PO Lobby, Yochum, SA Lounge or Kerns Center.

Let's show our Circle K'ers our support of their project!

ELIMINATE

Kiwanis eliminating maternal/neonatal tetanus



With The Eliminate Project, Kiwanis International and UNICEF have joined forces to eliminate maternal and neonatal tetanus (MNT). This deadly disease steals the lives of 60,000 innocent babies and 30,000 mothers each year. The effects of the disease are excruciating — tiny newborns suffer repeated, painful convulsions and extreme sensitivity to light and touch.

To eliminate MNT from the earth by 2015, 129 million mothers and their future babies must be immunized. This requires vaccines, syringes, safe storage, transportation, thousands of skilled staff and more. It will take \$110 million — and the dedicated work of UNICEF and every member of the Kiwanis family.

Kiwanis and UNICEF joined forces to tackle iodine deficiency disorders, achieving one of the most significant public health successes of the 20th century. Now, we are eliminating MNT from the face of the earth. And in doing so, the project will reach the poorest, most neglected mothers and babies with additional lifesaving health care. The end of this one disease means the beginning of better health for so many families.

You can access a PowerPoint presentation from the home page of our website, and you can make a donation from that point as well. Our Club will be developing local methods to further support this cause. Stay tuned ...

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Distinguished Service Award, citing “his guidance, direction, and personal efforts in establishing a successful and nationally recognized legislative program supporting managed care pharmacy.” He has also served as PCMA’s Chairperson and been a member of its board of directors and executive committee. The PCMA awarded Mr. Marotta the Latiolais Honor Medal, which is presented annually to an individual “who has shown exemplary service to the managed health care arena, his or her own profession, and the American public.”

Mr. Marotta sits on the boards of a number of organizations and is a member of numerous national, state and local groups. He is also active in many civic and charitable endeavors, particularly those that provide educational opportunities for deserving students at both the secondary school and college and university levels, and for many years has been a member of the Advisory Counsel for the College of Arts and Letters at the University of Notre Dame, his alma mater.

"I don't know the key to success, but the key to failure is trying to please everybody."

-Bill Cosby

Next week's meeting

(December 13, 2010)

Speaker: Artie Isaac

Personal Creativity & Innovation

Greeters: Deborah Cassel

Brookdale Senior Living – Trillium Place

Stephanie Harris

Columbus Early Learning Centers

Invocation: David Kandel - AT&T

Committee Meetings: Homeless, International Relations, Youth Opportunity, Senior Citizens

Menu: House Salad, Smoked Chicken Pasta with Roasted, Tomatoes, Spinach, Red Onions, Garlic White Wine Sauce

Kiwanis Club of Columbus

P.O. Box 20334, Columbus, OH 43220-0334

Phone: 614-738-0069

e-mail: office@columbuskiwanis.org

website: www.columbuskiwanis.org

CLUB OFFICERS

Tim Barhorst	President
Charlotte Collister	Past President
Jamie Richardson	President-Elect
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Nick Tomashot	Treasurer
Paul Bohlman	Secretary/Editor

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Chad Endsley
Jade Metcalf
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Larry Walters

2012

Laura Donahue
Lisa Jolley
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Columbus Kiwanis Foundation

P.O. Box 20334, Columbus, OH 43220-0334

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