

H A M P T O N R O A D S

EXECUTIVE LIFESTYLE

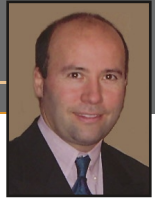
M A G A Z I N E

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Rotarians Changing Lives**

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“Things Are Not Always What They Seem”

Welcome to the 60th Peninsula edition of our magazine. As we come to the close of what has been quite a paradoxical year filled with incredible growth in our company and also one devastating loss, we positively look forward to a new year thankful to God for our many blessings. At the start of 2008, I shared the news of the death of our Mother, Patricia Dittmar and I dedicated the year to her in several ways. I shared how it was her words of encouragement that kept the dream of this magazine alive back in 1994 and I shared several poems that I found that she had written describing her life and love of Jesus Christ. With a grieving heart I wrote about her legacy, and while it was one of the hardest things I have ever written, I am so glad I shared it. Many of you who read the column sent me emails and letters of thanks for including such a story of love and true encouragement.

At the same time we are encouraged and excited by the growth of our company. Since January we have grown by almost 100% having added over 50 new clients and completing the very successful launch of our Southside edition.

Our current market is volatile, full of many challenges. Yet I see it also filled with incredible opportunities. Conditions such as these force us to take a long hard look at ourselves and decide what is important to continue doing and where change is needed. It has been my experience over the past 17 years of running the magazine that so much of our success or failure rides simply on our attitude towards the things that we have direct control over. It's been said that our attitude determines our altitude.

We need to be reminded that things aren't always what they seem. Looking at situations and people from all angles not only gives us better insight, it also helps us tune into our creative side. Doing so helps us to think outside the box, even if just slightly, and gives us a renewed energy and perspective.

I've included a short story that has impacted me. The author is unknown, so I'm unable to give credit to this intuitive writer. The story has touched me and I hope that it will resonate with you as well.

Things Aren't Always What They Seem

Two traveling angels stopped to spend the night in the home of a wealthy family. The family was rude and refused to let the angels stay in the mansion's guestroom. Instead the angels were given a small space in the cold basement. As they made their bed on the hard floor, the older angel

saw a hole in the wall and repaired it. When the younger angel asked why, the older angel replied, "Things aren't always what they seem."

The next morning the pair came to rest at the house of a very poor but very hospitable farmer and his wife. After sharing what little food they had, the couple let the angels sleep in their bed where they could have a good night's rest. When the sun came up the next morning, the angels found the farmer and his wife in tears. Their only cow, whose milk had been their sole income, lay dead in the field.

The younger angel was infuriated and asked the older angel, "How could you have let this happen? The first man had everything, yet you helped him," she accused. "The second family had little, but was willing to share everything, and you let the cow die." "Things aren't always what they seem," the older angel replied.

"When we stayed in the basement of the mansion, I noticed there was gold stored in that hole in the wall. Since the owner was so obsessed with greed and unwilling to share his good fortune, I sealed the wall so he wouldn't find it. Then last night as we slept in the farmer's bed, the angel of death came for his wife. I gave him the cow instead. Things aren't always what they seem."

Sometimes that is exactly what happens when things don't turn out the way they should. If you have faith, you just need to trust that every outcome is always to your advantage. You might not know it until some time later.

As you go through the next several months and the start of the new year, please keep this story and especially its title in the front of your mind. As you enjoy the rest of this issue you will find a few poems from both my Mom and Dad below and on 10 and 11. Each highlights parts of everyday life with its twists and turns, quirks and loving traits all preserved by the wonderful power of words. It is my hope that as you read this good thoughts of your present and your past will fill your mind. I challenge each of you to write down your own thoughts and preserve the wisdom you have obtained over the years. Share these with your family and friends and use them to encourage others who may need a lift. I promise that you will never regret that you did this.

We use the phrase "Executive Lifestyle" very consciously. To us it is much more than just the name of our company or the title of our magazines. It is a concept. A "Balanced Life"

concept where we believe that the true rewards of an “Executive Lifestyle” are attained by creating the proper balance between one’s work responsibilities and one’s family priorities.

It all comes down to prioritizing the use of our time. **As Benjamin Franklin once said, “Do not squander time, for that is the stuff that life is made of.”**

Executive level professionals are often caught in a constant struggle to manage the needs of their work, family and life. More than most people, executives seem to take on extra responsibilities in the workplace while often contributing a great deal of time to outside civic activities. Often, the time needed to do all this is in direct competition with the time available for their personal pursuits such as time with family, as well as time spent on their hobbies and passions.

Here is where our magazine concept comes in. Around the office we like to use the phrase, **“Success with No Regrets”**® as our slogan.

Just as achieving a balanced life is a process, so has the magazine’s concept been developed over time. All through the magazine you will find a mixture of articles that fall into two basic categories - those directly relating to doing business at your company and those relating to enhancing the overall quality of your lifestyle outside the office. This, and the fact that our magazines are direct-mailed to over 65% of the Presidents, Owners and Upper Level Managers of the 45,000 businesses in the region, is why we label ourselves the Executive Lifestyle Magazines of Hampton Roads.

I have often stressed that the key to our company’s success has been the development of long-standing relationships with our advertisers. The magazine is simply about people, good people who make a difference each day. Keep this in mind as you read through our pages. It takes the efforts of more than 75 people to bring each issue to you. It is our hope that over time you will get a feeling of comfort, trust and friendship with each of them.

As you read through the magazine, feel free to share what you have learned or have enjoyed with coworkers and friends through our website edition. By simply going to our website they can download a complete copy in pdf format of the current editions at www.ExecLifestyleMag.com

Meanwhile, find a relaxing spot, keep turning pages, and enjoy. Try to make every day the best day of your life. Share your smile, and say the positive things that we often tend to put off until another day. I hope you feel as good reading the magazine as we feel about bringing it to you.



Bill :-)

HAMPTON ROADS EXECUTIVE LIFESTYLE M A G A Z I N E

President	Bill Dittmar
Editor	Heidi Dittmar
Marketing Director	Lynne Hope Orloff
Sales	Kelli Paul
Graphic Artists	G. Lee Pollard George Marsh
Contributing Editors	Rich Dittmar Glen Mason George Taylor
Photographers	Louis Fronkier Ramon Permel
Design Consultant	Steven E. Vick

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***Striving to enhance
the quality of life
of Hampton Roads’
Executive Business Leaders***

For more information call or write:

703 Juniper Drive
Newport News, VA 23601
Phone 757•438•5582
Fax 757•596•6549
e-mail: penmag@cox.net

www.ExecLifestyleMag.com

“Service Above Self” Rotarians Changing Lives

by Heidi Dittmar



“Rotary is a means for me to give back to our community all that it has blessed me with. It is more than just money; it is time and the fellowship of people working towards a common goal.” Guy Manchester, of Financial Security Management, Inc., did not hesitate when giving his answer - an answer that is a common theme among Rotarians.

In 1905, Paul B. Harris established the world’s first service club. Relatively new to Chicago, Harris desired to form a professional club that maintained a spirit of friendship. The club adopted the name “Rotary” indicating the early practice of rotating meetings among the members’ offices.

The concept of Rotary quickly grew, and as it did, the organization’s mission expanded from service to members to serving the needs of the community. Rotary’s motto Service Above Self encapsulates this change.

By 1935, Rotary claimed more than 20,000 members in 200 clubs. Today Rotary boasts

worldwide membership of over 1.2 million members, in over 32,000 clubs, in more than 200 countries and geographical areas.

According to its website, the object of Rotary is to “encourage and foster the ideal of service as a basis of worthy enterprise” and Rotarians are encouraged to hold high four specific standards:

- Development of acquaintance as an opportunity to serve;
- High ethical standards in business and professions, and the recognition of the worthiness of all useful occupations;
- Application of the ideal of service in Rotarians personal, business, and community life;
- Advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

Rotary has taken this a step further by adopting the Four-Way Test as a standard of ethics. The test was first developed (and later adopted in 1942 by Rotary) by entrepreneur and



out the cashier for messing up our order; before we change policies that will line our pockets, but create holes in people's lives.

Having done research on Rotary via the internet, attending meetings, and speaking with people I've known for years and now know as Rotarians, I couldn't help but think: Are these people so kind, ethical, and gracious because they are Rotarians?

The answer unequivocally is these people are Rotarians because they are kind, ethical, and gracious. Rotary is another way for them to service their community, from small projects to worldwide million dollar contributions. As we all know, to the recipient of kindness any gift is significant.

Each Rotary club has their own service passion. They range from meeting medical needs to providing warm clothing for children. While my desire is to praise each Rotary club and give credence to their many acts of kindness through service, I am humbly aware that my space is limited. Please allow the several noted in this short article to be the representative for the worldwide good Rotary International accomplishes.

The Oyster Point Rotary Club has built the playground at the Candi House in Hampton and for years has supported EdMarc Hospice for Children, which is based in Chesapeake and provides nursing, family and bereavement

“I couldn't help but think: Are these people so kind, ethical, and gracious because they are Rotarians?”

Rotarian Herbert J. Taylor during the Great Depression as a set of guidelines as he and others were helping owners restore faltering businesses.

The Four-Way Test asks four simple questions. Simple, yes, but the answers have significant impact:

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

Did your heart just skip a beat? Imagine if we all, Rotarian or not, asked ourselves these four simple questions before charging into situations to “save the day”; before we chew



Oyster Point Rotary “Bikes for Kids” Drive

support for local children and their families. The Oyster Point Club also provides over 150 bikes and helmets at Christmas to children who have never had a new bike. The bicycles they purchase come unassembled and the members of the club give of their time to assemble all of these bikes. These Rotarians change children's lives through their service, one project at a time.

The Virginia Beach Rotary Club has several ongoing projects. They take part in a United States wide Rotary Club program entitled, "Paint Your Heart Out" for which members volunteer to paint the houses and clean up the yards of people in the community unable to do such for themselves. The club has adopted a local park and maintains the area. As with many of the clubs, the pet projects of Virginia Beach deal with children.

Wayne McCoy, Senior Vice President-Environmental Sciences, with MSA, and Assistant Governor of the local Rotary district, spoke enthusiastically about his involvement with the Virginia Beach Rotary Club. He first joined as a way to increase his business networking. From that great friendships have formed and unlimited opportunity to serve his community. Wayne's obvious love for children surfaced im-

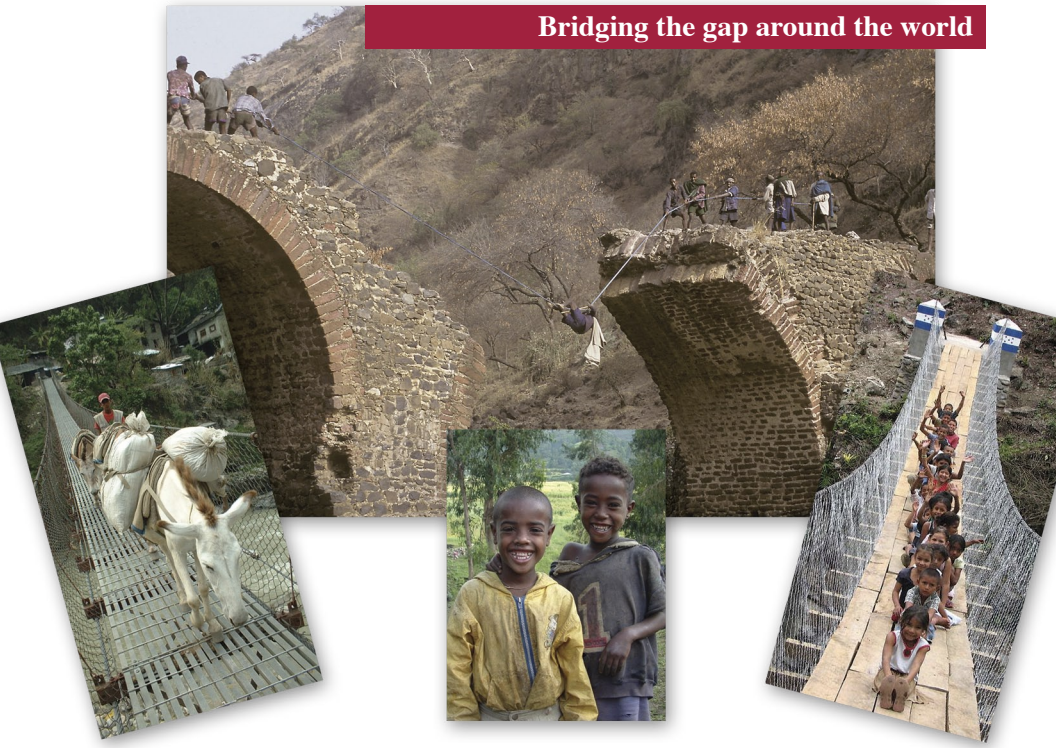
mediately and his heartfelt desire to bring happiness to their lives is evident. Children ask for so little, but the joy one receives from putting a smile on their faces is immense. Wayne and his fellow members go to the Crisis Center to play games with children who are angry and hurting because of their devastating life situations. Initially, the kids keep up their hard protective shell, but as the night progresses the smiles emerge. Wayne, fondly named foosball king, says there is little that can match the feeling of watching these hurt, angry people morph into just being kids.

Game night – a simple idea – but the impact is far reaching.

The Rotary Club of Hampton Roads has a long history of taking simple projects and turning them into fundraisers for local and international needs. In addition to partnering with other clubs on Paint Your Heart Out, the club conducts a Bowl-A-Thon fundraiser each year, raising over \$50,000 for eleven charities. Half of the money goes to Rotary Foundation where, as with all money donated to the foundation, it sits for three years and grows. That money is then used for projects such as digging wells in Darfur. The other half of the money is used locally. What's more impressive than the

Rotary Projects in Hampton Roads





amount of money raised for a night of bowling is that every member in the club participates in this particular fundraiser. Talk about unity for a cause. But that's what Rotary is all about.

Each year Rotary Club of Hampton Roads raises money to fund their Dictionary Project. The project provides 500 dictionaries to 3rd graders in five Norfolk elementary schools. The Club also participates in a Putt-Putt Golf Tournament that raises a gift of \$500 each to four local Norfolk and Virginia Beach teachers for their outstanding service. This year the club was honored with the top award – Governor's Cup – for being the top club in the district. The award is given to Rotary clubs that show increase in membership and participation from every member. The Hampton Roads club saw every member giving at least \$500 annually to the foundation, which is an almost unheard of precedent.

Bob Kal, PE, Senior Vice President of Clark Nexsen, and immediate past President of the Rotary Club of Hampton Roads, joined the club first as a way to give to the community and also to fellowship with like-minded business people. His involvement led to a term as president and the receiving of this illusive Governor's Cup

award. When asked about the various projects the club holds, Bob emphasized that the focus should be on the recipients because they are the common bond that brings business and professional people together each week.

The Virginia Peninsula Rotary Club has taken children under their wings. Most of their projects raise money to help children locally and internationally. Partnering with the City of Newport News, the Peninsula Club helped with the building of the Boundless Playground in Deer Park. Its construction allows children of all capabilities to access the swings, slides and other playground equipment. The club also founded and sponsors The Tennis Ball, which supports Achievable Dream, a fully accredited school that provides opportunities for children from inner city neighborhoods to reach their dreams. Star Achievers is a program in the Hampton school system that reaches out to middle of the road children who often get lost in the system. The Peninsula Club has raised over \$385,000 since 1995 for Star Achievers and, with other sponsors, over \$4 million for Achievable Dream.

Internationally, the club has teamed up with Escazu Rotary in Costa Rica to assist local

schools by building a computer lab and library. Most recently, they have partnered to install a sewage system for Escuela Carmen Lyra.

Cap Neilson, President of Landmark Appraisals and past president of the club, joined Rotary in 1988. Initially as a way to network, his membership evolved into civic and social responsibility. Cap speaks highly of the structure of Rotary. Each position of office, from President of Rotary International to treasurer of a club, can be held for a one-year term. Cap stated, "Rotary is successful because of the strength of the organization, not the individual."

Bill Pollard, Vice President and Commercial Loan Officer with Farmers Bank in Suffolk, is currently Governor over District 7600, which consists of 62 clubs with over 3,000 Rotarian members. He describes his role as cheerleader and motivator, encouraging the current Rotary International theme of Make Dreams Real and reducing child mortality. While the office of Governor requires a good deal of his time, it also offers unique opportunities. For one, he is required to visit all of the clubs in his District, which gives him a chance to meet fellow Rotarians he may never know otherwise. The other perk is meeting international Governors. At a conference this year in San Diego, Bill trained with 536 Governors from around the world. He remembers thinking how remarkable it was to be sitting between fellow Rotarians from India and Egypt. More importantly, Bill notes, "I joined Rotary for the opportunity to meet other business professionals, but I'm a Rotarian because of the ability to give back to others and make our communities a better place to live."

Newport News Rotary Club President Randy Yocum joined Rotary initially to meet business leaders having no idea of what Rotary did or what it meant to be a Rotarian. "But," Randy says, "as I got to know other members and learned of their passion for 'service above self' and support of the efforts of Rotary both locally and internationally, I realized that all Rotarians share the same mission: to help their local community and those in need throughout the world." The Newport News club is changing lives worldwide by taking on as its main project Bridges to Prosperity, a non-profit organization



One of the seven bridges built in poor rural villages in Honduras via a Rotary Foundation Grant given to the Rotary Club of Newport News. This one is named Piedra Gorda, for the "fat rock" that the bridges sits upon. Everyone in the village volunteers their labor during the construction of each bridge... even these proud and very happy children.

founded by fellow Rotarian Ken Frantz. While reading National Geographic Ken was moved by a picture of an Ethiopian man crossing an immense gap in a broke bridge by hanging precariously by a rope. Powered by four men on each side of the gap, any person brave or desperate enough to cross the missing span, slips a rope around his torso, eases himself off the ledge, and trusts the men to pull him across to safety. Falling from the rope into the rushing waters of the Blue Nile means certain death. The nearest crossing adds 100 miles to an already unbearable trek.

With his construction/development background, Ken knew he could build a footbridge so the Ethiopians could cross the Sebara Dildiy (which means broken bridge) and gain access to markets, medical care, and schools. Teaming up with family and friends, Ken traveled to Ethiopia to build a bridge. From its inception, Bridges to Prosperity has garnered support from the local government in the receiving country, expecting the local authorities to hire laborers to complete the work. Bridges to Prosperity provides engineers and stone masons to train local workers. They firmly believe that teaching skills and requiring accountability empowers the community. So when Bridges to Prosperity leaves, building can continue.

Bridges to Prosperity also partners with highly qualified existing companies to take over the operation after the initial two-year development process - a process that involves hiring two local people who are trained to continue operations when the two years are up. Once Bridges to Prosperity withdraws, it provides "tail-funding" for three years to ensure survival. Helvetas, a Swiss charity, has been involved in Nepal for over 40 years and has saturated

the area with bridge building. Fortas services Peru in the same capacity. Partnering with these highly successful companies seemed a logical next step.

As of 2008, Bridges to Prosperity has built footbridges in 12 countries including Bolivia, Honduras, Indonesia, Kenya, Peru, Rwanda, and in 2008 Zambia. Their goal is to have a

“Rotary is successful because of the strength of the organization, not the individual.”

program in 20 countries by 2020. Ken and fellow Rotarian Ken Hodge traveled to Zambia earlier this year to set up a program. Inspired by the Bridges to Prosperity Zambia project, Ken Hodge and his family are riding their motorcycles from Peru to Virginia to raise money and awareness for the project. Traveling with them will be a free lance writer to document the entire trip. The logistics have been tough and some details have yet to be worked out, but the Hodge family is willing to face challenges if the return is further awareness of this worldwide need.


Ken’s fellow Rotarians at Newport News Rotary Club have supported Bridges to Prosperity 100% and are joined by 40 rotary clubs worldwide. In fact, Virginia Beach Rotary Club sponsored a bridge in Ethiopia. For Ken, Rotary membership came before Bridges to Prosperity and I asked, “Why Rotary?” Ken saw joining a Rotary club as a way to connect with a new community having just moved from California to Virginia. It’s also a way to meet business professionals, network and make friends. He stated, “It’s easy to help in Rotary, to roll up your sleeves. It’s harder to find your calling.” But once Rotarians do, expect change.

According to Ken, Rotary members have been the movers and shakers, getting things started and then partnering with highly qualified organizations to do the heavy lifting. For example, Polio Plus, a program to eradicate polio worldwide, began by Rotary volunteers in 1985. To date over \$610 million have been contributed to vaccinate over two billion children. The elimination of this deadly disease is near. While Rotary volunteers continue to support and travel to impoverished countries to place the two little drops of the vaccine into children’s mouths, the heavy work is left to

worldwide organizations. Rotary has been the “volunteer arm of a global partnership” which includes World Health Organization and the Gates Foundation.

Newport News Rotary Club is almost certain of obtaining a \$360,000 3-H Grant from Rotary International. The grant, which awards clubs supporting the 3-H’s – Hunger, Health and Humanity – is given to only 15-18 clubs internationally. The grant will go directly to the Zambia project. Ken wonders, “How is it that a Rotary club in Newport News, VA becomes a leader in international service of building footbridges?” Well, a group of people saw a need, developed a solution and asked:

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

When we look at the needs of our world, it is understandable to feel overwhelmed and underskilled. But thinking, one child at a time, one community at a time, can help us take the first step. Rotary has 1.2 million members who have chosen to take the first step. They are changing lives by putting into practice, “Service Above Self.” 

For more information about Rotary, contact Rotary International at www.rotary.org. To find out more about local Rotary Clubs in Hampton Roads, contact District 7600 at www.rotary7600.org.



Ken Frantz, volunteer and founder of Bridges to Prosperity Inc., enjoys some down time with a local child.

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