

# G O D M O R N I N G !

Thursday, February 9, 2012

*"Culture is Us!"*



**C. Scott Campbell**  
CEO - Physicians Regional  
Medical Center - Collier Blvd.

C. Scott Campbell brings 30 years of experience in health care administration to Physicians Regional Health-care System. He presently serves as the Chief Executive Officer of Physicians Regional-Collier Boulevard.

Mr. Campbell joined Health Management Associates in March 1990 and subsequently served as CEO at three Health Management facilities, two of which were new acquisitions. In March 2002, he was promoted to a Regional Vice President role, leading hospitals located in the Mid Atlantic area. He most recently served as Senior Vice President of Physician and Customer Development at the Home Office of Health Management in Naples, FL. He assumed the leadership of this new endeavor in May 2006 to establish an effective customer relations program addressing physician, patient and employee satisfaction, along with company-wide physician recruitment.

Prior to his tenure at Health Management Associates, Mr. Campbell held various executive leadership positions with several hospitals and systems since 1981. He holds a bachelors degree in Business Administration from Virginia Commonwealth University, Richmond VA and a Master of Health Administration from the Medical College of Virginia, Virginia Commonwealth University, Richmond VA.

As Chief Executive Officer of Physicians Regional-Collier Boulevard, Mr. Campbell is directly responsible for the day to day operations and continued growth of the 100-bed hospital and its service lines.

Mr. Campbell serves on the Naples Chamber of Commerce Board of Directors, Leadership Collier Foundation Board, Greater Marco YMCA Board, and Marco Rotary.

## 2011-2012 Annual Sponsors

### Silver Sponsors

Brooks Insurance Company

Dr. Tom Hale

Hill Barth & King, LLC

Moorings Park

### Bronze Sponsor

The "Wizdumb" Table

## *February is World Understanding Month*

### Attendance Last Meeting

Members Present:	93	85%	
Makeups:	3		
Visiting Rotarians:	5	Winter Pigeons:	5
Guests of Members:	4	Student Guests:	2

*Did you make up?*

### Guest Speaker

**Next Week:** Mark Moskowitz, M.D., Florida Cancer Specialists

**Last Meeting:** Ken Schena, President & CEO, Schena Ostomy Technologies

### Birthdays & Anniversaries

Member	Birthday	Age
Heather Milner	February 11	37

Member	Wedding Anv.	Years
Mike Moore	February 12	46

Member	Club Anv.	Years
Mick Moore	February 15	11
Bob Schmeckpeper	February 10	29

### Distinguished Rotarians

Rotarian	Honored
Doug Baird	Sept. 30, 2010
Heather Milner	Apr. 23, 2009
Lois Kluberanz	Jun. 5, 2008

### Rotarian of the Year 2012

**Alex Garland, Jr.**



**100% Paul Harris Fellows  
or Sustaining Members**



## Historic Moments: Firsts and other fun facts

Thousands of participants around the world plan to swim 100 meters or more on 25 February in an effort to set a new Guinness World Record and to raise money for Rotary's polio eradication campaign.



It's just one of many events being planned by Rotarians the week of 23 February to celebrate Rotary's 107th anniversary.



The global event is being organized by the Rotary Club of Grantham, Lincolnshire, England, which has held an annual swim fundraiser since 1990 to support local charities. Participants swim laps in a pool to raise pledges during the "swimarathons."

Top: The Rotary Club of Grantham, Lincolnshire, England, will be attempting to set a world record with a global swimming event 25 February. Bottom: A new "This Close" print advertising campaign will feature Aseefa Bhutto Zardari, Pakistan's ambassador for polio eradication and the president's daughter, seen here administering the polio vaccine.

This year, in addition to their local event, the Grantham Rotarians decided to spearhead a worldwide swim the week of Rotary's anniversary. In order to set a new one-hour swimming record, they need 2,355 swimmers to complete more than 100 meters between 12:00 and 13:00 GMT.

So far, 78 clubs have registered to participate by holding their own swimming fundraisers for polio.

"The idea of setting a world record started as a bit of a joke," says Roger Graves, event chair. "But now that the reality has set in, we hope to set a new world record, raise funds toward eliminating polio, increase awareness of Ro-

*(con't at right)*

## Upcoming Rotary Events

**February 17th - Rotary after 5**  
*at the home of Mark & Darlene Miller*

**March 10th - Naples Craft Beer Fest**  
*Bayfront*

**March 17th - Winter Pigeon Party**  
*at the home of Earl & Thelma Hodges*

**March 24th - Grapes & Apes**  
*Rotary Club of Naples at the Naples Zoo*

**March 29th - Meet & Greet the GSE Team**  
*Location TBD*



## We're havin' a Blood Suckin' on March 29th.



tary, and encourage more people to swim and stay fit."

### Other events

Among other events being planned around the world to mark Rotary's anniversary, teams of Rotarians from the United Kingdom, the Netherlands, and the United States will volunteer during National Immunization Days in India, 19-22 February, in advance of a polio summit 25-26 February in Delhi, India. In Pakistan, a new "This Close" print advertising campaign will be launched featuring Aseefa Bhutto Zardari, the president's daughter and the country's ambassador for polio eradication.

Also, throughout the week of 23 February, Rotary clubs and districts will be illuminating landmarks around the world with the End Polio Now message.

This year, the landmarks include the Water and Power Development Authority building in Lahore, Pakistan, and Frere Hall in Karachi; the Red Fort of Agra, Uttar Pradesh, India; the Roppongi Hills skyscraper in Tokyo; Federation Square in Melbourne, Australia; and City Hall in San Juan, Puerto Rico.