



Rotary Magic



Rotary International District 7430 Newsletter August 2010

AUGUST IS MEMBER- SHIP MONTH

Yes, Membership always seems to be our biggest challenge, BUT, people still are joining Rotary Clubs! During RY 2009-10 19 Clubs in District 7430 qualified for the RI Presidential Citation. To do so required Clubs to have at least one more member by March 30th than they had on the previous July 1st.

SUCCESS STORIES

During RY 2009-10 District 7430 lost one of its long time Clubs and gained one new Club. On July 1st of this year we had 2062 members in the Clubs. The latest information we had in June put that figure at 2060. We will see what Clubs say on their Semi-Annual Reports.

The big gainer in terms of numbers was the Allentown Club, with a net increase of 15. Yes, that is the NET increase for the 2009-10 year. Another

MORE ROTARY MAGIC

"It is better to light one small candle than to curse the darkness."

Eleanor Roosevelt

The Rotary Foundation gives each of us an opportunity to light a small candle. It may be a drop of polio vaccine for a child in Uttar

Pradesh, a bio-sand water filter for a family in Kenya, a book for a child in your own community, a scholarship for a Rotary Peace Fellow or a gift of a few

dollars to The Rotary Foundation. What is most important is that every Rotarian lights a candle or lights many candles. Together we will drive the darkness away.

Many Rotarians make The Rotary International Foundation their charity of choice. How about you?

DG Bill

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AUGUST IS MEMBERSHIP MONTH continued from page 1

large net gain was recorded by Emmaus with 9.

In percentage terms, the big gainer was the Shillington Club with a net gain of 30%! The low base to begin with was an advantage for them. Other gainers were Kutztown with 20.8% and Harleysville with 9.1%. Allentown and Emmaus's number gains translated to 12.9% and 10.1%, respectively, due to their larger bases.

Nine (9) Clubs were recognized by RI President John Kenny for their membership achievements: Willow Grove, West Reading-Wyomissing, Warminster, Spring Township Centennial, Souderton-Telford, North Penn, Morrisville, Horsham and Allentown. Congratulations! And 2010-11 is already off to a roaring start. At least two Clubs each report inducting 3 new members! There are more in the works.

MEMBERSHIP NEEDS A PLAN

August is both Membership and Extension month! EVERY Club has membership growth as a goal for this RY. Life demands it! People will leave your Club for many reasons during the year. And one key

question that you need to ask is whether your Club is the kind of place people want to come to serve, to have fun, and to learn about their community and the world.

So, what are successful Clubs doing? One thing is they have a plan! Another is the members all are involved in meeting the goals. They are consistently reminded of their role to be on the lookout for candidates. Some Clubs have a person or team that receives referrals from members and does the follow up work, the closers, if you will.

Membership Workshops are planned for September (13, 21, 27) at 3 locations around the District, closer to the Clubs. Keep your eyes and ears open for details. Put your plan together NOW and bring it with you to incorporate the approaches that make sense from other Clubs' success!

*PDG Mike McCarthy,
District Membership Chair*

How Can You Publish An Article?

To have an article published in Rotary Magic send the article and all accompanying pictures to Andrea Dolak at dreadolak@gmail.com by the 20th of each month.

Rotary Magic is written and compiled by:

Bill Palmer, District Governor

John Zettlemoyer, Contributor

Andrea Dolak, Administrative Assistant

THE ROTARY FOUNDATION

(Where MAGIC Happens)

During the Montreal RI Convention everyone learned how our Rotary Foundation has earned our respect, trust, pride and our contributions.

A few points:

- The largest amount of funds ever have been budgeted for Matching Grants for the coming year. Let's repeat this: THE LARGEST AMOUNT OF FUNDS EVER HAVE BEEN BUDGETED FOR MATCHING GRANTS FOR THE COMING YEAR.
- Most of the Endowment monies have been recovered since the global meltdown of the 2008 making the above point possible and demonstrating excellent fiduciary responsibilities of the trustees and our staff.
- As of 14 Jul 10, there has only been -5- cases of wild polio in Nigeria for this calendar year. Last year at the same time frame there were 343 new cases. PLEASE GIVE A BIG CHEER!
- Through 17 July 2010 there have been only 24 cases of wild polio since the beginning of the year in all of India. PLEASE, REPEAT THAT AGAIN EVERYWHERE AND CHEER!
- The reasons why the above 2 points are so exciting and encouraging, and that our final goal is now within reach over the next few years, hopefully, are:

a) Newer vaccines that are

working

- b) Better plans and schemes to get the drops into the mouths of children
- c) The tenacity and extraordinary efforts of Rotarians in India and Nigeria
- d) The governments of Nigeria and India giving strong support as well as collaborating with Rotary and our global partners

Finally, keep the following at your lips and in your hearts:

Four things you can't recover:

The stone after the throw

The word ... after it's said

The occasion ... after it's missed

The time ... after it's gone

Also, PLEASE PLEASE PLEASE Thank the clubs and individual Rotarians for their continued support. THIS IS A TEAM EFFORT AND NOT AN INDIVIDUAL CAMPAIGN OR PROGRAM. Without all those individual cash contributions, we could not have spreadsheets like the one attached to do all the important educational and humanitarian work.

Louis Piconi, Trustee,

The Rotary Foundation 2007-11

RI Vice President 2000-01

3H GRANT MAGIC UPDATE

A Health, Hunger and Humanity (3-H) Project # 56447, to provide vocational training and micro-credit to women, in Poona, India, was approved by the Rotary Foundation in 2006. It was our district's first ever 3H Grant. The project's objectives and achievements as of 31 March 2010 are:

Objectives

1. Vocational training: as needed
2. Micro credit: 3,900 women
3. Health awareness: 3,900

Achievements

1,010 women beneficiaries
3,312 women beneficiaries
16,200 women beneficiaries

This marvelous project was funded by:

Emmaus Rotarians	\$ 10,000
Poona North (India) RC	\$ 20,000
The Rotary Foundation	\$270,000
Total Project	\$300,000

The final installment of the funds was disbursed by the Rotary Foundation in July 2010. As indicated by the foregoing results, , the project is going extremely well. It is expected to be complete in March 2011.

Much to the credit of our D7430 Matching Grants committee and other Rotarians, a second 3H grant was approved in 2008. This project was initiated by the West Reading-Wyomissing Rotary Club and also serves in India. Progress also is satisfactory and successful.

Gul Asnani, Emmaus RC

Membership Reminder:

Help your
departing
members!

Life never stands still. It may well require us to adjust, including moving or changing jobs. As your members wrestle with these decisions it can mean they must leave your Rotary Club.

Help them with a warm start in their new location by referring them to a new Rotary Club! Believe it or not, there is a form to do this ([Membership Relocation Form](#)) or you can do it online at the [Rotary Web site](#)!

You worked hard to recruit that member. Make sure we keep them as a Rotarian!

PDG Mike

WHAT CAN THE "DISTRICT" DO FOR ROTARIANS?

Please appreciate that the most accurate description of "DISTRICT" people is "Rotarians"

--- and each of these Rotarians is a member in one of our five counties' 48 Rotary clubs.

Just about any activity that involves more than one Rotary club is part of a "DISTRICT" committee with a Rotarian providing oversight and leadership in some way.

Our district has important committees in place made up of Rotarians from our 48 clubs.

These committees provide services to all district Rotarians by providing leadership and operating plans that would not be practical for a single club to do. Some of these include:

Youth Exchange (YE) -- There will be 18 District High School students going out this Fall for nine months of study abroad. And our district will be hosting 18 inbound students.

Group Study Exchange (GSE) -- We will exchange teams with The Philippine Islands early in 2011.

Interact Clubs -- Our district has more Interact (High School) students sponsored by our Rotarians than we have total Rotarians in our clubs.

Rotaract Clubs -- There are two of these college oriented clubs sponsored by our district Rotary clubs, and more on the way.

District Simplified Grants (DSG) -- These approximately \$1,000 grants are available to each Rotary club for local service pro-

jects.

Matching Grants - leverage -- There are service projects that our district Rotarians sponsor with Rotarians in other countries where the funds are matched 100%.

Education -- There are 18 Rotarians in our district each of whom has trained and been certified as Rotary Leadership Institute (RLI) Faculty. They also serve as discussion leaders at our annual President Elect Training Seminar (PETS). This a tremendous resource for every Rotarian. These Trainers are available to be a program at your regular meeting, or to conduct planning sessions and as consultants.

ARE YOU INTERESTED IN SERVING BEYOND THE CLUB LEVEL?

We always are looking for new members from all clubs in our district to participate in these committees to encourage, advise and assist clubs to succeed.

If you are interested, contact me at any time --- wepalmer@hughes.net

Bill Palmer,

District Governor 2010-11

"THIS IS ROTARY" *(A MAGICAL Story)*

There is a totally new and most effective membership recruiting and retention tool now available to all D7430 Rotary Clubs and Rotarians. It is a 30 minute video entitled "This is Rotary" that was produced with matching funds from RI along with the hard work of the D7430 PR Committee. They are chaired by Jim Santanasto (Beth. MS) and include Virginia Dodge (Reading), Terri Simmons and Tracy Hoffman (West Reading).

The video ties together some of RI's professional videos with many specific D7430 video subjects. The interviews of our District Rotarians about what Rotary means

to them is particularly compelling.

Each D7430 Assistant Governor has a copy of this DVD and is distributing copies to every district Rotary club to keep. Contact your AG, if you have not received a copy yet.

WFMZ TV Channel 69 aired this video for the first time on June 19, 2010 at 4:00 PM. It will air again on Saturdays at 4:00 PM in September and November:

9/4, 9/11, 9/18, 9/25;

11/6, 11/13, 11/20, 11/27

All Rotarians should view this special and magical video. And then share it with others.

New Awards for Clubs!

Recognition is a powerful motivator. There are a number of awards available to Rotary Clubs to recognize individuals, as well as many to acknowledge the efforts of the entire Club. In this latter category are some new ones this year:

- Literacy
- Health and Hunger
- Water and Sanitation
- Community Service

These awards will be given to each Club meeting certain criteria. A Club can qual-

ify for an award in each area. Most Clubs are already doing, or planning to do, enough work to satisfy the requirements. There may be an additional project that might need to be documented.

Assistant Governors and the Resource Coordinators for these focus areas have been provided the full information on the awards. Make sure your Club and members get rewarded for their efforts!

PDG Mike McCarthy

The ROTARY LEADERSHIP INSTITUTE (RLI)

WHY HAVE AN RLI?

The mission of The Rotary Leadership Institute is to provide an educational opportunity for Rotarians identified as potential leaders by their club presidents. Each club president is asked annually to nominate club members as potential club leaders (not necessarily future presidents) in the years ahead.

Rotary needs a constant influx of leaders as club officers, since they change every year. It is difficult at the club level to learn enough about the exciting world of Rotary and leadership skills in volunteer organizations are often different from business leadership skills.

WHAT ARE THE COURSES?

Membership Orientation and Activation
Introduction to Leadership
Creating Service Projects
Problem Solving Workshops
Vocational Service
Effective Committees
Membership Development
The Rotary Foundation
Analyzing a Rotary Club
The Object of Rotary
The District

International Service

Problems of Leadership

Creative Service

Written Communications

Motivating Rotarians and Effecting Change

SHOULD MY CLUB PARTICIPATE?

If your club members care about its future, they will want the best leaders possible.

RLI is an outstanding opportunity for each club to improve the Rotary knowledge of its key people and to be exposed to new ideas of leadership. The exchange of ideas with other experienced Rotarians alone makes the courses extremely worthwhile.



NEXT OPPORTUNITY TO LEARN MORE ABOUT ROTARY?

Date: Saturday, September 25, 2010

Place: The Valley Forge Scanticon, King of Prussia, PA

Time: Full day session begins at 7:30 am

To register or for more information visit www.rlinea.com; or contact Linda Young at youngl@slhn.org. Please register early!!!

Membership Seminars Are Coming!

Yes, September brings working seminars to a location near you! Three evening sessions are planned for:

- the 13th at the Days Inn on Easton Road in Horsham
- the 21st at Silver Creek Country Club in Hellertown
- the 27th at Golden Oaks Golf Club near Fleetwood

Each session will begin at 7:00 PM. In 90

minutes attendees will share their successes, hear from others, outline a plan specific for their Club and review materials and resources.

Make sure you Club has 1 or 2 (or more!) people attending to bring this information back to act upon. Details, including map and registration, are on the District Web site under [District Events!](#)

PDG Mike McCarthy, Chair



**EACH ROTARIAN:
REACH ONE, KEEP ONE**

HOLD THE DATES

Sept 13th, 21st and 27th -- Regional Membership Workshops

Sept 25th -- Rotary Leadership Institute (RLI) in King of Prussia

Oct 18th -- District GOLF Outing at Silver Creek C.C.

Oct 23rd -- Rotary International Foundation Workshop in Kulpsville

Nov 6th -- Rotary at the United Nations Day in New York City

Dec 4th -- Rotaplast On-Air Auction on WFMZ TV Channel 69

Feb 24-26 -- Mid-Atlantic Presidents-elect Training in King of Prussia

April 3rd -- District Assembly -- DeSales University in Center Valley

April 29 to May 1st -- District Conference at Bear Creek in Macungie

May 1st -- District Youth Conference at Bear Creek in Macungie

May 22 to 25 -- RI Annual Convention in New Orleans, LA

GROUP STUDY EXCHANGE (GSE) OPPORTUNITIES

The Group Study Exchange (GSE) is looking for 4 candidates between 25-40 years old. Each must have a profession for the last least 2 years, and cannot be a Rotarian or relative of Rotarian, i.e., son, daughter, niece, etc.

The Group Study Exchange is similar to the Youth Exchange, however, as adults they will be learning and observing about their profession in another country and living in homes of Rotarians. This year the exchange is in the Philippines from March 5 to April 6, 2011. All expenses are paid through the Rotary Foundation. Since 1965, the GSE program has provided inspiring vocational, educational, and cultural experiences to more than 32,000

men and women.

Do you know someone who would like to travel to the Philippines for 4 weeks to learn more about their vocation and another culture? Also we have a presentation that we will be happy to come to your club meeting and be the speaker for the day. Deadline for applications is September 15, 2010.

Call to either schedule a club presentation or if you know someone who will apply. We will be happy to discuss with them this great opportunity.

Loretta Ottinger,
GSE Chairperson
610-914-5947

Easton RC Grant Provides Mural

At the closing evening of Easton Weed and Seed Summer Nights, an unveiling ceremony of an art mural done by Weed and Seed participants was held at Centennial Park in the West Ward. Funding for the mural was provided by a grant from The Rotary Club of Easton.

For more information, please contact Brian Lokitis, 610/252-7431 or email Brian.Lokitis@unitybank.com



Rotarians Left to Right: B. J. Metz, William Wightman, Lori Metz, Marnie Barefoot

UNITED NATIONS DAY For ROTARY INTERNATIONAL

Each year for many years Rotary International has sponsored a Day at the United Nations. Its purpose is to expose its members to the work of the U.N.—the world's most important international organization devoted to peace. This year it will be held on Saturday, November 6. Hundreds of Rotarians from many parts of the world will come together at the U.N. headquarters in Manhattan (NYC) to participate in panel discussions featuring leaders and officials from various U.N. agencies, affiliated Non-Governmental Organizations (NGOs) as well as senior officers of Rotary International.

Rotary and the U.N. have a long history of working together in the cause of peace and cultural understanding. In 1942, Rotary clubs from 21 countries organized a conference in London to develop a vision for promoting/protecting cultural diversity—a step that led to the founding of UNESCO, now a specialized agency of the U.N. In 1945, 49 Rotarians participated in the San Francisco Conference that created the U.N. itself. Rotary and the U.N. have been close partners ever since. Indeed, Rotary is one of a relative few private international organizations that has observer status before the U.N.

Registration for this year's event can be done on line at www.RIUNDAY.org. The pro-

gram will last from 9 a.m. to 4 p.m. The registration fee is \$37.50 for adults, \$20.00 for Rotaractors, and \$17.50 for students. There will be a special program for Young Rotarian guests of high school age, running from 9:30 a.m. to 12 noon., featuring a model U.N. program, the Shelter Box project. Lunch is included and will be served in the main U.N. cafeteria overlooking the East River. Public parking is available nearby.

The event will be held in a new temporary building located on the north lawn of the U.N. Headquarters site. Because this building is relatively small, it cannot accommodate as many participants as in previous years. This is why it is crucial that you make your reservations early.

Interact and Rotaract Club advisors need to alert their students as soon as school begins. Club presidents and Foundation Chairs should make their clubs aware of this unique opportunity. Again, one can register and pay on line at www.RIUNDAY.org.

For more information contact Registrar Theodore Krisanda, PDG, 5 Hancock Drive, Morristown, N.J. 07960-2740 (Fax-973-898-6534; email- pdg7470@optionline.net).

PDG Roger Whitcomb,
District Liaison,
2010 RI UN Day

WELCOME FROM CYBERSPACE

The new look is a new website at www.Roatarydistrict7430.org. The site is one that brings Rotarians current with clubs, district, and international news and events. Check the site once a week as information is updated on the Foundation, Service, Public Relations, Membership, Training, District and Club Events.

With all new projects, there are always oppor-

tunities to help. We are in need of the following volunteers:

Story Writers, Administrators, Editors, Public Relations, Event Registrars, Bloggers.

We are looking forward to bringing Rotary to you!

*AG Gar Webb,
Website Administrator
garwebb@comcast.net*

Bethlehem RC & Phillies Strike Out Hunger

Who can 25 underprivileged Bethlehem area children thank for the chance to go to Wednesday night's Philadelphia Phillies game? Three former New York Yankees and the Rotary Club of Bethlehem.

The club raised \$400 of the \$650 needed to send the kids to the game by auctioning a photo of former Yankees manager Billy Martin with his arms around former players Joe DiMaggio and Mickey Mantle. Gerry Long, a former Rotary Club district governor, donated the photo, which was taken at a Yankees old-timers game and autographed by all three men. Long is unsure of the date the photo was taken.

The children, ages 8-16, are affiliated with Bethlehem's Northeast Ministry, a nonprofit organization that helps disadvantaged youth and families. Some of the kids had never been to a baseball game, said Stephen Godbolt, executive director of Northeast Ministry, and wouldn't have had the opportunity if

Long hadn't auctioned the photo.

"The only reason I did it was because I wanted to make it happen for the kids," said Long, a big Phillies fan who says he has trouble parting with any collectible.

But Long doesn't have trouble remembering his first baseball game: the Philadelphia Athletics against the St. Louis Browns at Philadelphia's Shibe Park.

The year was 1940, and Long's father made sure his 6-year-old son had a hot dog. Now, Long's hoping the kids had a similar ex-

perience during Wednesday night's game against the San Francisco Giants. It was Strike Out Hunger Night, and fans were asked to bring a nonperishable food item to the game.

Long wanted to make sure the kids didn't go hungry. So he made sure the funding from the Rotary Club was sufficient for the kids to have a hot dog at their first game, just as he did.

"You never forget those things," Long said.



WRAPPING UP UNFINISHED BUSINESS

Recently several Rotarians traveled to Port Liberty, NJ, to recognize the support provided the effort to deliver backpacks to students in Haiti in March OF 2010.

The backpacks were carried on board Royal Caribbean's MV EXPLORER OF THE SEAS, the site of the 2010 District 7430 Conference.

One of the ports of call during the March trip was Labadee, Haiti. The more than 500 backpacks, packed on four pallets, were offloaded and stored at the Royal Caribbean resort until they could be picked up by Cap Haitien Rotarians and others who helped.

This handling, transport to Haiti and storage was provided without charge of any sort. The four Rotary pallets joined more than 65 other pallets of humanitarian assistance delivered by

the EXPLORER. Every Royal Caribbean ship calling at Labadee has carried similar shipments, for over 30 years!



Captain Nyseter receives the plaque from PDG Mike McCarthy. Staff Captain Malcome Rodger, and DGE Bill Jahn (Bethlehem MS) assist.

The plaque, presented to Captain Olav Nyseter ON August 14th by PDG Mike McCarthy, recognized the assistance with the backpacks as well as the excellent support provided to the District Conference. It will hang on the Wall of Honor at the entrance to the Windjammer Café where it will be seen by the majority of pas-

sengers each day.

The inscription reads:

Rotary District 7430 Met Here
In District Conference 19-28 March 2010

Deep Appreciation to Royal Caribbean Cruise Lines
Captain Olav Nyseter and the Staff of
MV EXPLORER OF THE SEAS
For Carrying School Supplies
Delivered to Students in Haiti
at Labadee

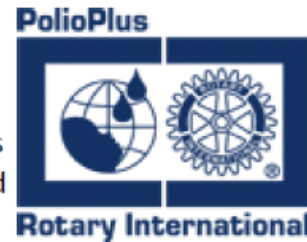
Tax Filing Time for Clubs!

AN IMPORTANT REMINDER: All Clubs, regardless of size, have a tax filing requirement for the year ended June 30, 2009. The IRS deadline is November 15, 2009. If the Club generates less than \$25,000 in gross receipts, a Form 990n (e-postcard)

can be used. Otherwise Clubs should file Form 990EZ (most Clubs should be able to do this) or Form 990. Check with your friendly accountant! (If you don't have one in your Club RECRUIT one!)

In 1985, Rotary International launched PolioPlus, one of the most ambitious humanitarian programs ever undertaken by a private-sector organization.

PolioPlus was the catalyst for the World Health Assembly's resolution to eradicate polio in 1988. Rotary has partnered with the Bill and Melinda Gates Foundation and the World Bank to assist with the goal of ending Polio.



It is our hope and desire that our efforts will encourage you to become a sponsor of the Allentown Rotary Club's First Annual 5K Run for Polio.

Proceeds from this event will go directly to PolioPlus.

Your participation will associate you with, what will become, an enduring tradition in the Lehigh Valley.

Event Information:

Registration: Runners must be registered by September 10, 2010

Location: The Trexler Nature Preserve, Schnecksville (Orchard Road Entrance)
Route 309 North, Left on Orchard Road
Follow into Lehigh Carbon Community College, Parking Lots E&F

Date: Sunday, October 3, 2010

7:30 am – 8:30 am: Registration and packet pickup

9:00 am: Race begins



For More Information about the Allentown Rotary Club, and The Allentown Rotary Club 5k, please visit:

www.allentownrotary.org

www.allentownrotary.org/5k



Sponsors are the backbone of the 2010 Allentown Rotary Club 5K

Please see inside for the Official 2010 Sponsorship Levels

Sunday, October 3, 2010
The Trexler Nature Preserve
Schnecksville, PA



5K WALK/RUN

Your sponsorship contributes to the global effort to wipe out the crippling disease, Polio.



www.allentownrotary.org/5k

Event Schedule and Information

Date: Sunday, October 3, 2010
 Location: The Trexler Nature Preserve, Schnecksville (Orchard Road Entrance)
 Route 309 North, Left on Orchard Road, Follow into LCCC to Parking Lots E&F
 Schedule: 7:30 am – 8:30 am: Registration and packet pickup
 9:00 am: Race begins

Participant Information

Name: _____
 Address: _____
 Telephone: _____ Date of Birth: (mm/dd/yy): _____
 Emergency Contact: _____
 Email: _____
 T-Shirt Size: ☐XS ☐S ☐M ☐L ☐XL Gender: ☐Male ☐Female

Registration Information The Allentown Rotary Club 5k Registration Fee is \$25.00 per participant, which includes one long-sleeve, micro-mesh T-Shirt. Shirts are guaranteed to the first 200 registrants, all others are subject to availability.

Please mail this completed entry form along with your check made payable to "The Allentown Rotary Foundation" to: The Allentown Rotary Foundation, c/o Avery Smith / 5686 Cetronia Road / Allentown, PA 18106
 Registration Forms must be received by October 1, 2010

Participants can also find information about online registration at: www.allentownrotary.org/5k

YOUR REGISTRATION IS NON-REFUNDABLE. ONE REGISTRATION FORM PER PARTICIPANT, PLEASE.
Children under the age of 10 can register at no cost.

Waiver and Release

I acknowledge participating in the Allentown Rotary 5K event at my own risk and I, for myself, my heirs, executors, administrators, personal representatives, successors and assigns, hereby waive and release any and all rights AND/OR claims against the Allentown Rotary Club, and the Allentown Rotary Club Foundation and their affiliates, their members agents, employees, officers, directors, successors and assigns, their sponsors, volunteers, and partners for personal injury, death or property damages resulting from or arising out of my participation in the event on October 3, 2010. I attest and verify that I am physically fit and have sufficiently trained for the completion of this event and that my physical condition has been verified by a licensed medical doctor. I consent to any medical treatment deemed necessary by the medical team during the Allentown Rotary 5K event. I give the Allentown Rotary Club/Allentown Rotary Foundation permission to publish my name, finishing information, and/or photo in the media, and/or on the internet for promotional purposes including commercial advertising.

Inclement Weather: Race day conditions may require delay or cancellation of the event. The Allentown Rotary Club will make every effort to hold the event as scheduled; however, safety issues will prevail.

 Signature of Participant or Parent / Guardian of Participant

 Date



The Allentown Rotary Club 5K courses through the beautiful Trexler Nature Preserve and is open to participants of all ages. Proceeds from the event will be donated to Rotary International as part of their global effort to wipe out the crippling disease, Polio.

Rotaplast Mission Update

LIFE CHANGING! We saw life changing for 90 persons, mostly children, in Pereira, Colombia, South America.

Picture over 220 families waiting quietly, in lines outside the Pereira Hospital, waiting patiently for hours for us to arrive at 7AM for what will take 14 hours before most will be seen. Each is hopeful that their child will be able to have surgery.

For many, this was not the first nor the last surgery. Lip muscles stretch as a little face grows. Sometimes it pulls their noses down for a flattened appearance, alters their speech. It requires another surgery. We saw some teens that had 5 or more surgeries in their lives. The good news is that they DID HAVE THOSE SURGERIES. The good news is that most get speech pathology.

The good news is we performed 137 procedures on 90 patients. Today, in Pereira, there are 90 people whose lives have been made better, whose self-esteem is a little higher when they look in the mirror, and whose families have been touched by a Rotaplast visit. Per Randy Floyd, Harleysville Rotary Club, "I feel blessed to have been associated with a team of such dedicated, competent and compassionate professionals who have taken their time to aid those less fortunate. I always think that one of the children (or adults), who have had their

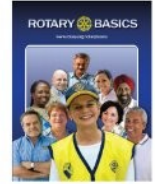
life improved because of Rotaplast, may one day be the founder of world peace, win the Nobel Prize, discover the cure for a horrible disease".

Thank you to all who participated in the On-Air/On Line Auction. (Next Auction is December 4th.) Without your help, this mission wouldn't have been possible. Look for us (Ask Us) to speak about our experiences at your club. Click on our blog. You will be amazed! <http://rotaplast.typepad.com/missions>

Andrea Dolak, Photo Journalist - Lehigh Valley East
Jill Long, Photo Journalist/Sterilizer - Bethlehem
Deb Geiger, Medical Records - Bethlehem
Randy Floyd, Medical Records - Harleysville
Lee Nolting, Sterilizer - Morrisville
Maria Kim, Patient Ward Coordinator - Ambler
Rich Aichele, III, Quartermaster - Harleysville
Andy Johanson, Ward Assistant - Blue Bell
Alicia Ruiz Orbin, Interpreter - Allentown



Membership Hint: "Rotary Basics"



Do you need a way to give someone a quick understanding of all that Rotary means? You can't do better than the brand new Rotary Basics brochure. It is a thorough presentation that will help inform prospective and new members, as well as many older, veteran members!

You can share it with members through your Club bulletin or in a separate Email. It will give them the ammunition to answer questions we all get about what Rotary is.

PDG Mike McCarthy

POTTSTOWN MARKS SUMMER READING PROGRAM

Pottstown Club President Marie Ann Thompson hosted a picnic to mark the end of the Summer Reading Program at the YWCA. 21 children, and 14 parents, celebrated completion of the 12 week program which encourages parents and their children to keep reading during the summer and not take a break. This year's theme was "Explore Nature". The children were given a nature find book and kit. One of the activities had the children exploring the grass with tweezers and magnifying glasses to study the life they found there.

The Club supports a number of literacy efforts in its community and several members are very active.

- George Jackson has just finished tutoring an adult learner who, though graduating from high school almost 25 years ago, was functionally illiterate before participating.
- Club members are gearing up to distribute dictionaries to Pottstown School District 4th Grade students.
- Club support for the Cops for Kids program lets the children interact with a po-

lice officer in a supportive encounter, rather than a threatening one.



- Pottstown Early Action for Kindergarten (PEAK) readiness program is an initiative that draws funding from a number of sources to give children, and parents, the support and resources to prepare them to be successful in school. Supplies are packed in zippered bags provided by the Rotary Club of Pottstown.

President Marie Ann and Pottstown Club members fully intend to qualify for the Literacy Award recognition announced in early August. PS: Marie Ann is also the District Resource Coordinator for Literacy. Contact her with your Club's stories!

PPS: There are also awards for Club efforts in Community Service, Health and Hunger and Water. Those District Resource coordinators are listed in the District Directory.



September DG Visit Schedule

Club Name	No.	Week Day	Where	Meal	Start Grp Mtg	Start b.o.d. Mtg
Churchville	1	Wed	Lamberti's	Sup	6:30	5:30
Souderton--Telford	2	Thur	Indian Valley CC	Sup	6:00	5:00
Morrisville	9	Thur	Michael's Restaurant	Sup	6:15	5:15
North Penn	14	Tues	Wm Penn Inn	Sup	6:00	5:00
Doylestown	15	Wed	Doylestown CC	Sup	6:15	5:15
Bethlehem Morning Star	16	Thur	Kirkland Village	Bfst	7:30	8:45
Spring Twsp-Centennial	17	Fri	Inn at Reading	Bfst	7:15	8:30
Central Bucks-Lahaska	18	Sat	"The Barn"	Lunch	9AM	
Muhlenberg (Reading)	21	Tues	Riveredge	Sup	6:00	5:00
Mt. Penn	22	Wed	Elmcroft Asstd Lodge	Bfst	7:30	8:45
Willow Grove	23	Thur	Huntigdon Valley CC	Lunch	12:15	11:00
Quakertown	28	Tues	Spinnerstown Hotel	Sup	6:00	5:00
Pottstown	29	Wed	Elks Club	Sup	6:30	5:30
West Reading-Wyomissing	30	Thur	Inn at Reading	Lunch	12:05	11:00
Reading	30	Thur	Inn at Reading	Lunch	12:05	1:30

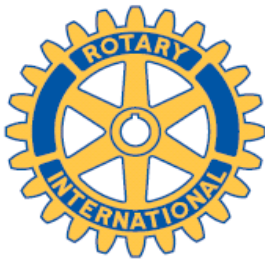
ShelterBox Update

What an incredible year your team had for ShelterBox in District 7430, finishing in the top five Rotary districts nationwide! With over \$162,000 raised, the dedicated team worked hard to maintain momentum during the Haiti crisis, providing enough emergency shelter and comfort for over 1,600 people! This is quite an accomplishment and we thank you and the Rotary Clubs of 7430 for the incredible commitment!

Kind regards,

Bill Decker

Chairman, Board of Directors, ShelterBox USA



Support The Rotary Foundation

**Rotary District 7430
Annual Golf Tournament**
Monday, October 18th, 2010
Four Person Scramble – Noon Start Time
Silver Creek Country Club – Hellertown, PA
www.silvercreekcountryclub.com
700 Linden Avenue, Hellertown, PA 18055.....Phone: 610-838-7018

**Thanks to our Tournament Sponsor:
Embassy Bank of the Lehigh Valley**

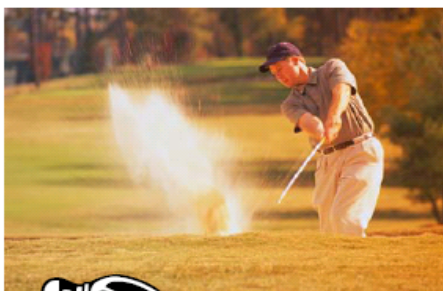
Fun

Cost: \$150.00 / Golfer

Fellowship

Make checks payable to District 7430 Foundation should be sent to the contact(s) below

- Box Lunch at 12:00 Noon
 - Shot Gun Start 1:00 PM / 18 holes of golf
 - Prizes, Games and Special Contests.
 - Dinner with Cash Bar after the Tournament
 - District Golf Raffles to be Drawn at the dinner
- Fun & Fellowship...all supporting **The Rotary Foundation.**



**Mail Registration and
Payment Form to:**

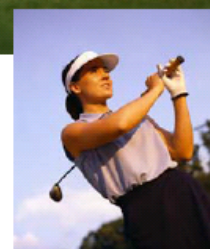
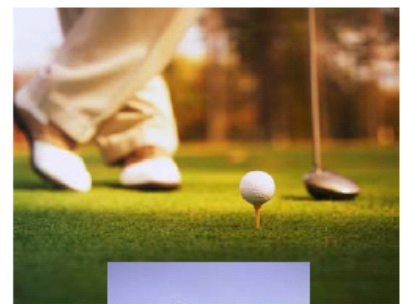
Gerry Long

P.O. Box 20366

Lehigh Valley, PA 18002

Phone: 610-866-6104

Email: longgolf@verizon.net



Spring Township Centennial Rotarian on Extreme Makeover!

Trisha Urban, a member of the Spring Township Centennial Rotary Club in Berks County, PA, District 7430 has made the national scene when she and her 1 ½ year old daughter Cora were selected by the popular ABC network TV Reality Show Extreme Makeover – Home Edition hosted by Ty Pennington to be the recipient of a brand new home at no cost to the Urbans. The excitement and hoopla surrounding the selection of Trish Urban to receive the new home became a centerpiece of activity and fun throughout Berks County for much of the summer.

Here's the story behind why the Urbans were selected to get a new home at no cost. Andrew and Trisha Urban bought an 18th century log home with some acreage in Tilden Township just north of Reading in Berks County and had a plan to restore the property which was in dire need to improvements and repairs. On their property they raised goats, horses and other animals. Money was tight, the amount of work the property needed was substantial and Trish and Andy (age 30) were busy with careers and Andy continuing his education. Trish became pregnant and was due to deliver their first child, Cora, in February 2009. On February 5, it was time to go to the hospital for the birth and Andy went outside to feed the animals. When he didn't come in, Trish went looking for Andy and found him collapsed near the front gate. Trish called 911

and Andy and her were taken to the hospital where Andy was pronounced dead at 12:53pm and less than 9 hours later, Cora was born. Andy had died of a heart attack caused by a congenital heart defect.

What a bittersweet day for the family. The horror of a young husband and father to be dying at age 30 and the birth a beautiful baby girl Cora the same day.

Suddenly Trisha became a single mother with a brand new baby and saddled with a mountain of debt and a home in total disrepair. Moldy basement, electrical outlets hanging off the wall, holes plugged with foam, contaminated water, and more. The financial burden, not to mention the pain of Andy's death, would have crushed many people. Not Trish. She chose to go on the offensive and do all that she could to keep on the path that her and Andy had planned. The community stepped up and helped in many ways. And then, to cap it off, the Extreme Makeover nomination arose and against significant odds Trish and Cora's story carried the day and they were selected to receive a new beautiful home.

All of us in the Spring Township Centennial Rotary Club are proud of Trisha and are proud to be part of our fine community who stepped up to show the country via this popular TV show how wonderful Berks County is.

Ray Melcher

Spread the word!



Invite someone to become a
Rotarian
today.



ROTARY INTERNATIONAL