



THE DOUBLE “i” *i*NFORMATION & *i*NSPIRATION

SOMETHING:
Simple,
Special,
and Different



Rotary District 7430 Newsletter www.rotarydistrict7430.org March 2019 Vol. 1, Issue 9

Simply Stated.....



Almost Happy Spring to everyone! It sure is good to think that better weather and outdoor activities are coming soon. We certainly have had our share of “watery” weather this Winter—but think about it—there are so many places around the world where water is a very special commodity This month is named “Water and Sanitation” month by Rotary International—and is one of our six areas of focus.

Our clubs have supported many Water and Sanitation projects over the years: building wells in Kenya, providing water filters in

Peru, building well in Sierra Leone, and currently working on well building in the Dominican Republic.

We will find out more about our international Rotary Action Group on Water and Sanitation at our DISTRICT CONFERENCE in May. Ron Denham, the head of the RAG will be one of our keynote speakers and will tell us what is happening in the world. Don’t miss out!

Also, March is the month to finalize your plans for submitting grant project applications for the Rotary year 2019-2020. Please use our foundation dollars and get involved with a project.

DG Cindy



Our District Conference – Don't Miss Out!

Come for the full conference (including concert)

Come for Saturday (including concert)

Come for District Training Assembly starting Saturday at noon til about 4:30 pm



Never been to a conference?
Catch The Wave
Come - Be Inspired

District Conference 2019
May 3rd to 5th
Centrally Located
Renaissance Allentown Hotel

Something simple
Something special
Something Different

OUTSTANDING SPEAKERS
FOUR WAY SPEECH CONTEST
MUSIC FOR MEALS
- CRAIG THATCHER BAND
NETWORKING, LEARNING & MORE!!

Rotary   **BE THE INSPIRATION**

REGISTER NOW - CLICK HERE

Farmers Night 2019

On Wednesday February 6, the Kutztown Rotary Club celebrated local agriculture as part of vocational service in the 81st annual Farmers Night event held at the Kutztown Grange. Area farmers and FFA students enjoyed a hearty dinner served by Grange members and talks by invited speakers targeting the interest of the attendees.

Opening comments by Amy Sheller, Kutztown Rotary President, and Robert Hobaugh, District Governor Nominee Designee and Farmers' Night organizer, expressed appreciation for everyone involved in all aspects of agriculture and referred to the great contributions the farmers make to increase the quality of life in the community.



Invited guest, Senator Judy Schwank optimistically spoke of the exciting advances for PA farmers expected as a result of the new state budget that was unveiled in a press release on February 14, which was titled "Governor Wolf Unveils Historic Funding Proposal for PA Agriculture". It was described by Senator Schwank as the most significant investment in agriculture she has ever seen.

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Farmers Night 2019 continued

In the featured address, Deputy Secretary Cheryl Cook of the PA Department of Agriculture stressed the importance of agriculture to the economy of PA, both now and in the future. Along with expressing optimism resulting from the budget announcement, Deputy Cook expressed two recommendations. She first stated the industry should take advantage of branding opportunities so that consumers can spot items grown in PA. She also emphasized the need to invest in the future generation of farming considering the advanced average age of both farmers and people in the farming infrastructure (eg, farming equipment industry, large animal veterinarians, etc).

Deputy Secretary Cook also called out a few local activities including the organic farming techniques of the Rodale Institute and the PA Pursue Your Scoops Ice Cream Trail, which she said was so popular last year that Department will make a state-wide activity this year.

One of the organizers of the Ice Cream Trail was present and honored at the event. William and Lolly Leshner of Way-Har Farms in Bernville were recognized as Berks County 2018 Outstanding Farm Family and presented with a gift certificate. Their farm, Way-Har Farms, was founded in 1952, has over 250 milking cows and processes and packages their own milk and ice cream.

The Leshners offer tours of both the farm and operation, and are very active in the community, including in agriculture organizations. Touching on one of Deputy Cook's stated challenges, the Leshners legacy will continue as their children continue the farming tradition, both on the family farm and beyond.

The Farmers Night event also optimistically looks to the next generation as future leaders in the agricultural business. Among the guests honored were Kutztown Rotary Club students of the month Megan Dieter, 4H club member and FFA historian from Kutztown Area High School, and Nicolas Fay, 4H and PA Corriedale member from Brandywine Heights High School, as well as Fleetwood Rotary Club certificate of achievement in agriculture awardee, Oliver Prout, Oley Valley FFA Vice President. Following the dinner, Deputy Secretary Cook met with all the FFA student attendees for a roundtable discussion.



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Farmers Night 2019 continued

On behalf of the Kutztown Rotary club and local farmers, Rotarian James Springer thanked the sponsors for the event: Fleetwood Bank, Pennsylvania Farm Bureau Berks County, Fulton Bank, M&T Bank, Edward J. Hildenbrand Funeral Home, and Attorney Robert Hobaugh.

In addition, honored guests included District Governor Cindy Hornaman, Chris Hornaman, District Governor Elect Herb Klotz, Pennsylvania Grange President Wayne Campbell, Pennsylvania Grange Secretary Debbie Campbell, Fleetwood Grange Officer Steve Rohrbach, Hamburg Grange Vice President Charles Stewart, Kutztown Grange President Ken Dietrich, Virginville Grange President Henry Seidel, Pennsylvania Farm Bureau, Berks President Larry Gelsinger, District Magistrate Gail M. Greth MDC 23-3-04, and Berks Area Resource Network President Ray Davis.



Inspiration!



Questions? Contact
PDG Bill Palmer, D7430 PHS
Coordinator at
bill966@ptd.net if you earn a PHS
lapel Insignia
when you join.

What is the PAUL HARRIS SOCIETY?

An Individual Donating \$1,000 or more every Rotary year to the Annual Fund and / or Polio Plus and / or an Approved Foundation grant, becomes a PHS member. Donations can be monthly, quarterly or annually using Rotary Direct, for example.

D7430 currently has 58 Rotarians committed to this generosity.

JOIN UP and FEEL GOOD!

Download a brochure at:
<https://my.rotary.org/en/document/paul-harris-society-brochure>

How to Master Rotary's Public Image Campaign

The People of Action campaign is all about showing and telling the public who Rotary really is – a group of people that unites for good and actually roll up their sleeves and do meaningful projects that help their communities.

I know a little about getting the message out, having worked in broadcast journalism. So I naturally got excited when, as the public image chair for my district, I had the chance to coordinate a People of Action media buy covering four Rotary districts in my home region of Kansas and northwest Missouri.

The district governors wanted more exposure to Rotary – to tell the public what the clubs do and why they might consider joining us. And I was tasked with bringing it to life.

Like any worthwhile Rotary project, this one had its challenges. Our region spans vast rural areas but also includes urban Kansas City, which hadn't covered Rotary much in the media. And we wanted to reach our audiences at peak times while adapting the People of Action campaign with local flair.

161 clubs working together

Rotarians all speak the same language when it comes to networking. I didn't have to spend too much time convincing clubs of the importance of what we were trying to do. After a few phone calls, we soon had 17 clubs on board who had pledged \$28,000 to purchase billboards, do paid social media, and place radio and television ads during the morning and evening drive.

We downloaded People of Action materials and ads from the Brand Center and tweaked them to include local information. And then I worked with the media, and we launched our campaign.

In two months, 161 clubs told a collective story, seen by 4.7 million people on billboards, Instagram, TV, radio, and on ballpark JumboTrons. We built awareness, and we got inquiries from the public. Clubs called me, too, saying this was the best Rotary project that they had seen in years.

Lessons learned

We learned a few lessons along the way. To deliver our message of how Rotary connects and transforms communities to the public, we must first connect and communicate with each other as Rotarians. One Rotary club might put a People of Action billboard up in a community, but a different neighboring club might get the questions about it. All of a region's clubs and its governors need to be talking to each other, so we're all on the same page. And when you do a public campaign, each Rotarian has to be ready to respond when the public reacts and asks questions about Rotary.

It isn't hard to get involved in the campaign. In fact, much of the work has already been done for us and is waiting in the Brand Center to be used by clubs. And you don't have to be a media or marketing professional to get started.

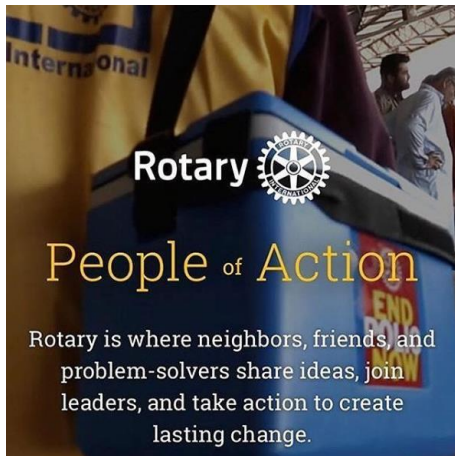
All we have to do is get organized – just like when we unite to do community service projects – and tell the world what we already know about ourselves. That we are People of Action.

To me, it's as important as any other project Rotary does, and it's a story well worth telling.

By Pat O'Donnell, Rotary Club of Olathe, Kansas, USA Posted on January 28, 2019



Inspiring Clubs



PEOPLE OF ACTION: Inspired Rotarians

Below are projects that D7430 Rotarians are doing to make the world a better place.

Huntingdon Valley-Churchville:

Rotary Wheel Reborn



Huntingdon Valley-Churchville Rotary always strives to increase its visibility. Many thanks to Drew Slousky and crew for remounting our Rotary wheel on a newly donated utility trailer. Look for a fresher and brighter Rotary presence at future community events.



Inspiration!

Continued on page 8

Inspiring Clubs continued

Ambler:

One of our primary goals for the Ambler Rotary Club is to effect a positive change within and outside of our community. We accomplish this either through volunteering our time and talents towards worthy projects like planting trees or packaging food for the needy. And other times, we sell a ton of beer, raising a lot of money in the process and we simply identify worthy organizations who simply need money in order to further the good they are doing.



Through the efforts of Eric and his motley crew of Grant Reviewers, we have been giving away a lot of moola lately! In the past three weeks, we have awarded out over \$17,000 in grant money to exceptional charities and worthy causes!

Left are just a few of the happy faces that you are impacting daily through your efforts with the Ambler Rotary Club.

Bethlehem Morning Star:

DICTIONARY PROJECT GOING STRONG

Distribution of Dictionaries to 3rd Graders continues. From Jennifer Eisenhart of Farmersville: Farmersville Third Grade says Thank You for our dictionaries!!! Thanks, appreciation, grateful, etc., Jennifer Eisenhart, Farmersville, Third Grade

Many thanks to our own Jim Santanasto for another wonderful experience.



Inspiration!

Continued on page 9

Inspiring Clubs continued

Warminster:

Warminster Rotary Bag and Bling Bingo fundraising event.



On Friday, February 8, the Warminster Rotary Club held its 6th Annual Bingo fundraising event. This year's event was entitled "Bag and Bling Bingo" as there were not only beautiful designer bags given to winning bingo players, but, for some games, winners received lovely jewelry prizes.



The event was held at the Ben Wilson Senior Center in Warminster and was sold out. Over 200 participants had fun and fellowship during the event. And the Club raised over \$8,000 to be used to fund the Robert Goldsworthy Scholarship Program which is for seniors at the three local High Schools - William Tennent High School, Archbishop Wood High School and Middle Bucks Institute of Technology.



Inspiration!

Continued on page 10

Inspiring Clubs continued

Easton:

Service at Safe Harbor

On a blustery February day, members of the Easton Rotary Club recently prepared and served a hot meal for residents of Safe Harbor Easton, the city's homeless shelter. Rotary is an international service club whose motto is Service Above Self. The Easton Club meets weekly on Thursdays at 12:15 PM. For more information, please visit www.eastonrotary.com

Pictured Left to Right

Back Row: Steve & Judy Molder, Janet Mease

Front Row: Tom Walton, Shelly Gottlieb, Lori Metz



Pictured Left to Right

Kristie & B.J. Metz, Shelly Gottlieb



Inspiration!

Youth Exchange Report

Our District 7430 Youth Exchange students had the opportunity to enjoy the fellowship of Doylestown Rotarians, Young Professionals and Interact students at the Y.E. February orientation at Pearl Buck International. Doylestown Rotarians supplied and prepared a big Sunday breakfast, the young professionals judged the lip sync contest and the Interact students helped make paper valentines for 100 children in the Philippines. Great time was had by all.



At MAPETS the youth exchange students had the opportunity to meet and greet with Past Rotary International President Ron Burton and Rotary international Julia Phelps.



Time is running out to host an inbound student, if interested please reach out to Patti Smith or Darlene Scott at 7430yechair@gmail.com.

Rotary Global Rewards Update



Did you know you can give to Rotary without even reaching into your pocket?

With Rotary Global Rewards, you can help Rotary while you are shopping on Amazon, planning your vacation, sending a gift, ordering flowers, renting a car, insuring your pet, and more!

You can even create your own reward, if you have the resources available to do so.

Some offers give a percentage to Rotary with your purchase; some are just rewards to you, because you are a Rotary member.

Explore Rotary Global Rewards on www.rotary.org and see what you can find. Be sure to read the details carefully; some require codes or extra steps, and some are quite simple.

Check back often, as new offers may be added.



Inspiration!

CAMP NEIDIG -- RYLA 2019

The Camp Neidig Registration Site is now officially open.

Our 2019 Camp Neidig Youth Leadership Program will be held

June 14th- June 17th at Camp Manatawny.

Camp Neidig continues to be GREEN this year and we will not mail camper packets to the clubs. All forms are available on our

website <https://www.campneidig.com/forms--registration.html>.

PLEASE download the Neidig Chairperson packet as it has all the necessary registration instructions.



DISTRICT GRANTS – APPLY NOW!

**NOW IS THE TIME TO
APPLY !!!**



District Grant applications are now open for Clubs (including Interact and Rotaract!) for the 2019-20 Rotary year. Lay those plans now, sign that Memorandum of Understanding and make sure your Club's project gets a share of the funding available.

The deadline is March 31, 2019

If you need some help with the application, District Grant Subcommittee Chair Bonnie Eckenrode will be glad to lend a hand. Email her at bonnieeckenrode@gmail.com.

All requests will be considered and funding decisions will be made in late April, so start those plans now!



DID YOU KNOW ?

If NASA sent birds into space they would soon die; they need gravity to swallow.

Emus and kangaroos cannot walk backwards, and are on the Australian coat of arms for that reason.

Peace Fellowships

Each year, Rotary awards up to 100 fully funded fellowships for dedicated leaders from around the world to study at one of our peace centers.

Through academic training, practice, and global networking opportunities, the Rotary Peace Centers program develops the fellows into experienced and effective catalysts for peace. The fellowships cover tuition and fees, room and board, round-trip transportation, and all internship and field-study expenses.



In just over a decade, the Rotary Peace Centers have trained more than 1,200 fellows. Many of them now serve as leaders at international organizations or have started their own foundations.

Each year, The Rotary Foundation awards up to 50 fellowships for master's degrees and 50 for certificate studies at premier universities.

- Master's degree programs: Accepted candidates study peace and development issues with research-informed teaching and a diverse student body. The program lasts 15 to 24 months and includes a 2-3 month field study, which participants design themselves.

- Professional development certificate program: Experienced leaders gain practical tools for promoting peace and international development during an intensive, 3- month program, which includes 3 weeks of field study and peer learning opportunities with a diverse group.



Inspiration!

The Rotary Foundation



35,678	Clubs worldwide
111.1 million	Hours Rotarians spent volunteering
\$414.7 million	Rotarians raised for the Rotary Foundation
94	Scholarships granted by Rotary Peace Fellowships
1,195,107	Rotarians worldwide
1,306	GLOBAL GRANTS awarded totaling \$86.7 million

Figures are for June 30, 2018 at the end of the 2017-18 RY.

polio news

NEW Type 1 POLIO CASES as of February 16, 2019

	2019 YTD	2018 YTD	2017 Total	2016 Total
Pakistan	2	10	8	20
Afghanistan	1	21	14	13



Inspiration!

Membership

Membership Tip ---



Induct several new members in the club simultaneously. This is especially effective when the inductees are of the same age or have the same interests.

Date	No. Members
July 1, 2018	1744
Feb 15, 2019	1777



Share your passion for Rotary!
REFER A MEMBER!



Rotary's New Vision Statement

“Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.”

Share the vision statement with your fellow club members. Think about what it means to your club. And look for opportunities to give your input into our strategic planning process. Help us chart a course for taking action to create lasting change.

Other Articles and Info

THE 2018-19 DISTRICT DIRECTORY now is available on the District website.

[Click Here](#)

PROCEDURES & GUIDELINES 2018 Edition: These are the D7430 Bylaws updated. A "Quick Reference" section has been added near the beginning. [Click Here](#)

"ALPHABET SOUP" lists many of the acronyms that are used in the Rotary world. They are reprinted below, and they are on our D7430 website at:

<http://rotarydistrict7430.org/sitepage/did-you-know>



YOUR KEY RI CONTACTS – CLUB AND DISTRICT SUPPORT (CDS)

JOHN M. HANNES

Senior Officer

john.hannes@rotary.org

GEOFF COCHRAN

Associate Officer

geoffrey.cochran@rotary.org

Feel free to use these excellent resources!



Tell Us What You Are Doing



by the 25th of each month:

PDG Bill Palmer, Editor

bill966@ptd.net

or

Sharon Rittenhouse, Publisher

rittenhouses Sharon@gmail.com



Rotary International Convention 2019



**ROTARY CONVENTION
1-5 JUNE 2019
HAMBURG, GERMANY**



CAPTURE THE MOMENT

The Rotary International Convention is filled with moments of inspiration that you won't want to miss. The 2019 convention takes place 1-5 June in Hamburg, Germany, a bustling, beautiful port city known for its impressive architecture. Enjoy a special welcome to this exciting city at An Evening in Hamburg, a reception hosted by local Rotary members.

What to do in Hamburg

When you're in Hamburg for the Rotary International Convention from 1 to 5 June, you can step into a simulator and steer a giant cargo ship up the Elbe River at the International Maritime Museum or visit the Kramer-Witwen-Wohnung for a peek into everyday life in 19th-century Hamburg. But the locals say if you have time for only one museum in their city, it should be Miniatur Wunderland. It features 1,040 locomotives, over 9,000 automobiles, and an airport with planes that taxi, take off, and land. Everything is depicted down to the tiniest detail.

REGISTER NOW <http://www.riconvention.org/>

THE ROTARY FOUNDATION GALA

Don't Delay – Do it Today! District 7430 Foundation Gala



“Costumes for a Cause!”

Your **\$50 ticket** for celebrating with DG Cindy the **FUN in fundraising** at the Foundation Gala "Costumes for a Cause" includes dinner (choice of chicken, beef or vegetarian) and dancing. There will be opportunity to bid on silent auction baskets and participate in the 50/50 raffle. Cash bar too!

Why costumes? What a great way to show your "inner Rotarian!" Be creative and have fun expressing your passion for Rotary. Not "into" wearing a costume - why not wear some Rotary "swag?" Or, do you like to dress up for Rotary events? Wear your tuxedos and tiaras.

Prizes for costumes that best depict TRF Six Areas of Focus
Peace and conflict prevention/resolution
Disease prevention and treatment
Water and sanitation
Maternal and child health
Basic education and literacy
Economic and community development

Tickets are \$50

Reservations:

<https://d7430foundation2019gala.eventbrite.ca>

For more information: DGN Janet / RotaryConnects@gmail.com

Events Calendar

DISTRICT CALENDAR 2019-20

Mar 23rd -- Annual D7430 Foundation Gala at Brookside CC in Pottstown at 6:00 P.M.

Mar 30th -- RLI Rotary Leadership Institute) in King of Prussia.



May 3 to 5 -- D7430 Annual District Conference at the Renaissance Hotel , 12 North 7th Street in Allentown.

May 4th -- Annual D7430 Speech Contest Finals at the Renaissance

May 4th -- Annual D7430 District Training Assembly at the Renaissance Hotel , 12 North 7th Street in Allentown.

Jun 1 to 5 -- RI Convention in Hamburg, Germany

Jun 14th to 17th -- Camp Neidig -- RYLA -- at Camp Manatawny

Jun 24th -- District 7430 Changeover and Club Awards at DeSales University 6 PM

Sep 28th -- RLI (Rotary Leadership Institute) at DeSales Univ.

Oct 12th -- Purple Pinkie Race at Lehigh Carbon Community College in

Oct 19th -- RLI (Rotary Leadership Institute) I – site TBD

Nov 2nd -- Annual Foundation Seminar at MONTCO CC

Nov 9th -- Annual Rotary at the U.N. in New York City



Another “I” What’s Important?

This “What’s important” section is a call for **individual RC members to get involved** in some Rotary activity and implement some Action Items. The following are steps that **any RC member can take**:

1. Take a look at just how inviting your club meetings are -- how non-Rotarians would see them. Is your meeting place attractive, private and are you having fun? This is critical. You want member candidates to like your meetings and to want to be a part of them.
2. Get members to help make a list of every possible candidate for membership. Without a list of names and contact info there can be no recruitment effort. The Chamber of Commerce has e-mailing lists you can use too.
3. Do you have a weekly Newsletter? These regular communications keep members involved, especially when they can read about a missed meeting.
4. Work with your club Foundation Chair, and your Assistant Governor, to identify a District or Global Grant project that is appropriate for your club to support. Initiate one, or partner with one or more RCs to participate.
5. Promote members supporting the RI Foundation with articles and reminders in your weekly RC Newsletter.
6. Be part of your Public Image effort and communicate what projects your club is doing to the “outside world.” Use Facebook.
7. Volunteer to create and manage a website for your RC. Or if you have one, help maintain it.
8. Review the RI Branding materials available on www.rotary.org. Share what you learn with other RC members. Use them on your Facebook page.

Does your RC have a Strategic Plan..... or a “Wish List”?

In Memoriam



We note the recent passing of Rotarians

Charles A. Roseberry



Charles A. Roseberry, 87, of Palmer Twp., PA, passed away on Tuesday, Feb. 5, 2019 in his home. He was the husband of the late Frances J. (Lisetski) Roseberry.

Born in Wilson Borough, PA, he was a son of the late Charles R. and Margaret E. (Abert) Roseberry. He served in the US Army during the Korean Conflict, after graduating from Lebanon Valley College.

Following his service, he was a sales/marketing manager for Cooper Industries. In 1969 he established Applied Equipment Company, and operated it until 2000. He later became the Executive Director of the Easton Area Industrial Land Development Company until his retirement. He also served as a member, and most recently as chair, of the Palmer Township Zoning Hearing Board until he stepped down in December 2018.

Charlie was a long time member of the Rotary Club of Easton. Charlie was active attending meetings until a week or two ago, which is why this came as a shock to many. Charlie was also a past Easton RC president.

Charlie was a Cub master for the Boy Scouts of America (1974-81) and an outdoor programmer with the same organization until 1984. He was a member of the Pomfret Club in Easton., and he was a member of St. Jane Frances de Chantal Catholic Church.

Charlie is survived by his three sons: Richard Roseberry and wife Tina of Palmer Township; Keith Roseberry and wife Lisa of Wake Forest, NC; Craig Roseberry and wife Erin of Springfield, VA; his daughter, Ann Roseberry Lincoln and husband Stephen of Potomac, MD; his sisters, Arlene Fry and Alice Schroeder; and his grandchildren, Kyle, Erik, Kristin, Paige, Ethan, Ryan, Hannah, Bridget, and Megan.

Inspire

