



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

SOMETHING:
Simple,
Special,
and Different



Rotary District 7430 Newsletter www.rotarydistrict7430.org May 2019 Vol. 1, Issue 11

Simply Stated.....



It is Spring!—really and I think that our Rotarians really have been “springing” into action this Spring in a big way. There have been so many event fundraisers, service projects and lots of membership inductions. From beef ‘n beers, temping tastes, charter nights, happy hour membership mixers, business networking events, other fundraisers, cleaning up local gardens, cleaning up school yards, and hunger projects, just to name a few. We really are “rockin”!

This weekend is our Rotary District 7430 District Conference and a lot of time has been spent planning and getting ready—we will share news about the event in our next newsletter so if you miss it you can be sure to participate in our 2020 event.

May is officially Youth Service Month on the Rotary Calendar.—The news TODAY, the Whitehall Area Club Interact club has officially been registered!—that is great news. What are you doing with your interact clubs jointly? There is so much opportunity for us to get involved with our younger generations. Our Youth Exchange Students are nearing the end of their school year—Have you met the youth exchange student your club is hosting? We have so many Opportunities.

And.....it is just May—we still have several weeks to think: Something Simple... Something Special ... and Something Different!

DG Cindy



THE NEW DISASTER RESPONSE FUND

The Rotary Foundation is responding to disasters.



When disaster strikes, Rotarians around the world come together as people of action to help those in need. To support communities in their rebuilding efforts, The Rotary Foundation is proud to announce our new Disaster Response Fund.

Donations to the Disaster Response Fund help Rotary clubs provide disaster recovery and support relief efforts where the need is greatest by funding and providing access to disaster response grants.

Responding in Puerto Rico

Rotary members in Puerto Rico continue to work in their communities to rebuild homes, provide clean water, and move forward—one step at a time.

Rotary and ShelterBox

Rotary partners with ShelterBox to help survivors of disasters through emergency shelter and related essential aid items. As Rotary's project partner, ShelterBox offers a mechanism for Rotary members to support immediate disaster responses and works with Rotarians and Rotaractors to assess impacted communities and respond to disasters.

Recognition Information

Contributions directed to the Rotary Disaster Response Fund will be counted toward a club's annual giving goal and per capita giving calculations.

These contributions are also eligible for all recognition initiatives, including Paul Harris Fellow, Paul Harris Society, Every Rotarian Every Year, Rotary Foundation Sustaining Member, Major Donor, and Arch Klumph Society.

Please consider Giving TODAY



Inspiration!

SHELTERBOX CRISIS



As you have no doubt seen in the news and heard from DG Cindy, Southern Africa, specifically the countries of Malawi, Mozambique, and Zimbabwe, have been devastated by Cyclone Idai. The cyclone has killed hundreds, rendered over 125,000 families homeless and cut roads and communications across the effected region. In light of this emergency, ShelterBox has made an urgent appeal to its supporters in and out of Rotary to make a special donation to help address the crisis. Donations can be made electronically at www.shelterboxusa.org or by mail to ShelterBox USA, 7359 Merchant Ct., Sarasota FL 34240.

Below is the latest update from the field as of late March. Contact D7430 ShelterBox Ambassadors Bill Tuszynski (wtuszynski@verizon.net) or Hank Tur (htur1651@gmail.com) for further updates and ideas on how to donate.

What We Know

Our team is in Malawi working to support families after Cyclone Idai devastated parts of the southern African countries of Mozambique, Malawi and Zimbabwe. After weeks of heavy rain, floodwaters remain high. Authorities are also concerned about possible cholera outbreaks from dirty water. The devastation is unimaginable, but the crisis is far from over. Torrential rains are causing the floodwaters to rise even more, increasing the risk for vulnerable families.

They urgently need emergency shelter to make them feel safe again, water filters to help them produce safe drinking water, and mosquito nets to protect them from diseases like malaria. ShelterBox is ready to support families with emergency shelter and other essential items.

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SHELTERBOX CRISIS continued

ShelterBox Operations

- A team is now in Chikwawa, one of the worst-hit districts of southern Malawi. They’ve visited families living in collective centers to understand how ShelterBox can help.
- Most of the families have lost all their possessions in the floods. Many of them are sheltering in schools, so children are missing out on their education.
- Conditions are crowded and cramped, putting people at increased risk of disease, violence and even trafficking. Emergency shelter is desperately needed, to give families the space and tools to recover in privacy.
- We expect support may include emergency ShelterKits so families can repair or create shelter, as well as water filters and mosquito nets to protect themselves from diseases.
- Right now, we are talking to local partners in all the countries affected to understand how we can help. As Rotary International’s project partner for disaster relief, we’re in close contact with the District Governor for Malawi, Mozambique and Zimbabwe. We’re also working with Habitat for Humanity, who are helping to provide shelter aid in Chikwawa.
- We’re also watching other weather systems building in the region, which could cause further damage.

The Challenges

We’re working to reach those communities as soon as we can, but the devastation slows everything down. Roads and bridges are washed away, communications are down, floodwaters stay high and continuous rain hits people with the misery of more flash floods.

Families who’ve seen their homes swept away are building temporary shelters with the few materials they could salvage. The challenges are frustrating, but we’re doing everything we can to get to where we’re needed.

Partnering with Rotary

As Rotary International’s project partner for disaster relief, we are in close contact with local Rotarians. Rotary District 9210 is the most affected, covering Malawi, Mozambique and Zimbabwe.

Our ShelterBox team met with the 9210 District Governor Hutchison Mthinda and Past District Governor Stallard Mpata, both from the Rotary Club of Lilongwe, on Friday evening to discuss plans. The team will be reconnecting with Rotarians who assisted us during our response to the region in 2015.

We have been monitoring the impact of the flooding and cyclone across the whole region, which has also affected Rotary District 9400, which covers some of South Africa, Botswana and, crucially, Maputo in southern Mozambique. We are in regular contact with Past President Bruno Maximiano do Amaral of the Rotary club of Polana in Maputo, who has worked with our teams previously and is ready to offer assistance if required.

ROTARY INTERNATIONAL: BOARD DECISION HIGHLIGHTS

The third 2018–19 RI Board of Directors meeting was held on 21–23 January 2019 in La Jolla, CA, USA. At this meeting, the Board reviewed 9 committee reports and recorded 56 decisions.

Clubs and Districts

Programs, Meetings, and Awards

The Board

- agreed to allow Rotarian Action Groups to establish separate charitable entities;
- authorized the general secretary to work with Toastmasters International to develop and launch a co-branded online product, to be made available first to Rotaract clubs, then non-club based participants and Rotary clubs;
- tentatively selected Melbourne, Australia, as the site for the 2023 RI Convention;



Administration and Finances

The Board

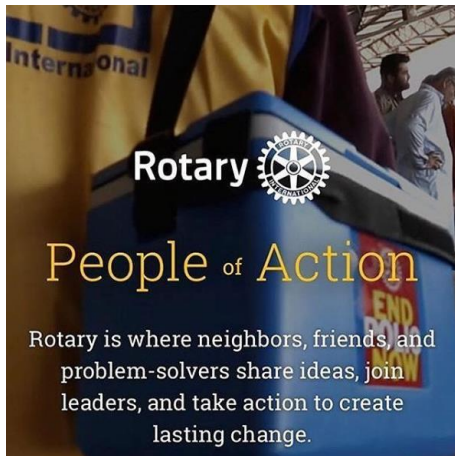
- approved a diversity, equity and inclusion policy statement for Rotary as follows:

“As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity.

“Rotary will cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups have greater opportunities to participate as members and leaders.”

- approved spending from The Rotary Foundation unrestricted funds to increase the World Fund match from US\$0.50 to \$1.00 for every \$1.00 of district designated funds contributed to the PolioPlus program, and further increased the annual maximum contribution from US \$5 million to \$10 million.

Inspiring Clubs



PEOPLE OF ACTION: Inspired Rotarians

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

Easton:

The Rotary Club of Easton, in conjunction with Kellyn Foundation, had the honor of presenting Dr. Hans Diehl, Founder of CHIP and the Lifestyle Medicine Institute.

Its more than 60,000 graduates have consistently shown how simple lifestyle changes can prevent, arrest, and facilitate the reversal of many of our largely lifestyle-related chronic diseases.



This luncheon was part of a series of multiple events hosted by Kellyn Foundation being held around the Lehigh Valley to promote Lifestyle Medicine. The culmination was a symposium held on April 6th with over 150 medical professionals in attendance.



Inspiration!

Continued on page 7

Inspiring Clubs continued

Huntingdon Valley-Churchville:

Rotary Rallies for Rett Syndrome Cure



Huntingdon Valley- Churchville Rotary is committed to a cure for Rett Syndrome. Hope for a cure is real. Exciting clinical trials for gene-based therapies begin this year. Rett syndrome is a rare non-inherited genetic postnatal neurological disorder that occurs almost exclusively in girls and leads to severe impairments.

On April 4, a check for \$28,464, from our golf outing proceeds was presented to Tim Freeman, Executive Director of Rett Syndrome Research Trust on April 4, Flanking Mr. Freeman are Marianne and Mark Kozub, golf outing chairs.

Huntingdon Valley - Churchville Rotary supports charities that benefit the environment, health, the fight against hunger and veterans causes.



Inspiration!

Continued on page 8

Inspiring Clubs continued

Huntingdon Valley-Churchville:

And Now for Something Completely Different!



April 10- Huntingdon Valley-Churchville Rotarians, family and friends enjoyed a sumptuous Chinese family style meal at the Asian Taste Inn.

Spring Township:

New Member Induction

On Tuesday, April 23, 2019 we had the pleasure of District Governor, Cindy Hornaman attend our meeting and conduct our new member induction ceremony. We all appreciate her joining us!



Inspiration!

COUNCIL ELEVATES ROTARACT



The 2019 Council has completed its work. Among its most important actions, the Council elevated the status of Rotaract clubs, allowing them to join Rotary International the way that Rotary clubs do.

The change is intended to increase the support that Rotaract clubs receive from RI and to enhance their ability to serve.

The Council is made up of representatives from each Rotary district, and meets every three years in Chicago, Illinois, to review the rules that govern the organization.

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.



ATTRACTING YOUNGER LEADERS TO ROTARY

How can Rotary clubs reach more young people? What role should young leaders play in a club's recruitment strategy? LaShonda Delivuk, the 29-year-old president of the Rotary Club of Lynchburg-Morning, Virginia, USA, definitely knows something about younger leaders and attracting young people to Rotary.

When club leaders were asked recently about their biggest membership challenges, 31 percent said they struggle to motivate members to participate in club activities, volunteer for service projects, and serve in leadership roles. "There is this perception that you have to be perfect to be impactful in Rotary,"

LaShonda says. "But perfection doesn't exist. And we certainly don't need any 'perfect' Rotarians. What we need is a group of service-minded leaders who are willing to stand up as they are and simply be present." She has modeled this in her own life by being transparent about how she leads her club while keeping her Rotary responsibilities manageable.

At this year's International Assembly, LaShonda took the stage to inspire the next class of district governors to think in new ways about Rotary and the balance members are searching for. The key, she says, is "showing them you find their time to be valuable. If you can make Rotary worth someone's time, not only will we change Rotary, but we will change the world."



Inspiration!

STRIKE OUT HUNGER IS BACK

Strike Out Hunger is back, thanks to Gerry and Jill Long of the Bethlehem RC. This event will be held on August 15th with the Phillies vs the Chicago Cubs.



10 THINGS WE CAN ALL DO TO GROW ROTARY

By Gary Bennett, past president of the Rotary Club of Kelowna and current member of the Sunrise Rotary Club of Kelowna, British Columbia, Canada

Healthy membership is the life blood of any organization and Rotary is no exception. Because we all benefit from a thriving membership, all of us share a responsibility to help grow Rotary and bring in new members. President-elect Mark's emphasis on growing Rotary is a welcome reminder of our opportunity to help.

When you think about why people stay or go, it really isn't that complicated. People have many competing commitments in life. No one is required to be a Rotarian; it is voluntary. People will seriously consider joining if they perceive the net benefits they receive exceed the costs. Members will stay if that experience proves true. And it follows logically that the reverse is true. A person will not join if they think the net experience will not be positive, and they will leave if the experience has not been beneficial.

Fortunately, The Four-Way Test and the Rotary Code of Conduct, can help us in building that positive experience. They are all about treating people fairly, building better friendships, and creating goodwill. These principles go far beyond Rotary. They are the backbone of judicial systems around the civilized world and the envy of anyone living under totalitarian rule. These are the things people are drawn to. If our clubs are perceived to operate under these principles in our community, people will be drawn to us.

Here are ten things every member can do to create a positive experience:

1. **Apply The Four-Way Test and Code of Conduct in your lives and in your club proceedings. Before judging or expressing a point of view, sending an email, taking any action, find out the facts of a situation. After doing that, determine if an action is fair to all, will build goodwill and better friendships, and will be beneficial to all concerned. If not, don't act.**
2. **Become an advocate for policies and practices that are based on truth, fairness, inclusivity, and diversity.**
3. **Always greet members with warmth and interest.**
4. **Treat members with the respect you would like to get.**
5. **Take the time to listen and evaluate diverse opinions and defend the right of members to express a view different from yours.**

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10 THINGS WE CAN ALL DO TO GROW ROTARY

Continued

6. If you have a concern with another member, speak to them personally. Don't send a complaining email.
7. Before you send an email or communicate with others, make sure the assertions you are making are based on fact. Always use an appropriate tone. Ask yourself, is it fair and will it build goodwill and better friendship?
8. Get involved and spread the news about Rotary's good work.
9. If someone expresses a concern about Rotary, listen and see what you can do to correct the situation.
10. None of us are perfect. We all can display poor judgment at times. If you find you've made a mistake or offended someone, apologize as soon as possible. Not only will your action be good for Rotary, but you will gain respect for doing so.

The above is not an all-inclusive list; you may have ideas to add to it. Share your ideas with others.

I believe if we as individual Rotarians all adopt the strategies above, we will gain enormous respect and fondness from our Rotary peers, and each of us will be much happier being part of an organization that operates in this manner.

Moreover, our club's reputation for being welcoming and fair will spread throughout our communities. This will result in people gravitating toward Rotary who are seeking fellowship and an opportunity to serve their community. Getting and keeping members will become much easier.



The Rotary Foundation



PAUL HARRIS SOCIETY UPDATE

We're growing! Because of your work as Paul Harris Society coordinators and members, the society now has more than 22,000 members in 140 countries. Thank you for all you do to increase the good that The Rotary Foundation can do.

Total Paul Harris Society Members in D7430 as of April 19, 2019 is: 62



NEW Type 1 POLIO CASES as of April 26, 2019

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



Inspiration!

Membership

Membership Tip ---



Here's a statistic that should shock you – and awaken you to action – if you love Rotary. According to recent statistics in one US district, of those members leaving Rotary, 1/3 were members for less than 1 year, 1/2 were members for less than 2 years and 80% were members for less than 5 years!

What this tells us is that our Rotary clubs are failing our new members miserably! Our new members are the most important tool we have for growing Rotary and our service to the world. They are also the most at risk of leaving. So, they need special attention and emphasis for training and immediate engagement

D7430 Member Count

| Date | No. Members |
|----------------|-------------|
| July 1, 2018 | 1744 |
| April 25, 2019 | 1792 |



Share your passion for Rotary!
REFER A MEMBER!



Other Articles and Info

ATTENTION CLUB SECRETARIES!!!!

Now is the time to make sure all of your club officer contact information for 2019-20 is up to date in ClubRunner on the District website www.rotarydistrict7430.org. Information is downloaded from the District website to create the 2019-20 District Directory. Please contact D7430 Administrative Assistant, Sharon Rittenhouse rittenhousesharon@gmail.com if you need assistance.

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:

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bill966@ptd.net

or

Sharon Rittenhouse, Publisher

rittenhousesharon@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/>

ANOTHER SET OF GUIDELINES?

THINK

- T Is it True?**
- H Is it Helpful?**
- I Is it Inspiring?**
- N Is it Necessary?**
- K Is it Kind?**

This is a sign that is posted in the Northwestern Lehigh High School for all students to consider. Although it was given to us by the NWL Interact Advisor, Allentown West's Jean Machamer, it is not from those students.

Probably it was posted by the guidance office or one of the teachers, but nobody there knows for sure.

It seems like another Rotary Four-way test.



DID YOU KNOW?

Leonardo da Vinci could write with one hand and draw with the other at the same time.

Sherlock Holmes never said "Elementary, my dear Watson."

Events Calendar

DISTRICT CALENDAR 2019-20

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 & Club Awards at DeSales University Center 6 PM

Jun 24th -- D7430 Council of Governors Meeting at DeSales University Center 5 pm

Aug 15th -- Strike Out Hunger- Citizens Bank Park, Philadelphia

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) – site TBD

Nov 2nd -- Annual Foundation Seminar at MONTCO CC

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

ALL CHILDHOOD IMMUNIZATIONS ARE IMPORTANT

Our Polio Plus Committee through the leadership of Carol Ferguson, of the Doylestown Club, is taking action.

They are involved with a new initiative with the Pennsylvania Polio Survivors Network. Polio survivors truly understand the pain and disability that can come from a vaccine preventable disease.

The initiative is to promote education and the importance of ALL childhood immunizations, throughout the State of Pennsylvania. The goal of this initiative is to provide educational literature to the parents of all newborns in our State, through distribution to all hospitals and birthing centers.

So far this initiative has the support of the Pennsylvania Immunization Coalition (PAIC), the Vaccine Education Center (Dr. Paul Offit, MD) of CHOP and Rotary International's approval of the logo.

We are seeking Rotary clubs to help sponsor the printing of the immunization brochures as a part of this initiative. This falls into Rotary's area of focus of disease prevention. A \$100 contribution can print "1000" cards. The PA. Health Dept. has predicted the birth of 26,000 children this year, in the counties within Rotary District 7430.

Please make check payable to: Pennsylvania Polio Survivors Network and send to: 3365 Lace Leaf Dr., Doylestown, PA 18913

**No Child Should Suffer the Pain from a Vaccine Preventable Disease.
That Pain and Disability can Last a Lifetime.**



Inspiration!

PLEASE VACCINATE

No Child Should Suffer from a
Vaccine Preventable Disease.

The Pain and Disability
Can Last a Lifetime.



Rotary and Polio Survivors



Working Together.

Please Vaccinate
Your Children.



www.papolionetwork.org/vaccines

Links to Vaccine Information

Pa. Dept of Health (Vaccines for Children) - 1-800-986-KIDS

www.health.pa.gov/topics/programs/immunizations

Pa. Immunization Coalition - 484-446-3040 www.immunizepa.org

University of Pittsburgh Medical Center (UPMC) - 412-647-8762

www.upmc.com/health-library

**Vaccine Education Center (Children's Hospital of Philadelphia) -
1-800-TRY-CHOP**

www.chop.edu/centers-programs/vaccine-education-center

Paul Offit, MD (Director Vaccine Education Center, CHOP) www.paul-offit.com

Vaccines and Immunization (the CDC) - 800-232-4636

www.cdc.gov/vaccines

World Health Organization (Vaccines) - 1 (202) 974-3000

www.who.int/topics/vaccines



Pennsylvania Polio
Survivor's Network

www.papolionetwork.org/vaccines



Rotary

www.rotary.org



www.immunizepa.org

In Memoriam



We note the recent passing of Rotarians

Ronald J. Helmuth, 67, of Bethlehem, passed away peacefully on Sunday, April 14, 2019. He was a long time member of the Bethlehem Morning Star Rotary Club, was its Past President, and was its current President-Elect.



Born in Hutchinson, Kansas he was the son of the late Elvon and Bertha (Yoder) Helmuth. Ronald shared 42 years of marriage with his beloved wife Ellen "Elena" M. (Horst) Helmuth.

Ron attained his undergraduate education at New College of Sarasota Florida and his MBA from Vanderbilt University.

Ron worked for IBM as a system engineer. He was the Information Technology Director at Eastern Mennonite University and later for Moravian College. Ron owned and operated United Check Cashing on Stefko Blvd.

He was an active member of Lehigh Wheelmen Association, served as the past president of the Board of Hogar Crea of Freemansburg, for 10 years, a member of Blue Mountain Ski Patrol for 15 years and was also the former Hill Captain.

Ron served in Costa Rica focusing on community development from 1973 to 1975. During this time he met his wife Elena. In fall of 2018, Ron and Elena visited Spain and hiked 120 miles on the "Camino de Santiago."

Ron was a member of First Presbyterian Church of Bethlehem.

Survivors: In addition to his loving wife, Elena, Ronald will be lovingly remembered by his sons, Christopher B. Helmuth of Whitehall, PA, Michael P. Helmuth and wife Kelly of Stratford, CT, Theodore P. Baer of Brooklyn, NY and Jason D. Axford and wife Michele of Tampa, FL; brothers, Dr. Loren Helmuth and wife Mairi of LaGrange, IN, Gary Helmuth and wife Joyce of Sarasota, FL and Philip Helmuth and wife Elena of Sarasota, FL.

Inspire

