



Rotary International District 7430 Newsletter

February 2011



2011 MAGICAL CONFERENCE PLEASE REGISTER NOW



SATURDAY DINNER SEATING IS LIMITED

Go to www.2011magicconference.com

Please register and plan to take part in the District 7430 Conference from **Friday April 29th through Sunday May 1st** at Bear Creek Mountain Resort in Macungie, PA.

This conference will challenge you, stimulate you, entertain you and most of all give you a new sense of purpose and direction as a Rotarian in the 21st century. And you will experience more of the Magic that Is Rotary.



Bear Creek Mountain Resort

DG 2010-11 Bill Palmer

Rotary DNA



This Rotary year features a culture of innovation in which we are looking at all aspects of our policies, practices, and procedures to see if they can be modernized and improved. Not surprisingly for an old and large organization like ours, we are identifying many areas that could, and should, be brought up to date.

But at the same time, I fully recognize that some things are so significant in Rotary's success that they are sacrosanct. They are referred to in the RI Strategic Plan as our core values, but I prefer to call them our DNA. They are the characteristics that distinguish Rotary from all other organizations. They are the essence of

who Rotarians are and what Rotarians have in common around the world.

The five core values named in the RI Strategic Plan are fellowship, service, integrity, diversity, and leadership. Young people prefer the word *networking* to our traditional word of *fellowship*, but to me they are equivalent. Both words lead to lasting friendships in our clubs, which keep us together between projects and which make Rotary membership truly priceless. Friendship is clearly the most essential element of Rotary's DNA!

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Rotary DNA

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Rotarians should not worry that the current emphasis on modernization will damage our core values. That would be alien to Cowboy Logic, which includes the admonitions "Remember that some things are not for sale" and "Know where to draw the line." I want to assure Rotarians that we will not alter the values and attitudes that have made Rotary a premier organization – one that is now on the world stage through PolioPlus!

We have so much to be proud of as Rotarians. This is our finest hour, and our best days are still ahead as we help our clubs to be Bigger, Better, and Bolder. Along with our five core values, persistent progress is another prestigious part of Rotary's DNA!

Ray Klinginsmith President, Rotary International

World Understanding and Peace Day

Rotarians around the world celebrate Rotary's anniversary, 23 February, as World Understanding and Peace Day. Plan an event or service project to mark the occasion. An e-learning module about incorporating peace and conflict prevention/resolution, one of The Rotary Foundation's areas of focus, into club projects is available on the RI website.

Creating a new generation of peacemakers in Uganda

Uganda was torn apart by a 20-year civil war that left 300,000 people dead and displaced over 1.8 million. Although peace was declared in 2006, there is a lot of work to be done to address the lasting damage and to prevent future discord. With help from a Rotary Foundation grant, the Rotary clubs of Rubaga, Uganda, and Lambert Airport, Missouri, USA, are providing training in peace-building to 200 teachers and 1,300 students at 10 regional high schools. Learn more about this project on the RI website.

Quote of the Month

"The spirit of Rotary is not exclusive; it expands. It is not local, it is universal. And so the wish to understand and to be understood, the wish to see the virtues rather than the faults in others, the longing to find out what we have in common rather than what divides us — these can be widely shared."

Gian Paolo Lang, 1956-57 RI president, address to 1957 convention

FEBRUARY is World Understanding Month

As February is World Understanding Month it is a good time to think of the international service provided by Rotarians, clubs, and districts. There are several excellent projects being implemented in many places throughout the world, all leading up to Building Communities – Bridging Continents through Service Above Self.

Carl-Wilhelm Stenhammar, Foundation Trustee Chair

Casino Magic for Polio Eradication

What a blowout !! There were 750 people who came to patronize the second annual Casino Night event staged by ten (10) Berks County Rotary Clubs. This year the weather on Saturday, February 26th cooperated and the much larger space of the Reading VF Outlet building was filled. The tables of prize baskets stretched for quite a distance. The crowd was a broad mixture of Rotarians of all ages and many people from the community, too. Rotarians were very evident with pins and Rotary garb.

Virginia and Craig Dodge did their usual wonderful job with sound and video. PDG Mike McCarthy and worked the room planting seeds promoting Rotary membership.

Our thanks and congratulations go out to Gary Kubovcsak and the fabulous committee for making this happen. The net proceeds will go to the fund to eradicate Polio from the world.

DG Bill Palmer

43 Presidents Attend PETS

Forty- Three Presidents Elects Attend Mid Atlantic President Elect Training Seminar

What a great turn out for our District PETS session held Feb 24-25th at the Valley Forge Convention Center. We are delighted that your club's President Elect took the time to gain knowledge and enthusiasm to start their planning their Rotary year. Not only did they get the full President's orientation curriculum but because we gather with four other Districts they were privileged to hear great motivational talks from Rotarians that are extremely knowledgeable about the great benefits Rotary provides our world. Our Zone/District Rotary International Director Ken Grabeau (one of 34 on the RI Board), Peter Kyle, Rotary Ambassador Scholar and recently retired as the World Bank's lead legal counsel, Jeff Cadorette, PDG, world-wide speaker/trainer and recipient of Rotary International's two top individual service awards, and finally Past Rotary International President Wilf Wilkinson who represented Rotary in 2007-08 to the world's leaders and a finer gentleman you will never meet. I personally want to thank your PEs for attending and urge all club members to step up when your PE calls and make their year fantastic.

Bill Jahn - District Governor Elect

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 andreadolak@gmail.com by the 20th of each month.

Rotary Magic is written and compiled by:

Bill Palmer, District Governor Andrea Dolak, Administrative Assistant

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World Water Day—March 22

On 22 March World Water Day, Rotary clubs and districts honor their commitment to promoting sustainable access to fresh water worldwide. Each year, World Water Day focuses on a different water issue. This year's theme is "Water for Cities: Responding to the Urban Challenge." Rotarians are in a unique position to advocate for clean water locally as well as globally. Rotary clubs in every part of the world engage in water projects and are looking for partners.

Many resources are available to guide your club in an effective, sustainable water project:

- The UN-Water website provides more information about World Water Day and its global events.
- The UN-HABITAT Water and Sanitation Program works to reduce the number of people with out access to safe drinking water by half by 2015.
- The World Health Organization focuses on a variety of water-quality, sanitation, and hygiene interventions.
- UNESCO organizes educational events and conferences dedicated to water issues.

Celebrate Literacy Month

MARCH is Literacy Month, a time when Rotarians are encouraged to use their talents and resources to raise awareness about literacy issues in their communities and around the world. Consider organizing a community discussion about literacy and how to improve it in your area. Your club could also sponsor a literacy project, giving fundamental skills and new opportunities to some of the nearly 800 million people around the world who cannot read or write.

First Annual Purple Pinkie 5K Run/Walk

REGISTER NOW

Sunday, April 3, 2011 Organized by the DeSales University Rotaract Club



Join us for the First Annual *Purple Pinkie 5K event co-sponsored by the Rotary District 7430 Foundation and the DeSales University Rotaract Club, All proceeds benefit PolioPlus to help eradicate polio from the world.*

The race will take place at DeSales University (McShea Center) 2755 Station Avenue, Center Valley, PA 18034

Registration: 9:00-10:00 AM 5K Race: 10:00 AM Awards: 11:00 AM

The Rotaract Club of DeSales University is celebrating its first year as a club. In addition to PolioPlus the club supports a variety of other organizations in the community such as Second Harvest Food Bank, Ronald McDonald House, Soldier's Angels, and others.

In a letter posted on the Bill & Melinda Gates Foundation website on January 31st, Bill Gates praises Rotary International for its central role in the fight to eradicate polio. And he refers to Rotary as a "key partner" in the global effort to rid the world of the crippling disease.

The annual letter from Gates, cochairman of the Gates Foundation, focuses on education and polio, and notes that the eradication effort has benefited immensely from Rotary's support. Rotary launched PolioPlus -- a program to immunize the world's children against polio -- in 1985 and became a spearheading partner in the Global Polio Eradication Initiative three years later, along with the World Health Organization, the U.S. Centers for Disease Control and Prevention, and UNICEF.

"Everywhere I go to learn about polio, I see Rotary members helping out with the hard work," Gates says in the letter. "I feel sure that with continued support, we will be able to show significant progress."

The Gates Foundation has awarded US\$355 million in challenge grants to Rotary for use in the global effort to eradicate polio. Rotary has responded with Rotary's US\$200 Million Challenge. As of January Rotary clubs have raised \$160 million toward that challenge.

Join Rotaplast!

Rotaplast



Interested in Participating in the District 7430 2012 Rotaplast Mission?

Consider joining the District Rotaplast Committee to learn more about this important work of Rotary



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We are seeking new members immediately

If interested, contact Linda Young at

youngl@slhn.org or 215-538-4550

Make a difference Saving Smiles and Changing Lives

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New Orleans Magic



Rotary's Annual International Convention

MAY 22 TO 24, 2011

A list of speakers and entertainers for the convention is now being posted on the RI website.

Virtually all of the Rotary Youth Exchange students in the South Central Rotary Youth Exchange districts will participate in the convention, and about 200 of them will be involved in the flag ceremony and the musical presentation at the opening session on Sunday.

New Orleans will be the last RI Convention in North America for 5 years !!!

Ask anyone who was in Montreal if it is worth it and you will hear a BIG YES!!

Go to the RI Web site at http://www.rotary.org/en/Members/Events/Convention/Pages/ HowtoRegister.aspx to find the many different ways to register from doing it online to printing the form and mailing it.

Get a number of folks from your Club to go together!! Take a new member along. New Orleans is a GREAT city and the RI Convention is a tremendous experience.

RI President Klinginsmith:

Time is now for Club Presidents to begin evaluation for Presidential Citation

Get your Club the recognition it deserves for this year's efforts! Your team has worked hard this year to serve its community, local and farther afield. Members should be recognized for accomplishments. What better way than a citation from the RI President for your year?

The format for the award means a Club is more likely to qualify. The brochure (or at http://www.rotary.org/Rldocuments/en_pdf/900en10.pdf) takes you through a series of questions in each of the original Four Avenues of Service and also serves as the certification form. The total points will determine whether a Club qualifies for the Presidential Citation or even achieves the Presidential Citation with Distinction!

Certifications are due to DG Bill by **March 31**st. Time to get moving **NOW!**

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D7430 Presidential Citations

For ALL D7430 ROTARY CLUBS

NOW is a good time for all clubs to review its score sheet for the Presidential Citation program for this Rotary year. The score sheet is a self-evaluation tool for clubs to <u>submit to the District Governor by March 31st</u>. There still is time for the club members to improve their scores with club activities and projects during the next three months.

RI President Ray Klinginsmith's goals are that 90% of the clubs will submit their score sheets to their DG by the deadline, that at least 60% will qualify for the Presidential Citation, and that at least 20% will earn the Presidential Citation with Distinction.

The Presidential Citation program for 2010-11 has been designed as a score sheet for all the Avenues of Service. It also is a checklist for many of the activities and programs conducted by most clubs.

Starting work on the Presidential Citation test even now will provide an opportunity to correct any discovered deficiencies in club activities before the submission deadline of 31 March. It also will cause your club leaders to notice that a new Presidential Citation with Distinction award is available this year for clubs with a good balance of activities in all Avenues of Service.

More Club Recognition

The Clubs of District 7430 can be recognized for their accomplishments in the areas of:

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

Information on each has been shared with Club Presidents and Secretaries. This is ANOTHER opportunity for Rotarians to be recognized for the work they do as a Club, whether in their immediate community or in the wider world.

TAKE THE STEP, GET THEM RECOGNIZED! Certified forms are needed by DG Bill on April 1st, and that is no fooling!

Club News

The **Nazareth Rotary Club** is presenting a special concert in honor of the 150th anniversary of the Civil War on Sunday, March 6 at 3 p.m. at the Nazareth High School Auditorium. The concert features music of the Civil War era performed by the world-famous Allentown Band, directed by Ron Demkee, and the Nazareth Community Band, directed by Ralph Brodt, with special guest Ron Meixsell. Tickets are \$10, and are available at the Whitefield House Museum in Nazareth, the Memorial Library of Nazareth, from any Nazareth Rotarian, or at the door. Proceeds benefit Nazareth community organizations.

Before the concert, ticket-holders will receive free admission to the Whitefield House Museum (214 E. Center St., Nazareth) from 1-3 p.m. on March 6 to see their new exhibit, United by God, Divided by Man: The Moravian Struggle during the American Civil War.

For more information, call (610) 759-5070 or (610) 759-0787.

Spring Township Centennial

Several months ago, the Rotary Club of Spring Township Centennial moved from Crowne Plaza Reading Hotel to the Inn at Reading.

They are now moving back to Crowne Plaza Reading Hotel. Fridays, 7:15 am.

Easton

Easton Rotary Club Donates Teddy Bears to the oncology floor at Easton Hospital

The Rotary Club of Easton continues a decade long tradition and again donates Teddy Bears to Easton Hospital for Valentine's Day.

Some years we sent a way over a hundred... And it took all month to get them to everyone. All told we lost count, "As best I can estimate, over the years, it has been 'Beary' many," says one of the members of the club.

In the photo, the bears are in the hands of unit clerk, Debbie Wagner, and Nurse Mischele Townsend.

A tag on the Teddy Bears says, "Roses are red, and violets are blue, to help you feel better, here's a Teddy Bear for you!"



Bruce Dearnley Receives Award

Bruce Dearnley, a member of the Rotary Club of Blue Bell, has been recognized with a <u>Presidential Volunteer Service Award</u> for service to his community and to disaster survivors worldwide. Bruce is a ShelterBox Response Team member (SRT) who volunteers his time to deliver ShelterBoxes following disasters worldwide. During 2010, Bruce deployed to Niger to help families who lost their homes following a devastating flood season. Bruce also has deployed to Peru and Nepal.

The President's Volunteer Service Award is a special recognition presented on behalf of President Barack Obama. The award is part of a national recognition program created in 2003 through the President's Council on Service and Civic Participation for individuals of all ages who contribute a significant amount of time to volunteer activities.

ShelterBox is an international disaster relief charity that is on the scene delivering its iconic green box containing a family tent, water purification, a cook set and stove along with other essentials. Through Bruce's efforts of raising awareness and fundraising for ShelterBox, the organization was able to provide more than 28,000 ShelterBoxes which accounted for one-quarter of all of the tented shelter in Haiti.

Since 2000, ShelterBox has provided shelter, warmth and dignity following more than 140 disasters in more than 70 countries. ShelterBox instantly responds to earthquake, volcano eruption, flood, hurricane, cyclone, tsunami or conflict by delivering boxes of aid. The organization provided shelter for 250,000 survivors of the Haitian earthquake and is currently delivering lifesaving aid in Brazil, Colombia. Sri Lanka and Indonesia.

Alan Monroe, Volunteer & Youth Program Manager, ShelterBox USA

Attendance Reporting Magic is Needed

All RCs have sign-in sheets at weekly meetings, so the data is available. Then once a month your Secretary needs to communicate those attendance figures to our District Secretary, Michele Hoch. Each RC Secretary has the option of using the ClubRunner district website to transmit its attendance information (preferred), or it can be e-mailed to Michele and she will feed it to the district file through ClubRunner. Michele e-mail address is: mehoch9@comcast.net.

This RY your reporting habits have been less than stellar. The following RCs have not reported on December and we ask that they begin to do so immediately.

Allentown Liberty Bell	Allentown West		ethlehem Morning Star
Boyertown	Central Perkiomen	Churchville	e Easton
Fleetwood	Hamburg	Horsham	Kutztown
Mt. Penn	Nazareth	Newtown	Pottstown
Shillington	Shoemakersville	Springfield Township-Flourtown	
	Spring-Ford Area	Warminster	

Only 13 of 48 RCs have reported their attendance data for January. While we have 28 RCs reporting on December. Our thanks got to the 28 RCs who are in compliance and we ask the others to do the same.

Youth Conference

The District 7430 Youth Conference 2011 will be held on Sunday, May 1st, 2011 at Bear Creek Mountain Resort (immediately following the District Conference) 12 noon to 4pm (lunch included).

Share the Magic of Service with the youth of District 7430. This workshop is created for our future leaders. Encourage youth leaders from the area to come and learn how to make the world a smaller community, share ideas on giving back, and hear from stimulating speakers on looking outside the box and leadership ethics and how it relates to Rotary. We need to empower our youth in "Building Communities – Bridging Continents."

We encourage each Rotary Club in District 7430 to sponsor 10 or more students enabling the youth of the District to attend the conference at no cost to them. We want to reach out to as many students as possible and with your Club's sponsorship we can educate the youth leaders of our area on how to be a part of the Rotary world and what they can do to make a difference.

For just \$10 per student you can share the "Magic of Service". Please reach out to the youth groups of your area including the students of Interact Clubs and Camp Neidig.

If you have any questions please contact Patti Smith – Youth Conference Chair 2011 at psmith@s-bond.com or call 215-631-7111 x 100 (day) Please refer to D7430 website for the registration form."

Camp Neidig

Camp Neidig is going GREEN this year and will not be mailing out camper packets. All forms are now available for download on our website at

http://www.campneidig.com/

We wanted to let everyone know that the 2011 registration fee will be \$230 per camper. This is still an incredible deal for a four day program and we hope that every club will support our 2011 camp. In keeping with our GREEN theme, both camper and club registration must be done on line. The instructions for on-line registering is clearly outlined in the Neidig Chairperson Packet.

If you have any questions, or need any additional help, please do not hesitate to contact anybody on the Camp Neidig Committee. We look forward to seeing you at Camp!

Celebrating Local Farming

This article originally appeared in the Patriot.

Celebrating agriculture, Rotary members thanked local farmers during a dinner recently.

"We are an agricultural state. That's our roots and that's who we still are, and we take too little time to thank the folks who do the work that puts food on our table and other agricultural endeavors," said Kutztown Rotarian Bob Houbaugh.

The Kutztown and Fleetwood Rotary clubs once again thanked Kutztown, Fleetwood and Topton area farmers at their annual Rural Urban Night on February 2.

This invitation-only event dates back to the 1940s when it was organized by the Kutztown Rotary Club and chaired by Wilmer Beck of Beck's Feed Mill, said Hobaugh. The Fleetwood Rotary Club joined the event a few years ago.

"Rotary celebrates vocational service," said Bob. "This is celebrating the vocation of farming. We want you to know that we thank you and we're very glad you're here tonight."

This year's event was held at the Fleetwood Grange. Missed at the event was the familiar presence of State Senator Mike O'Pake who recently passed away.

"He's touched Pennsylvania in a significant way," said featured speaker Russell Redding, former secretary of the Pennsylvania Department of Agriculture for 16 years. "What we did in the department of agriculture had his careful hand of guidance on it. I really give him, and tribute to him, a lot of credit for what we've accomplished."

"I really believe that put him in a special class, that ability to work across aisles and to stay focused on solving a problem as he did so well," said Redding.

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HOLD THE DATES

Mar 4 -- 76ers game for the Rotary Foundation in Philadelphia

Mar 9,10 -- Youth Leadership Conf -- Penn State Berks

Mar 10th - D7430 Council of Governors meeting – Wm Penn Inn

Mar 10th -- D7430 Foundation Dinner – Wm Penn Inn Mar 10th -- TRF Advisors Training – Wm Penn Inn

April 2nd -- District Assembly -- DeSales University in Center Valley

April 3rd -- Purple Pinkie Day 5K+ run at DeSales University

April 19, 20 -- Lehigh Valley Youth Leadership Conferences at DeSales Univ

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

May 1st -- District Youth Conference at Bear Creek in Macungie
May 10 -- Philippine GSE farewell dinner - Wm Penn Inn, Gwynedd

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

June 17-20 -- Camp Neidig (RYLA)

June 30th - District Changeover at Northampton Country Club, Easton

Celebrating Local Farming

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Redding thanked the grange for the family-style dinner.

"Anytime we eat that well, I think it's important to stop and say thank you to the folks who actually make that happen three times a day," he said to the farmers attending the dinner.

"We appreciate is 365 days a year, so to the farm families, thank you very much," he said.

Out of 12.5 million people in Pennsylvania, 63,000 people are farming families, he said.

"As consumers, we also have a real desire for a certain product, a certain store, all of that is about relationships," said Redding. "I always feel like the food tastes better when I know who produced it."

That was the genesis of the department's Pennsylvania Preferred Program, for which a blue check mark on products noted that it was produced in Pennsylvania, he said.

"It really is nice to come to a community that honors agriculture, appreciates agriculture, not just three times a day but shows that in an evening to say 'thanks' to the people who invest in it and keep this community and the quality of life in this community," Redding said. "That is worth celebrating."

Delaware Valley College named Redding as Interim Dean of Agriculture and Environmental Sciences, replacing Judith Schwank, who is running for the state Senate.

Event sponsors were Fleetwood Bank and Edward J. Hildenbrand Funeral Home Inc.

Lisa Mitchell, Patriot Editor

Rotary Magic in South America

A Warm Odyssey in Chile

On Christmas day of 2010, my wife, Darlene, and I were on a cruise from Santiago, Chile, to Antarctica. We were on our way to Christmas dinner onboard as the ship was approaching the southern tip of Chile. Darlene fell down and broke her hip.

At 6:00 the next morning as we left the ship we were met by an ambulance in Punta Arenas, Chile, the most southern city on any continent in the world. Darlene was taken to a Chilean Navy hospital. The cruise line people also arranged for a translator to meet us at the hospital to facilitate communication with the staff at the hospital. The second person that spoke English besides the translator was the surgeon, which was great. He had studied in Virginia and spoke excellent English. After Darlene was admitted and comfortable, the translator helped me find a nearby hotel. And I asked him to find out when and where the Rotary club met.

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Magic in South America continued from page 12

A couple of days later while I was waiting to visit Darlene after she came out of hip replacement surgery, a Chilean gentleman by the name of Victor Edgardo Figueroa Arratia walked up to me and asked if I was Steve Henning. After we shook hands he introduced himself as the vice president of one of Punta Arenas' three Rotary Clubs. They have one club for women and two for men. Unfortunately, none was meeting until the middle of January. He is an engineer and uses electronic instruments for geological exploration. He has traveled to the U.S. many times to get and test instruments, and he had just retired. After a very pleasant visit he said good-bye and left.

A couple days later, Victor again stopped by to visit Darlene and me. It was a real treat for both of us to have someone we could talk to in English besides each other. Only one nurse and a couple of doctors spoke English. Darlene had to rely on a little Spanish dictionary and the small amount of High School Spanish she remembered.

Victor pointed out that the government of Chile had recently announced that it was raising the price of natural gas 20%. The city of Punta Arenas as the most southern city in Chile has the greatest need for heating and, hence, was most affected by the increase. Everyone in Punta Arenas uses natural gas for heating and cooking. The local community leaders had called a general strike to draw attention to their problem. Small shops, taxis, trucks and buses were going to be on strike and roadblocks would close the highway to the airport, not good for us.

When the doctor was ready to discharge Darlene, our travel insurance agent made arrangements for our return trip home. I mentioned to them what Victor had told us about the strike and the roadblocks. They arranged for an ambulance to take Darlene and me to the airport. On the way we could see that everyone that was flying out was walking the twelve miles from the city to the airport. Our ambulance was the only vehicle getting through.

After we got home, I got an e-mail from Victor. After the strike had ended, he had stopped by my hotel to make sure we had gotten away OK. He found some letters and a package that friends in Pennsylvania had sent to Darlene. Apparently these items got stuck at the airport by the strike. Victor very kindly arranged to have the items forwarded to our home in Pennsylvania.

When we travel, I always look forward to doing some Rotary make-ups. In this case a Chilean Rotarian, Victor Figueroa, visited us and looked after us. That was even more special. Darlene and I both appreciated having this connection with the city that was suddenly our home for three weeks. His friendship made a big difference and kept us informed on what was happening, since everything in Punta Arenas was in Spanish.

Steve Henning, RC of Kutztown

Spread the word!



Invite someone to become a Rotarian

today.



ROTARY INTERNATIONAL