



FRANK'S FORUM

Because we can....And we care



Frank Talk



Well, it is a very cold, snowy winter. You would think that it is a slow period for Rotary activity, Right? Wrong! While our outside activities may be put on hold until the warmer, sunnier spring, this is a heavy

time for Presidents- elect and local Club leaders to start developing plans for the next Rotary year. What did you say? Next Year?

Most of us are, or have been, involved in businesses, professions or occupations that wish to strive, grow and be successful. There are several factors that may lead to success or failure in a business or organization. However, the one



factor that the owners, managers, officers or administrators have the most control over, and is most essential for success, is Long Range Planning. When you hear of the high numbers of failures for small businesses within the first two years, it comes down to poor management. It is not the nature, the quality

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RI Theme 2014-15

RI President-elect Gary C.K. Huang chooses *Light Up Rotary* as the presidential theme for 2014-15.



Huang was inspired by the teachings of Chinese philosopher Confucius who said: "It is better to light a single candle, than to sit and curse the darkness."

"There are so many problems in the world, so many people who need help. Many people say, 'There's nothing I can do.' So they sit there doing nothing. Meanwhile everything stays dark," Huang told the 537 district governors and their spouses and partners who are attending the 2014 International Assembly in San Diego, California.

"The Rotary way is the Confucius way. The Rotary way is to light a candle. I light one, you light one, 1.2 million Rotarians light one. Together, we light up the world," said Huang, who is a member of the Rotary Club of Taipei



Frank Talk *continued*

or the market for or the service or product; it is poor management.

The essential responsibility for management is a “plan”. Your Presidents- Elect are learning now, and at PETS in March, what planning needs to be done prior to the start of the new Rotary year on July 1. The success of the Club will depend on the quality of the Club Strategic Plan. This plan is not just an idea of the President-Elect, but to be realized, it needs the input of each Club Committee. So, what does that mean? It means that Rotarians in the Club have to “step up” to the responsibility of doing their share to lead and manage their Club.

Isn't it ironic how Rotarians will offer their service freely to help others, yet some Clubs have a very difficult time getting their members to “step up” for Club leadership positions? The basic Club leadership, regardless of the size of the Club, needs to fill some essential positions. Each Club should have a President, President-Elect, Secretary, Treasurer, Board of Directors, Foundation Chair, and Membership Chair. Active, vibrant Clubs have members accepting responsibility for Service Projects, Youth Programs, Fundraising, Public Relations, websites and Social Media. Large Clubs can share the duties and small Clubs need to rotate the duties by recycling them among the members.

The Strategic Plan sets goals by which the Club can be evaluated as to where they are and what they need to do to fulfill the plan. Membership, Foundation Giving, weekly meeting programs, service projects, public image, youth programs need to be planned. A budget needs to be developed to establish the financial means of supporting all the activities of the Club.

Keep your Club healthy and vibrant; participate in the Community Needs Assessment and the Strategic Planning process. So when your President-Elect asks you to “step up”, remember you're a Rotarian that lives by the 4 Way Test and offers “Service Above Self”. All that starts with your service to the Club.

Why? Because We Can and We Care

DG Frank

In filling out an application, where it says, 'In case of emergency, notify:' I put 'DOCTOR.'



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of D7430:**



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RI Theme 2014-15 *continued*

in Taiwan.

After announcing his theme at the opening session of the five-day training meeting, Huang urged club members to Light Up Rotary in the coming year by hosting a Rotary Day in their community and including local Rotaract and Interact members in their service projects.

"How you Light Up Rotary is up to you," Huang said. "You know where you are strong, you know what your community needs, and you know how you can help."

By continuing to fight against polio, setting an example in local communities, and growing membership, Huang hopes to see Rotary shine brighter than ever.

"Light Up Rotary is our theme, but it is more than our theme. It is how we live in Rotary, how we think in Rotary, how we feel, how we work," Huang said. "It is how we make a difference — every day, in every club, every district, and every country where we serve."



NEW POLIO CASES – Jan 22nd

In the 3 endemic countries:

2014 YTD 4

2013 YTD 0

in non-endemic countries

2014 YTD 0

2013 YTD 0



RC SECRETARIES ----- PLEASE HELP

With the new RI website, EVERY single Rotarian needs to re-register in order to gain access.

We ask that each RC Secretary go to the Rotary Website (not the District one) and update all the club officers for this year 2013-14.

And please add your club's PE for 2014-15 if known. Then they can have access to training materials.



Rotary Review



RY 2012-13 REVIEW **Letter from John Hewko**

DEAR ROTARIAN,

This past year was one of exciting achievements and forward momentum for Rotary, as highlighted in the 2012-13 Rotary International and The Rotary Foundation Annual Report.

We launched a bold new chapter in our partnership with the Bill & Melinda Gates Foundation that makes your contributions to the vital polio eradication end game work three times as hard.

We also finished preparing for the global launch of our new grant model, boosting our ability to help more communities secure and sustain a better quality of life. And we carried out our first projects with Mercy Ships, while building on our work with Aga Khan University, UNESCO-IHE, the Rotary Peace Centers, and other partners.

In addition, The Rotary Foundation earned top marks from several independent charity evaluators, including the American Institute of Philanthropy, Charity Navigator, and the Wise Giving Alliance.

I encourage you to review our annual report carefully, and to share it with others who may be interested in joining, partnering with, or donating to Rotary. You can order print copies of the report at shop.rotary.org. For those who want a more detailed look at Rotary finances, the audited financial statements are available for download.

Thank you for the important role you play in Rotary's work to help meet critical human needs, strengthening the groundwork for a more peaceful world.

Sincerely, John Hewko, General Secretary

View the Annual Report:

<http://sites.rotary.org/en/annualreport/2012-13/Pages/ridefault.aspx>



India Celebrates 3 Years Without Polio



"India is polio free" (written in Hindi) illuminates Jodhpur Sojati Gate in Rajasthan, India.

Throughout India and around the world, Rotary clubs are celebrating a major milestone: India has gone three years without a new case of polio. The last reported case was a two-year-old girl in West Bengal on 13 January 2011.

To mark this historic triumph -- reached after a decades-long battle against polio -- Rotary clubs illuminated landmarks and iconic structures throughout the country with four simple but powerful words, "India is polio free."

The three-year achievement sets the stage for polio-free certification of the entire Southeast Asia region by the World Health Organization. The Indian government also plans to convene a polio summit in February to commemorate this victory in the [global effort to eradicate polio](#).

"We must now stop polio in Pakistan to both protect Pakistani children and to safeguard our success in India and other countries where we have beaten this terrible disease," says India PolioPlus Committee Chair Deepak Kapur. "Until polio is finally eradicated globally, all unvaccinated children will remain at risk of infection and paralysis, no matter where they live."





Rotary Awards 2013-14



All applications must be sent to DG Frank by the dates shown, Please note that due to volume RI will not accept after the closing date.

For a Rotary Club

Award Given By

Presidential Citation

RI

(Application Closing Date..March 31, 2014)

Significant Achievement Award

RI

(Application Closing Date..March 1, 2014)

Zone 24-32 "Vibrant Club" Award

Zone 32

(Application Closing Date..March 31, 2014)

Zone 24-32 Membership Award

Zone 32

(Application Closing Date..June 30, 2014)

Must have net increase of 5% to qualify)

Rotaract Presidential Citation

RI

(Application Closing Date.. March 31, 2014)

Interact Presidential Citation

RI

(Application Closing Date.. March 31, 2014)

Please check D7430 website to see details of more awards as they are announced for the 2013-14 Rotary year.

Publicize What You Are Doing

DG Frank's 2013-14 monthly newsletters will tell your stories. Just send them — with pertinent photos — by the 20th of each month to:

bill966@ptd.net

PDG Bill Palmer, Editor

tonyjannetta@aol.com

PDG Tony, Associate Editor

andreadolak@gmail.com

Andrea Dolak, Publisher

Did You Know?

The History of Rotary:

The first Rotary Club, the Rotary Club of Chicago, was formed on 23 February 1905 by Paul P. Harris, an attorney who wished to capture in a professional club the same friendly spirit he had felt in the small towns of his youth. The Rotary name derived from the early practice of rotating meetings among members' offices.

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

Foundation first:

In 1929, The Rotary Foundation gave its first gift, \$500, to the International Society for Crippled Children (later Easter Seals), which was founded in 1921 by Rotarian Edgar F. Allen, of the Rotary Club of Elyria, Ohio.

Since 2011, 10,000 baby boomers a day have turned 65. This will continue every day for the next 16 years. That's a lot of us seniors roaming around looking for something to do. Especially when you consider that the average length of retirement is 18 years.

---Kareem Abdul-Jabbar's *Three Rules of Retirement*

USED CELL PHONES STILL WANTED

The Bushkill Inn is the site of our May 2014 District Conference. They have asked us to donate our used cell phones. They, in turn, will donate 30 tickets to visit Bushkill Falls for our Youth Exchange students to use. So please start collecting the cell phones. Please give the phones – and their charge cords - that you collect to DG Frank or someone who will see him.

Sue DePaul (Harleysville RC) will be holding and delivering the phones on behalf of Rotary. If you would like to contact Sue about future donations please call her at 215-896-9324.





Club News

Harleysville



The Harleysville Rotary Club collected over \$550 of toys for the Marine League's Toys for Tots Program.

Pictured is a van full of toys.

From left to right: Len Ruth, Rotary; Barry Hunsicker, Marine League; Betty Gulliano, Rotary; Rachelle Shollenberger, Toy Shopper

Harleysville Rotary Club presenting a check for \$4,500.00 to the Harleysville Area Emergency Medical Service. The funds were raised from the Club's annual golf outing.



From left to right, Don Lynch, Chief of HAEMS; Glen Miller, President Rotary Club; Dan Frost, Treasurer Rotary Club; and Rick Mast, Treasurer of HAEMS

Norristown



Rotary Foundation Winners: Nick Geers presented the Paul Harris Fellow awards and pins to the following members:

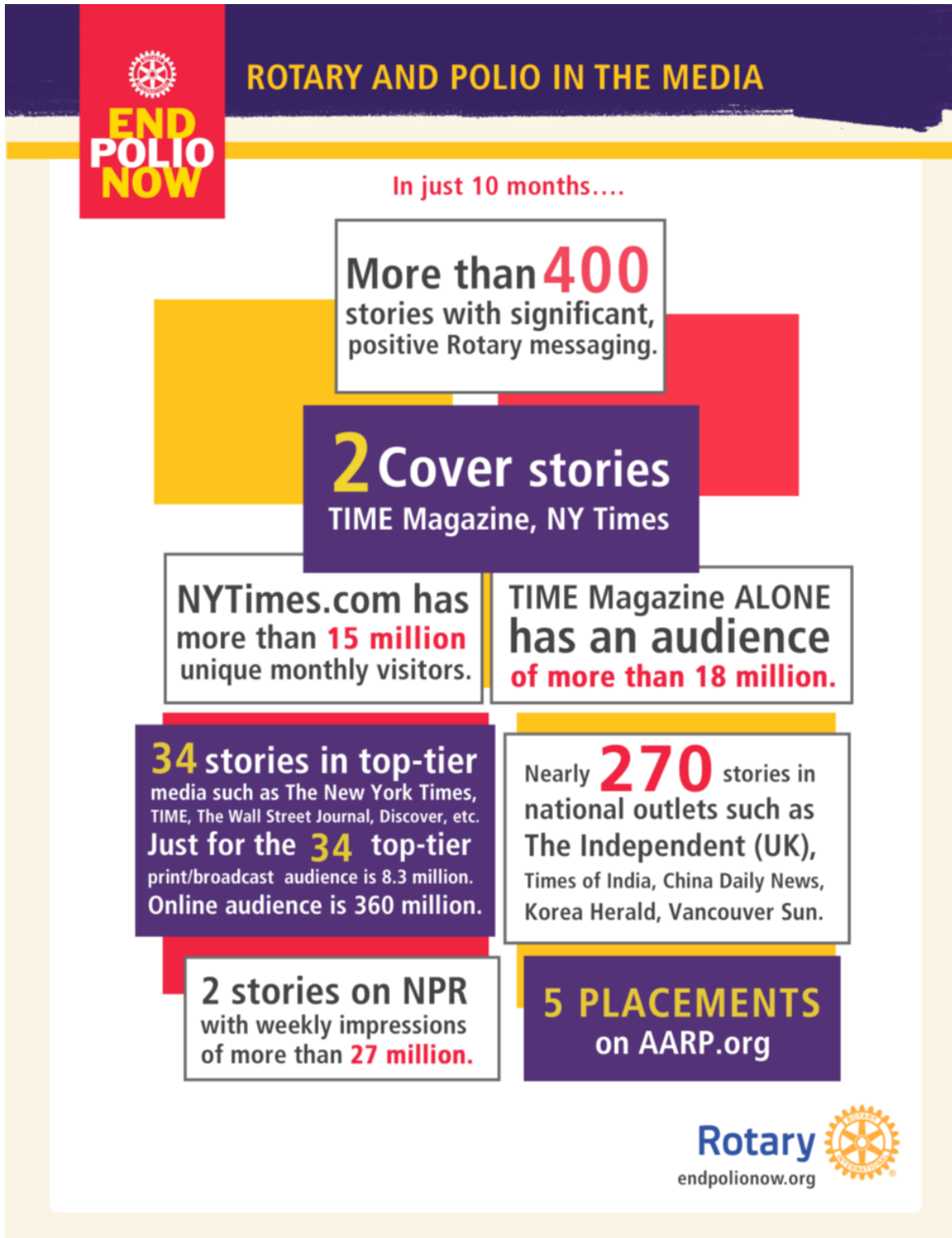
Front row: Jay Jameson, H. Tom Tamaki, Joseph Koehler & Samir Eldaief

Back row: Dave Beach, Nick Geers, Leonard Rudy, Fredrick Hagglund, Frederick Reichert & Angus Murray

Absent when picture was taken: : James Jones, Ralph Kelly, William Lessig, Joseph McManus, Timothy J. Meyers & Alan Treisbach.



Rotary in the Media





Rotary in the Media *continued*





TOP MEDIA PLACEMENTS

October 2012 - July 2013



COSMOS



"The Rotarians, traveling at their own expense, run stations at schools and clinics..."

THE NEW YORK TIMES



"The club, founded in Chicago in 1905, started the global polio eradication drive in 1988."

TIME MAGAZINE



"A lot of the progress that's been made so far is due to the efforts of Rotary International..."

THE WALL STREET JOURNAL



"...thousands of Rotary volunteers have helped immunize children in multiple countries."

FORBES



"According to report, since the inception of PolioPlus, members of Rotary International have contributed more than \$160 million to polio eradication in Nigeria."

NPR



"'Polio was a fear of parents throughout this country,' says Dr. John L. Sever. He later helped launch the Rotary International's global drive against polio."

ASSOCIATED PRESS

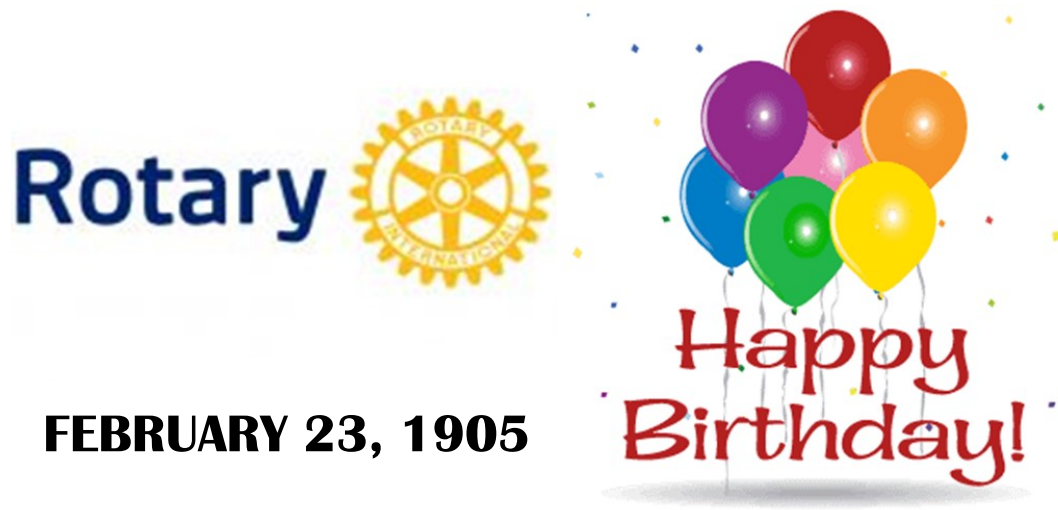


Emmy award-winning actress Archie Panjabi is on a mission to help make sure all children get the polio vaccine. She's signed up with Rotary International to help spread the word...



Rotary
endpolionow.org

Rotary Birthday



Global Grant News

Uganda VTT for Maternal and Child Healthcare Education.

Uganda here we come! Tickets for Vocational Training Team (VTT)-Drexel are purchased and we left on January 24th, 2014.

This is a Rotary Foundation Global Grant to provide vocational training teams traveling to Kampala and Philadelphia, establish a network between community health centers and Makerere University, and develop a network between Makerere University and Drexel University, and sponsored by Rotary Districts 7430, 7450, 7500 and 9211 and managed by RC Kampala-North and RC Blue Bell USA. The award for year is in the amount of \$81,000 to fund a two way exchange of faculty and doctors in the areas of OB-Gyn and Pediatric care.

Stay tuned for more posts on our district website as our team prepares. Check out: <http://rotary-vtt-uganda-2014.blogspot.com/>

PDG Ron Smith



Knowledge is knowing a tomato
is a fruit.
Wisdom is not putting it in a fruit
salad.



Membership



What is Your Club Known For?



One of my most favorite Rotary activities is to visit clubs that are new to me. I frequently walk in, introduce myself to a member, and ask them to tell me about one of their club's projects. All too frequently, what follows is a description of the club's Auction or Golf Tourney or Pizza Bowl — a fundraiser, but not a service project — which is, after all, the reason Rotary exists.

If club members, when asked to share something about their club, immediately focus on how the club raises money and ignore the service aspects of what we do, how is Rotary to share the good word of our successes? How are we to engage potential members if we stress the how of what we do, but not the why or the what?

Rotary leadership training programs often describe the importance of the “elevator speech,” the opportunity to condense the essence of our Rotary experience into a few sound bites when we have an opportunity to explain Rotary to a stranger.

As leaders in this movement, it is critical that we spread the word to club members that, when given the opportunity to talk about Rotary, they should be sure to include how their local club supports a scholarship fund or food pantry or home heating oil fund. How Rotary is ridding the world of a crippling disease. How Rotary is making a difference on the ground through our humanitarian grants.

And only when the follow-up question comes, “how do Rotary members find the money to do all this?” should we talk about the Wine Auction or the Polar Bear Plunge.

Marty Helman



**Share your passion for Rotary!
REFER A MEMBER!**



Friendship Exchange

TURKEY FRIENDSHIP EXCHANGE COMING TO OUR DISTRICT APRIL 22 TO MAY 7 HOST CLUBS NEEDED



Between April 22 and May 7, 2014 we will have 12 Rotarians and their spouses (6 hosts) visit with us on a Friendship Exchange. Hosting International Rotarians is a great way to learn about Rotary around the world and to learn about new cultures and meet new friends. And we plan on

having the group from Turkey at our District Conference during International Night on Friday.

Each club will host for about 3 days. With the Friendship Exchange, our guests pay their own expenses for touring and for activities, and we provide the homes and friendship for their visit. An itinerary will be developed daily once we see which clubs are interested. The visitors will have a van for transportation that they pay for.



It is fun and easy to host. If you are a small club and are interested—we can work with you and combine clubs for a greater hosting experience. We can help you with transportation and itinerary. The group incoming will be prepared to do presentations at your Rotary meeting as well.

Please contact: Cindy Hornaman, RFE Chair to sign up (610) 965-4151, e-mail: hornamca@ptd.net.



**JAN 28, 2014 YTD Giving to the
RI Annual Fund**

91 D7430 ROTARIANS REACHED THEIR NEXT
PAUL HARRIS LEVEL SO FAR.



District 7430 Conference

WE WANT YOU



TO SIGN UP

Please visit the District 7430 website for the registration form and details to book a room at Bushkill Inn for the weekend of May 2-4, 2014. We look forward to **Meeting You At The Falls.**

District Conference Activities

Run for the Roses

We hope everyone is preparing for our Kentucky Derby by making your most festive hats. Starting the afternoon of Friday, May 2, you can place your bets (cash/check) on your favorite horse(s). All proceeds will be donated to The Rotary Foundation in the winner's name. During the cocktail hour on Saturday, we will be watching the Kentucky Derby. Winnings will be announced at dinner Saturday night. More details to follow in future newsletters.

AMONG THE SUN AND STARS

The Rotary Club of Harleysville is proud to present Vince Scheetz, Master Observer/Astronomer. He will be setting up his telescopes for us to gaze upon the sky. Join him to see spots on the sun during the day, and stars and planets in the night sky.

Please contact Shushma Patel
(email: rotaryclubofharleysville@gmail.com or 215-872-6875)
with any questions about the District Conference.

Meet Us At The Falls





COMING SOON



CLUB LEVEL 4-WAY TEST **SPEECH CONTESTS**

- ♦ ENGAGE YOUTH IN YOUR COMMUNITY
- ♦ ENGAGE EDUCATORS IN YOUR COMMUNITY
- ♦ BE THE CATALYST FOR CRITICAL THINKING AND ETHICAL DECISION MAKING
- ♦ CREATE NEW GENERATION LEADERS TODAY
- ♦ JOIN A FAST GROWING MOVEMENT BY LEADING THE WAY IN YOUR COMMUNITY

To receive a free copy of the soup to nuts manual on how to start a contest or to schedule a presentation at your Club contact:
Joe Wynands – 610 506 1228 – wynands@comcast.net.

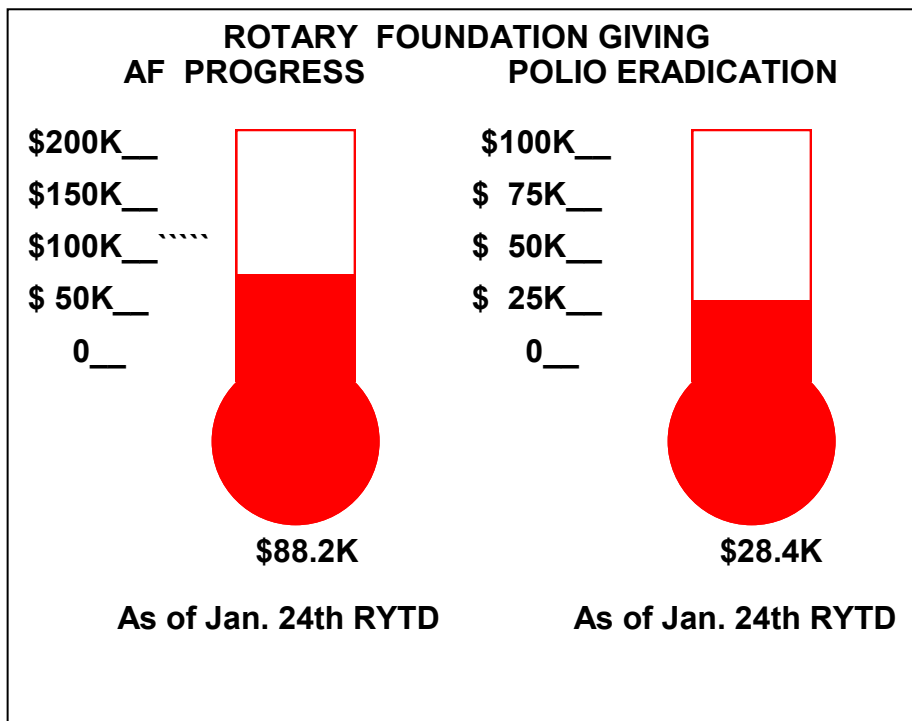




Photo Contest



Zone 24-32 Photo Contest

2014 is starting across Zones 24-32 with a little fun - the first ever Zone 24-32 photo contest with RI Director Bryn Styles endorsing an Avenues of Service - Zone Photo Contest.

This is an opportunity for the Rotarians across Zone 24-32 to share photos about the Rotary service projects and fellowship events they have held or will hold this Rotary year.

The prizes are simple, boasting rights as the best Rotary photographer in the zone, a certificate and the winning photos in each of the Avenues of Service posted on this website and hopefully district websites. Winners will be announced in mid- April. So get out your SLR, point and shoot or phone camera and click away.

The most important rule of the contest is “have fun”.

- The photographer must be a member of a Rotary, Rotaract or Interact club in Zone 24 or Zone 32. D7430 is in Zone 32.
- Photos submitted must be in JPEG file format with a maximum size of 3 MB and be submitted on or before March 31 2014.
- Each photographer may submit up to 3 photos that were taken between July 1, 2013 and March 31, 2014.
- Each photo will be submitted in one of the 5 Avenues of Service that the photo best illustrates.

The Zone 24-32 RPICs (Rotary Public Image Coordinators) will be the contest judges.

To enter the contest and upload a photo go to:

<https://adobeformscentral.com/?f=VUjmXc0G-l0Ulj8SM2852g#>



I thought I
wanted a
career.
Turns out I just
wanted a
paycheck.

District Committee Reports

Each month we will give you a snapshot of what our committees are working on. And if you would either like to know more or would like to join or be more involved with that committee, please contact its chair.

Foundation:

Please support OUR Rotary Foundation with your time, talent and treasure.



Donations YTD to the Annual Fund and to Polio+ are about on target. The Paul Harris Society now has 42 confirmed members in D7430. Donations to the Endowment Fund are \$up. Applications for District Grants for 2014-15 now are being accepted via the Grant Module.

The Grant Module now includes a report tab for Clubs to file their project reports online.

Contact Chair is PDG Mike McCarthy at mccarthy_misty03@comcast.net.

Membership:

See the latest issue of Club Builder via the D7430 website.



District Membership Chair Terry Reed still is seeking several members to round out the committee. Contact Terry Reed at terry.reed731@gmail.com.

Youth Exchange

The annual Holiday Party was a success. The first orientation session has been held for the **16 Outbound candidates**. They are planning a

trip to Washington, DC.



Host homes still are needed. Please contact chair Patti (pattismith0221@gmail.com) or visit the YEP website at www.rotary7430yep.org for more details and full calendar of events for the year.

Interact:

DG Frank is conducting a district-wide survey to update our records. Please respond a.s.a.p.





District Committee Reports *continued*

Camp Neidig (RYLA):



Contact Co-Chair Wendy Body at wgbody@butz.com.

Rotaplast: The On-Air Ch. 69 Auction is scheduled for December 6th. The committee is working on a new Global Grant for Pereira, Colombia. The next mission will be September 14 to 28, 2014 to Pereira. It will cost about \$100,000 which cost will be shared with D7450 to our south.



Before

After

Contact Chair Linda Young at lryoung2011@gmail.com.



ShelterBox: There is a new fundraising effort by D7430 Rotarians to replace the units deployed in the Philippines. D7430 will donate one ShelterBox for every 10 boxes donated by RCs and individuals in the district. Contact Chair Allan Syphers at ASArchitect@aol.com.

Rotary Leadership Institute (RLI): The Spring courses will begin in March See www.rlinea.org for details. The D7430-7450 sponsored session will be held on September 27, 2014 at the Radisson in KOP.



Contact Chair, Linda Young at lryoung2011@gmail.com.

4 Way Test Speech Contest: The number of D7430 RCs involved with this marvelous experience for HS students is 20. A fourth Regional contest is scheduled and the prize monies are good. Contact Chair is Joe Wynands at Joe.Wynands@susquehanna.net.



Friendship Exchange: The Exchange with Turkey and Western Canada are both planned. There will be 21 Turkish Rotarians and partners here from April 22 to May 7th, and they will attend the district conference. Contact Chair Cindy Hornaman at hornamca@ptd.net.



Rotaract: Contact Chair is David Kaplan at rotary@davidskaplan.com.

District Website: TJ's e-mail is tonyjannetta@aol.com.

District Newsletter: Feedback always is welcome, as are your articles. Contact Editor PDG Bill Palmer at bill966@ptd.net.

Rotary Success Seminar



Rotary International Rotary Success Seminar-South



Hosted by Zone 32 Rotary
Coordinator Team, Public Image Team & Regional Rotary
Foundation Team

When: Saturday March 15, 2014

Where: Holiday Inn Swedesboro, New Jersey-Exit 10 of 295

Time: 8.00 AM -2.00 PM

What: Topics that will be included will be:

Membership

- Developing an Orientation Program
- Get to know the new 50/30 rule
- Growing your club and Rotary via a Satellite Club

Public Image

- What is Public Image?
- Is it PR or advertising?
- Branding your service project
- Designing a Club Brochure
- Developing a website
- Social Media-how to use effectively

The Rotary Foundation

- What are the programs?
- Getting your project funded
- Recognition
- Grant Management
- Finding project partners

Fundraising Forum

Youth Services

2013 Council on Legislation Update

Cost: \$40 (Includes lite breakfast/lunch/materials)

Make check payable to, "The Rotary Club of Mullica Hill"

Mail to: PDG CarolAnn "Can-do" Jeronimo

18 Buttonwood Place

Logan Township, NJ 08085

To Register: email-ag4ri7640@yahoo.com. Or call 609-221-9101





Events Calendar

DISTRICT CALENDAR

Feb 27-March 1 -- Mid-Atlantic Presidents-Elect Training Seminar (PETS) at the Radisson in King of Prussia

Mar 15 -- Zone Success Seminar at the Holiday Inn, Swedesboro, New Jersey-Exit 10 of 295

Apr 22-May 7th -- Friendship Exchange - Turkish team will be here

May 2 to 4 -- District Conference at Bushkill Inn

May 17 -- District Training Assembly at Bear Creek Mt. Resort

Jun 1 to 4 -- RI Convention in Sydney, Australia

Jun 12-24 Friendship Exchange - OUTGOING Team to Canada

Jun 26 -- District Changeover Dinner at Brookside CC in Macungie

Aug -- Strike out Hunger at Phillies

Sep 3-10 -- Friendship Exchange Canadian team will be here

Sep 27 -- Rotary Leadership Training Institute at the Radisson in King of Prussia

Oct 9th -- D7430 Rotary Foundation Golf Tournament

Oct 13 to 19 -- Zone Institute at the Fairmont Royal York Hotel Toronto, Ontario, Canada

Oct 25 -- D7430 Foundation Seminar w/D7450 at The Doubletree in KOP

CLUB EVENTS

Mar 21 Emmaus RC presents The Fabulous Grease Band at 6PM at the Allentown Fairgrounds, 302 N. 17th Street, Allentown, PA General admission is \$25.

Apr 26 -- Norristown RC's Annual Pancake Breakfast Fund Raiser at Lower Providence Presbyterian Church

Jun 27 -- Allentown RC's 100th birthday party Gala at Lehigh Country Club

**War does not determine
who is right –
only who is left.**

