



All Hands



February 2010

Points of Interest:

- [Multi-Club Casino Night](#)
- [Circle of Hope Fashion Show](#)
- **Upcoming District Events**, page 3
- **2010-2011 Theme Announced**, page 4
- **Afghanistan Uses New Polio Vaccine**, page 6
- **December Club Attendance Report**, page 7

Social Networks

- [RI on Facebook](#)
- [RI on LinkedIn](#)
- [RI on Twitter](#)
- [RI on YouTube](#)

Have an article for the newsletter? Submit your article and pictures with captions to Andrea Dolak, Newsletter Editor, by the 20th of every month. The newsletter will be published the first of every month.

District Governor's Corner

February brings so much! We are well into the New Year, Valentine's Day is coming up (Remember to show your appreciation of that special person in your life!!), PETS will be the last Friday and Saturday and there are THREE birthdays in our household. The last one occurs on the 23rd. Now there is something else that day is known for, right? Here's a hint:

STANDARD ROTARY CLUB CONSTITUTION Article 13

Section 4 — *Recognizing Rotary's Beginning*. The week of the anniversary of Rotary's founding (23 February) shall be known as World Understanding and Peace Week. During this week, this club will celebrate Rotary service, reflect upon past achievements, and focus on programs of peace, understanding, and goodwill in the community and throughout the world.

Look at the articles on the following pages to see how Clubs are giving life to these words. Consider this as the topic for your Club meeting that last week of February.

HAPPY 105TH BIRTHDAY, ROTARY!!

You Rotarians are **TREMENDOUS!!!** Clubs' support for ShelterBox following the earthquake in Haiti means over 650 people will be housed. That is more than we have gotten to our best-attended District Conferences in 20 years!

Speaking of the District Conference, we are launching an effort to collect backpacks filled with school supplies for elementary students to deliver to Haiti when the cruise calls at Labadee. The Rotary Club of Cap Hatien says these are sorely needed as students relocate north from Port au Prince. Details will be sent to Clubs separately. If you are now able to join the Conference Cruise, limited cabins are still available! Contact Joan or Olivia at Singer Travel at 610-378-5613 TODAY!!

The mention of the President-elect Training Seminar above is a reminder that the Rotary year continues to move along. **MEMBERSHIP** (Article on Page 6!) seems to be the one Presidential Citation requirement that Clubs find most challenging. **BY 31 MARCH** a Club needs to have one more member on its books than it had on 1 July 2009. How are you doing? Take advantage of the District resources to support your efforts! How can we help you?

It is now official! Tony Jannetta of the North Penn Club is the nominee for District Governor to serve in the 2012-13 Rotary year. The proper title now

is District Governor-nominee Designate or DGND for short. Congratulations Tony and North Penn Rotary!

Past District Governor Bill Weber would tell you that it is not too early to register for the [Rotary International Convention](#). Montreal is beautiful in June! AND it will truly open your eyes to Rotary's impact in communities across the world.

People WANT to be involved in worthwhile endeavors. Tell Rotary's story in your community. Invite them to a meeting. That is how you interest them in becoming part of what you are doing. Because you know:

THE FUTURE OF ROTARY IS IN YOUR HANDS!

Honored to Serve,

Mike McCarthy

District Governor 2009-2010

mccarthym@urassociation.com

Vocational Service in Action: Spring-Ford Club Steps Up

The Spring-Ford Club has combined Vocational Service and International Service with its support of the Moringa Community Program. As with many projects, it has grown beyond the original concept and promises to have a lasting impact on the well-being of perhaps an entire nation!

A local furniture craftsman with an international reputation, Jeff Lohr, and his wife Linda appealed to the Club for help underwriting the expenses of a young man, an experienced carpenter, from Ghana to attend his annual workshop on furniture making. The young man's vision was to learn to use machine tools to speed the work now done by hand, from planing rough lumber to finishing an edge with a bead. He wanted to take that knowledge back to Ghana and share it with others in his community to meet the growing demand for furniture. A simple "machine shop" made of particle board, bolts, a circular saw and a router reduced the time to produce a door from 3 weeks to 90 minutes!



The Lohrs receive support from Rotarian Janet Neff with assistance from DG Mike McCarthy and Club President Damian Petaccio

Many lessons were learned and obstacles crossed to get to the point where today the finishing touches are being put on a school building that will house the training center made possible with the support of the Spring-Ford Club members and a District Simplified Grant totaling \$5,211.00. Fittingly, the presentation was made at a Club meeting held at the Western Center for Technical Studies in Limerick. The Lohrs expressed their great gratitude for the support from Rotary. Jeff is anxious to see the progress himself when he visits Ghana in the next month.

One of the unplanned outgrowths has been teaching the skills of basic canning to allow the residents to capture the bounty of crops they are blessed with during their wet season to last throughout the dry season of the year. A fertile country, the abundant crops all come to their peak at the same time. Lack of refrigeration and the ability to preserve this fresh nutrition has meant much of it, 60% by official estimates, still goes to waste. Simple canning techniques will help address this, ensuring a nourishing diet throughout the year. These will be taught in part of the new school building!

For more information about the project, visit www.MoringaCommunity.org.

Churchville Club Celebrates 20 Years

The Rotary Club of Churchville, chartered February 27, 1990, will observe the anniversary in grand style at the Club meeting on March 3rd. The regular venue, Lamberti's Restaurant in Feasterville, will host the celebration beginning at 6:30 PM. Rich Kozub, President-elect, is the contact point at rkkozub@aol.com.

Upcoming District Events for 2010

February

25 to 27 Mid-Atlantic Presidents-Elect Training Seminar (PETS) in King of Prussia, a must for all 2010-11 Rotary club Pre4sidents and AGs

March

13 District Team Training for all district committee and sub-committee chairs

19 to 28 District Conference Caribbean Cruise

April

17 District Assembly at Bear Creek Mt. Resort in Macungie, a must for all 2010-11 Rotary club Presidents; great for ALL Club Officers and Rotarians

17 District Youth Conference at Bear Creek Mt. Resort in Macungie for Interact students, Youth Exchange students and Camp Neidig participants

May

1 Purple Pinkie Day throughout the district with multiple fundraising events for Polio Eradication (**Tentative**)

June

20 to 23 RI annual convention in Montreal, Canada, for ALL Rotarians

Lehigh Valley East helps Domestic Violence Foundation

At a recent meeting of the Lehigh Valley East Rotary Club, a donation was presented to Heidi Markow, founder of the "Beginning Over Foundation" which aids domestic violence victims. Club President Kerry McGill noted that these funds were made available from the club's first fundraising event, "Savor the Flavor" held at the Hotel Bethlehem in October. He thanked club members as well as those who attended the food and wine tasting evening for their generous support in making the event a success. A special guest at the meeting was Vivian Rivera, a survivor of domestic violence. Vivian will be the recipient of the club's donation that will assist in her becoming self sufficient as a hair stylist. When her schooling is complete, Vivian will gain employment at the "Purple Salon" in Wilson that was opened by Markow's foundation to aid those who have suffered in violent relationships.



Donation presented by Lehigh Valley East Rotary President Kerry McGill to Heidi Markow, "Beginning Over Foundation" founder will aid domestic violence victims.

Essex Meeting Co-Hosted

District 7430 teamed with neighboring District 7350 to host the Annual Meeting of the Eastern States Student Exchange consortium of ??? districts. ESSEX provides support to participating Districts for the Youth Exchange Program, coordinating contacts among countries to arrange and monitor student exchanges. ESSEX also works with insurance providers and travel agencies to relieve Districts of that burden. It has been at the forefront of developing the Youth Protection policy that has been adopted Rotary-wide.

More Vocational Service In Action:

Junior Achievement Helps Youth Today to Improve Tomorrow

Strong economies require strong workforces. Junior Achievement of Greater Reading and Lehigh Valley has been working since the early 1970's to prepare tomorrow's workforce today. By partnering with local public and parochial schools, JA volunteers teach kids in grades 1 through 12 about economics, financial literacy, and business, providing invaluable lessons designed to strengthen the students' skills as they learn and grow into tomorrow's employees and business leaders.

The programs JA offers focus on seven key content areas:

- Business
- Citizenship
- Economics
- Ethics/Character
- Financial Literacy
- Career Development

These content areas, while vital to shaping young people into tomorrow's workforce, are sorely underserved in a majority of school systems across our nation, underscoring the need for JA to reach as many of our children as possible.

Your support for JA can immeasurably help kids throughout our community, whether it's with your time and talent (serving as a Classroom Consultant or mentor with JA's programs and symposiums) or with your treasure (JA receives no funding from JA Worldwide and is not a United Way of Berks County funded agency). To find out how you can help us prepare tomorrow's workforce today, visit us online at www.juniorachievementreadinglehigh.org or call us at 610-373-3500.



A JA Classroom Consultant gets to work!

2010-2011 Theme Announced



Ray Klingensmith, President-elect of Rotary International, announced the 2010-11 Rotary year theme at the International Assembly in January. DGE Bill Palmer and 535 or so fellow incoming Governors heard it first-hand:

Building Communities. Bridging Continents.

Stand by to hear more about this from DGE Bill!

MLK, Jr.—A Celebration in Our Neighborhood

Allentown Rotary

A member of our Library Area Neighborhood had a dream: “Why don’t we celebrate Martin Luther King, Jr. Day by inviting neighbors in need to a luncheon?”

At St. James United Church of Christ, Pastor Lorraine Sell and the congregation quickly approved use of the church hall for the event. Pastor Don Stone and the Lehigh Valley Presbyterian Church sent volunteers. The Mission Committee 1st Presbyterian Church of Allentown provided funding for the dinner, and Pastors Stephen Emick and Tony Sundermeier and their youth group also volunteered. To complete the roster the **Interact Rotary Club of William Allen High School sent 15 students.** Working alongside were enthusiastic volunteers from Episcopal House. Twenty-five volunteers came in heavy rain, to cook and debone turkeys, cook, peel potatoes and complete the food prep.



More than 200 persons came out for two seatings: residents from Episcopal House, Walnut Manor and the Hotel Traylor; also members of Alcanzando Al Necesitado (Reaching the Needy) a Spanish mission outreach that meets at St James. Many neighbors also came out to join us as well.

We enjoyed turkey and gravy, mashed potatoes, green beans, salad, applesauce and ice cream cups for dessert. What a nice way to celebrate the memory of Martin Luther King in the fellowship of our neighborhood, among those we know and those we are meeting for the first time.

Nicholas Butterfield
Library Area Neighborhood Association

New Club to be Chartered

Central Bucks PA is the newest Rotary Club in District 7430! Sponsored by the Doylestown Club, it hits the ground running (More to come on that!) with 29 members. The Charter Night will be celebrated on February 20th under the leadership of President Chris Beadling. Festivities begin at 5:30PM. Contact Bill Pelosi at wkp@obermayer.com.

The unique meeting format concentrates the time requirement (6PM Tuesdays at Earl’s) and the Club makes great use of Web communications to keep members connected on details and discussions. As a provisional Club these folks have already raised \$1,700 in December to support two non-profits in their community and funded TWO ShelterBoxes in January for the Haiti relief effort! President-elect Eric Lepping, an aspiring Iron Man competitor, is already planning to brand this Club as a real pacesetter for activities in the District.

Afghanistan First To Use New Polio Vaccine

By Dan Nixon
Rotary International News -- 14 January 2010

A new oral polio vaccine, developed to stop the transmission of the type 1 and type 3 wild polioviruses simultaneously, made its world debut during 15-17 December Subnational Immunization Days in Afghanistan. An estimated 2.8 million children received the vaccine during the campaign, which was funded by the Canadian government.

According to the [World Health Organization](#), the bivalent vaccine is also intended for introduction in India and Nigeria by late January and is expected to be a critical new tool in the Global Polio Eradication Initiative.

As of 22 December, Afghanistan reported 31 polio cases in 2009, 28 of which occurred in the southern region. Families there are frequently on the move because of the changing security situation, limiting health workers' access to children. The bivalent vaccine simplifies the logistics of optimally protecting each child.

One reason health workers encountered little resistance during the immunization campaign was the effectiveness of social mobilizers. Before the effort began, volunteers trained by WHO, UNICEF, and the health ministry visited homes and explained the importance of vaccination.

[For the Full Article, Click Here](#)



A health worker administers the new bivalent oral polio vaccine to a child in Jalalabad, Afghanistan.

Photo courtesy of UNICEF

Membership Minute: The Secret of Success

Everyone wants to know the secret. How to grow and attract new members? As far as I can tell, there's no cookie-cutter solution. Every club has its own unique personality, defined by the number of members, the time and location of the meeting, among other things. So what's a club to do?

I believe that membership growth is the responsibility of the members themselves. We all have the power to bring potential Rotarians into the fold. All we have to do is.....**ASK**. Yes, it's that simple. I think we all forget that we just need to invite someone to a meeting and that starts the process.

Yes, asking can be tough. Why? We don't want to impose upon an already busy friend or colleague. But, don't forget that being a Rotarian is a privilege and anyone invited should feel honored to be identified as having the qualities necessary to be a Rotarian.

And, you don't need to be an expert on Rotary to talk to people about it. Just think about why you are a Rotarian. That passion that's contagious. For some, it's the international avenues of service, like Rotaplast; for others it's community projects or the ability to influence the leaders of tomorrow through Camp Neidig sponsorships. Whatever your passion is, share it with someone who you think would make a great addition to your club. And, ask them to join you at a meeting to learn more. And, guess what.....they just might. That's the secret.

Terri Simmons
Membership Chair

December Club Attendance Report

December 2009 Monthly Reporting						
Rotary Club Name	# of Memb.	# of Mtngs	% of Attend.	# of New Members	# of Termination	Missing Reports
Allentown	125	2	58%	0	0	July & September
Allentown Liberty Bell						August, September, October, November & December
Allentown West						September, October, November & December
Ambler	79	5	64%	0	0	July
Bethlehem						December
Bethlehem Morning Star	63	2	78%	0	0	
Birdsboro						July, August, October November & December
Blue Bell	31	5	68%	1	1	
Boyertown	41	2	33%	2	0	
Central Perkiomen						July, August, September, October, November & December
Churchville						December
Collegeville	28		61%	0	0	July & August
Conrad-Weiser	14	2	83%	0	1	
Doylestown						July, August, September, October, November & December
Easton	56	3	65%	1	1	October
Emmaus	97	3	74%	1	0	
Fleetwood						November & December
Hamburg	35	3	80%	0	0	September
Harleysville	30	5	70%	0	0	November
Hatboro	45	5	72%	0	0	
Horsham	42	3	80%	1	0	
Huntington Valley-Southampton	23	3	68%	0	0	
Kutztown	27	4	55%	0	0	
Lehigh Valley East						September & December
Morrisville						December
Mount Penn						July, August, September, October, November & December
Muhlenberg	34	3	53%	0	0	September
Nazareth						October, November & December
Newtown	50	5	55%	1	0	
Norristown	67	3	70%	0	1	
North Penn	48	5	41%	0	0	
Pennridge-Perkasie						August, October & December
Pottstown						August, September, October, November & December
Quakertown						July, August, September, October, November & December
Reading						December
Saucon	27	4	64%	0	1	
Shillington						July, August, September, October, November & December
Shoemakersville-Leesport						July, August, September, October, November & December
Slatington						October, November & December
Souderton-Telford	62	3	54%	0	1	
Springford	41	5	54%	0	0	
Springfield Flourtown	48	5	67%	0	0	
Spring Twp. Centennial						December
Upper Perkiomen	14	3	61%	0	0	
Warminster						July, August, September, October, November & December
Warrington						August, September, October, November & December
Washington Crossing						July, August, September, October, November & December
West Reading-Wyomissing	69	3%	67%	0	2	
Willow Grove						December

Membership Ad



Spread the word!



Invite someone to become a
Rotarian
today.



ROTARY INTERNATIONAL