



Rotary Magic



Rotary International District 7430 Newsletter January 2011

Share the Gift of Rotary

There are repeating statistics that confirm that only about 10 % of Rotarians ever ask someone to become a Rotarian. So what is holding back the other 90% of Rotarians from asking a candidate that simple question?

One answer may be that we believe that asking candidates to become a Rotarians is imposing on them, because it asks them to give of their time, money and skills. It makes us uncomfortable to think of asking others to make these possible sacrifices.

Let's look at Rotary service in a different way. Remember just how good we felt as children when we were given gifts for birthdays, Christmas and other occasions. We really liked that feeling, and do still today. Then as we got older we helped select gifts for others, and we felt good about that as well. And as folks to whom we gave gifts opened them and we saw their joy, we felt good then, too.

PDG Frank Wargo of Connecticut tells this story. And Frank concludes by stating that "Rotary is like having Christmas every day!" How true.

The next time that there is an opportunity to invite someone to be a Rotarian, perhaps you might take the very real positive approach that you are sharing the gift of Rotary. Being a Rotarian is not an imposition. It is a blessing and a satisfying and fulfilling experience.

DG Bill Palmer

Quote of the Month

"Most of the things worth doing in the world had been declared impossible before they were done."

Louis D. Brandeis, former Justice of the U.S. Supreme Court

NEW ORLEANS MAGIC

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 YESSS !!

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.

REGISTER NOW!!! at

<http://www.rotary.org/en/Members/Events/Convention/Pages/HowtoRegister.aspx>



PDG Mike McCarthy

Youth Exchange Holiday Party

On Tuesday, December 28, 2010, the Youth Exchange Committee welcomed DG Bill and PDG Yvette Palmer, host families of our Inbound students, families of our new Outbound class and Rotary Club Counselors to our annual Holiday Party. Our celebration was held at the Nativity Cathedral in Bethlehem where we enjoyed a fabulous catered dinner of carved turkey, one of the best vegetarian lasagnas in the valley and a sweets table that tempted the best of us. Thanks go to Janet Kolepp (Lehigh Valley East) who arranged our party this year.



PDG Mike McCarthy (Pottstown) opened the program with an invocation and a memorial to fellow committee member John A. Brady (Springfield/Flourtown) who passed away suddenly the day before. He is deeply missed by all of us.

The air was full of magic and fun as our new Outbound Class “magically” learned the country where they will spend the next year as a Rotary Exchange Student. More fun was had as our Inbound class preformed and entertained a crowd of 155. Following dinner, Outbound Coordinator Max Rose (Doylestown) and Inbound Coordinators Linda and Bill Flederbach (Boyertown) led the evening as the kids took to the stage. We enjoyed several talented piano players, a violin performance, jokes, singing, poems and dancing.

The youth exchange program joins people and countries, kids and families, as we share our lives with one another and learn more about the world. What we learn cannot be taught or adequately described, it must be experienced. With these experiences comes love, appreciation and achieves one of Rotary’s biggest goals, peace and understanding in the world. Youth Exchange reaches every bit of that goal..... and more.

*Elaine Caltabiano/Schneider
D. 7430 YEP Chair*

Membership

Awards

RI President Klingensmith: 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?

January is Rotary Awareness Month

The month of January is a great opportunity to share what it means to be a Rotarian. Rotary's strength lies in its more than 33,000 clubs in over 200 countries and geographical areas. Consider these tips for getting your club involved during Rotary Awareness Month:

- Watch and share Rotary Minute videos with others in your club and district.
- Host a Q & A "press conference" session during a club meetings, and invite local media.
- Shoot video of a club meeting or service project, and post it on your website. Tell people about it on Facebook or Twitter.
- Coordinate a community service project with another local organization, and invite the media to come along.
- Write a letter to the editor of your local paper about your club's community and international humanitarian projects.
- Invite a friend or co-worker to an upcoming meeting

It is RI's Birthday!!!

Celebrate a Rotary Day - February 23rd - Rotary's 106th birthday

Every club is encouraged to start planning events on or around this day. Last year, clubs and districts made tremendous efforts to recognize Rotary's work and share the message of End Polio Now. Even though February 23rd is Rotary's official anniversary, any day in your community can be designated a Rotary day.

Remember that your public relations plan for the day's celebration should focus on service, which will help communicate what Rotary is and does around the world. Clubs that are planning to light a landmark with a Rotary message during the week of Rotary's anniversary should visit www.rotary.org/lightings, the official page for all lighting resources.

"If we had nothing but the great political associations ... we would have hardly any hope of coming through the great adventure in which we now find ourselves—and I have lived through this great concern for the future of humanity with my friend, Einstein ... and know that he, too, was waiting for a great movement. And now this movement has come in your association, Rotary, and in others, and we shall fight on while remaining profoundly human."

*Albert Schweitzer, Rotarian and Nobel Peace Prize laureate
Colmar, France, 1960*

Is Your Club Looking for a Speaker?

Irene Kollessar is the Public Relations Chair of Catholic Charities where she also serves on the Advisory Board. She gives a nice presentation on what Catholic Charities does for the greater Lehigh Valley.

Her daytime telephone number is 610-395-1300, Ex. 218. Evenings, please call at home: 610-837-6476.

Rotary Foundation Magic

Raising awareness of The Rotary Foundation

Awareness is an important part of The Rotary Foundation's work. It is important that members know of The Rotary Foundation Goals for this Rotary Year that include polio eradication; the Future Vision Plan; Every Rotarian, Every Year; and the Permanent Fund.

Also we must be aware of the Rotary Centers Major Gifts Initiative in support of our Rotary Centers for International Studies in peace and conflict resolution and our \$ 200 Million Gates Challenge. It is important to know that we are 1.2 million Rotarians in approximately 200 countries or geographical regions. Also that we are divided in geographical zones, each of which has one or more regional Rotary Foundation coordinators, assistant regional Rotary Foundation coordinators, and Rotary Foundation alumni coordinators.

Furthermore it is noteworthy that the Rotary Foundation finances are totally separate from those of Rotary International. And The Rotary Foundation has its own board of 15 Trustees, headed by a trustee chair. There are seven regional offices located in Argentina, Australia, Brazil, India, Japan, Korea, and Switzerland. Together with the headquarters in the United States, they are available to serve not only Rotary International but also The Rotary Foundation.

Another part of The Rotary Foundation is the sharing of information outside of our organization. We Rotarians are a group of leaders with a superb network. It is time for us to let the world know about all of the good things that we have accomplished over so many years. Rotarians have the opportunity to create – and must create – awareness regarding world problems and how they can be solved by Building Communities – Bridging Continents through Service Above Self.

*Carl-Wilhelm Stenhammar
Foundation Trustee Chair*

TRF Recognition Dinner

If you have participated in an International Matching Grant or a District 7430 District Simplified Grant within to last five years, on March 10, 2011, the District is holding a TRF Recognition Dinner at the William Penn Inn, North Wales, PA.

PDG Ron Smith, Foundation Chairperson for District 7430, is requesting any descriptive pictures your Club may have from any of the projects you sponsored under the Matching Grants or DSG programs. We are interested in seen Rotary service at work. Ron has requested that the pictures be sent in a .jpegs format, if possible, or email or send the actual pictures. We will be developing a slide show of five years of TRF projects from District 7430.

If you have a poster display that you have use to present any of your projects at Rotary functions, Ron would appreciate this type of material, also.

In order to prepare this exhibition, we will need to receive your pictures and/or posters by **Wednesday, February 16, 2011**. Please email your pictures to Ron Smith (rsmith@materialsresources.com) or mail your materials to:

Ron Smith
District 7430 Rotary Foundation Chair
c/o Materials Resources International
811 W. Fifth Street
Lansdale, PA 19446

*Frank Romano
District 7430 DSG Subcommittee Chair*

Rotarian Action Groups (RAGs)

In 2005 the RI Board of Directors created a new type of Rotary entity called Rotarian Action Groups. Rotarian Action Groups are groups of Rotarians, Rotarian spouses, and Rotaractors who join together to conduct projects in a particular area of service. Each Rotarian Action Group is officially recognized by the Board, but functions independently of Rotary International, with its own governance and administrative structure.

There currently are 14 recognized Rotarian Action Groups, which have a combined membership of over 27,000 people in more than 100 countries worldwide. These 14 groups address the following issues:

- | | |
|------------------------------|---------------------------|
| • AIDS | • Blindness Prevention |
| • Blood Donation | • Dental Volunteers |
| • Diabetes | • Disaster Relief |
| • Health Fairs | • Hunger and Malnutrition |
| • Malaria | • Microcredit |
| • Multiple Sclerosis | • Polio Survivors |
| • Population and Development | • Water and Sanitation |

To learn more about these groups and the projects that they have been undertaking recently, you can download the 2009-10 Rotarian Action Groups Annual Report. Visit www.rotary.org/actiongroups.

Recognizing that Rotarian Action Groups possess valuable expertise in their areas of specialty and capacity to help clubs plan and implement effective service projects, the RI Board encourages these groups to contact district governors and offer their assistance.

Ed Futa, General Secretary

Rotary Peace Scholar Magic

Applications are now available

The 2012—2014 Rotary Foundation World Peace Fellowship Informational Brochure and Application are now available for download in either Word or Adobe formats at:

<http://www.rotary.org/newsroom/downloadcenter/foundation/educational.html>.

Any Rotary Club / District worldwide may submit as many qualified applicants as they wish (at no cost to the club). Each Rotary District then interviews the applicants and may submit as many qualified applicants as they wish for the worldwide selection process for 110 Peace Fellows for the class of 2012—14.

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

Boyertown Rotary Builds \$225,000 Playground



A beautiful, dark haired little girl was the inspiration for a four year project, the most extensive venture the Boyertown Rotary Club has ever undertaken. It was her mother's chance remark to Club President Judy Hunter in 2006 that two year old Ally Heintz, who suffered from gastroschisis, could only sit in her stroller and watch her older sister romp in the community park that gave Hunter the idea for the benchmark of her presidency—a playground with specially designed equipment that was accessible to everyone, so that physically challenged children could also participate in a vital childhood experience and not merely observe from the sidelines. It also fosters tolerance to have children with differing abilities playing together and getting to know and help each

other. Although Ally died before the mission was completed, it stands as a memorial to her and all children with disabilities—a remarkable achievement of Hunter's dedication, perseverance, and determination.

There were a number of key elements that had to fall into place to achieve the goal. Hunter's first step was to determine if there was a need for such a facility. After consulting with professionals who worked with physically challenged children, the answer was a resounding yes; the closest comparable playground was 30 miles away. She then met with the Rotary Club Executive Board who, although daunted by the extensive commitment and potential cost of such an undertaking, did agree to the idea. Little did they know the time, red tape, and actual cost they were going to incur, but once begun, they were willing to see it through. This would be the third Boyertown Rotary Club project to benefit the community park. The club had also commissioned the sign at the entrance to the park and bought a multipurpose piece of equipment for its Tot Lot.

The Boyertown Recreation Board, that has charge of the community park, was next consulted. When they bought into the project, the wheels began to turn. Game Time, the manufacturer of playground apparatus from Harrisburg, sent a sales representative, Bob Smith, to help with the plans. Smith was familiar with the Boyertown Rotary Club, having sold them the playset for the Tot Lot. With his expertise and experience in playground design, he became a crucial component in the completion of the endeavor. A local engineering firm, SDE, Inc., was hired to handle the technical details of the project, and a partner in the firm, Tom Unger, went with Hunter to Harrisburg to present the plans to state officials to make sure everything met ADA requirements. Unger and Smith helped to trim the costs of the work while ensuring a top quality job.

At the end of Hunter's presidency, it was necessary to enlist the support of the incoming president, Mary Lou Haddad. Hunter met with her and her husband, Charles, who was a past president of the club, to discuss the continuation of the work. Charles was skeptical about the club's ability to raise the money needed, but Mary Lou said, "We WILL do it." At that point Charles replied, "OK, let's get going." Both Haddads turned out to be critical to the success of the project.

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Presidential Citations for All D7430 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 submit to the District Governor by March 31st. 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 in January will provide an opportunity to correct any discovered deficiencies in club activities before the submission deadline of 31 March. It also will cause the 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.

RI President, Ray Klinginsmith

First Annual Purple Pinkie 5K Run/Walk

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.

For more information contact Heather Hope & Laura Monahan at 2755 Station Avenue, Center Valley, PA 18034 or visit: www.rotarydistrict7430.org

Chilean Mine Rescue

Ed Breiner, an Easton native, addressed the Easton Rotary Club in January about his company's role in the unprecedented Chilean mine rescue that captured the world's attention. Breiner is President of Schramm, Inc. based in West Chester, PA. 31 days after the collapse, Schramm began drilling to reach the trapped miners. Projections from other companies were that it would take until after Christmas to drill through but when work began using a special rig manufactured by Schramm, they were able to break through on October 9th and completed a successful rescue of the survivors. Breiner was later invited to meet President Obama along with other members of the Camp Hope workers. He is the son-in-law of long-time Easton Rotarian, Bud Miller.

For more information, please contact Brian Lokitis,
610/252-7431 or email

Brian.Lokitis@unitybank.com



2011 MAGICAL CONFERENCE

It is my pleasure to invite you 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 the Magic that Is Rotary.



Please join us as we celebrate our Rotarians' achievements and look to the future.



DG 2010-11 Bill Palmer

[Bear Creek Mountain Resort](#)

Visit our website: www.2011magicconference.com for details and registration information.

Join Rotaplast!

Rotaplast



Saving Smiles - Changing Lives

**Interested in Participating in the District 7430
2012 Rotaplast Mission?**

**Consider joining the District Rotaplast Com-
mittee to learn more about this important
work of Rotary**



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**

HOLD THE DATES

Feb 24-26	--	Mid-Atlantic Presidents-elect Training in King of Prussia
Mar 4	--	76ers game for the Rotary Foundation in Philadelphia
Mar 9,10	--	Youth Leadership Conf -- Penn State Berks
Mar 10 th	--	D7430 Council of Governors meeting – Wm Penn Inn
Mar 10 th	--	D7430 Foundation Dinner – Wm Penn Inn
Mar 10 th	--	TRF Advisors Training – Wm Penn Inn
April 2 nd	--	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 1 st	--	District Conference at Bear Creek in Macungie
May 1 st	--	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 30 th	--	District Changeover at Northampton Country Club, Easton

ShelterBox and Haiti—One Year Later



Local support shelters Haitian families a year later

LAKEWOOD RANCH, Fla., January 7, 2011 In the twelve months since a devastating earthquake rocked the island nation, Haitian families remain sheltered thanks in part to area donations made to ShelterBox, an international disaster relief organization.

ShelterBox provides shelter and other life saving essentials to survivors immediately following natural and other disasters.

The first ShelterBox Response Team (SRT) was mobilized 12 minutes after the earthquake struck on January 12, 2010. By the end of the first month, shelter for 70,000 people had been set up. Now, one year later, more than 28,000 ShelterBoxes, enough aid to support 280,000 people, have been distributed in Haiti.

The organization's response accounted for a quarter of all tented shelter in Haiti.

ShelterBox USA chairman Bill Decker reflects on the organization's response to the devastating earthquake.

"This has been the biggest, longest and most complex response that ShelterBox has undertaken in its 10-year history," said Decker. "Tens of thousands of Haitian families are now rebuilding their lives in our tents thanks to our supporters and volunteers."

Individual tax-deductible donations to ShelterBox USA can be made at www.shelterboxusa.org, 941.907.6036 or via text message by sending SHELTER to 20222 for a one-time \$10 donation. Location and time specific donations cannot be accepted. For information or to make a contribution by phone, please call 941-907-6036.

About ShelterBox

Since its inception in 2000, ShelterBox (www.shelterboxusa.org) has provided shelter and dignity following over 140 disasters in more than 70 countries, bringing the organization to the forefront of international disaster relief. ShelterBox instantly responds to earthquake, volcano, flood, hurricane, cyclone, tsunami or conflict by delivering boxes of aid. In many cases, ShelterBoxes have made the difference between life and death.

Each ShelterBox supplies an extended family of up to 10 people with a tent and lifesaving equipment to use while they are displaced or homeless. The contents are tailored depending on the nature and location of the disaster, with great care taken sourcing every item to ensure it is robust enough to be of lasting value. Highly trained ShelterBox Response Teams distribute boxes on the ground, working closely with local organizations, international aid agencies and Rotary clubs worldwide.

Contact:

Alan Monroe

P: 941.907.6036

E: alan@shelterboxusa.org

Playground

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Securing the necessary financing was another hurdle to be overcome. The original estimate was \$90,000. The Boyertown Rotary Club initially raffled off a Harley motorcycle, sold note cards that had been designed for them by a learning support class in the Boyertown school district, conducted basket bingo games, and sponsored a golf outing, but that did not yield nearly enough money to cover the burgeoning costs. Charles Haddad enlisted the services of an intern from the Fels Institute of the University of Pennsylvania, who was able to get several grants that had been very difficult to secure. They also received a grant of \$30,000 from the Pottstown Health and Wellness Foundation, two large bequests from estates of local women, and many contributions from corporations and individuals, attesting to the generosity of Boyertown people.

Getting this money was a gigantic task, but there was still not enough. As plans progressed, the costs skyrocketed. The original estimate of \$90,000 now stood at a quarter of a million dollars. Then Charles Haddad went to work. He spent many hours filling out tedious forms, making phone calls, and visiting state officials, and was successful in getting a grant from DCNR for \$83,000 that made it all possible. They now had the necessary funds to proceed.

All of the equipment could finally be ordered, and the excavation of the land began. That was also a huge expense, but again the generosity of the local people was evident. The excavation firm, Mullen and Dunmore, discounted the cost of their work of preparing the foundation on which to build the playground. They laid out the drainage system, poured cement footers, and leveled everything. The club was ready to begin construction.

The actual construction was plagued with delays, rain, missed opportunities, vandalism, and a near tragedy. It was set to begin on April 1, 2010. Volunteers were also a key to the success of the plan, saving the club an incalculable amount of money. Hunter had lined up an impressive crew, including her granddaughter's basketball team, coach, and some parents, the high school ROTC cadets, and members of the Boyertown Recreation Board as well as the Rotary Club, but it rained all day!

When construction finally began the next week, only 20 volunteers showed up. That was when a near tragedy struck. After helping to carry a very heavy piece of equipment from the truck, Rotarian Dennis Frey, one of the volunteers, suffered a heart attack. It was only the immediate response of Hunter's husband Randy, who administered CPR, that saved Frey's life. After being reassured by hospital officials that he was OK, work resumed.



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Playground

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Hunter said those volunteers “worked their butts off” that day, unloading, positioning, and assembling the cumbersome equipment. When all was in place, it was discovered that everything was too low to the ground and had to be raised six inches. Her husband Randy, along with contractor Don Heimbach, who was Ally Heintz’s grandfather, and financial wizard Haddad came up with a plan. They would bring in jacks and lift everything up. In order to do that, they had to partially disassemble the pieces. This left the equipment unsafe for use, and they had to ensure that no unsuspecting children tried to play on the attractive new apparatus before it was fixed.

Finally, everything was ready for the final step—pouring the rubberized surface. It was expected that a cement-like truck would pull up to the area and the material would be poured directly onto the ground. Instead, the truck had to park on the paved driveway and the material had to be transported to the site by wheelbarrow. The surface had to cure for several days, and when the crew returned to finish the job, they found that vandals had gouged the material in several places. Fortunately, it was repaired with no visible damage.

Boyertown now has a playground that all children can enjoy. The entire lot was carefully and thoughtfully designed. The rubberized surface is level with the surrounding land for easy entry into the area, and most pieces of equipment can be reached from a wheelchair. There is an adaptable swing with a backrest for children who are unable to sit without support, a sliding board ramp instead of a ladder that children can crawl up, and there are several three dimensional games, a steering wheel, and a crow’s nest that are wheelchair accessible.

Dedication Day on June 12, 2010 dawned warm and sunny. It was a beautiful, fulfilling day for Hunter and all of the people who made this magnificent playground for all children possible. State and local officials were on hand to commemorate the opening, and the Boyertown Rotary Club officially turned it over to the community. The most touching aspect of the day was the large number of children who spontaneously appeared and were happily playing in the background during the entire ceremony. It was immediately obvious that the venture had been a tremendous success.