

Engaging Rotary Through Communications



FRANK'S FORUM



Because we can....And we care



Rotary International District 7430 Newsletter

January 2014

Frank Talk

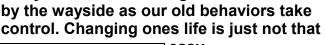


HAPPY NEW YEAR!!!

Well, happy new Calendar year. This is the time many people reflect on their lives and think about plans to make significant changes, or at least some modifications to

their lives. Research purports that diet,

exercise, better organization, time for family and leisure, having more patience and various goals to eliminate bad habits and instill good ones, are the usual behaviors targeted for our "New Year's resolutions". However, we have also learned that within a few weeks of the New Year many resolutions have gone



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easy.
For Rotarians,
changing lives is a full
time project. We call it
"Service Above Self".
Although we do it all
year long, it is not any
easier than sticking to a
New Year's resolution.
Of course, the big
difference is we have so
many others working
with us and we support
each other through

Global Polio Eradication

As the year 2013 draws to a close, the Polio Eradication Team takes stock:



In Afghanistan, no indigenous cases of wild poliovirus have occurred all year - all cases are linked to cross-border transmission with

neighboring Pakistan.

In <u>Nigeria</u>, poliovirus is increasingly geographically restricted - primarily to Kanod and Borno states. Over the past 4 months, only four cases have occurred in the country, despite the onset of the rainy season (the "high season" for polio transmission).

<u>The Horn of Africa</u> outbreak is on the decline, including in Banadir, Somalia, the "engine" of the outbreak (**no cases since July**).

A cross-regional emergency approach is being implemented in <u>the Middle East</u>.

In <u>Pakistan</u>, the main reservoir area is Federally Administered Tribal Areas (FATA), in particular North Waziristan. During the 'high season' in the past four months, 52 cases of wild poliovirus have been reported from FATA, with evidence of widespread geographic transmission across the country. Areas within Pakistan are being re-infected, as is neighboring Afghanistan, and the



Frank Talk continued

Rotary. Our weekly meetings, Club leadership, Club committees and Club plans and goals work as a compass to keep us on track and encourage us to attain our goals.

So as the new calendar year begins, Rotarians can reflect on the beginning of the Rotary Year, back on July 1, 2013. We are half way through our Rotary Year. How are we doing with our "resolutions", our goals and plans? Are our committees running smoothly and effectively? Are we half-way on track with our Foundation giving goal, our membership goal, our District Grant project, our plans for organization and improved fellowship? Have we had our Club leadership elections, with a full slate of officers and committee chairs for next year? Are our RI and District dues paid? Have we involved each Club member in a role to serve the Club and feel as an active, meaningful participant in the Rotary ideal?



Changing the life of our Club and each of our members as Rotarians takes the same discipline as changing our lives outside of Rotary. We need to identify and clarify each behavior we wish to change and have a frequent point of reference along the way to measure our success or need of reinforcement. We should find this through our Club meetings and projects. Remember, President Ron Burton's Theme for this year: Engage Rotary --- Change Lives. We do change the lives of many people in our community and in the world, and each time we do that, we change our own life. Let's reinforce our effort to attain our Club's goals for this Rotary year and be able to celebrate "the good we do" this spring as our Rotary year comes to a close.

Why?	Because We Can and We Care	
		DC E.

DG Frank



Global Polio Eradication continued

The overriding operational priority for the GPEI is to ensure all children are reached during supplementary immunization activities during the 2014 'low season' for polio transmission.

See more at: http://www.polioeradication.org/Dataandmonitoring/
Poliothisweek.aspx#sthash.c1enyaAo.dpuf

www.bucknollsicky.com

On Air Auction for Rotaplast a Success

This year was a transition year for the auction and with D7430 Rotarians and friends combined efforts we believe that not only did the December 7th event show what we as Rotarians do, and what the Rotaplast program does in a wonderful way. Also we raised a final total of \$30,000 after close out expenses, assuming that everybody will pay.









Most important is that we could not have had such a great Auction and raised so much money for Rotaplast without the HUGE contribution that each one of our district committee members, donors and sponsors made. And a special thank you goes to DGND Linda Young, the Auction Chair and PDG Tony Jannetta for their hard work.

A total of 1,202 Different People Visited the Auction website. They viewed items 10,003 times! Some 225 Items were sold and there were 1,166 bids made on them. Tony says.................... "and guess what ---- we get to do it all over again next year!!!!"

Together we change lives and save smiles.

D7430 Has a New DGND



<u>Linda R. Young</u> of the RC of Saucon Center Valley is the recommended candidate for D7430 Governor for RY 2016-17. A 10 member nominating committee recommended Linda after formal interviews

were conducted on December 14, 2013 by Chair PDG Bill Jahn.



Linda will assume the role of DG Nominee-Designate after February 1, 2014, and be our DGN beginning July 1, 2014. Congratulations go to Linda and her husband, Ray.

DEC 23, 2013 YTD Giving to the RI Annual Fund

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





Rotary Awards for Year 2013-14



All applications must be sent to DG Frank by the dates shown,

60	Please note that due to volume RI will <u>not accept after the closing date.</u>		
CHANCE	For a Rotary Club	Award Given By	
LIVES	Presidential Citation	RI	
(Application	on Closing Date. March 31st, 2014)		
Signific	ant Achievement Award	RI	
(Application	on Closing Date. March 1 st 2014)		
Zone 24	I-32 "Vibrant Club" Award_	Zone 32	
(Applicatio	n Closing Date. March 31st 2014)		
Zone 24	1-32 Membership Award	Zone 32	
`	on Closing Date. June 30th,		
Must h	ave net increase of 5% to qualify)		
<u>Rotarac</u>	RI		
(Application	on Closing Date March 31st 2014)		
<u>Intera</u>	<u>ct</u> Presidential Citation	RI	
(Application	on Closing Date March 31st 2014)		

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





NEW POLIO CASES - Dec 24th

In the 3 endemic countries:

2013 YTD 138

2012 YTD 210 Down 34 %

in non-endemic countries

2013 YTD 224 (183 are in Somalia)

2012 YTD 5

Because We Can...And We Care



D7430 2013 - 14 District Grants Many Good Things



ROTARY CLUB	Project Name & Description	Total Budget	DISTRICT FUNDING
	SNACK PACK		
ALLENTOWN WEST	CONNECTION	\$5,040	\$2,500
ALLENTOWN WEST	BOOKS SIERRA LEONE	\$2,500	\$1,500
BETHLEHEM	LACTATION PROJECT	\$4,000	\$1,500
	CANAL CENTER		
BETHLEHEM MORNING STAR	WALKWAY	\$3,100	\$1,500
BLUE BELL	PROJECT LEARN	\$10,000	\$5,000
CENTRAL BUCKS	PEDIATRIC FACILITY	\$8,000	\$1,500
	QUMI S. AFRICA		
COLLEGEVILLE	PROJECT	\$7,000	\$3,400
HARLEYSVILLE	PROJECT HEARTH	\$2,000	\$1,000
KUTZTOWN	POTATO PROJECT	\$3,000	\$1,500
MUHLENBURG	FITNESS TRAIL	\$18,000	\$6,000
NORTH PENN	HOMEWORK PROJECT	\$2,000	\$1,000
SAUCON VALLEY	PLAYGROUND PROJECT	\$5,180	\$1,500
SLATINGTON	LIBRARY PROJECT	\$5,000	?
SPRING FORD AREA(ROYERSFORD)	HUNGER RELIEF	\$2,000	\$1,000
SPRING TWP CENTENNIAL	HOSPICE CARE CENTER	\$2,500	\$1,500
SPRING TWP CENTENNIAL	DAY CAMP FOR BLIND	\$1,000	\$500
SPRINGFIELD TOWNSHIP FLOUR			
TOWN	LIBRARY RECORDS		
WARMINSTER	SCIENCE FAIR	\$1,000	\$250
WARRINGTON	BUS SHELTER	\$9,826	\$4,000
WEST READING-WYOMISSING	HIV PROJECT	\$6,000	\$3,000
TOTAL BUDGETS		\$97,146	\$38,150





Relief for the Philippines Update

From Allan Syphers, December 20, 2013 D 7430 ShelterBox Ambassador

Here is a quote from Emily Sperling regarding SB's efforts in The Philippines:

"Our latest commitment means we'll be sending enough aid to assist 7,808 families (total) in the Philippines. What isn't already in-country will arrive in periodic shipments over the next few months."

What a great job we have done so far! Thanks so much and Happy Holidays......

Rotary clubs around the world are pledging emergency aid to communities in central Philippines after the massive typhoon flattened entire coastal towns and villages, killed thousands of people, and displaced nearly 600,000 more. Rotary President Ron Burton is urging our 34,000 clubs worldwide to continue to assist storm victims.

D7430 Governor, Frank Romano has announced a plan for the District to buy one ShelterBox to match each ten funded by RCs and individuals.



RC SECRETARIES ----- PLEASE HELP

With the new RI website's transition problems behind them, 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.

Year-to-Date D7430 Annual Fund Summary

D7430 Headcount in 2013-14 = 1837 ; Prior year = 1894
Number of RCs total = 44. Number RCs with a Goal = 35 (80%)
Total of goals set by the 35 RCs = \$165,125 for 2013-14
Total donations 2013-14 YTD = \$71,200 (43.1 % of goal)
Total donations Prior YTD = \$52,351

Club News

Norristown

Our Annual Children's Christmas Party was a hit. A big "Thank You" goes out to Guido for coordinating the program and Tom Bown for being Santa and all who donated cash or gifts. Eleven Rotarians participated in this joyful occasion at the ACLAMO preschool Christmas Party. As a side note, Guido personally bought and donated Spanish / English Dictionaries for the parents of these







children.





Club News continued

JB has been in commercial and residential real estate for 30 years, and now is President, CEO of the City Center Development Corp. leading the downtown Allentown renaissance.



AWRC President Halyna Stegura presented JB with a plaque as our official award. Then she introduced Ellen Kern, Chief of Staff for State Senator Pat Browne. Ellen presented JB with a PA Senate Proclamation signed by Pat and also by Sen. Mensch. Rather than read the Proclamation, Ellen told the story of three reactions to a

disaster. JB was the hero who made a plan to handle it, rather than ignore it or just pray over it.

JB thanked us all for the award, saying that it was more special coming from such a worthy service organization. He was most pleased that his friend Jerry was today's MC.



Norristown:

Thanks go out to Judy Herman for picking the warmest Bell Ringing day for the Norristown Rotary Salvation Army Bell Ringers. A BIG THANK YOU TO all the Rotarians (20) who did a great job meeting



and greeting the wonderful people who graciously gave to this wonderful charity. A time line of Guido's "Bell Ringing" time slot of 10:00am to 12:00pm. At 10:12am Guido does a drive by. At 10:20am he arrived at his post, At 10:25am he walked to the other location to get a Rotary apron, At 10:39am he arrived back at his

post, At 10:50am he went inside to get his free Auntie Ann pretzel, At 11: 03am he returned to his post. At this point I gave up trying to keep track of him. Final assessment – He did one H... of a job! Paste in this URL: http://youtu.be/gPBLulc

Easton

The Trial Begins

Easton Rotary will change meeting places beginning on January 9, 2014. The new location is Northampton Country Club. Only guests will pay at the door. Members will be billed for meals on a quarterly basis. NCC will serve as the new venue on a trial basis for the first

Beyond Rotary's New Logo

So, we have a new logo. We have a new look to the Rotary website. But what's behind this new image? It is so much more than just a new look. We all know that many people do not know about Rotary or if they do, they have only a very general idea. Rotary often does not get full credit for the work that Rotarians do around the world.

Many of us now are using the new logo on emails, websites, banners and brochures. Some of us are using the new style of message of action oriented headlines. For example: "No one in our community should go hungry. With our help, no one will." But there are core ideas about Rotary that have driven the new look and the new messages about our organization.

We don't just have a new brand — we have a new understanding of ourselves. The three key ideas about what Rotary is helps us all as Rotarians to share our experience of our organization in a consistent way that delivers a unified message. Our key message is that Rotary is an organization that JOINS LEADERS together with diverse experience, that we EX-CHANGE IDEAS and share our different perspectives, and we then TAKE ACTION to solve problems in communities around the world.

The branding strategy has given us a focus for the future. All of us are asked to embrace the new focus — use the new logo, try out bold statements about our clubs, our projects and our organization. We should live and speak in this new voice using consistent and inspiring stories, messages and visuals to tell the world about Rotary. The Rotary wheel is our mark of excellence that ensures that the message -- "This is Rotary" — is clearly visible on all Rotary projects, documents, signs, websites.

The Strengthen Rotary Initiative has been introduced and the new Visual Identity Guide is available on the Rotary web-site. The new website was launched using the new voice and visuals, and more is to come over the coming months. Watch for the new Brand Center at www.rotary.org in January which will offer online tools and templates for clubs and districts to use. And core rebranded materials will be rolled out over the next couple of years in a phased approach.

Giving a consistent message and face to Rotary should lead to increased awareness and understanding of our organization, increased support, impact, and partnerships — and yes, increased membership.

Let's all be Champions of Rotary — and strengthen our brand







Did You Know?

Ride to End Polio Raises US\$730,000

Seventy Rotarian cyclists took part in Rotary District 5500's Ride to End Polio in Arizona on November 23rd, raising \$730,000 in contributions and pledges for polio eradication.

RI General Secretary John Hewko was among the Rotarians, friends of Rotary, and family members who participated in the event, which was part of El Tour de Tuscon, a charity bike ride that drew 9,000 cyclists from around the world.

RI World Headquarters staff in Evanston, Illinois, also joined Hewko in a parallel effort -- Miles to End Polio -- raising more than \$14,000 through biking, walking, or other wellness activities. Through the End Polio Now: Make History Today fundraising campaign, funds will be matched 2 to 1 by the Bill and Melinda Gates Foundation and generate over \$2.1 million for polio eradication.



DETROIT:



Woodward Avenue in Detroit, Michigan, carries the designation M-1, so named because it was the first paved road anywhere.

Paul Harris was elected as the first president of the National Association of Rotary Clubs (which later became Rotary International) in 1910, and is the only president to have served two terms.



Whenever I find the key to success, someone changes the lock.

Membership





Membership Resources:

Membership Development Resource Guide (417)

New Member Orientation: A How-to Guide for Clubs (414)

How to Propose a New Member (254)

Be a Vibrant Club: Your Club Leadership Plan (245)

Club Membership Committee Manual (226b)

More Membership Resources



Share your passion for Rotary!
REFER A MEMBER!





USED CELL PHONES 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



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 quests 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.

What's the difference between a new husband and a new dog?

After a year, the dog is still excited to see you.



District Conference

WE WANT YOU

District 7430 Conference May 2-4, 2014



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



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

quesabout trict ence. tions the Dis-Confer-







Training Webinar for January

Lifecycle of a Service Project (Part 3): Acquiring Resources

Rotary International is presenting the third webinar in this five-part series about designing and implementing sustainable service projects.

The series highlights strategies, best practices, and the Rotary resources available to help clubs and districts undertake successful, sustainable service initiatives, using real-life examples from Rotarians.

In part 3, you will:

- Learn how to find partners -- other clubs and organizations -- with which to collaborate in order to increase the impact of your project
- Find out how to secure funding, volunteers, and needed resources for your service project
- Become familiar with Rotary resources that can help make your service project a success

Space is limited to 500 attendees, so register today! Note that all times are Chicago time (UTC-6). Convert to your local time.

To register, click on the links below:

English: Tuesday, 28 January, 10:00-11:00

https://attendee.gotowebinar.com/register/6947817628736980226

English: Tuesday, 28 January, 18:00-19:00

https://attendee.gotowebinar.com/register/4158546844580944898



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:

<u>bill966@ptd.net</u> PDG Bill Palmer, Editor <u>tonyjannetta@aol.com</u> PDG Tony, Associate Editor <u>andreadolak@gmail.com</u> Andrea Dolak, Publisher



WANTED





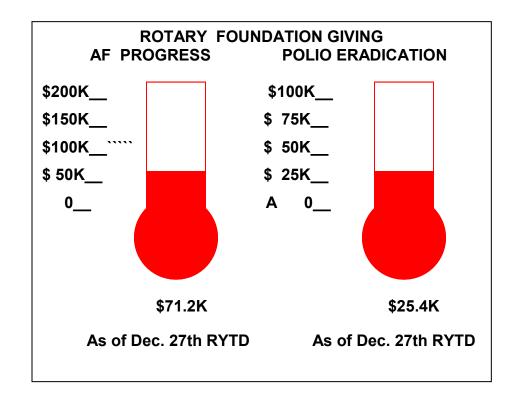
CLUB LEVEL 4-WAY TEST SPEECH CONTESTS

- 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 WAYIN 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









Reading RC #88 Celebrates

A few Pottstown Rotarians joined other Rotarians from around the area to celebrate at the Reading Rotary Club's 100th Anniversary dinner on Friday December 6th. Highlights were a new member inducted, Paul Harris awards to two people, and commendations to three members who have been in the club over 50 years!

District Governor Frank Romano and Jean attended. Joining in the festivities from Pottstown Rotary club were PDG Mike and Mary Anne McCarthy, Steve and Robin Smith, PDG Roger Baumann and Lori and Brad Musson.



PRESIDENTS-ELECT SCHEDULE

PETS-2 Evening Meeting starting at 6:00 PM

Feb 4, Tues -- Areas 1,2 & 6 Location TBD

Feb 5, Wed -- Areas 3,4 & 5 at VIVA, 901 Hill Ave, Wyomissing,

Pa

Feb 6, Thurs -- Areas 7,8 & 9 at Pearl Buck House, 520 Dublin Rd; Perkasie, PA 18944

Mid-Atlantic Presidents-Elect Training Seminar (M-A PETS)

Feb 27 TO Mar 1 -- at the Radisson in KOP



A day without smiling is a day wasted

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

Foundation:

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



Donations YTD to the Annual Fund and to Polio+ are about target. The Paul Harris Society now has 36 confirmed members in D7430. Donations to the Endowment Fund are \$22, 150 YTD. Sixteen District Grants have been funded for their first 50%. The Grant Module now includes a report tab for Clubs to file their project reports online. The Strike Out Hunger event provided \$2,400 to the Annual Fund. 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 Outbound interviews for 14/15 were conducted on Nov 17th, with 16 candidates. The Y.E. students will begin orientation meetings in January. 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:

Allentown West RC will charter its new club at Parkland H.S. on January 8th. D7430 Contact Chair is PDG Bill Jahn at billjahn7430@gmail.com.

Camp Neidig (RYLA):

The committee has one new member and. They need to increase our camper numbers. Contact



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







District Committee Reports continued

Rotaplast: The Rotary On-Air Auction held on December 7, 2013. The net proceeds are about \$30,000. Linda and her committee did a great job, and Rotary and Rotaplast got a whole lot of publicity. Contact Chair Linda Young at lry-oung2011@gmail.com.





Before

Atter



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. Contact Chair, Linda Young at Iryoung2011@gmail.com.



<u>4 Way Test Speech Contest</u>: 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 <u>Joe.Wynands@susquehanna.net</u>.



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.

<u>District Website</u>: TJ's e-mail is tonyjannetta@aol.com.



Rotaract: DeSales University club is doing well. The new MONTCO Rotaract club was chartered mid-November. The Ursinus College club has applied for its charter. Contact Chair is David Kaplan at

rotary@davidskaplan.com.

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

Three Reasons to Strengthen Rotary's Image

Over the past two years, Rotary has undertaken an unprecedented amount of research to study the effectiveness of how we communicate with each other and also to look at perceptions about the organization from the community at large.

What's likely not surprising is that we determined we have all of the strengths necessary for greatness in our second century of service. However, when we looked at awareness about our organization in the greater public arena, they quite simply don't know about us. It is very easy to ask the question – how can this be true?

Global research shows that when asked – four in 10 people have never heard of us, another four know us in name only, and the remaining two only have some familiarity, which is often colored by misconceptions. How can we attract and engage new members and partners when they don't know who we are?

In order to keep Rotary relevant and enticing for the next 100 years, we need to be innovative, forward thinking, and adaptable to ensure that the rest of the world views us the way we view ourselves. Here's what is good about the Strengthening Rotary initiative:

- 1. It helps us explain who we are, what we do, and why we matter. Through this process, we have introduced a new framework to help Rotarians better define who we are when asked the inevitable question what is Rotary? We Join Leaders Exchange Ideas and Take Action. Of course each Rotarian's story is different but if we could highlight the common ground, it begins to form a compelling call to action. We are leaders who act responsibly and take action to tackle some of the world's most pressing challenges.
- 2. It helps us present a strong, unified image to the public
 Now that "telling our story" has become a priority, we need to make
 sure that we have a united voice. An exciting new visual identity kit
 and guidelines have been launched and they provide tools for
 individuals, clubs, and districts to create a look that begins to
 introduce continuity across the globe. And if you've visited
 rotary.org within the past few months, you've probably noticed
 evidence of this initiative in the form of simpler, more actionoriented words and visuals.
- 3. It will help us attract new members and supporters
 As we share our story in a more clear and compelling way, likeminded people are going to want to be part of our great
 organization.







Events Calendar

DISTRICT CALENDAR

2014

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

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

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

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



CLUB EVENTS

Jan 29th -- The Blue Bell Rotary Club is hosting a district-wide evening at the Manor House.



Born free, taxed to death