



All Hands



January 2010

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Social Networks

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andreadolak@gmail.com

District Governor's Corner

New Year's Resolutions! How are you doing on yours? In Rotary, of course, that means the year is at the half-way point. Already!

Club Presidents (and me too!), that means that the resolutions, er, plans and commitments, made about this time last year should be showing some progress against them. Membership, Foundation support, service projects, programs. You may want to dust off those lists you wrote up.

Presidents-elect, help your President with the review of the goals, and get a jump on the planning you were challenged to begin during DGE Bill Palmer's Pre-PETS sessions. It is so much easier when you have the base from last year to build on.

January is, of course, Rotary Awareness month. Clubs were busy putting action behind plans and, despite the frigid temperatures, are hard at work on upcoming projects. On February 3rd the Kutztown Club will host folks from the farming community at their Rural/Urban Nite (Vocational Service!) where they will recognize two outstanding students in the high school's agriculture program. There is something magic about February 6th! 8 Clubs in the Reading area are joining forces for a Casino Night and to the east Clubs in Areas 7 and 9 are holding a Fashion Show.

Rotary in action is the best way to make your community aware of the contributions that Rotary makes. It does help to get the word out through local papers, various social networking channels (Tap those younger-minded members!), TV and radio stations and other means. If you want some help crafting your message, we know people in the District who would gladly help. Just ask!

Another way to get the word out is to invite people to your meetings. What program coming up would be good for a community leader, who is not ALREADY in your Club, to hear about? It is also good to remind your own members so they are equipped to spread the word when they talk with people they know. Looking at all you contribute, and all that Rotarians contribute throughout the world, makes you feel proud, and that kind of proud is a good thing!

So here is the charge to you: Be aware of what Rotary is doing in your community and the world and Know what you have to get done between now and the end of the Rotary year on June 30 (March 31st for the Presidential Citation!) to meet those goals! Know that:

THE FUTURE OF ROTARY IS IN YOUR HANDS!

Honored to serve,

Mike McCarthy

District Governor 2009-2010

mccarthym@urassociation.com

Thanks for Your Support of the 2009 Rotaplast Auction

The Rotaplast Committee would like to sincerely thank all the clubs and individual Rotarians who worked to make the 2009 Rotary Auction, which supports Rotaplast Missions in our District every other year, a HUGE success! To date we have reached over \$35,000 in auction proceeds! Your generosity in donations, time, word of mouth, bidding, advertising and energy all helped to make our next mission in August to Pereira, Colombia possible. Because of you, many more children will smile and their lives will be forever changed. THANK YOU!

Rotaplast



*Saving Smiles - Changing Lives
since 1992*

NOW, take your Rotaplast support to the next level and VOLUNTEER for the August 2010 Mission to Pereira, Colombia. Find out more information on the Rotaplast page of the District Web site (Link "Rotaplast page" to <http://www.rotarydistrict7430.org/Rotaplast.cfm>). 10 non-medical volunteers are needed. The experience will change your life!

Churchville Club Recognized

The Rotary Club of Churchville was recently recognized for reaching a milestone with one of its service projects. The PA Department of Transportation thanked the Club's members for FIFTEEN years as a participant in the Adopt-A-Highway program.

The recognition noted the "devotion of civic-minded people such as you" made possible the noticeable reduction in the litter along Bucks County highways.

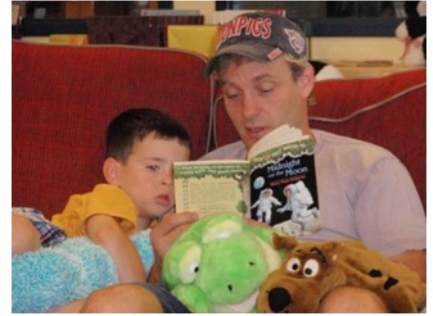
Congratulations to the Churchville Club members!

Foundation Matters

Both Club Foundation chairs and Club Treasurers were given access to the Club Recognition Summary, Monthly Contribution Reports, Polio Challenge Reports and more on Rotary's website but less than one-third of all clubs have taken advantage of this opportunity to have four club officers be able to run and review Foundation reports. Club Presidents and Secretaries in your districts to log onto the RI Web site [Member Access Portal \(MAP\)](#) and assign these two officers under Update Club Data section on the MAP.

Morning Star Shines a Light on Literacy

In Bethlehem, Pennsylvania, Morning Star Rotarians are making Rotary International's Literacy Initiative a priority. The club has partnered with Lehigh Valley Cops 'n' Kids (CNK), a local non-profit organization affiliated with the national Cops 'n' Kids Children's Literacy Program founded by Julia Burney Witherspoon, a police officer from Racine, Wisconsin.



Jeff Kicksa shares a story.

The goals of the program include ensuring that all children have access — in their home — to books and the knowledge, inspiration and hope that such access can provide. The program also encourages positive relationships between children and police and inspires creative learning for children and families by providing meaningful literacy-based experiences. As a result of the organization's efforts, approximately 285,000 books have been distributed to local children!

Morning Star has partnered with Cops 'N' Kids in a variety of ways:

In lieu of a mug or other gift, guest speakers at the club meetings are asked to sign a book donated in their honor to the Cops 'n' Kids program.

On the third Thursday of every month, the club is charged with coordinating a fitness-themed Reading Room for the program. In addition to a short fitness program, club members read and interact with young Reading Room participants.

Cops 'n' Kids is one of two beneficiaries of the annual Morning Star Rotary 5K event, which is approaching its twentieth year.

Rotarians also are encouraged to participate on an individual basis in a variety of local activities sponsored by the Cops 'N' Kids organization. From science fairs to local festivals and Alex's Lemonade Stand events, club members assist CNK by serving as positive and community-minded role models involved in actual book distribution.

In February, the Greater Lehigh Valley Chamber of Commerce will honor Cops 'N' Kids as the selected recipient of its Silent Auction proceeds. Morning Star Rotary is intimately involved with soliciting sponsorships and supporting this very important event.

This unique partnership allows Morning Star Rotary to take a hands-on approach to the literacy needs of its community.

Reminder on RI Dues

The semi-annual bill for Rotary International dues from Clubs will include \$1.15 per member to cover the cost of D&O Liability Insurance for the Club. Semi-annual dues of \$24.50 and The Rotarian Magazine subscription of \$6.00 bring the total cost per member to \$31.65.



Strike Out Hunger

Here is a report for this multi-District event: With your help, Strike-Out Hunger 2009 raised \$29,938.00 for The Rotary Foundation and collected tons of food for the local food banks. District 7430 Clubs will receive a total of \$3,720.00 credit for donations to the Rotary Foundation.

A date for Strike-Out Hunger 2010 has just been established. It will be Wednesday, August 18th at 7:05 pm when the Phils meet the San Francisco Giants. The success the Phillies have had on the field has created a tremendous demand for tickets this year. Because of their commitment to Rotary, they have made a limited amount available. For all groups, there will be fewer seats and none in the lower level. If additional seats open up, they will be held for us.

"I urge everyone to get their ticket orders in early," says Marv Axler, Strike Out Hunger Regional Director. So, plan ahead and get your numbers to District Chair Marilyn Gannon of the Churchville Club at Marmay8th@aol.com or 215-657-1292!

Rotary Public Image

This is important to all of us! And that is why we have a group of talented folks from across the District working to put the tools in the hands of the Clubs.

Rotary International is working on this also with a major effort planned for February 16 through March 2. (Quick: What is the significance of February 23rd in Rotary history?)

Throughout the world Rotary will repeat the dramatic lighting of iconic buildings that worked so well to call attention to the End Polio Now campaign in 2009.

Clubs can join, too, by doing something visible to promote the End Polio Now campaign in their communities! It can be anything from spending an hour one day handing out leaflets about Rotary and polio to having a booth at your local shopping mall collecting money to help pay for polio immunization for the children.

For ideas and outreach materials to highlight 23 February, please visit the RI Web site for [Public Image Resources](#).

GSE Team Set to Depart

The District 7430 Group Study Exchange team is wrapping up its preparations for the visit to District 3202 in Southern India. Team Leader Bob Cohen of the Bethlehem Club has been holding orientation sessions for members Alicia Fowler, Deepa Vasudevan, Ivy Torres and Matt Kasitz. Deepa's parents have graciously shared their food, customs and culture to help get the members ready for what promises to be a BUSY trip beginning the latter part of January.

District 3202 will be hosting THREE teams at the same time, but has 95 Clubs to spread them among. While there, the team will participate in the District Conference. This will be a joint conference with District 3201. Over 1,000 attendees are expected!

District 3201 will be hosting TWO GSE teams. Both Districts will have their outgoing teams there, also. That means a total of **TEN** GSE teams will be together in one event. What an opportunity for exchanging!

AG's for 2010-11

Several current Assistant Governors are serving for their third year. Given the vital link this position provides between the Clubs and the District, a smooth transition is important. The District Executive Committee is pleased to announce the following Rotarians who have stepped up to serve in this capacity in the coming year:

David Kaplan (Collegetown) Area 5, for Len Gieseler

Linda Young (Saucon) Area 6 (Beginning term 1 January), for Jonathan Lamb

James Cuozzo (Hatboro) Area 7, for Joy Zwicker

Gar Webb (Harleysville) Area 9, for Tony Jannetta.

In addition to training within the District, all Assistant Governors will be receiving training in a special track during the President-elect Training Seminar in February.

Polio Progress - Nigeria Leads the Way

Nigeria is in the news a lot here, but this is for a very positive reason. 2009 will be seen as a year of significant progress in eradicating polio. The World Health Organization attributes 95% of the world's success to the work done in Nigeria. Cases there are down OVER 50%, from 783 in 2008 to 388 in 2009. Those children not immunized are below 10% of the population for the first time!

Rotarians have played a significant role through helping to overcome resistance to the vaccine, airing public service announcements, participating in and supporting National Immunization Days, advocating with government, religious and traditional leaders for increased support to end polio and holding a national workshop for Rotary leaders.

The full story is available on the [RI Web site](#).

Clubs and individual Rotarians in District 7430 are stepping up to the effort, as well. Has your Club President told you what has been done? Don't keep it a secret. ASK!!

Easton Rotary Club Hosts Basketball Tournament

Rotary Club of Easton hosted its Thirteenth Annual Holiday Classic Basketball Tournament at Lafayette College on December 28 and 29, 2009. Boys and Girls teams participated from Wilson Area High School, Notre Dame High School, Phillipsburg High School, and Easton Area High School. The Tournament has netted over \$110,000 since its inception and this year's tournament brought record-breaking attendance. Notre Dame Varsity Boys placed first and Wilson Varsity Girls placed second.



Easton Club members are visible in their Rotary vests.

Nominating Committee Selects

The District Nominating Committee has announced its selection for the District Governor for the Rotary year 2012-2013. The Committee, led by PDG Gerry Long, followed the provisions of the District Procedures and Guidelines and considered all candidates proposed.

Tony Jannetta of the North Penn Club is their nominee.

Tony currently serves as secretary for his Club and as Assistant Governor for Area 9. He also chairs the Rotaplast Auction Committee and is a member of the Golf Tournament Committee. He is active in many other Club and District initiatives and events and is a multiple Paul Harris Fellow. Tony and his wife Rachel live in North Wales.

The nomination will become official February 1st, unless a Club proposing another candidate challenges the results before that date.

Friendship Exchange from New Zealand

New Opportunity for International Hosting Fellowship

Initiated by the Emmaus Club in October, our District hosted a group of 10 Rotarians and spouses from District 9930, on the North Island of New Zealand. It was the first Friendship exchange in District 7430 for a good many years.

The New Zealanders were with us for 15 days and had an opportunity to visit the Emmaus Club, the Bethlehem Morning Star Club and the Saucon/Center Valley Club. Each club developed itineraries of sightseeing, cultural events, social activities and Rotary meetings and presentations. Some of the highlights included the celebration of American Holidays: Thanksgiving dinner(early) , a Halloween party (even adult trick or treating), a 4th of July barbecue and the all American Potluck dinner.

The group also visited New York, Lancaster, Philadelphia, Bucks County and Washington, DC. They had a rare opportunity to see the weekday noon Bach Choir perform along with special tours of Martin Guitar and Just Born Candy. The most rewarding experience of all was the closeness and friendship that was developed between all of the hosts and our visitors. A special thanks to all of our Rotarians and families who opened up their homes to our visitors.

In February/March, 2010, 11 members and spouses of the Emmaus Club will be traveling to New Zealand on the reciprocal exchange.

Rotary's Friendship Exchange program is one of the unique programs that RI offers around the world. Rotarians and their spouses can have an opportunity to travel to another country and stay in Rotarians' homes for a period of time—generally between 10 to 15 days. Rotarians and spouses pay their expenses for travel and activities while having an opportunity to learn the culture of another country by staying with families. We plan on expanding our opportunities in our district with the Friendship Exchange program in the coming year.



Emmaus member Cindy Hornaman receives the New Zealand Club banner. DGE Bill Palmer applauds.

Bethlehem Club Welcomes a Special Guest



Photo Caption: PDG Gerry & Jill Long, Nancy and Rotarian & Chairman of Phillies Board, Bill Giles visit Bethlehem RC.

Do you know any diehard Phillies fans? Few can match the ardor of PDG Gerry Long. He recently had the great pleasure of hosting the Chairman of the Phillies Board, and a Rotarian, Bill Giles at a meeting of the Bethlehem Club.

Bill told amusing stories about his 40 year life with the Phillies. A sample:

In the 1970's he hired 'Kiteman' to soar from the bleachers on roller skates down a ramp while pitching the first ball of the season at Vet Stadium. Do a trial? "No" says the daring Kiteman. "If I'm gonna kill myself, I want someone besides you watching."

Bill's goal? "I want to make people smile and have a good time".

Somebody asked Bill whether he'd been in baseball his whole life. "Not yet," was the quick reply.

How did PDG Gerry get Bill to come and speak? "We met at a church in the Poconos 2 years ago and he has been twisting my arm to speak since then." You never know where a good program might be found!

Route 222 Corridor Anti-Gang Project Needs Rotary Help

We stand tallest when we stoop to help others. - Anonymous

Several years ago Patrick Meehan, then-US Attorney for the Eastern District of Pennsylvania, spoke to the Rotary Club of Allentown about the spread of criminal gang activity in the communities along US Route 222 from Phillipsburg to Lancaster. He challenged Rotarians to become involved in activities to counter this disruptive blight.

The US government and many local and county agencies have been collaborating in different ways, one of which is the Youth Crime and Violence Task Force. A number of productive things have been initiated. Among these is the formation of the Eastern PA Mentoring Partnership. It works with mentoring programs and mentoring stakeholders to increase the quantity and quality of mentoring programs. The result is pro-social behaviors by persons endangered by criminal influences.

The Eastern PA Mentoring Partnership is asking the help of individual Rotarians and clubs to make a difference in the lives of persons who are trying to resist the forces of antisocial behaviors in our communities. *EPMTF would appreciate an opportunity to present a club program or visit with Vocational or Youth Service Committees of Rotary clubs who border on US Route 222.* Contact Larry A. Wingard, PP Emmaus RC at 610-966-6705 or lwin-gard99@aol.com to set a date or for more information.

Lehigh Valley East Spreads Christmas Joy

The Rotary club of Lehigh Valley East spread joy by presenting a \$1,000 check to Gregg Dowty, Director of the Children's Home of Easton, at the Home's annual Christmas Party in December. The donation helped provide needed gifts for the program's residents. The funds were provided as a challenge grant for Bobby Gunter Walsh's WAEB morning radio show. As Rotary club members answered the station's phones, the challenge was quickly matched by faithful fans.



Gregg Dowty, Director Children's Home of Easton; Kerry McGill, President Lehigh Valley East Rotary; Kristie Metz, Pam Burzynski, Elaine Caltabiano-Schneider, Janet Kolepp-Club members; CHE Students receiving donation and Bobby Gunther Walsh, WAEB Radio

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

6 District Team Training at the Inn at Towamencin, Kulpsville, 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 Rotary International annual convention in Montreal, Canada, for ALL Rotarians

30 District Changeover at Brookside Country Club, Macungie, for ALL Rotarians as we change district Governors

November Club Attendance Report

November 2009 Monthly Reporting					
Rotary Club Name	# of Members	# of Meetings	% of Attendance	# of New Members	# of Terminations
Allentown	123	3	66%	0	0
Allentwon Liberty Bell					
Allentown West					
Ambler	83	4	70%	0	3
Bethlehem	137	4	54%	0	1
Bethlehem Morning Star	63	33	69%	0	0
Birdsboro					
Blue Bell	31	4	75%	1	1
Boyertown					
Central Perkiomen					
Churchville	21	3	76%	0	0
Collegeville					
Conrad-Weiser					
Doylestown					
Easton	59	3	59%	0	3
Emmaus	97	3	72%	0	0
Fleetwood					
Hamburg					
Harleysville					
Hatboro	45	4	77%	1	0
Horsham	41	3	81%	0	0
Huntington Valley-Southampton	23	3	67%	0	0
Kutztown	27	3	67%	1	0
Lehigh Valley East	19	3	68%	0	0
Morrisville					
Mount Penn					
Muhlenberg					
Nazareth					
Newtown	50	4	52%	0	0
Norristown	67	3	59%	0	0
North Penn	48	4	41%	0	0
Pennridge-Perkasie	27	3	53%	0	0
Pottstown					
Quakertown					
Reading					
Saucon	27	4	65%	0	0
Shillington					
Shoemakersville-Leesport					
Slatington					
Souderton-Telford	62	3	39%	0	0
Springford	42	4	53%	0	0
Springfield Flourtown	48	4	59%	0	3
Spring Twp. Centennial	22	3	73%	0	1
Upper Perkiomen	14	4	60%	0	0
Warminster					
Warrington					
Washington Crossing					
West Reading-Wyomissing	69	3%	60%	0	1
Willow Grove					

Membership Ad



Spread the word!



Invite someone to become a
Rotarian
today.



ROTARY INTERNATIONAL