



# Rotary Magic



Rotary International District 7430 Newsletter June 2011

## Thanks for the Magic



What a Magical group you are! It has been my privilege and honor to serve District 7430 Rotarians for this Rotary year, and to act as your Cheerleader, Scorekeeper, and occasionally your Nag. Thank you all for your individual *magical* contributions that made so many good things happen. You truly did Build Communities and Bridge Continents.

Your accomplishments were many this Rotary year. You Rotarians raised over \$900,000 and gave it right back to your communities to do good works. Your membership drives and mixers resulted in reversing the losing trend and giving the district a net addition of 46 new Rotarians. Well done!

You Rotarians also donated \$43,000 this year to buy ShelterBoxes. And you donated over \$200,000 to the Rotary Foundation, and \$90,000 to eradicate Polio as well. And you hosted 15 Youth Exchange students all year from all over the world. Also you hosted a 5 person GSE team from the Philippines for a month.

The list is longer than this, of course. Your good works always come back to you as good feelings. Thanks again for the *Magic*. May it continue for you and those that you serve for years to come.

*DG Bill Palmer*

## New Orleans Magic

### **Banerjee outlines emphases for the year**

RI President-elect Kalyan Banerjee asked Rotarians at the 2011 RI Convention in New Orleans, Louisiana, on 25 May to go back to their communities and think of “new and different ways” to take on the challenges of today.

“We are the doers of our communities, the leaders, the ones who are most involved, who see the problems and have the means to find the solutions,” Banerjee said. “I am asking you to reach within and unleash your inner power and then use it to embrace everything and everyone around you.”



RI President-elect Kalyan Banerjee greets the fourth plenary session before outlining his emphases for the year. *Rotary Images/Alyce Henson*

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## Thanks for the Magic—II

Thanks go to the D7430 Assistant Governors -- Gar Webb – Area 9; Paul Salvatore – Area 8; Chris Potter – Area 7; Linda Young – Area 6; David Kaplan – Area 5; Terry Reed – Area 4; Larry Biehl – Area 3; Jean McGill = Area 2 and Wally Dosunmu – Area 1.

To the D7430 RC PRESIDENTS: Thanks go to each of you for leading Rotarians through another great year.

Trainer, PDG Dr. Ron Smith who kept the DG in line – sort of.  
Conference Chair, Ellen Kern – Well done.

PDG Mike McCarthy – Membership Chair, Awards, Legislation Comm. Chair – great job.

PDG Jerry Friedman -- Speech Contest Chair - Thank you.

PDG B J Metz - Directory

PDG Bill Weber – Finance Committee Chair; Nominating Committee Chair

DGN Tony Jannetta -- Conference Logistics; On-Air Auction Chair

Patti Smith – Youth Conference Chair – Great success.

Dave Dries – Conference Registration, and a whole lot more., etc.

Dr. Bob Gordon - DG's RC President; Conference Promotion; Conf. MC

Michele Hoch – District Secretary

Tom Hartzell – Treasurer; Insurance Chair

Bill Detterer – Interact Chair

Loretta Ottinger – Group Study Exchange Chair

Elaine Caltabiano-Schneider – Youth Exchange Chair

Amanda Fabrizio – Rotaract Chair

Andrea Dolak – DG's Newsletter Publisher, Administrative Assistant and district Webmaster

Cindy Hornaman – GSE Outbound Team Leader; Friendship Exchange Chair

Wendy Body & Charlie Incalcaterra - Camp Neidig (RYLA) co-chairs

*DG Bill Palmer*

## RI President, Ray Klingensmith



**June 2011**

### **When the smoke settles**

There was a time when gunpowder smoke was so thick on battlefields that it was difficult to determine the victors until the smoke settled. Evaluating the success of this year in Rotary is similar because we won't learn the final figures until the year has ended. However, there are some achievements that can be reviewed – before the smoke settles!

The major accomplishment has been the creation of a new culture of innovation, which has encouraged both Rotarians and RI staff members to review our policies and procedures at all levels and to determine if they are truly best practices or merely traditional practices. Many changes toward more modern business methods have resulted, and I am encouraged by our progress.

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Banerjee, who will take office 1 July, said Rotarians should be guided by three emphases -- the family, continuity, and change -- as they work to support the [2011-12 RI theme, \*Reach Within to Embrace Humanity\*](#).

Family is the first emphasis, he said, because the family is the starting point for everything Rotary is trying to accomplish.

“The family is the building block of the community,” Banerjee said. “If we wish to see a world that is more joyous, we first have to make sure that the families of the world are more joyous, that they have the things they need to be happy, to thrive, and move forward. So we have to look at housing, at clean water and sanitation, at health care, at all the issues affecting mothers and children.”

Continuity involves continuing and strengthening those things Rotarians do well, said Banerjee. “There are so many areas in which we have been successful -- working for clean, safe water; spreading literacy; working in so many ways with Generation Next, our youth. And of course, our greatest project, polio eradication,” he said. “If we want to really achieve the impossible, we have to have not only persistence, but vision -- we have to be looking past what we are doing now, at what we can and should be doing in the days and years to come.”

*Ryan Hyland, Rotary International News -- 25 May 2011*

## RI President, Ray Klingensmith Continued from page 2

The innovative climate has produced a simplified and streamlined RI Strategic Plan that calls for us to support and strengthen our clubs, focus and increase humanitarian service, and enhance public image and awareness. The first two priorities reaffirm our core values, and the third priority recognizes the need for more public awareness and support in our local communities around the world. The plan has measurable goals, and it provides an excellent road map for Rotary's future growth and development.

Other improvements have included the new regional Rotary coordinators, whose job is to *help* our district governors to *help* our clubs to become Bigger, Better, and Bolder. The new Presidential Citation program has provided a score sheet for all of our clubs to test themselves against the other clubs in their districts, and the results will be very helpful to both the current and incoming governors -- and to RI as well!

We also have given additional attention to our New Generations programs, particularly Rotaract and Rotary Youth Exchange, and we have focused more emphasis on the Reach Out to Africa initiative. We also have shaped a new approach for the training of incoming district governors and more meaningful assignments for past district governors.

All in all, we have made some significant improvements. But the most important question is whether we have paved the way for an even better year next year. Have we done the right things to ensure that the best days of Rotary are still ahead? And we won't know that -- until the smoke settles!

Ray Klingensmith, President, Rotary International

## Tanaka Elected RI President for 2012-13



Sakuji Tanaka delivered his acceptance remarks during the fourth plenary session.

Sakuji Tanaka, a member of the Rotary Club of Yashio, Saitama, Japan, was elected president of Rotary International for 2012-13 by delegates during the fourth plenary session at the 2011 RI Convention in New Orleans, Louisiana.

"It is my honor to accept the nomination to serve as president of Rotary International," said Tanaka. "Since I joined Rotary, I have embraced every new challenge of Rotary service. To me, *challenge* is a very important word. It inspires us. It also helps us to be and to do our best. It allows us to bring out our fullest potential."

Tanaka encouraged Rotarians to help Rotary reach its potential by finishing the job of polio eradication and using the organization's strengths to enhance its ability to "do good in the world."

He said Rotarians share a responsibility to make Rotary clubs stronger by attracting quality members and ensuring that every club meeting is productive and meaningful. He also called upon clubs to make an action plan to bring in younger members.

"We need to stop talking about this. Instead, why don't we just do it!" he said.

Tanaka also took a moment to thank Rotarians for the outpouring of assistance after the earthquake and tsunami that struck his country in March. "People around the world, particularly Rotarians, offered help to rebuild the communities that were lost. Only with the knowledge that we are not alone, can we work together for the long healing process after such tragedy."

For 32 years, Tanaka was president of Tanaka Company Ltd., a wholesale firm that went public in 1995 and later merged with other leading wholesalers in Japan. Currently, he serves as vice president of the Yashio City Chamber of Commerce and adviser to Arata Co. Ltd., an animal feed and pet food wholesaler. He also chaired the National Household Papers Distribution Association of Japan for eight years. Tanaka studied business at Nihon Management Daigakuin and Tokyo Management Daigakuin.

A past trustee of The Rotary Foundation, Tanaka chaired the 2009 Birmingham Convention Committee. His other service to Rotary includes RI director, regional Rotary Foundation coordinator, district governor, and member of the Polio Eradication Advocacy Task Force, the Permanent Fund Committee for Japan, and the Future Vision Committee.

Tanaka established an endowed Rotary Peace Fellowship, and he and his wife, Kyoko, are Paul Harris Fellows, Benefactors of the Permanent Fund, and Major Donors. He is a recipient of RI's Service Above Self Award and The Rotary Foundation's Distinguished Service Award.

## Polio Eradication Magic



Bill Gates addressed Rotarians during the third plenary session of the 2011 RI Convention 24 May. *Rotary Images/Monika Lozinska-Lee*

### **Eradicating polio will take renewed resolve, says Gates**

Bill Gates, cochair of the Bill & Melinda Gates Foundation, praised Rotary for its continued success in the effort to eradicate polio, but cautioned that Rotarians will need to redouble their efforts to keep the disease from spreading -- and threatening hundreds of thousands of children.

Gates, the keynote speaker at the third plenary session of the 2011 RI Convention, 24 May in New Orleans, Louisiana, said that because of Rotary, there are many places in the world where polio is no longer considered a threat.

“That’s a blessing and a curse,” said Gates. “The blessing is that in many places, polio is a disease of the past. The curse is that it is now harder for us to raise awareness that, in some places, polio is also a disease of the present. If we fail to help leaders around the world understand this, polio is certain to be a disease of the future.”

Gates praised Rotary for reducing the incidence of polio by more than 99 percent worldwide since 1988. “Your work has brought us so far,” he said. “I’m so proud to be a partner in the work that Rotary has been doing to eradicate polio.”

Gates noted that only one case of polio had been reported in India this year, as of March. “India is approaching zero cases,” said Gates. “None of this would have been remotely achievable had it not been for Rotary. We would not be where we are without you. Nor can we get to where we’re going without you.”

Gates said that he and his wife, Melinda, have made eradicating polio their foundation's top priority. With the world on the threshold of eradication, the hard work really begins, he said.

“Polio eradication has been our single biggest investment in recent years, as far as innovation and creativity. The last 1 percent will be the longest and hardest 1 percent,” he said. “It will require more work and more commitment than ever before. Without the redoubled effort of everyone in this room, and your fellow Rotarians around the world, we will not succeed. Redoubling is crucial to ending polio.”

The Gates Foundation has awarded two grants totaling \$355 million to Rotary in support of its work in eradicating the disease. Rotary has responded with [Rotary's \\$200 Million Challenge](#). To date, Rotarians have raised \$173.2 million for the challenge.

Gates said he plans to work with Rotary leadership to keep polio front and center in the public eye. “You have helped so many people understand that we are ‘this close.’ I challenge you to make your voices louder.”

Countries including Canada, the United Arab Emirates, the United Kingdom, and the United States have all increased their investment in the eradication effort. Gates attributed that success to the



## Polio Eradication Magic Continued from page 5

pressure Rotarians have put on the leaders of those countries. But he noted that with a funding gap of \$400 million next year for the [Global Polio Eradication Initiative](#), it is no time to let up.

“If we fail, the disease will not stay at its current low level,” he said. “It will spread back into countries where it’s been eliminated, and will kill and paralyze hundreds of thousands of children who used to be safe.”

Gates said that the monuments Rotarians have [illuminated with the End Polio Now message](#) are powerful images.

“But ultimately, the most important monument won’t be the one we illuminate,” said Gates. “It will be the one we create.”

*By Ryan Hyland, Rotary International News*

## The Membership Minute

### Mentoring offers powerful incentive to younger members

Rotary clubs worldwide are challenged with attracting and keeping busy, young, career-driven members. One important consideration is that ambitious young people are eager to find professional mentors. Why not develop an innovative mentoring program and promote this benefit to prospective members?

Here’s how to start:

- Download Leadership Development: Your Guide to Starting a Program and devote a club meeting to discussing the section on mentoring.
- Develop a club mentoring program based on your discussion. Ask for volunteers to participate as mentors (or mentees, if you already have new members who are interested).
- Promote your mentorship program as a membership benefit. Mention it in your club brochure and on your club website.

Read about one young club, the Rotary Club of Diablo View (Walnut Creek), California, USA, whose mentoring program is just one component of a successful retention strategy.

### Reach out to younger generations

Engage young people with short-term projects. Build relationships. Explain the “why” of Rotary by appealing to a sense of global responsibility and a desire to take action. Serve as mentors and provide networking opportunities. These are just a few key ideas for reaching out to younger generations.

## 3H Grant Magic

Gul Asnani of the Emmaus Rotary Club was honored by the district leadership on Thursday, June 2, 2011 with the presentation of a District 7430 "BUILDING COMMUNITIES & BRIDGING CONTINENTS AWARD." This award recognizes Gul's personal initiation and implementation of our district's first ever Humanitarian 3H Grant.

District Governor, Bill Palmer, made the presentation at the Emmaus RC's regular meeting. Bill used Gul's five plus years of work and its successes as an example of the "magic" that Rotarians perform every day. This 4H Grant was completed on March 31, 2011. It covered Micro Credit for 3,900 women of District 3131 in southern India, as well as Health Awareness training. There were 5,226 women trained in micro credit, and 21,500 attended health awareness classes.

Funding for the grant came from Emmaus Rotarians at \$10,000, the Poona North RC of India gave \$20,000, and the RI Foundation World Fund provided \$270,000.

Congratulations, Gul. We all are proud of what you and your fellow Rotarians have accomplished.

*DG Bill Palmer*

## Norristown Rotary Pedals for Progress

Norristown Rotary Club, Pedals for Progress team up for bicycle collection (video – Jim Jones [click on URL below]) By REBECCA SAVEDOW



Times Herald Staff Published: Sunday, June 19, 2011 The Norristown Rotary Club teamed up for a bicycle collection with Pedals for Progress for the fourth consecutive year outside of Norristown Area High School.

The non-profit provides global bicycle transportation for the working and lower classes in developing countries.

On Saturday, from left to right: Rotary member John Jameson, Collection Coordinator for Pedals for Progress; Gary Michel, rotary chairman of the bicycle collection program, Jim Jones; and President of the Norristown rotary club Jay Jameson collected 48 bikes along with a \$10 donation from each person who donated.

On Saturday members of the club collected 48 bikes along with a \$10 donation from each person who donated. Rebecca Savedow - Times Herald Staff.



<http://www.timesherald.com/articles/2011/06/19/news/doc4dfce38ccd39a089941141.txt>

Page C16 (42) Bucks County Herald June 9, 2011

# Doylestown Rotary presents Four-way Test Awards

Connie Wrzesniewski

The Rotary Club of Doylestown honored area adults and students at the second annual Four Way Test Awards breakfast April 27 at the Doylestown Country Club.

Members applauded the honored guests as they were welcomed by Janet Mintzer, club president. Linda McCrillis presented the awards, announcing the support of state Rep. Marguerite Quinn, who sponsored a citation for each.

"This year, as always, we've had so many excellent nominations," McCrillis said.

Four-way Test adult honorees were Jean Leister, Village Improvement Association, Health Care Category, active volunteer at Doylestown hospital serving more than 2,360 volunteer hours; Stephen Hirt, retired executive, Not-for-Profit Category, former president of Paul Blanshard Associates Inc.; JoAnn Perotti, Education Category, Bucks County Intermediate Unit 22, a marketing professional in the education field; and William L. Marshall, Business Category, founder and chief executive officer of the Marshall Financial Group Inc., Doylestown.

Four-way Test Essay Contest Winners were Faith Donaher, Central Bucks South, Stina Stannik, Ian Forsyth, Kara Shen, Priya Patel and Jacqueline Patterson.

"We are particularly proud each year to host international students and send local high school students abroad," said Mintzer. "Today, we are happy to have two international students with us, Margaux Bertrand from Belgium and Alberto Montenegro from Brazil."

This year the Rotary Club of Doylestown also sponsored Susie



Honorees Steve Hirt, Jean Leister, William Marshall and JoAnn Perotti

Wilusz's participation in a Group Study Exchange to the Philippines, an educational activity of the Rotary Foundation, which offers a unique opportunity for the promotion of better understanding and friendly relations among the people of the world. In return, a team of young professionals visited and attended the breakfast, making it a true exchange.

Rotary Community Grant Recipients received a total of \$13,165.

Awards were made to: Bucks County Children's Advocacy Center \$2,995, Bucks County SPCA \$2,032, Camp Discovery \$3,000, Penn State Bucks County 4-H \$740, Robert James Leonard Foundation \$1,125, Roxy Reading Therapy Dogs \$1,773 and Twilight Wish Foundation \$1,500. John Ortolof of Morgan Stanley-Smith Barney distributed the grants. Essay honorees were presented with citations, and adult recipients were given plaques.

The Four Way Test has been used as a yardstick in business, community and personal affairs for more than 60 years by Rotarians, questioning the truth of what one thinks, says or does, its fairness to all concerned, whether



Exchange Students Alberto Montenegro, Brazil, and Margaux Bertrand, Belgium.

it builds better friendships and is beneficial to all concerned.

District Governor Bill Palmer and wife, Evette, former district governor, were in the audience along with Karen Lasorda, Linda McCrillis, Jo-Anne Atwell and Bill Thomas, organizers of the event. Dick Mohan recited the invocation at the start of the program.

A video presenting an overview of the Rotary, included the Polio Program, Shelter Box, Maasai wells and other Rotary projects.



Susie Wilusz with Boyet Tabao, team leader Celso Umall Jr., Bernadeth Daran, Cherbett Maralit and Kristina Dela Calzada, of the Philippine Group.



Grant Recipients Bob Dualme, Camp Discovery; Jo Leonard, Robert James Leonard Foundation; Cass Forkin, Twilight Wish Foundation; Leslie Slingsby, Bucks County Children's Advocacy Center; Beth Kittrell, Bucks County SPCA; Nancy Stephenson, Penn State 4-H Bucks County; Cathy Flemming, Roxy Reading Therapy Dogs.



Student Essay Winners: Priya Patel, CB East, Stina Stannik, CB East, Faith Donaher, CB South, Jacqueline Patterson, CB East, Kara Shen, CB East, Ian Forsyth, CB East.

## Hold the Dates

2011

August 17<sup>th</sup>

September 17<sup>th</sup>

October 1<sup>st</sup>

October 10<sup>th</sup>

November 5<sup>th</sup>

December 3<sup>rd</sup>

- Phillies Strike Out Hunger
- Rotary Leadership Institute in King of Prussia
- District Foundation Workshop in King of Prussia
- Golf Outing at Silver Creek CC in Hellertown
- United Nations Day in New York City
- Rotaplast On-Air Auction

2012

March 1 to 3

April 20 to 22

May 6-9

May 12

- Mid-Atlantic P.E.T.S. -- King of Prussia
- District Conference at Bear Creek, Macungie, PA
- RI International Convention, Bangkok, Thailand
- District Assembly - DeSales University



## RYLA Magic

### 2011 Camp Neidig Closing Ceremonies

Wow, what a great closing celebration! The energy in the Hall was palpable. Each of the eight "tribes" of High School men and women with their counselors entered the Hall marching and dancing and chanting and yelling their tribal name. As they were introduced the yelling and the applause was deafening, and it continued throughout the closing ceremonies.

On Monday evening June 20, 2011 at the Manatawny Camp in Douglasville, PA there were the closing ceremonies of the D7430 annual four day Camp Neidig Leadership Training session. It began with a great chicken barbeque dinner for about 300 students, Rotarians parents and siblings.

Wendy Body and Charlie Incalcaterra are the D7430 Rotarian co-chairs for the event. They and their staff hosted and trained 127 High School students sponsored by Rotary clubs from all over our five county district. This was the 62<sup>nd</sup> year for this RYLA event.

Shawn Hinkle was the Camp Director. Terri Simmons was the Neidig Night Chair, and Hans Peckmann was the Assistant Neidig Night Chair.

Camp Neidig is a leadership camp that brings together talented high school students for a four-day weekend of fun, friendship, and team-building activities. Campers interact with guest speakers from various professional backgrounds who discuss what it means to be a good leader. They also participate in various problem solving activities that are both physically and mentally challenging. Every activity throughout the weekend is designed to help campers develop their leadership and teamwork abilities. It is true what someone once said: "We come as strangers but leave as friends."

This annual event is held to bring together students from various schools who have exhibited above average leadership abilities in various scholastic and/or community activities. Once again it was a huge success.

Among the Rotarians present for the closing were District Governor, Bill Palmer and his wife, PDG Yvette Palmer. Also present were PDG Bill Weber and Sue, PDG Mike McCarthy and Mary Anne, and DGN Geff Ries and Suzanne.

# Spread the word!



Invite someone to become a  
**Rotarian**  
today.



ROTARY INTERNATIONAL