

Engaging Rotary Through Communications



FRANK'S FORUM



Because we can....And we care



Rotary International District 7430 Newsletter

June 2014

Frank Talk



G'Day Mates! Jean and I, along with DGE Gary Fedorcha and Lynne, have returned from the Rotary International Convention held in Sydney, Australia. It was another powerful boost to my Rotary spirit and enthusiasm.

This is our third International Convention in the past four years and we will be taking a break until the

be taking a break until the 2017 Convention, to be held in Atlanta, Georgia. I strongly encourage every Rotarian to plan on attending at least one International Convention in their life, and the Atlanta location will make it the most economical in terms of travel costs.



What makes the International Convention so awe-inspiring? It is the physical presence of

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e physical presence of being a participant in the worldwide spirit of the world's most prominent service organization. Four days of hearing, seeing and feeling the impact Rotarians have on the lives of people all over the world. The event provides you with the realization of the power and influence that Rotary has in bringing together eighteen to

Peace Corps and Rotary Kickoff Historical Collaboration



John Osterlund (far left) and Ron Burton watch as Peace Corps Acting Director Carrie Hessler-Radelet and Rotary International General Secretary John Hewko sign a letter of collaboration on a one-year pilot program in the Philippines, Thailand, and Togo.

In an effort to promote global development and volunteer service, Rotary and Peace Corps have agreed to participate in a oneyear pilot program in the Philippines, Thailand, and Togo.

Under the agreement, Rotary clubs and Peace Corps volunteers are encouraged to share their resources and knowledge to boost the impact of development projects in these three countries.

Opportunities for collaboration include supporting community projects, training, networking, and community education. Through the Peace Corps Partnership Program, Rotary clubs can continue to provide small grants to support volunteers and their communities.



Frank Talk continued

twenty-five thousand people from over 200 countries and territories, to celebrate the common humanitarian goals of "doing good in the world".

In addition to hearing the addresses of the current RI President Ron Burton, RI President-Elect Gary Huang and RI President Nominee K.R. (Ravi) Ravindran, there were several presenters that shared their "Rotary Story" with the Convention attendees. All these presenters provide a vivid description of how they were able to accomplish major contributions to the lives of others, because they initially sought help through a Rotarian or Rotary Club.

Jack Sim, frequently referred to as "Mr. Toilet", is the founder of the World Toilet Organization and BOP HUB, a non-profit organization. It provides sanitation to homes and communities in underdeveloped countries. The results are a major reduction of diseases caused through unsanitary disposal of human waste.



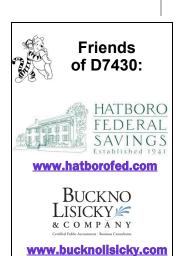
Professor Martin Silink AM, Past President of the International Diabetes Federation, tells an amazing story. A UN Resolution on Diabetes, after several years of failed attempts, was finally adopted in quick order once he approached Rotary for help. The Worldwide Rotary Network encouraged ambassadors from key voting countries to support the resolution, which in turn, caused other countries to follow suit.

Tommy Spaulding, NY Times Best Seller Author and President of the Spaulding Companies LLC, tells his story of personal and professional success. It all started because a Rotarian recommended him to a RYLA program when he was in High School. The experience set a foundation of leadership and self-esteem which led him to ever increasing achievements, and ultimately to community and worldwide humanitarian service as a Rotarian.

The list goes on for four days and includes updates on Polio Eradication, ShelterBox, and the impact of the Rotary Foundation, Rotaract and Interact.

The emotional impact is similar to the feeling of accomplishment experienced by those attending the District Conference, only on a worldwide basis. It makes you proud to be a Rotarian and instills the desire to do more through your local Clubs and the tools of the Rotary Foundation. You may wish to travel to Brazil in 2015 or South Korea in 2016, but Atlanta in 2017 is an opportunity you do not want to pass up.

Well, this is the last of my messages to you as the District Governor of D-7430. It has been a wonderful experience serving you and the



Frank Talk continued

and the Rotary Clubs for the 2013-14 Rotary Year. I am most grateful for your support and all the things you do to perpetuate the ideals and actions of Rotary in your communities and the world.

Please remember to fulfill your commitment to the Rotary Foundation before June 30, continue to seek new members to maintain the health of your Clubs, continue your support of Polio Eradication, Shelter Box, Youth Services and Service Above Self in your community and the world. WHY? Because we can and we care!

DG Frank



continued

Peace Corps Acting Director Carrie Hessler-Radelet and Rotary International General Secretary John Hewko signed the letter of collaboration on Monday, 5 May, at Rotary's headquarters during a ceremony that was attended by RI President Ron Burton and RPCV Rotary staff. In his remarks to the audience, Burton applauded the collaboration and both organizations' commitments to service.

"Today's announcement is particularly meaningful for me because I come from a family of Rotarians," said Hessler-Radelet, referring to her father, grandfather, and aunt. "We are eager to join together in common efforts to inspire volunteerism across the country and around the world."

Hewko noted how both organizations are committed to improving lives and building stronger communities by addressing the root causes of violence and conflict, such as poverty, illiteracy, disease, and lack of access to clean water and sanitation.

The two organizations also agreed to explore expanding the collaboration to more countries based on the results of the pilot. Rotary will enlist the support of its members in recruiting Peace Corps volunteers and involving returned Peace Corps volunteers in service projects at home.







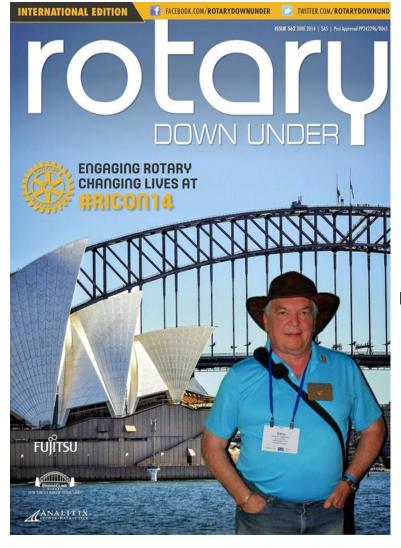
Polio Update

Rotary supports WHO's recommendation on recent polio transmission

Rotary supports the World Health Organization director-general's statement that polio is a public health emergency of international concern. Additionally, Rotary echoes WHO's recommendations for residents and long-term visitors in Pakistan, Cameroon, and Syria and in polio-endemic countries to receive immunizations against the disease before they travel.

Do You Know This Person?





DO YOU KNOW THIS PERSON?

He was last seen in D7430 heading for the airport and a plane to Sydney, Australia.

Rotary International Conference

Sydney, Australia * June 1-4, 2014

The conference was truly fantastic! It began with a warm Aussie welcome by Prime Minister Tony Abbott and an inspirational speech by Rotary International President Ron Burton. The impressive presentation of flags by our RI Director Julia Phelps followed. There were many great plenaries and many choices of electives. DG Frank, Jean, Lynne, and I had great opportunities to meet and share ideas and stories with hundreds of wonderful Rotarians from around the world.

Sydney is a beautiful city...very clean and modern with amazing sights such as the very unique Opera House and the incredible Harbor Bridge. The conference was held at the Sydney Olympic Village which was a ferry ride or train ride away from the Circular Quay where we stayed. The venue was huge, but with all the thousands of Rotarians, two opening plenary sessions were needed!

It was a wonderful four-day conference, and Lynne and I were fortunate enough to be able to extend our visit and do some touring. I would recommend putting Sydney on everyone's list of cities to visit, even though it was an exhausting 22-hour flight! Most of all, I would encourage every Rotarian to attend a Rotary International Convention. The camaraderie and emotion must be experienced to be believed!

DGE Gary







NEW POLIO CASES as of May 30th		
In the 3 endemic countries:		
	2014 YTD	2013 YTD
Pakistan	67	9
Afghanistan	4	2
Nigeria	3	24
in non-endemic		
countries	10	6



2014 District Training Assembly a Success

Over 100 Rotarians gathered at Bear Creek Mountain Resort in Macungie on Saturday May 17th for the annual District Training Assembly. This event was hosted by DGE Gary Fedorcha and Trainer PDG Tony Jannetta. Twenty seven of our 44 Rotary Clubs were represented by their P-Es or a Proxy. Breakout sessions were conducted for the P-Es, RC Secretaries and RC Treasurers.







The Opening Plenary Session began with a Welcome & Opening Remarks by DG Frank Romano. Then DGE Gary presented the new RI Theme & Goals. There was a business meeting during which the 2014-2015 D7430 Operating Budget holding the dues at \$40 per member was approved by all voters.





PDG Gerry Long and DGN Doug Cook

2014 District Training Assembly a Success continued

Break Out Session included President Elects and Asst. Governors with DGE Gary; Club Secretary Training with Shushma Patel; Club Treasurer Training with Tom Hartzell; Club Rotary Foundation Chairs and Committee Members with PDG Mike McCarthy; Rotary Resources PDG Tony Jannetta and PDG Ron Smith.













DGND Linda Young discussed Rotaplast, and Gar Webb updated us on ShelterBox.





Grant Chair Cindy Hornaman spoke about the Friendship Exchange program and Rotaract Chair David Kaplan gave a status report.



2014 District Training Assembly a Success continued





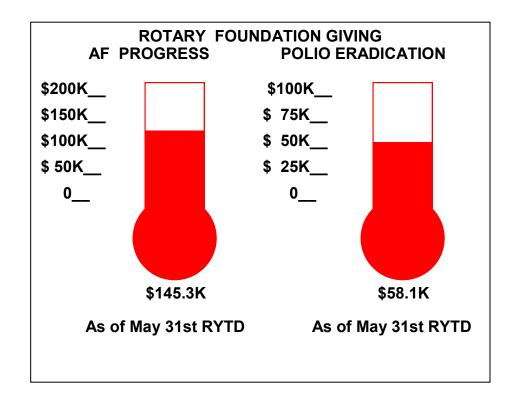
Terry Reed Membership Chair

Joe Wynands Speech Contest Chair

The 2014 District Speech Contest first place winner, Danielle Croner, gave her prize-winning speech for us and received a standing ovation. See the Spotlight article in the May issue of Frank's Forum.

A special Grant Certification training meeting was conducted after the final plenary session.





Spotlight



DICK WHITTAKER Inducted into Downingtown, PA Hall of Fame



Dick Whittaker was inducted into the Downingtown Alumni Association's newly created Hall of Fame on April 26. The program is designed to recognize and honor graduates who have made "significant contributions to the district, their community, or their profession."

Dick was chosen because of his service to PMMC as the chairman of the board and his military service to provide medical care to the soldiers and civilians in Panama, Dessert Storm, Bosnia, and Haiti. He was also recognized for his service to Rotary, especially his efforts to the Polio Plus Program of the Rotary Foundation. Since 1986, he has been chairman of the District's Polio Plus Committee that has raised more than \$650,000 to be used in programs to help to eliminate polio worldwide.

From all of us in District 7430 - Congratulations Dick!



May 30th, 2014 RYTD Giving to the RI Annual Fund

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



Did You Know?

Beginning January 1, 2015, club officers can say goodbye to the semiannual report and hello to a simple one-page invoice that clearly states the amount owed for subscriptions, membership dues, and outstanding balances. Club officers will no longer need to recalculate bills, make adjustments, or fill out the eight-part semiannual report (SAR).

The average person falls asleep in seven minutes.

Inventor, Thomas A. Edison was a member of the Rotary Club of Orange, New Jersey.



The number of possible ways of playing the first four moves per side in a game of chess is 318,979,564,000.



You park on a driveway and drive on a parkway.

Club News

Bethlehem Morning Star



May 19 – Happy and Proud to be a Morning Star Rotarian! I feel so happy and proud to be a Morning Star Rotarian! Eleven of our members participated in the District Training Assembly on Saturday – the most by any of the 44 clubs in the District! (In addition to those pictured below, Tom Hartzell was a presenter.)

We met the leaders for the coming year, heard about exciting plans and programs, and learned about resources available to help us do good locally and around the world. From district events, to handson projects, to fundraisers and social events, Morning Star members are truly "engaged"!

As heard at the District Training Assembly
"FIVE-WAY ROTARY TEST - The Fifth Question.....Is it FUN!!!!"
Morning Star passes test #5 with flying colors :-)

Ambler:

On Thursday, May 22, Wordsworth Academy dedicated the "Tom Murphy" bench in their newly beautified garden to initiate their "No Place For Hate" Celebration.



Bethlehem Morning Star



CANAL PROJECT COMPLETE!!!

Maybe it should be called "Ron's Acre", in honor of "above and beyond" efforts by Ron Helmuth, Ron Burnett and Ron Searfoss!?!







Awards

D7430 Clubs Receive Awards from RI for RY 2013-14

Presidential Citation -- With Distinction

Allentown West
Bethlehem Morning Star
Blue Bell
Doylestown
Fleetwood
Springfield Township – Flourtown

Presidential Citation Conrad Weiser Emmaus

Warminster



Tell Us What You Are Doing

DG Gary's 2014-15 monthly newsletters will tell your stories. Just send them — with pertinent photos — by the 20th of each month to:

bill966@ptd.net PDG Bill Palmer, Editor

tonyjannetta@aol.com PDG Tony, Associate Editor

andreadolak@gmail.com Andrea Dolak, Publisher

Changeover

D7430 Changeover Dinner

Thursday, June 26, 2014
Reception (Cash Bar) 6:00-6:45 pm
Dinner & Program 6:45 pm
\$50.00 per person

BROOKSIDE COUNTRY CLUB

901 Willow Lane Macungie, PA 18062

Please R.S.V.P. and mail your Registration Form by June 19th to:
Lynne Fedorcha
7220 N. Gate Dr.
Slatington, PA 18080

Questions? Contact: Ifedorcha@gmail.com

Please note that your RSVP must be mailed in, Reservations will not be held until registration form with payment is received.

Please send in your registration early!!!

To download and view the Registration form, please click on the link 2014 District Changeover Registration.pdf

If you cannot open the above link, copy and paste the following address into your browser:

http://www.crsadmin.com/gen/Accounts/50086/Eml/e94f19 da-8769-4d93-b983-3da1652c35e8.pdf







Why did the spider cross the road?
To get to his website!



Strike Out Hunger

30th ANNIVERSARY of STRIKE OUT HUNGER

PHILADELPHIA PHILLIES vs. HOUSTON ASTROS
CITIZENS BANK PARK
WEDNESDAY, AUGUST 6, 2014, 7:05 PM

\$9 from each ticket is donated back to the RI Annual Fund.

Let's sell every one of the 800 tickets !!

For Ticket Prices and Locations -- log on to http://
philadelphia.phillies.mlb.com/phi/ticketing/seating pricing.jsp

\$33 tickets - section 146 great view rows 14 through 20, 100 available

\$26 tickets - section 202 good view rows 10-11-12- and 13 24 available section 203 also good rows 5-6-7-8-9-10-11 157 available

\$26 tickets - section 420 rows 6-7-8-9-10-11 and

section 421 rows 6-7-8-9-10-11

200 available

100 available

\$24 tickets - section 310, rows 5 through 16 200 available

\$17 tickets - section 303, rows 4-5-6-7-8-9

Must order tickets from PDG GERRY LONG

610-625-5105 or e-mail: longgolf@ptd.net
All sales must be completed by July 6th

Make Check payable to: "The Phillies"
Send to: Gerry Long, PO Box 20366, Lehigh Valley, PA 18002

Consider – donating tickets to youth organizations – veterans – senior groups; Invite your friends. Our goal is \$9,000 for the RI Annual Fund



Membership Tips



Your Membership Plan should emphasize the need to change members' attitude about asking candidates to consider Rotary.

When you ask another to be a Rotarian please do not think that you are imposing upon them.

In truth, when we ask others to be Rotarians, we are offering them something wonderful -- the chance to share in the marvelous benefits of helping other people here in town AND all over the world.

"The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well."

- Ralph Waldo Emerson



Share your passion for Rotary! REFER A MEMBER!







PAUL HARRIS SOCIETY MEMBERS

Please be sure to have your donations for this Rotary Year sent in to TRF by early June to ensure proper credit.

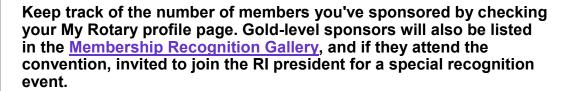


Sponsors

Rotary Announces New Member Sponsor Recognition Program

Sponsor a new member and you'll not only strengthen your club, you'll also get recognized for your efforts. Through the <u>New Member Sponsor Recognition program</u>, sponsors will now receive a specially designed Rotary pin and recognition on Rotary's website.

Simply enter new members into your club's records and identify the sponsor. Each week, Rotary will send clubs a packet containing the names of newly identified sponsors along with Rotary pins and as many as four different-colored pin backers. The color of the backer depends on the number of new members sponsored, ranging from blue for one member to gold for six or more.



All new members and their sponsors must be designated in club records in My Rotary to participate in the program. Sponsors of members who joined Rotary on or after 1 July 2013 are eligible.

Add your new club members and their sponsors in My Rotary
Download the New Member Sponsor Recognition program guide
Questions? Contact membershipawards@rotary.org for more
information

Rotary News



RC SECRETARIES ----- PLEASE HELP

We ask that each RC Secretary go to the Rotary Website as well as the District Website and update all the club officers and venue information for next year.

Create Your Own PR Program

By Peggy Hebden, Zone 24 East Public Image Coordinator

Public Image must be a priority for all of us. Now, while PR Grants are in hiatus and under review, it is even more important than ever that we make our public image dollars count. At the recent Zone 24E Success Seminars, participants had the chance to practice creating PR plans. We quickly learned that solid plans answer these questions:

- 1. What is your goal for this project?
- 2. Who is your target audience for your campaign?
- 3. What role will Rotarians or the community take in the project?
- 4. What are the key messages for your target audience?
- 5. What type of outreach will you use?

Here is an example of how these questions help support a

- 6. What is your marketing approach?
- 7. How will you measure the success of the campaign?

straight-forward service project such as the Dictionary Project: ☐ Goal: encourage literacy to third grade students; set budget; Rotarians present dictionaries to class □ Key Message: Rotary is a champion for literacy worldwide; Educate and Engage Youth in Rotary; Targeting youth clubs, partner with "Me to We" and have Rotary speakers at their events (Day of Giving as an example)...involves Rotarians, Interactors, and Rotaractors □ Outreach through social media, websites, PSAs, logos on clothing. Promote more joint projects, joint meetings, provide student bursaries and scholarships ☐ Key Message: Rotary serves humanities...a service organization ■ Measurement: More awareness and engagement of youth and Rotarians. The same questions can help craft a more amorphous project, such as the ongoing need to Increase Membership: ☐ Goal: raise public awareness of Rotary in community ☐ Target: People who want to make an impact ☐ Messaging: Club impacts community by supporting our neighbors at home and abroad, so if you are looking to make a difference, Rotary is the place for you □ Outreach; update website including "you can make a difference button," Social media, post activities that support community/world impact, direct followers back to club website for more info. Meet your local media to talk about what the club does and determine media support. Organize an open house, invite potential members, key community leaders. Offer prizes for business cards with email ad-dresses and add to newsletter list. Consider options that provide more flexibility, like Associate Membership, Corporate membership or spousal membership, as well as ways to cut costs of meetings ■ Measurement: Measure membership outcomes in medium- and longterm; not by short-term gains





Remember, PR is something that is up to every one of us, but none of us are expected to accomplish it alone. Key resources for guidance on these projects include: www.rotary.org/mediacenter, and your Rotary Regional Public Image Coordinator (RPIC).



NO COST Giving to the Rotary Foundation

Now there is a way to Do Good in the World while you Shop! The amazonsmile (http://smile.amazon.com) is a program where Amazon donates 0.5% of the price of your eligible amazonsmile purchases to the charitable organization of your choice.

Our Rotary Foundation is one of the charitable organizations that can be chosen in their menu of options. Please consider selecting Rotary and share as we enter a season of giving in honor of Moms, Dads and graduates everywhere.

More information on amazonsmile: http://smile.amazon.com/about/ ref=smi ge ul lm raas



2014-2015 District Directory Notice

For the 2014-15 Rotary Year there will be no formally printed hard copy of the 7430 District Directory. Thus we ask all RC Secretaries to please update venues and meeting times, and also all the 2014-15 Club Officers into the District website database. The plan is to have everything previously printed to be available for download.



If at first you don't succeed, destroy all evidence that you tried.

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 chair.

Foundation:

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

Please be sure to have your donations for this Rotary Year sent in to TRF by early June to ensure proper credit.



Our Clubs are at 79% of the \$175,205 cumulative goal. Allentown West still are on top, now at 171% of their goal. There still are 4 RCs that have zero giving. North Penn remains the only EREY Club.

Strike Out Hunger: A flyer is available on the district website. The Foundation Seminar is set for 25 October 2014 at the DoubleTree in King of Prussia.

The "Million \$\$ Journey" was announced at the District Conference lunch, and \$270K was pledged by dinner.

There are 15 projects submitted for 2014-15 District Grant requests, with 17 RCs involved. And we are working on three Global Grants for 2014-15.

Foundation Area Coordinators still are needed for Area 1 and Area 9.

Contact Chair is PDG Mike McCarthy at mccarthy misty03@comcast.net.

Membership:

See the latest issue of Club Builder at http://www.clubrunner.ca/Data/7430//HTML/222807//ClubBuilder4-14.pdf

District Membership Chair Terry Reed still is seeking several members to round out the committee. Contact

Terry Reed at <u>terry.reed731@gmail.com</u>.

Youth Exchange

There are 18 Inbound and 15 Outbound students in the 2014-15 program. Please contact chair Patti Smith

(<u>pattismith0221@gmail.com</u>) or visit the YEP website at <u>www.rotary7430yep.org</u> for more details and full calendar of events for the year.









District Committee Reports continued

Interact:

RI records indicate that D7430 now has 38 Interact Clubs. PennRidge Perkasie is sponsoring a new Interact Club.



Camp Neidig (RYLA):

Camp Neidig will be on June 13-16th At **Camp Manatawny. Campers must arrive** on Friday by 5:00 PM. Registration now is open online at

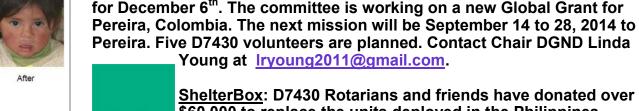
www.campneidig.com

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

Rotaplast: The 2014 On-Air Ch. 69 Auction is scheduled



Before





ShelterBox: D7430 Rotarians and friends have donated over \$60,000 to replace the units deployed in the Philippines. D7430 has donated four ShelterBoxes. Contact Chair Allan Syphers at ASArchitect@aol.com.



Rotary Leadership Institute (RLI): The D7430-7450 sponsored session will be held on September 27, 2014 at the Radisson in KOP. Contact Chair, DGND Linda Young at Iryoung2011@gmail.com.

Young at Iryoung2011@gmail.com.



4 Way Test Speech Contest: The number of D7430 RCs involved with this marvelous experience for HS students is 25. The Final contest took place on Saturday May 3rd at the District Conference. Contact Chair is Joe Wynands Joe. Wynands@susquehanna.net.



Friendship Exchange: The USA Turkey Team arrived home at the end of March after a wonderful trip and experience. 11 Visitors from Turkey arrived on Monday April 21, 2014—departing on May 3, 2014.



CANADA – Our USA team is departing for Vancouver, Canada June 12, 2014; returning June 24, 2014. The Canadian team is expected to arrive in our district on September 3. Contact Chair Cindy Hornaman at hornamca@ptd.net.

Rotaract: A new club soon will be chartered at Ursinus College. Contact Chair is David Kaplan at rotary@davidskaplan.com.

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

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

In Memorium



We note the recent passing of Rotarians, their spouses, partners and family members.



Hazel (Frick) Hartman, long-time Lansdale resident, beloved wife of Dr. Paul G. Hartman, Jr. for the last 66 years, died Tuesday, May 8, 2014 at the age of 88. Husband Paul was Rotary District 7430 Governor in RY 1988-89.

Richard (Dick) John Wagener, 78, of Harleysville, formerly of Lehighton, passed away May 26, 2014 at The Abramson Center in Montgomery Twp. Richard married Carol M. Hopkins, and together they raised five children and enjoyed 57 wonderful years together.

Dick became a Rotarian in the 1970's and soon after served as the President of the Newark, New Jersey Rotary Club, and later of the Lehighton Rotary Club. During retirement, Richard and Carol remained extremely active in Rotary, including a term as Governor of Rotary District #7410 and as current members of the Harleysville Rotary Club.



"To live in the hearts of others is never to die."



Events Calendar

DISTRICT CALENDAR

- Jun 12-24 Friendship Exchange OUTGOING Team to Canada
- Jun 26 -- District Changeover Dinner at Brookside CC in Macungie
- Aug 6th -- Strike out Hunger at Phillies
- Sep 3-10 -- Friendship Exchange Canadian team will be here
- Sep 27 -- RLI -- Rotary Leadership Training Institute at the Radisson in King of Prussia
- Oct 9th -- D7430 Golf Outing at Silver Creek Country Club in Hellertown.
- Oct 13 to 19 -- Zone Institute at the Fairmont Royal York Hotel Toronto, Ontario, Canada
- Oct 25 -- D7430 Foundation Seminar w/D7450 at The Double-Tree in KOP

CLUB EVENTS



Jun 27 -- Allentown RC's 100th birthday party Gala at Lehigh Country C

Jul 19 -- Allentown-West Community Pig Roast and Silent Auction at Ontelaunee Park, New Tripoli, 3 pm

Aug 12 -- Quakertown Rotary Charity Golf Outing at FOX HOLLOW GOLF CLUB, Quakertown, PA.

Sep 27 Morning Star Classic 5K/10K near Celtic Classic Festival Bethlehem



The bartender says..."we don't serve 'time travelers' in here."

A 'time traveler' walks into a bar.