



Rotary Magic



Rotary International District 7430 Newsletter March 2011



2011 MAGICAL CONFERENCE PLEASE REGISTER NOW



SATURDAY DINNER SEATING IS LIMITED
"Black Tie" dress is optional.

Go to www.2011magicconference.com

Please register and plan to take part in the District 7430 Conference from Friday April 29th through Sunday May 1st at Bear Creek Mountain Resort in Macungie, PA.

Come and be part of the finals of the 4-way test speech contest.

Be a part of the celebration of the good things Rotarians do.

Enjoy the musical talents of our visiting Youth Exchange students,

Let Wizard Jim and the Amazing Alex wow you with their MAGIC.

This conference will challenge you, stimulate you, entertain you and most of all give you a new sense of purpose and direction as a Rotarian in the 21st century. And you will experience more of the Magic that Is Rotary.



*Bear Creek
Mountain Resort*

DG 2010-11 Bill Palmer

Attendance Reporting Magic Still is Needed

All RCs have sign-in sheets at weekly meetings, so the data is available. Then once a month your Secretary needs to communicate those attendance figures to our District Secretary, Michele Hoch. Each RC Secretary has the option of using the ClubRunner district website to transmit its attendance information (preferred), or it can be e-mailed to Michele and she will feed it to the district file through ClubRunner. Michele e-mail address is: mehoch9@comcast.net.

This RY your reporting habits have been less than stellar. The following RCs have not yet reported on January and we ask that they begin to do so immediately.

Allentown Liberty bell	Birdsboro	Boyertown
Central Perkiomen	Churchville	Easton
Mt Penn	Nazareth	Pottstown
Shoemakersville – Leesport	SpringFord	Kutztown
Springfield Township-Flourtown	Warminster	Shillington
	Warrington	

We have 31 RCs reporting on January and our thanks go to their Secretaries. We ask that the others to do the same.

DG Bill

First Annual Purple Pinkie 5K Run/Walk

REGISTER NOW

Sunday, April 3, 2011

Organized by the DeSales University Rotaract Club



Join us for the First Annual *Purple Pinkie 5K event* co-sponsored by the Rotary District 7430 Foundation and the DeSales University Rotaract Club, **All proceeds benefit PolioPlus to help eradicate polio from the world.**

The race will take place at DeSales University (McShea Center) 2755 Station Avenue, Center Valley, PA 18034

Registration:	9:00-10:00 AM
5K Race:	10:00 AM
Awards:	11:00 AM

The Rotaract Club of DeSales University is celebrating its first year as a club. In addition to PolioPlus the club supports a variety of other organizations in the community such as Second Harvest Food Bank, Ronald McDonald House, Soldier's Angels, and others.

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

What Paul Harris Said

"Good works are not all there is in Rotary; good works are expressions only of something beneath. Some of the most powerful forces in the world are invisible...electricity, ...gravity. Even the air we breathe is invisible and yet it sustains life.

The power of Rotary is invisible and yet it performs miracles. The gates of empires have been lifted from their hinges by the power of ideas.

Beneath the good works of Rotary there is an invisible power; it is the power of good-will and by virtue of the power of good-will Rotary exists."

*Paul Harris in his autobiography,
My Road to Rotary, (p 262)*

The Magic of PETS

Forty- Three Presidents-Elect Attend
Mid-Atlantic President Elect Training Seminar

What a great turn out for our District PETS session held Feb 24-25th at the Valley Forge Convention Center. We are delighted that your club's President-Elect took the time to gain knowledge and enthusiasm to start planning their Rotary year. Not only did they get the full President's orientation curriculum, but because we gather with four other Districts they were privileged to hear great motivational talks from Rotarians that are extremely knowledgeable about the great benefits Rotary provides our world.

Our Zone 24-32 Rotary International Director, Ken Grabeau, (one of 19 on the RI Board) and Peter Kyle, a former Rotary Ambassadorial Scholar, and recently retired as the World Bank's lead legal counsel, provided motivational messages to us all.

Jeff Cadorette, PDG and Rotary club of Media, is world-wide speaker and trainer and recipient of Rotary International's two top individual service awards gave a talk on "So you want to be Rotary club President?" PDG Connie Spark told her story of leading humanitarian missions to help the visually impaired in other countries.

Lastly, Past Rotary International President, Wilf Wilkinson, who represented Rotary in 2007-08 to the world's leaders, and a finer gentleman you will never meet, discussed the RI Foundation. I personally want to thank your PEs for attending and urge all club members to step up when your PE calls and make their year fantastic.

Bill Jahn - District Governor-Elect

Quote of the Month

"But we embrace the Rotary core value of leadership. And what is leadership? Leadership is rallying together the resources, the energy, the drive of many people, to see the job done -so that when it is done, the people will say, we did it ourselves".

*Past R.I. President Bhichai Rattakul
in an address to the International Assembly last January.*

How Can You Publish An Article?

To have an article published in Rotary Magic send the article and all accompanying pictures to Andrea Dolak at andreadolak@gmail.com by the 20th of each month.

Rotary Magic is written and compiled by:

Bill Palmer, District Governor

Andrea Dolak, Administrative Assistant

Date: Mar 10, 2011; Section: Berks & Beyond; Page: B3



READING EAGLE: TIM LEEDY

Len Marrella, a graduate of the U.S. Military Academy at West Point, N.Y., and president of the Center for Leadership and Ethics in Wyomissing, addresses students at the New Generations Youth Leadership Conference at Penn State Berks on Wednesday.

159 students attend Rotary leadership event

READING EAGLE

Participating Rotary Clubs of Berks County sent 159 ninth- and 10th-grade students to the 14th annual New Generations Youth Leadership Confer-

ence at Penn State Berks on Wednesday.

The day's activities were highlighted by a presentation by Cadet Daniel White from the U.S. Military Academy at West Point, N.Y.

A group of 11th- and 12th-grade students will be attending the clubs' eighth annual Rotary High School Conference on Leadership and Ethics today at Penn State Berks.

District Assembly 2011

Come join the District Assembly on April 2nd from 8am to 1:30pm for a fun filled learning experience. We invite all Club officers, particularly those new to the office as well as Rotarians interested in fundraising, membership, and PR/Marketing to share year "Best Practices" and build plans based upon successes in these areas. We will also offer session in web site design and social media (utilizing one of the University's computer labs). And for club secretaries, there will be a special online session aimed at utilizing the District and RI websites for your reporting. Finally, for those that have existing Interact Clubs or would like to start one, we plan to have an extended session for Club Interact Advisors and their High School Club advisors. Come join us; it will be beneficial to all concerned.

The cost is \$35 which includes continental breakfast, sessions, and lunch.

EREY Magic

Sri Lanka Rotarians Rebuild Four Schools With a US\$1.9 Million Rotary Foundation Grant Made Possible Through the Contributions of Every Rotarian, Every Year.



Rotarians continue to work on long-term recovery efforts in Sri Lanka to help the thousands of people who are still recovering from the devastating December 2004 tsunami.

Thanks in part to a US\$1.9 million Rotary Foundation grant, Rotarians from District 3220 (Sri Lanka) helped rebuild four schools in their country. Their project will enrich the education of more than 1,600 students. Basic education and literacy is one of the Foundation's areas of focus.

This grant was made possible through the contributions of **Every Rotarian, Every Year**

Doing good in Sri Lanka



Make your annual gift today.



EREY Birthday Magic

Rotarians celebrate Rotary's birthday by giving generously

Because of Rotarians' generosity, The Rotary Foundation raised about US\$ 4.1 million through the double Paul Harris Fellow recognition incentive. These donations will make a difference in the lives of the thousands of people who benefit every year from humanitarian projects funded by the Foundation.

In honor of Rotary's birthday on 23 February, online contributions of \$100 or more to the Annual Programs Fund received double recognition credit. Given the enthusiastic support of Rotarians, the Foundation extended the double recognition points incentive to 24 February. What a fabulous response from all over the world!

Magic from RI President Ray

Keep it simple

When I first joined Rotary in 1961, I often heard Rotary leaders say “Keep Rotary Simple.” In fact, that phrase was part of the RI theme in 1956-57! However, as Rotary has grown in both the number of members and the number of programs during the last 50 years, simplicity has become more difficult.

The revised RI Strategic Plan for 2010-13 is a refreshingly simple approach to keeping Rotary strong and vibrant in the future. The three priorities of the plan are clear and brief statements calling us to

- (1) support and strengthen our clubs,
- (2) focus and increase our humanitarian service, and
- (3) enhance our public image and awareness.

It is a true strategic plan because each of the three priorities has a list of measurable goals, and in turn, there is a scorecard to track progress of all the goals. We are realigning the RI budget to reflect the new priorities, and we are trying to balance the priorities in all RI activities. Even the breakout sessions at the 2011 convention in New Orleans will be balanced between the three priorities. The new plan with the simply stated priorities will not be left to merely gather dust on an office shelf!

Please note the interdependence of the three priorities. We have recognized for many years that Rotary cannot provide exemplary service projects without strong clubs and that clubs cannot recruit and retain high-quality members without significant service projects. The third priority now recognizes that in the modern world, Rotary needs the support of our communities, of partner organizations, and sometimes of governments, to conduct larger service projects, which in turn build stronger clubs.

Rotary is now on the world stage due to PolioPlus. But we are still a grassroots organization, and our strength is dependent on the health of our clubs. The three priorities of the strategic plan remind us that the success of Rotary is based on a simple formula of strong clubs, significant service projects, and a favorable public image. Thanks to Paul Harris and other Rotary pioneers, it is a simple formula that produces extraordinary results – and a better world!

Ray Klinginsmith
President, Rotary International

Hold the Dates

- | | |
|---------------------|---|
| April 2nd | -- District Assembly -- DeSales University in Center Valley |
| April 3rd | -- Purple Pinkie Day 5K+ run at DeSales University |
| April 19, 20 | -- Lehigh Valley Youth Leadership Conferences at DeSales Univ |
| April 29 to May 1st | -- District Conference at Bear Creek in Macungie |
| May 1st | -- District Youth Conference at Bear Creek in Macungie |
| May 10 | -- Philippine GSE farewell dinner - Wm Penn Inn, Gwynedd |
| May 22 to 25 | -- RI Annual Convention in New Orleans, LA |
| June 17-20 | -- Camp Neidig (RYLA) |
| June 30th | -- District Changeover at Northampton Country Club, Easton |

New Orleans Magic



Rotary's Annual International Convention

MAY 22 TO 24, 2011

A list of speakers and entertainers for the convention is now being posted on the RI website.

Virtually all of the Rotary Youth Exchange students in the South Central Rotary Youth Exchange districts will participate in the convention, and about 200 of them will be involved in the flag ceremony and the musical presentation at the opening session on Sunday.

New Orleans will be the last RI Convention in North America for 5 years !!!

Ask anyone who was in Montreal if it is worth it and you will hear a BIG YES !!

Go to the RI Web site at <http://www.rotary.org/en/Members/Events/Convention/Pages/HowtoRegister.aspx> to find the many different ways to register from doing it online to printing the form and mailing it.

Get a number of folks from your Club to go together!! Take a new member along. New Orleans is a GREAT city and the RI Convention is a tremendous experience.

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

PDG Mike McCarthy

More EREY Magic

Lehigh Valley East Awarded a Matching Grant

The Rotary Foundation 1560 Sherman Avenue Evanston, IL 60201-3698 USA and Rotary Foundation (India) Thapar House (Central Wing) New Delhi, India have notified Kristie Hoeflein Metz, President of the RC of Lehigh Valley Easy on 8 March 2011 that Matching Grant #74476 has been approved.

The announcement reads:

Dear Rotarians Acharya and Metz,

Congratulations! Your Matching Grant application, submitted by Rotary Club of Udipi and Rotary Club of Lehigh Valley East for funding to help provide furniture and a toilet facility to Govt. Pre University College in Brahmavara, Karnataka, India, has been approved by Rotary Foundation (India) ("RF(I)") and The Rotary Foundation ("TRF").

Sincerely,

Laura Bradley Grant Coordinator Humanitarian Grants Staff The Rotary Foundation

Congratulations to all LVE Rotarians.

DG Bill

Feathered Fundraiser Magic for Camp Neidig

During January and February 2011 the energetic Wilson High School Interact Club (Berks County) raised money to benefit students and birds at the same time! The Interact students and their sponsoring Rotary club, RC of West Reading-Wyomissing, brought their talents together and sold bird-houses. A mere \$20 bought you a "Birdie Townhouse" or a "Wren Country Condo", or a "Birdie Summer Home", or several other residential models. Profits from the sale will go to support Wilson High School and Wyomissing Area High School students who will attend Camp Neidig, the Rotary student leadership camp, RYLA held each year.

Teachers, parents, neighbors and Rotarians who bought the bird houses had the option of donating them to the Berks County Parks and Recreation Department for placement in the county parks and along the county's network of trails.

Dr. Karen Dewalt of West Reading-Wyomissing, club contact for Camp Neidig, coordinated the project with the Wilson Interactors. Expert Mennonite and Amish craftsmen, clients of Conestoga Retreat, who made the houses, enjoyed the project almost as much as our feathered friends who are going to occupy these new digs!

Terry L. Reed, Assistant Governor, Area 4

DSG Club Awardees

I hope all your projects have or are going well in your communities. According to many of the applications, several projects should be completed by now. As the District is holding the balance of awarded funds for all the grantees, I would assume that many of you would like to receive your Club's final payment. Enclosed with the first check was a form entitled **Individual Project Report**. That form can be used for a progress report or the final report. Now would be a great time for you to submit the final report, if have the essential information listed below:

- 1) - All receipts accounting for DSG funds and Club contributions for your project
- 2) - The number or percentage of Rotarians participating in the project and how they were involved
- 3) - Evidence of PR materials or means of identifying your Club's support for the project in the community

The rest of the information, for the final report, should be in your application and easily transferred to the Final Report Form. That's what makes this a "**Simplified**" grant. There will be a DSG workshop session at the up-coming District Assembly on Saturday, April 2. DGE Bill Jahn is requiring a representative from any Club that intends to apply for a DSG this coming year. Any applying Club must also have a completed and approved Final Report, if they were a grantee this year, in order to apply for a DSG this coming year.

As you are aware, DSG funds were late coming to your Club this year, because the District did not have sufficient Final Reports from last year's DSG awardees. So please submit your Final Reports, as soon as you have the documentation.

If you have any questions or concerns regarding your Final Report, please feel free to contact me.
[215-822-3491](tel:215-822-3491) or fjromano@comcast.net

Frank Romano

76ers Magic for Our Foundation

My family and I had a great time. And I think everyone in attendance did as well. The "Rotary Night at the 76ers" game on March 4th helped to promote Rotary and raise money for The Rotary Foundation. I think I would call it a success.

We sold 222 tickets raising \$2220 for the Annual Fund.

We donated 11 tickets to "Big Brothers and Big Sisters of Philadelphia" and several clubs in the Lehigh Valley donated to youth organizations in that area. Incidentally, my son David who got us the good deal on Sixers tickets is a Big Brother in Philly.

Thank you to all who supported the fundraiser. And a special thanks to PDG Gerry Long who developed the idea of a fundraiser with the Sixers, to PDG and District Foundation Chair Ron Smith who did the courtside pregame show and tip-off, and to the AGs who helped to sell tickets. Oh, and also a special recognition to DGE Bill Jahn who proved to his grandkids that you are never too old to dive across seats attempting to snag a lousy T-shirt being launched into the crowd.

By the way, the 76ers won.

AG Area 4, Terry Reed

Key to Club's Future: Membership Growth

A year ago your Club President set the goal for membership this year. The goals ranged from 0 to 16. The total additional for the Clubs in the District was 166. Wow!

So, how are we doing? Through the end of February Clubs were reporting to Rotary International a total of 50 more members since July 1st. Current figures on the RI site (Club officers can view their figures in [Member Access](#)) bring that figure down to 39, ranging from -7 to +11. There is so much opportunity to excel!

Why does membership need to grow? Here is the quote this month:

"Just as Rotary itself can never keep its place unless it is constantly growing, so each individual Rotary Club cannot afford to stand still while the stream of life moves onward."

— Armando de Arruda Pereira, 1940-41 RI president, in *The Rotarian*, February 1941

It was true in 1941, and it is true today. Your members are aging. We have lost what seems like a large number, particularly recently, to natural causes. Some members move away. Some have had job or life changes.

Your Club needs the energy and ideas new members bring. They have talents to share. You need someone to keep your Web site up to date! Rotary has opportunities to provide to them, opportunities to serve and opportunities to expand their circle in the community.

So --- **ASK!** Stop waiting for the "right" time. Bring a guest to your next Club meeting or service project. Let them make the decision on whether to come back again. Your Club, and your community,

Club News

Quakertown Rotary Run for Youth a Hit

The Quakertown Rotary Club held its Fifth Annual Rotary Run for Youth on March 5. The event combines a challenging 10 mile run with a rolling 4 mile out-and-back race and is held at Pfaff Elementary School in Spinnerstown PA on the first Saturday in March. The early March date sets the race as one of the first on the Spring race calendar and it is becoming well known as a good test for area runners as they prepare for early season half-marathons and marathons. The race has grown every year and 2011 saw a record 343 registrants



coming from as far away as Delaware. Both races start together and run concurrently for the first 1+ mile, allowing runners to change their minds on the fly about which distance they will run.

The race is a fund-raiser that supports the Club's youth-related activities including sponsorships for students to the District's Camp Neidig leadership training, PA Free Enterprise Week, Student of the Month at Quakertown HS and the purchase of Christmas presents for disadvantaged children at the local shelter. The 2011 race raised over \$3,500 for the Club.

The 2010 race saw the men's and women's course records broken in both races. The field was even faster in 2011, especially in the 4 miler, where P.J. Meany of Hokessin DE ran 20:14 to break the men's record by over 2 minutes. Lauretta Dezubay of Bethlehem PA finished 5th overall in 24:07 and also broke the course record by more than 2 minutes. Jenna Papaz of Bethlehem PA was the first woman in the 10 miler in 1:05:09, good for 19th overall with a course record. Rick Clendaniel Jr. of Trappe PA was the overall 10 mile champion in a very fast time of 56:28, the second fastest time in the 5 years of the race. The full results for both races can be found at www.pretzelcitysports.com.

The Club has also developed a reputation for having interesting food choices at its races. Besides the usual fruit and bagels, the March race features soup and volunteers from the Club grill hot and sweet sausage sandwiches for the runners. All of the leftover food is donated to the Quakertown Food Pantry.

The Quakertown Rotary Club also organizes a November 5K to benefit Habitat for Humanity of Bucks County with the 10th running coming in 2011. Rotarian runners are welcome to join us at both events. Come out to run or walk with us on the Saturday after Thanksgiving. Wear your Rotary badge during the race for a special surprise!

Club News continued

Fleetwood change of venue

Effective March 16, the Fleetwood Club will be having their weekly meetings at The Berkleigh Golf Club, 14623 Kutztown Road, Kutztown, PA 19530.

Easton Club

Thanks to a donation provided by the Easton Club, 10 children and 4 staff from the Children's Home of Easton enjoyed the Sixer's Game on Friday March 4th, Rotary District Fundraiser night at the Wells Fargo Center.

Pictured here are: (L-R) Dom Price, CHE Staff, Ernest T, Eugene T, Craig W, Karon B, Mike D, Racine Sanders, CHE Staff, Mike Miskevish, CHE Recreation Director, and Keith B.



Bethlehem Club and Bethlehem Morning Star Club



- Challenging 18 Hole Course
- Cart & Driving Range included
- Fabulous Prizes & Awards
- Lunch, Reception & Dinner
- Contact Butch Macri for more information at (610) 691-2400

Spread the word!



Invite someone to become a
Rotarian
today.



ROTARY INTERNATIONAL