



Rotary Magic



Rotary International District 7430 Newsletter May 2011

DISTRICT CONFERENCE MAGIC

by DG Bill Palmer



Bear Creek Mountain Resort in the hills of Macungie, PA was the scene of our district's 2011 annual conference from April 29 through May 1 -- and it truly was a MAGICAL event. About 250 Rotarians and guests attended for all or part of the celebration of this current Rotary year. And along with the Magic of our district Rotarians we also had Jim Lang, a professional Magician, entertain us throughout the weekend.

Cliff Reinert of the Boyertown RC said that some things that really stuck out with their impact

on Saturday as he reflected on the day and what it meant to him and many who also shared the event:

- "The young man who won the Four Way Test speech contest had a great story with true "right from the heart" ideas to share with Rotarians and friends! And of course all three contestants were excellent, but I enjoyed his message and what that meant to him at a young age, and about the youth of our cities and what they have to offer young people.
- The recap that PDG Ron Smith gave on the Foundation and the video clips bringing to life Rotary's life-saving and changing activities both at home and around the world. It was heart wrenching to see what Rotary has done over time with their non-government foundation programs with its humanitarian initiatives. I also had tears in my eyes, and I know it impacted Ron's emotions to share the message with the District's membership. Wonderful job!!!
- The team (GSE) which also is an important element in the District. The team visiting the U.S. from District 3780 of the Philippines was great, sincere, serious on their mission, and they had great stories to share and tell. They did an excellent job with their video message; and their finale copying The Sensations, "God Bless You" was incredible to share with Rotarians and their friends from the District at the Conference. Wow!!!



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District Conference Magic *Continued from page 1*

- And two District club initiatives that really made an impact with me were: SpringFord with the help of their Interact Club which incidentally is huge (over 200+) spending \$15,000, to purchase holiday gifts for 208 kids in the SpringFord School District that wouldn't have had a Christmas... for those 78-families. Even providing the families with a "gift card" to ensure something special to eat on Christmas Day as well. What a club!!!
- And the Bethlehem Rotary Club which does that S2L Project to ensure youth in the Lehigh Valley have help ensuring young people with disabilities ages 14-21 years-old had skills that they could use to enter the work force and feel "part of society," instead of just wasting away... and worrying about oneself. Incredible; Rotarians do perform Magic!!!
We truly do have folks with special Magic in the District... who accomplish a Mission set before the District's membership! Every day, every hour, every moment, somewhere, a Rotarian is extending a hand of friendship."

A Y.E. STUDENT SPEAKS

"Hey Elaine,

Just wanted to say thanks for an awesome weekend! I had a great time and loved meeting so many Rotarians. I really feel like I'm part of a global family now, and I never want to leave it!"

Best of Regards, Seth Novick

OTHER COMMENTS

"The conference was a big success. I enjoyed the time meeting with my fellow Rotarians and being able to see PRI VP Mike McGovern after so many years. Thanks for asking me to help out. It's always an honor to do my part."

Doug Cook, Collegeville RC

"We were so happy that our children were included in the program. I wish more Rotarians would take their children to the District Conference. We were the only family there. I do not want to attend a conference and leave my family behind. Great conference, we really enjoyed ourselves."

Michael Mattie, Warrington RC

Contest Feedback

Richard Wang is the winner of our first district-wide four-way test speech contest. He was judged the best at the finals held at the District Conference on Saturday, April 30, 2011 at Bear Creek. A copy of Richard's letter to the Warrington Rotary Club follows.

Dear Warrington Rotary Club,

I want to thank you on behalf of my family for a wonderful evening on March 23. We thoroughly enjoyed the dinner and had a great time with our hosts Mr. and Mrs. Leventhal, as well as Peter and his wife. I feel honored to have met some of the friendliest, most highly regarded and charitable members of the community. What your organization does is a great service to all of us and I hope to someday be able to give back as well.

One of the most encouraging things for a high school student is to have the opportunity to participate in something like the Four-Way Speech Contest. I want to once again sincerely thank you for giving me that opportunity. It truly means a lot to me. I will be practicing very hard for the coming regional competition and will do my best to represent the Warrington Rotary Club well.

Sincerely,
Richard Wang

Social Media Tips

Rotarians continue to find creative ways to use social networking to strengthen their clubs. Rotary clubs have used Twitter, Facebook, and other social media to promote events, find Rotary Youth Exchange participants, or connect with High School students who want to form Interact clubs.

There even is a Rotary Fellowship aimed at building friendships and support service through safe and effective social networking. During the 2009 RI Convention in Birmingham, England, a group of Rotarians interested in social media met to discuss forming a fellowship. Recognized by the RI Board in June, The Rotarians on Social Networks Fellowship has grown from an initial 488 members to almost 970 in 79 countries.

"Members offer advice on how to determine goals for developing a presence on a social network, and how to best achieve those goals," said Simone Carot Collins, President of the Fellowship and of the Rotary Club of Freshwater Bay, Western Australia, Australia. "We also coordinate a few things that anyone can collaborate on, such as maps showing Rotary zone, district, and club locations throughout the world."

A group of volunteers, or "champions," provide Rotarians in their area with step-by-step assistance in setting up social media accounts. There are now 195 champions available to help particular districts, and 20 in charge of individual Rotary zones.

If you are daunted by social media, start with these tips developed by a panel of Rotarians during RI's social media webinars:

1. View websites and social media as part of your public relations and marketing budget. Your online presence should not be an isolated expense or something for the "techie" person of the club to work on alone. It should have the club's support, with several Rotarians involved.
2. Go online before you start your own social media page, and see what other clubs and organizations are doing. Note what you like and what you think would work well for communicating to the community and reaching your goals.
3. Develop a communications plan. This includes identifying an intended audience (e.g., prospective Rotarians, community leaders), goals (e.g., to let the community know what your club does, to find new members), and a message (e.g., "We're a club that has a signature project," "We're a club that offers fun fellowship and service opportunities").
4. Update your page regularly (but not too often) with photos, videos, and text. Plan to update your Facebook page at least once a week, but not five times a day. If you update too much, people will become overwhelmed and tune you out. If you don't update enough, people will think your club isn't active. Ask several club members (perhaps your committee chairs) to share the responsibility of updating your page.
5. Designate moderators. Check all social media sites for spam or other inappropriate comments nearly every day. Distribute the moderation duties among several people.

Social Media Tips *Continued from page 4*

6. Look professional. Social media pages are a reflection of your club. Check your spelling, and use the Rotary emblem correctly. See www.rotary.org/graphics.
7. Be genuine, conversational, and fun. Share items that will interest your audience.
8. Reach out to other community organizations, especially potential project partners. Also connect with the news media and with local business and government leaders on Twitter and Facebook. Social networking is about building relationships.
9. Promote your social media pages. Include links to them on your club's website, in e-mails, and in print publications.
10. Be safe, but don't be afraid. You won't break the Internet! But remember that social media sites are public, so don't include personal information. Also, sites can frequently change their policies, so review privacy settings regularly.

Antoinette Tuscano, Rotary International News -- 9 May

Hold the Dates

2011

June 17-20	-- Camp Neidig (RYLA)
June 30 th	-- District Changeover at Northampton Country Club, Easton
August 17 th	-- Phillies Strike Out Hunger
September 17 th	-- Rotary Leadership Institute in King of Prussia
October 10 th	-- Golf Outing at Silver Creek CC in Hellertown
October 22 nd	-- Foundation Workshop
December 3 rd	-- Rotaplast On-Air Auction

2012

\March 1 to 3	-- Mid-Atlantic P.E.T.S. -- King of Prussia
April 20 to 22	-- District Conference at Bear Creek, Macungie, PA
May 12	-- District Assembly - DeSales University

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.

Bill Palmer, District Governor

Andrea Dolak, Administrative Assistant

Rotary Magic is written and compiled by:

5 Ways to Strengthen Your Rotary Club

Strengthening your club can be easy. Every Rotarian is capable of taking a few simple steps -- such as picking up the phone and inviting a friend or colleague to a meeting -- to help improve member recruitment and retention, a priority of the RI Strategic Plan.

We asked Rotary coordinators for a few simple ways that Rotarians can strengthen their clubs. Their suggestions include:

1. Take a survey of club members to determine what the club does well, what it could do better, and what else it could be doing. Schedule a board meeting to discuss the results and determine a plan of action.
2. Design your club website with public relations in mind. Take advantage of the best practices in web design. Make sure you provide accurate information, with your club's name and meeting time and place prominently displayed on the home page. Ask yourself: "Does this website help visitors understand Rotary?"
3. Plan at least one project each year that reaches beyond anything your club has done before. Be sure to publicize your event in local media. larger scale.

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Quote of the Month

"I've had two life altering experiences in my life. One was delivering (clean water) biosand filters to the Dominican Republic and one was the Rotary Leadership Institute."

Mike Wood, President of the Jackson Breakfast Rotary Club, D6360 in Michigan

Random Thoughts About Leadership

When I read the quote from Mike Wood (page 7), it became apparent to me that he must have been "open" to the information and potential of what was presented at the RLI courses. It reminded me of my Prosecutor days some years ago when the Judge routinely asked the jurors to keep an open mind and not to draw conclusions until the entire case was completed. Unfortunately that is not always the case, because many people tend to jump to conclusions when they first hear about something and then close their minds.

One of the difficult tasks of leadership is to get people to keep an open mind and to not draw conclusions too quickly. Otherwise there would be very little change that is almost always needed to move something ahead. We see the problem all the time in our clubs when some long term members reject new ideas without being "open" to new possibilities.

PRID David Linett, Founder of RLI

5 Ways to Strengthen Your Rotary Club *Continued from page 6*

4. Use RI resources to create a long-term vision for your club. A strategic plan provides a framework for setting goals and ensures continuity. It can also help your club increase membership, enhance Rotary's public image, and carry out more effective projects.

5. Pick up the phone and invite a friend, colleague, client, or service provider to a meeting. Many people join Rotary only after seeing firsthand the spirit of fellowship at club meetings and the commitment to community service.

Arnold R. Grahl, Rotary International News -- 26 April 2011

Club News

The RC of Saucon will host "Improve Your Odds ~ An Educational Casino Night," Friday, June 3 from 7:00—9:30 p.m. at the Se-Wy-Co Fire Company, Lower Saucon Township, 3621 Old Philadelphia Pike, Bethlehem. Come learn how to play blackjack, roulette, craps and other games of chance! There will be tables where you can test your new skills. The more chips you win, the better your chances to redeem prizes. Tickets are \$35 in advance, \$40 at the door. Ticket price includes food stations; cash bar will be offered. To reserve your tickets, please contact Jack Pfunder at jepfunder@yahoo.com. Beneficiaries of this event include local youth organizations and other community charities which the Rotary Club supports.

The RC of Morrisville-Yardley Area has been notified by The Rotary Foundation that their Matching Grant to provide water purification filters with the Rotary Club of Lima Sunrise for villagers of Lima, Peru has been approved. Congratulations to Juan Proano for making this happen.

The Allentown Liberty Bell RC has just completed the final paperwork for a Global Grant (a.k.a. Matching Grant) for a project with Engineers Without Borders for Sierra Leone, Africa. PDG Jerry Friedman has been championing this effort.

The Rotary Club of Boyertown has been selected to receive the 2010-11 Significant Achievement Award from Rotary International. The handicapped playground project opened last Summer by the members qualified fully.

The Rotary Club of Central Bucks-Lahaska has achieved both the highest net number of new members, eleven, it also has the highest percentage increase of our district RCs this Rotary year. Congratulations to all of the CB-L members.

The Emmaus RC has received the RI Zone 32 Community Service Award for 2010-11. Well done, ERC Rotarians.

The RC of Saucon- Center Valley sponsored Rotaract Club of DeSales University has been awarded a 2010-11 Presidential Citation. Well done Rotaractors and Rotarians.

The Rotary Club of Easton has received a Public Image award recognition from RI Zone 32. Our District 7430 also has received recognition. Good job, Easton Rotarians.

Spread the word!



Invite someone to become a
Rotarian
today.



ROTARY INTERNATIONAL