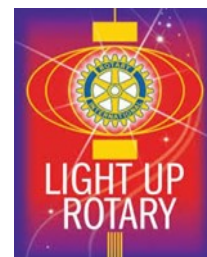




# Gary's Gazette

*Light Up Rotary Through Education*



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**Rotary District 7430**

**October 2014**

## Gary's Notes



How fast the months pass! It is hard to believe that it is October--the leaves are turning bright colors and the days are beginning to shorten.

My official visits to all of our clubs in the district are completed. Now I look forward to an occasional return visit to your clubs, and to attending some of your special events, and to supporting club leaders throughout the year. I encourage every Rotarian to continue to support our District's Goals for this year which are:

- To educate the community and members that Rotarians do things for our local communities as well as for our global communities.
- To increase our membership by inviting people to visit and join our clubs.
- To invest in organizing and supporting Interact in our middle schools and high schools and Rotaract clubs in our colleges and universities.

## Rotary at the United Nations

Rotarians again are invited to join in New York City at the Rotary-United Nations Day on Saturday, November 1, 2014.

Saturday, 1 November 2014, 8:00am Registration, 9:30am program begins, till 4:00pm. The Registration fee is: \$50.00 for Rotarians or chaperones, \$40.00 for Ambassadorial & Peace Scholars or Rotaract club members. Registration for Interact club members and Youth Exchange students has been moved to a separate website. Please see <http://RIUNDay.org> for details.

This unique opportunity will offer both a visit to the United Nations Headquarters in New York City and participation in panel discussions featuring leaders and officials from the United Nations, UN affiliated Non Governmental Organizations (NGO's) and Rotary International.

Lunch is included in the registration fee and will be served in the main United Nations Cafeteria overlooking the East River. Lunch will include a sandwich, beverage and dessert.

*Continued on page 2*

*Continued on page 4*



## Gary's Notes *continued*

- To continue to evaluate how we meet, when we meet, where we meet, the cost of meetings, and what we do at our meetings. Our goal is to retain members and attract new members by considering everyone's needs.
- To consider creating Satellite Clubs as a way of expanding membership.
- To educate our members and non- members of the value of giving to the Rotary Foundation. We accept bequests and the public should be aware of this.

Please keep in mind that this is the time of the year that the District Leadership offers training opportunities and assistance to all interested members. We had a successful Rotary Leadership Institute on September 27 in King of Prussia. Congratulations to those who attended and to those who were graduated.

We are holding a Grant/Foundation Seminar on October 25th in King of Prussia.

The District Nominating Committee is accepting applications for our 2016-17 District Governor.

I encourage all Rotarians to attend the Membership workshops and to contact PDG Frank Romano, Membership Chair, to assist you and your club with membership concerns and ways to attract new members. Let's share what our *clubs are doing in partnership with other clubs*.

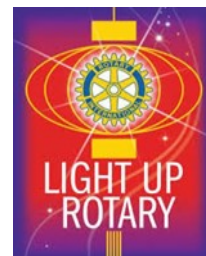
The best way to keep communications open among the levels of Rotary is to periodically link onto the RI website. (<https://www.rotary.org/myrotary/en>), and also check the District 7430 website (<http://www.rotarydistrict7430.org/>). These websites are constantly being updated with relevant information and an enormous amount of resources to aide Rotarians in their efforts to serve their communities and the world. If you have any questions regarding Rotary, the answer is most likely on one of these websites.



The District Website contains a directory of all the District and Club leadership. Getting in touch with the person or resource you need is as easy as a click on a link, or the old fashioned way of making a phone call.

## Gary's Notes *continued*

The best way to find out what is happening on a monthly basis is to download this District Newsletter, Gary's Gazette. Gary's Gazette contains all District events, Club information, special announcements, deadline reminders, and up-to-date "need to know" information from RI and the District.



The best way to share information is to inform Bill Palmer ([bill966@ptd.net](mailto:bill966@ptd.net)), Editor, of your club's announcement/information. A great deal of effort goes into the preparation of these communication tools. Make it a monthly routine to check the RI and District websites and to read the District Newsletter. "Friend" us on Facebook....Rotary District 7430.

Continue to light your candle and Light Up Rotary through Education.

See you next month. We will talk "turkey!"

DG Gary



## GOLF OUTING

October 9th -- District Foundation Golf Outing, at Silver Creek CC in Hellertown. For more info contact PDG Gerry Long at: [longgolf@ptd.net](mailto:longgolf@ptd.net)





## Rotary at the United Nations

Please make your reservation as soon as possible, as seating for UN Day is limited. Spouses and friends are also invited. We look forward to seeing you at the United Nations.

There will be a separate Session for High School Age Young Rotarians including Interact and Youth Exchange Students.

**NOTE:** The United Nations has discontinued UN Tours on weekends. No UN Tours will be offered this year.

For Information Contact: David Green, PDG UN Day Registrar



**Advance registration is necessary** and you should do this asap. Cost is \$45, and includes a box lunch. You can register for the Saturday meeting on line at: <https://www.eventbrite.com/event/7622626481> **NOTE:** UN tours are not available on Saturday, so those interested in this should do so on Friday morning.



Registration is Now Open for the 2014 Rotary/UN Day on November 1st.

## LEARN ABOUT OUR R.I. FOUNDATION

**WHAT?** Joint Seminar – Workshop with D7450  
**WHERE?** DoubleTree in King of Prussia  
**WHEN?:** Saturday, October 25, 2014  
**WHY?:** To Light Up Rotary Through Education



## Free Vegetable Gardens Sprouting Up Around France



Versailles Rotaractors and friends launch a Potalib project in Vélizy-Villacoublay.

Imagine a community where the residents are all free to plant, grow, harvest, and eat healthy food whenever they want without

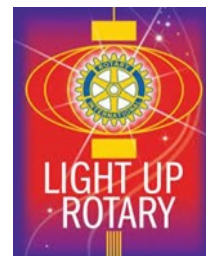
having to pay for it. Sound too good to be true?

That's exactly what residents of more than 20 cities and towns in France are doing through a project called Potalib. Launched by the Rotaract Club of Versailles, Potalib was inspired by the Incredible Edible project, an international food-sharing movement founded by Nick Green in England. The Rotaract members obtained Green's permission to apply the concept in France, changing the name to "Potalib," a contraction of "potager libre" (free vegetable garden).

The club registered the Potalib name, created a brand, and now sells the project as a kit to French institutions, local communities, and corporations. The materials include seeds for as many as 18 kinds of vegetables, information on how to cultivate them, and 12 wooden bins, each about a cubic meter in size and filled with around 270 kilograms of soil. In cities where the gardens are planted, the club sponsors a festive opening-day ceremony, featuring a free meal cooked by club members and a professional chef.

"The goal is quite simple: To give everyone, from the wealthiest to the poorest, the opportunity to eat quality vegetables. Potalib also offers the homeless a reliable source of free healthy food.

People readily take responsibility for maintaining the vegetable gardens and no instances of theft, hoarding, or vandalism have been reported. Instead, Potalib is bringing communities closer together.







## Sign Up for Brazil

Rotary's International Convention, 6-9 June 2015

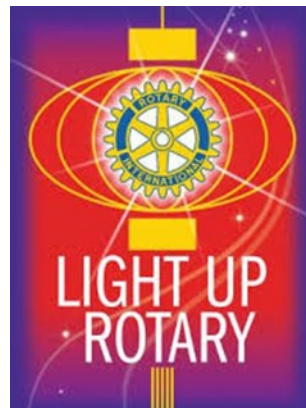
Anhembi Convention Center, São Paulo, Brazil



Attending the annual convention is a perfect way to experience Rotary's internationality, exchange ideas with fellow members, and discover new avenues – and potential partners – for service.

Find details about next year's event, including venues, housing, speakers and entertainment, breakout sessions, pre-convention events, and deadlines at

[www.riconvention.org](http://www.riconvention.org). Check the site often for new information about Rotary's biggest event of the year.



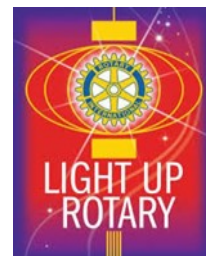
## CANDIDATES WANTED For DISTRICT GOVERNOR For RY 2017-18

Applications are due before  
**November 15<sup>th</sup>**  
See D7430 website for info



## Did You Know?

As promised by DG Gary there now is an electronic version of our **District Directory** posted to the D7430 website. It includes District 7430 Rotary Club meeting times, locations and websites along with club officers, Rotary Leadership and Committee Chair contact information. We hope that you will find this useful as a quick reference.



**The idea of Rotary was brought to Ireland by William Stuart Morrow**, who returned from the United States to his native land in 1911 - just six years after the first Rotary meeting in Chicago in 1905. In conjunction with his brother-in-law, **William A. McConnell**, Morrow formed the Dublin Club (22nd February, 1911), after which he moved north where he brought into being the club of Belfast (24th July, 1911).

The next opportunity for a RC to have members **trained and certified** for District Grants is on the afternoon of October 25th at the TRF Seminar. In King of Prussia.

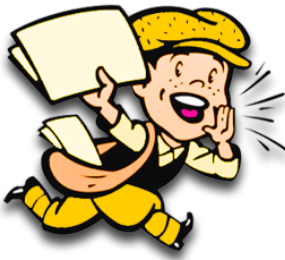
## Bike Ride for Rotaplast Sponsored by Area 6 Rotarians

Join Rotarian and non-Rotarian bicycle riders for the 1st Annual Rotary Ride for Rotaplast on **Sunday October 12** in Souderton PA.

The event offers 42, 25 and 16 mile recreational route options through scenic Upper Bucks and Montgomery counties to raise funds for the District's Rotaplast missions. The ride is jointly organized by the Pennridge-Perkasie, Quakertown, Saucon Valley and Souderton-Telford Clubs.

Register at <https://www.bikereg.com/rotary-ride-for-rotaplast> and bring a smile to a child.





## Rotary Public Relations and Membership:

### Eight Steps to a Team Win

Any organization must continue to grow and evolve over time and Rotary is no different. Rotary is a vital organization that has an impact throughout the world with Polio vaccinations; Health, Hunger, and Humanity grants; Rotary Youth programs; and community service projects. It is an organization that has a legacy of Service Above Self and as Rotarians we must do our part to fulfill the work done by those before us. Here are eight suggestions to use Club Public Relations and Membership as a team effort to maintain and promote the local Rotary Club.

#### STEP 1. SELF EXAMINATION

Examine your Club's public image. What do non-Rotarians think/know about Rotary and your Club? Ask every member find three people who are business professionals (of every age, gender, and race) and ask them five or six questions about Rotary. Questions for a non-Rotarian like:

What qualifications **DO YOU THINK** are required to join Rotary?

1. What do you think is the purpose of Rotary?
2. Describe your image of the typical Rotarian?
3. Why would you be interested/not interested in joining Rotary?
4. Do you have to belong to a political party to be a Rotarian?

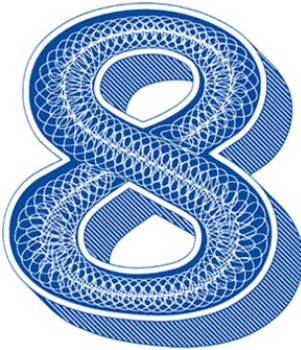
**Note: THIS IS NOT A RECRUITMENT EFFORT, ONLY FACT FINDING.** Document the answers and discuss them at a Club Assembly. Determine what kind of public image your Club has among non-Rotarians. What issues keep potential Rotarians from being interested? Does the public image of your Club vary based upon the age/gender/race of the person asked? If so, what are the members doing that might cause that?

#### STEP 2. BRANDING

Armed with a better understanding of the public image determine:

How you can respond to incorrect perceptions using various internal and external Public Relations tools.

1. What, if any, negative perceptions are being generated by the acts of club members and how they can be made aware of their negative influence on Club PR (e.g.; telling political or religious jokes in club meetings)





## **Rotary Public Relations and Membership:**

2. Discuss how members can raise awareness of themselves as Rotarians (e.g.; wearing Rotary pin, Rotary license plate holders, posting membership certificate on the wall at work, etc.)

3. Review the methods that a person can find out more about the club (e.g.; Can the club website be found by a Google search?)

### **STEP 3. IMPROVE THE INTERNAL MESSAGE**

Determine if club members are passionate about their Rotary club. If not, what internal communication tools can be used to boost excitement about the club (e.g.; speakers/programs, newsletter, website, Facebook, LinkedIn).

### **STEP 4. GET OUT OF THE BOX**

Seriously review your Club's ability to adapt and incorporate new and different ideas. The acid test: If a new member started suggesting new ideas would they be seriously considered, or would the current leadership tend to be offended by the brashness of the new member? Try anything and celebrate failure as the next step to success!

### **STEP 5. LET THE POTENTIAL MEMBER KNOW YOU CARE**

Use three to five members to recruit one member. Make the recruit feel wanted by the club.

### **STEP 6. NEW MEMBERS AS A CLASS**

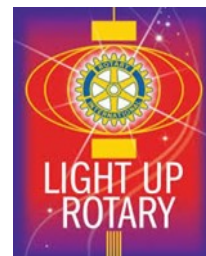
Every month (or every quarter) inductee's are a new class. All the members inducted in May of 2010 are the Class of May 2010 and they all work together to complete the New Member orientation and requirements to achieve their blue badge. Each class has a 'Den Mother': A Rotarian that is their advisor of all things Rotary.

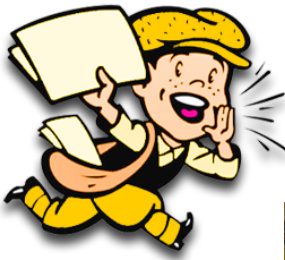
### **STEP 7. FAMILY, FAMILY, FAMILY**

Every member's family to be involved in the club. The line between member and spouse to be almost invisible. Look for ways to communicate to spouse, children, and members. (Why shouldn't a member's children know as much or more about YES/RYE and RYLA than the member?)

### **STEP 8. ELEVATE THE CLUB PRESIDENT**

Use a three-year succession plan to ensure the Club President plans for her/his year in advance. Create an atmosphere where the Club President is a respected leader, not the butt of member jokes during the meetings.





## Club News

### Allentown West

#### Explaining Rotary at the Lehigh Valley Mall



A-W Rotarians staffed a table at the second annual Non-Profit Awareness EXPO at the Lehigh Valley Mall on Saturday, September 13<sup>th</sup>. There were 90 such organizations represented. Again we were in a high traffic area, and the rainy weather helped.

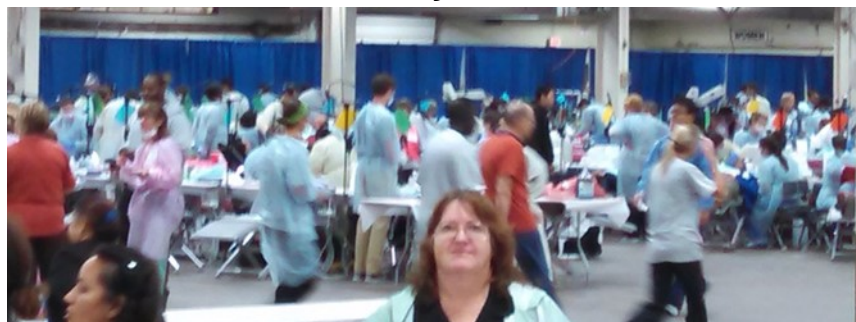
We advertised AWRC with special signs, and there were handouts about the club, about Rotary, and some specific details about our current Snack Pack program for needy students.

The many visitors yielded a number of people interested in joining Rotary. Each will be contacted in the weeks ahead. Thanks go to Gwenn Carr, Gary Englehardt, Dale Heffner, Dennis Houser, Dan Crane and Barb Kistler for making this happen. It is great PR for Rotary and our club.



### Bethlehem Morning Star

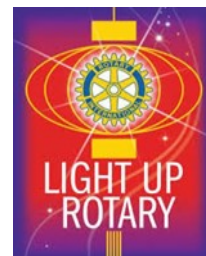
#### MOM-n-PA DENTAL PROJECT - THINK MASH for Teeth!



*Continued on page 11*

## Club News *continued*

Morning Star and Rotary were well represented. MSR Rotarians included Cheryl Baker, Raphael DeLaHoz, Charlotte Hartmann-Hansen, Ron Helmuth, Charlie Incalcaterra, Tom & Janet Kolepp, Janet Sipple, Barb Seifert-Simon and Ron & Jean Searfoss. (Apologies if anyone missed....this was a 3-day project from the wee hours of the morning and all day!)



**What an incredible example of Service Above Self!!!**



## Doylestown

### Municipal Thank Yous

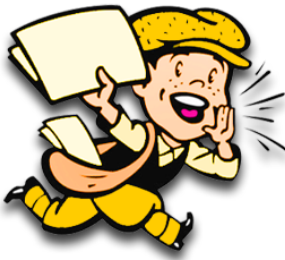


Doylestown Borough presented a proclamation thanking the Rotary Club for its many contributions to the borough as the club celebrates its 90th anniversary. Six Rotary members were present to receive the Proclamation from the Doylestown Borough mayor on Monday September 15th.

Bruce Rutherford was specifically mentioned for his contributions to the community through the Doylestown at Dusk Car Show.







## Club News *continued*

### Pottstown

#### THE ANNUAL DUCK RACE



Saturday 9-13 was a beautiful, bright sunny day when Rotarians from Pottstown launched more than 2900 ducks on the Manatawny Creek as part of our 22nd annual Duck Race. Certificates for these ducks were purchased by Rotarians and many in the community to support 25 non-profit organizations. The ducks competed for over 70 prizes donated by the agencies, area merchants, and Rotarians. First prize was \$1000. A prize is awarded for the last duck to reach the finish line, and at times strong winds from the east blew some of the ducks back upstream. The race was held in conjunction of the Pottstown Pet Fair which is the largest pet Fair in the Commonwealth.



About ten days ago, Rotarians met at the home of Al Kutz to transpose numbers from the certificates to the plastic ducks.

On race day, Bob Thomas and Steve Smith set up the tables, Rotary's Big Duck and tent. They were joined by Larry Gallagher, Rick Albitz, and Mike McCarthy to set up the start and finish lines. They were later joined by Dick Frantz to identify the winning ducks and fish all of the ducks from the waters of the creek.

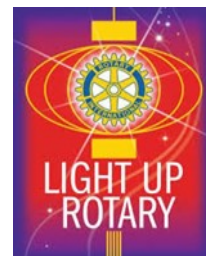
Meanwhile, Jean Spotts and Roger Baumann manned the table selling certificates. They were joined by Marie Ann and Jim Thompson, Charlie Koenig, Robin Smith, Becky Gallagher, and Sandy Albitz. And some of the students in the Interact Club at Pottstown High came over to help mark the ducks for the big race.



## Club News *continued*

### Huntingdon Valley -- Churchville Vocational Service

Area 7 Assistant Governor, Chris Potter had the chance to speak to the Junior Class at his alma mater, Holy Ghost Prep in Bensalem. Chris says: "I told them all about careers in Insurance, Management, Sales, and Marketing. "I also gave them some information on Rotary and Rotaract. "I've done this a couple of times before and it is always a rewarding experience."



### Saucon Center Valley

#### Coopersburg Community Day A Success!



Great weather, great crowds, and lots of GREAT coffee, tea, doughnuts, and water along with Saucon Rotary Volunteers made this day a great success! Even Ferrous from the Iron Pigs said our coffee was the greatest! We met many

wonderful people, distributed over 750 flyers for our upcoming Masters of Air Event on Wednesday, September 24th, and talked about the value of Rotary and being a Rotarian. Thanks to all those members of the community who stopped by!

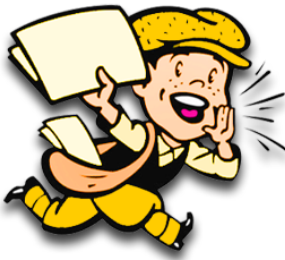


### Norristown: OUR FUNDRAISING DOLLARS AND MEMBERS HARD AT WORK WITH ADVOCATES AGAINST HUNGER

On Saturday August 23, several members of our club joined with 70 other volunteers from the area in helping the ADVOCATES AGAINST HUNGER with the latest of their Fresh Produce Distribution events, supplying much appreciated fresh fruits and vegetables to 305 needy families in the Norristown area. Funding for this event and several others scheduled in upcoming months, comes entirely from the proceeds of the Pancake Breakfast fundraiser of The ROTARY CLUB OF NORRISTOWN.







## Club News *continued*

### Ambler



**ALS ICE BUCKET CHALLENGE:** (L-r) Mark Wenckus, Peter Phillips, Leslie Heffernen and Cary Fleisher accepted the Rotary Club of blue Bell's ALS Ice Bucket Challenge. President Peter then challenged the Montgomery County Community College Rotaract Club and Past President Bob King (who found some excuse not to attend today's meeting) to withstand the humiliation of being dumped upon. Doing the honors were Peter Urban, Linda Kennedy, Diane Schueler and Jeff Jacoby. A video can be seen on our Facebook page.

### Horsham

## A visitor from India

Rotarian K. L. Nathani, Past President of the Rotary Club of Capital City, New Delhi – District 3010 attended the September 25<sup>th</sup> regular meeting. The meeting was that of "Governor Gary's Official Visit." K.L.'s thank you note said "The meeting was very interesting and educative for me."

He also thanked us for the chance to meet DG Gary and later giving him an opportunity to talk to our members and tell them about his club and the activities they are involved in serving their community.



## Club News continued

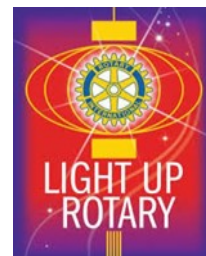
### Morrisville-Yardley Area Publicity Effort

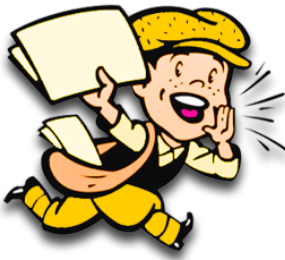
Morrisville-Yardley Area Rotary Club Created a PR Event to Draw Attention to Contributions Made to the Community of Morrisville

The club established the Rotary Recognition Garden in Morrisville's Williamson Park to draw attention to the contributions the club and some of its distinguished members have made to the community over the past 86 years. The small garden and flagpole is next to the Rotary pavilion in the park which few knew was erected by the Rotary club members and commemorated to William Burgess, Jr., a local businessman and former Mayor. The garden includes a new Rotary plaque referring to the pavilion and an historic marker that was discovered elsewhere in the park that recognizes Harry Simpson, another early Mayor and Rotarian who was District Governor.

The club sold commemorative bricks to help finance the project and one of the bricks is dedicated to Thomas Stockham who was a prominent civic and business leader, an engineer and architect, Mayor, and a member of the PA House of Representatives.

Some 75 community leaders and residents, along with Rotarians and friends, attended the dedication event on September 4, 2014, and press coverage was given by the Bucks County Courier Times and the Advance of Bucks County.





## D7430 Friendship Exchange

### Visitors from Canada

#### **Emmaus**

ERC entertained our Canadian Friendship Exchange visitors on September 11, 2014.

Irene Forcier from the Ladner Club spoke about Vancouver and the lush agricultural Delta region of British Columbia. The Ladner Club supports a TV Auction, medical supplies to Chile, New Zealand sister club, Christmas dinner for families, while maintaining local community ties replacing a police van, youth awards, Interact club, and Bay vegetation clean-up.



Judy McQueen spoke of the Squamish Club near Whistler. The area features recreation pursuits—rock climbing, wind surfing and kite boarding. Squamish means “big wind”. Her club’s projects include roasting 1500 pounds of beef for a Rotary Beef BBQ.

Isla Miles lives on the South Sunshine Coast of British Columbia in Sechelt. They have lunch and evening clubs for the convenience of their members. Her small club is involved in many local activities—live auction, BBQ dinners, youth scholarships—Interact and student exchange, sponsoring youth

sports, literacy projects at the native reservation. The Club calendar is a beautiful and value-laden annual fundraiser. Isla is looking forward to growing the Oscar’s Eve event featuring homegrown caviar and champagne.

Geoff Boyer and Wenda Boyer, Roger and Roberta Whitcomb and Cindy and Chris Hornaman entertained the visitors in their homes. They hosted the Canadians on day trips to New York City, Amish country in Lancaster, the Mercer Tile Works in Doylestown and America on Wheels in Allentown.





## D7430 Friendship Exchange *continued*

### Saucon Center Valley:

#### Rotary Friendship Exchange

We hosted 4 guests from Vancouver, British Colombia, Canada. Our first excursion was to New York City to see Corinne Mammana perform with jazz guitarist Frank DiBussolo at The Metropolitan Room. She was in great voice and he was outstanding. Our guests loved the experience.

Next adventures were a tour of the Steelstacks with a movie about the Rise and Fall of the Bethlehem Steel. This was followed by some time at the Sands and the Shoppes there. The following day we toured Martin Guitar and saw Eric Clapton's order for \$250,000 worth of instruments. We finished up the day touring downtown Bethlehem and shopping more!

Dinner at the Young's was capped off with singing Happy Birthday to George at 12 midnight. We were joined during the evening by club members and members of the Rotaplast Committee. Good food, good wine, and food friends forever!!! The Canadians were hosted by Linda and Melinda. Thanks to all those who participated in meeting and greeting them!

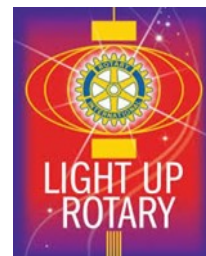


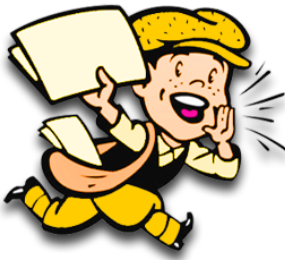
### Pottstown

#### FRIENDSHIP EXCHANGE – CANADA TO POTTSTOWN



The District is involved in an exchange program with a group from Canada and so we took the opportunity to host them for a few days. The Friendship Exchange program allows Rotarians from different countries to promote “good will and cultural understanding” between nations





## D7430 Friendship Exchange *continued*

The group, Isla Miles, Judy McQuinn, Eilene and Charles Forcier from near Vancouver, British Columbia, arrived here September 3rd afternoon. Some of our members took time to show them around town for a few hours before the meeting - it even included an airplane tour (thanks Deb) of the surrounding area.

In our program for this past week, we got to hear from them about life in Canada, a little bit about themselves and their Rotary Clubs.



Steve Smith and Jerry Myers took them on a trip down to Longwood Gardens on Thursday and then dinner out where they were joined by Martha Myers, Roger Baumann, Bob Thomas and his wife Debbie. Dave Czarnecki and Jen Pennypacker hosted a trip to Philadelphia on Friday to show them the sights of the city.

We made some new friends this week.



**SAVE THE DATE**  
 Start planning now to attend the 2015 District 7430 Conference on April 24th, 25th and 26th. It will be at the Wyndham Gettysburg, 95 Presidential Circle, Gettysburg, PA 17325



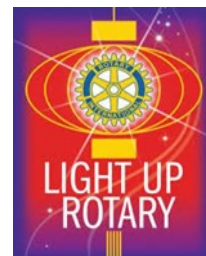
## Salsa for Smiles

### The Blake McGill Story

\$2,012 is what Easton RC's Jean McGill reported that daughter Blake's Salsa For Smiles campaign has already netted.

Blake is a sophomore at Bethlehem Catholic H.S. and she is President of the Key Club there (no Interact). Blake's Mom, Jean, was part of the 2012 Rotaplast team that traveled to Cebu City in the Philippines to perform two weeks of free surgery to repair cleft lips and cleft palates.

Blake saw the resulting photos from that trip and decided that she had to help support that program. She came up with "Salsa For Smiles," which is a fundraiser she has been promoting around the district, including at the District Conference. The Salsa sells for \$7.00 a jar and there are about 20 different flavors available. Half the money goes to support Rotaplast missions.



Escalators don't break down..... ...they just turn into stairs

## 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](mailto:bill966@ptd.net)

PDG Bill Palmer, Editor

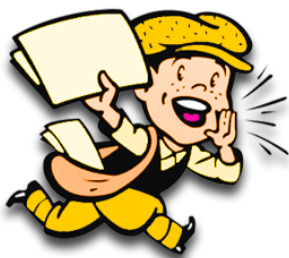
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Andrea Dolak, Publisher





## Create Your Own PR Plan

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

Here is an example of how these questions help support a 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, In-teractors, 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:

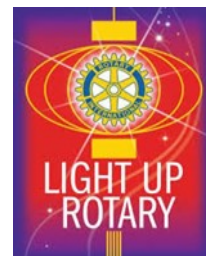
- **Goal:** raise public awareness of Rotary in community
- **Target:** People who want to make an impact
- **Messaging:** Club impacts community by supporting our neighbors at home and abroad, so if you are looking to make a difference, Rotary is the place for you



## Create Your Own PR Plan continued

- 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 addresses 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 long-term; 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](http://www.rotary.org/mediacenter), and your Rotary Regional Public Image Coordinator (RPIC) .

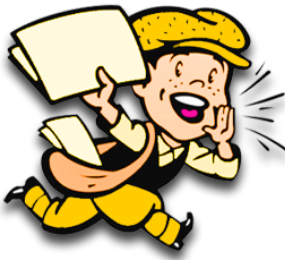


## RC SECRETARIES ——— PLEASE HELP

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 the 2014-15 Rotary year. **AND** if something changes, go back to these websites and enter the new data, venue changes too.

I intend to live forever.....  
....or die trying.





## Membership Info



### FAMILY, FAMILY, FAMILY

Try to get every member's family involved in the club. The line between member and spouse to be almost invisible. Look for ways to communicate to spouse, children, and members.

(Why shouldn't a member's

children know as much or more about YES/RYE and RYLA than the member?)

This is step seven from the PR article elsewhere in this newsletter. You might want to read that as well.



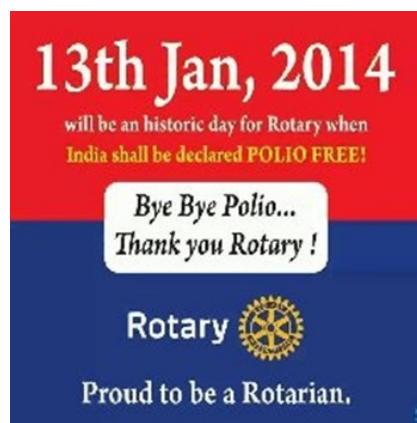
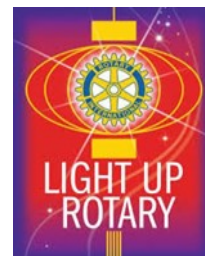
Share your passion for Rotary!  
**REFER A MEMBER!**



"Let me guess. Your boss sent you a nasty e-mail, and you're composing your reply."



# polio news



## NEW POLIO CASES as of 27 Aug In the 3 endemic countries:

	2014 YTD	2013 YTD
Pakistan	166	28
Afghanistan	10	4
Nigeria	6	47
in non-endemic countries	19	191

## Ten Reasons to Believe the End is in Sight

By Dr. Bob Scott, retired chair, International Polio Plus Committee

Dr. Bob Scott, who has served since 2006 as chair of the International Polio Plus Committee, stepped down from that role the end of June. It's hard to imagine Bob in "retirement," so we asked him to reflect on the state of polio eradication. Here is his upbeat assessment:

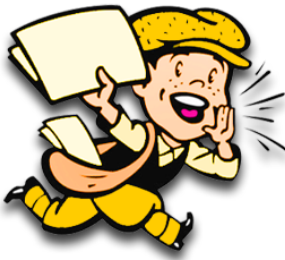
This morning, August 9, 2014, a young medical student came to my home to talk about polio. She will graduate in June of 2015. She is interested in global health as a career and wanted to be updated on the Global Polio Eradication Initiative. We talked generally about the Initiative and then I suggested to her that she does not need to worry as by the time she graduates with her specialty degree three years from now, polio will not be a problem.

Am I correct with this assessment? Ten reasons why I believe my advice is correct:

- This year India along with 10 other countries in South East Asia were **CERTIFIED** polio free. Now 80 per-cent of the world's parents need never worry again of having a child become crippled for life.
- The world knows how to eradicate polio. Consider that there are only three countries where polio is still endemic and two of the three — Nigeria and Afghanistan — have markedly declining cases.
- Polio types 2 and 3 have been eradicated and only Type 1 remains.







## Polio News continued

- Pakistan is the only country remaining with rising numbers of infection, and this is due to a ban on vaccination in some areas in the north of the country.
- Despite the outbreak in Pakistan with 117 cases out of 149, the total numbers this year to date are 35 fewer worldwide.
- In Syria, despite the unrest, good vaccination rounds have been held and only one case reported since early January.
- Funding is significantly bullish, with \$5 billion pledged out of a budget of \$5.5 billion.
- Rotarians continue to support the program in a tremendously generous manner, At least \$35 million is granted to the program by Rotary in order to receive \$70 million each year from the Bill and Melinda Gates Foundation for further grants
- Rotarians continue to support National Immunization Days on the ground in many different ways.
- A Public Health Emergency of International Concern (PHEIC) has been declared by WHO which insists that all travelers from Pakistan, Cameroon, Equatorial Guinea and Syria must have a valid certificate of polio vaccination before leaving the country. This is very positive step to prevent further “export” of polio from Pakistan, in particular, especially to Middle East countries.

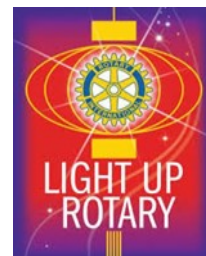
The world is “This Close” to “Ending Polio Now!”



## Your Foundation Update



The following information is provided to keep you informed about Our Rotary Foundation.



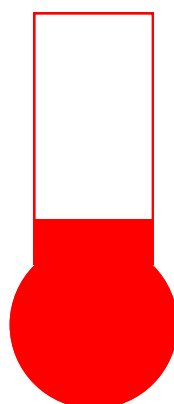
**September 26,  
2014 RYTD Giving  
to the  
RI Annual Fund**

**35 D7430  
ROTARIANS  
REACHED THEIR  
NEXT PAUL HARRIS  
LEVEL**

**Million Dollar  
Journey:  
Are you one of the  
SEVEN ?**

### ROTARY FOUNDATION GIVING AF PROGRESS POLIO ERADICATION

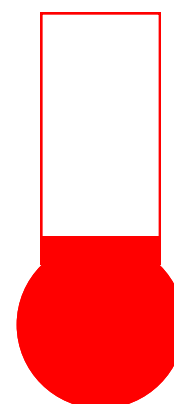
\$200K\_\_  
\$150K\_\_  
\$100K\_\_  
\$ 50K\_\_  
0\_\_



**\$28.7K**

**As of Sep 28th RYTD**

\$100K\_\_  
\$ 75K\_\_  
\$ 50K\_\_  
\$ 25K\_\_  
0\_\_



**\$9.8K**

**As of Sep 28th RYTD**

## What is the Paul Harris Society ?

An Individual Donating \$1,000 every year to:

Annual Fund and / or Polio Plus and / or an Approved Foundation grant becomes a PHS member. Donations can be monthly, quarterly or annually using Rotary Direct, for example.

D7430 currently has 47 Rotarians committed to this generosity.

## GIVING UPDATES:

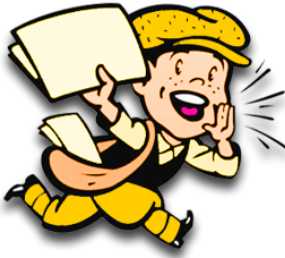
We are off to a good start this Rotary Year. The total of all D7430 RCs goals for the RI Annual Fund is \$208,000. And as part of the Million Dollar Journey the RI Endowment Fund has received \$130,000 so far this year.

## GRANT UPDATES:

All 2014-15 approved District Grants have been funded with payments sent to the sponsoring RCs.

## TRAINING

Certification of Rotarians for District Grants will take place at the TRF Seminar on Saturday October 25<sup>th</sup>. The next chance is May 2015.



## President's Elect Training Schedule

To help all our incoming presidents plan ahead for the year leading their clubs, District Governor Elect (DGE) Doug and District Trainer Tony have released the following dates.

Note that PETS 1 & 2 meeting places are TBA.

**PETS 1.** Is a small informal meeting of between 60-90 minutes as we set out and start to plan for your year ahead. Meetings will start between 6pm and 7pm

Area 1 AG Sue Weber	NOV 6 <sup>th</sup>	Area 2 AG Janet Kolepp	NOV 11 <sup>th</sup>
Area 3 AG Loretta Ottinger	NOV 13 <sup>th</sup>	Area 4 AG Rick Gromis	OCT 29 <sup>th</sup>
Area 5 AG Marie Ann Thompson	NOV 5 <sup>th</sup>	Area 6 AG Bill Tuszynski	NOV 12 <sup>th</sup>
Area 7 AG Chris Potter	NOV 18 <sup>th</sup>	Area 8 AG Janet Mintzer	OCT 28 <sup>th</sup>
Area 9 AG Bruce Dearnley	OCT 30 <sup>th</sup>		

**PETS 2.** This is a more structured meeting of around 120 minutes held in a larger group.

Area's 1,2 & 6	Monday Feb 2 <sup>nd</sup> 6.30 for 7pm
Area's 3,4 & 5	Tuesday Feb 3 <sup>rd</sup> 6.30 for 7pm
Area's 7,8 & 9	Thursday Feb 5 <sup>th</sup> 6.30 for 7 pm

**PETS 3.** Mid Atlantic PETS, This is the Rotary mandated 2 day event that all PEs must attend in King of Prussia.

**PETS 4.** District Training Assembly - Saturday May 16th 8.00am – 2.00 pm at Montco College in Blue Bell. PA . Here you will hand in your planning guide and goals for the year.

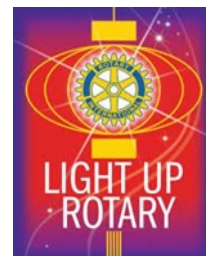
The link to the website is: <http://www.clubrunner.ca/portal/Events/EVPEventDetails.aspx?accountid=50086&eid=f4d952d1-9104-479b-b8b1-9b6800db87bb&tid=2>



Q: What is Mozart doing right now?  
A: Decomposing.

## Light Up Rotary Through Education

The facts are in. The more Rotarians know about Rotary, the longer they will stay a part of Rotary. There are many opportunities to learn, including multi-district group training, individual RC orientation meetings, [rotary.org](http://rotary.org) and D7430 and RC websites. Webinars and other on-line training courses.



### What Others are Doing:

**How Rotary supports basic education and literacy**  
Hundreds of children ages 7-11 are writing their own stories as part of a project run by the Rotary E-Club of the Caribbean. The best stories are published each year in "The Butterfly StoryBook." It's just one example of how Rotary members worldwide advance early childhood reading. Learn more about this project and others for International Literacy Day, 8 September.

### RLI

One excellent way to educate your RC Members is to have them attend the Rotary Leadership Institute (RLI) training sessions that are offered in the Fall and the Spring. See more at: <http://www.rlinea.org/#sthash.E8Ljif6t.dpuf>



### Rotary Website Information

This is another great source of information available to all Rotarians. Just go to [rotary.org](http://rotary.org) and login and then cover the "Learning & Reference" words at the top center and take your pick.

### Printed Information

RI has a publication that explains almost everything about Rotary programs. You just go on [rotary.org](http://rotary.org), login to "My Rotary" and..... Or you can go directly to <http://guilfordrotary.org/rotary-publications-news/>

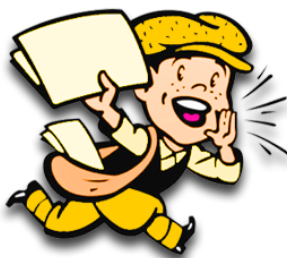
### Materials to download:

Rotary Voices: Stories of service from around the world  
Rotary Leader: Helping club and district officers achieve success  
Rotary Images: Download photos to use in your club or district publications

"The Rotary way is to light a candle. I light one, you light one, 1.2 million Rotarians light one. Together, we light up the world."

– RI President Gary C. K. Huang, in the April 2014 issue of *The Rotarian*





## 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.

### DISTRICT DIRECTORY

Click here for Our 2014-15 District e-Directory:  
<http://www.clubrunner.ca/Data/7430//HTML/230776//UpdatedDistrictDirectory2014-15.pdf>

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

### Foundation



Our Club Rotarians have set a 2014-15 goal of \$209,000 for Annual Fund giving.

The Foundation Seminar is set for October 25, 2014 at the DoubleTree in King of Prussia.

The "Million \$\$ Journey" announced at the District Conference has received over \$300,000 in pledges so far. And a \$121,400 has been donated to the RI Endowment Fund since July 1<sup>st</sup>. Are you one of the "SEVEN?"

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. The Funds for the approved projects have been sent to each RC.

A Foundation Area Coordinator still is needed for Area 9.

Contact Chair is PDG Mike McCarthy at  
[mccarthy\\_misty03@comcast.net](mailto:mccarthy_misty03@comcast.net).

### Membership



See the latest issue of Club Builder at <http://www.crsadmin.com/gen/Accounts/50086/Eml/54ebba4f-6964-4db8-8911-90f08846db34.pdf>

District Membership Chair PDG Frank Romano is looking at holding some training meetings and they are looking at locations and timing.

The Doylestown RC is ready to launch a Satellite RC that meets for breakfast on Tuesdays at the DCC.

Contact Frank at [fjromano@comcast.net](mailto:fjromano@comcast.net).

### Youth Exchange

YEP has held their first IB Orientation at Camp Conrad Weiser. Two new members have joined our committee... Joanne Atwell - Doylestown RC and Brian Hartlaub - Nazareth RC.



## District Committee Reports continued

Please contact chair Patti Smith at [pattismith0221@gmail.com](mailto:pattismith0221@gmail.com).

RI records indicate that D7430 now has 38 Interact Clubs. A webinar is planned to help pull together the larger picture. Please keep Chair Chris Potter up to date at [insurancepotter@msn.com](mailto:insurancepotter@msn.com).



Camp Neidig 2015 planning is underway. The site may have to change. Please volunteer to help. Contact Co-Chair Wendy Body at [wgbody@butz.com](mailto:wgbody@butz.com).

**Interact:**



Rotaplast: The 2014 Ch. 69 On-Air Auction is scheduled for December 6<sup>th</sup>. Donations are being received already and more are needed. The committee continues working on a Global Grant for Periera, Colombia. The mission from September 14 to 28, 2014 will be discussed soon. Contact Chair DGN Linda Young at [lryoung2011@gmail.com](mailto:lryoung2011@gmail.com)

**Camp Neidig (RYLA):**

**ShelterBox** D7430 Rotarians and friends continues to be a significant supporter of ShelterBox U.S.A. We are trying to establish exact figures. Contact Chair Allan Syphers at [ASArchitect@aol.com](mailto:ASArchitect@aol.com).



Before

After

**Rotary Leadership Institute (RLI):** The D7430-7450 sponsored session was held on September 27, 2014 at the Radisson in KOP. There were 102 people taking advantage of this great opportunity. Contact Chair, DGN Linda Young at [lryoung2011@gmail.com](mailto:lryoung2011@gmail.com)



**4 Way Test Speech Contest:** All information for this marvelous event is updated and available on the D7430 website. The 2015 "Finals" will be at the district conference in Gettysburg. The four Regional Semi-finals will take place on April 11, 2015. Contact Chair is Joe Wynands [Joe.Wynands@susquehanna.net](mailto:Joe.Wynands@susquehanna.net)



**Friendship Exchange:** The Canadian team came here in September. See reports elsewhere in this newsletter. Future exchanges are possible with Wales and Argentina. Contact Chair Cindy Hornaman at [hornamca@ptd.net](mailto:hornamca@ptd.net).



**Rotaract:** The founding of additional clubs is being worked on. Contact Chair Chris Potter at [insurancepotter@msn.com](mailto:insurancepotter@msn.com).

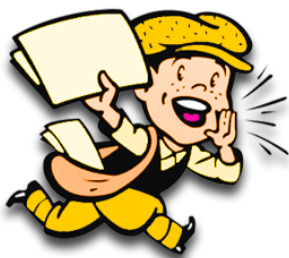


**District Website:** PDG Tony Jannetta at [tonyjannetta@aol.com](mailto:tonyjannetta@aol.com).

**District Newsletter:** Feedback always is welcome, as are your articles. Contact Editor PDG Bill Palmer at [bill966@ptd.net](mailto:bill966@ptd.net).



**District Administrative Assistant:** Contact is Sharon Rittenhouse at [rittenhouses Sharon@gmail.com](mailto:rittenhouses Sharon@gmail.com).



## In Memorium



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

**Robert Richard Wilson, Sr., 93, of Nazareth died peacefully in his home Saturday, Sept. 6, 2014 with family by his side. Robert, "Bob", was born in Plainfield, NJ, Bob attended Rutgers University before enlisting in the U.S. Army, serving 4 years in the European Theater during WW II.**

**He worked as a supervisor for NJ Bell Telephone for 42 years until retiring. Bob was an active Presbyterian all of his life, having served as an Elder, Deacon, Trustee, Treasurer and Chairman for 2 Building committees.**

**Bob was a lifelong Rotarian and was a member of several Rotary Clubs; serving as NJ District 7570 Governor in 1981 to 1982 and a member of D7430 West Reading-Wyomissing RC. He was a Paul Harris Fellow and practiced "Service Above Self".**



**PDG Bob will be missed dearly by all whose lives he touched.**

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



## Calendar of Events

### DISTRICT CALENDAR 2014

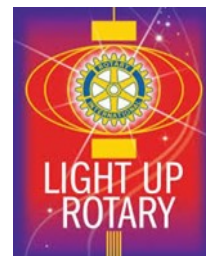
- Oct 9 -- D7430 Golf Outing at Silver Creek Country Club in Hellertown.
- Oct 13 to 19 -- Zone Institute at the Fairmont Royal York Hotel Toronto, Ontario, Canada
- Oct 25 -- D7430 Foundation Seminar w/D7450 at The DoubleTree in KOP
- Oct 3-5, 2nd Youth Exchange Inbound Orientation -- Olivet Blue Mountain Camp - Hamburg - PA
- Nov 1 -- Rotary and UN DAY in NYC
- Nov 16<sup>th</sup> -- Youth Exchange Outbound selections/interviews at Holiday Inn Kulpsville
- Dec 6 -- CH 69 On-Air Auction for Rotaplast
- Dec 13 -- DGN interviews at St' Luke's Hospital starting at 8:30 A.M.

### 2015

- Feb 27-28 Mid-Atlantic Presidents-Elect Training (PETS), in K.O.P.
- April 24 to 26 D7430 Conference at the Wyndham Hotel in Gettysburg
- May 16 -- District Training Assembly at MONTCO in Blue Bell

### CLUB EVENTS

- Oct 12 -- Area 6 Bike Ride for Rotaplast in Souderton.
- Oct. 23 -- Blue Bell Rotary Club's Famous Chef's of the Burbs Fundraiser at PineCrest Country Club in Montgomeryville
- Oct 29 -- Chris Wheeler former on-air analyst of the Phillies speaks at the Huntingdon Valley-Churchville RC meeting at 6:30 PM at Lamberti's Restaurant in Feasterville.



I used to be in a band, we were called 'lost dog'. You probably saw our posters.

