



# Rick's M.A.D. Report

## (Rotarians Making a Difference)



Rotary District 7430 Newsletter [www.rotarydistrict7430.org](http://www.rotarydistrict7430.org) October 2017, Vol. 1, Issue 4

### DG Rick's Remarks



#### I am MAD and proud of it!

Rotarians love acronyms, so it seems only fitting to assign the 2017-2018 official theme of Rotary: Making A Difference, its own condensation. All Rotarians are MAD: Making a Difference. I am proud to be a Rotarian because we are all MAD. Yes, we are MAD - Making A Difference both locally and around the world. As Rotarians, we have changed the world. We are united in a common mission to improve the lives of others less fortunate than ourselves.

Sometime during the year, I would like all Rotary clubs in the District to hold a MAD DAY. A day of service or a day of fellowship and fun, however your club decides to Make A Difference in the lives of your members or in the lives of others. Make sure your club memorializes the MAD DAY in pictures. **We will be holding a photo contest with prizes given out at the District Conference in April.** Contest rules are listed on the District website under the District Conference section.

RI President Ian Riseley has said: "Through Rotary, we are Making a Difference in the world; and the more involved we become, the more of a difference Rotary makes to each of us. Rotary challenges us to become better people: to become ambitious in the ways that matter, to strive for higher goals, and to incorporate Service Above Self into our daily lives."

Will we be able to help all those in need? Unfortunately, no. That, however, should not deter our efforts. Every Rotary project, big or small, can Make A Difference.

Loren Eiseley was an American anthropologist, educator and philosopher and he wrote this parable to explain why doing something can Make A Difference no matter the scale of the problem.

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## **DG Rick's Remarks** *continued*

*One day, as a man was walking along the shore, he looked down the beach and saw a human figure moving like a dancer. He smiled to himself at the thought of someone who would dance to the day, and so, he walked faster to catch up.*

*As he got closer, he noticed that the figure was that of a young man, and that what he was doing was not dancing at all. The young man was reaching down to the shore, picking up small objects, and throwing them into the ocean.*

*He came closer still and called out "Good morning! May I ask what it is that you are doing?"*

*The young man paused, looked up, and replied "Throwing starfish into the ocean."*

*"I must ask, then, why are you throwing starfish into the ocean?" asked the somewhat startled wise man.*

*To this, the young man replied, "The sun is up and the tide is going out. If I don't throw them in, they'll die."*

*Upon hearing this, the wise man commented, "But, young man, do you not realize that there are miles and miles of beach and there are starfish all along every mile? You can't possibly make a difference!"*

*At this, the young man bent down, picked up yet another starfish, and threw it into the ocean. As it met the water, he said, "It made a difference for that one."*

As I travel around the District I see all the wonderful projects that our clubs are undertaking. Big or small, they all have a positive impact and make a difference for someone. I wish you could travel with me and see all the ways in which District Rotarians are making the world and our communities a better place.

By Making A Difference in the lives of others we are Making A Difference in our own lives!

Thank you for being a Rotarian  
Thank you for Making A Difference

**DG Rick**



## New RI President Nominee



Mark Daniel Maloney, of the Rotary Club of Decatur, Alabama, USA, has been selected by the Nominating Committee to be President of Rotary International in 2019-20. He will be declared the president-nominee on 1 October if there are no challenging candidates.

“The clubs are where Rotary happens,” says Maloney, an attorney. He aims to support and strengthen clubs at the community level, preserve Rotary’s culture as a service-oriented membership organization, and test new regional approaches for growth.

## D7430 HURRICANE RELIEF RESPONSE

For every \$5,000 increment of funds donated to ShelterBox USA by D7430 Rotarians -- Rotary Clubs -- Interact Clubs -- another ShelterBox will be donated from the District funds. This incentive offer is open to December 1, 2017 and is limited to 5 ShelterBoxes by the district.

Please report your club’s Shelter Box contributions to your Assistant Governor by December 1, 2017.

If you have questions, contact your assistant governor or D7430 Secretary, PDG Linda Young at [lryoung2011@gmail.com](mailto:lryoung2011@gmail.com)



## REGISTRATION IS OPEN

### For the Rotary *Foundation Seminar*

**The Registration Website is:**

<https://www.eventbrite.com/e/rotary-d74307450-foundation-seminar-tickets-37319878762>

**When:** Saturday, November 4

**Time:** 7:45 to 8:15 A.M. Sign in and Continental Breakfast

**Where:** Montgomery County Community College, Blue Bell PA  
<https://www.mc3.edu/index.php/about-us/directions-and-maps/driving>

**Who Should Attend:** Anyone looking to fund a project with a grant  
Rotary club Presidents, Presidents-elect, Foundation Chairs  
Those who support the Rotary Foundation  
District Leaders  
Those who want to support the Rotary Foundation  
Anyone wondering if they should support the Rotary Foundation.

**What to Expect:**

Education about The Rotary Foundation, Annual Fund, Polio Eradication Plans, District or Global Grants, Peace Centers and Scholars, Rotarian Action Groups, Major Donors and Endowment Fund, plus Grant Management Training.

**Keynote Speakers:**

- Julia Phelps, Trustee of The Rotary Foundation
- John Nanni - Rotarian from Middletown DE and Polio Survivor,
- David Forward - Rotarian from Medford NJ author of 100 Years of Service, 100 Years of Doing Good In The World and A String of Pearls (Inspiring Stories of Peace Scholars).

**Cost:** \$35 plus a modest processing fee.

We will start promptly at 8:30 A.M. and end following lunch at 1:15 P.M.  
Grant Management Training begins at 1:15 and ends at 3:15 P.M.

**PDG Doug Cook,**  
**District Foundation Committee Chair 2016-19**



## Youth Exchange Inbound Student Orientation



The students along with Youth Exchange Committee members met at YMCA – South Mountain's, Camp Conrad Weiser where they got to know one another. They also received a warm welcome from District Governor Rick Gromis under sunny skies. Welcome students.

September 9 and 10 was Youth Exchange Inbound Orientation weekend. The Youth Exchange Program welcomed our 12 Inbound students as well as students from Districts 7470 and 7630 for their Inbound Orientation.



**SCHOOL HAS STARTED  
AND SO DOES PREPARATION FOR THE  
ANNUAL DISTRICT FOUR-WAY TEST  
*SPEECH CONTEST.*  
-----SIGN UP YOUR RC NOW.**



## Clubs Making a Difference

### Allentown West:

As we do once or twice each week, Allentown West Rotarians volunteer at the Lowhill Township Food Pantry. It starts with donations which pay for the purchase of fresh produce throughout the year as available.



On Sat Sept 2<sup>nd</sup> Don Davis really out did himself getting produce for today's Lowhill Food Pantry hours. He spent \$110 for 713 lbs. of produce, which was a record for poundage. Jeanne Shipe and Nancy Handwerk distributed the produce to 28 families

Each week our volunteers buy the produce and truck it to the Food Pantry. Then our volunteers help to distribute it to clients as needed.

Feeding the hungry is a high priority for AW Rotarians. Throughout the school year in both the Northwestern and Parkland School Districts, AW members finance Snack Packs, and assemble them and distribute them to schools for children who are in need over weekends.

### Saucon Center Valley:

#### Getting Ready for School



The Rotary Club of Saucon has been busy collecting and packaging school supplies for 175 needy students at the Saucon Valley High School. We had some great sponsors help us: The Hellertown Library, businesses in Hellertown –



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## Clubs Making a Difference *continued*

McDonalds, Giant, BB&T, Staples in Bethlehem and private donors.

Our goal was to raise \$700 to purchase the supplies. We are still waiting on final donations to see if we reached our goal. Much thanks to Ray and Donna Holton, Sean Fitzpatrick, Linda Mayger, Susan Mowrer-Benda, and Linda Young for packing up the supplies on Sunday. There are 12 boxes of school supplies to be delivered to the high school on Tuesday. Best wishes for a very productive year of learning and friendships.

### Huntingdon Valley Churchville:

## Rotary Rallies for Wounded Heroes 5K Run

*Saturday September 9, 2017- Warminster Park- Huntingdon Valley Churchville* Rotarians were out in force to support the annual Wounded Heroes 5 K Run. In addition to donating \$500, Rotarians staffed the 50/50 and remembrance comments wall. The Run is a program of Operation Ward 57 which assists wounded veterans and their families with recovery services in the hospital and community.



**ROTARIANS MAKING A DIFFERENCE**

## 10 Tips To Attract and Retain Quality Members

Since 1 July, 2016, my Rotary club has recruited and brought in 31 new members. Eleven of these new members are women and eight of them are under 40 years of age. The club has gone from being classified as a “medium” sized club of 68 members in our district to being classified as a “large” club of 93 members in just over nine months. How did this happen? Here's our tips:

1. Know your club's strengths. If you meet in the morning, you will probably be a good fit for a 9 to 5 employee. But if you meet at noon, you're more likely to appeal to retirees or parents of school-age children. If someone doesn't fit your format, recommend them to another club. They won't forget you and may send you someone another day. Let all the clubs in your area know you are looking for members, and they may send you some that better fit your format than their own.
2. Keep a list of potential recruits. It doesn't matter if it's a paper list or if it's kept on the desktop of your computer – it just makes you think about those people and others that may be a fit for your club.
3. Make recruiting the top priority in your club. You can't do everything as a club president, and knowing that will give you some freedom to focus on the most important thing. Having new members – with new energy – will help you have more people to raise money for The Rotary Foundation, serve on your committees, and invite additional members/more smiling faces to your meetings and fun event. Let your members know this is the top priority so they can all help.
4. Create a letter that lists all the great things about your club. List your star members, the advantages of where your club meets, how many members it has, etc. Make sure to tailor the email/letter to the wants of any potential new member.
5. List potential areas of responsibilities. Potential members will want to know how they can fit in and what opportunities there are for serving.
6. Be persistent. There will be times that it takes literally a dozen requests to get someone to a meeting. Keep asking. They may come to a meeting, or tell you they can't join now because they are too busy, or they aren't interested in joining at the moment. These are all fine answers as long as you keep track of them and keep in touch. How many times did you have to be asked? (It was over a course of two years for me)
7. Talk about Rotary wherever you go. At church, temple, work, neighborhood gatherings, family gatherings, parties, etc. You'll be amazed how easy it is after you practice for a while. Getting a lot of “no” answers built my confidence because it didn't hurt as bad as I thought and most people were actually happy I asked, even if they responded negatively. It's always a good time to recruit.

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## 10 Tips To Attract and Retain Quality Members

continued

8. Celebrate when you get a new member. This gets the club excited about getting more members. Our club makes a poster of the individuals after they've been voted in and we put it in the front of the room at our next meeting. We do the same thing when we induct a new member.

9. Realize there is no finish-line. Even if you are at the size that your club wants to be, there are always reasons people leave. And new insights always benefit a club. You're either growing or you're dying.

10. Be vibrant. Wear a turkey suit before Thanksgiving (it's only your dignity you stand to lose), wear a lanyard with lots of "flair"/Rotary pins (it gets people talking to you), make outrageous centerpieces for your meeting tables (it gets people talking to each other), greet people outside the building you are meeting in and hold the door open for them (it lets people know you care).

These really work. Try them out.

*By Tom Gump, president of the Rotary Club of Edina Morningside, Minnesota, and a District 5950 trainer*

***Friends of D7430:***



## Thank You, Andrea Morgan



After TEN (10) years serving as the Publisher of our District Governors' monthly newsletters, our friend Andrea (Dolak) Morgan is moving on. Andrea has created the format and has published about 120 -- all excellent -- Newsletters for D7430. The thanks of the D7430 Leadership Team, DG Rick Gromis, Newsletter Editor, PDG Bill Palmer, and the many Rotarian Newsletter readers go to our friend Andrea.

## DID YOU KNOW ?

### The Concept of Dues

Rotary was almost bankrupt in 1915. Frank Mulholland, then President, realizing the seriousness and urgency of the situation, conceived the simple idea of asking Rotarians each to contribute a dollar. This commonsense method of raising a sizable amount of money proved quite successful; Rotary has not been financially embarrassed since that time.

## YOUR KEY RI CONTACTS – CLUB AND DISTRICT SUPPORT (CDS)

**JOHN M. HANNES**

Senior Officer

[john.hannes@rotary.org](mailto:john.hannes@rotary.org)

**EMILY TUCKER**

Officer

[emily.tucker@rotary.org](mailto:emily.tucker@rotary.org)



# RACE FOR POLIO ERADICATION

## D7430 Annual PolioPlus Event

Yvette M, Palmer Purple Pinkie 5k/Fun Walk

**Saturday, October 14, 2017**

Lehigh Carbon Community College, Schnecksville, PA



Come and join us for this fun district-wide event to support Rotary's signature program! Our goal this year is to **DOUBLE** the amount of money that we raise for Polio Plus from the Purple Pinkie event on Oct 14 from \$17,500 last year to \$35,000 this year!

With the Gates Foundation match, this will mean over \$100,000 will be donated for polio eradication. **Do we have your attention?** If we are to succeed (and we will), we will need many individual sponsorships by Rotarians and friends who cannot attend the event.

### Here is what we need from each of you:

1. If you are able, please sign up for the Purple Pinkie **AS SOON AS POSSIBLE.**

It doesn't matter if you run or walk.

The website is [www.purplepinkie.net](http://www.purplepinkie.net)

The cost is \$25.

You can either sign up online or via mail. Both options are available on the website. Our goal will be to get at least one person from each club in the district to sign up for the event. It will be great if multiple people sign up from your club, because we also want to have a great turnout at the event.

2. Whomever signs up from your club, please ask club members and friends to **sponsor them for \$25, 50 or more** (we will share additional ideas for sponsorships in the future). The sponsors can do this online via [www.purplepinkie.net](http://www.purplepinkie.net),

or the race participant can print down the sponsorship form from the website. Details are on the website. Any sponsorship donations from Rotarians will be credited towards their Paul Harris Fellow. We will provide awards for those participants who obtain the most individual sponsorships.

## Race for Polio Eradication continued

If you have any questions,  
contact John Scott (Race  
Director) at  
[JohnScottL@msn.com](mailto:JohnScottL@msn.com)

### SPONOSRING HAS BEGUN:

Sharon Geroulo (Whitehall Area RC,  
right) and Joe Wynands (Boyertown RC,  
left) from BB&T bank presenting a \$1000  
Platinum sponsorship for the Purple  
Pinkie race to Herb Klotz (DGN, center).



**ROTARIANS MAKING A DIFFERENCE**



## DGN CANDIDATES WANTED For Rotary Year 2020-2021

DG Rick Gromis on behalf of the 2017 Nominating Committee of D7430 is seeking candidates to serve as D7430 Governor during the 2020-2021 RY. Notices requesting nominations will be e-mailed to each D7430 RC President in September.

A Rotary Club may nominate only one candidate and there is a form to do so. Applications are due back to PDG Doug Cook, Chair of the 2017 Nominating Committee, by 11/1/17.



## YOUR FOUNDATION UPDATE



The annual TRF Seminar is on Saturday November 4<sup>th</sup> at MONTCO CC in Blue Bell. Sign up. It is a good event.

# polio news

### NEW Type 1 POLIO CASES as of August 23, 2017

	2017 YTD	2016 YTD
Pakistan	4	20
Afghanistan	6	13

Thank you, Rotary-----

UNICEF and the World Health Organization have produced a nearly-four-minute video thanking Rotary and its members for protecting the world's children against polio for more than 30 years.

Every dollar you have donated and every drop of vaccine you have helped administer have brought us one step closer to a polio-free world. This video is a powerful reminder of the positive impact Rotarians have made around the world.

REMEMBER----- **Saturday October 14, 2017 is the Yvette M. Palmer District 7430 Purple Pinkie 5K Run / Walk to raise funds for PolioPlus. The site is LCCC in Schnecksville – same as last year.**



## Membership Tip ---



Be reminded that  
**Membership is Every  
Members' Business,**  
and that recruiting  
never really stops.

Please see the separate article herein "Ten Tips to  
attract and retain quality members."

Don't be selfish..... invite someone to your next Rotary  
meeting. You will be doing them a service.

Date	No. Members
June 30, 2017	1775
September 13, 2017	1793



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



## Other Articles of Interest

**Club Central** on the RI website has been upgraded and it's quite easy to navigate. There is a printed guideline on its use "How to View Information\_en" that can be downloaded from <http://www.rotary.org>.

**NEW OPTIONS** for ALL Rotary Clubs explains the significant changes made by Rotary International this Summer and now are available. New RC Rules [Click Here](#)

**D7430 Leaders and Committee Chairs** for 2017-18 are detailed on the D7430 website. District Organizational Chart [Click Here](#)

D7430 Committee Chairs and their contact information is available in the on-line *District Directory*. The 2017-18 edition is out, [Click Here](#) and you can download it from there.

## **Toronto RI Convention 2018**



### **INSPIRATION AROUND EVERY CORNER**

Join Rotary President Ian Riseley and his wife, Juliet, at the 2018 Rotary Convention in Toronto. The cosmopolitan city of Toronto offers something for everyone and is the perfect setting for the biggest event of the Rotary year.

As a past convention attendee, you understand that every convention is an opportunity to learn. We hope you'll come to Toronto to connect with old friends, make new ones, and be a part of the best Rotary has to offer.

### **Toronto, the capital of nice**

A tour of Rotary's 2018 convention city reveals one common thread: a welcoming spirit. Visitors to Toronto will also find world class museums, restaurants, shopping, and attractions, like the CN Tower and Ripley's Aquarium of Canada. Register through 15 December to save on convention fees.

June 23<sup>rd</sup> to 27<sup>th</sup>, 2018.



## Rotary Club Name Change

On August 31, 2017, RI approved the changing of the Mt. Penn RC to "Mt. Penn-Exeter RC" to better reflect the geographic area they serve. Exeter is a lot larger geographic area, where most of the development has occurred.



## Now Accepting Applications for 2018/2019 Outbound Youth Exchange Students

The D7430 Youth Exchange Committee is looking for clubs to participate by sending students who want to spend a school year abroad studying, learning a new culture and language. It's an excellent way to provide and receive International Service to others.

Deadline is Oct. 30, 2017 to send applications to the District Outbound Coordinator, Brian Hartlaub, 43 S. Whitfield St. Nazareth PA 18064. Applications can be found on our Youth Exchange website at [www.rotary7430yep.org/](http://www.rotary7430yep.org/) in the righthand column under 2016-2017 Long Term Applications.

Questions regarding applications, youth exchange, interviews, or scheduling a speaker for a club to speak about Youth Exchange can be emailed to Brian at [brianhartlaub76@gmail.com](mailto:brianhartlaub76@gmail.com) or call [610-360-3017](tel:610-360-3017).

**\*Save the Date\***

**Outbound Youth Exchange Interviews are scheduled for Sunday, November 12 starting at 9 am at DeSales University.**

## DISTRICT CALENDAR

Oct 14<sup>th</sup> -- Purple Pinkie D7430 5K Run / Walk at LCCC, Schnecksville

Oct 20, 21-- Zone Institute in Hartford, CT

Nov 4<sup>th</sup> -- TRF annual seminar at Montco CC jointly with D7450

### 2018

Feb 10 -- Multi-Zone Peacebuilding Conference in Vancouver, B.C., Canada

Feb 22-24 -- Mid-Atlantic PETS

Mar 17<sup>th</sup> -- District Foundation Gala at Pinecrest CC

Apr 27-29<sup>th</sup> -District Conference at the Crowne Plaza in Wyomissing

May 12<sup>th</sup> -- District Training Assembly

Jun 28<sup>th</sup> -- District Changeover and Awards

Jun 28<sup>th</sup> -- D7430 Council of Governors Meeting

## Tell Us What You Are Doing

by the 25th of each month to:

[bill966@ptd.net](mailto:bill966@ptd.net) --  
PDG Bill Palmer, Editor





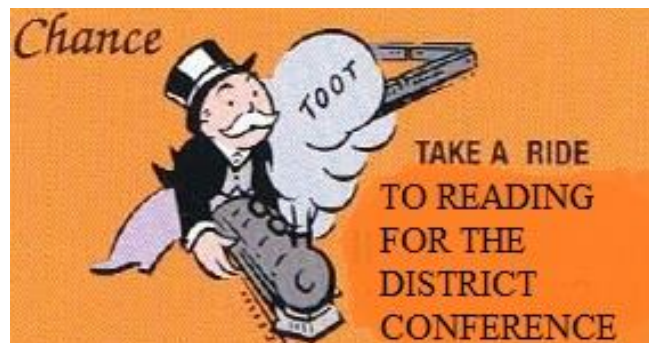
at the  
**Crowne Plaza Hotel,  
Wyomissing, PA  
April 27th, 28th & 29th  
2018**

**Making Tracks  
to the Future**

with DG Rick Gromis

For Tickets Go To:

[www.rotarymakingtracks2018.eventbrite.com](http://www.rotarymakingtracks2018.eventbrite.com)







## **We note the recent passing of Rotarians**

**Robert G. Bisbing**, 90, of Macungie, husband of Patricia (Groft) Steltz Bisbing, died on September 5, 2017 at Lehigh Valley Hospice. He was born in Allentown on October 16, 1926 and was the son of the late Irma Shetler and the late Russell R. Bisbing.



Bob served as a medic in the Army Air Corp for 20 months during WWII and was the owner for 47 years of Bob Bisbing and Associates, a municipal consulting firm, before retiring on January 1, 1995. He was a member of The Lutheran Church of the Holy Spirit of Emmaus, PA.

Bob participated for one term on the Board of Directors of WLTV-TV, Channel 39 and also served one term on the Board of Directors of the Harris/York Condominium Association.

Bob was a long term member of the Brookside Country Club of Macungie, an avid golfer and he served on the Golf, House, and Finance committees. He volunteered at the Lehigh Valley Hospital Center for 11 years and also participated in delivering Meals on Wheels two days a week. Bob donated blood regularly for over twenty years and was a member of the Emmaus Mercantile Club.

He was also a very active member of the Emmaus Rotary Club, where he served as Membership Chairman and also sat on the Board of Directors. "We Lost A Great Rotarian and Friend."

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**Daniel E. Bause, Jr.**, 91, of Boyertown, PA passed away on Thursday, June 29, 2017

Second generation, long time Boyertown, PA Rotarian Dan had served terms as both Secretary-Treasurer and President of the Boyertown Rotary club. He was known for his keen sense of humor and engaging personality.

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## **In Memoriam** continued

For many years, it was Dan who conducted the ceremony of welcoming new members into the Boyertown Rotary. Flourishing a notebook hole punch, he would pretend he was going to create the opening in their jacket to attach their pin. Although the club members knew the prank, there was always an anxious moment for the neophytes who were envisioning a large hole in their best jacket!

For all of that, Dan was a gentle, kind-hearted man. Born in Pottstown, PA in September 1925, he graduated from Boyertown High School in 1943. He served in the United States Navy during World War II. After the war, he matriculated at the Philadelphia College of Pharmacy & Science, graduating in 1950.

For many years, he owned and operated Bause's Super Drug Store in Boyertown, which had been started by his father, Dan Sr. Everyone entering Bauses' store was greeted with a warm "Hello" and a farewell "Thank You;" customers were always treated with dignity and appreciation.

When he started in the business, the pharmacist made many of his own pills and concoctions, and Dan kept a collection of the instruments he would use to demonstrate the procedures. In those days, Dan was on-call 24/7; his home phone number was affixed to the front store window for emergency needs at any time of the day or night.

Daniel Bause was a member of Boyertown's St. John's Lutheran Church, Masonic Lodge #741, American Legion Post #471, and zoning hearing board. A loving family man, Dan and his wife Betty were married for 60 years and had three children, four grandchildren and 7 great grandchildren.

## ROTARIANS MAKING a DIFFERENCE



Hatboro



Huntingdon Valley Churchville



Bethlehem



Allentown West



ShelterBox