



Rick's M.A.D. Report

(Rotarians Making a Difference)



Rotary District 7430 Newsletter

rotarydistrict7430.org

September 2017

DG Rick's Remarks



Tall Oaks from Little Acorns

Why does Rotary care about young people? Why have we added New Generations as a fifth avenue of service? Why is September "Youth Services Month"? Let me answer those questions with an analogy. When we look at an acorn, it is small and certainly without grandeur. However, if we plant that acorn, water it and nurture this seed, it will begin to grow. It will eventually grow into a tall mighty oak tree. The potential is there in every acorn to become something of majesty and splendor.

Young people are like those acorns. They are filled with potential. Given the right environment and proper nurturing some of them will mature into brilliant adults with much to give back to the world.

That is only the beginning of the story. What is the true potential of an acorn? Ralph Waldo Emerson wrote, "The creation of a thousand forests is in one acorn". So, if we continue to use our analogy, what then is the true potential of a young person? Each young person has the potential to grow and influence hundreds, thousands or even millions of others. That is why it is so important to invest in our young people. If we want the next generation to truly understand the power and purpose of Rotary, we must provide them with the knowledge, leadership skills, and motivation to reach their true potential.

Our young people will flourish if they develop confidence and skills so they can grow up as motivated young citizens who can contribute to their communities. By supporting every young person and helping them achieve their full potential, we could be potentially touching millions in the future. Remember, the potential for a thousand forests is in one acorn.

Today's record 1.8 billion young people present an enormous opportunity to transform the future. Young people are the innovators, creators, builders and leaders of the future.

In District 7430, we have many young people enrolled in youth and young adult programs: Interact, Rotaract, Camp Neidig (RYLA), and Rotary Youth Exchange. We must continue to support these programs and remain committed to involving youth and young adults in our vocational, community, and international service projects. We must remain committed to providing programs and resources that support them.

So, celebrate New Generations Month in September by recognizing the outstanding achievements of young people in your community and participants in Rotary's youth programs. Highlight local Interact or Rotaract club activities at your club meetings, invite

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DG Rick's Remarks continued

Interactors or Rotaractors to speak about their ongoing projects, or launch a new project to benefit youth in your area.

Let's grow a bunch of forests with our acorns!

DG Rick



Barry Rassin Selected to be 2018-19 Rotary President

Barry Rassin, of the Rotary Club of East Nassau, New Providence, Bahamas, is the selection of the Nominating Committee for President of Rotary International for 2018-19, and will be declared president-elect on 1 September if no challenging candidates have been suggested. Rassin's nomination follows Sam F. Owori's death in July, just two weeks into his term as Rotary International president-elect.



DID YOU KNOW?

Was Paul Harris the first president of a Rotary Club? No.

Was Paul Harris the first president of Rotary International? Yes.

When the first organization of Rotary clubs was created in 1910, Paul Harris was selected as the first president. He served in this position for two years, from 1910 until 1912. Thus, the founder of the Rotary idea, who declined to be president of the first club, became the first president of the worldwide organization, Rotary International.

Bringing Rotary's Brand to Life

Help launch our new global ad campaign, "People of Action"

While many people have heard of Rotary, few people actually understand what Rotary clubs do. In fact, 35 percent of the public is unfamiliar with any Rotary program, including their local club.

That's why Rotary has created a new global ad campaign called **"People of Action."**

The ads are available for download at Rotary.org/brandcenter, where you'll also find guidelines on how to use and localize each element, making it easier for clubs in any part of the world to tell their story in a consistent, compelling way.

Work with local print media ad representatives to place these full-color ads in community magazines and newspapers.

Here's what you need to know

Who are we trying to reach?

This campaign is for people who do not know about Rotary or why it's relevant to them. We hope the campaign will appeal to potential members who want to make a difference in their communities, those interested in Rotary's causes, and people looking to establish relationships with others in their communities.

Why is the campaign's theme "People of Action"?

Rotarians share a unique passion for taking action to improve their communities and the world. Where others see problems, we see solutions. This is our chance to show others how Rotarians see what's possible in their communities and to highlight what we can achieve when more community leaders join Rotary.



Rotary.org

Bringing Rotary's Brand to Life continued

Here's how you can help:

Go to Rotary.org/brandcenter

Download the People of Action campaign assets

Share materials with club members

Particularly advertising professionals who can help place ads locally

Collaborate with your district leaders

Work with your district public image coordinator for additional guidance

Use social media

Share campaign videos and graphics on your Facebook and Twitter accounts

tell us your success stories

Email Rotary's marketing team with success stories and questions.



**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/ in the right hand 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 or call 610-360-3017.

Save the Date

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



ROTARIANS MAKING A DIFFERENCE

Clubs Making a Difference

Whitehall Area:

Whitehall Area Rotarians, along with local BB&T employees, fill new backpacks for students participating in the new Whitehall Summer Feeding Program. The children were thrilled to receive backpacks with school supplies. The Summer Feeding Program supplied free breakfast and lunch for students weekdays during the summer.



Participants were: BB& T employees Lisa Valek, Rosalind Golden, Sharon Renninger, Wendi Crus, Sallie Bambu, & Kristin Fritz, Whitehall Area Rotarians Laura Long and Diane Wilson, Bill Bender, Diane Davidson, Dan Azar, and Tyler Wood, and Jan Chicka.

Left: Whitehall Rotarians Dan Azar and Tyler Wood

Bethlehem Morning Star:



Friday, Aug. 11th a group of 10 from Victory House attended the Rotary Strikes Out Hunger game at Citizens Bank Park as guests of our club. How nice for us to step up to provide this experience of tickets and refreshments for these men who are taking steps to improve their lives for the better!

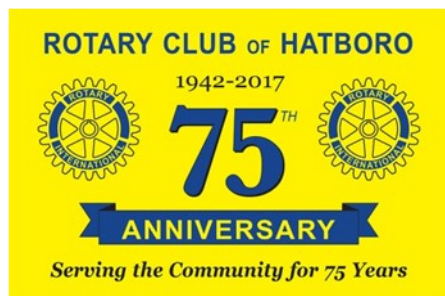
DG Rick Gromis with the Victory House Team!



Hatboro:

Hatboro Rotary Club marks 75 years

**ROTARIANS MAKING
A DIFFERENCE**



The Hatboro Rotary Club is celebrating its 75th anniversary this year through the club's popular events and various service initiatives.

Established in Hatboro in 1942, the club meets weekly for members to network, fellowship and share ideas on ways to continue to help and aid the community.

Hatboro Rotary supports local charities through events and fundraisers. One of the events, Lobster Pot, is an outdoor dinner of around 700 attendees who enjoy fellowship with food and entertainment. This year, the club helped build a community service garden for the Hatboro Area YMCA, which will provide food to local pantries. The club also donates to Meals on Wheels and throws a yearly holiday gift wrapping event for families.

RLI Cost Savings

As an added incentive for Rotarians to attend the September 16, 2017 Rotary Leadership Institute (RLI), District Governor, Rick Gromis, has approved a **\$50 reimbursement** to attendees' Rotary clubs.



\$50 will be reimbursed by D7430 to your RC for **EVERY** member who attends **ANY** of the sessions on September 16, 2017 at DeSales

University. DG Rick urges all RCs to send their newest members to Part I and others who have completed Part I to Parts II and III.

This is a great opportunity to get your members engaged in Rotary, and to continue Making A Difference.

It Takes a Community

Mobilizing more than 200,000 volunteers across 92 countries, the Rotary Community Corps expands Rotary's reach by bringing the knowledge and talents of local people to projects in their communities. Discover how this program lets volunteers tap into our network to improve lives around the world.



Earlier in 2017 the Rotary Service Division notified Dan Crane, President of the Allentown West RC, that the Rotary Community Corps has been chartered as the Northwestern Snack Packing Corps. This is the first in D7430. Perhaps other RCs might add people power to their projects in this way.



ROTARIANS MAKING A DIFFERENCE

Tell Us What You Are Doing

by the 20th of each month to:

bill966@ptd.net -- PDG Bill Palmer, Editor

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

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, 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.

If you have any questions, contact John Scott (Race Director) at 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).





Your Foundation Update



What is the Paul Harris Society ?

An Individual Donating \$1,000 or more every year to the 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 61 Rotarians committed to this generosity.

JOIN UP and FEEL GOOD!

Download a brochure at:

<https://my.rotary.org/en/document/paul-harris-society-brochure>

Questions? Contact PDG Bill Palmer, D7430 PHS Coordinator at bill966@ptd.net.

polio news

NEW Type 1 POLIO CASES as of August 23, 2017

	2017 YTD	2016 YTD
Pakistan	3	20
Afghanistan	5	13



**Friends of
D7430:**

**BUCKNO
LISICKY
& COMPANY**
Certified Public Accountants Business Consultants

www.bucknolisicky.com

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



Don't be selfish..... invite someone to your next Rotary meeting

Some Rotarians like to think that Rotary doesn't have a membership problem. It has an invitation opportunity. Try, try and then try to invite someone to

your next meeting. It's a wonderful opportunity to educate them about all the good things Rotary has to offer.

Don't forget the promise of our future members. Invite your children, exchange students, interact members. Better yet have a bring your child to Rotary day. What better way to teach our children about Rotary than to have them attend a meeting and pitch in!

Date	No. Members
June 30, 2017	1775
August 18, 2018	1782



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 rotary.org.

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

D7430 Leaders and Committee Chairs for 2016-17 are detailed on the D7430 website. [Click here for District Leaders.](#)

D7430 Committee Chairs and their contact information is available in the on-line *District Directory*. The 2017-18 edition is out. See <http://rotarydistrict7430.org/SitePage/district-information> and you can download it from there.

Strike Out Hunger Feedback

Every Summer D7430 Rotarians buy tickets to a Phillies Baseball game. A portion of the ticket price is donated to the Rotary Foundation.

And many Rotary Clubs donate their tickets to send kids to a game for the fun of it. Ann Gibson, Assistant Executive Director of the Northeast Ministry wrote the following Thank You note to Jill and PDG Gerry Long of the Bethlehem RC.

“Dear Jill, Gerry and all our friends from the Rotary ---



Thank you so much for providing the Northeast Ministry kids the opportunity to go to the Phillies game on August 11th. We used all 52 tickets (some parents attended with children) and traveled on a school bus you helped fund from with the end-of-year grants.



We had a great time! Thank you for giving these children an experience that might not otherwise be available to them. We were lucky to all get tee-shirts as well as a pin that day too!”



ROTARIANS MAKING A DIFFERENCE

YOUR KEY CONTACT – CLUB AND DISTRICT SUPPORT (CDS)

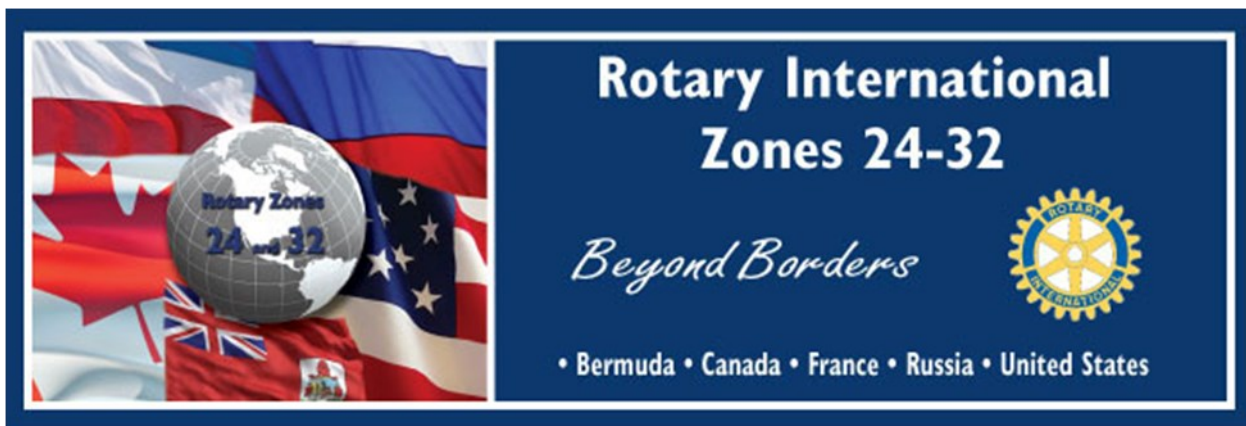
JOHN M. HANNES, Senior Officer

john.hannes@rotary.org

Emily Tucker, Officer

emily.tucker@rotary.org

Rotary Peacebuilding Conference is Scheduled



Our Zone 32, along with Zones 24, 25 & 26, have been selected by Rotary International President Ian Riseley, to hold the first of the Presidential Peacebuilding Conferences on February 10, 2018 in Vancouver, BC. The Conference's early registration discount rate of only \$195 CAD is only available until July 31.

Please share this information with your members and if interested, the link for more information is:

<https://portal.clubrunner.ca/50004/Stories/presidential-conference>

The link also is on our district website.



ROTARIANS MAKING A DIFFERENCE

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

District Calendar

Sep 16th -- Rotary Leadership Institute (RLI) at DeSales University
Oct 14th -- Purple Pinkie D7430 5K Run / Walk at LCCC, Schnecksville
Oct 20, 21 Zone Institute in Hartford, CT
Nov 4th -- TRF annual seminar at Montco CC jointly with D7450

2018

Feb 10, 2018 -- Multi-Zone Peacebuilding Conference in Vancouver, B.C., Canada.
Feb 22 to 24 -- Mid-Atlantic PETS.
Mar 17th -- District Foundation Gala at Pinecrest CC.
Apr 27 to 29 -- District Conference at the Crowne Plaza in Wyomissing.
May 12th -- District Training Assembly
Jun 28th -- District Changeover and Awards

CLUB EVENTS

Oct 5th -- Blue Bell RC's 12th annual 'Chefs of the Burbs' festive evening. Tickets are available at: www.chefsofburbs2017@eventbrite.com, at Bluebellrotary.org or through our Facebook page.



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.

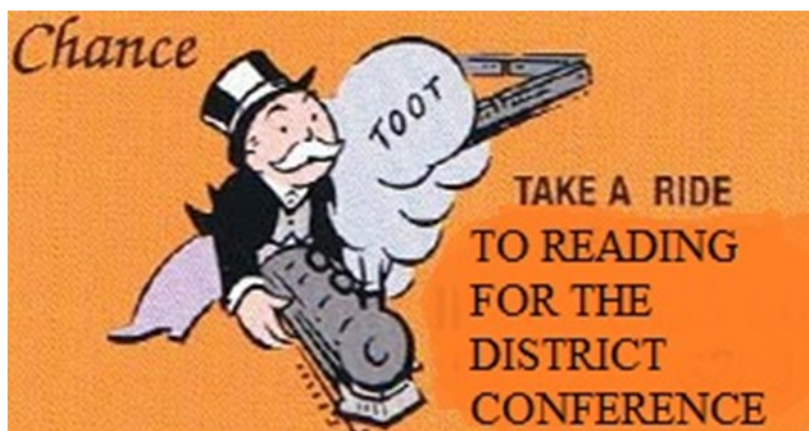
District Conference



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

**Making Tracks
to the Future**

with DG Rick



Gromis

In Memorium



We note the recent passing of Rotarians

William J. Zerillo, 96, of Trappe, PA passed away on July 28, 2017 .He was born on Nov. 20, 1920, to Joseph and Gertrude (Selkowitz) Zerillo. Bill had been living in Trappe since 1993, formerly of Brooklyn, N.Y., where he was born and raised. He and his late wife were the developers of the... the "Penny People" in New York, collecting money for people with Down Syndrome.

He was a member of the Pottstown Rotary, a fourth degree Knight of Columbus and past grand knight of St. Sylvester Council 6194 of Brooklyn, N.Y. Bill volunteered at Pottstown Memorial Medical Center and was also active in local politics. He honorably served in the U.S. Army during World War II.

Rotarians Making a Difference



Ambler & Norristown



Hamburg



Emmaus



Blue Bell

ShelterBox

