

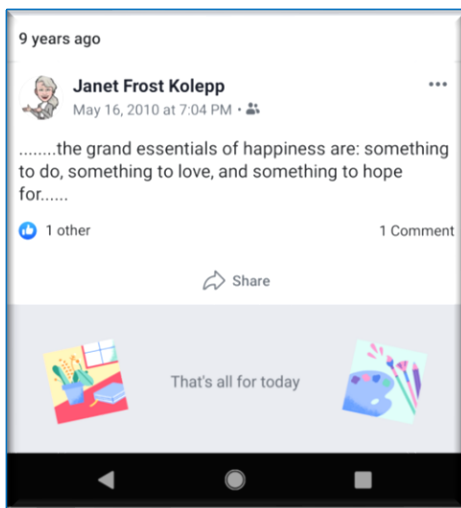
VIBRANT CLUB NEWS

April 10, 2021

Rotary
District 7430



Spread Some Happiness



Came across this on my personal Facebook recently. Just thinking... seems a lot of the **work we do in Rotary** might fit these grand essentials!

The Vibrant Club News this month is full of the work you are doing in your clubs this year. Thank you to the twenty-two (22) clubs that **MET the March Governor's Public Image Challenge** by submitting an article and/or linking an event to the District Calendar.

Let's keep spreading **happiness** around our Rotary world as we continue to tell the Rotary story. It's easy when you love what you do!

Yours in Rotary Service,



Janet Kolepp, District Governor

"Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves."

Rotary
District 7430



Rotary Opens
Opportunities

Rotary District 7430 “CAREmongers” Column

By Marlene Heller
Allentown West Rotary

Allentown West Rotarians hosted a club meeting featuring author, former member of the Mongolian Parliament, and future (first female) presidential candidate Oyungerel Tsedevdamba. Her fascinating presentation, which was very well attended, will be followed up by a discussion in April by all interested parties who would like to discuss her book, *The Green-Eyed Llama*.



Thanks to the District 7430 Covid Relief Grant Funds, the **Upper Perk Rotarians** were able to pack 100 treat bags for area seniors through the Open Link in Pennsburg.

The treat bags were filled with heart shaped pasta, sauce, activity books, pens, pencils and a sweet treat for Valentine's Day.

The Rotary Club of Norristown played cupid to residents of the Montgomery Park Senior Housing Facility. The 50-unit site is the new low-income housing facility at the former site of Montgomery Hospital. The club was greeted by Christie Jones, a social worker. She said, "My residents truly appreciate it and it really made their day." Residents were given 56 bags containing items to show someone cares, such as a reusable mask, puzzle book, pen, note pad, Lysol wipes, hand sanitizer, body lotion, Chapstick, chocolate Valentine heart, Rotary flyer and a valentine.

Also in Rotary Club of Norristown: armed with thermometers and registration lists, Rotarians Denise Ashe, Dave Shoemaker, and Judy Bucko were vaccination staff at the Montco OIC. They helped the crew vaccinate up to 1000 people.



“CAREmongers” continued

Warminster Rotary Club. A reward fund created in 1993 to help catch the person(s) responsible for murdering two young Warminster men that year is being repurposed to help local food banks and disadvantaged youth, a request made by the victims’ families who said they want to see the money help the community that helped them in their time of need.

In February, the Warminster Rotary Club Foundation accepted \$61,545.86 from the Benson-Campbell Reward Fund, which had been sitting dormant since it was created to help catch the killers of Bryan Benson and Seann Campbell, both 20, and from Warminster.

Benson and Campbell were best friends and working together at the West Coast Video in Rosemore Shopping Center when they were brutally murdered in 1993. Their killings remain unsolved.

At the time, the boys’ parents helped establish the Benson-Campbell Reward Fund, and residents of Warminster and surrounding communities donated more than \$52,000.



The money was placed into an account, and no disbursements of the reward money were ever made, but as time passed and with bank consolidations, the identity of the custodian of the Benson-Campbell Reward Fund became lost.

Recently, Attorney Sean Corr, representing Campbell’s parents, with the assistance of Bucks County District Attorney Matthew Weintraub and the office’s Victim Witness Coordinator Itzamir Pagan, was able to determine the ownership and origins of the reward fund.

Corr, a past member of the Warminster Rotary Club, met with both families and the Board of the Warminster Rotary Foundation.

Both families said they were touched by the support of the community over the last 28 years and, in consultation with Corr and District Attorney Weintraub, determined the money should be used to better the community.

While they have not lost faith that someone will help provide information that would bring the parties responsible for the murder of their sons to justice, both families felt the money should be reinvested locally.

Continued on page 4

Warminster “CAREmongers” continued

“Brian and Sean deserve justice,” District Attorney Matt Weintraub said. “But I take some solace by helping to see that their parents’ wishes that something good could be done in our community with the reward fund once we were able to help recover this money for them.”

The families said their hope was to see the funds managed by an organization with local roots, a strong leadership team that will focus efforts to improve the community who generated the funds and an organization that could continue to keep Bryan and Seann’s memory alive in the community.

The Benson family said they wanted to see the money used to support local food pantries and the Youngers Family wished to help organizations that support youth with disadvantages.

The Warminster Rotary Foundation Board of Directors voted to establish the Bryan Benson and Seann Campbell Memorial Fund with the \$61,545.86, which is separate from their operating fund.



Anyone with information on the killings of Bryan Benson and Seann Campbell, please contact Warminster Township police at 215-443-5000 or Bucks County detectives at www.bucksda.org.

CLUB NEWS.....



Rotary Club of Souderton Telford Supports the Souderton Community

Souderton Telford RC received a Rotary District Grant to assist the Perseverance Volunteer Fire Company of Souderton in building a new handicap accessible ramp into its building.

The lifeblood of the Fire Company is fundraising events, which include bingo, penny auctions, breakfasts, and more. The

building was constructed in 1966 and is not handicap accessible. This presents a major challenge during these fundraisers. These efforts will help make the local firehouse more welcoming and accessible, while helping the Fire Company meet its continued fundraising needs.

The Perseverance Volunteer Fire Company of Souderton has been serving the community since 1901. The fully volunteer force has approximately 65 active members and responds to an average of more than 400 emergency service calls a year in the Souderton area.

The club has had a personal connection with the Souderton Police Department as the recently retired Police Chief, James P Leary, is also a member of the club. STRC maintains a Souderton Police Department (SPD) fund for the Department to use when community members are in need. In addition, several STRC members contribute to this fund anonymously throughout the year. Recent examples of how these funds are used:

- A family had experienced some significant health issues and financial distress. The STRC fund provided \$200 dollars in gift cards.
- A family had experienced the loss of a loved one. The family lacked the resources to appropriately inter the deceased. The STRC fund provided \$150 so that the proper interment could occur.
- Ongoing food deliveries to individual people
- A single-mother had become the victim of a very expensive fraud. The woman lost her savings to an internet scam. She will not recover her losses. The club provided her with \$150 in grocery gift cards. In speaking with a community member, he paid for the gift cards. Thus the STRC served as a conduit for assistance – and we gained yet another supporter for our community.

Over these last many years, the STRC/SPD Fund has touched so many people in need. The club is grateful for Chief Leary (retired) to facilitate much of that help.



West Reading-Wyomissing Supports Berks County COVID-19 Community Needs

The Rotary Club of West Reading-Wyomissing applied for and was awarded a grant from Rotary District 7430 to support Covid-19 relief efforts in its local community. Members engaged and collaborated with Co-County Wellness Services that promote public health and welfare at the recommendation of Commissioner Barnhardt's office.

Co-County Wellness Services (www.cocounty.org) has been key in meeting Berks County's response during the Covid pandemic. The club reached out to them to identify current needs including contact tracing. They requested we focus on providing covid safety supplies to keep clients and staff safe along with food items to support people who are not able to leave home to shop for groceries.



"When our club learned there was grant money available for clubs to use in their own backyard to assist with Covid-19-related causes, we knew we had to act quickly. The West Reading-Wyomissing Rotary Club is active in the community and willing to lend a hand for our neighbors in need. This was an easy-to-execute and far-reaching project providing a great benefit to our local community." said Carolyne Jordan, president-elect for the Rotary Club of West Reading-Wyomissing.

Thanks to fellow Rotarians and community participants, the food drive at the Berkshire Blvd. Redner's Fresh Market on March 20 was a great success. The club collected 43 large boxes filled with non-perishable foods, and \$220 in cash that were turned into Redner's gift cards for Co-County Wellness Services to purchase perishable foods when needed. Canned meats, peanut butter and jelly, macaroni and cheese, rice and beans and pastas were among the foods donated. Additionally, the West Reading-Wyomissing Rotary club provided reusable bags to transport the food to the people in need. Covid safety supplies donated included three cases of nitrile gloves and a case of N95 masks.



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West Reading-Wyomissing continued

Carolyn Bazik, executive director of Co-County Wellness Services said, "We are grateful to the West Reading-Wyomissing Rotary for their support. The supplies this grant paid for will help keep our clients and staff safe. The food drive will allow us to continue to meet the needs of individuals and families facing food security issues resulting from COVID-19 isolation and quarantine."



Co-County Wellness' dedication and work aligns with two of the Rotary focus areas: disease prevention and treatment along with maternal and child health. Not only do they make a difference in the lives of individuals/families they support, but also have an impact on the entire community's quality of life and economy. We were proud to collaborate with them on supporting Covid-19 community needs utilizing a [#District7430](#) grant to provide safety items and food security.

Easton Rotary Club Honors Local High School Students

At its Feb. 25 luncheon, the Easton Rotary Club presented its quarterly Student of the Month Awards for this school year. Each student received a \$200 award and certificate well as a plaque to be permanently displayed in their respective school. Program Chair Mark Haldaman presented awards to:

- **Kayla Moitui - Easton Area High School – January 2021**
Kayla is in the AP Honors program and participated in a global outreach program in Africa. She plans to attend a four-year-college and pursue a career in pediatric medicine.
- **Mary McFarland from Notre Dame High School – February 2021**
Mary is vice president of the National Honor Society. She volunteers with the Miracle League and plans to attend the University of Pittsburgh and major in neuroscience before attending medical school.
- **Chloe Park – Wilson Area High School – March 2021**
Chloe serves as a teacher's assistant at a Korean School and volunteered on a mission trip to Mexico. She loves performing music and hopes to earn a four-year-college degree and pursue a career in dermatology.
- **Anthony Morales – Career Institute of Technology – April 2021**
Anthony attends Easton Area High School and is a student in the health-related technology program at the Career Institute of Technology. He is a blood drive volunteer and has clinical experiences at an Abington facility. He loves to help people and plans to attend Northampton Community College to become a registered nurse.

Whitehall Area Rotary Update

During the February virtual monthly meeting, the club heard from guest speaker Craig Taylor, program manager from YouthBuild Allentown. YouthBuild is an international program aimed at men and women, from 17 to 24 years of age, who left school without graduating. YouthBuild Allentown is a six-month program that includes GED instruction, certificate programs at Lehigh Career and Technical Institute, and on-the-job training at HADC project sites.

In mid-February, with funds from a District 7430 COVID Relief grant and some of the Jingle Bell Run proceeds, the Club was able to help St. Stephen's Food Pantry purchase a much-needed new refrigerator.

The club also received an additional donation and presented two more Aldi gift cards to the Whitehall Copley School District to help district families struggling with food insecurity.

On March 17, five young women, taught by Whitehall High School English teacher, Michelle Abbadessa, were showcased in the Club's 4-Way Test Speech Contest. Their stellar entries made it difficult, but ultimately the judges selected Mariah R. as the winner. Her moving and persuasive speech focused on the inequity in pricing of healthy vs. unhealthy food options and subsequent health consequences for those who are financially challenged. Club President Denise Continenza (virtually) presented her with a check for \$250. Mariah will represent Whitehall High School and the Club at the Regional Contest on April 7. Read more about the contest [HERE](#).



The club's annual Make a Difference Day in recognition of its Charter anniversary was held on March 27. Rotarians worked with Sixth Street Shelter employees to sort and organize household donations. The Shelter provides temporary housing for Lehigh Valley homeless families with children, as well as case management, in-house programming, and referrals to appropriate services.

Seeking District Rotarians

Fleetwood Rotarian Al Ottinger and his Patriot's Blue Senior Softball team are seeking a game (or double-header) against a team comprised of Rotary members. Their team is comprised of guys 62+ but will welcome any worthy opponent. If you or your club are interested in being part of this event, please contact Al Ottinger 610-780-9464. They are looking to schedule the event one Friday evening, May-September, at Patriot's Park, one of the premier softball facilities in the Lehigh Valley. The Rotary team may select their charity of choice for this event.



Emmaus Rotary Club Celebrates International Women's Day

For the fourth year since 2018, the Emmaus Rotary Club celebrated International Women's Day on Thursday, March 11, by honoring and recognizing a Rotarian and a Community woman from the Lehigh Valley for their "Service Above Self," their achievements in the field of volunteer humanitarian work, peace and understanding, manifested through their exemplary and outstanding humanitarian service to our local and international communities. The Celebration was held at the Brookside Country Club, in Macungie, PA.

On March 8, the world celebrates International Women's Day. It was the suffragettes who started International Women's day as part of their decisive action for equality, with the first official event held in 1911 in Austria, Denmark, Germany, and Switzerland, supported by over a million people. Today, all around the world and in every continent, from Australia, to Europe, to Africa, to the United States, many exciting and important events are run to support International Women's Day.

Since 1988, a year after the US Congress passed The Joint Resolution Public Law 100-9 in 1987 designating the month of March as Women's History Month, U.S. presidents have issued the annual proclamation to observe it with appropriate ceremonies and activities.

Also, this month, Rotary clubs all over the world celebrate 'Women In Rotary' by sharing inspiring stories and honoring the countless women making an impact in their communities, their nation, and the world.



This year, Linda Mayger from the Saucon, Center Valley Rotary Club received the Rotary Award and a Paul Harris Fellow recognition from Club President Lexa Shallcross. Linda represents all we do as Rotarians. She embodies the soul and spirit of our organization. Locally, she is active with the Environmental Education center and has chaired the Saucon Valley Foundation for Educational Innovation, raising over \$250,000 to help build and fund a pollinator garden there. She has helped organize the Saucon Valley Book Fairy project, helping send volunteers to read to first graders, and providing over 1,600 books per year to the effort.

Internationally, Linda is actively involved with a project in Myanmar, helping children in rural schools learn science and health by teaching kids to make soap. She wrote the grant that funded half the project and travelled to Myanmar to implement it. She has also worked on a project in Haiti, writing a grant to build a school kitchen to make hot lunches, collaborating with another Rotary and the organization Mommy Sue's Children.

Continued on page 11

Emmaus Rotary continued

Club President Lexa Shallcross presented Prabha Sinha with the Community Award and a \$500 check to the Pratyush Sinha Foundation in Allentown. When Prabha's only child, her son Pratyush, passed away in 2011 in his twenties, her grief was so deep, and she used yoga to help her through each day. Pratyush was a young man who always talked of wanting to make the world a better place for those less fortunate. He was greatly affected by what he saw as inequalities in the world.



Prabha was drawn to dedicating her life in service to others to honor his memory. Using their own money from their 401K account, Prabha and her husband started the Pratyush Sinha Foundation in October 2012, with 2 free classes, providing mindfulness and yoga interventions in schools and communities. State Senator Pat Browne helped them secure a \$500,000 grant to start a pilot program in grades 1-12 in the Allentown School District, called Trauma Informed Appropriate Education. The program builds through mindfulness: self-awareness management, emotional regulations and compassion, social awareness and relationship skills and responsible decision making. As of January 2020, the Pratyush Sinha Foundation is reaching over 12,000 children, adolescents, and adults all over Lehigh Valley Schools and Community, providing mindfulness and yoga as a preemptive tool to deal with social and economic pressures.

Paul Harris Fellows were also awarded retroactively and presented by club President Shallcross to the women who received our club's Rotary Award on International Women's Day: 2018 Debra Geiger, Bethlehem Rotary Club; 2019 Dr. Barbara Kistler, Allentown West Rotary Club; and 2020 Jill Long, Bethlehem Rotary Club.

Likewise, a \$500 check to their respective Foundations or non-profit organization was awarded retroactively to the three women who received the Community Award: 2018 Jennifer Driscoll to the Lilly's Hope Foundation; 2019 Jenae Holtzhafer to The Kindness Exchange; and 2020 Corinne Good to the Eastern PA Trans Equity Project.

In addition, PA 131st District State House Representative Milou MacKenzie presented a Citation to Linda Mayger, and PA 132nd District State House Representative Michael Schlossberg presented a Citation to Prabha Sinha. He also presented Citations to Linda and Prabha from PA State Senator Pat Browne.



The Emmaus Rotary Club International Women's Day Celebration Committee is composed of Rotarians David Dunn, Dee Eng, Courtney Kennedy, Ashley Lora, Eileen Prokop, and Alicia Ruiz-Orbin-Chair.

Public Image Happenings



Welcome to the April District 7430 Governor's Public Image Challenge!

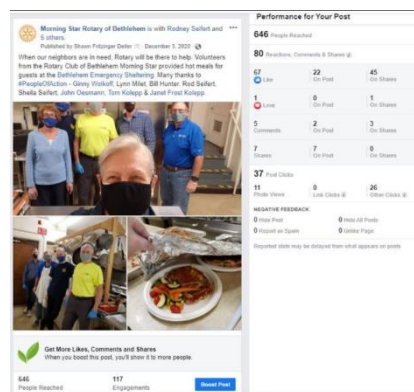
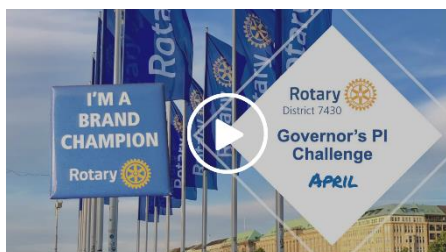
Congratulations to the 22 clubs who participated in our March Communications Challenge by submitting an article or posting an event for the D7430 newsletter/calendar! It's not too late to participate – we will be accepting and counting your submissions for several more weeks.

We also continue to see clubs work on the February Challenge, updating their logos on websites and social media. Compared to where we were on Feb 1st, we have nearly doubled the number of D7430 clubs with compliant branding and the Public Image (PI) Team continues to reach out and work with clubs on this goal. If you haven't been contacted or need help with your logos, please reply to this email and we will get in touch with you!

This month our Challenge will focus on what makes a "good" Social Media post. Certainly consistent, regular posting is important to the success of a Club's social media efforts, but how do you create a really "stand out" post which generates buzz and LIKES and a wide reach among Rotarians and non-Rotarians alike? By collecting a large variety of successful posts from D7430 clubs, analyzing them and sharing them with members of our PI Facebook Group we hope to help everyone improve the quality and success of their social media posts.

Here is an example of the type of posts we are hoping will be submitted. Send a screen capture of your Facebook, Instagram, LinkedIn or YouTube post [to this email](#)

And here is this month's Governor's Challenge video. It features Shawn Bariana, Marketing & Communications Manager for LVCC, our social media expert sharing some of her techniques and ideas.



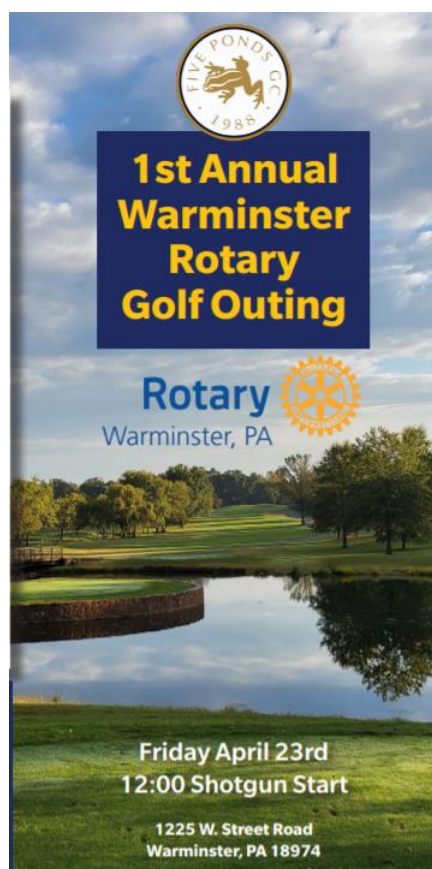
We are looking forward to seeing your social media submissions! Thanks for your support of the D7430 Public Image Team and for your participation in the Governor's Challenge! Any questions or suggestions, please email the Public Image Team [using this link](#).

Share Your Rotary Stories!
Your D7430 Public Image Team

CLUB EVENTS...

Here are club events happening around the District in December and January. Be sure to add your events to the District calendar in ClubRunner **and send your event flyers to rittenhouses Sharon@gmail.com by June 5 to be included in the next issue.**

VIBRANT CLUB NEWS will come out every other month on the 10th.



[Click for a more information](#)
[Register for a Foursome](#)
[Hole Sponsor Sign](#)
<https://warminsterrotary.org>

[Click Here to view
all events
happening in the
District!](#)

Rotary
District 7430

SATURDAY, JUNE 12 2021

Our 15th Year!

15TH ANNUAL FLEETWOOD ROTARY CLUB SHOW OF WHEELS

Flea Market

CARS! TRUCKS! MOTORCYCLES!

Registration 8:00 - 11:30 am
Judging 12:00 pm • Awards 3:00 pm
RAIN OR SHINE, Fleetwood Community Park

Music By The Sound Factory!

OVER 70 TROPHIES
Top 20 Stock Cars or Trucks • Top 5 Trucks
Top 30 Modified Cars or Trucks • Motorcycle Award
Top 2 Rat Rods • Top 2 Imports • Best Engine Award
Best Paint Award • Mayor's Award • Borough Council Award
Fireman's Award • Police Chief's Award • Kid's Choice Award
Fan Favorite Award • Huge Best in Show Award
-Participant Judged-

Door Prizes!

50/50 Drawing!

Entertainment! CHANCE AUCTION!

Rubber Duck Race in the Creek!

Bring your donation of Men's Clothing to the show

BLOOD DRIVE
8am to Noon
Register Online or Call

MILLER-KEYSTONE BLOOD CENTER

For more information and last year's highlights go to www.FleetwoodPaRotary.org
ONLINE REGISTRATION: CarShowToolBox.com/fleetwood-rotary-show-of-wheels

For More Info Go To www.FleetwoodPaRotary.org



SAVE THE DATE
SEPTEMBER 20, 2021

DISTRICT 7430 GOLF TOURNAMENT

**BROOKSIDE COUNTRY CLUB
POTTSTOWN, PA**



Benefits The Rotary Foundation
More information coming soon



CLUB RESOURCES...



District Website
www.rotarydistrict7430.org

Follow us on Facebook
<https://www.facebook.com/District7430>



Rotary International Website
www.rotary.org

Rotary International Club & District Support
John Hannes, Senior Officer
john.hannes@rotary.org



Rotary International TRF Support
Elizabeth Davis, The Rotary Foundation Advisor
elizabeth.davis@rotary.org



Technical Support
Monday-Friday 9 am-5 pm
905-829-5299

BUCKNO LISICKY & COMPANY
Certified Public Accountants & Business Consultants



**Rotary Opens
Opportunities**