

# VIBRANT CLUB NEWS

October 10, 2020



## Welcome to District 7430 Vibrant Club News!

Almost since the very beginning, Rotary has connected the world through service and fellowship. The COVID-19 pandemic may have changed the way we come together, forcing cancellation of many of our in-person club meetings and events. But even when we can't hold our usual events, clubs and members have found lots of ways to stay engaged, connected with one another and continue to serve our communities. **Vibrant Club News** shares your stories about how we are adapting and creating new ways to come together.

Thank you for your service and efforts to continue the work of Rotary.

A handwritten signature in blue ink that reads "Janet".

Janet Kolehpp, District Governor



**Rotary Opens  
Opportunities**

*"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 “CAREmongers” Column

By Marlene Heller  
Allentown West Rotary

**Whitehall Area Rotarians** followed up severe summer storms with manual labor, cleaning up the Ironton Rail Trail so it could again be used by the community. People of Action at work!



**Allentown West Rotary** delivered 100 ear savers for use with masks to Lehigh Valley Health Center along with a Thank You letter to professionals who work all day while wearing masks. They were gratefully received. The ear savers keep elastic off the backs of ears and prevent chaffing and calluses.

**Emmaus Rotary** held its 13<sup>th</sup> annual golf outing, raising thousands of dollars. Money raised goes to help projects locally and internationally.



**Springfield Township Rotary Club Young Professionals** are collecting donations of supplies for seniors, with three drop-off locations. Items they are collecting include clothes, blankets, books, games, knitting supplies, magazines, DVDs, and more.

**Allentown West** delivered 67 pounds of produce to Lowhill Food Pantry in one day. The Allentown West Green Thumbs Garden Project has been a tremendous addition in supplementing the nutrition of the community served by the Lowhill Food Pantry.

## “CAREmongers” continued

**Allentown** Rotary's Covid Grant to Community Bike Works provided over 800 lunches this summer. Having the extra means to provide students with more than just a snack, but an actual full, meal goes a long way.



**Allentown West** responded to a recent presentation by Valley Youth House in a big way. Learning that luggage was a big need of their clients, the club presented about ten pieces of luggage to the organization, many of which were two- or three-piece sets. More is needed! They can be dropped off at PE Gail Micca's house or brought directly to Valley Youth House in Bethlehem.

**Springfield Township Rotary Club**, Young Professionals Club, Community Veterans, and the Flourtown Boy Scout Troop worked together to pick weeds and trim the overgrown Wyndmoor War Memorial. Approximately 20 bags of trimmings and weeds were collected.



## CLUB NEWS.....

### Kutztown Serving Their Community

Kutztown Rotary Club sponsored a “Food For Friends” campaign, a program coordinated with Friend, Inc. to allow the Kutztown community to help feed community members in need. Through a combination of community member donations, matching club gifts, and a special COVID grant from Rotary District 7430, the club donated 250 Weis grocery store gift cards for Friends to distribute to local families. The gift cards are each worth \$25 for a total donation of \$6250. Pictured from left are Kutztown Rotary Foundation president Christine Williams, Executive Director for Friend Sandra Wise, and Kutztown Rotary member Ellen Overcast.



In September, the club provided lunch for 50 to be distributed by Opportunity House of Reading, PA. Rotary members got together to donate supplies and build the lunches, which were then dropped off the next morning to Opportunity House for distribution, along with a good deal of surplus lunch supplies. The Kutztown Rotary Club is enjoying opportunities to get together to help do good in the community during these trying times.



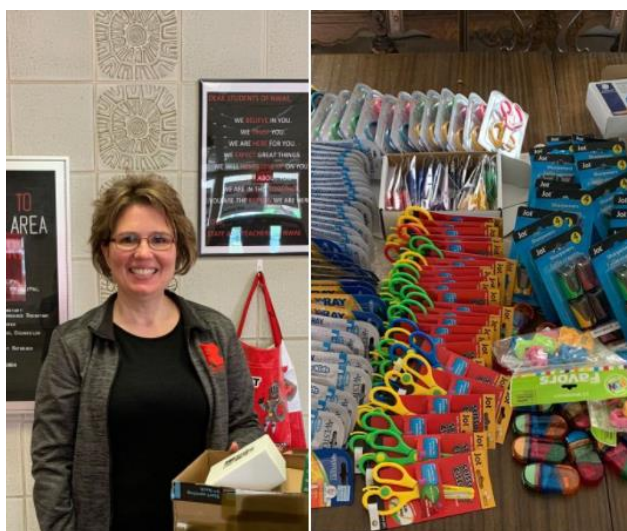
## Birdsboro Food Drive



The Birdsboro Rotary Club completed a food drive on August 31<sup>st</sup> in support of the food bank at the New First Baptist Church of Birdsboro. The Club "rocked" it with an overwhelming response to the needs of the Birdsboro community. Club President Fran DeSensi drove to club members houses gathering over 120 lbs. of food for the food bank. He then delivered them to the church where he met an extremely grateful Reverend Harris.

## West Reading-Wyomissing Serving the Community

On Saturday, August 8<sup>th</sup> West Reading-Wyomissing Rotary Club did its part to keep Papermill Road clean. They have cleaned this section of Papermill Road for years and it's a great way to give back to the community.



Members also engaged in a service project and contributed back-to-school supplies for the Northwest Elementary School students in Reading PA. These supplies will assist with their learning projects. Principal Sheila Guadagno Simyak prepared a package of school supplies that was delivered to each student's home since they are beginning the school year virtually.

# Allentown, Lehigh Passport and Slatington Clubs Volunteer for Habitat Project

On Saturday, September 26, 2020, these clubs on a Habitat for Humanity Lehigh Valley house on Tacoma Street in Allentown. They are building eight houses (four twin homes) on former school lot and across from a church. It is a nice quiet, street close to the former Allentown State Hospital site. Working members included some from the club (Lisa along with her son Michael, Ken, Matt, Wally, George and Christy) as well as four from the Passport Club (Frank, Kirk, John) and one from Slatington (Ingrid Holder).



There were several groups working on different projects. One group caulked, primed and painted large wood pieces that are on the front porches, and they painted a porch that already had those pieces in place. A second group put insulation around all the windows and doors installed in one set of twins. Another group worked on building walls in one of the other houses, which did not yet have a roof. One group also put in blocking to be used to hang kitchen cabinets.

All workers wore masks. The Habitat Crew members were very helpful and provided excellent training and oversight. The project lasted from 8-2, and everyone had a great time! Members said it was fun to see the work take shape and to be able to envision a family living there soon and enjoying their new home!



## Allentown West

Allentown West is living the 4-way test. Instead of reciting it at each meeting, members are asked to volunteer how they have used the 4-way test in their lives during the previous week. Whether it is at work, during a Rotary project, or in their personal lives, members have been explaining the ways in which the 4-way test helps them to make decisions in their everyday lives. As one member said, “If we aren’t living our lives around the 4-way test, we aren’t really Rotarians!”

Allentown West also completed two inaugural fundraisers: the first was the online raffle, which culminated in raising over \$8,000. The second fundraiser, called the “Look Book,” consisted of photos taken during the Summer of Covid, supplied by members, and put together by member Gwenn Carr. The virtual Look Book, at a cost of \$25 each, was a way to keep members in touch with each other by seeing what we had done with our summers. It was completed in a month and raised close to \$1,000.



## Springfield Township Adopt a Highway

In a joint effort, Springfield Township Rotary and Springfield Township Young Professionals Club took part in de-littering sections of Church Road, and the local 309 on/off ramps. Approximately 30 trash bags were filled during the cleanup. This cleanup effort was the one of four cleanups planned for a two-year commitment.



## Club to Club Exchange

Open a door and connect with other district Rotarians. This is an opportunity to share your club's locale as well as Rotary ideas. Covid has made our world virtual; however, following PA state as well as district Covid guidelines we can meet up outdoors in limited numbers social distancing with masks and sanitizer in hand.

A participating club would arrange to meet at a mutual location and time and then the other club would reciprocate. I will be coordinating clubs as well as individual participants.

Let's join together in friendship and grow to know one another.

If you or your club would like to participate or desire more information please email me at [deeleng@gmail.com](mailto:deeleng@gmail.com) or call my cell 610 428 3355.

**Dee Eng**  
RFE Chair



## Message from your D7430 Public Image Team

District Governor Janet Kolepp has identified four Growth Areas for the 2020-2021 Rotary year. One of them is "Growing the Public Image" for all of our District 7430 clubs and helping each club to tell its Rotary stories more broadly and in better, different ways.

Our Rotary D7430 Public Image (PI) team has embraced this goal and identified four major focus areas for its efforts:

- **Rotary Branding**
- **Club Runner (website, newsletter, calendar - integrated functions)**
- **Social Media (Facebook, Instagram, LinkedIn and others)**
- **Video**

We have recruited specialists in each of these areas to join the PI Team and now have many PI Chairs contributing and sharing in a private D7430 Facebook work group. We welcome additional participation from any club or interested Rotarians to help share the Rotary message not only within our clubs, but especially, outside the clubs.

**Do you want help with your Club's Social Media efforts?** We are putting together a "Buddy System" for the coming year. Clubs who request assistance may be provided an "Advisor" from our PI Team and paired with another Club to help them develop a successful social media effort for the coming year and, hopefully, for years to come! We've already helped two clubs with branding and Club Runner newsletter requests.



If you or someone you know would like to join our Facebook conversation and benefit from our library of resources, email [Lou Bottitta lou@bottittateam.com](mailto:lou@bottittateam.com) or search for "**Rotary 7430 Public Image Workgroup**" on Facebook and request access.

We look forward to sharing more Public Image information, success stories and resources with you in the months to come. Watch your email and your District newsletter for more information about ways to share the Rotary Story with your members and with your local communities.

**Share Your Rotary Stories!**  
**Your D7430 Public Image Team**

## CLUB EVENTS.....

Here are a few of the club events happening around the District in October and November. Be sure to add your events to the District calendar in ClubRunner **and send your event flyers to [rittenhousessharon@gmail.com](mailto:rittenhousessharon@gmail.com) by December 1 to be included in the next issue.**

**VIBRANT CLUB NEWS** will come out every other month on the 10<sup>th</sup>.

### Fleetwood Rotary

*What's cooking in Fleetwood?*

The Fleetwood Rotary Club invites you to the  
**Gourmet Gala**  
benefiting children in our communities and the world  
on October 14, 2020, from 4 - 7 pm  
at Moselem Springs Golf Club.  
\$25 per ticket or 2 tickets for \$40.

The Fleetwood Rotary is cooking up something special this fall. If you want a fun night by tasting food from the finest restaurants in the area then stop in at Moselem Springs Golf Club to pick up your delectable array of food. The ticket includes tastings from each restaurant along with a beverage and a carry-out container to transport to your car. Starting at 7 pm join us on a ZOOM call to share in the laughter of surprises. Some of the auction items include a week in Waikiki Beach, Hawaii sleeps 4, Hilton Head Island sleeps 8, a gorgeous Persian Rug, Jewelry, a day of sailing on the Chesapeake, and more!

Starting on October 1st, we will have the auction items online to bid and you can start your bidding! Below is the QR code just hold your cell phone over to read it and it will automatically take you to the auction, you might have to download a QR APP.



[rotaryfleetwood.cbo.io](http://rotaryfleetwood.cbo.io)



All proceeds benefit the  
Fleetwood Rotary Foundation!

Order tickets and pay on-line at  
[rotaryfleetwood.cbo.io](http://rotaryfleetwood.cbo.io)  
or contact:  
Loretta Ottinger  
at 610-914-5947

Checks should be made payable to:  
Fleetwood Rotary  
Charitable Foundation  
mailed to:  
Loretta Ottinger  
9676 Crescent Lane  
Breinigsville, PA 18031

Facebook.com/fleetwoodparotary 

#### Participating Restaurants



For more info visit: <https://cbo.io/bidapp/index.php?slug=rotaryfleetwood>

## Bethlehem Rotary

### TASTES & TUNES DESSERT EDITION



For more info visit: <https://bethlehemparotary.org/page/tastes-amp-tunes-2020-dessert-edition>

## Blue Bell Rotary

### THE 15TH ANNUAL CHEFS OF THE BURBS



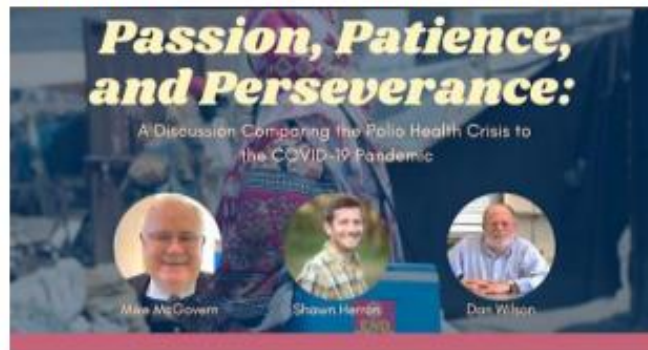
The 15th Annual Chefs of the Burbs presented by the Rotary Club of Blue Bell has gone virtual in a big way! Join us, Thursday, November 5th, at 7 PM for an exciting evening of fun, entertainment, and culinary adventure in support of our local community and COVID-relief.

Experience your favorite restaurants like never before with chef cooking demonstrations, wine talk, special menus for pick-up or delivery, live music, featured sponsors, and some special surprises!

Tickets to this year's Chefs of the Burbs gala are free.

For more info visit: <https://www.bluebellrotary.org/>

**An Historical, Virtual Event of Interest for Rotarians and our Families.**



**October 13, 2020 7pm (EST)**

**Let's revisit the past and learn from the most feared health crisis that our country has ever faced: Polio. A hundred years ago, Polio outbreaks began sweeping through this nation and countries around the world, decimating the lives of thousands, leaving paralysis and death in its wake. How would the US respond? How would the world?**

**Learning how the world responded to Polio can help us understand today's COVID-19 pandemic. Our panel will compare these two viruses and show how the work being done to eradicate the former will soon help the latter.**

**The participants:**

**Shawn Herron**

Shawn grew up in Montgomery County, PA. Upon his graduation from Florida State University, he served in the US Army out of Fort Bragg NC. Afterward, he worked for the Department of Homeland Security (DHS) in Washington DC. Shawn enjoys traveling and writing about his experiences. He lives in Bucks County, PA, works at the Doylestown Bookshop, and is a member of the Doylestown Rotary Club. Shawn is the author of the story *Passion, Patience and Perseverance* and is the creator of and writer for [SmokelessMirror.com](http://SmokelessMirror.com)

**Daniel Wilson, PhD**

Dan grew up in Wisconsin where he developed polio at age 5 in 1955. Five years later he had a spinal fusion to correct scoliosis and spent most of a year in a body cast. He eventually went to college in Wisconsin majoring in history and English. Dan then did graduate work in history at Johns Hopkins University in Baltimore. He began teaching at Muhlenberg College in Allentown PA in 1978 and retired as Professor of History in 2018. Dan began working on the history of the polio epidemics in the early 1990s and focused on the experiences of those of who had the disease. He has published numerous scholarly and popular articles and three books on polio including *Living with Polio: The Epidemic and its Survivors* (2005), *Polio Voices* (with Dr. Julie Silver) (2007), and *Polio: Biography of a Disease* (2009). Over the last 20 years, Dan has experienced a variety of symptoms associated with post-polio syndrome. You can see Dr. Wilson's written work and Video Library [HERE](#)

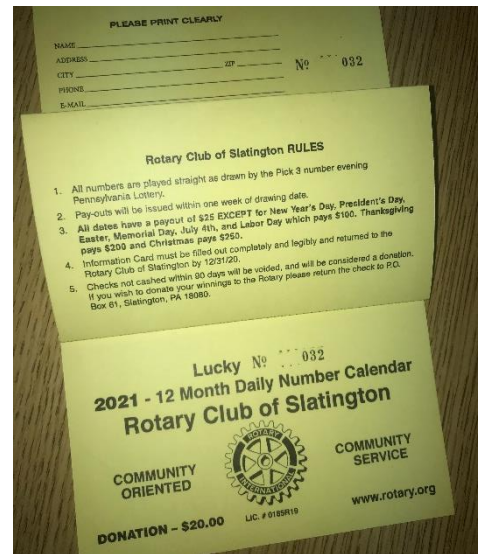
**Mike K. McGovern**

Mike McGovern has served as the Chair of Rotary International's PolioPlus Committee since October 2014. In this role, he is the volunteer leader of Rotary's largest humanitarian project, the global eradication of polio. Rotary is the spearheading partner of the Global Polio Eradication Initiative and has donated over \$2.0 billion to ending polio and has worked with other partners to reduce the number of polio-endemic countries from 125 in 1988 to 2 today. Mike also represents Rotary International on the Polio Oversight Board.

**For more info: [Click Here](#)**

## Slatington Rotary

The Rotary Club of Slatington is selling 2021 lottery calendars. Each calendar is a \$20 donation. All proceeds fund scholarships for Northern Lehigh Students and grants for local nonprofit organizations. Please Contact Eric Heiney at [usa1eric@ptd.net](mailto:usa1eric@ptd.net) to order. Drawings begin January 1, 2021 and there is no deadline to purchase tickets.



**Click Here to view**  
**all events**  
**happening in the**  
**District!**



## CLUB RESOURCES.....



**District Website**

**[www.rotarydistrict7430.org](http://www.rotarydistrict7430.org)**

**Follow us on facebook**

**<https://www.facebook.com/District7430>**



**Rotary International Website**

**[www.rotary.org](http://www.rotary.org)**

**Rotary International Club & District Support**

**John Hannes, Senior Officer**

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



**Rotary International TRF Support**

**Elizabeth Davis, The Rotary Foundation Advisor**

**[elizabeth.davis@rotary.org](mailto: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**