

the Rotary Smile



Allentown, Pennsylvania

610-794-4101 www.rotarydistrict7430.org

June, 2007

Rotarians Donate Record 173 Children's Books !

Last year, Rotarians from our club donated 100 books to the Boys & Girls Club of Allentown to distribute to children to encourage a love of reading. This year, chairperson Ann McManus challenged our club to expand the project to include children at the Allentown YM/YWCA and the Child Advocacy Center, in addition to the Boys & Girls Club. And we surely met the challenge! Thank you to all who contributed!



Joseph (JoJo) Cancel happily displays a book he has selected from the stack of books donated by Allentown Rotary Club members.



Marie Magyar, Assistant Executive Director of the Boys & Girls Club of Allentown (at left) watches as five-year-old JoJo Cancel reads to his mother, Vicky Morales.

Be sure to get your reservations in!
**Dinner and Dancing
at the Brookside Country Club
Friday June 29 6-11 p.m.**

to celebrate "changeover" ~ the inauguration of President-elect Ibi Balog and farewell to President Rolf Schlake ~ \$45/person (cash bar). Call Pete Smith 610-391-6324 today.

The Rotary Club of Allentown

610-794-4101

~ A Member of Rotary International ~

Club No. 121, District 7430

Chartered 1914

• in our 93rd year of service •

We meet Fridays at noon at the
Crowne Plaza, 9th & Hamilton Streets,
Allentown.

Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. Approximately 1.2 million Rotarians belong to more than 31,000 Rotary clubs located in 167 countries.

Club Officers

President	Rolf Schlake	610-770-0900
President-Elect	Ibolya Balog	610-433-3220
Secretary	Don DeLorenzo	610-967-3380
Treasurer	Tom Christman	610-434-9645

Board of Directors	Committee	Phone
David Schrum	Program	610-798-2510
Judith Barberich	Scholarship	610-282-1100 x1478
Kathryn Frazier	Paul Harris & Iobst Fellow Awards	610-774-3372
Richard Daugherty	Communications	610-437-3700
Joyce Dougherty	Membership & Youth	610-433-6556
Ibolya Balog	Membership	610-433-3220
Amy Meleck	Community Service	610-289-0114
Larry Campbell	Hospitality & Badge Board	610-391-9805
Pete Smith	Fellowship	610-395-7700
Arthur Weinrach	Special Projects	610-653-6194

Foundation Board Members

Ibolya Balog	610-433-3220
Judith Barberich	610-282-1100 x1478
Amy Beck	610-770-9781
Barbara Bigelow	610-437-0795
Albert Bova	610-395-5910
Thomas Christman	610-434-9645
Wallace Eldridge	610-366-0843
Kathryn Frazier	610-774-3372
Suzanne Goodell	610-799-1204
Amy Meleck	610-289-0114 x 206
Platte Moring III	610-435-8414
Marcella Moyer Schick	610-794-5129

Advertise Your Business and Support the District



Each year, our Rotary District 7430 distributes a directory to its 2200 members. The directory helps facilitate the running of each club, allowing for communication between the District and its leadership as well as between clubs.

Again this year there will be a "yellow pages" section in the middle of the directory. Only Rotary members in our District can advertise their business or occupation.

NOTE: the deadline for ads is June 8 !

Ad costs are:

Double page \$ 150.
(approx. 8" x 7.25")

Full single page 125.
(approx. 4" x 7.25")

Half-page 75.
(approx. 4" x 3.5")

Quarter page 50.

You can email your advertisement file to bjmetz@logical.ms (B.J. Metz) or mail an original copy to him at 3568 Bethman Road, Easton, PA 18045.

If you have questions, contact Beth Ann Kowalksi (610-597-4502).

Funds received from the ads will be used to offset the cost of the directory as well as to support improved communications in the District.

2007 Roger and Louise Mullin Scholarship Award Recipients



Shahnaz Hanna

Dieruff High School

May 4 – The Allentown Rotary Club Foundation, founded in 1969, promotes service by every Rotarian to primarily the citizens of Allentown. Since 1989, the Foundation has also provided higher education scholarships on an annual basis to twelve local students hailing from the three Allentown high schools. The scholarship fund was established by the Allentown Rotary Foundation with a major benefactor gift of the late Roger and Louise Mullin.

Roger Mullin was the former CEO of Mack Trucks and an active member of our club.

The purpose of this Scholarship fund is to provide college scholarships to one worthy student from each of the three Allentown High Schools: Dieruff, William Allen and Central Catholic. The scholarship awards are based on leadership potential, academic achievement, community service, and financial need. The \$1,000 scholarships are renewable for four years of college



Caitlin Prozonic

Central Catholic High School

for a total of \$4,000. Twelve students currently receive scholarship aid.

The proceeds from our weekly 50/50 drawing go toward the scholarship fund. In addition, donations made to the Allentown Rotary Club Foundation by individual Rotarians on their birthdays each year, as well as other contributions, by Richard Iobst Fellows and Sustaining members, help the Foundation grow and continue its mission.

The Scholarship application process requires submission of an application with recommendations, school transcripts, and a personal essay as well as participation in an interview with the Scholarship Committee of the Allentown Rotary Club.

Judy Barberich, chair of the Scholarship Committee, introduced each of the scholarship recipients. She remarked that this year's group of candidates was very impressive, and a credit to the fine work done at each of these



Carolyn Schultz

Allen High School

high schools. The personal essays, recommendations, and list of accomplishments for each was very impressive. The committee marveled at how they fit so many activities into their day, and still maintain very high grades, ranking among the top students in their classes.

Shahnaz Hanna, from Dieruff High School, plans to attend Franklin & Marshall College and major in the natural sciences. At Dieruff, Shahnaz is on the varsity track team and the field hockey team. She is a member of the National Honor Society and Spanish Honor Society, and has also been a member of the Student Council for four years. Shahnaz was class president during her freshman, sophomore, and senior years. Her volunteer activities include the Big Brothers / Big Sisters program and the St. George Church Youth Group.

(Continued on page five.)

Classification Talk



Veronica Elias

April 20 – Veronica Elias shared how the “silent language” of example shaped the values of her life: respect and faith, work hard, do good. The authors of this silent language were her large and loving family. She is the second of six children who grew up in Allentown. Veronica reminisced about her idyllic Allentown childhood, citing fond memories familiar to many Rotarians.

Veronica and her siblings all attended Catholic schools, and all six are college educated professionals. Her father was a Lehigh University educated engineer, and her grandfather worked at Mack Trucks for fifty years. Her entire extended family was active in a variety of community service activities, and growing up she was surrounded by arts, sports, academia and theater.

From age ten, tennis was her first love, and she played competitively into adulthood. She was active in sports at Westchester University, where

she graduated with a degree in Psychology. She married her husband Joe (pictured with her at left) in 1975, moved to Bucks County, and gave birth to three children. During her years in Bucks County, she did community theater, served as a Certified Character Educator, and was involved in numerous community activities. Her love of God, family, and community came together when she was offered a job at the Lower Bucks YMCA.

Eventually she was recruited by the Philadelphia YMCA and worked there ten years. She described her job as a turnaround situation in a much tougher environment than at Lower Bucks YMCA. Little did she know she was preparing for another turnaround YMCA position in her beloved home town of Allentown.

Veronica is proud of the Allentown YMCA/YWCA’s accomplishments. She thanked her husband Joe for his constant support as they raised and educated three children and as she pursued her career. Today she has time to enjoy her hobbies: reading, golf and tennis. Ultimately, the “silent language” of Work Hard, Do Well, and Honor God has brought her a fulfilling and happy life.

~ Suzanne Goodell

Award Recipients

(Continued from page three.)

Caitlin Prozonic, from Central Catholic High School, plans to attend Lehigh University majoring in the Humanities, with a Music Industry minor. At Central, she is an honor roll student, was a member of the CCHS Band, participated in the

PA Math League, and the Photography Club. Caitlin studied dance lessons for many years. Her community service includes volunteering at the Angel Shop and at her church.

Carolyn Schultz, from Allen High School, plans to attend Villanova University as a nursing major. At Allen, she is a member of the National Honor Society, the Health Science Academy, and the Student Government Association. Carolyn is captain of the varsity tennis team and co-captain the soccer team, and she played on these teams for all four years. Her community service activities include HOSA (Health Occupation Students of America), helping as an advisor to a Girl Scout group, and a teacher’s assistant at Sunday School.

Following the presentation of the scholarship awards and the comments of each recipient, Judy expressed her appreciation for the members of the Scholarship Committee who spent many hours reviewing applications, interviewing candidates, and deliberating about who would be named the Roger and Louise Mullen scholarship recipients for 2007. She introduced them and asked them to stand and be recognized. They are Bill Consugar, Ken Daniels, Wallace Eldridge, Deborah Fries, Christine Nelson, Dick Snyder, Barbara Stauffer, Heather Stencosky and Ron Wasson.

At the end of the program it was apparent that Judy was echoing the thoughts of all present when she said, “I think Rodger and Louise Mullin would be very pleased if they were here today, that their legacy and that of the Foundation will be represented by students of such promise.”

~ Barbara Stauffer



Dave Willard, Director of Marketing and Community Services, responds to individual questions after his on-screen presentation about Olympus.

Olympus: Your Vision, Our Future

April 27 – Olympus is the new kid on the block in terms of corporate head quarters in the Lehigh Valley. The dynamic duo of Daves (Dave Willard and Dave Duggan), were welcomed to Rotary by Veronica Elias of the YM/YWCA, a master photographer herself.

David Willard stated Olympus' mission as "enhancing people's lives," and shared with us multiple and "nobody knows" ways it does so. Takachiko Seisakusho began in 1919 with its first product: Japan's first microscope. Soon followed its first camera, gastrointestinal endoscopes, surgical products, and more microscopes, making it a precision technology leader in "opto-digital solutions."

It was renamed Olympus in

1949 and established its medical business on Long Island in 1968, followed by the camera business in 1978. From November 2004 - 2006 it constructed its proudest achievement, its Lehigh Valley headquarters at Stabler Center which is built in a transparent design with daycare on site.

They moved to the Lehigh Valley because of our enhanced quality of life, lower cost of living and geographic centrality. Wanting to give back, they issue grants related to the number of volunteer hours their employees contribute to area philanthropic projects. Their favorite community project is colorectal cancer awareness with Katie Couric. We welcome them to our community.

~ Chris Nelson



Editor: I enjoyed the pictures in last month's Smile showing the sailors scrubbing the decks

of the battleship South Dakota. It brought back memories 50 years ago when I was a midshipman aboard the battleship Iowa BB-61 and performed the same operation on the decks of the Iowa. The small white "bricks" in front of their feet are actually pumice bricks called "holystones" with a hole in them slightly recessed for the broom stick. They are not removing paint; these were teak decks. They are actually cleaning them, usually on a Thursday, because Captain's inspection was always on Friday. Twenty licks to a board called out by the Boatswain's Mate and then we all went one board back, again and again until we got to the other side of the ship. The deck was covered with water and sand to make it easier to clean. Little solid pumice bricks called "prayer books" were used to clean around pipes, vents, etc. Again, thanks for the memories.

Charles S. Shoemaker,
AIA, Capt. USNR (Ret.)



June Birthdays

- 3 Suzanne Goodell
- 4 Edwin Pawlowski
- 5 James F. Bova
Jonathan Epstein
- 9 Dan Gambet
- 10 Don Wieand, Jr.
- 12 Larry Campbell
- 15 Asa Hughes
Ben Walbert, III
- 28 Bill Gehman

The following image
now is available
in color:



Fifty-five Rotarians are seeing this famous peacock, and every photo in this issue, “in living color.” They signed up to receive the SMILE via email. And not only does this bring them each issue in color; for those fifty who chose to receive it *only* via email, it will save us more than \$250 in postage costs in the coming year! For information, contact SMILE editor Bob Stevens (BobStevens@entermail.net).



How did we stack up this year?
Rotarians Veronica Elias and Ann
McManus are assisted by Marie
Magyar of the Boys' and Girls'
Club of Allentown. See page one
for this year's total.

June Meetings Event Schedule

June 1 - Classification Talk:
Bill Consugar

June 8 - Vo-tech Scholarship

June 15 - How *Not* to be a
Victim - Sgt. Ed Bachert

June 22 - Identity Theft
Diane Bachman (FBI)

June 29 - Changeover

Coming in July

July 6 - LC Historical
Society Lincoln Exhibit
at the LC Heritage Center



Allentown Rotary Club
5540 German Road
Emmaus, PA 18049