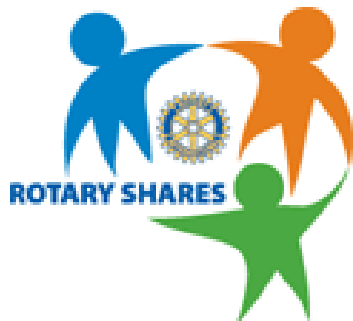


# the Rotary Smile

Allentown, Pennsylvania

www.rotarydistrict7430.org

July, 2007



## You're Invited to "Share the Magic of Rotary"

Rotary International President Wilf Wilkinson invites you to join him a conference held at Villanova University, July 13-14, in Villanova, Pa.

This is your opportunity to meet RI's president less than an hour from Allentown. The conference will focus on club growth, and several from our club plan to attend. You can attend for part or all of the conference. Contact Ellen Ghelardi for more information (610-533-2837).



Rotary International  
President Wilf Wilkinson



The 2007 Vo-Tech Scholarship Awards were presented to (left to right) Catherine Pagan, Christie Dotter, Nicole Swartley, Charlise Somerville.

## Vo-Tech Scholarships Awarded

June 8 – Skill USA's Melinda Stumpf discussed the mission of their program at the annual scholarship program for recipients of Rotary's support of outstanding vocational-technical education. Skill's USA's target is to create a world class workforce and to promote and market future employees in their endeavors. Trades, for example, vary from welding to cosmetology to dental assistants.

The variety of interests and skills were well represented by our awardees. The Vocational Skill award was presented to Christie Dotter, who plans on a career as a dental assistant. The Service to School and Community award was received by Catherine Pagan, who will be studying fashion marketing at the Art Institute. Nicole Swartley was given the Academic Achievement award. Nicole will be majoring in business management. Charlise Somerville, who will be studying fashion design, was honored with the Leadership award.

These scholarships are evidence of the exciting projects that Rotary does for the community. In addition, it is rewarding to have families in attendance supporting their young students.

~ Jim Harper

# The Rotary Club of Allentown

610-794-4101

~ A Member of Rotary International ~

Club No. 121, District 7430

• in our 94<sup>th</sup> year of service •

We meet Fridays at noon at the  
Crowne Plaza, 9<sup>th</sup> & 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 31,000 Rotary clubs located in 167 countries.

### Club Officers

President	Ibolya Balog	610-433-3220
President-Elect	Pete Smith	610-395-7700
Secretary	Don DeLorenzo	610-967-3380
Treasurer	Tom Christman	610-434-9645
Past President	Rolf Schlake	610-770-0900

### Board of Directors

### Committee

### Phone

David Schrum	Program	610-798-2510
Judith Barberich	Scholarship	610-282-1100 x1478
Rolf Schlake	Harris & Iobst Awards	610-770-0900
Richard Daugherty	International	610-437-3700
Joyce Dougherty	Fellowship	610-433-6556
Amy Meleck	Communications	610-770-1127
Larry Campbell	Community Service	610-391-9805
Pete Smith	Membership	610-395-7700
Cindy Lambert	Badge Board/Hospitality	610-776-3323
Bill Hacker	Youth	610-437-3340

### 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

## *From the President*



It is a privilege and an honor to serve as President of the Allentown Rotary Club. Our Club has a well respected and accomplished past that we can build on. We do many great things in our community and also support Rotary International projects. We live the Rotary motto of Service above Self. I am very proud of our club and members.

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*Let's share  
our enthusiasm  
with potential members.*

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Sadly, our membership count is reflective of trends in service clubs and society. Our numbers have declined since I joined the club. Partly it is attributable to aging and passing of long-term members, partly it is due to the more mobile workforce in our area. We continue to attract and enroll well qualified new Rotarians. However, some cannot continue the patterns of long term membership established in the past because of job changes, work-related circumstances that require out-of-town travel and other conflicting meetings. Rather change the direction of our

*(Continued on page five.)*

## Classification Talk



Heather and Tom Strencosky.

### Heather Strencosky

May 11 – With nine years of post-secondary education under her belt, including a bachelor's of science degree in biology from DeSales University and a doctor in chiropractic from the New York Chiropractic College, Heather Strencosky says some of the most important lessons she's learned in life were taught by her mother. Now battling an aggressive lymphoma, Strencosky's mom is a tremendous role model for the way that her daughter tries to live her life each day.

"She knows you just have to keep going," Strencosky says of her mother. "I try to follow in her footsteps. I try to have that positive outlook in life."

Strencosky's mom, a realtor, also has a hand in the success of her daughter's young chiropractic practice, Comprehensive Chiropractic, PC, in Allentown, which

celebrated its first birthday on January 24, 2006.

"Before she was a realtor, my mom ran a large medical practice," Strencosky explains. "My mom does all of our billing. Who better to trust with your money than your mom?"

Strencosky, who grew up in Schuylkill County in a small town outside of Pottsville, also credits husband Tom with helping to give her the courage to open her own practice after an unhappy stint working for another Allentown practice.

"You know it's bad when you are driving to the office and you are thinking 'Oh God, I don't want to go to work,'" she says, "My husband's just been so supportive. Opening my own practice was a hard decision to make and I couldn't do it without him."

The couple, who married during Strencosky's first year of chiropractic school, managed the first years of their marriage long distance – Heather studying in upstate New York and Tom working in the Lehigh Valley – thanks to Tom's position with Air Products and Chemicals in Allentown.

Today they live in Macungie with their three-year-old bichon frise, who they rescued through the Society for the Prevention of Cruelty to Animals (SPCA).

~ Jennifer Marangos



**Romper Day  
will be here  
soon! Plan to  
volunteer!**

## Classification Talk



### Marc Basist

June 1 – Marc shared some of his life journey with the club. He highlighted some significant events that have shaped his career and development as a person.

Marc began his story with his graduation from Boston University in 1981. Because of a poor economy, Marc returned to his hometown of Rochester, N.Y., in search of a job. He landed a sales job with Pittney Bowes selling copy machines. However, Marc had to build his work competing against mighty the Xerox Corporation whose international headquarters are also in Rochester.

Marc achieved success with Pittney Bowes then moved back to Boston in a sales position in the medical device field with Alcon. After moving into a troubled account region, Marc turned producer in 12 years.

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## Marc Basist

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things around again. He built the region into a \$35 million. Then because his family was not happy living in Boston, Marc sought a transfer to another position and ended up in the Lehigh Valley. Here he built the sales results from \$350,000 to \$3.5 million in eight years. Despite Marc's success, the company was not able to continue operating. Marc and several associates started their own company three years ago.

Then Marc recounted his childhood growing up in Memphis, Tenn. His father, a renowned orthopedic surgeon had the unique distinction of having won an appointment to both West Point and the Naval Academy. Marc's father was a dominant figure in the family and community. His mother was also well known in Memphis, named "Miss Memphis" as a young woman. They were a remarkable and prominent family.

Then tragically Marc's father plunged into depression and eventually committed suicide when Marc was only four. His mother suffered a breakdown as a result of the tremendous loss. She married another man on the rebound who abused the children. They eventually divorced. Then Marc's mother met another man whom she married. This stepfather turned out to be a great caring figure in Marc's life. Despite having struggled with school due to a learning disability, Marc succeeded in entering Boston University.

Marc closed his presentation with a remarkable story. His first wife contracted cancer and died at age 32 leaving Marc to raise their two girls, age 5 and 9. Marc recalled his own experience losing his father at such a young age. Then one night he had a vision of his deceased wife's spirit who came to him. She spoke to Marc about being open to date another woman whom Marc had met through their priest. His wife's spirit told him, "This is my gift to you." Marc eventually overcame his reluctance to reenter the dating scene. Today he is married to this very woman who was also widowed at a young age.

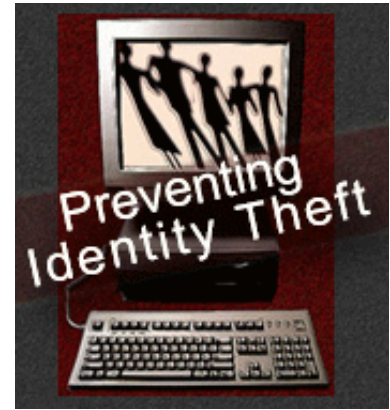
Marc's life has been a remarkable path of gain and loss, of joy and sorrow, of transcendence of the human spirit. Our members appreciate Marc's candor and sincerity in sharing a most unique and personal classification talk.

~ Ken Daniel



## Warren Koch

Warren Koch, a long-time Allentown Rotarian and High School classmate of Jay Geiger and Tom Christman, passed away June 4. He was president of McDermott Brothers (owned by fellow Rotarian John McGee) and had been a Paul Harris fellow.



June 22 – Much has been publicized about the devastating impact identity theft has on an individual who has been victimized by this growing crime. Our speaker, Diane L. Bachman, is an Investigative Analyst for the Federal Bureau of Investigation who deals with investigating and handling such complaints. In 2006 670,000 identity theft cases were reported and it took, on average, 175 hours to clean up one's credit, an inconvenience and expense none of us would like to endure. Surprisingly, unlike our previous week's program on crime, none of the Rotarian attendees reported that they had been victims.

Our speaker introduced us to a number of new terms such as "skimming," "phishing," and "dumpster diving," which served to shake one's feeling of security when it comes to safeguarding our finances. How can one determine if they have been a victim? Several obvious and not so obvious ways crop up: denial of credit, routine end-of-month statements don't arrive on time, phone calls from

*(Continued on next page.)*



FBI Agent Diane L. Bachman

## Preventing ID Theft

*(Continued from previous page.)*

sometimes new or renewal of credit cards don't come as expected. What do you do if you are victimized? Step one is to contact the fraud department for the three major credit bureaus to place fraud alerts on your file. Also obtain and review a copy of your credit report to determine if any unknown fraud that has occurred. Step two: Contact the account issuer in question and Step three: Contact your local police department to file a complaint which will be needed in the investigative follow up.

There are a number of ways to minimize risk – most of them in the category of being a smart consumer in protecting your personal information so it is not misused. Frequently, depending on the type of fraud that has been committed it is difficult for our public agencies to seek restitution if we have not

been diligent in responding to inquiries from unknown parties. A knowledgeable consumer is always a good safeguard. But if you suspect that your credit may be at risk you can have one of two types of fraud alerts applied to your credit report. The first is an initial alert which stays on your credit report for at least 90 days, if you suspect that you may have been or are about to be a victim. This action entitles you to a free credit report from each of the three nationwide consumer reporting companies. An extended alert stays on your credit report for seven years if you have been a victim and provide the consumer reporting company with an "identity theft report".

Along with the useful and timely information our speaker brought, she also gave us a first hand view of another of the FBI's many responsibilities in protecting the public. While visions of three-piece suited "G men" with dark glasses remain with some of us, the face, gender and mission of this long respected agency has changed to keep pace with our changing world.

~ Charlie Keim

## From the President

*(Continued from page two.)*

than lament these difficulties, I ask that we recommit ourselves to membership count.

Our program committee has already lined up several

months worth of excellent programs for the 2007-2008 year. By all signs, it appears that downtown Allentown is turning around to a more vibrant city. Please invite your friends, acquaintances, colleagues, neighbors and relatives to a meeting. Let's share our enthusiasm with potential members. Keep inviting them as guests. Follow up with an invitation to become a member. I ask all of you to help Pete Smith succeed with Membership recruitment so we can end the 2007-2008 year with more members than we start with, and we continue the long-term success of the Allentown Rotary Club.

~ Ibi Balog

## July Birthdays



- 2 Sandra Zales
- 6 Bob Brown Al Bova
- 11 Ibi Balog
- 15 Sharon Gage
- 24 Robert McNabb
- 27 Tom Huff



## Congratulations

Chris Nelson recently was honored as a Woman of Distinction by the Girl Scouts Great Valley Council. She joins the ranks of 11 other women from the Allentown Rotary who were so honored.



## Stumped by e-Bay?

We've all been encouraged to donate an item or two to the Allentown Rotary Foundation's eBay fundraiser, right? I am willing to donate, but unsure about what would sell on e-Bay. So I asked Jonathan Epstein – our eBay wizard – for ideas. Jonathan suggested we donate old electronic components, preferably in working condition, because there is a huge secondary market for electronic parts.

Jonathan welcomes donations of any type, including DVD and VCR players, telephones, PDA's, radios, computer components, and stereo components. All we need to do is email him with the specific brand and model number, and he'll take it from there.

That sounds simple, doesn't it? Since my basement looks like a graveyard for electronics, I am confident I will find several suitable items to benefit our Foundation. Take a minute and look around your home for electronic components that are gathering dust. You may be able to turn them into cash for Rotary, and add a charitable contribution on your 2007 taxes.



**Membership Renewals are Now Due !  
Remember to Sign up for a Committee . . .  
and Remember to Add Your Gift for the Rotary Foundation!**

### July Meetings Event Schedule

July 6 - The Lincoln Exhibit  
at the LC Heritage Center

July 13 - Martin Guitars –  
Dick Boak

July 20 - Adult Literacy  
Carol Jones

July 27 - Group Study  
Exchange – Kate Roberts

#### Coming in August

August 3 - Bill Consugar



### the Rotary Smile

Allentown Rotary Club  
5540 German Road  
Emmaus, PA 18049

**Remember: Our July 6 Meeting is  
at the LC Heritage Center**