

# the Rotary Smile

Allentown, Pennsylvania

www.rotarydistrict7430.org

November, 2007



**District 7430  
On-Air Auction  
to benefit  
Rotaplast  
and D.A.R.E.  
Saturday, Dec. 1, 2007  
7:00 - 10:00 PM**



Before

After

**WFMZ-TV Channel 69**

We need donations of auction items of \$100 value or more, and we need auction volunteers. For information contact Clare Strenger via email: [cstrenger@CarsonValley.org](mailto:cstrenger@CarsonValley.org) or at 267-992-5123, or online at [rotarydistrict7430.org](http://rotarydistrict7430.org).

**D.A.R.E.**

*Coming on November 2*

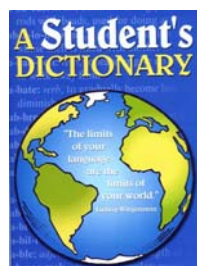
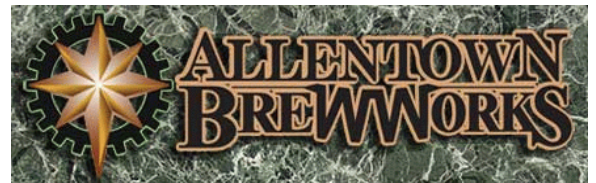


## **One Faith: Two Worlds ~ Moravians Journey from Bethlehem to Tanzania**

Eight Moravian missionaries from Bethlehem, Pa., members of the 550-year-old Moravian denomination that originated in medieval Europe, journeyed last year to Tanzania, Africa in search of a connection with their Moravian brothers and sisters beset with AIDS and poverty.

Morning Call reporter Veronica Torrejon and photographer Harry Fisher traveled with them and then followed them for a year after they returned to the Lehigh Valley. "Through the experience of these eight people – among them retired husband-and-wife doctors, a former mayor of Bethlehem and a 13-year-old boy who resisted giving up his summer to make the trip – comes a story of personal transformation and global bonds," according to Morning Call Editor and Vice-President, Ardith Hilliard.

Two of those who made the trip, Moravian clergyman and former Bethlehem mayor, Gordon Mowrer, and Morning Call photographer Harry Fisher, will present the program at our November 2 noon meeting. This week's program will be held in the Allentown BrewWorks third floor banquet room. Parking is available behind the Crowne Plaza lot and the BrewWorks will validate your parking stub. Join us!



**It's Dictionary Project Time !**

**See page 7 for information.**

# 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

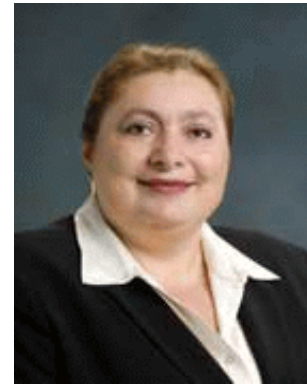
President	Ibolya Balog	610-433-3220
President-Elect	Pete Smith	610-395-7700
Secretary	Don DeLorenzo	610-967-3380
Treasurer	Tom Christman	610-434-9645
Past President	Rolf Schlake	610-770-0900

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
Larry Campbell	610-391-9805
Thomas Christman	610-434-9645
Wallace Eldridge	610-366-0843
Suzanne Goodell	610-799-1204
Platte Moring III	610-435-8414
Marcella Moyer Schick	610-794-5129
Rolf Schlake	610-770-0900

### From the President



The Allentown Rotary Club members have demonstrated the Rotary motto of “Service above Self” in many ways over the last 90 plus years. Our members supported many worthy projects both with their time and with their treasure.

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***“There is a “menu”  
of worthy causes....  
Consider and make  
your selection  
to support one.”***

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At the recent Allentown Rotary Foundation annual meeting Barbara Bigelow provided a summary of just how significant our financial support of community projects and students has been. We appreciate all support of our Foundation, from the annual birthday gifts, donations with the dues renewals, special commemorative gifts to the weekly Roger and Louise Mullen Scholarship ticket purchases. We recognize individuals support as Richard Iobst Fellows when their contributions cumulatively reach \$1,000 and as sustaining members until they reach that goal.

*(Continued on page four.)*

# Your Mother Was Right!

## Why You Should Eat Your Veggies!

September 21 – Len Frankel, representing the Physicians Committee for Responsible Medicine, is a volunteer who takes his time to speak to community organizations on the topic of how to deal with America's #1 killer: heart disease. It is the Committee's view that heart disease is, for the most part, preventable, and can be dealt with without drugs or surgery. How? By checking all risk factors: cholesterol, smoking, exercise; and adopting a serious vegetarian diet.

He stated that no fewer than 3,000 Americans have a heart attack each day, half of which are fatal. Much is traced to plaque development in the arteries. Len mentioned a number of studies, some by the Cleveland Clinic, a control group by Dr. Dean Ornish.

In summary, he noted the best chance of avoiding any chronic disease is to eliminate from the diet all fatty foods; minimize processed foods and eliminate temptation (no cookies in the cookie

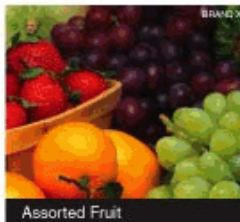
### Physicians Committee for Responsible Medicine

#### FOODS TO INCLUDE:



Fruit Smoothie

#### Fruits • Eat unlimited amounts of most fruits.



Assorted Fruit

#### Beans and Legumes • Enjoy beans, peas, lentils, low-fat tofu, unsweetened soy milk, and fat-free soy foods such as veggie burgers and other meat alternatives.



Beans



Tofu

#### Whole Grains • Load up on carbohydrate-rich whole grains such as oatmeal, barley, couscous, rice, rye and pumpernickel breads, and pasta.



Pasta



Oatmeal

#### Vegetables • Eat plenty of vegetables including low-glycemic ones such as yams and sweet potatoes, carrots, green beans, and cauliflower.

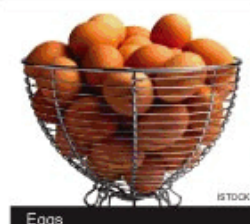


Asparagus



Yams and Sweet Potatoes

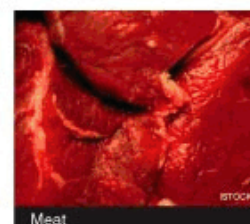
#### FOODS TO AVOID:



Eggs



Cheese



Meat

#### High-Glycemic Foods • Foods high on the glycemic index increase blood sugar too rapidly. These include sugar, white or wheat bread, most cold cereals, and baking potatoes.



Sugar



White Bread



White Potatoes

#### Added vegetable oils and other high-fat foods.

Keep added oils, oily toppings, fried foods, peanut butter, olives, and avocados to a minimum.



Oil

To download high-resolution electronic versions of these charts, please visit [www.pcrm.org/news/artwork.html](http://www.pcrm.org/news/artwork.html) or contact Simon Chaitowitz at [simonc@pcrm.org](mailto:simonc@pcrm.org) or 202-686-2210, ext. 309.

5100 Wisconsin Avenue, NW, Suite 400 • Washington, DC 20016 • 202-686-2210 • Fax 202-686-2216 • [www.ReverseDiabetesTour.org](http://www.ReverseDiabetesTour.org)

Pretty pictures, but hard to read? Check out [pcrm.org](http://pcrm.org) !

jar!).

Len suggested, and had charts to prove his point, that there should be vegetarian menus that you really like and that in three weeks one will achieve a higher energy level and sleep better.

What to do: eat a wide

variety of fruits each day, enjoy green vegetables daily (broccoli and kale are suggestions) and have a diet that includes whole grains and nuts. (McDonalds and Burger King are not on the list!)

~ Jim Harper



August 24 – “Being a CASA volunteer is the most difficult job you don’t get paid for,” stated The Honorable Judge Edward D. Reibman who shared information about Lehigh County Court Appointed Special Advocates (CASA) before introducing Assistant Director, Betsey Savoia. Judge Reibman stated that CASA provides a mechanism for children in foster care to have an objective voice for what they want and need. The judge makes presentations about CASA for two reasons: the public has a right to know and recruitment of volunteers for the program.

In 1991, as a judge of the Lehigh County Dependency Court, he quickly became dissatisfied with the quality of information presented to him. Overburdened caseworkers did not have the time or resources to find out firsthand what was really best for each individual child. More and more children were getting “lost” in the confusing maze of the foster care system. Then the judge learned about CASA which was started in 1977 in Seattle by a judge who felt strongly that he too was not getting the facts needed to make

well-informed decisions affecting the future of children whose cases came before him – decisions about where they would live, for how long, and under what conditions.

Recognizing that there are family issues that the government cannot solve alone, then County Executive Jane Ervin embraced the program and agreed to provide funding. In Fall 2002, Lehigh County CASA hired the first employee, Director, Elizabeth Edwards. Today, CASA has 41 volunteers serving 71 children.

Betsey Savoia, CASA volunteer and newly hired Assistant Director, literally sworn-in by Judge Reibman prior to her presentation, stated that nothing qualifies her for both jobs than a social conscience. CASA volunteers receive 40-45 hours of pre-service training. Once assigned to a child’s case, the CASA Volunteer commits to stay with a child for at least 18-24 months with an average of 10-15 hours a month of service. In closing, Betsey emphasized that consistency is the key, always be there for the child because sometimes the CASA Volunteer is the only one.

~ Barbara Stauffer

## ***From the President***

*(Continued from page two.)*

Additionally, we have supported the Rotary International Foundation, as demonstrated by the number of Paul Harris Fellows and sustaining members listed in our roster. We conducted special campaigns for targeted projects from Polio Plus to wheelchairs, the then current goals determined by RI leadership.

At his visit to our club, District Governor Gerry Long advised us of this year’s District Project of holding an on-air auction on WFMZ Channel 69 in support of a Rotoplast mission. The auction is planned for December 1, 2007, and the goal is to raise \$100,000. To that effect, DG Long is asking Rotarians to help secure items for the auction and assist with the details as necessary. Each District club is asked to provide \$3,000. If you have any items, or have the ability to request items suitable for the auction, please let me know.

Our Club has traditionally not held fund-raising events, but rather depended on the generosity of its members. I do realize that there is a “menu” of worthy causes currently in front of us, and that many of us have limited amount of dollars available to support them, as such,

*(Continued on page five.)*



## ESCLV: Doing More with Less

September 14 – Bill Cosgrove, Executive Director of the Executive Service Corps of the Lehigh Valley, found listening ears as he shared ESCLV's mission: To assist nonprofit institutions in the Lehigh Valley become more successful through the use of the Executive Service Corps volunteer management consultants.

The good news is that retired executives with tons of experience in a variety of fields are ready, willing, and eager to assist local nonprofits to solve everyday problems. The better news is this wealth of expertise is available at minimal costs on a sliding scale dependent upon the organization's annual operating budget. And the best news is they are only a phone call away!

Got an HR problem? Need to create a business plan?

You don't know the first thing about marketing? Give Bill a call. He will match you up with a seasoned veteran. All non-profits must do more with less these days. Work smarter, not harder, with a little help from ESCLV.

~ Chris Nelson

## From the President

*(Continued from page four.)*

individually we cannot commit to supporting all of them. All I ask is that you consider each one, and make your selection to support one.

~ Ibi Balog



## District Governor Jerry Long Presents Paul Harris Awards

Sept 7 – District Governor Jerry Long gave Paul Harris awards when visiting our club. Pictured above (left to right) are President Ibi Balog and award recipients Don DeLorenzo and Bob Gray, DG Long and award recipient Bob Black.

Congratulations to each of our members achieving this distinguished honor.

This year's International theme is *Rotary Shares*, and our Governor's emphasis is Health and Hunger projects.

He reviewed goals in four areas: New Membership, Community Service, International Service and Youth Service.

Our New Membership goal is for each Rotarian to sponsor a new member in order to achieve a net increase in membership. Our Community Service projects are to purchase air conditioners for needy families, and for each club to

*(Continued on next page.)*

## Report of the Allentown Rotary Club Foundation

October 5 – The Allentown Rotary Club, founded in 1914, and the Allentown Rotary Club Foundation, founded in 1969, promote service by every Rotarian to primarily the citizens of the City of Allentown. In total, more than \$750,000 and countless volunteer hours have been directed to youth programs, elder services, community emergency funds, and neighborhood projects that address the needs of our local residents.

Over the past ten years, the Foundation has distributed grants totaling over \$200,000 to 64 agencies. These groups range from the Adult Literacy Center to the YM-YWCA.

In 2006-07 we made grants to provide computers to a Pakistani School, supported the InterAct program, and granted \$10,000 to St. Luke's vision program for students at Raub Middle School. The Foundation recently committed to matching member donations for the Shelter Box Program.

Since 1989, the Foundation has also provided higher education scholarships on an annual basis to students hailing from the three Allentown high schools (Dieruff, William Allen, and

Central Catholic). The scholarship fund was established by the Allentown Rotary Foundation with a major benefactor gift from the late Roger and Louise Mullin. Roger Mullin was the former CEO of Mack Trucks and an active member of the Allentown Rotary Club.

Over the years, nearly \$200,000 in scholarships has been granted to 46 students. The scholarships are awarded based on leadership potential, academic achievement, community service, and financial need. The scholarships are \$1,000 renewable for four years of college for a total of \$4,000.

Twelve students are currently receiving scholarship aid this academic year. The proceeds from our weekly 50/50 drawing go to the Roger & Louise Mullen scholarship fund. Donations made to the Foundation by individual Rotarians on their birthdays, as well as other contributions by Richard Iobst Fellows and Sustaining members help the Foundation to grow and continue its mission.

There are now 32 Iobst Fellows, 25 of whom are active members; 117 Sustaining members, 78 of whom are active; and of the 53 contributors, 18 are active.

Our committee membership includes the following: Rolf Schlake, Ibi Balog, Pete Smith, Tom Christman, Marci Schick, Platte Moring, Suzanne Goodell, Wally Eldridge, Amy

Meleck, Judy Barberich, Al Bova, Dick Snyder, John Toner, and Barbara Bigelow.

Following this report, Platte Moring and Suzanne Goodell were elected to serve two-year terms, and Carl Henzelman was elected to serve Amy Meleck's unexpired term, at the October 5 Rotary meeting.

~ Barbara Bigelow

## District Governor

*(Continued from previous page.)*

provide camper sponsorships so children can attend a camp for asthmatics.

Our International Service goal is to raise \$105 per Rotarian. In Youth Service, he emphasized the importance of Interact and Rotaract as the future of Rotary.

Governor Long's wife, Jill, spoke about her work to promote shelter boxes. She also encouraged all Rotarians to attend the District Conference April 25 -27 at Skytop Lodge in the Poconos. The Skytop Lodge is a five-star resort, and the 2008 District Conference will certainly be a memorable experience.

~ Suzanne Goodell

## Congratulations

to Frank Concannon. He was awarded the Lauren Giguere Leadership Award by the Allentown Human Relations Commission in October.





The Community Service committee dropped two of its long-time projects this year: Meals On Wheels, due to a decision by MOW of Lehigh County; and the Service Above Self awards, by decision of our Board of Directors.

The committee is looking to replace those projects with new activities which would have wide appeal to the membership (a la Dictionary Project and Romper Day). Projects relating to children seem to be popular. We are actively soliciting ideas and would like to hear from any members who have ideas. Contact Larry Campbell (610-391-9805) or glcampbell320@msn.com.

### Happy Birthday to Members Celebrating in November



- 4 Christine Nelson
- 6 Linda McDonald
- 7 Jefferson Aiken
- 8 Marcella Moyer Schick  
Barbara Bigelow
- 12 Charles Wilde  
Charles Keim  
Dave Bausch  
Peter Welsh
- 15 Deborah Fries-Jackson  
David Shiner
- 16 Deborah H. Lamb
- 20 Alan Black
- 24 Jim Harper
- 28 Ken Kirshner  
Belinda Gray
- 30 Orville Hawk



Students in a classroom at Union Terrace participating in a “how to use a dictionary” lesson prior to being given their own dictionaries in last year’s project.

## Dictionary Project: The Sequel

What can you do to follow a project as successful as the 2006 Dictionary Project, which distributed dictionaries to about 1,300 pupils in 49 classrooms in all the elementary schools of the Allentown School District? How about, do it again?

The Community Service Committee once again has taken on this ambitious project. “Many of our members generously contributed towards the project last year to help us defray the cost of this most worthwhile endeavor. My hope is that those of you who helped last year can do it again and others who did not might join in this year,” explained Larry Campbell, Community Service chairperson this year.

The cost to sponsor a classroom is \$50, but contributions in any amount will help. Checks should be payable to the Allentown Rotary Club Foundation and can be sent to Larry Campbell, 320 Susquehanna Trail, Allentown, PA 18104, or given to him or Tom Christman at our Friday meeting.

The purpose of the nationally recognized Dictionary Project is to give dictionaries to students to keep as their own personal reference books, in the belief that a dictionary is an essential tool for a quality education and that a student cannot do his or her best work without one. A dictionary in the home serves as a resource for the whole family. It improves everyone's vocabulary and it encourages children to learn more words.





Thanks Pete and Sallie Smith  
for hosting our  
*Beat the Heat*  
*End of Summer Family Picnic*  
in September.



*A Good Time  
Was Had By All*

## November Meeting Schedule

- 2<sup>nd</sup> - Moravians in Tanzania  
Gordon Mowrer and  
Harry Fisher at the  
BrewWorks
- 9<sup>th</sup> - Veterans Benefits
- 16<sup>th</sup> - Lehigh Valley Rotary  
Clubs – Special
- 23<sup>rd</sup> - No meeting today
- 30<sup>th</sup> - DHL with Nunzio  
DiSavino

### Coming in December

LV Chamber School

### the Rotary Smile



Allentown Rotary Club  
5540 German Road  
Emmaus, PA 18049

**November 2**  
**Rotary Meeting**  
**at the**  
**BrewWorks**  
(see page one)

