

# the Rotary Smile

Allentown, Pennsylvania

www.rotarydistrict7430.org

June, 2008



## B U S I N E S S



## M E E T I N G

The Annual Meeting of the Allentown Rotary Club will be held on Friday, June 6, 2008 at noon prior to the day's program.

The slate of new directors and officers for 2008-2009 proposed by the nominating committee is:

### Officers

President - Peter S. Smith  
President Elect-  
Judith Barberich  
Secretary- Donald De Lorenzo  
Treasurer- Thomas Christman  
President Elect Nominee -  
Larry Campbell

### Directors

Two year term:  
Mark E. Emswiler

Three year term:  
Christine Bauder  
Platte B. Moring III  
Theresa Podguski

Thank you to all who have agreed to serve this year!



José Eduardo Lobato de Siquiera (left) and Taís Galvão

## Club Hosts Brazilians

May 2 – Our club had the pleasure to hear from Rotary District 7420's Group Study Exchange (GSE) team at the May 2 meeting. This GSE team from Brazil is in our district from April 12 - May 11, with four clubs hosting the group for approximately one week each. In addition to Allentown, other clubs hosting were Huntington Valley, Collegeville, and Emmaus.

The GSE offers a unique educational opportunity for one Rotarian leader and

four non-Rotarians. Team members visit government and legal institutions, schools, colleges, places of historical and cultural interest and various business entities. They stay in homes of Rotarians from hosting clubs and are exposed to the family life in the country they visit.

District 4720 is located in the Northeastern area of Brazil known as the Amazon Region. The Amazon Basin encompasses more than one billion acres and the Amazon Rain forest is the largest tropical forest in the world. Over 60 clubs are in this large district.

Team members shared pictures of their family and information about their educational background, home towns and places of employment. All were well-educated and many hold several professional jobs, which is not uncommon in Brazil.

Rick Daugherty, area coordinator, ensured the group had appropriate accommodations and fun-filled days. Allentown Rotarians who opened their homes to team members include



Gliziane Maia de Olivera (left), Gustavo Borges, and team leader, Podalyro Neto.

*(Continued on page three.)*

# 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  
Holiday Inn, 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 200 countries.

### Club Officers

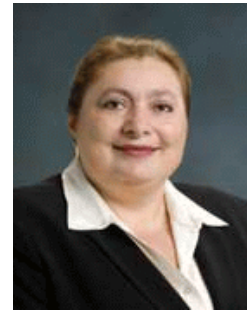
President . . . . .	Ibolya Balog . . . . .	610-433-3220
President-Elect . . . . .	Pete Smith . . . . .	610-395-7700
Secretary . . . . .	Don DeLorenzo . . . . .	610-967-3380
Treasurer . . . . .	Tom Christman . . . . .	610-434-9645
Past President . . . . .	Rolf Schlake . . . . .	610-770-0900

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

### From the President



Each year Rotary International adopts a theme. The 2007-2008 year theme is Rotary Shares. You as Rotarians of the Allentown Rotary Club have exemplified this theme of Rotary Shares throughout the past year. You have shared your time, talent and treasure to support and carry out the objectives of Rotary. You have shared your time in attending our meetings and activities, your talent in developing informative and interesting programs, working on service projects with community organizations, youth and international exchange programs and in inviting individuals to become members of Rotary, and your treasure in supporting our Allentown Rotary Foundation, Rotary International Foundation and specific projects identified both local, such as the Dictionary and Book drives, and international, as the Shelter Box program.

It has been an honor and a privilege to serve as president of the Allentown Rotary Club this past year. As my predecessors have indicated, the year goes by very quickly. What I consider special and unique about Rotarians is that when asked, you step forward, accept responsibility and carry out the tasks at hand. As

*(Continued on next page.)*

## From the President

(Continued from page two.)



many of us who are in the working world today know, this is not something that one can always rely on. I would like to thank all of you for making this a successful year in the long history of the Allentown Rotary Club.

As we enter our Club's 95<sup>th</sup> year under the leadership of Pete Smith, I hope you continue to support him and his initiatives.

Sincerely,  
Ibi

~ ~ ~ ~

## Brazilians

(Continued from page one.)

Judy Barberich, Marc Basist, Bob Stevens, Ellen Baker Ghelardi and Hester Bade.

Our club arranged for tours of Fessler's USA, Mrs. T's, Kane Is Able, Simplex Housing, Martin Guitar, Johnson College and Good Shepherd. They also experienced an IronPigs game and visited Washington DC for a day. Special thanks to Ed Yarrish for help arranging many of the tours.

~ Kathy Frazier

*Editor's Note: Be sure to read Ellen Ghelardi's article about her experience as a host on page four.*



Taís Galvão of the Brazilian Group Study Exchange joins Cindy Lambert to spin the wheel of chance for Good Shepherd residents.

## Good Shepherd Casino Night Returns

On April 28, the Community Service Committee re-instituted a project that, for far too long, had not been part of our Club's regular activities. It had been quite a few years since we held the Casino Night for the residents of Good Shepherd but, thanks to the efforts of a number of our members, particularly Heather Strencosky who organized the event, the evening was a rousing success.

Quite a few Good Shepherd residents enjoyed participating in the games which included roulette, blackjack, wheel of chance and bingo. Thanks to the generosity of a number of Rotarians, we had many prizes to award with some even left over for the residents who were not well enough to attend. Those who did attend really seemed to have a great time.

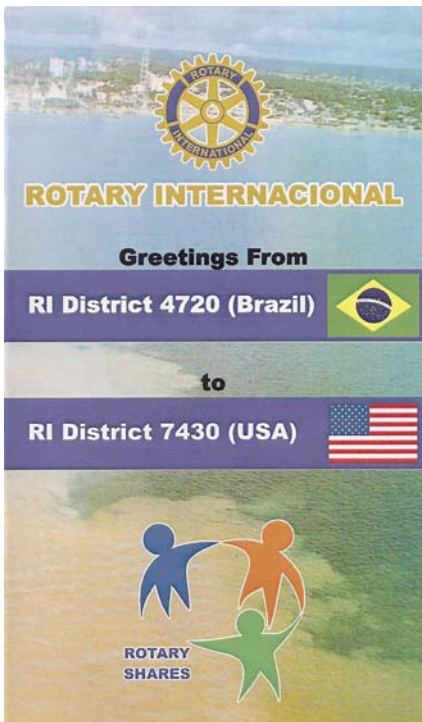
We thank the many members who contributed to our cache of prizes and especially thank the Rotary volunteers who ran the games and assisted the residents: Judy Barberich, Larry Campbell, Cindy Lambert, Dolores Laputka, Theresa Podguski, Sils Silsbee, Bob Stevens, Heather Strencosky, Ron Wasson, and our five visitors from Brazil.

We plan to make this project an annual event and hope that those of you who couldn't be there this year might join us next year for this very worthwhile evening.

~ Larry Campbell



Larry Campbell and Dolores Laputka help residents place their bets.



*From the Host's Perspective*

## Excellent Allentown Adventure

What an impressive cheerful group of educated young people from Brazil eager to learn and to digest every bit of cultural information and business information we could serve them!

What seemed to be a point of interest with my Brazilian visitor, Gustavo Borges, and his colleagues, was what you get paid in different communities in the U.S. for receptionists, secretaries, professors, businessmen and engineers. He was also fascinated with why we pay so many taxes, e.g. federal, state, and local income tax, property tax by county, city, and school district, occupational privilege tax, gas tax, sales tax, and so on. He was also shocked to hear that a receptionist making \$50,000/year in New York City may

have to pay close to \$2500 a month for a NYC apartment.

I explained that is why so many people commute into Philadelphia or NYC from the Lehigh Valley each day by bus so that they can make great salaries but have a lower cost of living. They were also impressed with how inexpensive cars are in the USA; and how much a college education varies in cost by state and by institution.

Visiting the William Allen High School Interact was also a treat for the students and for Gustavo. He shared his country's geography, what the money looked like and described its buying power, what things cost, what they eat at each meal, what he does in Brazil. He actually thought Allen



Gustavo Borges (left), one of the Group Study Exchange participants from Brazil, listens with Randall Forte during the May 2 program. Gustavo has an MBA in Marketing is currently is Director of Marketing for Mega Treinamentos Ltda.

looked like a really great High School facility until I showed him Parkland High School facilities. The kids stayed an extra hours just with him to discuss music, learn tango and samba steps.

Most amazing was observing him study English from his books and computer each night after a long day; and how good his one month of English was; and how much he progressed in comfort and under-standing from each exposure and conversation.

~ Ellen Ghelardi





## The Play's the Thing

May 30 – The club welcomed Ms. Lisa Jordan from the Touchstone Theatre who is premiering a play based on oral histories of the black community of the Lehigh Valley. Amy Meleck introduced the speaker and club members whose organizations participated in this project. These include the Senior Citizens Center of Allentown, Muhlenberg College, and the Lehigh Valley Black African History Project.

The project began as a collaboration between Muhlenberg College and the Allentown Senior Citizens Center. Dr. James Jackson, professor of psychology, collaborated with Rick Daugherty at the Senior Citizens Center to sponsor the initial collection of oral histories of elderly black residents of Allentown. Their goal was to capture stories about the black community living in the Lawrence Street community in Allentown.

The early success collecting stories of Allentown's

black senior citizens led the project to expand to Bethlehem's and Easton's black communities in subsequent phases.

Supported by local and state grants, the project expanded to include playwrights and musicians who would capture the stories in word and song and create a play to tell the story and celebrate the history of the black community in this area.

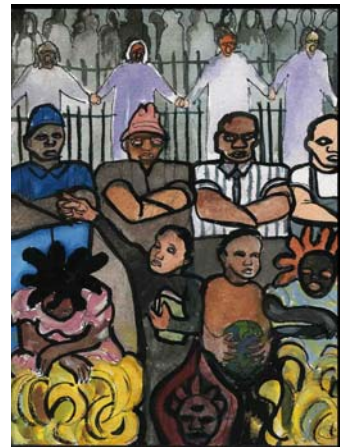
Playwright Linda Paris Bailey from Knoxville, TN combined her talents with those of musician Dr. Ysaye Barnwell of the group Sweet Honey in the Rock. Together they created a play that combines stories and music that highlight the Lehigh Valley black experience over the past 40 years.

*Another River Flows* will be performed on June 6th and 7th at The Ice House in Bethlehem and its final performances will be at Allentown's Symphony Hall on June 13th and 14th.

The community owes a debt of gratitude to Touchstone Theater for making this dream come true. The club can take personal pride in the number of our members who

have been directly or indirectly involved in supporting the creation and production of this groundbreaking play. We encourage all club members to attend a performance of *Another River Flows* during the coming weeks. You will be part of a history-making event.

~ Ken Daniel



Detail from an advertising poster for *Another River Flows*, from print produced by Curlee Raven Holton, an associate professor of art at Lafayette College.



**The 2008 On-Air Auction** to benefit Polio-Plus and Rotaplast sponsored

by our District 7430 will be on Saturday, December 6 from 6:30 p.m. - 10:00 p.m. on WFMZ TV channel 69.



## 36 New Rotary Pool Pals

In September 2007, the Board of Directors suggested that the Youth Committee try to resurrect the Pool Pals program. The initial goal of this program was to teach fundamental water survival and lifesaving skills, and basic swim instruction, to second and third graders at two inner-city schools. Three years had passed since our last group of underprivileged city kids received their swimming certification from the Red Cross.

Thanks to the support from Allentown Rotary, the Allentown schools, and the Allentown YM/YWCA, we were able to run an eight-week session and successfully graduate 36 inner-city third-graders in late April.

I would like to thank the following Rotarians for volunteering at the evening classes: Jonathan Epstein, Amy Meleck, Marc Basist,

Debra Lamb, Dave Bausch, Pete Smith, Jay Geiger, Chris Bauder, Grant Fox, Hester Bade, Heather Strencosky, Deb Kipp, Ibi Baylog, Wendy Body, Don DeLorenzo, Rolf Schlake, Judy Barberich, Suzanne Goodell, and Ken Kershner.

I want to give special thanks to Veronica Elias and her staff at the Allentown Y for allowing us to use their facilities. Her enthusiastic staff was extremely supportive and accommodating: instructors Allison Astley and Lauren Kramer and Aquatic Director Tiffany Henning.

At the Allentown schools, I would like to thank Dave Hahn, principal from Union Terrace, and Mary Beth Ralston from Jackson Elementary, for helping us to promote the project to the third-grade parents.

From an organizational perspective, I would like to thank Wendy Body for all her insight, guidance and moral support. Thanks to Warren Armstrong for having the

tee shirts designed and printed for the kids and Chris Bauder for rounding up volunteers and PR.

Special thanks goes to my wife Susan for updating all the bureaucratic forms, creating spreadsheets, contacting parents, and helping me get through the first few weeks. Thanks also to the Board of Directors for their support and the Rotary Foundation for our funding.

Based on the overwhelming fun and feedback from kids and parents, we will be repeating the program in the fall of 2008. We look forward to more of you helping with this worthwhile project.

~ Bill Hacker



A proud Victor Tavarez, Jr. displays his own Pool Pals certificate of achievement!

Welcome (Back)  
New Member



## Terry D. Neff

UNITS Mobile Storage  
of Eastern Pa.  
1302 Gary Street, Suite 101  
Bethlehem, PA 18018  
610-997-8648 (o)  
610-997-8646 (f)  
Home: 4165 Fawn Trail Rd.  
Allentown, PA 18104  
610-395-7345 (h)  
email: terry6d@ptd.net



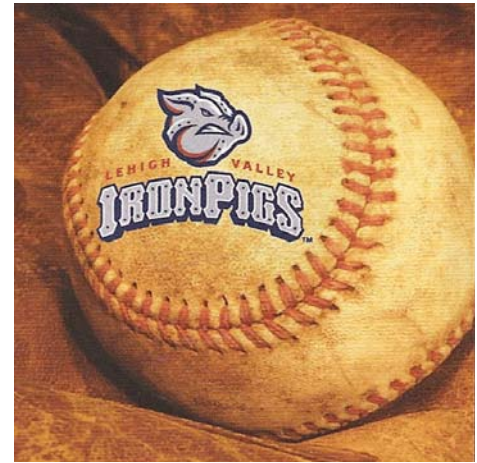
**Email address changed?**  
Be sure to notify us! Contact  
cbauder@episcopalhouse.com  
**OR want to send a copy of  
the current SMILE to a  
friend** before inviting him or  
her to come to a meeting with  
you? Send contact info to:  
BobStevens@entermail.net

## Take Me Out to the Ball Game

April 25 – Boss Hog dogs, Su-ee Sweets, dancing ground crews, this is what the Iron Pigs are really about, at least that is what General Manager Kurt Landes told Rotary members on a beautiful April afternoon at the new Coca Cola Park in east Allentown. Never mind that this new AAA affiliate of the Phillies was 2-20 at the time. It's all about the show!

And show the baseball stadium is. There are 8100 fixed seats, you can walk around the entire circular stadium, and dugout suites located behind home plate are unique. You can roll down a hill with your kids in the family area, party hearty in numerous meeting rooms and picnic areas in groups as large as 400 and as small as 8. Paralleling the whole "experience" to a Broadway show, Mr. Landes pointed out customer satisfaction is the top priority of management and the clientele. A recent survey noted that 50% of people leaving the ball park couldn't tell you the final score, but they left happy!

Mr. Landes also expressed appreciation for outstanding community support from the many business advertisers



whose billboards decorated the walls, to 4000 season tickets sold (half the house) this initial season. The owners plan to give back to the community in multiple ways including keeping the facility open year-round and available for use by community groups such as the Rotary. So take yourself out to a ball game soon, and don't worry about the score!

~ Chris Nelson

## Happy 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

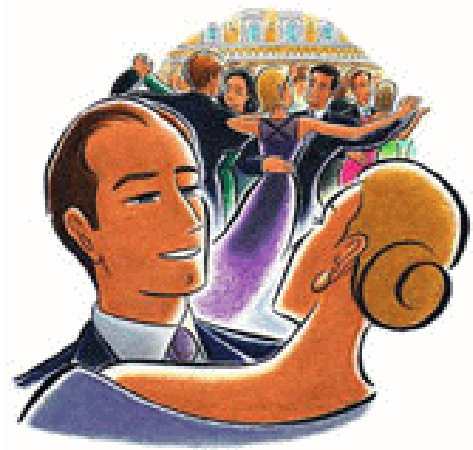
The Rotary Club of Allentown Invites You  
to the 2008 Inaugural Ball

6 p.m. to 11 p.m.

Friday June 27, 2008

at the

Brookside Country Club



*Celebrating the Commencement of our 95th Year of Service  
with Dinner and Dancing*

\$90 per couple / \$45 per person – cash bar – Reservations Required

Please call Pete Smith @ 610-391-6324 or E-mail

[peter.s.smith@smithbarney.com](mailto:peter.s.smith@smithbarney.com)

### **June Meetings Event Schedule**

6<sup>th</sup> – Vocational Scholarships

13<sup>th</sup> – Classification Talk  
Roger Duperree

20<sup>th</sup> – Israel Mediations  
Karolyn Blume

27<sup>th</sup> – Lehigh Valley Public Health

### **Coming in July**

4<sup>th</sup> - No Meeting !

11<sup>th</sup> – Ken Matthews

### **the Rotary Smile**



Allentown Rotary Club  
5540 German Road  
Emmaus, PA 18049