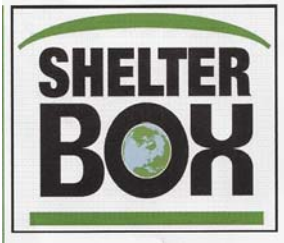


the Rotary Smile

Allentown, Pennsylvania

www.AllentownRotary.org

August 2008



Did you see ...

Dale Rubinkam, Rotary District 7430 ShelterBox Representative on TV on Wednesday, July 30, discussing the Rotary International Shelter Box relief program with Janelle Wolf on Comcast? Rotary International purchases materials, packs the kits, oversees delivery and distribution of Shelterboxes in areas ravaged by natural disasters. This continues to be an extremely successful Rotary International program transcending all international boundaries.

Did you know ...

Our Allentown Rotary Foundation will match your contributions to the ShelterBox project dollar for dollar? Each Box costs \$1,000 and provides living essentials and shelter to those displaced by catastrophe.

Did you write ...

your check yet? Make it payable to the Allentown Rotary Club Foundation. Thank you!



Backpack packers pleased as punch with the program's progress include (from left) Theresa Podguski, Barbara Bigelow, Susanne Sheppard and Carol Jones.



Community Service Grant Pays Big Community Benefits

We received an exciting progress report from The Boys & Girls Club of Allentown, one of last year's recipients of the Allentown Rotary Community Service Grants. The Boys & Girls Club received a \$2000 grant for its "Backpack Buddies" program, whose goal is to provide needy school-age children with nutritious food to alleviate hunger on the weekends.

Our grant money was used to supply 50 youth with a weekly Friday backpack containing enough nutritious food for seven weekend meals. (Currently, there are 116 at-risk children participating in the program). Backpack Buddies food items include such things as soup, peanut butter, macaroni and cheese, cereal, milk and fresh fruit. In addition, Second Harvest provides hygiene products such as soap and shampoos, and also activity booklets.

Deborah Fries-Jackson, Executive Director, reports that the program is making a difference in the lives of these children. She gave an example of a family with two young girls who attended

(Continued on page five.)

The Rotary Club of Allentown

• in our 95th year of service •

610-794-4101

www.AllentownRotary.org

~ A Member of Rotary International ~

Club No. 121, District 7430

www.rotarydistrict7430.org

Meeting Fridays at noon at the Holiday Inn
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 31,000 Rotary clubs located in 200 countries.

Club Officers

President	Pete Smith	610-395-7700
President-Elect	Judy Barberich	610-282-1100 x1478
Secretary	Don DeLorenzo	610-967-3380
Treasurer	Tom Christman	610-434-9645
Past President	Ibolya Balog	610-433-3220

Board of Directors	Committee	Phone
Theresa Podguski	Program	610-778-3303
Mark E. Emswiler	Scholarship	610-967-2141
Ibolya Balog	Paul Harris/ Iobst awards	610-434-3995
Richard Daugherty	International	610-437-3700
Christine Bauder	Fellowship & Communication	610-821-0311
Larry Campbell	Community Service	610-391-9805
Judith A. Barberich	Membership	610-282-1100 x1478
Cynthia A. Lambert	Badge Board/Hospitality	610-776-3323
William C. Hacker	Youth	610-437-3340
Platte B. Moring III	By-laws & Parliamentarian	610-435-8414

Foundation Board Members

Ibolya Balog	610-433-3220
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Carl Henzleman	610-758-5520
Pete Smith	610-395-7700
Richard Snyder	610-434-3970
John Toner	610-433-8903 x 206

From the President



Pete Smith

Wendy Body deserves tremendous accolades for the time and effort that she has dedicated to the ongoing success of Rotary's Camp Neidig program. She has been quietly doing this for years with increasing responsibility and the program owes much of its success to her efforts. Wendy, we sincerely thank you as this program has positively influenced a multitude of young adults.

***“Individually
we can do much.
Collectively
we can do much more.
Invite your friends
to come join us.”***

Bob Stevens deserves our thanks as Editor/Publisher of the Smile. The Smile is the voice of Allentown Rotary and whether you receive it as “hard copy” or by email, you have to agree that Bob obviously spends a great deal of time publishing each issue. Bob, we sincerely thank you for keeping us current on all

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Israel Mediations

June 20 – Karolyn Blume, fellow Rotarian and professional mediator, accompanied a group of mediators on a trip to Israel. Their purpose was to gain an understanding of the conflict between the Israelis and Palestinians on the West Bank, and hopefully mediate some discussions between the two parties. Karolyn went to Israel with an open mind. Her experiences there convinced her that the West Bank conflict cannot be easily fixed, especially by Americans.

Karolyn shared beautiful photos of Bethlehem, Judea, Hebron and Jerusalem. The photos showed the various terrains and cultures of Israel, and included churches, mosques, shops, street scenes, and people at play. She shared the area's rich history, including histories of buildings that date back to the birth of Christ.

During the last part of her talk, Karolyn shared her thoughts on the substance of her trip: will we achieve peace on the West Bank? For Jews, the issue is security. For Palestinians, the issue is statehood. Karolyn feels the biggest problem is despair among the people of the West Bank. She said the Palestinian refugee camps are “outrageous,” with rampant poverty



The Dome of the Rock is a prominent feature in the walled city of Jerusalem. This photo was one of many shared by Karolyn in her talk.

and starvation. Neither group has a vision of their country at peace, because neither side can visualize how they can co-exist.

Toward the end of her intense journey, Karolyn went for a walk to enjoy the sunshine as she watched families at play. She was struck by the odd juxtaposition of incredible national pessimism, yet tremendous individual optimism among the people of the West Bank. She does not have a solution to their conflict, but believes we should encourage tolerance as a beginning solution. Karolyn left us with a powerful glimpse into one of the world's greatest locations, as well as the humanity of the people who live there.

~ Suzanne Goodell



Romper Day 2008

The 95th Annual Romper Day is scheduled for Sunday August 3 from 4:30 p.m. to 7:00 p.m. at J. Birney Crum Stadium. This marks the end of the Allentown playground activities for the summer. The children will be performing in a number of dances and games.

Our club provides volunteers to help set up the refreshment area and hand out the food and drinks to the children after the program ends. If you would like to help out in this very worthwhile endeavor please see me at the meeting on Friday, August 1, or e-mail me: glcampbell320@msn.com.

~ Larry Campbell



June 27 – The mission of the Allentown Health Bureau is to prevent disease and injury, and to protect and promote the public’s health. Barbara Stader, former Director until 2006, began the presentation with an overview of public health. She stated that essentially public health creates conditions in which we in society can be healthy. The three core functions of public health are: (1) assessment of the population’s health status; (2) development of public policies to maintain and promote health; (3) access to public health services.

Public health ensures that the community has potable water, sanitation, fluoridation, safe food, folic acid supplementation to prevent birth defects, immunizations for children and the elderly, and safe restaurants.

Modern sanitation is one of public health’s greatest accomplishments. Public health tracks down the causes of disease outbreaks and stops them. Because of the

efforts of public health, small pox has disappeared from the face of the earth. Through their many outreach and community programs, public health is working to increase the use of safety belts, decrease tobacco use, and reduce obesity. Public health works to respond to emergencies and prepare for biological terrorism and is preparing for whatever comes next.

Vicky Kistler, the current Director of the Allentown Health Bureau, followed Barb Stader by stating that we are in a time of change in our community through the creation of a bi-county public health department. The Lehigh and Northampton Counties Health Regional Department will be the first regional health department in Pennsylvania which will allow better access to state funding. The benefits of a regional health department include more comprehensive food protection services through licensing and inspection of all food facilities; institutional sanitation and safety services; inspection of child care, public swimming pool, school and nursing home facilities; and investigation and correction of public health nuisances.

In closing, Vicky stated that the most challenging mission of public health is getting citizens to understand

the importance of taking care of themselves and to be prepared for emergencies. In the event of a community disaster, citizens cannot rely on the system to save them. All citizens need to prepare – be ready to stay and be ready to leave.

~ Barbara Stauffer



100% Attendance January 1 - June 30, 2008

- Ibolya Balog
- Judith Barberich
- Christine Bauder
- Gordon Campbell
- Thomas Christman
- Frank Concannon
- Richard Daugherty
- Don De Lorenzo
- Bud DiStefano
- Jonathan Epstein
- Ellen Ghelardi
- Suzanne Goodell
- William C. Hacker
- Kenneth Kirshner
- Deborah Lamb
- Cynthia Lambert
- Ann McManus
- Theresa Podguski
- Rolf Schlake
- David Schrum
- Peter Smith
- Bob Stevens





Community Service Grants

(Continued from page one.)

gave an example of a family with two young girls who attended the Boys & Girls Club every day. The professional staff identified that, based on appearance and behavior, the girls were in great need of the Backpack Buddies program. Both children started to receive their own Backpack Buddy every week. Staff has observed that over the last eight months there have been significant positive changes in the girls.

In recent months, The Boys & Girls Club of Allentown Clubhouse Directors have received numerous requests for Backpack Buddies. A sample request: “My Mom couldn’t shop this week, do you have any food we can have?” These children are put into the program as soon as there

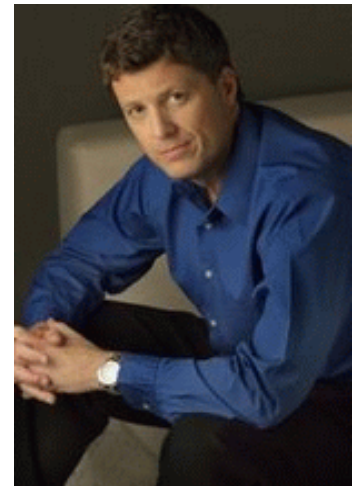
is availability. Waiting lists have become more common this past school year.

A second goal of the Backpack Buddies program is for 70% of participants to demonstrate an improvement in knowledge and attitude in the nutrition area. Ms. Fries-Jackson reports that 82% of the children involved in the program showed an increase in knowledge of nutritional information, as determined by pre- and post-testing. The youth acquired this knowledge through participating in cooking classes and helping staff prepare healthy snacks during the school week.

The Boys & Girls Club of Allentown sincerely appreciates the support and partnership of the Rotary Club of Allentown Foundation in this most worthwhile project. They thank the members of the Allentown Rotary for their support of Backpack Buddies.

Remember, your contribution to the Allentown Rotary Foundation provides the source of funds for this important effort. Together we are making a difference in the lives of the children of Allentown!

~ Suzanne Goodell



Morning Man Celebrates F-Word

July 11 – Ken Matthews, former award-winning radio personality on B-104, spoke at a recent club luncheon. Well-known throughout the Lehigh Valley, Ken works now as a marketing strategist and creative media consultant. He is also an adjunct professor at Northampton County Community College. What’s more, he has studied firefighting at Bucks County Community College.

The F-word Matthews focused on was FAILURE. Calling it the “T-Ball Syndrome”, Ken described a situation at a game in which a player hit the ball and was tagged out only to be allowed to run the bases. Ken used this to imagine a society that has twisted the importance of failure into an opportunity

(Continued on next page.)

Morning Man

(Continued from page five.)

for coddling. We as a society have become failure averse. We don't want our kids to lose self-esteem by failing. Ironically, we may be undermining their ability to grow, learn, and mature as individuals, something positive that comes from very normal experiences of failure that are part of life.

Ken cited the late TV journalist Tim Russert who said that children should be loved, not entitled. Instead of sanitizing experiences of failure, we should be celebrating our failures as building blocks for our future success. These are hallmarks of growth and initiative along the road of life. In fact Matthews believes that we can learn more from our failures than from successes.

It is crucial for us to know our core values and identity as people and professionals. Before a crisis hits, before failure come, we need to know these three things about ourselves: "Who am I? What am I? Why am I?" As we come to know our core values and identity, then when failure comes, we look at it not as a hurt to be coddled, but as an opportunity to be tested and strengthened.

Effective marketing flows from effective living. Living today means confronting the

reality of failure and the opportunities that emerge from the experience that lay the foundation for later success.

~ Ken Daniel



DG Bill Weber with wife, Sue.

District Governor Shares Goals

July 17 – Our new District Governor, Bill Weber, discussed the three main areas of focus for 2008-2009: infant mortality, polio plus, and membership. He told us that every day 30,000 children under five die from preventable disease. He challenged us to focus our efforts on local and international infant mortality in four key areas: water, health, hunger and literacy for children. Many of the Allentown Rotary's projects are consistent with this focus, projects such as the Dictionary project and Pool Pals.

Governor Weber showed a powerful graphic of Rotary International's polio eradi-

cation successes from 1985 to 2008. Currently there are only four countries with endemic polio: Nigeria, Pakistan, India, and Afghanistan.

He spoke about the \$100,000,000 challenge grant from the Gates Foundation, and RI's goal to match the grant by December 2010. He is challenging each club in the district to do a community-based project for each of the next three years with a goal to raise \$1,000 toward Polio Plus.

Proceeds from the District auction, planned for December, will help the District's clubs meet their goal. The first step is to solicit items for the auction. We need \$240,000 in auction items. (We will start soliciting for items in September.)

We have four District goals set for 2008-2009: (1) Net membership increase by 10%; (2) send \$250,000 from our District to the RI Foundation; (3) every club will participate in an infant mortality project; (4) every club will participate in a literacy activity.

Governor Weber presented a realistic and uplifting message of the hope and promise Rotary provides at the local, regional, national and international levels. Working together, we can make a positive impact on children and polio during the upcoming year.

~ Suzanne Goodell

We Haven't Got a Prayer Without You

I know this could provoke,
But we may need to convoke
In order to evoke
willing volunteers.

Let us not overprovoke!
A custom we're loathe to revoke,
But we must, if you avoke
because of your fears.

So when you are advoked
Think, 'It is simply an invoke.'
You don't have to equivoke
or bring us to tears!

~

We Rotarians share (dare I say, "rotate") responsibility for the invocation or 'thought for the day' every week. So whenever it is your turn and you're asked to provide the invocation, please say "yes" (or its humble variant: "I could do it next week instead.")
Thank you!

Glossary:

advoke - summon
avoke - call off, withdraw
convoke - convene meeting
equivoke - play on words, pun
evoke - call forth
invoke - to petition, pray
overprovoke - provoke
repeatedly
provoke - stir up, incite
revoke - to take back



From the President

(Continued from page two.)

club news and events with a wonderful newsletter. Recent past issues can be found on AllentownRotary.org If you have not visited this site, please do so. It is a wonderful marketing tool to attract new members to our club!

In July, our District Governor Bill Weber made his annual visit to our club. He reviewed our activities and goals for the 2008-2009 Rotary year in conjunction with those of District 7430 and Rotary International.

You already know the theme for this year is "Make Dreams Real" with the focus of all clubs directed to the worldwide reduction of child mortality. Most of the drinking water in the third world is not fit for human consumption and is thus directly responsible for the poor health and ultimate death of thousands of children. Rotary plans to meet this problem head on by directly and indirectly encouraging the development of safe water sources, promoting personal hygiene, crop

development and food handling through education. This is the kind of Dream that Rotary can make Real!

Rotary's worldwide presence enables us to transcend international boundaries and muster resources that historically could only be had from government.

In a recent Wall Street Journal editorial, Rotary was cited as an example of a non-governmental organization that had successfully fostered international cooperation to eradicate polio. This example serves as great impetus to motivate others. You can be proud of all that you do as a member of Rotary. Rotary's strength is the membership: You! Individually we can do much. Collectively we can do much more. Invite your friends to come join us. We are having fun and Making Dreams Real. The following letter, just received, is testament to the difference you make. Thanks to all of you!!

Dear Rotary Club,

Thank you for sponsoring "Casino Night" at Good Shepherd in the Raker Center. I really enjoyed myself and I know that my friends, the residents, did too. God bless you! Please come again.

Love, Rita Tunnploff and all of the GSH residents & Maria Lees, Therapeutic Recreation Department!



August Birthdays

- 1 Ann McManus
- 9 Sils Silsbee
- 13 Wendy Gail Body
- 15 Angelo DiStefano
- 16 Andree Johnson
Karolyn Vreeland Blume
- 20 Theresa Podgusi
- 24 William Hacker
- 26 Harold Heydt
- 28 Heather Strancosky

Ten Reasons to Join Rotary

1. Opportunities to serve.
2. Personal growth and development.
3. Professional networking.
4. Friendship.
5. Cultural Diversity.
6. Good Citizenship.
7. World Understanding.
8. Entertainment.
9. Ethical Environment.
10. Family Foundations.

For more information log on to
www.AllentownRotary.org

August Meetings Event Schedule

- 1st – Parks & Recreation
Greg Weitzel
- 8th – Classification Talk:
Jim Bova
- 15th – Community Services
for Children - Jane Ervin
- 22nd – Polio Voices
Dr. Daniel Wilson
- 29th – No meeting today

Coming in September

- Sept. 5th – Classification Talk:
Marci Schick

the Rotary Smile



Allentown Rotary Club
5540 German Road
Emmaus, PA 18049