

# the Rotary Smile

Allentown, Pennsylvania

www.AllentownRotary.org

July-August, 2009



## Applications Available: District 7430 Group Study Exchange 2010

The 2010 Exchange will be with Rotary District 3202 in the southern states of Kerala and Tamil Nadu, India, a beautiful section of the country. Our USA team departs to India approximately January 16, 2010 - February 16, 2010. The India team arrives to our district approximately April 1, 2010 - May 1, 2010.

We are seeking qualified team leaders. The Team Leader needs to be a Rotarian in good standing. Applications are being accepted from now through September 1, 2009.

We are seeking applicants for team members, who must be professionals between the ages of 25-40 and must be non-Rotarians. Team members must be sponsored by one of the clubs in our district and successfully

*(Continued on page nine.)*



## Continuing a Tradition

It is an honor to become president of the Allentown Rotary Club – a club rich in history, grounded in community service, and replete with a loyal and faithful membership base. As my year begins, I am very grateful for the past presidents who paved the way and led our club for 95 years.

We are fortunate to have many of them as current members. At our June 26 changeover meeting, several shared their favorite memories and the club's accomplishments. I was struck by the many different avenues of service that were an important part of the club's activities that year.

It reminded me of the feeling of gratitude that I had when I attended PETS (Presidents-elect Training Session) last February. This was gratitude for being part of a club with a strong history, an established organizational and board structure, and a good continuity plan for club leadership. There are not many clubs who have what we do, and we have our past leaders to thank for this.

I'd like to thank those Rotarians who are stepping off the board for their fine work: Ibi Balog, club president 2008-2009 and recently the GSE team leader; Rick Daugherty who did such a good job organizing our GSE visitors from Croatia; Cindy Lambert, for covering the badge board and our birthday cards; and Bill Hacker who led Pool Pals and Interact.

And I want to welcome our new board members: Bob Stevens, Jonathan Epstein, Randall Forte, and Ann McManus and acknowledge them for their willingness to serve. *(Continued on next page.)*

# The Rotary Club of Allentown

• in our 96<sup>th</sup> year of service •

610-794-4101

[www.AllentownRotary.org](http://www.AllentownRotary.org)

~ A Member of Rotary International ~

Club No. 121, District 7430

[www.rotarydistrict7430.org](http://www.rotarydistrict7430.org)

Meeting 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. Some 1.2 million Rotarians belong to 31,000 Rotary clubs located in more than 200 countries.

### Club Officers

President	Judy Barberich	610-282-1100 x1478
President-Elect	Larry Campbell	610-391-9805
Secretary	Don DeLorenzo	610-967-3380
Treasurer	Tom Christman	610-434-9645
Past President	Pete Smith	610-395-7700

### Board of Directors

### Committee

### Phone

Theresa Podguski	Program	610-778-3303
Mark E. Emswiler	Scholarship	610-967-2141
Pete Smith	Paul Harris/ Iobst awards	610-395-7700
Christine Bauder	Fellowship & Communication	610-821-0311
Ann McManus	Community Service	610-434-0875
Larry Campbell	Membership	610-391-9805
Randall Forte	Badge Board/Hospitality	610-437-5915
Jonathan Epstein	Youth & Website	610-437-7070 x212
Platte B. Moring III	By-laws & Parliamentarian	610-435-8414
Bob Stevens	Communication & the SMILE	610-390-7787

### Foundation Board Members

Ibolya Balog	610-433-3220
Judith Barberich	610-282-1100 x1478
Barbara Bigelow	610-437-0795
Albert Bova	610-395-5910
Larry Campbell	610-391-9805
Wallace Eldridge	610-366-0843
Mark Emswiler	610-967-2141
Suzanne Goodell	610-799-1204
Carl Henzleman	610-758-5520
Janet Roth	610-434-9645
Pete Smith	610-395-7700
Richard Snyder	610-434-3970
John Toner	610-433-8903 x 206

## From the President



Judy Barberich

(Continued from page one.)

Most especially, I want to congratulate Pete Smith, and thank him for leading us through a successful year, and having fun along the way. He will be a tough act to follow!!

The RI theme for this year is, “the Future of Rotary is in Your Hands.” This is a challenge for each of us, and when Mike McCarthy, our new District

---

***“We are part of  
a great tradition,  
and we are helping  
to shape  
Rotary’s future.”***

---

Governor, visits in July, he will explain more about the goals set by RI president, John Kenny for 2009-2010.

We, in the Allentown Rotary Club, are part of a great tradition, and we are helping to shape Rotary’s future here. I thank you for allowing me to be president this year, and I ask for your assistance and support.

~ Judy

## Past Presidents Pause Patiently to Pose for Picture Post-Pete's Pinning Present President



Left to right: Ken Kirshner, Dave Peifly, Pete Smith, Frank Concannon, Kathy Frazier, Don DeLorenzo, Tom Christman (hiding behind:) Ellen Ghelardi, Rod Wells, Rolf Schlake, Wendy Body, Charlie Shoemaker, Bill Gehman, and Sils Silsbee.

### Wine, Women and Service: Themes From Past Presidencies

June 26 – As President Pete turned the gavel over to 2009-10 President Judy, he felt it was an appropriate time to review the glory days of former presidencies so we were enthralled to hear of the escapades, I mean the work of former administrations.

Elder member (note I didn't say elderly) Frank Concannon spoke of what turned out to be a major theme: getting women into the club. Back in days of yore neither the local nor national Rotary looked kindly on women in leadership. But service was always prominent, so in Frank's time we sponsored a hospice proposal which evolved into LV Hospital hospice.

Suffering "collateral damage" didn't stop the one-two punch of Tom Christman and Don DeLorenzo. The Smile was started in 1964 with Tom as one of the first editors. In 1984 despite no support from the regional Rotary, Susan Hoffman was admitted as the first woman and eventually Dolores Laputka became the first woman president in 1997-8. These days women are just about to take over as the club is 46% women. Right on!!

David Peifly presided when the move was made out of the Americus Hotel and he personally survived a District Conference in Nassau which involved a pool-side sleep over and a 4:00 a.m. sprinkler

wake-up call.

Sils Silsbee rose above the growling about the previous move to institute a proud Rotary moment: the Roger L. Mullen Scholarship Fund.

Charlie Shoemaker's sage advice is to never throw away a newsletter. He was proud to have a membership of 140 and to see the Mullen Scholarship Fund reach \$200,000.

Rod Wells had the distinction of serving in two millennia (1999-2000) and added phone service to the club.

Wendy Body recited the potential good and bad of being a woman president: you either got divorced or

*(Continued on next page.)*

## Wine

*(Continued from previous page.)*

married during your tenure. Wendy also discovered a method-ology to pass a hands-on service project: bring out the wine at a dinner vote and “Pool Pals,” teaching kids how to swim, was born.

Ken Kirshner had to make the call to continue the meeting on September 11, 2001. With Warren Armstrong’s help 15 Russian marketing executives were hosted in a two week exchange.

Ellen Baker Gehlardi, party animal that she is, got us all celebrating Allentown Rotary’s 90th anniversary and handed out relic mugs to prove it. This was the summer of our discontent as Rotary moved to the Jewish Community Center where fruit, pasta, and tuna replaced the repetitive plate of the Hilton, Crown Inn, or whatever was its name of the day.

Kathy Frazier and company at a national meeting wanted to go on a boat ride but alas, only three seats were available for a party of four. Rolf Schlake, always the gentleman, offered to purchase a seat in the bathroom. Returning to the women theme, an encounter with an Indian club member indicated they had not sunk so low as to admit women.



Kathy Frazier confers with Don Delorenzo about the proper way for an ex-president to fold one’s hands, while an unassuming Tom Christman nonchalantly demonstrates the proper pose.

Rolf, the “Rodney Dangerfield” of the club, claimed he got no respect as president from the women. Well, Rolf, if you hadn’t kept telling those terrible women jokes we would not have brought you that muzzle. Despite these trials Rolf’s year was filled with action: the Dictionary project, Pakistani school, first joint Rotary Thanksgiving, Rt.222 Drug Task Force, the re- institution of the student exchange program and a standing together to oppose at the District level, fiscal irresponsibility.

As the meeting came to a close President Pete Smith imparted leadership advice and passed along tools to incoming President Judy: a Rotary spoon to ring the gavel, a miniature American flag to salute when the hotel

forgets, a megaphone for when the sound system goes, the serenity prayer for when the opening pray-er is nowhere to be found, a big stick to “hook” windy speakers and the President’s pin.

President Judy, in the spirit of the day, promised to solemnly wear the same jacket every week so as not to lose the President’s pin ---a common presidency-related hazard.

Seriously, we have been greatly blessed by every president. Each one has instituted something new and all have kept us focused on service above self.

Thank you, each and every one!!!

~ Chris Nelson

# Welcome New Members



**Nancy Teichman**

President and CEO  
Easter Seals of Eastern Pa.  
1501 Lehigh Street, Suite 201  
Allentown, PA 18103  
610-289-0114 (x210)  
nancy.teichman@easterseals.org

home: 3246 Beaufort Drive  
Bethlehem, PA 18017  
610-867-3656  
nancyt404@yahoo.com



**Susan Pease**

Capital Campaign Manager  
Allentown Art Museum  
31 N. Fifth Street  
Allentown, PA 18101  
610-432-4333 (x55)  
spease@allentownartmuseum.org

home: 1929 Kingsview Rd.  
Macungie, PA 18062  
610-481-9417  
suepease@aol.com



**Andrew Block**

Major Gifts and Sponsorships  
Good Shepherd Rehab Network  
850 S. Fifth Street  
Allentown, PA 18103  
610-776-8311  
ablock@gsrh.org

home: 4065 Tamarack Trail  
Bethlehem, PA 18020  
610-419-4796  
pennst138@hotmail.com

---

## Dorney Does its 125th

April 17 – Dorney Park is celebrating its 125th anniversary this year, and we were given an insightful presentation by Jason McClure, Vice President and General Manager, as to the history of the park and the ongoing efforts to ensure the accomplishment of its mission. Jason’s career path took him from a position as a CPA for Ernst & Young to the Vice President of Finance for King’s Island Entertainment. He was hired by Cedar Fair, parent company of Dorney Park, where he is today the only CPA to hold his position within the company. Dorney Park was purchased by Cedar Fair Entertainment in 1992. It is the operator of its flagship park, Cedar Point in Sandusky, Ohio, which is known as the “Roller Coaster Capitol of the World.” *(Continued on next page.)*



## 125<sup>th</sup> at Dorney

*(Continued from previous page.)*

Several of our members in attendance worked at the park at one time or another and almost everyone in the room had visited it at least once. The management of the park is cognizant of how an amusement park “connects” with the community on an emotional level; this emotional attachment is paramount to its success. During the 125th year celebration, the park is reaching out to “alumni” of the park, restoring old photos and conducting walking tours of the park that will show where things were “in the old days.”

A major challenge is to maintain this emotional attachment while being flexible, updating the attractions to keep the patrons’ interest. Today, Dorney Park enjoys a broad customer base that covers a wide range of demographics.

Dorney Park is the third oldest amusement park in the country, starting with the Castle Garden, a bowling alley and a fish hatchery, and adding rides for the first time in 1884. The oldest ride in operation today is “The Whip” which dates back to 1920. The wooden roller coaster known as “Thunderhawk” today, “The Coaster” back then, was opened 86 years ago in 1923.

Wildwater Kingdom was added in 1985, the first water park on the East Coast. It is the park’s biggest attraction today. A new 600 seat stadium theater with ice arena is opening this year, which will showcase the “Snoopy Rocks” ice show, featuring all the core Peanuts characters. The cast is comprised of 16 cast members, many from the Lehigh Valley. It is the hope and expectation that this venue will attract a broader range of guests than would normally attend an amusement park.

The marketing focus these days includes event-based promotions. Special events will include numerous concerts, Scout, Military, Fire and Police appreciation weekends, high-wire acts and the trials for Nathan’s Hot Dog eating contest. The Halloween Event Haunt makes October one of the park’s biggest months, and Columbus Day weekend the biggest weekend. Seventy five percent of the attendees are from the local population with a higher percentage of travelers on holidays. During the October Halloween promotion, 90% of the guests are from the Lehigh Valley.



Rotarian Jim Harper (left) with Dorney’s Vice-President and General Manager, Jason McClure.

The food selection is receiving ongoing improvements, this year adding Cinnabon, Subway and a daily prepaid “all you can eat” option to be sold with the tickets online.

The park is a “roll up your sleeves” environment, with a great sense of teamwork and empowerment among the employees. There is a good career path for the workers if they choose; all the senior officers of the company started with the company as teenagers. Even at the food stands, the employees are taught basic business skills like ordering, labor scheduling and determining profit margins, and are given a high level of responsibility for their stand’s success.

The park’s website is:  
[www.dorneypark.com](http://www.dorneypark.com).

~ Don Marron



## Meet Our Newest Scholarship Recipients

May 8 – Every spring, the Allentown Rotary Club awards scholarships to three high school seniors; one from Central Catholic, one from Dieruff, and one from Allen. Funds from the Roger and Louise Mullin Scholarship fund pay for each student's award: \$1000 per year for four years. We are proud that we spend \$12,000 annually to provide scholarships to deserving students.

### **Kim Nguyen** **Central Catholic**

Kim is an Interact Club member, where she learned the value of Service Above Self. She particularly enjoyed her community service at a Center City day care. She plans to attend St. Joseph's University, where she will major in biology with plans to go to medical school.

### **Ryan Iachini** **Dieruff**

Ryan has been a Boy Scout for ten years and he has achieved Eagle Scout. Ryan learned the value of community service through his varied Boy Scout experiences. Ryan will attend



Allentown Rotary scholarship recipients (left to right) Kim Nguyen, Ryan Iachini, and Hana Adineu.

Virginia Tech next year. He plans to major in chemical engineering and pursue a career in alternative fuels research.

### **Hana Adineu** **William Allen**

Hana has only lived in Allentown for three years. She grew up in Ethiopia, where her father died when she was a young child. In spite of the adversity Hana has overcome, she is an outstanding student and plans to attend Bowling Green University next year. She will major in biochemistry. Her goal is to become a physician.

Wallace Eldridge offered congratulations to Hana, Ryan and Kim on behalf of the Allentown Rotary Foundation. The Foundation is a 501-c(3) charity, and your donations to the Foundation

are tax deductible.

The Foundation raises and invests money to fund a variety of Club Activities. Their resources are focused in three main areas:

1. Scholarships to college students and four LCTI awards
2. Local youth and community programs, such as the dictionary project, Pool Pals, Camp Neidig, and grants to worthy charities.
3. International projects, like Shelterboxes.

All money donated to the Foundation directly funds charitable projects. For more information, contact a member of the Foundation Board (listed on page two).

Congratulations to our newest scholarship recipients!

~ Suzanne Goodell

## Corrections Director Reveals 'Glamor' of Job

May 15 – This meeting had the makings of a box office thriller – within the first five minutes of his talk, the speaker titillated his audience with details of a “smash and grab,” a missing \$7,000-ring, covert monitoring of telephone conversations and a potty joke.

Edward G. Sweeney delivered all of this excitement, not as a member of the Screen Writers Guild, but as Director of Corrections for Lehigh County, a post he has filled since 1999.

Sweeney shared the story of the missing ring, which was swallowed by one of the robbers and its whereabouts discovered after listening in on the gentleman’s phone calls to his girlfriend, as an illustrative example of why he has stayed in the corrections business since graduating from DeSales University in 1984.

“It’s just so glamorous,”



Enjoying box lunches at the Lehigh County Government Center.



Cynthia J. Egizio, Assistant Director of Corrections, joined Edward G. Sweeney, Director of Corrections for Lehigh County.

he said with a laugh as he explained rubber gloves were needed to retrieve the ring when it finally reappeared. “That’s the type of interesting thing we get every day in our line of work.”

Sweeney attended the meeting along with Cynthia J. Egizio, the Assistant Director of Corrections for Lehigh County. Together the pair boasts more than 50 years combined experience

As with a Hollywood blockbuster, some pretty big budget numbers are involved in running the county corrections department. Sweeney and Egizio seem to be pretty good stewards of their resources.

While the Lehigh County prison receives about \$26 million

each year though tax dollars, it generates another \$6 million from other revenue streams, including a prison commissary and an inmate telephone service and fees generated by housing prisoners for both other Pennsylvania counties and the federal government.

The Lehigh County Prison houses the fifth-largest corrections population in the state and in terms of population is the 80<sup>th</sup> largest facility in the country.

The average length of stay in the Lehigh County Prison is 75 days according to Sweeney with the median incarceration lasting 30 days. It costs 94 cents per meal to feed each of the 1300-plus inmates housed in the facility.

~ Jennifer Marangos





### July Birthdays

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

### August Birthdays

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

This is a  
Catchup  
issue ...



... now we resume our regular schedule. The deadline for the September SMILE is August 14.

### GSE Applications

*(Continued from page one.)*

complete the application and interview process. Team member applications are being accepted from now through September 15, 2009.

For more information about Group Study Exchange, please contact Andrea Dolak at [andreadolak@gmail.com](mailto:andreadolak@gmail.com) or feel free to call at (610) 965-4151. You can also go to the Rotary District 7430 website: [www.rotarydistrict7430.org](http://www.rotarydistrict7430.org)

### *In memoriam*



Our condolences to the family and friends of Robert L. Hewitt, Sr., who passed away July 21.

Bob was president of the Allentown Rotary in 1969-70 and father of Susan Hoffman, our first woman member.



### 100% Attendance January 1 - June 30

- Hester Bade
- Ibolya Balog
- Judith Barberich
- Christine Bauder
- Barbara Bigelow
- James Bova
- Gordon Campbell
- Thomas Christman
- Frank Concannon
- Richard Daugherty
- Don De Lorenzo
- Wallace Eldridge III
- Marc Emswiler
- Jonathan Epstein
- Randall Forte
- B. Catherine Frazier
- William C. Hacker
- David Hornung
- Kati LaBuda
- Cynthia Lambert
- Ann McManus
- Christine Nelson
- David Peifly
- Peter Pettit
- Theresa Podguski
- Frank St. Amour III
- Rolf Schlake
- David Schrum
- Lynald Silsbee
- Robert T. Stevens, Sr.
- Michele Varricchio
- Nan Yarrish



## Leftovers at Lunch

Ever wonder what happens to those left-over box lunches from our off-site programs?

They are contributed to the Day-break program at the Lehigh County Conference of Churches. So after our May program at the Lehigh County Government Center, 17 box lunches and sodas were taken to Daybreak.

~ ~ ~

Dear Mr. Smith,

Thank you very much for sponsoring me to go to Camp Neidig. I had a ton of fun and I made a bunch of friends. I learned a lot about leadership and friendship throughout the camp. I am still in contact with people from camp and my "tribe" is planning a get together soon. Thank you for allowing me to have this great opportunity.

Sincerely,  
William Moring

## August Events

- 7<sup>th</sup> - Classification Talk:  
Frank St. Amour
- 14<sup>th</sup> - Stories of Rotary  
Frank Concannon
- 21<sup>st</sup> - Group Study Exchange  
Ibi Balog and Participants
- 28<sup>th</sup> - Deka Battery  
Allison Snyder

## Looking Ahead to September

- Sept. 4<sup>th</sup> - No meeting today!
- Sept. 11<sup>th</sup> - Classification Talk

## the Rotary Smile



Allentown Rotary Club  
5540 German Road  
Emmaus, PA 18049