

# the Rotary Smile

Allentown, Pennsylvania

www.AllentownRotary.org

Jan/Feb, 2010



## Thank You

Contributions made by the following Rotarians were sent to provide ShelterBoxes in Haiti:

Hester Bade  
Judy Barberich  
Barbara Bigelow  
Barbara Bottitta  
Tom Christman  
Ethel Drayton Craig  
Wallace Eldridge  
Victoria Elias  
Jean Fox  
Bruce Frassinelli  
Janet Gross  
Carl Henzleman  
Asa Hughes  
Andre Johnson  
Suzanne Kresge  
Ann McManus  
Grayson McNair  
Sue Pease  
Peter Pettit  
Theresa Podguski  
Rolf Schlake  
Marci Shick  
Sils Silsbee  
Pete Smith  
Frank St. Amour  
Heather Strencosky  
Nancy Teichman

Want to contribute too? Give your check to Tom Christman designated for "ShelterBox."

## Haiti ShelterBox Operation Centers Up and Running

~  
**Allentown Rotary  
Contributes  
Nearly \$2,500**

ShelterBox has established three separate operational centers in and around Haiti to help distribute assistance to the estimated one million people left homeless by the devastating January 12 earthquake.

Allentown Rotary President Judy Barbarich reported that our club members have responded quickly, contributing almost \$2,500 toward the relief effort to date.

A three-person ShelterBox Response Team in Haiti set up an operations base in the capital Port au Prince with the assistance of local Rotarians to co-ordinate the delivery of aid in the country. Working with the French aid agency ACTED to determine the areas in most need of assistance, they also are training personnel to put up tents in the devastated country.

ShelterBox Head of Operations John Leach said, "This is the largest, quickest and most complex deployment in our history. We are organized across four countries to get ShelterBoxes to the people of Haiti quickly. This is a long-term commitment from ShelterBox and we have to sustain our initial push."

In addition to their intended use as family shelters, in Haiti ShelterBoxes also have been used at an orphanage and at two hospitals in Port au Prince.

Since its inception in 2000, ShelterBox has provided shelter and dignity to people in more than 100 disaster situations in more than 60 countries, bringing the organization to the forefront of international disaster relief. ShelterBox instantly responds to earthquake, volcano, flood, hurricane, cyclone, tsunami or conflict by delivering boxes of aid. In many cases ShelterBoxes have made the difference between life and death.



ShelterBox City in Haiti

# The Rotary Club of Allentown

• in our 95<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

Each one of us owes our membership in Rotary to the person who invited us to come to a meeting and then invited us to join. Many of the friends we've made through our involvement in the club all started with coming to that first meeting. And inviting someone to come and find out what Rotary is about is a nice responsibility we all can share.

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***“How about  
polishing up your  
Rotary elevator speech,  
and inviting a friend or  
colleague to a meeting?”***

---

January is Rotary Awareness month and it is a fitting theme for the beginning of the year. One of Rotary's goals is to increase the public's knowledge of this great organization, and that, of course, starts with each one of us Rotarians.

Have you ever thought about what your Rotary “elevator” speech might be? When someone asks you what Rotary is... how do you answer that question?

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## From the President

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Or if they ask you why you are a Rotarian, or what you do as a Rotarian, how do you respond?

Do you mention the Four-Way test? Do you talk about the Objects of Rotary? You probably tailor your response so that it resonates with the person you are speaking to, but there are many commonly known facts and figures to talk about. Have you looked lately at Rotary's website ([www.rotary.org](http://www.rotary.org))? There's a section on Rotary Basics and a short one minute video that is a great introduction. The website has pages of interesting history and facts, and you will get a real sense of the global aspects of RI.

Another good way to polish up your Rotary "talking points" is to look at our own Smile newsletter and club website. Thanks to the great jobs done by editor Bob Stevens and web designer Jonathan Epstein we have a lot of good information readily available.

So at the beginning of this new year, how about polishing up your Rotary elevator speech, and inviting a friend or colleague to a meeting? The strength of Rotary is in its clubs and in its members, and that, of course, means each of us. Best wishes for a great New Year.

~ Judy



Grant recipients attending the December 11 meeting pose with committee chair, Ann McManus, following the meeting.

## Allentown Rotary Awards \$10,000 to Local Organizations

Dec. 11 – The Grants committee, made up of Julian Lewis, Ellen Ghelardi, Amy Meleck, Heather Strencosky, Jim Bova, Sue Pease, Theresa Podgusky, Deb Kipp, and Ann McManus read and evaluated 56 proposals from a variety of non-profit agencies serving Allentown and the Lehigh Valley. After much deliberation, the committee agreed to fund the following:

Literacy Council: GED test fees for 40 adults - \$2400

Community Services for Children: books - \$1000

Boys & Girls Club: literacy program - \$1000

Sacred Heart Hospital: supplies for dental clinic  
for children - \$1485

Community Bike Works: helmets - \$1000

Community Development Corporation: Start Your Business  
Camp materials - \$1100

Weller Center: sponsor healthy living class for 100 students  
at one school - \$750

Lehigh County Conference of Churches: Prescription drug  
assistance program - \$1265

Through this variety of projects, the Allentown Rotary Foundation will be funding local initiatives that promote goals of Rotary at all levels: Literacy, Vocational Training, and Health.



## Classification Talk



**Avery Smith**

“A rose by any other name would smell as sweet.”

Nov. 6 – The things you learn in a classification talk!

After a beautiful prayer by Pete Smith, we learned daughter Avery, one of our newest Rotarians and speaker of the day, goes by many names. Born on May 2, 1982, our vivacious fellow Rotarian Avery is the only daughter of parents Sally and Peter.

“Spank,” or if you prefer, “Buster,” had a great childhood. A lowlight was being locked in an airplane bathroom at age seven on her first flight. Not to worry, father Pete and the co-pilot managed to take the door off and Avery, somewhere between calm and hysterical, walked out. Needless to say, Avery does not frequent public bathrooms anymore, hence the next nickname, “bladder girl.”

A highlight of her childhood was attending Swain

School. As Avery’s parents both worked, Avery stayed for extended day care. One evening neither parent showed up and Avery was left sitting alone with Principal Silsbee – a fate more embarrassing than death for most students. Her mortification was deepened when the thoughtful Mr. Silsbee asked her, “what do you like for dinner?” Of course Avery is well over that trauma now and counts our fellow Rotarian Sils a friend.

Emmaus High School and Franklin and Marshall College were a joy except for the junior year abroad where Avery picked up the name “crying girl.” It seems financial analyst’s overseas email must be screened previous to dad’s reception so the whole office was privy to her homesickness.

Avery’s stint abroad did give her insight into how other countries view the U.S. as did her experience on her flight home the day war was declared in Iraq.

More adventures ensued as Avery trotted off to Temple Law School in the big city. An incident at 30<sup>th</sup> Street Station involving a lost laptop recovered by a thoughtful postal worker increased her faith in humanity.

Preparing for the bar (law bar that is) was not that much fun, and neither were the three days of testing. But

having a supportive boss such as Matt Sorrentino who kept reminding Avery “no one else in the firm has ever failed” helped tremendously.

Needless to say Avery passed the bar and does lots of guardianships and adoptions for Tallman, Hudders, and Sorrentino. Our own Dolores Laputka serves as Avery’s mentor in law and life in the Valley.

Even though Avery is blond I would never call her “dizzy” but apparently that is what papa called her when she bought a 1860 farmhouse at an estate auction. A 21<sup>st</sup> century woman, Avery gives work orders for the house to her father who apparently is willing to work for bananas and Miller Lites.

Obviously an accomplished young woman who does not take herself too seriously, we are delighted to have Avery to bring laughter and energy to our Rotary.

~ Chris Nelson



### Editor’s Note:

Another sweet “rose by any other name” is Jane Ervin, whose last name was spelled incorrectly in the December SMILE issue but hereby is correctly rendered above.

## Preparedness: It's the Little Things

Oct. 23 – Want to know how to start your own personal emergency preparedness plan? Throw an ice cream party like Vicky Kistler. Vicky is director of the Allentown Health Bureau and she talked emergency preparedness, with emphasis on the H1N1 virus.

According to Kistler, it's the little things, like getting to know your neighbors, that are critical to preparing for an emergency. However, due to societal changes over the years and the deterioration of traditional neighborhoods, many people are isolated from assistance.

When she moved into her new home eleven years ago, Kistler held a party to meet her neighbors. Now, she can call when help is needed and knows someone is able to enter her home during a time of crisis.

The biggest health concern now is the H1N1 virus, and the Allentown Health Bureau is gearing up to keep it under control. Kistler laments the failure to create a viable regional health entity, which would have aided greatly in efforts to contain the virus, but acknowledges regional efforts are progressing.



The H1N1 virus impacts pregnant women, children and persons under 24 the hardest. Therefore, vaccination efforts are focused on these populations as well as caregivers for infants under six months old, EMS personnel, health care givers with direct patient care and persons over 64 who have a serious medical condition.

Allentown has secured volunteers from the health care community to administer vaccinations in the near future, and will have more shots and locations in the near future.

According to Kistler, emergency preparedness begins at home, like getting to know the neighbors, and keeping blankets, flashlights and batteries in your car and residence. Then the Valley will be more ready for regional efforts to effectively deal with emergencies and pandemics.

~ Kathy Frazier

## Classification Talk



### Bill Hoffman

Dec. 4 – Giving a classification talk on the same day President Barack Obama came to the Allentown area seems to be the classic case of bad timing, but Allentown City Controller Bill Hoffman knows that, in the end, things will add up.

Mentioning Obama's visit and even throwing in a joke about golfer Tiger Woods' travails, Hoffman showed that he is not only a realist when it comes to not trying to compete with the uncompetitive, but a humorous realist at that.

Hoffman grew up in North Catasauqua, where, he says, it was difficult to get a word in edgewise with his loquacious sister in the house. He found his voice, however, as he attended elementary school and watched planes fly in and out of then-A-B-E Airport on their way to faraway places

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## **Bill Hoffman**

*(Continued from previous page.)*

with strange-sounding names and wondering whether he might be living in one of those exotic, warm-weather venues.

Hoffman earned a degree in aeronautic engineering from Pennsylvania State University, then, in 1969, headed for the West Coast and a job with McDonnell Douglas, the aircraft company, in California.

Having come from one of Northampton County's smallest municipalities (population about 2,800), Hoffman said he was wide-eyed about what he saw in California. He was amazed, for instance, to find that he would buy wine in a supermarket.

He worked at McDonnell Douglas for about 3½ years, then left to pursue at Master of Business Administration degree at UCLA. With degree in hand, he returned to the Lehigh Valley in 1975 where he said he needed a map to find his way around the vastly changed area.

The economy was slow when Hoffman arrived back home – some things seem never to change – so he took a job as an orderly at Sacred Heart Hospital.

Eventually, he found a job in his field at First National Bank, which became Meridian, then CoreStates and now First Union, so he

commuted between the Lehigh Valley and bank headquarters in Reading after Meridian took over.

Hoffman mentioned derivatives, that “d” word that makes investors quake in their boots. Hoffman educated us that derivatives are not inherently bad, that they play an important role in the banking and investment community.

Hoffman started to get interested in politics by watching the Allentown City Board of Education in action. “I can do better,” Hoffman thought, so he ran and was elected.

After a 23-year banking career, Hoffman retired about a decade ago. One of the most cherished of his post-retirement routines was a mid-afternoon nap, a luxury which he finds wanting these days as a full-time city official.

He became friends with 43-year Rotarian Frank Concannon, former Allentown City Controller, then decided to run for Concannon's seat when Frank indicated he would not run for re-election in 2007. Hoffman was elected to a four-year term, which expires at the end of 2011. The City Controller is one of nine elected officials in the City of Allentown.

Hoffman has been in the news recently as he challenged some of the budgetary revenue assertions of fellow Rotarian and Allentown

Mayor Ed Pawlowski, saying the mayor's 2010 budget is built on a house of cards. Hoffman insisted that Pawlowski's revenue projections for the Sands Casino were overly optimistic. Pawlowski ultimately agreed to revise his figures after state officials conceded that the original numbers were based on assumptions made before the major recession of 2008-09.

Hoffman is grateful to Concannon for introducing him to Rotary by taking him to two meetings of the Allentown Rotary club. Former club President Pete Smith is Hoffman's Rotary sponsor.

Hoffman has three children, Kerin, an assistant principal in the New York City School district; Emily, a student at New York University; and Alex, a high school senior.

In reference to Avery Smith's classification talk where she spoke of her elation at passing the bar, Hoffman said he can't ever recall passing a bar.

He closed his talk with a Mark Twain quote that, he says, embodies his philosophy: “A discriminating irreverence is the creator and protector of human liberty.”

~ Bruce Frassinelli



World War II veterans honored at the Veterans Day program included (left to right): Warren Armstrong, Charlie Wilde, Al Bova, Bob McNabb, Frank Concannon, Bill Siegele, Bill Gehman and Watson Skinner.

replacements, he was sent on 65 missions (all of which he completed!). He also flew on D Day itself, and noted that there were 4,000 ships engaged in that invasion. "What a sight from the air," he said. In all, he gave an amazing report of what experiences happened to him during war time.

All in all, thanks Warren for a very fitting Veteran's Day remembrance.

~ Jim Harper

## Veterans Day Program Honors Rotarian Vets

November 12 – Major Nate Klein presented a very appropriate Veteran's Day program, sharing his experiences during World War II. In tune with the theme, our day's chairman, Warren Armstrong, himself a WWII veteran, introduced the Rotary veterans in attendance this day after the Dieruff High School ROTC presented the colors:

Charlie Wilde  
 Watson Skinner  
 Don Gaylor  
 Bill Hacker  
 Frank Concannon  
 Bill Siegele  
 Bob McNabb  
 Al Bova  
 Bill Gehman


Our salute and thank yous to our fellow Rotarians who gave of themselves to defend our American freedoms.

As an 18 year old, Major Klein was unable to enlist as war broke out following Pearl Harbor because of his 20/40 vision. But this finally changed and on November 6 of 1942 he memorized the eye chart and so was able to enlist and was sent to Waycross, Georgia for training. At that time, he reminded us that, prior to the war, there was 25% unemployment in the U.S. Then, during the war itself, there were 11 million in service, 8 million of whom were in support areas.

After basic, the Major embarked on the Queen Mary for England. There he was assigned to become a bombardier navigator. He actually was sent on a combat mission after just 90 days of training. There was a critical shortage of personnel at that time and, because of a lack of



Allentown Rotarians who are Vietnam Veterans include (left to right): Wally Eldridge, Rolf Schlake and Rusty Sillivan.



We extend our condolences to the family and friends of Robert J. Kayes who died on January 11. Bob was the 77<sup>th</sup> president our club: 1990-91.



## Join us for our St. Patrick's Party

Our St. Patrick's Day Party will be at the Applewood Clubhouse on Saturday, Mar. 20 from 6:00 p.m. until ?



The menu will be our traditional blend of beef and beer with additional greens for good health and assorted munchies for comfort. The price is \$15/ person, and reservations may be made with Tom Christman (610-434-9645).

See you there!



### January

- 1 Jennifer Marangos
- 2 Christine Bauder
- 5 Marc C. Solt
- 7 David Hornung
- 9 Deborah Kipp
- 16 Robert Konowitz
- 19 John Toner
- 29 Ivan Juricek

### February

- 1 Warren Armstrong
- 15 Wallace Eldridge
- 23 George Schermerhon
- 27 Frank Concannon
- 28 Rodney Wells

## Got Three Minutes?



Would you like to hear what Herb Taylor, originator of the Four-Way Test, has to say about the way these principles saved a company during the Great Depression. that was \$400,000 in debt?

Go to [www.Rotary.org](http://www.Rotary.org). Click the **Members** tab. Then in the **New Members** section, click on **Rotary Basics**. Scroll down to the Bell and click on **Rotary's Guiding Principles**. Scroll down and click to hear this three minute talk.

The Four-Way Test has been translated into more than a 100 languages!

## Meetings in February

5<sup>th</sup> - Classification Talk:  
Frank Whelan

12<sup>th</sup> - Beer, the Elixir of Love  
Dick Fegley

19<sup>th</sup> - Lehigh Valley Iron Pigs  
Kurt Landes

26<sup>th</sup> - TBA

### Coming in March

Northeastern PA Counter-  
Terrorism Task Force  
&  
State of the County Address



## the Rotary Smile

Allentown Rotary Club  
5540 German Road  
Emmaus, PA 18049