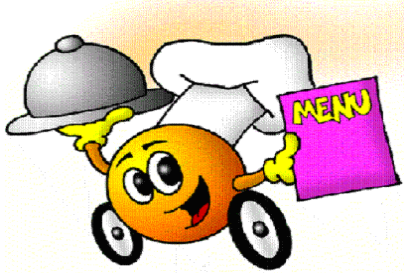


the Rotary Smile

Allentown, Pennsylvania

www.AllentownRotary.org

March, 2010



Rotarians on Wheels

On the third Thursday of each month, two teams of intrepid Rotarians deliver Meals On Wheels (MOW) to residents on the East Side and West End of Allentown. Gathering at 10:45 a.m. at Trinity Baptist Church to load up nutritious meals to drop off for senior citizens, Rotarians use navigation skills and teamwork to assure that all MOW clients are served.

At one time, Rotarians delivered all the meals on New Year's day, but MOW discontinued service because many clients aren't home that day, putting a stop to a cherished Rotary service opportunity.

Jay Geiger brought back this Rotarian expression of service above self and coordinates the project. With five teams of two people, the routes rotate so that each team delivers once every two months. Besides being of service to others, the teams enjoy the camaraderie and

(Continued on page four.)



Developing Acquaintance through Social Media

The classic Rotary guiding principle, *the development of acquaintances as an opportunity for service*, is being taken to a 21st century level by our Allentown Rotary Club. We now are on Facebook!

Jonathan Epstein explains, "If you're one of the 350 million active users of Facebook, then you already know the benefits of keeping in touch with friends and family through the social networking web site facebook.com.

"Signing up is easy and free of charge. All you need is an e-mail address. It's a great way to meet friends and people of like-interests and keep up on how and what they are doing.

"Once you add a friend to your Facebook friend list you will be apprised when they update their status, photos, blog or profile. Facebook also has a classmates and co-worker search for finding friends as well. It's also a fun and interactive way to add, manage and share photo albums.



"The Allentown Rotary Club has a Public Profile on Facebook, called a 'fan page.' To locate it, just go to our online website: (www.allentownrotary.org) and then click the [Become a Fan] tab icon at the upper right section of our website. This will connect you directly to our Facebook page. Then you can click the green [Sign Up] tab at the upper left and it will guide you through the process of becoming a member of Facebook. We already have 38 fans. Will you be the next one?"

Facebook is a great place to be, and it is becoming important even for businesses to have a Facebook presence (see page five for Mike Schlossberg's presentation about social media).

Then be sure to check Rotary International's Facebook page; and the End Polio Now Facebook page; and the Rotary Peace Fellowship Facebook page. Et cetera, et cetera, et cetera. Enjoy!

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. 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

This month the Community Service Committee has been busy collecting books to give to Community Services for Children, as one of the ways to mark March as Literacy Month. We appreciate all the work of that committee and for serving meals at Daybreak during Tuesdays this month and those who deliver for Meals on Wheels every month..

***“Clubs in Rotary
District 7430 bought
100 ShelterBoxes
for Haiti.”***

A special thank you goes to all those who very generously donated to ShelterBox in response to the appeal after Haiti was devastated by the earthquake. Our club was able to purchase five ShelterBoxes thanks to donations totaling over \$2,500 and a one to one match from our own Allentown Rotary Foundation. Together all the clubs in Rotary District 7430 bought 100 ShelterBoxes in
(Continued on page four.)

Welcome New Members!



Julie Thomases

Julie is the Executive Director of Embrace Your Dreams at 424 Center Street, Bethlehem, PA. She can be reached at 610-868-5290 or jthomases@yahoo.com. Her home address is 824 N. Broad Street, Allentown, 18104 (610-433-5860). Her interests include reading, kayaking and volunteering with the Arts Luminarium, GLV Sustainable Business Network, and the Allentown Environmental Council.



Bruce Seidel

Bruce is Director of Development at The Arc of Lehigh and Northampton Counties, 2289 Ave. A, Bethlehem PA 18017 and can be reached at 610-849-8076 or via email bseidel@arcofl-n.org. His home address is 1443 West Court St., Allentown, PA (484-347-0808) and his email is bdseidel@yahoo.com.

Bruce transferred from Allentown's Liberty Bell Rotary Club.



Mike Schlossberg

Mike is Urban Revitalization Specialist at the Greater Lehigh Valley Chamber of Commerce, 840 Hamilton Street, Suite 205, Allentown, PA 18101 and can be reached at 484-809-1796 or by email: mikes@lehighvalleychamber.org. He and his wife, Bonnie, live at 944 N. 19th St., Allentown, 18104 (610-731-6614).

Mike is a recently elected City Councilman and a member of the West Park Civic Association.

An Electrical Switch

January 29 – With all the immediate changes to our electric supply and service, it was a most helpful meeting to have our own Don Bernhard lead us through the 2010 transition of choice and change. His PowerPoint presentation presented both the reasons for this new electricity market and steps to be taken by each of us. Since, as Don noted, there is now a “robust marketplace in Pennsylvania” it is incumbent on the individual to do his or her homework.

By way of background, Don reminded us that PPL faced a rate cap in the mid-90s. Obviously electric generation costs rose considerably from then to 2010. And generation makes up

(Continued on next page)



Don Bernhard, manager of PPL's Economic Development and Community Affairs.

Electrical Switch

(Continued from page three.)

two-thirds of billing charges. To make this big leap from then to now, PPL will pass on to the average retail customer an increase of 29.5%.

Eleven different companies have entered bids in our area. PPL takes a neutral stance and does not pick your supplier. Don's suggestion is to analyze all offers out there, along with being conservative and monitoring your own usage. (260,000 customers have switched companies.)

These various suppliers are offering a variety of deals to potential customers. Be certain, he said, to understand what your length of agreement might be, what fees may be charged, including the gross receipt tax and do your best to reduce usage. One can always switch back to default supply later. With it all PPL remains our delivery company – it is still who you call if you have a power outage.

Rebates are also available from PPL for energy saving products as well as rewards to customers who buy or build with an eye to efficiency. PPL also offers discounts on the new compact fluorescent bulbs (there was one at each plate as a gift to take along!)

To assist as an “electric shopping guide,” Don suggested accessing ppllectric.com/choice.

~ Jim Harper



Listening attentively to Don Bernhard explaining the intricacies of electric choice are (left to right) Bill Spence, Chief Operating Officer of PPL Corporation; Joanne Raphael, PPL Vice President for External Affairs, and Bob Grey, PPL General Counsel.

From the President

(Continued from page two.)

total, plus those from the district foundation. Each of these activities as well as your help with Pool Pals helps our local community and others in need. Thank you for reaching out.

The theme for the upcoming Rotary year is “Building Communities - Bridging Continents.”

RI President-elect Ray Klinginsmith announced it the International Assembly in January. An Ambassadorial Scholar, he was the first student from his hometown to study abroad. The theme says what Rotary is about and is a good way to explain Rotary to non-Rotarians.

Spring will soon be here; it's time to get together for the St. Patrick's Day party – a sure sign winter is almost

over – and for many of us it probably can't come soon enough, except for the group of Rotarians who have enjoyed skiing with Rolf Schlake and friends.

~ Judy Barbarich

On Wheels

(Continued from page one.)

fellowship of a veritable treasure hunt.

The Rotary teams are: Tom Christman and Jay Geiger, Janet Roth and Frank St Amour, Charlie Wilde and Don De Lorenzo, George Spill and Dave Hill, Jonathan Epstein and Larry Campbell. Peter Petit and Bud Shaffer serve as alternates.

If you'd like to join us, please ask a fellow Rotarian to be your teammate and call Jay Geiger at 610-990-5391. You won't regret it!

~ Janet Roth

The Latest Frontier: Social Media

January 22 – Michael Schlossberg, Greater Lehigh Valley Chamber of



Mike

Commerce Assistant Vice President of Community and Technical Management, presented a program on “Social

Media” to demystify and demonstrate the value of social networking websites like Facebook, MySpace, YouTube, LinkedIn, and Twitter.

Social networking websites and those that accommodate blogging are the next step for the Internet, in that they facilitate two way communication between a viewer and a website, rather than just push information to visitors.

Sharing information and media that is uploaded to the website with other visitors creates a new way to interact with friends, colleagues and potential clients.

“Profiles” are created by those who join the sites; what these profiles contain depends on the type of site and what the member wants the world to know about them.

Connections can be made

through the sites and information can be shared privately between members or in public forums, and contact lists can be shared between members.

Members are able to search for individuals and groups of people with common interests:

Rotary International and the Lehigh Valley Chamber are two organized “groups” on LinkedIn, for instance.

Some sites, like Twitter, enable instantaneous communication.

Blogging, for better or worse, gives everyone a voice on the web. Social Network-ing has caught on faster than any other communication medium by far.

While it took radio 38 years, television 13 years and the Internet four years to reach 50 million users, it only took Facebook nine months to reach 100 million users. In fact, if the users of Facebook were a country, they would be the third largest in the world.

Of those born into “Generation Y” between 1982 and 1995, 96% are on a social network. Each of the primary networking websites boasts staggering statistics regarding their usage and membership numbers. Each offers an opportunity to promote an individual or a business in a different way.



Social Networking websites are here to stay. The Chamber offers training seminars in the use of these sites, and you can register by emailing our presenter at mikes@lehighvalleychamber.org. Or, if emailing is too passé for you, send him a message through LinkedIn: search for “Mike Schlossberg”

~ Don Marron



March Birthdays

- 1 Janet Gross
- Jean Fox
- Hester Bade
- 4 Roger Duperree
- Carl Henzelman III
- 9 Don Marron, Jr.
- Peter Pettit
- 10 William Siegele
- Mark Emswiler
- 12 Peter Smith
- 18 Bruce Seidel
- 30 John Malia

Classification Talk



Bruce Frassinelli

Bruce was born in Summit Hill in Carbon County, to parents who emigrated to the United States from Italy as teenagers. Bruce's father worked at Bethlehem Steel. His mom, who arrived in Bethlehem when she was 16, got a job at the Bayuk Cigar Company. They met in Bethlehem, got married then moved to Summit Hill where his father had just rented a small neighborhood grocery store which they ran for nearly 40 years.

Bruce's parents were determined that their children should have the best possible education. Bruce attended East Stroudsburg University, attaining his Bachelor's degree in 1961, and a Masters Degree in 1969.

While an undergraduate, Bruce began work as a disc jockey at the local radio station, which he continued

to do after graduation. During this time, Bruce was teaching in the Stroudsburg School District, and later in Washington, N.J. When the News Director position became available at the station, Bruce decided to pursue that full-time, and later decided to go to a newspaper to improve his skill as a journalist.

Bruce became Pocono Bureau Chief of The Express – now The Express Times – eventually becoming the paper's editor in 1981. When they acquired the Bethlehem Globe-Times, he was named general manager. Shortly afterward, Bruce took a job as publisher of The Palladium-Times, of Oswego, N.Y. As soon as he arrived in Oswego, he was asked to do adjunct teaching at the State University of New York at Oswego.

During his career in communications, Bruce has interviewed every president from John F. Kennedy to George H.W. Bush. He was invited to attend a White House news conference by President Ronald Reagan. George H.W. Bush, Reagan's vice president, hosted a group of journalists, including him, at a White House luncheon.

He retired from the newspaper at the end of 1998 but continued teaching at the college on an adjunct basis until December 2008.

In retirement, he continues to teach an online course for

SUNY Oswego and teaches an in-classroom course in Political Science for Lehigh Carbon Community College.

Bruce considers himself to have been able to realize his childhood ambitions of teaching and being in the communications field.

His experience as a Rotarian is "the cherry on top of my career," which he joined when he arrived on Oswego. Rotary has been an important part of his life. He served as president of the Oswego Rotary Club, as club director for more than ten years and as governor of Rotary District 7150 in 2001-02. He was honored at a community recognition dinner given by the Rotary Club in Oswego that was attended by 130 guests.

He is glad to be among us, as we should feel fortunate to have such an accomplished person in our club.

~ Don Marron



Ho Ho Ho! Nan Yarrish and Judy Barbarich had a good time at the Salvation Army Kettle in December. Rotarians raised \$881.76 for the needy.

Classification Talk



Nancy Teichman

January 8 – The new year started with a bang when Nancy Teichman gave her classification speech.

Nancy grew up on College Hill in Easton and first left the Valley to attend Penn State, where she received a degree in child development. After graduating from Penn State, Nancy moved to Washington DC to work at the Hospital for Sick Children.

A few years later, she received an MBA in health care finance from the Wharton School and upon graduation, entered the consulting field. A marriage and two children (Danny and Becky) soon followed and Nancy found herself back in the Lehigh Valley.

As coordinator for the project for community health, she worked to link six local hospitals with human services organizations. She also was an adjunct professor at Muhlenberg, DeSales and Northampton Community College.

In 2001, she answered a blind newspaper ad that ultimately led her to the Easter Seals of Eastern Pennsylvania (ESEP). In 2003, she became the organization's CEO.

ESEP's mission is to help individuals with disabilities and special needs maximize their potential by providing services to ensure they have equal opportunities to live, work and play in the community.

The organization has a unique tie to Rotary. Edgar Allen, founder of Easter Seals, was a friend of Rotary's Paul Harris and they traveled together to raise support for crippled children.

ESEP provides services in Berks County, the Lehigh Valley and the Poconos through therapists and teachers who travel to homes of disabled children; medical clinics; and special camp environments.

Although working in a non-profit can be difficult, Nancy wouldn't have it any other way. She finds it is rewarding, has exciting opportunities and challenges, and she works with a great team at ESEP.

When not at work (or Rotary), Nancy spends time with her children, is a member of the Foxy Ladies running "club" with Janet Roth and Deb Kipp (look for the fashionably dressed runners in the Parkway!) and loves to ski. She also serves

on the board of the Miracle League of the Lehigh Valley and the Jewish Day School. Welcome to the club, Nancy!
~ Kathy Frazier

CORRECTION

Last month's Veterans Day article incorrectly gave Warren Armstrong WWII vet status. Noting that he is much too young to have so served, he explained he was in the USAF in the mid-fifties during the Cold War.

Congratulations Rotarian Arthur Weinrach

Art and Barbara Weinrach are being honored on March 7



by the Congregation Sons of Israel at its annual Purim Gala. The Weinrachs have given countless

volunteer hours in a variety of ways to the synagogue, the Jewish Day School, the Jewish Federation of the Lehigh Valley, Jewish Family Services, Hadassah, American Jewish Congress, the Program for Women and Families, and the Adult Literacy Center.

Pool Pals Need You!

The Pool Pals program is being held on Mondays beginning March 1 at the Allentown YMCA (425 South 15th Street). It takes very little time and effort from us as Rotarians, but has a huge payoff for the 3rd graders who learn how to swim. All you need to do is come to the Allentown YMCA at 5:45 p.m. to set up for the first group of students at 6:00 p.m. You set up a Pool Pals banner, check-in the kids as they arrive and give them towels. Then after the session, you give each of the students a granola bar and juice box. Repeat this for the second class at



6:45 p.m. and that's it. At no point will you be responsible for teaching the kids to swim, or assisting them in the pool in any way. There are trained instructors for this! The Allen Interact club will also assist. Contact Jonathan Epstein (610-390-2909) or je@berger-epstein.com with the dates you'd like, or for more information. Thanks again for helping out this worthy, and fun, cause.

Or if you'd prefer Tuesday service: join us at Alliance Hall, 6th & Chew Sts. in Allentown to assist the Conference of Churches' staff serving lunches at the Daybreak Drop-In Center. We need two volunteers on March 2nd, 16th, 23rd & 30th. You arrive at 11:15 a.m. and you're done by 12:30 p.m. Please contact Jim Bova (610-435-7489) or e-mail jbova@crycpas.com with your date preference.

March Events

5th - NE PA CounterTerrorism
Task Force

12th - State of the County:
Don Cunningham

19th - Classification Talk:
Peter Pettit

26th - Golden Age of Radio
Bruce Frassinelli

Coming in April

April 9th - Classification Talk:
Julian Lewis

the Rotary Smile

Allentown Rotary Club
5540 German Road
Emmaus, PA 18049

