

# the Rotary Smile

Allentown, Pennsylvania

www.AllentownRotary.org

April - May 2011



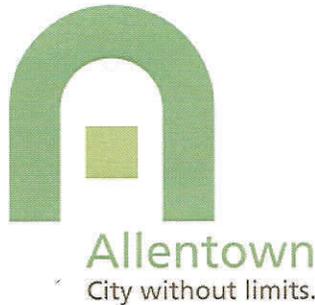
## Club to Hold Annual Meeting

On May 13<sup>th</sup> a meeting of our Allentown Rotary Club will be held following a Scholarship Awards program. During the brief meeting, we will have an election to fill open positions on our Board of Directors.

A Nominating Committee was appointed by President Campbell and it will nominate the following members to fill three positions for three year terms on the board beginning July 1<sup>st</sup>: Christine Bauder (incumbent), Don Marron (incumbent); and Heather Strencosky.

If any member wishes to nominate any other individual for the open positions, please advise Larry Campbell or Theresa Podguski by May 6<sup>th</sup>, so that person's name may be included on the ballot. As is required by our bylaws, we will use paper ballots again this year.

At its June meeting, the Board will elect officers, and in July, Theresa Podguski, currently president-elect, automatically will become our club president.



## Allentown: State of the City

In January, Allentown Mayor Ed Pawlowski made his annual State of the City address to our membership, with his entire administration represented as well, including his wife, Lisa. He began by saying that the State of the City exists in

complex and difficult times, with major issues that include unemployment, falling housing prices and economic challenges. However, these challenges have deepened his resolve to help the people of the city realize their dreams. His agenda of opportunity includes:

- \* Strengthen fiscal health of the city
- \* Provide greater efficiency
- \* Accountability
- \* Improve the overall quality of life
- \* Commitment to safety commitment for economic growth

The mayor stated that he has a commitment to balance the budget and turn debt into surplus but numerous challenges, including the pension issue, made life difficult. So he reduced labor, cut the budget and decreased spending and now Allentown has the lowest debt level in years while keeping community services intact and without a property tax increase. He negotiated union concessions that netted \$15 million in savings.

In 2011, he has a commitment for continued cost savings and smaller / smarter government. This will include computerizing inventory control of work order process, replacing water meters so we can better manage water levels/leaks, exploring cost savings with the Allentown School District, using a GPS system for snow removal, and more.

He bolstered the police department by 80 new officers, and has 80  
*(Continued on next page.)*



Mayor Ed Pawlowski

## 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. 5414, 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 .....	Larry Campbell .....	610-868-2324
President-Elect .....	Theresa Podguski .....	610-778-3303
Secretary .....	Don DeLorenzo .....	610-967-3380
Treasurer .....	Tom Christman .....	610-434-9645
Past-President .....	Judy Barberich .....	610-282-1100 x1478

### Board of Directors

### Committee

### Phone

Judy Barberich .....	Paul Harris/ Iobst awards .....	610-282-1100 x 1478
Christine Bauder ...	Fellowship & Communication .....	610-821-0311
Jim Bova .....	Badge Board/Hospitality .....	610-435-7489
Mark E. Emswiler .....	Scholarship .....	610-967-2141
Jonathan Epstein .....	Youth & Website .....	610-437-7070 x212
Don Marron .....	Public Relations .....	610-439-1600 x 135
Ann McManus .....	Community Service .....	610-434-0875
Theresa Podguski .....	Membership .....	610-778-3303
Bob Stevens .....	Communication & the SMILE .....	610-390-7787
Nan Yarrish .....	Program .....	610-434-2648

### Foundation Board Members

Wallace Eldridge, Chairperson .....	610-366-0843
Judith Barberich .....	610-282-1100 x1478
Jim Bova .....	610-435-7489
Larry Campbell .....	610-868-2324
Tom Christman .....	610-434-9645
Mark Emswiler .....	610-967-2141
Carl Henzleman .....	610-758-5520
Kati LaBuda .....	610-709-9715
Ann McManus .....	610-434-0875
Amy Meleck .....	610-867-1689
Theresa Pudguski .....	610-778-3303
Janet Roth .....	610-434-9645
Frank St. Amour .....	610-435-3901
Marci Schick .....	610-794-5129
Pete Smith .....	610-395-7700

## State of the City

*(Continued from page one.)*

cameras watching our streets. He touted his anti-graffiti program and code enforcement as additional factors that have lowered crime.

The mayor cited several groups that are making a real difference: the Allentown Mentoring and Enrichment Network, engaging inner city youth; the Promise Neighborhood Program, changing small chunks of the city, one chunk at a time; the Clean Team, helping homeless people get a job and the skills to succeed.

In closing the mayor said the state of the city is resilient. We will face tough choices together and make a collective effort to strengthen our City of Allentown.

~ Bruce Seidel

## Looking Ahead

**Friday May 20  
Offsite Program  
at  
Allen Organ  
in Macungie**

More information as well as directions will be provided at an upcoming meeting.

## Strategic Survey

Our Strategic Planning Committee soon will be distributing a survey to give you and all of our members an opportunity to share ideas and suggestions. Be sure to complete it so the committee can complete its work!



Dick and Connie Cowen

## Dick Cowen reports on the Morning Call

Feb. 4 - Retired Morning Call reporter Dick Cowen gave an interesting overview of the current state of affairs of the newspaper on February 4. Sentimental and emotional at times, he gave a heartfelt account of the changes he has seen.

Dick worked at the paper for 42 years and was a reporter, columnist and photographer. During his career he wrote columns and feature stories on hundreds of events and happenings of local importance.

When he started at the Call Chronicles, the Miller family owned and ran the organization and there was a paternalistic, almost family-like atmosphere. There were Christmas parties and bonuses, home mortgages offered to employees, and a college grant fund.

Engagements and wedding

announcements and pictures, as well as obituaries were free. There were many more writers and reporters, and today he laments that “certain writers are more important than stories.”

There is less local news and current editions carry pages and pages of house ads (ads the Morning Call inserts, not paid advertising).

Operations are not just in Allentown anymore - functions are scattered around the globe – in Baltimore, Texas, the Philippines and Chicago.

Staffing has been reduced to the point where the first floor of the Morning Call building is for rent. Institutional knowledge is “gone” and there is little age diversity.

There has been little to no coverage about substantial philanthropic activities, new or expanding schools in the Allentown School District, the retirements of key civic leaders such as Kathryn Stefanoff and Karen Angelo, or when notable speakers are present at

local universities and colleges.

But perhaps the biggest and most devastating transformation has been the emphasis of stories about “crime, crime, crime” instead of those that provide a better sense of the community.

~ Kathy Frazier



## Daybreak Donations

During February, Rotarians contributed an amazing amount of “stuff” that Daybreak needs to sustain its program and make its program participants clean and comfortable.

Here is the total:

- 61 toothbrushes
- 54 toothpaste
- 8 shampoo and conditioner
- 28 combs and brushes
- 61 bars of soap
- 3 tote bags
- 6 toiletry pouches
- 2 pairs of toe warmers
- 47 pairs socks
- 36 artists' brushes
- 2 activity books
- 1 pad drawing paper
- 9 pads construction paper
- 2 packs markers
- 3 packs of acrylic paint with brushes
- BIG box of hotel toiletries (soap, shampoo, lotion)

~ Ann McManus

## SEARCHING FOR THE MOTHERLODE

Jan. 21 - On a snowy day in January Ross Born teased us with the possibility of treasure hunting in the sunny climates with Stu Schooly of Dutch Springs.com, or his other enterprise, North Star Adventure Leadership and Management.

Stu, an accountant by training, moved his avocation of diving into his vocation in 1980 with the development of Dutch Springs which includes an Aqua Park and other beautiful water attractions located near Nazareth.

What got Stu and his wife into this fun was the discovery of a gold wedding band on one of his underwater expeditions. Stu wanted to know the history behind it.

In 1622 an Armada of Spanish galleons left Cuba and encountered a hurricane. Eight ships sank, many laden with silver and gold. Mel Fisher, the supreme internationally known treasure hunter, found two of these ships in 1985, the *Santa Margarita* and the *Atoesa*. The ships were laden with lots of jewelry because there was no tax on it in those days, and money chains which people carried like dollar bills today, which were used to buy things.

The thrill of the hunt is the reason Stu pursues this recreation as the payoffs he

receives are not necessarily marketable. So far the “investments” received are a spike from the ship, a musket ball, coins, a lead box with pearls, and nose rings.

So if you like diving, the thrill of the hunt, and have the time, join Stu in his search for the mother lode. If not, just visit him at Dutch Springs and enjoy the beauty of God’s wonderful creation we call a lake.

~ Chris Nelson



## 100th Anniversary Celebration

February 25 - The Allentown Rotary Club met to discuss the celebration of our 100<sup>th</sup> Anniversary which will take place on June 1, 2014. President, Larry Campbell spoke to us about the importance of the celebration. This is a wonderful opportunity to raise visibility of the club. Warren Armstrong, Chairman of the Centennial Committee addressed the club to discuss our ideas for input into the celebration. What type of project should

the club present to the community? Should this be a “Nuts & Bolts” or “Service” type of project? The club continues to do their ongoing projects but this has to be something where we can step outside of the box and create a lasting impact on the community.

At the meeting every table had a captain to facilitate and summarize the ideas of those at the table. The club was in agreement that we need to generate more visibility in what we do for the community. It is extremely important that we come to a conclusion on our project quickly, especially if we are going to participate in a “Nuts & Bolts” project. Some of the ideas discussed for the “Nuts & Bolts” projects were a parks project that could be cross-generational. Another idea was to join with the *Wildlands Conservancy* in their proposed “Jordan Creek Greenway and Trail.” For the “Service” project we could increase the amount of money in our scholarship fund. Either way we will continue to discuss ideas for the type of project the club would like to execute. It is imperative that we collectively come up with an idea and moving forward to put a plan into place to have it executed for the 100<sup>th</sup> Anniversary celebration. If you have an idea, please discuss it with Warren Armstrong. He can be reached at [WWarren60@gmail.com](mailto:WWarren60@gmail.com).

~ Kati LaBuda

## Community Update

Feb. 18 - Alan Jennings, executive director of the Community Action Committee of the Lehigh Valley (CACLV), provided his “bird’s eye” view of the current economic/housing situation in the Lehigh Valley. He reminded Rotarians of his last visit to our Allentown club when he spoke about predatory lending practices. CACLV was pursuing lenders who were going after home buyers with bad terms (i.e., convincing home owners with \$300,000 homes that they could have \$500,000 homes -- with rates always adjusted upwards, and never down).

In that era, Alan noted, there was just too much easy money being made, through a system of brokers, originators, secondary market lenders and services, all packaged and sold to Wall Street. We're all more than aware of the results. Naturally, he said, these trillion dollar packages led to the foreclosure nightmare.

Fortunately, Lehigh and Northampton Counties have now created a diversion program which helps get to the lender to work out terms rather than presumptive foreclosures. Many of these terms were abusive and unaffordable. Now there must be a conciliation meeting in our courts. Another housing problem in our community is the deteriorating housing stock in the city of

Allentown. He suggested that there must be more vigilant code enforcement in order for things to change.

Alan noted that, despite some hopeful signs, the usual “bounce” that should occur after a recession has not yet happened. He said it appears that unemployment rates may not go below 9% until year 2013 and that wages continually remain depressed. Welfare in the Valley appears to be on a flat line; currently 7,000 of our residents are on welfare.

These things being noted, he said, make the current anxiety in this country serious. “There is an assault on the common good,” he believes, “and we can not believe the problems around us are not ours. The middle class in the USA has always believed that they can rise, rather than become poor.” Consumer spending, of course, is clearly related to all of these factors.

It was a sobering perspective by Mr. Jennings from his view that he sees day to day from his long-term role as CACLV head.

President Campbell noted that February 23 is the anniversary of Rotary, that Pool Pals will begin once again and that a District 5k run is scheduled for April 3 (details to follow). Barbara Bigelow was chair for the day, Ann McManus gave the invocation and Wendy Body made the introductions (with birthday announcements).

~Jim Harper



### April

2	Joyce Dougherty
6	Sheila Evans
7	Veronica Elias
10	Don De Lorenzo Ross Born
11	Ethel Drayton-Craig
15	Julian Lewis
17	Donald Gaylor
20	Judy Barberich
23	Carol Jones
30	Suzanne Kresge

### May

2	Ellen Ghelardi Avery Smith Sharon Geroulo
8	Amy Meleck
11	William J. Hoffman
15	Michael Schlossberg
18	Randall Forte Watson Skinner
19	Patrick Meehan
20	Barbara Bottitta
27	Platte Moring III David Schrum





## Interact Student From Ukraine at the Allentown Rotary

As an exchange student, Taras Mytkalyk (above left), had lived with Rotarian Dave Bausch, and of course Dave brought him to the Allentown Rotary, as he has with other students. When Taras returned to Kyiv (Kiev), he helped establish an Interact group there. On April 5, on a return visit to the United States with his friend, Sasha Tkach, he made a point to return to our club for an exchange of Rotary flags.

### the Rotary Smile

Allentown Rotary Club  
5540 German Road  
Emmaus, PA 18049

