

the Rotary Smile

Allentown, Pennsylvania

www.AllentownRotary.org

May - June 2011



A Sure Thing: Rotarians + Residents = A Fun Evening

Like so many of the “avenues of service,” the annual casino night at Good Shepherd led Rotarians to an unexpected destination: the ones who came to serve wound up feeling they were the ones who were blessed and benefitted from taking part.

But then again the residents so obviously look forward to this night of fun that it probably is “even odds” that everyone enjoyed the hour-long session.

Even those inexperienced in the casino arts (Just ask Heather Strencosky to show you her card shuffling skills!) found it easy to run the games, help the residents place their bets, and pay the winners with monopoly dollars. Staff were on hand to assist, and it soon was time to spend those winnings on the gift items donated by our club.

Thanks to all who contributed and all who helped. Be sure to see the pictures on page three!

Allentown Rotary Invests in Outstanding Seniors

Three graduating high school seniors were awarded \$1,000 scholarships from the Roger and Louise Mullin Scholarship Fund, established in 1990. The initial \$50,000 endowment gift from the Mullins was for the purpose of awarding annual scholarships to one very talented and bright student from each of the three Allentown High Schools. It is clear that the Scholarship Selection Committee, led by Mark Emsweiler, did a stalwart job. To say that these scholarship winners are impressive is definitely an understatement!

Beth Kaniuka, Dieruff High School, is an accomplished musician (French horn), President of the marching band, and treasurer and co-founder of the Dieruff Husky Artchives Club. She will be attending Rensselaer Polytechnic Institute with a major in architecture. Her dream is to eventually establish a non-profit organization focused on development of affordable and sustainable housing in developing nations.

Merrisa Misiura, Allentown Central Catholic High School, is a member of the Rotary Interact Club, the Key Club and the Best Friends Forever Club, which provides friendship and support to students of Mercy Special Learning Center. She will attend St. Joseph’s University this fall, majoring in biology, but has great dreams that include medical school and a career as an oncologist.

Danielle White, William Allen High School, is an active volunteer at the Phoebe Home, which led her to organize the Adopt-A-Grand-parent program through which Allen High students regularly visit with Phoebe Home residents to share some inter-generational camaraderie. She is also a member of the Latino Leadership Club. She will be pursuing a degree in accounting at Penn State’s main campus.

In addition to the awards ceremony, the annual meeting of the club was held, Chris Bauder and Don Marron were re-elected to the board of directors and Heather Strencosky was newly elected, all by a landslide vote! We thank them for their willingness to provide the support and leadership needed to keep our club strong.



Beth Kaniuka, Merissa Misiura and Danielle White

~ Carol Jones

The Rotary Club of Allentown

• *in our 96th year of service* •

610-794-4101

www.AllentownRotary.org

~ **A Member of Rotary International** ~

Club No. 5414, 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 | 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 |

From the President



Larry Campbell

Over the past couple of months, there have been a number of meetings during which our Strategic Planning Committee has been

“We have seen a great deal of change at Rotary International, at the District level and at many local clubs. We must be certain that we remain a leading club.”

working diligently to examine all facets of our club. The intent is to identify programs and processes that work well and those that may not be performing up to par. Our goal is to eventually create a three year strategic plan which will consist of a mission statement and enumeration of a series of achievable goals. These goals, if successfully attained, would be expected to have a marked positive effect on our club going forward. The goals will be monitored periodically to

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Theresa Podguski calls the bingo numbers as staff member Debbie Gaumer assists resident Tom Nestor.



How hard can this be? Roll the ball, spin the wheel. "Place your bets!"



Harry Crapser helps a resident place his bet before spinning the wheel.



Andrew Block was the "pit boss," moving residents along to the next game so everyone had a chance.



Resident Mark Johnson enjoyed a few rounds of the roulette wheel.



Would you try your hand at cards with Heather Strencoksy? You bet!



A minor traffic jam occurred at the end of the hour as residents maneuvered their way to the table to spend their winnings on prizes Rotarians had donated.



Larry Campbell proves he can count to 21, and sometimes higher!



Christina Campbell places a bet for one of the residents.



Everybody's favorite: BINGO!



Pat Meehan keeps busy working one of the tables with several residents.



The State of the County 2011:

Do Not Neglect the Basics

March 4 - Flanked by such dignitaries as Frank Concannon, Dan McCarthy and Cindy Feinberg, Lehigh County Executive Don Cunningham shared exciting news and troubling news as we look forward to the next fiscal year in county planning.

In 1812 Lehigh County was carved out of Northampton County. In celebration Lehigh County is planning a number of significant events for its 200th anniversary. A distinguished Lehigh County Hall of Fame with updated history of the county and a legacy project to upgrade and restore a historic site is planned.

Mr. Cunningham stated that in these recessionary times the question that must be asked is: is the government running efficiently; are we managing our dollars well? He shared that the workforce is smaller than it was in 1990, county staff pay 20% of their health insurance, there are no lifetime legacy benefits, and the 2011



budget is \$22 million less than the 2010 budget.

Significant improvements to county infrastructure and assets have been made: an upgrade of the Court House and 911 system, Coca Cola Park, and a partnership with Trexler Trust to improve the Trexler Preserve to better serve the community. These projects were accomplished while keeping the books in balance and not spending - down reserves.

Don gave a breakdown of how a Lehigh County government dollar is spent: 70% of every dollar goes to prisons and corrections (law and order); 14% to debt service, 7% to maintenance, 3% for administration, and 6% for human services. All but 5% of costs for social services come from the federal and state governments;

Lehigh County is simply the pass - through agent.

Mr. Cunningham encouraged all to not neglect the basics and to continue to work across political lines to build on our heritage of working together. He finished by sharing the movement forward on development of a crime data center, Cedarbrook continuing to have a 4 - star rating and operating in the black and the importance of taking a regional approach in important community assets such as a Health Bureau.

~ Chris Nelson



Lou Reda and Asa Hughes.

Documentary Comes to Life!

March 25 - The process of making documentary films came to life on March 25th through a presentation by Lou Reda, founder and executive producer of Lou Reda Productions. Over 40 years in business, the production company has produced more than 115 million feet of film, all housed at their offices in Easton! Today, they generate up to 20 new productions each year, all of which are marketed for television airing on networks including the History Channel and CBS. Currently, they are working hard to complete a six-hour color documentary on the Vietnam War which should be aired this coming fall to coincide with Veteran's Day.

Rotarians in attendance were among the first to see some clips from this new documentary, along with segments from one of Lou's favorites, "The History of the USO."

Lou can be described as a bit of a renaissance man. A

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Classification Talk



Jackie Lewis

April 1 - Jackie Lewis is the Club's first Rotarian gathered through the internet. Her passion is photography. "Where did this begin?" She went to school for Economics and was drawn to photography. She was always told that she has a "good eye." She was going to use this gift to learn more about it.

Jackie is from Lansford, near Jim Thorpe. Her husband, Phil, is a retired technical educator. They have a daughter, Jennifer, who works in Manhattan on the 70th floor of the Empire State Building and they are very proud of her.

Jackie is the oldest of three children. She has a younger brother, Steve, who was in the U.S. Navy and works for the Pennsylvania State Police. Christine, her younger sister was born ten years after Steve.

She was a corporate attorney and in 2007 she was appointed as a judge to the Pennsylvania Superior Court.

Through Jackie's career she worked at numerous businesses. Some of them were Western Electric, Bell Labs, Mack Trucks, and Lehigh Valley Magazine. She was very close to Roger and Louise Mullin. She met Roger while she worked at Mack Trucks and Louise through the Society of the Arts at the Allentown Art Museum.

In 2007, she had taken some photos of her trips to Japan and Spain and started showing them at various craft shows. After being asked about ten times "Why don't you have any pictures of the Lehigh Valley?" she decided to start taking pictures of the Lehigh Valley.

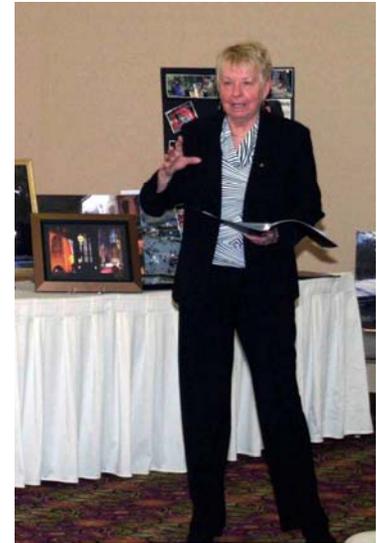
She started at Muhlenberg College's Chapel and was only going to take exterior shots. It happened to be open and she was the only person in the chapel so she decided to take some pictures in there. She contacted the Rev. Peter Bredlau and asked if he liked the images, she would give them to the college.

Another fellow Rotarian, Loisann Oakes, suggested Jackie speak with Barry Weiner at the Allentown Credit Union. Barry showed interest in her photos. Peter and Barry gave incredible first boosts to her confidence.

Her work is called Impressionist photography. Her pic-

tures look like paintings but they are photographs. She is very skilled at modifying photographs. For Jackie, photography is a form of communication with other people. She owns a Nikon E8800 digital camera and always composes through the eye piece.

~ Kati LaBuda



Documentary Comes to Life!

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U.S. Navy Seabee during World War II, he was a professional singer and promoter of big bands before he moved on to documentary film production. He has produced more than 500 outstanding documentaries, some of which, such as popular mini-series "The Blue and the Gray," took more than five years to complete for airing. His prolific work has been seen and enjoyed by an international audience approaching half the population of earth!

~ Carol Jones



Built Like a Mack

April 8 - The hospitality of Mack Truck Customer Center to the Rotary was right on par with their pledge of support to all buyers: exceptional parts and service! Special thanks to Jim Goodell (Suzanne's husband) and Pat Meehan, for leading an informative, historical session. And delicious sandwiches to boot!

A true American success story, Mack Trucks, Inc. originated in Brooklyn 111 years ago, building buses that carried sightseers. With their move to Allentown in 1905, the building of their legendary tough-as-a-bulldog trucks began. The reliability and durability of the famous AC model caused it to be adopted by the U.S. Army and nearly 5,000 were sent to France with American dough-boys during World War I. Because it resembled a bulldog in both performance and appearance, British soldiers dubbed it the "Bulldog Mack."

Today Mack builds all kinds of heavy-duty trucks which keep the world building, cleaning and putting out fires.

Although the purpose of the truck can vastly change the price and the miles/gallon of fuel used, the average price of an over-the-road truck with sleeper is \$145,000. Many of us are considering selling our homes and buying a Mack to tour the country, but the seven miles per gallon is giving us pause in this economy. But you can't beat the average lifespan of an engine, one million miles, or a tire life of 140,000 miles.

The company, like most, has had its ups and downs. Currently there are 948 employees, 100 of whom work in administration. Though the headquarters have moved to North Carolina, the local Macungie manufacturing center is growing and retail sales are projected to be up for the next couple of years.

Challenges include the volatile cost of fuel, emissions changes that have raised the price 30% recently, and the ever increasing costs of labor. Yet when the going gets tough, the reliable tough Mack truck will keep on going.

~ Chris Nelson



Pennsylvania Shakespeare Festival

April 15 - The passion that Patrick Mulcahy, Producing Artistic Director of the Pennsylvania Shakespeare Festival (PSF) at DeSales University, holds for his work came through loud and clear at his presentation. He came to the university in 2003, with extensive experience as an actor and director on Broadway, Off Broadway, and regional theater, as well as radio and television productions. He shared that his decision to take on his current position was borne out of a love for both education and the arts. In fact, he spoke of his belief that education "opens vistas" to the arts experience and the beauty it creates.

This coming season will be PSF's 20th but they are already looking ahead to what they'd like to be in the year 2030. Their dreams are big and are guided by strong core values which include: Shakespeare, Quality, Education, and last, but not least, Relationships. Those in attendance were among some of the first in the Lehigh Valley to learn their

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Pennsylvania Shakespeare Festival

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plans, which include an expanded season of performances, attraction of additional big-name actors, a touring component, and even a Shakespeare Café!

The upcoming season, which gets underway in June, should prove to be one of their best yet, with productions including Hamlet, The Two Noble Kinsmen, The Comedy of Errors, South Pacific and Pride & Prejudice. More information is at PAShakespeare.org.

~ Carol Jones



June

- 3 Suzanne Goodell
- 4 Edwin Pawlowski
- 4 Debbie L. Ferry
- 5 James Bova
- 5 Jonathan Epstein
- 6 Sheila Evans
- 9 Dan Gambet
- 10 Don Wieand, Jr.
- 12 Larry Campbell
- 12 Susan Pease
- 15 Asa Hughes
- 15 Andrew Block
- 15 Ben Walbert, III
- 16 Michael Donovan
- 26 James Anderman
- 28 Bill Gehman

From the President

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measure our success in attaining them.

At this point we feel that most of the critical areas have been identified and now it is time to get the rest of the membership involved in the effort. To that end, Jonathan Epstein and the rest of the committee have designed a questionnaire which will allow all of you to make your preferences known. Those of you who attended the club meeting on May 13 were given a copy and the remaining members will receive a copy over the next couple of weeks.

Yes, the questionnaire is quite comprehensive and it may take some time to complete. However, it is vital that we have the participation of each and every one of you if this endeavor is to be successful.

Up to now, although our club has functioned reasonably well, a lot of what we do is based on past practice. In some cases, that is a good thing and, in others, not so good. We all know that change is inevitable. We have seen a great deal of change at Rotary International, at the District level and at many local clubs. We must be certain that we remain a leading club. We cannot leave our success to

chance so it behooves us to be introspective on occasion and ensure that future directions we pursue are our plan and not happenstance.

Thanks to Jonathan, Theresa Podguski, Judy Barberich, Don Wieand, Barbara Bigelow and Bob Stevens for the work they have put into this project.

Now it is up to you, the members. Do your part by returning the questionnaire as soon as possible.



Wally Eldridge congratulates Theresa Podguski who received the Iobst Fellow award in April.



This detail is from “Water Show from Bogert’s Bridges.” See more of Jackie Lewis’ photos at www.photosbyjlewis.com



St. Patrick’s Party dancers. Is that what Rolf learned from Con Gallagher?



And they’re off! 5K event planning is underway with committee member Frank St. Amour, Judy Barberich, Janet Roth, Pete Smith, Johnathan Epstein, and Marci Schick meeting after lunch. (Frank and Marci: maybe next time the photographer will take the picture from the other side of the room!)



At left, attending the annual 7430 District Conference: President Larry Campbell, president-elect Theresa Podgusky with District Governor-elect John Jahn. At right, Jonathan Epstein talks with another delegate at the Conference.





William Allen Interact Students at the Youth Conference at Bear Creek Resort, April 2011 (left to right:) Haley Wenner, Sasha Lopez, Nicole DiMenichi, Rose Dutan, and Jack Lema.

the Rotary Smile

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