

the Rotary Smile

Allentown, Pennsylvania

www.AllentownRotary.org

November - December 2011



Rotary Foundation Group Study Exchange Program



Rotary 10K Race

Oct. 14 - Cindy Hornaman told us about the exchange trip she recently led to Rotary International District 3780, Quezon City, Philippines. The Rotary Foundation's Group Study Exchange (GSE) program provides grants for a team of Rotarians, paired with a team in another country, to visit each other. They experience each other's culture and institutions, observe how vocations are practiced, and visit with other Rotary clubs.

Cindy reported that Quezon City is the largest Rotary city district in the world, consisting of 94 clubs. Of those, 46 clubs were directly involved with the GSE! A different club hosted them every day and some events were put on by a combination of clubs.

She and her travel mates, Jamie Chubb, a social worker

(Continued on page six.)

On a rainy, bleak October morning, hearty runners, walkers and Rotarian volunteers gathered at the Trexler Nature Preserve in Schnecksville. At President Podguski's signal, runners took off like lightning while some walkers ambled down the path. Past the startled elk and over the swollen Jordan Creek, runners and walkers took in the beauty of the soggy day. From the trail alongside the creek participants crossed over it again using Geiger's Covered Bridge (Jay, is that your bridge?) and continued along the other side of the creek. The final uphill – really uphill – took racers past the elk again to the finish line.

So many Rotarians and spouses volunteered to plan and execute the day, and 16 Rotarians actually ran the race, all to raise funds for scholarships for graduates of Allentown's high schools. Nearly \$15,000 was raised, both in cash and in-kind (very kind, thank you) gifts. After expenses, the net proceeds totaled \$7,391.94, exceeding our goal of \$6,000!

To continue the momentum, a race director is needed! Please see Janet Roth for more information. These Rotarian volunteers made the race happen:

Barbara Bigelow
Hester Bade
Bob Jacobs
Pete Smith
Deb Kipp
Avery Smith
Randall Forte
Ken Kirshner

Warren Armstrong
Theresa Podguski
Janet Roth
Jay Geiger
Larry Campbell
John Malia
Pat Meehan
Dave Hornung

Marci Schick
Nancy Knoebel
Carl Henzelman
Don Marron
Fr. Frank St. Amour
Janet Gross
Jonathan Epstein
Judy Barberich

The Rotary Club of Allentown
 • *in our 98th 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 | Theresa Podguski | 610-778-3303 |
| President-Elect | Jonathan Epstein | 610-437-7070 x 212 |
| Secretary | Barbara Bigelow | 610-437-0795 |
| Treasurer | Tom Christman | 610-434-9645 |
| Past-President | Larry Campbell | 610-398-9612 |

Board of Directors

Committee

Phone

| | | |
|--------------------------|----------------------------------|--------------------|
| Christine Bauder ... | Fellowship & Communication | 610-821-0311 |
| Jim Bova | Badge Board/Hospitality | 610-435-7489 |
| Larry Campbell | Paul Harris/ Iobst awards | 610-398-9612 |
| Mark E. Emswiler | Scholarship | 610-967-2141 |
| Jonathan Epstein ... | Membership & Website | 610-437-7070 x 212 |
| Don Marron | Public Relations | 610-439-1600 x 135 |
| Ann McManus | Community Service | 610-434-0875 |
| Bob Stevens | Communication & the SMILE | 610-390-7787 |
| Heather Strencosky | Youth | 610-351-8297 |
| Nan Yarrish | Program | 610-434-2648 |

Foundation Board Members

| | |
|-------------------------------------|--------------|
| Wallace Eldridge, Chairperson | 610-366-0843 |
| Jim Bova | 610-435-7489 |
| Larry Campbell | 610-398-9612 |
| 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 |

Rotary International Foundation

Nov. 4 - November is Rotary International Foundation month. Larry Campbell chaired the program and our Paul Harris Fellows spoke about the meaning of Rotary to them. The Allentown Rotary Club had 112 Paul Harris Fellows, with 40 current members who are Paul Harris Fellows.

Ellen Baker Gherlardi had spent some time living in England and was always curious about the symbol that she saw when she traveled. She informed the club that you can specify where you would like your donations to go. There are lots of projects designated for partnerships with clubs and individuals. This can give Rotarians the opportunity to travel and participate on projects around the world. Rotarians are also able to leave donations in their wills and bequests.

Grayson McNair was a junior at Emmaus High School in 1957 and was involved in the Youth Leadership program through the Emmaus Rotary Club Foundation. Rotary International supported his high school classmate, Henry McClennahan Jr. who had polio. Grayson is proud to support Rotary knowing someone who was affected and living with polio. Grayson presented the club with a check for all of the dictionaries for the Sheridan School in Allentown. Thank you, Grayson.

Barbara Bigelow is a double Paul Harris Fellow and presented a check to become a triple Paul Harris Fellow. Barbara spoke about service above self which is a motto

(Continued on page six.)

Classification Talk



Michael Donovan

Sept. 9 - It was clear throughout his classification talk that Michael Donovan brings a wide variety of experiences and viewpoints to our club. In addition to serving as Democratic Allentown City Council member, he is actively involved in our community through the Conference of Church's Homeless Support Service Committee, two Chamber of Commerce boards, and as member of the Parking Authority, AEDC and Arts Commission boards. In regard to his role as council member, he serves on the city's Administration and Rules committees.

Rotary is not new to Michael who, in the past, was a member of a Rotary Club in Maine and he took the opportunity of his classification talk to tie his views on free market economics and capitalism to the Four-Way Test of Rotary and his belief that a strong ethical basis is needed in business to counteract the tendency to adopt a life philosophy that espouses "You're on you own, sucker." He also

expressed his interest in urban environments, including issues related to inclusiveness.

Michael is an associate professor of business at Cedar Crest College. He holds a bachelor's degree in Government from Bowdoin College and the MBA from Columbia University. He also completed additional graduate level studies at the University of Southern Maine's Muskie School. Prior to moving to the Lehigh Valley, his career spanned banking, industrial engineering, business and public sector management.

~ Carol Jones



December

- 2 Julie Thomases
- 5 Michael Egan
- 8 Rosemary Ackerman
- 10 Jeff Goodling
- 13 Robert Black
- 13 David Hill
- 14 Thomas Christman
- 16 Grayson McNair
- 22 Rusty Sullivan, Jr.
- 24 Frank St. Amour
- 27 Bob Stevens



From the District Governor



Bill Jahn

As we enter the month of December, our families become the focus of our lives. We celebrated Thanksgiving for all the wonderful things we have been given this past year and now we concentrate on those that mean so much to us. Let us strengthen our Rotary ties as well by stating to all that we personally support our Rotary Motto – Service above self. There are innumerable opportunities to volunteer in our community to make this season brighter for those that are not as fortunate as we. Invite your family to join you at soup kitchen, a food drive or ringing the bell at the famous Red Kettles to share themselves with others. The reward received is far greater than anything we can buy!

Remaining on the theme of providing service – the FLEX Club of the Lehigh Valley provides **the best opportunity for you to make up a meeting**. Sue Reeps, their online program chair, provides great e-learning opportunities each

(Continued on page four.)



Dan's Camera City

Sept. 16 – Dan's Camera City is probably one of the Lehigh Valley's most recognized retail names. In 1977, Dan Parecki left one of the large "box store" camera department's and founded his own store. His idea was to make people who wanted to take pictures feel welcome, and not just sell cameras, but help them with using them.

Up to that time, Dan reminded us, the camera industry was somewhat of a mystique. The controls were complex, most were German made, and the smallest possible numbers were used in the instructions. Dan wanted customers to know that "no question is a bad one."

Dan himself showed us some of his old advertisements. "With Dan's help it's a snap," an ad offering free instruction with a purchase and other ads inviting people to simply browse. As business grew, he moved to a larger location just off 15th street, near

Route 22, in Allentown. He noted that he did not want to be near any mall or major chains. As the marketplace became more crowded, and as consumer needs evolved, his phi-

losophy continued to be that customers come in for a specific reason and you must stay relevant as new products are developed for the marketplace.

In 1995, Dan retired and sold the business to his operating manager, Michael Woodward and another co-worker. Michael then took our podium to talk about the new directions of the business. They now offer Dan's Photo University (and already this year over 4,000 people have gone through DPU) to provide all kinds of lessons and help, on-location shooting and printing, Santa pictures for photo album shots and even a wedding photo organizer. The latter, Michael said, accomplishes four things: it solves a problem, saves time, reduces stress and saves money!

New products are also coming along. Among them are gallery wrap prints, new "stick pix" for the walls, new photo books for photo keepsakes and special photo cutting boards (marble, sandstone, etc.).

Michael stated that Dan's business philosophy is not just to stay relevant, but to balance opportunities with a strategic

vision, to really engage the customer, to empower all staff and to invest more and alter plans to "either go ahead or pull the plug if something is not working."

This was both an enjoyable and enlightening meeting, providing insights into both the world of the camera and into one of Allentown and the Lehigh Valley's long-standing businesses. Can't get the right focus? Stop by Dan's.

~ Jim Harper



Reach Within to Embrace Humanity

District Governor

(Continued from page three.)

week – yes they are different each week – for you to catch up on Rotary news and Rotary information. Just a 30 minute make up session and you are fulfilling your weekly attendance requirement. The great part is you will become a far more enlightened Rotarian with each session. Go to <http://lve.clubexpress.com> and check out this great opportunity!

Rotary is as wonderful way to share what good can be done in the world by a network of concerned individuals that truly share the value of "Service Above Self."

Happy Holidays!

~ Bill Jahn

Rotaplast



Cheiloschisis and Palatoschisis

Oct. 21 - It is difficult to imagine a more worthy cause than Rotary's Rotaplast effort. Club members learned much more about the effort when Jill Wilson Long shared her experiences as a member of the Rotaplast team dispatched to Pereira, Columbia. Although many of her "before" photos were heart wrenching, the beautiful smiles of those children who were selected for free cleft lip (cheiloschisis) and palate (palatoschisis) surgery were nothing short of incredible!

Over the years, Rotary has sponsored 159 Rotaplast missions throughout the world. These missions have changed the lives of 14,232 children for the better. The upcoming mission location is Cebu City, the Phillipines, in partnership with the Rotary Club of Cebu Port Center. The



Cebu Port Center Club will help by conducting community outreach to identify children in need, raise money to feed and house the children's families, and also evaluate each child two months before the mission to make sure that they are eligible for surgery. More than 90 children are awaiting the Rotaplast Medical Team.

The cost of each mission is about \$80,000 for the delivery of lip and cleft palate surgeries valued at nearly \$500,000. Donations are being solicited to support the mission. Ninety-two cents of each dollar Rotarians donate goes directly to the mission. Funds were raised through the Rotary International District 7430 TV Auction, televised live on WFMZ TV Channel 69 on Saturday, December 3, 2011.

~ Carol Jones

In Memoriam



Past District Governor, Yvette M. Palmer, 71, of Emmaus, PA passed away following a long battle with lymphoma. PDG Yvette has been the most influential Rotarian in our District in recent memory, acting as a mentor for the last six District Governors as well as The Rotary Foundation expert and Polio Plus champion. She has served as the General Chair of our Multi-district PETS, Rotary Zone 32 Institute Program Chair and the Regional Vice Chair of the Rotary Leadership Institute. Together with PDG Bill Palmer, Yvette was a multiple Paul Harris Fellow, Major Donor, a Rotary Foundation Benefactor and a Bequest Society Member. Yvette has left an indelible mark on Rotary as we in District 7430 are well aware.

On behalf of District 7430 we offer our great respect and prayers to the Palmer family.

~ Bill Jahn
District Governor

Allentown School District Foundation

Oct. 29 - I believe most of us were unaware of the Allentown School District Foundation until the very enlightening meeting by four speakers who discussed the various aspects and activities of this very new Foundation. Established just over two years ago, the Foundation exists to enable enrichment opportunities, which otherwise would be unavailable, to Allentown's two high schools and four middle schools.

From its inception, it achieved 501c3 charitable status, providing opportunities for donations and enabling grants. In this brief period of time, the Foundation has already provided scholarships in the amount of \$3,000 to both Allen and Dieruff high schools.

Barry Halper, president of the Foundation, spoke about the initial goal to form a vehicle to provide teacher grants for innovative programming. This has already meant activities across the arts that would have been impossible within current budget restrictions.

Deborah Roberson, the Foundation vice president, then advised us about a forthcoming summer arts celebration to be held at PPL Plaza and a March spring musical that will include all middle and

high school performers. She noted that details of both will be provided to Rotary closer to the dates. In addition, she spoke about a successful art auction sponsored by the Foundation that featured the works of Allentown School District students.

John Sechler, theater department head at William Allen High School, talked of the valuable support of the Foundation enabling his department to help students with public speaking skills.

Domingo Ramirez, a ninth grade student from Louis Dieruff High School, then told of his experiences performing in musical theater events and of his participation with the High Notes, a combined vocal group from the six schools. He encouraged attendance at the High Notes performance at the upcoming March concert.

~ Jim Harper

Rotary Foundation GSE Program

(Continued from page one.)

from Kids Peace, Theresa Kuhar, a nurse, Susan Wilusz, a marketing professional, and Rebecca Yaegerman, an attorney, made the trip together between March 5 to April 6.

Cindy expressed her amazement at the level of community service provided by the Rotary clubs they visited. There were sanitation programs to teach kids about hand washing, medical and dental missions, orphanages, a school for the blind, and a lot of feeding programs. Cindy said they put U.S. Rotary clubs to shame, but added that Rotary is the real safety-net program in the Philippines. "Without Rotarians," Cindy said, "there would be no services for the poor."

~ Arlene Daily

Rotary International Foundation

(Continued from page two.)

for Rotary. She read us her Scorpio horoscope and part of her horoscope stated that you do not get ahead without helping people. She has spent her time helping others and will continue to do so.

Fr. Frank St. Amour is a triple Paul Harris Fellow and showed the club two videos. One was on hunger and the other on literacy. These are just two areas that fellow Rotarians have helped communities to become a better place for families and children. There are 1.2 million out of 7 billion people in the world who are Rotarians. Paul Harris felt that service is the basis of all business. Fr. Frank told the club that he has "drunk the Kool-Aid." Rotarians are citizens of the world and he is proud to be a Rotarian.

There are many ways to give to Rotary. Rotarians can send donations with club dues renewal, visit www.rotary.org online to make a contribution, fill out a contribution form in the Rotary Foundation brochure, or leave a legacy.

~ Kati LaBuda

From the Membership Committee

Everyone seems to wonder about Rotary's attendance requirement, and I think it's time we try to answer why it is so important. We would also like to remind our members of the different attendance policies and procedures – RI and our club have made it very easy for you to have great attendance.

Did you know that our attendance logs get reported to the District and to RI? We are measured by our members' attendance which currently averages about 55%. Low attendance is a barometer for member retention, so we want to make sure that each member is fully engaged in our club!

We know that it is very difficult to have 50-year perfect attendance like Wilmer Schultz and a few others in the Lehigh Valley, and we congratulate them on that phenomenal achievement!

First and foremost, attendance is important for maintaining the connection to our club. We want you to be engaged in our club, and we want our club members to engage with you. The more you put into The Allentown Rotary Club, the more you will get out of it. That sounds like RI's Second Motto: ***They profit most who serve best.***

This is why we feel the

requirement to serve on a committee is so critical. Your energy and time are crucially needed to keep our club serving to our best capacity – believe me, the local and global need for your participation in the Allentown Rotary Club has not waned!

We do recognize that “life happens,” and that you may not be able to achieve 100% attendance from our regular Friday meetings. That is understandable, and you should know that there are many other options to get your make-up attendance, such as:

- Attending a committee meeting
- Participating in one of our service projects
- Attending a Rotary Club meeting anywhere in the world – and even online – (full instructions and links are posted online: www.allentownrotary.org/orientation)
- Attending one of our monthly club board meetings

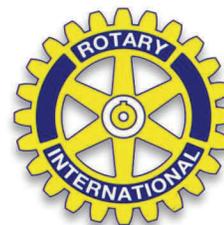
If you will be unable to make it to meetings for a long period of time, please submit a Leave of Absence request to our club secretary, Barbara Bigelow secretary@allentownrotary.org.

Did you know about Rotary International's “Rule of 85” that exempts certain members from the attendance requirement? According to the RI Secretary's Manual, to comply with the Rule of 85, a member must be 65 and have at least 20 cumulative years of membership in

Rotary. If you meet the rule of 85, and believe that you (and our club) would benefit from being excused from the RI attendance requirement, please send your written request to the board for their approval.

I have posted the full information on the web site above for your convenience. Please feel free to share it with others. If there is anything else we can do to provide excellent service to you, or to help you get more out of your membership in our club, please let me know!

Yours in rotary service,
Jonathan Epstein
je@berger-epstein.com
(610) 437-7070 x212



Upcoming Events

Dec. 23 - No Meeting

Dec. 30 - No Meeting

Jan. 6 - Classification Talk by
Lois Ann Oakes

Jan. 13 - Allentown School
District Update by
Dr. C. Russel Mayo

Community Service Grant Recipients



left to right: Tom Mulderick, Suzy Welliver, Samantha Seibert (Diakon), Veronica Elias (YM/WCA), Mike Kukitz (Salvation Army) and Mike Mauro (Allentown Rescue Mission)

Iobst Multiple Awardees



Larry Campbell presents “multiple” award recognition pins to Rotarians who have contributed \$1,000 to the Richard Iobst fund twice or more. They include (left to right) Bob Stevens, Ibi Balog, Barbara Bigelow, Jean Fox, Peter Smith, Wallace Eldridge, Tom Christman, and (not pictured) Rolf Schlake and Grayson McNair.

the Rotary Smile



Allentown Rotary Club
5540 German Road
Emmaus, PA 18049

