

the Rotary Smile

Allentown, Pennsylvania

www.AllentownRotary.org

May - June 2012



Run in the Rain Purple Pinkie Day 5K Race a Success

Apr. 22—In a light rainfall the runners and walkers lined up waiting for the start signal at DeSales University for the second annual Purple Pinkie Day 5K run / walk to raise funds to help eradicate polio. Starting this year the event is named the Yvette M. Palmer 5K in memory of PDG Yvette who passed away in December of 2011. Yvette helped launch this annual event in 2011. Yvette's husband, PDG Bill Palmer, sounded the horn to begin the race.

This wonderful event is planned and executed by the members of the Rotaract club of DeSales University that is sponsored by the Saucon Rotary club.

An estimated 70 runners and walkers participated and trophies and medals were awarded to the best times overall and in their age groups with PDG Bill helping. Yvette's daughter, Kim Pyne, her husband Bill and son Bryandon and daughter Arista, along with Yvette's granddaughter Kathi Calandra all walked the course. Yvette's stepson, Dave Palmer, ran the 5K and took first place in his age group. The Rotaract ladies presented Kim with beautiful fresh cut yellow roses as a tribute.

(Continued on page four.)



Bernadette, before surgery.

Take a Trip... Make a Difference

Did you ever want to do Rotary's work in a foreign country? This is your chance! You can help bring smiles to faces of economically deprived children with cleft lip

and palate in Cebu City, Philippines, October 7-21, 2012. You will experience the unique emotion and self-satisfaction of changing a child's life forever.

Rotaplast International is a non-profit organization that provides free surgery to children in developing countries who are born with cleft lip and palate anomalies. Rotaplast seeks to provide long-term solutions by funding and coordinating surgical missions; training and mentoring local physicians; launching public education projects; and advancing research.

Visit <http://www.youtube.com/watch?v=AvWbc4TLfaY> for a touching video about the Bago City, Philippines 2008 mission.

The Rotaplast Committee of District 7430 now is accepting applications for the next mission to Cebu City, Philippines, in October. Ten non-medical volunteers from District 7430 are selected to participate in each mission. As non-medical volunteers, Rotarians pay for their own transportation and for some of the meals. The estimated total cost to be a part of this wonderful 2012 Rotaplast Team is approximately \$2,000. The deadline for application is July 1, 2012.

For information about this medical mission and to download the application, please visit our web site at www.rotarydistrict7430.org and click on Service, then International, then Rotaplast, or contact Rotarian Alicia Ruiz Orbin aruizorbin@aol.com / 610-481-9618.



Bernadette, immediately after surgery.

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
Ann McManus	Community Service	610-434-0875
Bob Stevens	Communication & the SMILE	610-390-7787
Nan Yarrish	Program	610-434-2648

Foundation Board Members

Frank St. Amour, Chairperson	610-435-3901
Jim Bova	610-435-7489
Larry Campbell	610-398-9612
Tom Christman	610-434-9645
Wallace Eldridge	610-366-0843
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
Marci Schick	610-794-5129
Pete Smith	610-395-7700



El Sistema

Mar. 9 – Steven Liu provided a fascinating up-date of the free music education program now in full operation at Allentown's Roosevelt Elementary School. Begun just last October, currently 840 students ages 3 to 17 have participated in this unique musical experience, learning strings and choral work. This program, under auspices of the Allentown Symphony Association, serves low income families five to six days each week. Students have instruction three to four hours a day after school.

Steven is in charge of the program, which has its beginnings in a like program in Venezuela some years ago. He noted it is not just about music, but requires prompt class attendance, behavior referrals if necessary and teacher and parent self assessments. Free as it may be to the children, the program has ongoing expenses. Current

(Continued on page three.)



Jeff Zahr talks with Debra Lamb after his presentation.

Farmland, Farmers and Local Food

A farmer is one of the most intelligent in our community.
- Lewis Bromfield

Mar. 23 – As a farmer’s daughter I was deeply moved by Jeff Zahr’s presentation on farmland preservation and the importance of farmers to our well-being as a society. Jeff has been head of the Lehigh County Preservation Program which started in 1989 and the proud owner of a Berks County small farm.

Why care about farmland preservation? As bumper stickers declare, “No Farms, No Food,” or even more important, “No Farms, No Beer.” In 2002 Lehigh County lost 4.5 square miles of farmland to housing. Currently there are 20,427 acres or 246 farms in

Lehigh County in the Preservation Program. In Lehigh and Northampton County there are 152,000 acres of farmland that could feed 40% of the population: half an acre for one year for one person if vegetarian and two acres for one year for meat eaters!

Why conserve land? Agriculture is the number one industry in Pennsylvania; one out of seven jobs is related to agriculture. Farms keep property taxes down as cows don’t go to school. Environmental services protect fish and surface waters.

What about farmers? The average age of local farmers is 57. In 2009 Lehigh Valley households spent \$1.3 billion in food purchases. If \$10/per week was shifted to local farmers the yield would be \$67 million locally. To that end the Lehigh County Preservation Program has established three initiatives: 1) TheSeed-

Farm.org: an agri-business incubator that provides new farmer training and a farm stewardship program which teaches how to run the business end of farming; the establishment of community gardens; and Community Supported Agriculture wherein community members pay ahead to get weekly volumes of vegetables.

Lehigh County Preservation is funded largely via tax dollars from various sources such as cigarettes, the general fund, and Lehigh County taxpayers. It is money well invested!

~ Chris Nelson,
a farmer’s daughter

El Sistema

(Continued from page two.)

sponsors are Susquehanna Bank, Linny and Beall Fowler and Music and the Arts. Financial help has allowed each of the children to be playing on their own individual instruments. He also stated that programs such as this also become “schools of social life.”

There is nothing like showing results. Steven brought five first and second graders to play violin numbers for the Club. As expected, the first number was “Mary Had A Little Lamb,” followed by “Twinkle, Twinkle, Little Star.” A rousing Rotary applause followed.

(Continued on page four.)



Nancy Miltenberger's grandsons, from the left, Daniel, James and Thomas Garrou.

Autism: Light it up Blue

Mar. 16 – The Allentown Rotary Club had the pleasure to listen to Nancy Miltenberger, who educated us about Autism. She has two 14 year-old fraternal twin grandsons, Thomas and James who have autism. They received their diagnosis 12 years ago in Richmond, VA. Since then, her daughter has moved back up to the Lehigh Valley to be closer to her parents.

Autism is a neurological disorder that impairs a person's ability to communicate and relate to others. Autism affects one in 110 children. Boys are four times more likely to have autism compared to girls. It is the fastest growing developmental disability in the United States. There are more children who receive the diagnosis of autism than the diagnosis of AIDS, juvenile diabetes, and childhood cancer. It usually occurs

during the first three years of their life. There is no interaction with people, no babbling, or not pointing. Nancy stated that "pointing is so important to little kids." Children point at so many things whether it is a way to get

something that they want or to show someone something.

Autism Speaks is an organization founded in 2005 by Suzanne and Bob Wright. They have a grandson with autism. The organization's mission is about research, awareness, advocacy, and family services. They are trying to help those who struggle with autism. The majority of the funding that Autism Speaks receives goes to their research. There was a study done about identical and fraternal twins. The results were that fraternal twins had a higher chance of both of them having autism. This is not just something genetic; it could take into consideration the environment.

April was Autism Awareness Month. April 2nd was World Autism Awareness Day and Light It Up Blue took place all over the world and the Lehigh Valley. This is a way to raise awareness about autism. All those who participated lit their lights to blue.

~ Kati LaBuda

El Sistema

(Continued from page three.)

There have already been notable success stories since the beginnings of the Venezuelan program. A young man, Edison Ruiz, is currently one of twelve bassists with the Berlin Philharmonic. Others have gained positions with the Simon Bolivar Symphony Orchestra.

Community engagement from this program, said Steven, is critical. These students, for the most part, are "searching for identity." Along with learning music at any level, Steven hopes it will help with eventual college and employment, and should help decrease criminal behaviors and domestic violence levels. We can be very grateful for this unique Allentown Symphony project and for the leadership brought to it by Steven Liu.

~ Jim Harper



Purple Pinkie 5K

(Continued from page one.)

The final total of funds raised is estimated to be about \$4,000 for Polio eradication. The children of the world thank all involved, as do the RI Foundation staff members. Well done.

~ PDG Bill Palmer

	Membership	Fellowship	Service	Program	Youth	Publicity	Club Leadership & Governance	Rotary International / District 7430
MEMBERSHIP								
<i>The Allentown Rotary Club Membership Committee strives to educate, retain and recruit a dynamic service-committed membership base representative of the City of Allentown's diverse community.</i>								
Adapt to the needs and schedules of our diverse membership base, and attract new members by	✓	✓		✓		✓		
1. Hold meetings off-site at Members' facilities	✓	✓		✓		✓		
2. Tiered Memberships (e.g. Corporate Membership, Auxiliary Membership, Family Membership, etc...)	✓							

Allentown Rotary Club Strategic Plan

Apr. 13 – Friday the 13th was a very luck day for our club members! We were treated to a brilliant presentation by incoming president, Jonathan Epstein. He charged us up by reviewing details of the club's strategic plan efforts.

When I told Jonathan I was the scribe, he reminded me to write that he spoke to an overflow audience, the partition between the ballrooms had to be opened to accommodate the masses, members were enthralled, he received a standing ovation and applause was deafening. Okay....

So...now, for my more subdued style and your reading pleasure...

First, we need to thank the hard work of the strategic planning committee - Jonathan Epstein, Bob Stevens, Barbara Bigelow, Don Wieand, Tom Christman, Judy Barberich, Larry Campbell, Ann McManus and president, Theresa Podguski.

Last year they started a project to develop a plan for the

club's strategic direction. A questionnaire was created and sent asking members to comment about various topics, such as their perceptions of Rotary International and our club (programming, services, etc.) and for suggestions going forward.

After the meeting, members received the survey results and an outline for a strategic plan via email. The committee is requesting each of us to review the materials, provide input, and get engaged to make our club more vibrant and meaningful. Everyone is invited to become part of the process as the information is digested and then prepared for implementation in the future.

So, what does the survey say? We like educational programming about Allentown, local businesses, Rotary International and economic development; we have a strong connection to our club; most read the SMILE regularly (let me know and I'll confirm that result); and the Dictionary Project and Pool Pals are our favorite projects with Polio Plus as the favorite RI project.

Members believe our club is comprised of interesting and

diverse individuals, but we're not overly active - and we can be insular and could benefit from new ideas. We tend to have the same people attend fellowship events and more thought can be given to include spouses and partners. And we need to put more emphasis on increasing membership.

Get involved: read the survey, the plan outline and give your comments to Jonathan and the committee. This is our club and it's up to each of us to shape its continued success.

~ Kathy Frazier



Happy Birthday!

May

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



**Join us
for the
Allentown Rotary
Monte Carlo Night
at
Good Shepherd
Monday, June 11**

Contact Pat Meehan (610-966-8034) for more information.

the Rotary Smile



Allentown Rotary Club
229 N. 27th Street
Allentown, PA 18104