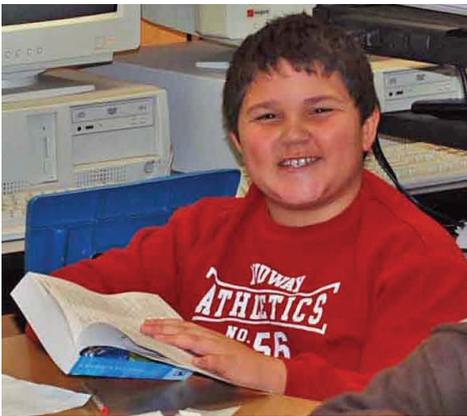


the Rotary Smile

Allentown, Pennsylvania

www.AllentownRotary.org

October - November 2012



Support the Dictionary Project

Internet access is not readily or immediately available to many children. A paperback dictionary can be kept in a child's desk or backpack and so is available anytime. Children can mark words, discover new words while looking for a specific word. They also discover other kinds of information as they explore the book.

Rotarians who distribute the books also have learned that for some children, the dictionary we give them is the very first book they can call their own.

Sheridan Elementary School principal, Michele Ryan, noted, it is "wonderful seeing the interactions of our students with Rotarians.... we are most appreciative to the Allentown Rotary Club for providing our children with these tools for learning."

Can you help? Volunteer to help distribute the books this year, or make a contribution earmarked "Dictionary Project."

5K Raises More Than 5K for Scholarship Fund

On a bleak October morning, a race to benefit graduates of Allentown high schools was run. After months of preparation, Kati LaBuda gave the signal and off they went! Through the picturesque Trexler Nature Preserve in Schnecksville runners and walkers travelled a 3.1 mile course.

Many Rotarians, spouses, and friends volunteered to plan and execute the day, all to raise funds for scholarships for graduates of Allentown's high schools. After expenses of the race, the net proceeds totaled \$5,440.86.

Thank you to these Rotarians volunteered to make the race happen: Kati Labuda and Shaun, Deb Kipp, Barb Bigelow, Hester Bade, Kathy Frazier, Carl Henzelman, Tom Christman, Janet Roth, Avery Smith, Pete Smith, Sallie Smith, John Malia, Larry Campbell, Tina Campbell, Randall Forte, Christine Bauder, Ken Kirshner, Jackie Lewis, Nancy Knoebel, Bob Jacobs, Marci Schick and Roger Durperee.

And thank you to these brave Rotarians who actually participated in the race itself!

Marc and Joann Basist

Avery Smith

Lisa Luciano

Bill Hoffman

Marci Schick

Joyce Marin

Wendy Body

Jeff and Donna Goodling

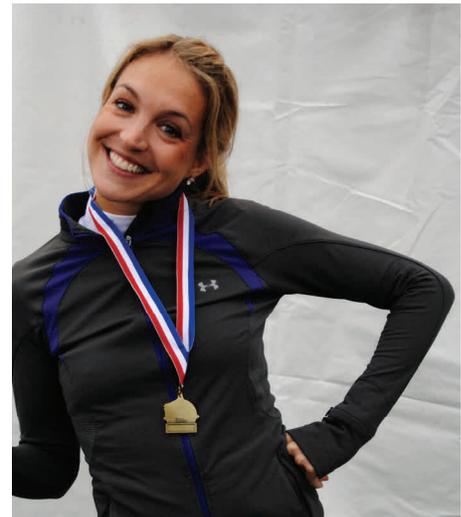
Nancy Knoebel

Wally Eldridge

Janet Roth and David Panton

Mark and Alyssa Emswiler

Jonathan, Iris Epstein and sons



Avery Smith
in the winner's circle!

Go to our website <http://allentownrotary.org/5k/> where you'll find our sponsors and a great photo-journal, thanks to Jackie Lewis.

~ Janet Roth

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	Jonathan Epstein	610-437-7070 x 212
President-Elect	Bob Stevens	610-390-7787
Secretary	Barbara Bigelow	610-437-0795
Treasurer	Tom Christman	610-434-9645
Past-President	Theresa Podguski	610-778-3303

Board of Directors

Committee

Phone

Christine Bauder ...	Fellowship & Communication	610-821-0311
Jim Bova	Badge Board/Hospitality	610-435-7489
Roger Duperree	Program	610-432-0129
Mark E. Emswiler	Scholarship Co-Chair	610-967-2141
Jeff Goodling	Scholarship Co-Chair	484-357-7300
Bill Hoffman	Youth.....	610-437-7517
Ann McManus	Community Service	610-434-0875
Theresa Podguski	Paul Harris/ Iobst awards	610-778-3303
Alicia Ruiz-Orbin	International Committee	610-351-4288
Bob Stevens	Membership & the SMILE	610-390-7787

Foundation Board Members

Frank St. Amour, President	610-435-3901
Don Bernhard	610-774-5458
Tom Christman	610-434-9645
Karen M. El-Chaar	610-437-7750
Mark Emswiler	610-967-2141
Jonathan Epstein	610-437-7070 x 212
Kati LaBuda	610-709-9715
Ann McManus	610-434-0875
Amy Meleck	610-867-1689
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Janet Roth	610-434-9645
Marci Schick	610-794-5129
Pete Smith	610-395-7700
Bob Stevens	610-435-2412
Don Wieand	610-997-5071

From the President



Jonathan Epstein with
Rotary International
President-Elect Sakuji Tanaka.

Greetings, Allentown Rotarians!

This is a very exciting time to be an Allentown Rotarian, and I invite you to get involved on our committees and boards and help us to be a stronger, more energetic

“ It is our obligation as Rotarians to keep our clubs and project strong and relevant; neither of which can be achieved without ideas and support from new members.”

and visible Rotary Club. To illustrate some of what your Club Leadership has been doing, I want to use this column to report news from your Club Board. First, some bad news: our membership currently stands at 98 Members, which is down about 14% from

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Stephen Patterson

Disaster Relief Task Force

Aug. 10 – Stephen Patterson, Senior Vice President with TD Bank explained that after Allentown’s gas explosion on February 9, 2011 he worked with Alan Jennings and Susan Gilmore to form the Disaster Relief Task Force so that there would be better coordination of agencies that respond to disasters.

After the gas explosion rocked Allentown and the Lehigh Valley, people around the Lehigh Valley reached out to help those affected. The Red Cross was on the scene very early, however, they only provide short-term help. For long-term help for disasters, the business community wondered “How can we help?” People started to raise money but wondered who they should give it to.

It was identified that the Lehigh Valley needed a coordinated effort. United Way and CACLV collected money, evaluated needs, distributed

funds and provided counseling for victims. They created the Allentown Family Fund with over \$210,000 that was donated. When people knew where the money was going, they wanted to give more. Even, so, by June they realized, “We need to do better next time.”

People came together in June of 2011 from private industry, non-profits and emergency management personnel. They wanted to understand at a deeper level, what happens to people affected by a disaster.

The Disaster Relief Task Force partnered with regional agencies at a Red Cross meeting. They thought about what happens when a disaster occurs anywhere in the Lehigh Valley. The task force recruited senior citizens to volunteer for the next disaster, developed a working document that explains the agencies that will help, and a method of how to respond to the disaster as well as a method of collecting funds to help. Their effort is ongoing and volunteers are still needed. They meet once a month to continue to coordinate their efforts.

If someone wants to donate or volunteer who should someone contact? The United Way of the Greater Lehigh Valley will be the collector of the funds for any future events. Depending upon where the disaster occurs, the organization that coordinates volunteers may be different.

~ Joyce Marin

From the President

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115 (June 30). We typically see a small reduction of members when we issue our annual renewal notices, but this is a significant loss. It is our obligation, as Rotarians, to keep our club and projects strong and relevant; neither of which can be achieved without ideas and support from new members. I made my plea as Membership Chairperson last year, and will remind us again:

every one of us is on the Membership Committee!

The Membership Committee is also working on a Transportation Initiative to pair Rotarians who need rides with those who can drive members to and from events: programs, fellowship events, etc. This exciting initiative is good for our club, our members and for the planet!

We are also making great strides with community service – our club board has earmarked \$2,000 for a District Simplified Grant to be combined with Emmaus (also contributing \$2,000) and Allentown West (contributing \$1,000). If we receive the grant, our \$2,000 will yield a total of \$10,000 to be used for the Sixth Street Shelter’s purchase of bunk beds. Turning our \$2,000 into \$10,000 for this project represents a 400% return, and illustrates

(Continued on page four.)

Point - Allentown's Water and Sewer Facilities



Mayor Ed Pawlowski

Repairing a Broken Foundation and Rebuilding the City's Fiscal Base

Aug. 24 – Mayor Ed Pawlowski delivered a presentation to explain his administration's plan to tackle Allentown's looming financial crisis - leasing the city's water and sewer facilities.

Citing the many years and tactics the city has employed to battle the difficult financial situation, the mayor outlined the additional challenges that lie ahead. These include a dwindling fiscal base due to the recession, long term labor contracts, crippling pension costs, and increasing health care costs.

For example, after budget revenue shortfalls the past four years, the general fund is on the way to being depleted if further

action is not taken. One major culprit is the anticipated rising pension costs, which are expected to be 25% of the city's budget.

This year, the city restructured its personnel benefits (primarily for fire and police) and decided to develop and implement a practical funding solution to significantly reduce Allentown's unfunded pension liability. Although the administration has been working diligently to reverse the monetary bleeding, methods used in the past, and these recent actions, will not be enough to meet the impending challenge.

Therefore, the mayor is proposing leasing Allentown's water and sewer utilities. It is anticipated that the financial benefits of any lease agreement will dramatically reduce the required payments for the pension liability and thus eliminate the need for a large future tax increase.

This lease agreement will be a form of a private-public partnership that enables a municipality to raise funds by monetizing existing infrastructure while still retaining ownership and the ability to retain oversight over the various public concerns related to these utility services.

The agreement will be 40 to 50 years in length, existing labor agreements are anticipated to remain in force, the city will not be liable for future operat-

ing or capital costs, and it will enable the city to share revenues with any entity who administers the services.

The city has already held four public meetings and received several responses to its Request for Quotation (RFQ). Next steps include a city council vote on the proposal, and if approved, a Request for Proposal (RFP) will be issued in October. By year's end, the winning "bidder" will be announced.

The mayor is confident any leasing of the water and sewer facilities will put Allentown on the road to economic recovery, stability and sustainability.

~ Kathy Frazier

From the President

(continued from page three.)

clearly how partnerships have a greater collective return than our own individual efforts could.

I am proud of the partnerships we have created – not only in service, but with fellowship. I am pleased to announce that we are rekindling an old Thanksgiving tradition with Bethlehem Rotary: they will be hosting us for lunch on Wednesday, November 14th. We will provide further details in the

(Continued on next page.)

Counterpoint - Allentown's Water and Sewer Facilities



Former Allentown mayor, Bill Heydt

Selling the City of Allentown's Water and Sewer Facilities is not the Solution

Sept. 21 – To sell or not to sell? That is the issue facing Mayor Pawlowski and the City of Allentown regarding the city's water/sewerage facilities. Why? It's a matter of seeking ways to alleviate the

ongoing commitment to pensions that might possibly lead the city into bankruptcy.

Former mayor, Bill Heydt, on the other hand, opposed putting these facilities into hands other than the municipality. He gave the club a number of specifics that he believes would affect any sale or lease of these services. He spelled out a number of issues: first, an increase in property taxes is all but inevitable; second, 200 to 300 people may have to change or lose positions under a new arrangement; third, he predicts a rate increase of from 200 to 300 percent within two years of any transfer of facilities; fourth, he suggested that any sale might also raise earned income taxes.

Mayor Heydt is also concerned that Allentown's park system will be affected by loss of income that now goes into park improvement and mainte-

nance. Also, he is worried about proper protection of the current watershed. "How much land will any new entity take care of?" he asked. He is also certain that any change made will be but a short-term solution to a long-term problem. The treatment facility is, currently, the biggest asset of the City of Allentown.

He noted that nine different municipalities are affected by Allentown's systems, with seven directly connected. To serve the city and the surrounding area, the City of Allentown's water filtration plant went through a \$20 million dollar upgrade and modernization in 1997. It currently meets quality standards that are about 50% more strict than the federal and state regulatory requirements. This is, indeed, a difficult situation for the City of Allentown, and all of us need to "stay tuned."

~ Jim Harper

From the President

(continued from page four.)

coming weeks, but please mark your calendars now!

Another change is that we are not offering our Community Service Grants this year. Instead, the Community Service Committee has been asked by the Foundation Board (and in conjunction with the Strategic Planning Committee), to identify a project that would be a good fit for our club: one that offers a financial component and also a hands-on

component for our members. I have heard some preliminary ideas and am excited about the opportunities ahead for our club through our Community Service Committee.

Yes, this is an exciting time to be an Allentown Rotarian. There are more changes than those listed, and I invite you to be part of them! Please join one of our committees today – your time and input are what makes our club great!

Proud to be an
Allentown Rotarian, Jonathan



Celebrate Allentown's 250th Anniversary

Aug. 17 – Pastor Bob Stevens chaired the Semiquincentennial program to inform the club of the festivities that are occurring in Allentown in 2012. Allentown is celebrating their 250th anniversary this year and it is a yearlong celebration that kicked off on New Year's Eve 2011. Pastor Bob explained to the club the meaning of Semiquincentennial. Centennial means 100, quin is five, semi is half so if you take half of 500 you get 250 years. Pastor Bob told us some history about the area and where we sat for the Rotary meeting was once a field. It was a preserve used to hunt small game and when the settlers came to the area, they thought it was great because there were places to hunt. William Allen came from Philadel-

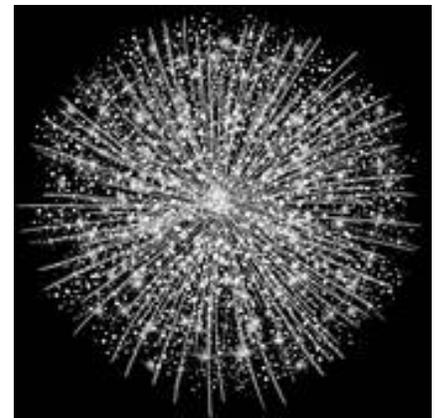
phia and in 1762 laid out a grid for a town. The town was originally called Northampton but everyone referred to it as Allen's town and hence the name Allentown. The town started with a few houses and a log church. The log church is almost at the same location as Zion's "Liberty Bell" Church today.

Every event will have a "250th theme", which takes place throughout the year. There are quite a number of events that will take place in September, such as the Arts and Culture event on September 9th in the Park Arts Park. September 29 is the Parade and Community Festival. Pastor Bob had a vision that came to him while dreaming one night; have the parade in Allentown down the regular route and then once it came into town, stop and have a party. It begins at William Allen High School with cannons booming and moves downtown to 9th Street. At 9th Street the bands and floats will take different paths. The floats move towards an area for judging and bands continue to play on a separate route. The Parade will be a celebration of history with 50-year sections up until present day. There will even be a section of what the future of Allentown brings. Those lucky parade goers will see history pass them by. The parade and festival are about the community. The Allentown Band which is the country's oldest civic band in history will perform. There is also a flag drill celebration with children to celebrate Harry

Trexler's Romper Day that has its 99th anniversary this year.

The year ends with a New Year's Eve celebration that starts at 6:00 p.m. They will raise a bell at 8:00 p.m. which ultimately will be dropped when the clock strikes midnight. Also available are horse and buggy rides, ice carvings, fire dancers, and may more activities for the festive evening. The night concludes at a \$75 per person party at the Allentown BrewWorks where midnight will be greeted with fireworks. Come join Allentown's 250th celebration at some of Allentown's special events. You may visit their website at www.allentownpa.gov/250 to find out additional information.

~ Kati LaBuda





Serving our Community

Sept. 14 – Few would deny that the Allentown Public Library has a rich history of service to our community. In fact, the library is celebrating its 100th birthday this year! Renee Haines, who has been at the helm at the library since 2009, provided an informative overview of the library’s history, current happenings and even plans for the future.

There has been some type of library presence in Allentown since the Civil War, when services were subscription-based and therefore available only to the elite who could afford the cost. The public library, however, got its start through the fundraising efforts of MUM (Members until Married), a group of the unmarried “shop girls” working for Hess Brothers. The \$14,000 they raised was enough to purchase a library building at the site of the current Holiday Inn and the library opened its doors in 1912 with more than 3,000 volumes and a full-time librarian. Once the seed was planted, the library flourished. Funding was granted from both Lehigh County and the City

of Allentown and in 1923 the first community library branches were opened. Even during the Great Depression the library played a central role in local history, when it was filled by those with lots of time to read because they were among the out-of-work. Again in 1948, additional community branches were opened. After much debate, in 1961 library funding was shifted, by public referendum, to the Allentown School District. Today, one half of the Library’s budget comes through the Allentown School District, with the remainder coming from Salisbury Township and state and private grants.

In the late 1960’s Kathryn Stephanoff, a staunch supporter of the public library system, took leadership responsibility and the Allentown Public Library continued to thrive until the 1970’s, when disaster struck. The Library caught on fire and burned to the ground. Even this disaster had a silverlining. Land was acquired at 12th and Hamilton Streets and a new, modern facility was built. Of note is the Allentown Rotary Club member involvement in the fundraising to support this project. Since then the Allentown Public Library has grown to become one of the best in Pennsylvania, with 87,500 registered borrowers and ½ million visitors in 2011.

Certainly, the library is a very different place than it was in 1912. Equipped with computer technology, drive through service, and most recently, e-

book and e-audio programs, it is well-positioned for a bright future. While the physical collection of books is likely to shrink as the role of technology in our lives grows, the Allentown Public Library remains a meeting place for the exchange of knowledge and ideas.

~ Carol Jones



Happy Birthday!

October

- 5 Michele Varricchio
- 13 Rolf Schlake
- 13 Bud Shaffer, Jr.
- 14 Donald Bernhard
- 18 Kati LaBuda
- 20 Rick Daugherty
- 22 Jay Geiger
- 22 Alma Perlis
- 22 Frank Whelan
- 24 Dolores Laputka
- 24 Janet Roth
- 29 Charles Shoemaker
- 29 Nan Yarrish
- 31 Joyce Marin

November

- 4 Christine Nelson
- 8 Marcella Moyer Schick
- 9 Barbara Bigelow
- 11 Holly Thomas
- 12 Dave Bausch
- 12 Peter Welsh
- 12 Charles Wilde
- 15 Deborah Fries-Jackson
- 16 Debra H. Lamb
- 20 Alan Black
- 24 Jim Harper
- 28 Ken Kirshner

Congratulations to Our 5K Winners



Congratulation to these runners who finished first in their age division (Allentown Rotarians in **bold**.)
Women: Stephanie Snyder, Jena Dubov, **Avery Smith**, Amy Kruzel, Jaime Henry, Michele Belisle (who also had the best time of 20:48), **Wendy Body**, **Nancy Knoebel**, Kathy Pearl, and Ann Marie Kachinski. Men: James Sage, Jackson Eaton, Wayne Dubov, **Marc Basist** and Tom Hock. For more information about the race, see the article on page one.

the Rotary Smile



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

