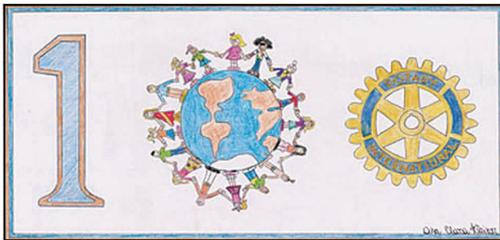




Centennial Anniversary Project Update



Not one but two projects are on the horizon to celebrate our centennial year: a Four-Way Test Fountain at Center Square, and a new service project with the Allentown School District.

Warren Armstrong, chair of the Centennial Project Committee, recently noted that “we went back to the drawing board” when the original project suggested did not work out. Many conversations later, after Wally Eldridge told Warren about a Rotary fountain erected by the Charleston, SC

Rotary Club, Warren spoke with Mayor Pawlowski about the possibilities for a fountain on the Arts Walk or in the downtown. The Mayor agreed that a fountain could be placed near the southeast corner of 7th

& Hamilton Streets, and said that if the Allentown Rotary could raise enough funds to build the fountain, the city would provide for the on-going costs for water, electric and maintenance.

A Fountain Design Team (Wendy Body, Rusty Sullivan, Ben Walbert and Dave Hornung, chair) completed two designs incorporating the Four-Way Test. After obtaining cost estimates the project proposal will be submitted to the Rotary Board, and then to the Club, for a vote.

In the meantime, several members of our Foundation Board met with Dr. Russ Mayo, superintendent of the Allentown School District, to discuss possible service projects that would support the students of the ASD. The project would be launched as part of our celebration of a Centennial of Service in the city of Allentown.

Save the date!
Centennial Gala
May 31, 2014
Lehigh Country Club

Reverse Raffle Rotary Fund-raiser

Allentown West invites all area Rotarians to attend their Reverse Raffle and Silent Auction on Saturday, Nov. 9 at Independent Community Center, Breinigsville, from 7-9 p.m.

“You’ll have a fun evening with music, wine, cheese and fruit, and desserts as well as a great silent auction and a Reverse Raffle,” according to Sue Weber, our Assistant District Governor and member of the Allentown West Club

What’s a Reverse Raffle? Instead of the top prize winning number being drawn first, it is the last number drawn that wins the \$3500 grand prize. So the first numbers drawn may receive door prizes, or a \$100 prize, perhaps a \$300 prize, then \$1,000, and

finally the grand prize is awarded. Tickets are \$100, and two people are admitted per ticket. Only 300 tickets will be sold.

Proceeds from the event support projects of the Allentown West Club, including their international project in Sierra Leone as well as local scholarship awards.

“It’s a nice evening with lots of nice auction items,” Sue Weber promises! And be sure to let Barbara Bigelow know if you participate. You’ll receive a credit for the event if you do!



INSIDE THIS ISSUE:

<i>President’s Message</i>	2
<i>Annual Rotary Auction</i>	3
<i>Allentown Rotary’s Start</i> - Frank Whelan	3
<i>Re-classification Talks</i> - Don Bernhard and Jim Harper	4
<i>Bimbo Bakeries</i>	5
<i>Da Vinci Science Center</i>	6
<i>Rotary Board Quarterly Update</i>	7

The Rotary Club of Allentown

• *in our 100th 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 Bob Stevens 610-390-7787
 President-Elect.....Christine Bauder 610-821-0311
 Secretary Barbara Bigelow 610-437-0795
 Treasurer Tom Christman 610-434-9645
 Past-President Jonathan Epstein 610-437-7070 x 212

Board of Directors	Committee	Phone
Christine Bauder	Membership	610-821-0311
Barb Bottitta.....	Program	610-398-8408
Jim Bova	Badge Board/Hospitality	610-435-7489
Jeff Goodling	Scholarship Chair	484-357-7300
Bob Jacobs	Youth	610-432-3919
Lisa Luciano	610-332-7161
Ann McManus	Community Service	610-434-0875
Pat Meehan.....	610-351-8771
Alicia Ruiz-Orbin	International Committee	610-351-4288
Jonathan Epstein	Paul Harris/Iobst Awards	610-437-7070 x212

Foundation Board Members

Kati LaBuda, President 610-709-9715
 Hester Bade..... 610-965-6216
 Christine Bauder..... 610-821-0311
 Don Bernhard 610-774-5458
 Tom Christman 610-434-9645
 Karen M. El-Chaar 610-437-7750
 Jeff Goodling..... 484-357-7300
 Jonathan Epstein 610-437-7070 x 212
 Ellen Kern 610-821-8468
 Ann McManus 610-434-0875
 Pat Meehan..... 610-351-8771
 Janet Roth 610-434-9645
 Marci Schick 610-794-5129
 Bob Stevens 610-435-2412
 Don Wieand 610-997-5071

From the President



BOB STEVENS

Thanks to the leadership of co-chairs, Pat Meehan and Ellen Ghelardi, the celebration of the Allentown Rotary’s 100 years of service is taking shape.

The event will be held at the Lehigh Country Club, May 31, 2014. Current and former Rotarians, community leaders and dignitaries are invited to

**CENTENNIAL GALA
GAINING MOMENTUM**

attend. Tickets will be \$100 per person. Mirage, a quartet featuring singer Robin Seip that has played for numerous Rotary functions, will provide live music for dancing later in the evening.

In addition to Pat and Ellen, Gala Committee members include Jim Harper, Tom Christman, Theresa Podguski, and me. Of course we would welcome some help as we’re now forming sub-committees

And in a related development: you can order centennial anniversary polo shirts embroidered with “1914-2014 100 Years of Service” and the Rotary logo at the badge board. See Warren Armstrong for more information.

~ Bob Stevens

Support the 7th Annual Rotary Auction on WFMZ 69

This year the live on-air and on-line auction will be on Saturday, December 7 from 7-10 p.m. The auction supports cleft lip and palate surgeries for children in less developed countries.

Rotarians in District 7430 support a Rotaplast Mission every two years to improve the lives of children and their families with the gift of smiles and prospects for a healthier life.

Our last mission was to Cebu City, Philippines in 2012 and we are preparing for a mission to Pereira,

Colombia in 2014.

These missions are not possible without your support. How can you help? We need items for the auction: electronics, home goods, jewelry, toys, gift baskets, tickets, and sports memorabilia are all things that buyers look for at our auction. We will pick up! Ask your friends, families, business associates, and businesses you frequent to consider donating an item. Donations will be accepted until November 25.

For more details on the auction,

go to www.District7430.com or contact auction chair, Linda Young at lryoung2011@gmail.com or 610-392-6864.



How the Allentown Rotary Began - Through the Eyes of Frank Whelan

Aug. 23 – What was happening in the year 1913? The bunny hop was all the rage, the trolley was the major vehicle of transportation around the Lehigh Valley, and of course, the most important event of the year happened on Good Friday, April 10, as the Allentown Rotary began! What a community changer!

Local historian, author, and all around good guy and Rotarian Frank Whelan told us the story of how it all was started. Richard Iobst, prominent attorney in Allentown, worked diligently inviting his colleagues to gather and form a local club. Eighteen men out of 40 asked had made a commitment to start a chapter in Allentown. Richard got things ready to go including the creation of appropriate stationary. However, before the first day the club was to gather, all 18 men withdrew. So the Allentown Rotary had great stationery, but no members.

Mr. Iobst asked himself, “What have I done wrong?” As Mr. Iobst talked with people he discovered while there were many other clubs at that time, Rotary was not among those who were well known. So he passed out information and invited

guests from other Rotaries to help educate the locals.

Another meeting was scheduled, Friday noon at the Hotel Allen. Mr. Iobst wondered if anyone would show up. Seven people came and Iobst was elected president at the 15-minute meeting.

July 25, 1913 is listed as the official first meeting. Hotel Allen, corner of Seventh and Hamilton St. served as the site. In the banquet room, 40 men gathered and feasted on a large turkey dinner. Mr. Masters who ran the hotel and played the French horn entertained the group with his rendition of “O Dry Those Tears” accompanied by his daughter on the piano.

June 1, 1914, the Allentown Rotary charter and constitution was approved by Rotary International, becoming the 121st club in America.

Mr. Iobst continued to build the club. Some of his family may still live in Emmaus, but his only child, Carl, was killed in a freak airplane accident May 11, 1935. The wheel of young Carl’s plane got caught in a wire and catches fire. Carl is taken to Sacred Heart Hospital where he dies. Mr. Iobst was never the same again. His wife contracted a long-term illness



HOTEL ALLEN

and Richard served as her caregiver. One day he turned on the gas in his garage and never emerged.

Frank Whelan concluded his story of the beginning of the Allentown Rotary there. We thank him for his research and Mr. Iobst for his conviction and determination to establish our club which for 100 years has made a positive impact in the city of Allentown and the Lehigh Valley.

~ Non-historian but avid story listener, Chris Nelson

Don Bernhard and Jim Harper Re-classification



JIM HARPER AND DON BERNHARD

Sept. 6 – As Rotarians we always enjoy listening to classification talks of our fellow members. Don Bernhard and Jim Harper provided us with their

second and third classification talks.

The program started with Don Bernhard who has a wife, Arlene and two kids; Spencer and Tess. His son went to Dieruff for the Computer Academy and then went onto Penn College. He currently works with a discount coupon operation. His daughter went to Muhlenberg Elementary School in Allentown, like Don, and is currently a senior at Princeton University. Don praised Allentown's school district and stated that diversity can be a good thing.

He had two different careers on Hamilton Boulevard. He worked for the City of Allentown for almost 20 years, spending 15 years in Community Development with 300 people reporting to him. It was an appointed position and he survived the transition of three mayors. He was the youngest department head the city ever appointment and had

the longest tenure.

He then transitioned to the Community Development Director at PPL, almost 20 years ago. He is the manager of community relations and philanthropy. His is on eight non-profit boards and various state level boards. He is a certified economic development professional. This certification requires at least 10 years of experience and passing a two-day, three-part exam. There is only a 27percent pass rate and he is one of 13 certified in Pennsylvania. Economic development is different today from when Don started almost 20 years ago. There is one thing Don stated that has not changed and it is that PPL is committed to their community. They are good corporate citizens. Don currently manages seven community relation professionals who also sit on many different boards. It is a pleasure to have Don as a member of our club.

Jim Harper joined Rotary in 1963 and was a past president in 1966. This was Jim's third classification talk. He has been married for 50 years and has two sons. Jim felt it was a real honor and privilege to be president of the Allentown Rotary Club. Jim was born in Allentown and like Don; he too went to Muhlenberg Elementary School in the Allentown School District.

Jim always wanted to be a journalist. At age six or seven he wrote his own newspaper. In high school, he was the editor for The Canary. He attended Northwestern University and majored in advertising. He was an advertising director for a Reading, Pennsylvania company and said that at the time those were the "glory days in Allentown." He walked to Rotary, which was at the old Americus Hotel. Jim's dad was president of the club but not his sponsor. His co-sponsors were Abe Samuels and Dr. Conrad Raker. His father was the mayor of the City of Allentown. He was an appointed mayor who took the place of Jack Gross. Jack had died within months of being elected. Jim had also worked for Bethlehem Steel on the fourth floor of the main office. It was there that a job opened up at a small eastern university, Lehigh University. He met with the president of Lehigh at Saucon Valley Country Club and spent an hour talking about wood. That was his job interview, quite different from today. Jim spent 27 years as the director of university relations at Lehigh University.

He decided to take an early retirement and then the Discovery Center came into Jim's life. He was

(Continued on next page.)

Bimbo Bakeries

An exciting new organization is coming to town. Bimbo Bakeries USA is about to begin baking about three million pounds of bread and rolls **per week** at its new facility on Route 100 in Upper Macungie Township. It will be the most automated bakery in the United States and the first line of products will begin in January of 2014.

Tom Morse and Ray Piovesan of Bimbo Bakeries presented a comprehensive overview of how the company began in Spain, not in Mexico as most of us believed, how it has expanded internationally and what products are produced. For instance, they were already baking Stroehman products before acquiring Maier's baked goods in 1998, followed by acquisition of Thomas English Muffins in 2001. Ray noted that the company is committed to

quality production of all brands brought under the Bimbo umbrella. This includes familiar names like Entenmann's, Arnolds, Boboli, Ball Park among others.

The growth of the company has actually been in South America. It has come to the Lehigh Valley because, Tom said, they consider this to be the geographic center of the Northeast. Here it is able to provide rolls to 500 Burger Kings, all health care facilities in the region and to the CVS and Rite Aid pharmacy chains.

The new plant, currently at 230,000 square feet, is designed for eventual expansion. To Bimbo, environment is an important component of all facilities. Water conservation, for instance, means that surrounding the building will be what they call "rain

gardens", not asphalt surrounding the outside walls. Production water will go into high absorption vegetation, with any overflow going into retention ponds. The plant will feature a heat recovery system and no boilers. As a safety measure, the parking area is being built to enable trucks to turn a full radius without need for backing up.

It is amazing to consider that 190 loaves of bread will be produced per minute! The recipes for various breads, i.e., going from Sara Lee to Thomas, for example, are able to be changed over in a matter of minutes.

(Continued on back page.)



RAY PIOVESAN AND TOM MORSE

Re-classification (continued from page four.)

working in public relations for four days a week, which turned into five days and Jim being the last person to leave on a Friday.

Jim currently teaches college students. So the question is "Why is Jim teaching?" Cedar Crest College and Muhlenberg College were in the process of a merger with the two schools. Some studies were merged together to form

communication studies and there was an "emergency" in finding a teacher to educate the students. Jim was asked to teach a night class on Tuesday nights from 7-10pm. It was scary walking into the class and 14 semesters later, he is asking when the "emergency" is over.

Jim's career also includes being a public relations director for Lee Iacocca

Institute along with working in corporate relations at Northampton Community College, chairman of the United Way, and president of AAA Lehigh Valley, East Penn.

Jim has worked and given his time in many different aspects of community service. Rotary holds a special place for Jim. Thanks Jim for a little history on your life.

~ Kati LaBuda

Da Vinci Science Center



DR. DAVID SMITH OF THE DA VINICI SCIENCE CENTER

Sept. 27 – As a 3D printer worked away at Rotary, Dr. David Smith, chief scientist at the Da Vinci Science Center, 3145 Hamilton Boulevard, Allentown, made a presentation on “The Maker Movement,” a program that promotes innovation and creativity for students. The mission of the Maker Education Initiative is to create more opportunities for young people to make. “Making” builds confidence, fosters creativity, and sparks interest in science, technology, engineering, math, the arts, and learning as a whole.

The Maker Education Initiative goals are:

- Develop and support programs that inspire young people to learn through making.
- Build community networks of families, leaders, educators, mentors, and organizations as resources to nurture young makers.

- Create infrastructure and methodologies to evaluate and scale successful initiatives that will have greater impact on young people across rural and urban areas
- Establish an online record of participation, using digital portfolio technology, so that students can share their learning with each other and with prospective colleges and employers.

Making is both an old and new movement. The act of creating has been around since cavemen and women created fire by rubbing two sticks together. Today people want to create but some skills take years to learn and tools are expensive. The past decade has brought major changes that help the art of making. Computers have brought technology and desire to make together and enabled faster production. Likewise, manufacturing has become more accessible. And the proliferation of “maker” spaces for communal making such as our local Bridgeworks program at 905 Harrison Street supports mentoring, classes, friendships and affinity.

Making is based on the Connected Learning Model: the intersection of the circles is where the powerful creativity emerges.

No Child Left Behind focuses schools on narrow curriculums and is at odds with 21st century workforces’ need of creativity and innovation. Current

Youth Making programs focus on robotics, video games, electronics, shop class, and mentoring. Outcomes sought include enhanced engagements with math, science, technology, engineering and entrepreneurship.

The DaVinci Center has learning labs in the Allentown Library, partnerships with AEDC and LVEDC. In a typical year they serve 125,000 people of whom half are children, including 30,000 school children. They are happy to go on field trips, do assemblies at schools, in teachers’ classrooms, and at afterschool programming as well as host thousands at their site.

Dr. Smith was named Chief Scientist of the Da Vinci Science Center in 2012 after serving as the organization’s Director of Professional Development. He holds a doctorate in Geology from Stanford University and is a former associate professor of geology, environmental science, and physics at LaSalle University in Philadelphia.

~ Chris Nelson



Rotary Board Quarterly Update

Secretary's Report – Barb Bigelow, Secretary, reports that active attendance for the July 2012 – June 2013 Rotary year was 59 percent, which includes committee participation credits. As we start a new Rotary year, we have received resignations from Alan Black, Marvin Charles, Roger Duperree, Mark Emswiler, LoisAnn Oakes, Fr. Frank St. Amour, Manish Singh, Mark Solt, and Sandy Zales.

Treasurer's Report – Tom Christman, Treasurer, reports that As of September 10, 2013, the club had booked \$15,143 in receipts versus \$881 in expenses, for a net of revenues over expenses of \$14,261. At this date, dues had not been paid to either RI or the District, which will substantially reduce that balance.

President's Report – Bob Stevens notes that (1) the Rotary Centennial Fountain Project Committee created two proposed designs and is acquiring costs estimates, after which the project will be presented to club members for discussion and a vote; (2) our Centennial Gala Celebration will be held on Saturday, June 1, 2014 at the Lehigh Country Club. Pat Meehan and Ellen Ghelardi are co-chairing the event planning committee; (3) The Allentown Rotary Foundation made a \$2,500 grant to provide uniforms

for children in the Allentown School District who live below the poverty level. The ASD superintendent and his cabinet met with several members of the Foundation Board and Community Service Committee to discuss how our club could expand its service within the ASD.

Membership – Christine Bauder reports that (1) Rod Wells has rejoined the club; (2) The board granted Frank Concannon Honorary Member status; (3) New members Rabbi Seth Phillips, Judy Belaires, and Jamie Kratz were approved; (4) Prospective members include: Maryann Przekurat from the Allentown Literacy Center; Jim Finchum from the YM/YWCA; Shamara DeJesus from the Lehigh Valley Hospital Center; George Singerline from Staffmark; Tim Haggerty from Ocean Spray; Cindy Lambert from Good Shepherd; and Rob Brooks of the Lehigh Valley Phantoms.

Community Service – Ann McManus reports that (1) Allentown Rotarians participated at the annual Romper Day by serving hotdogs, water, and ice cream; (2) Members will be asked to contribute toward "blizzard boxes" for Meals on Wheels, for dictionaries for ASD third graders, and toward the cost of the ASD

uniforms, in a Fund Unmet Needs \$100 appeal; (3) Volunteers will be recruited to help pack and distribute dictionaries on Dictionary Day in ASD classrooms in November.

Program – Barb Bottitta reports that programs are scheduled through the end of the year and into the first quarter of 2014.

Youth – Bob Jacobs is reorganizing the Youth Committee. Priorities for the year are strengthen existing programs: Interact, Dictionary Project, Career Days; develop a Mentoring Program; initiate an Interact Club at Dieruff; and investigate starting a Rotoract Club at a local college.



November

- 4 Chris Nelson
- 8 Marci Schick
- 9 Barbara Bigelow
- 12 Dave Bausch
- 12 Pete Welsh
- 12 Charlie Wilde
- 15 Deb Fries-Jackson
- 16 Debra H. Lamb
- 24 Jim Harper
- 28 Ken Kirshner



PRESIDENT BOB STEVENS WITH NICOLAS PEREZ, DIRECTOR OF ASD COMMUNITY AND STUDENT SERVICES, AFTER PRESENTING A \$2,500 CHECK FROM THE ALLENTOWN ROTARY FOUNDATION TO SUPPORT THE ASD SCHOOL UNIFORM FUND.

Bimbos Bakeries (continued from page five.)

Upcoming Events

Nov. 1st - National Penn
Bank
- Scott Fainer

Nov. 8th - Veteran's Day
Program

Nov. 15th - Old Toys
- Dave Bausch

Nov. 22nd - Rotary
International Foundation
- Mike McCarthy

Nov. 29th - No Meeting
- Thanksgiving



**NAN YARRISH AND HER FREEBIES FROM
BIMBOS BAKERIES.**



**BARB BIGELOW AND ED MEEHAN
SELECT THEIR FREEBIES.**

Two questions were asked: how many employees and will there be tours? There will eventually be 180 employees employed at the Bimbo facility and there will be tours, but only to groups and not for individuals.

This was an eye-opening presentation about the ways in which new bakeries operate today. And for you who were not there, yes, they did provide samples.

~ Jim Harper



the Rotary Smile



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