



## *From the President Celebrating Rotary and Opportunity!*

Have you checked out Rotary International’s website? If not, please do so. Every member should register on the website. You will be pleasantly surprised with all the opportunities Rotary provides to its members. You can find everything from international projects, polio vaccination, public relations, travel opportunities, and more.

An area always intriguing to me is Rotary’s international opportunities to explore the globe. My recent experience in France proved once again, no matter where you travel in the world, you are sure to find a “family” of Rotarians welcoming you to their country and to a meeting.

Other ARC members traveling this year are Ellen Baker Ghelardi and Andrea Neagle. Ellen will attend The 2016 International Rotary Convention in Seoul, Korea from May 28-June 1. Ellen has attended many international conventions around the world and always returns with fond memories of fellowship.

Pope Francis will celebrate “The Jubilee of Rotarians” in Rome in April. The Jubilee marks the time of forgiveness and reconciliation, a time of solidarity, hope and justice. It is a commitment to

serve with joy and in peace with our brothers and sisters. Andrea will attend a special Pope’s mass specifically for Rotarians, with her sister.

Our own club has an international partnership with the Morelia Camelina’s Club in Morelia, Mexico. Our partnership has been helping to improve conditions at Casa de Jesus, a girls’ orphanage. It is our hope to extend the partnership to include a friendship exchange in the near future.

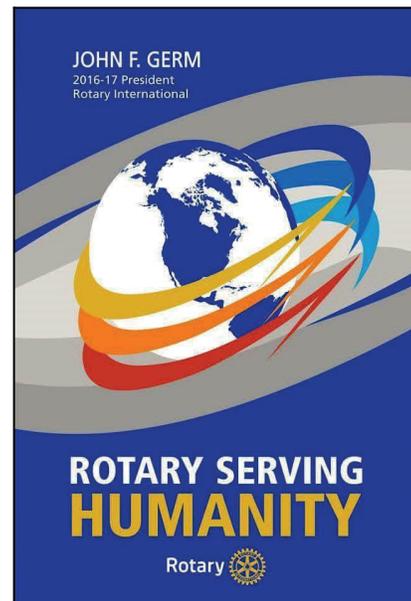
On May 17, 2015-16 President of Rotary International, K.R. Ravindran (Ravi) from the Rotary Club of Colombo, Sri Lanka, will speak to members of District 7430 in Blue Bell. Ravi is an exceptional speaker and an inspirational leader. You might imagine, our district must have achieved something exceptional to be able to bring the international president to our area. I urge you to join fellow members in attending this once in a lifetime opportunity.

Take advantage of the many opportunities provided to members of Rotary International. Register on the website: [www.rotary.org](http://www.rotary.org) to explore the world!

~ Chris Bauder

## *Congratulations!*

Congratulations to fellow Allentown Rotarians: Ellen Millard-Kern, Sheila Evans and Lin Erickson, named as 2016 Lehigh Valley Business Women of Influence. The award honors women in business who are leaders in their field.



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**The Rotary Club of Allentown**

• *in our 102<sup>nd</sup> year of service* •

610-794-4101

[www.AllentownRotary.org](http://www.AllentownRotary.org)

~ A Member of Rotary International ~

Club No. 5414, District 7430

[www.rotarydistrict7430.org](http://www.rotarydistrict7430.org)

Meeting Fridays at noon at the  
Renaissance Hotel

12 North Seventh Street, 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**

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Treasurer .....	Tom Christman .....	610-434-9645
Past-President .....	Christine Bauder .....	610-434-6514

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Jim Bova .....	Badge Board .....	610-435-7489
Linda Friedman .....	Community Service .....	610-841-9566
Jay Geiger.....	Fellowship .....	Phone Number
Jamie Kratz.....	Membership .....	Phone Number
Alicia Ruiz-Orbin .....	Rotary Foundation .....	610-351-4288
Alicia Ruiz-Orbin .....	International Committee .....	610-351-4288
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Carl Henzelman .....	610-758-5520
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Nan Yarrish .....	610-434-2648

*Allentown Rotary Supports  
Ramos Playground Project*



Our Allentown Rotary Foundation has approved a grant of \$7,200 to purchase “supernova” playground equipment (pictured above) for the Ramos Playground Project.

The Luis A. Ramos Elementary School, 15th and Allen Streets, built in 2010 to replace the Jackson Elementary School, now has more than 900 Kindergarten - Fifth Grade students enrolled.

The Ramos playground, originally built to accommodate 300 Jackson students, now is totally inadequate. So Ramos teachers, administrators and parents launched the Playground Project in 2014. The current playground will be refurbished and a second playground and several four-square courts will be added. More than \$54,000 has been raised toward the \$106,000 project, and the Allentown Rotary’s contribution moves them even closer to their goal. The fact that the supernova somewhat resembles a Rotary wheel is mere coincidence! To see the supernova in use, go to <http://tinyurl.com/RotarySupernova>. When the equipment is installed, a plaque will be placed on site identifying our club’s gift.

## *Good Shepherd Rehab Hospital and Bionics*

January 22 – President and CEO of Good Shepherd Home and Hospital, John Kristel, opened the program with a two minute video of Kenny Keitt, a Northampton Community College student who sustained a critical spinal cord injury and spent two months in Good Shepherd’s critical care unit. He is now walking again and said he “got is life back” at Good Shepherd.

Dr. Kristel then discussed the diversity of rehabilitation available at Good Shepherd, noting that Good Shepherd has the sixth largest post-acute facility in the United States. Their cardio-pulmonary program serves across the entire age continuum. 60,000 people were served in 2015 by the spectrum of available health services, including in and out

patient therapies. Good Shepherd’s reputation for orthopedic rehab and pediatric rehab remains unmatched. Neurological rehabilitation also means a cut in length of hospital stay and lowers provider cost.

Currently Good Shepherd has 1,500 employees; 159 persons are in residence; \$10.8 million was provided in the last year in uncompensated care!

Following Dr. Kristel’s presentation, Rotarians were shown the way to the Ekso Bionics lab Here we learned of the robotic exoskeleton that allows those with lower-extremity paralysis or weakness to again stand and walk. An on-board computer is in command, allowing the hip and knee to move legs to work with a natural heel-to-toe gait. This truly was a program



**JOHN KRISTEL**

not to be missed!

We discovered that however much we knew of Good Shepherd prior to this meeting we’ve now learned so much more about this nationally recognized part of our community.

~ Jim Harper

## *Mayor Ed Pawlowski Gives 2016 State of the City Address to Allentown Rotary Club and Others*

January 29 – On January 25, 1929, Allentown Mayor Malcolm W. Gross addressed the Allentown Rotary Club in the new Americus Hotel, where the club had moved a week before, on how the city spent its tax dollars in 1928. Thus was apparently born the tradition of an annual state of the city address by a mayor that is now part of the city charter.

Eighty-seven years later, on January 29, 2016, in another new Allentown hotel the members of the Allentown Rotary Club gathered in a far different city, to hear Mayor Ed Pawlowski talk about what he saw as the state of the community over the past year.

To the disappointment of some and the relief of others the mayor did not mention the 600 pound gorilla of a local political story that has blighted

his administration and led city council to call for his resignation. Instead Pawlowski told the audience of about 70, as opposed to the standing room only crowd of over 300 that was present for the speech last year, what he felt were the significant accomplishments of 2015.

In a speech with a great deal of substance he talked of the new Arts Walk, of improvements to the municipal golf course and a 30 percent drop in crime. He attributed that in part to the 160 surveillance cameras now in operation.

Pawlowski also spoke of improvements to local parks including the planting of 150 more trees and noted that the city’s 13,521 potholes had been repaired. He went on to praise Rotary member Warren Armstrong for his efforts in the creation of a new



**MAYOR  
ED PAWLOWSKI**

fountain that the Allentown Rotary Club has spearheaded as an urban amenity. It concluded with an excellent film of the Allentown of the past and the Allentown of tomorrow. All this, the mayor feels, helped make the city better in 2015.

~ Frank Whelan

## *The Future in Early Childhood Education*



JANE ERVIN

February 12 – Jane Ervin, former Executive Director of Community Services for Children, spoke to the club on the importance of early childhood development.

The majority of growth in a human's brain happens between the ages of 0-5. However, most kids do not start any type of formal education until ages 6-7. There are very limited funds being allocated to education when the brain is developing the fastest. "Our education system is similar to an upside down triangle," said Jane, "where the majority of funds are spent on high school and postsecondary education but the best returns are associated with early childhood education." For every dollar spent on early childhood education

leads to approximately seven dollars returned in economic benefit.

Lack of funds is the main reason why early childhood education has not been more rigorously implemented in the public schools. "The main hurdle we are having is funding" said Jane. "It costs ten thousand dollars per child per year to add an additional year of pre-Kindergarten." Locally however, there has been widespread acceptance and beginnings of implementation for additional early childhood education. Jane predicts by next year every school district in the Lehigh Valley should be providing all-day Kindergarten.

Community Services for Children focuses on providing its services to children

living in the most poverty stricken areas in the Lehigh Valley. "When removing our inner city educational scores from national testing, the United States is actually very competitive globally" said Jane.

The center implements a STEM teaching process (Science, Technology, Engineering, and Math) which empowers children to research and find answers to their questions instead of the traditional teaching route of being lectured and expected to memorize answers. "Math scores at the Kindergarten level are a better predictor of a child's educational outcome than 3<sup>rd</sup> grade reading levels" Jane said.

~ Sean Linder



RITA J. CHESTERTON

## *Innovation and Entrepreneurship Program at Muhlenberg College*

February 19 - An offer has been made and I'll tell you about it below. Meanwhile, read on. Rita J. Chesterton, the Director of the new *Innovation and Entrepreneurship Program* at Muhlenberg College spoke about that program now being offered by the college. It is being given in response to studies that show that entrepreneurship and innovation always have been the backbone of our economy; and, another survey which shows that 60

percent of recent college graduates state they plan on starting a business within the next two years. Hence, entrepreneurial qualities are needed among our youth. The program's objectives are to prime students to become innovative thinkers, to be self-starters, to experience making tough choices, and, of course, to understand business processes.

Accordingly, the program teaches seven basic skills, how to: challenge conven-

tional thinking; see connections where others don't; understand the value of a team; focus on the larger goal; learn from setbacks; develop and appreciate a sense of self; and, how to communicate effectively. These skills are nurtured by the students actually starting small businesses or developing detailed business plans for an idea or concept they have.

*(Continued on the next page.)*

## *Lehigh Valley Gets Down To Business: Editor Tells Rotary Club What to Expect In 2016 And Beyond*

February 5 – In its first meeting for February, 2016 the Allentown Rotary Club heard Mike O'Rourke, publisher of Lehigh Valley Business, a weekly newspaper that covers eight counties in eastern Pennsylvania, outline the trends and growth on the local economic scene that he foresees for the coming year.

Among those trends was the consolidation of health care. O'Rourke noted the merger of more and more local hospitals into bigger organizations. The acquisition of smaller hospitals by the Lehigh Valley Health Network and St Luke's Hospital is going to accelerate. "Small independent hospitals are increasingly becoming very rare," says O'Rourke.

Consolidation in banking is another trend. He pointed

to the recent merger between the local National Penn Bank and BB&T Bank as an example of where things are headed. Growth on Route 33 of new infrastructure, the completion of the American Parkway Bridge and the revival of A-Treat were all mentioned as pluses.

O'Rourke noted that more and more the Lehigh Valley and Allentown in particular, are drawing legal and accounting firms from Philadelphia and northern New Jersey. "But I advise them if you want to do business here you can't run it from Philadelphia or New York," he says. "You have got to have an office here."

A big boost could come if Route 22 is expanded and rail service re-established with New York and Philadelphia.

Calling the closing of Shula's "unfortunate" and based on "a poor business model," O'Rourke feels the increasing numbers of young "millennials" who want to live in cities are a growing trend that will benefit the metropolitan areas of the Valley. He notes some cities are ready for it but others are not.

He feels the PPL arena needs to get more acts and shows together to bring a steady stream of customers into the new restaurants. The water front development will be a plus and manufacturing growth is "tremendous" in the region with a demand for skilled labor, welders and machinists being a priority.

A lively, informative question and answer period followed O'Rourke's presentation.

~ Frank Whelan



MIKE O'ROURKE

## *Innovation and Entrepreneurship Program at Muhlenberg College*

*(Continued from previous page.)*

Presently, the program consists of three courses: one business class of the student's choice and two courses across disciplines that focus on and teach innovation. Rita intends to grow the program as time reveals directions that need to be followed.

And now for the offer: Since Warren Buffet proba-

bly will be unavailable, if business persons in our club are interested in teaching, Rita encourages you to contact her at 486-664-3028 to offer to present to a group of students on campus, speak to a class, or help to mentor a student with an entrepreneurial idea. Don't be bashful.

~ Wallace Eldridge



## *Healing Through the Arts*



HEATHER RODALE

February 26 – “Attitude is everything.” This was told to Heather Rodale, who was diagnosed with stage three melanoma cancer. Heather created a non-profit called Healing Through The Arts. It is to help give strength, hope, and inspiration through art. After her diagnosis, depression rolled in. Her life was turned upside down. She questioned how she would heal and what should she do? She wanted her kids to know her as a person and not a “mom” in case she did not survive.

Growing up, Heather’s mom was an art teacher. She remembers on snow days and during the summer that the basement was full of all different types of art supplies. They did all sorts of crafts as a kid. Picasso stated that “every child is an artist. The problem is how to remain an artist once we grow up.” Things done as children can carry through and help us in life. She decided to go back to art to help her through this difficult time. The first class she took was Mandalas for Meditation. She liked to create mandalas through objects. She created a mandala with old stamps that belonged to her Dad, her brother, and herself which she still has to this day.

A doctor told her that if she knows who she is, she will heal better. Heather started taking conferences and found that other people were on the same journey that she was. She learned the difference between curing and healing. Curing is eliminating all evidence of a disease whereas healing is how one becomes whole again. She stopped thinking about curing and started to think about healing. To make it fun for her, she found a wooden craft with the letters that spelled “HOPE.” She painted “HOPE” and takes it everywhere with her, snapping photos of it along the way. This helps her through times when “HOPE” was difficult for her to find.

Heather created a website and named it Healing Through The Arts. It is a place to put all of her healing ideas together. There are eight expressive arts of healing. Joy is the foundation for all of the expressive arts. The website keeps growing. Heather took it further, from the website, to research, to an idea of using artwork at hospitals and healing facilities. If a patient had a window that looked outside to nature as compared to a brick wall, often times they needed less pain medication, went home a

day sooner, and were more optimistic about their recovery. It would be a great idea to have a comforting piece of artwork to look at while a person was at the hospital or healing facility. The “Hope & Healing Juried Art Show” was started with high school students and college students creating pieces of artwork with nature in it. The students’ artwork will be on display at The Baum School of Art, March 7 – March 30. The awards will be presented to the students on March 30. Their art will be used at local hospitals and healing facilities in the Lehigh Valley.

Heather feels that Healing Through The Arts saved her life. This keeps growing and has evolved to artwork and music used through meditation. Sometimes one needs to breathe and relieve stress. Healing Through The Arts is working with musician Jim Brickman to create this. Her hope for the future is to have meditation to go anywhere for anyone. Heather told us to always look for hope on your life journey. Please visit Healing Through The Arts at [www.htta.org](http://www.htta.org).

~Kati LaBuda



Healing Through The Arts®

Where those who are healing find strength,  
hope and inspiration through the arts.

## Murtaza Jaffer ~ Classification Talk

March 4 – It is a Rotary axiom that usually the highlights of any Rotary year are classification talks. Murtaza Jaffer's presentation proved to be exactly that! Murtaza was born in Tanzania and came to the U.S. at the age of 15, to accompany his older brother and stay with their uncle. The story moved right along from there with a presentation of three short videos: one of family, one of work and one produced for Murtaza by the Lehigh Valley Health Network regarding his kidney donation for his father.

Father Jaffer was a true role model and taught his

sons early in life about service to others. Among other things he was a district leader for the Lions Clubs of Tanzania. The Lion's Club took a leadership role regarding well drilling in that country. So when Murtaza learned of his father's need for a kidney transplant, he found he was a perfect match. Discussing this, he said "It is the best thing I've done in my life." However, he did say he had no idea what the recovery time would be for the donor!

He and his family are partners in EBC Printing, a one stop shop on Hamilton Boulevard for all print

needs. Their slogan is "Where everything is possible." Not only can EBC do specialties like wide format printing they can do the designing, printing, packaging and shipping all from their facilities. He concluded his talk by saying he has become an Allentown Rotarian to help us grow and become an even greater force in the Allentown community. We look forward to his leadership, helping Rotary thrive in our Lehigh Valley

This continues to be a special way to get to know our fellow Rotarians.

~ Jim Harper



MURTAZA JAFFER

## Blogging with Bernie

March 18 - Bernie O'Hare, known to thousands of Lehigh Valley residents as the blogger behind Lehigh Valley Ramblings, said he began blogging in 2006.

"Blogging" is the term for writing a journal online with regular entries that may include news summaries or other topics as well as links to other web sites. The "web log" or "blog" differs from traditional newspaper reporting inasmuch as the blogger's opinions are central to the articles.

"I come from a family that likes writing," Bernie explained after an anecdote about the friendship be-

tween his father and Kurt Vonegut (who were captured together and held as POWs in World War II).

"I started just to see if I could do it," he explained. He challenged himself to write for thirty days. After ninety days he decided he'd continue. Now, some 9,200 stories later, he stated his blog is read daily by about 5,000 people, which increases to 7,000 when he is writing about controversial topics.

Bernie complimented Rotary on its community service, specifically citing the Dictionary Project, and then he explained, "What I

do" (as a blogger) "I consider a form of service to the community."

He doesn't accept ads or any compensation for his blog. Working by day, he is paid to do title searches; working by night, unpaid, he is a blogger, often chronicling the discussions, deliberations and decisions of municipal boards and committees otherwise unreported by mainstream news media, which he says often do not send reporters to routine meetings, including, at times, Lehigh County Board of Commissioners meetings.

(Continued on back page.)



## April

- 2 Joyce Dougherty
- 3 Cynthia Lambert
- 5 MaryAnn Przekurat
- 6 Sheila Evans
- 10 Don De Lorenzo
- 11 Ethel Drayton-Craig
- 12 Robert Brooks
- 17 Don Gaylor
- 20 Judy Barberich

## Upcoming Events

- April 8<sup>th</sup> - PAWS Therapeutic Service Dogs  
- Heather Lloyd
- April 22<sup>nd</sup> - Skills USA
- April 29<sup>th</sup> - Arts Quest  
- Kassie Hilgert
- May 6<sup>th</sup> - Asa Hughes
- May 13<sup>th</sup> - Scholarship Recipients
- May 20<sup>th</sup> - Tony Ianeli
- May 27<sup>th</sup> - Memorial Day Weekend  
- No Meeting

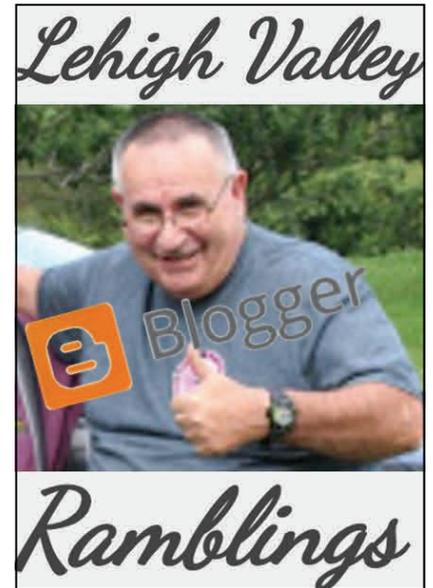
## *Blogging with Bernie*

*(Continued from page seven.)*

Bernie expressed concern about the decline of traditional news media as well as the lack of interest in current events, by college students as well as many others, even when reported in social media like blogs, lamenting that this is not good for the future of democracy.

Known for sources that sometimes enable him to “scoop” other media and for his acerbic columns about Mayor Pawlowski, Bernie commented on specific issues during a lively question and answer period following his talk.

~ Bob Stevens



**BERNIE O'HARE**

## the Rotary Smile



Allentown Rotary Club  
229 N. 27<sup>th</sup> Street  
Allentown, PA 18104