

# *The New Centurion*



Newsletter of  
**Bob Lankin**  
District Governor  
bob.lankin@raymondjames.com



**SERVICE Above Self**

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Lynne Slott - Editor

District 7450

July 2005

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## Rotary Foundation Barbecue To Be Held August 16

On August 16 2005, District 7450 will be holding a Rotary Foundation Celebration Barbecue featuring Frank Devlyn, Rotary International Past President and Chairman of the Rotary Foundation Board of Trustees. The event will take place at the Torresdale Country Club, Frankford and Grant Avenues, Philadelphia, PA at 6 PM (cash bar) and the program at 7 PM. The party will feature a barbeque buffet.

The event will be chaired by Joel Chesney PAG and Chuck Killian PAG in conjunction with the Rotary Foundation committee. Frank Devlyn is a great speaker who will interest and inspire everyone who attends. Members may remember his attendance at an affair at Longwood Gardens when he was President of Rotary International.

The attire will be informal, so please dress "business casual." This means no jackets or ties, but no jeans, please. But shirts with collars are requested. Be forewarned--the Sergerant at Arms will cut off all ties with a large shears. The cost is \$30 per person for checks received by August 6. After that, the price will be \$40 per person. Checks should be sent to Joel Chesney PAG, to 101 Turnhill Court, West Chester PA 19380.

Attendance is limited to 175 people. Please make checks payable to Rotary District 7450

## Enjoy a Fun Evening at the Ballpark and Benefit Rotary Too

District 7450's annual Rotary Night at the Phillies is Wednesday, July 20. The Phillies take on the LA Dodgers. All clubs have received their information packages and ticket sign-up forms. As was done last year, clubs must send in their ticket requests for the number and type of seats requested. There are several options and prices from which to choose. The sooner your club sends in its request, the more likely you are to get the type of seats you want. Remember:

a percentage of each ticket sold goes to The Rotary Foundation and the club gets credited with those recognition points. So, make it a social event for the club or donate the tickets to a local boys' and girls' club - but buy the tickets. The ultimate winner is The Rotary Foundation. Don't miss out on this great, fun event. See you at the ball park!

P.S. You won't want to miss District Governor Bob Lankin's starting pitch!

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## Rotary's Second Century Begins Today!

The first full year of the second century of Rotary International begins today, July 1, 2005. Our new President, Carl-Wilhelm Stenhammer called for a renewal of our ambitious promise to promote SERVICE above self. Our district has an equally ambitious agenda for executing this slogan here in Southeastern Pennsylvania. In fact, we fully intend to make it more than just a "slogan."

At our district assembly, clubs were presented with challenging but achievable goals to make this our best year ever in Rotary. Here are our goals and requests for the coming year:

1. Clubs are asked to make this a great year for membership development. Each club has been asked to set a goal of one new member a month. Also, each President has been asked to appoint a membership retention/attendance chairperson. What's more, the district is committed to starting two new clubs this year.

2. We have a goal to recommit our support of the youth program. In fact, we are likely to exceed our Interact and Rotaract goals! Starting new Rotaract and Interact clubs can literally transform your Rotary club. Plus, RYLA and Youth exchange need more participants.

3. Our fundraising needs have never been greater. All members are asked to increase their contributions to the Rotary Foundation and the Gundaker Foundation. Polio is proving to be a

difficult adversary. Clubs are requested to complete their promises made, this year. Also, members are asked to include the Rotary Foundation as a beneficiary in their will, life insurance or IRA. These generous Rotarians will be recognized as Bequest Society members or Rotary Benefactors. We have also asked clubs to take a more active role in promoting our foundations' projects.

4. Clubs are asked to increase awareness of Rotary by setting up new road signs and benches. Awareness can lead to increased membership.

5. To support the efforts and emphasis of our President Carl-Wilhelm Stenhammer of Sweden, Clubs are asked to support one of two projects: to promote clean water (locally or internationally) or promote literacy.

6. Recognizing that training is essential to providing leadership in this new century of service, members are asked to support increased attendance at all training functions including the Membership Development and Rotary Foundation workshops September 17 and the Rotary Leadership Institute on October 15.

7. Clubs have been asked to support the unemployed by helping "Joseph's People", support Rotaplast, Red Cross Blood Banks and any other project which will demonstrate that our commitment to SERVICE above self is something we actually follow and not merely just a slogan.

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## New Year - New Rules and Old Rules

Due to new procedures required by the Rotary Foundation, matching grants of less than \$5,000 will not be considered for the foreseeable future. Clubs are urged to be in touch with the World Community Service committee and the Rotary Foundation committee to see how they can combine efforts to secure matching grants for projects. There are a number of great projects already in the works that would benefit from more assistance.

New procedures require grants to be paid through a special account set up by the district treasurer who will reimburse clubs and members who have receipts of payments or will pay vendors directly. District Simplified grants will no longer be paid through clubs as this violates IRS rules.

On another subject, members are reminded that it is unlawful for manufacturers and vendors to produce any merchandise for sale with the Rotary logo without a license from Rotary International. One club in our district purchased a clock from such a vendor and now may not use the face with the logo without losing Rotary Foundation funding which was previously approved. Club secretaries have catalogs with merchandise from licensed vendors. Also, members can find advertisements of licensed vendors in various Rotary publications. License fees from vendors are an income source for Rotary International and reduces the dues that members need to pay to support RI operations.

Rotary rules require that club events not be advertised as "Rotary Walk-a-Thon" but must be listed as the "Rotary Club of Cleveland Walk-a-Thon."

Club 2006-07 Presidents are asked to place March 24 and 25, 2006 in their calendars for the President Elect Training Seminar which will take place at the Wyndam, in Wilmington. The event starts Friday at 10 AM and goes until 9 PM that night. It resumes Saturday morning for breakfast at 7 AM and continues until 3:30 PM. For that reason, many Presidents choose to stay over at the hotel. Attendance at the event is required by Rotary International rules and District resolutions.

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## Attendance Reports to be Sent Monthly

Club attendance figures will be published in the Governors newsletter each month. Secretaries are requested to forward monthly attendance figures to Bob Gerhard III District attendance chair at 1216 Dundee Drive Dresher PA 19025 or e-mail [rgerhard@Paelderlaw.net](mailto:rgerhard@Paelderlaw.net)

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# Rotary Leadership Institute Builds Leaders

-- By Barbara Kelly, Rotary Leadership Institute Chair for District 7450

The Perfect Meeting, Problems of Leadership, Creative Service, Motivating Rotarians and Effecting Change, Introduction to Leadership, Public Speaking, Creating Service Projects, Vocational Service, Effective Committees, are just some of the topics that are included in the program of the Rotary Leadership Institute.

What is RLI? Rotary Leadership Institute is a leadership course in three full day parts (Parts I, II, III). The courses are designed to provide knowledge about Rotary and to develop leadership skills for nonprofit organizations.

Courses are held at convenient locations within the RLI service area. This year, a session will be held on October 15th at the Doubletree Hotel in Plymouth Meeting, PA. Each club is asked to provide a scholarship for at least two of its members to attend. The time to budget and select the members is fast approaching.

You can visit their website, [www.rotaryleadershipinstitute.org](http://www.rotaryleadershipinstitute.org) to learn more. Online registration is available. The spring sessions near our district will be held in March.

The Institute believes in course sessions with as much discussion and participation as possible. Discussion breakout sessions are limited to approximately 10-15 people.

Course methods include discussion groups, role-playing, problem solving workshops, creating projects and audiovisual presentations. Everyone participates during one of the Institute's sessions. A course workbook containing an Institute Manual, session program agendas, faculty listings and course outlines and materials, is provided to each attendee.

Why do we need a leadership institute? Rotary needs a constant influx of leaders as club officers, change every year. The Institute recommends that clubs nominate Rotarians who appear to have the potential for club leadership, not necessarily just as future presidents. They should preferably be at least 3-4 years away from a possible presidency or other key leadership post. The Institute requests each club nominate one or two Rotarians each year and to support previous nominees in completing Parts II and III.

The current course fees are \$90 per registrant per day. The fees cover breakfast, lunch, coffee breaks and considerable materials given to participants.

The Rotary Leadership Institute is an outstanding opportunity for each club to improve Rotary knowledge of its key people. The exchange of ideas with other experienced Rotarians alone makes the courses invaluable.



## The Do's and Don'ts of Fund Raising

Every Rotary Club struggles, in one way or another to achieve fund raising goals every year. By concentrating on what is working and by using well established principles of fund raising, clubs can achieve greater success going forward.

By far, the most difficult issue of fund raising, is securing support from non-Rotarians. After all, limiting your fund raising efforts to members only will not achieve great results. The art of cultivating outside donors has been perfected by various charities and institutions such as universities. Sadly, Rotary clubs for the most part, have ignored basic principles and have been left with only their members as fund raising supporters.

### **Do's**

To increase outside support, first make up a list of your first-line outside supporters. Start with the friends and relatives of members who have helped you in the past. Create a data base of these people. Add to that other friends and relatives of members who have the ability to participate, but haven't done so in the past.

Also on the list should be people who are prominent in your community, and others who have been involved in organizations that you have helped. If you have a project with an organization, why not put their board members on your list? If you have a project with a school, perhaps the President of the Home and School association or Alumni Association should be on your list. If you adopt the highway through the

business district, the owners of the stores on the street could be included.

After the creation of such a list, cultivation of these people takes some time and effort to become effective. The way of getting these people to want to help you is to let them know the good work that you do.

Regular communication is the way to make this happen. An occasional letter, e-mail or other message is necessary to let the community know what you are doing. Sending out club newsletters, if they emphasize your good work can be helpful. Projects where the club is actually doing something, as opposed to merely giving away money, are important things to emphasize.

After taking the time to cultivate your list, the results of your requests for financial support, especially if made by direct contact such as a phone call or visit, will be spectacular! In fact, after a year or two, you should expect your fund raising to double if you have not used these methods in the past.

The question has come up as to whether naming Honorary Membership to your supporters is useful. Clearly, the act of naming an Honorary member, by itself, won't do much good. If, on the other hand, honorary members receive messages, letters, calls and invitations from the Rotary Club, having a significant number of honorary members can do a world of good. Cont'd on P 11

## July is Literacy Month

By **Mark Michelman** - Northeast Sunrisers- 2005-2006 District 7450 Literacy Chair  
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*“The person who deserves most pity is a lonesome one on a rainy day who does not know how to read.”*

*Benjamin Franklin*

As we get ready to celebrate Franklin’s 300<sup>th</sup> birthday, founder of our first public library, the importance of the issue of Literacy is as timeless today as it was in his time.

Yes, July is Literacy Month and Rotary’s “Service above Self” can empower each of our clubs to make a difference in another person’s life... through the volunteerism opportunities Rotary provides each of us.

I would like to briefly touch upon examples of children and adult programs which I’ve been fortunate to be involved in through my own club, the Northeast Sunrisers.

### **Children’s Programs**

You may not be aware that there is a national non-profit program that helps groups to economically purchase dictionaries to give to third graders, <http://www.dictionaryproject.org/>. In our Club, outgoing President Gary Winkler took on the task of starting the dictionary purchase program. The Northeast Sunrisers have now given out nearly 2,000 dictionaries to third graders throughout Northeast Philadelphia. Imagine, for a mere \$1.00 per book, we as Rotarians can make a difference in a young learner’s life!

**Adult Literacy** - According to the Mayor’s Commission on Literacy

(MCOL), “over 34 percent of adults in Philadelphia lack a high school diploma and almost 50 percent of adults on welfare lack a high school diploma.” And nationally, less than 5 percent of adults with strong skills live in poverty and less than 1 percent receive food stamps. The ability to read is directly tied to a person’s economic status. We are talking not just of “Service above Self” but of economic development in its truest sense as well.

I myself, had the wonderful opportunity to volunteer as a tutor in basic literacy, at several organizations in Philadelphia for nearly five years now. And I can’t tell you how much I enjoy it!

### **Resources**

I would strongly recommend every club get a copy of an invaluable resource on Rotary International’s website, “Rotary Promotes Literacy”. The link, <http://www.rotary.org/newsroom/downloadcenter/programs/index.html>, is filled with great project ideas on working with both adults and children. It contains key resources from Clubs across the country and around the world as well as contact information for government and non-profit groups associated with Literacy. At only 15 pages, it is easily downloaded and printed.

To find programs in your area for Club members looking to volunteer as tutors, see <http://www.literacydirectory.org/>

## Rotaract—How You Can Help Your Community

Jane Williams- 7450 Rotaract Chair  
(610) 642-8853 (h); (610) 527-2110 (w)  
[cjwilliams@jpwilliamsco.com](mailto:cjwilliams@jpwilliamsco.com)

The District 7450 Rotaract Committee extends an invitation to all clubs in the district not already sponsoring a Rotaract Club to consider doing so. A Rotaract Club for 18 to 30 year-olds can be either university/college-based or “free standing” as a community-based club.

In 1996 our district had 11 Rotaract clubs. Currently we have only 4, at Manor College, Swarthmore College, West Chester University, and Widener University.

Please think about a college or community near your club that would benefit from starting a Rotaract Club to be a partner in service with your club.

Rotaractors benefit greatly from giving to others in service while developing their own personal and professional skills in the process. YOUR Rotary club will be inspired and invigorated by working with these dynamic young people. And by developing a sense of service in young people today, you are training Rotarians of tomorrow.

The first step in getting a club started is for each President to appoint a Rotaract committee chair for your club. Then ask them to attend our first District Rotaract Committee Meeting on July 13. Please provide Jane Williams with their contact information and she will provide the details. She and her committee will be pleased to work with you and your club to enrich your club activities by sponsoring a Rotaract Club.

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## August is Membership and Extension Month

Elizabeth Rhoads 7450 Membership  
Development Chair  
[erhoads@dgrhoads.com](mailto:erhoads@dgrhoads.com)

*When I Dream alone, it is just a dream.  
When we dream together, it is the  
beginning of reality.*

*When we work together following our  
dream, it is the creation of Heaven on  
Earth.* Brazilian proverb

When Paul Harris had a modest dream, what did he do first? . . . He asked his friends to join him. One hundred years later, Rotary clubs around the world celebrated the significant results of his dream. Although many things have changed since Paul Harris started Rotary, one thing has remained constant. We still need our friends--the ones we know and the ones we haven't met yet--to join us.

August is membership and extension month. Please contact us if we can be of assistance in providing a program or if we can consult with your club about your membership drive.

*Our members are our most important asset.* They are the force that allows Rotary to carry out its many humanitarian efforts and achieve its mission. We need to cultivate this most important asset with focus and intention.

For ideas, information and sharing about membership recruiting and retention, come to the Membership Seminar on September 17, 2005, 8:00am-12:30pm, at the Delaware County Community College.

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## District Rotary Training Has Record Attendance!

The training cycle for our newly installed Assistant Governors, Committees, Club Presidents and club officers was a great success. We see positive implications for a successful 2005-06 year for the clubs in our district. Sandra Costanzo, PDG was the Chairperson of the training team and did everything from setting the curriculum to providing breakfast. Thank you Sandy!

Training for Assistant Governors began in October at the offices of Lou Beccaria in Phoenixville. The Assistant Governor training was enhanced this year and was well attended. Makeup sessions for the first time were arranged for absentees. Assisting with the training of the Assistant Governors was Jeff Cadorette PDG, Mark McGill, PDG, Tom McCarthy PDG and Dan Guyon PDG.

Since this was our first Pre-PETS meeting for our District, we had to invent the program for the event. In the planning stages, we estimated that we would have 35 clubs represented. When it was over, we knew that something special had happened. Forty nine clubs were represented with 85 people attending. Extremely successful when you consider this meeting was the first of its kind in our District!

In March, the District Team training took place for Assistant Governors and District Committee members. This was the third year for the event but over 50 people participated, more than the first two combined. At the Presidents-Elect training seminar held this year in Valley

Forge with three other districts, 95% of our clubs were represented. Unfortunately, one President was prevented from serving after he made it clear that he would not be willing to attend any training events.

April 27 was our District Assembly where all but two clubs were represented by members who spent an afternoon and part of an evening learning about Rotary and networking at the Penn State Great Valley. Over fifty people were actually involved in the preparations and execution of this event. The new twist was the ninety minute session where each club committee chair was trained.

The members made an overwhelming vote of confidence in this idea, as it was The best attended portion of the meeting.

Finally, ten Presidents elect who missed one or both days of PETS, attended a 3 1/2 hour PETS makeup with myself and Tom McCarthy PDG - covering over 10 hours of training material.

As a result of the training and participation which took place, we now have the best trained team ever! There is no doubt that our Rotarians will put this knowledge to work by demonstrating SERVICE above self in exemplary fashion this year.

Many thanks to all the Assistant Governors, Past District Governors and Rotarians from numerous clubs who, by your participation and leadership, contributed to the outstanding training cycle which we just completed.

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## District Awards and Installation A *Big Success*

One hundred seventy Rotarians and guests celebrated Rotary at the District Awards and Installation Night, held on June 9, 2005 at the Buck Hotel in Feasterville. Awards were given for numerous categories including Presidential Citations, which were given to qualifying clubs.

Winners of the Commitment to Service Award were Bill Cowan (Levittown-Fairless Hills), George Hewitt (Upper Darby-Lansdowne), Gene Martenson (Swarthmore), Tom Stuart (Ardmore) and Jack Wintermute (West Chester). Other awards were presented to Bob Lankin, Tom Gibson, Jeff Cadorette PDG, Martha Greco and Steve Bauer. Numerous awards were presented to clubs that participated in Centennial projects and to Ardmore for membership development.

Rotary Foundation awards were given to Arnold Graf PDG (Citation for Meritorious Service) and to Carol Hansen, Carl Pinto AG, Stuart Schwarzer and Don Weldon (District Service Awards).

Past District Governor Tom McCarthy installed the incoming Governor who in turn installed the Assistant Governors and the officers and Directors of the Rotary Club of Northeast Sunrisers. District Committee chairs were recognized and the Governor's banner was transferred from the Rotary Club of Phoenixville to the Rotary Club of Northeast Sunrisers, Philadelphia, PA.

If that wasn't exciting enough, during the cocktail hour, a candle on a table caught fire to a centerpiece on a table and started a blaze that was expertly extinguished by the catering staff. Fortunately, the blaze was not strong enough to set off the smoke detector and most of the guests didn't learn about this mishap until later. But four tables were reset since the spray from the extinguisher made a small mess on the other tables.

Special thanks you's go out to Lynn Aschendorf, Chair of the event, Holly Lankin who produced the program and set up the tables, along with Mark Michelman and Lynne Slott.

The raffle for the baseball tickets, donated by Bob and Holly, earned \$186 for the Gundaker Foundation and was won by AG Karen Strawhacker who gave them to Marijane Bethard who, with her Dad, spent a hot summer day with Bob and Holly watching the Phillies win 6-2.

On another note, due to the Centennial Dinner, the District did not have a Governor's Ball this year. The Governor's Ball will be reintroduced in 2006 as an upscale Saturday night affair in April.



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**SERVICE Above Self**

## Centennial Convention Celebration hosts 40,000 Rotarians

The 100<sup>th</sup> anniversary convention of Rotary international hosted a very large body of members and guests from over 125 countries. Over 50 members of Rotary District 7450 participated.

The convention featured dozens of official and unofficial meetings and events, hosted by zones, districts, fellowships and even individual Rotarians. Featured speakers included Ted Turner, who quantified the problems of the world in terms of how much it would cost to solve them.. His conclusion was that every child could be educated, everyone could have clean water, everyone could have enough to eat and everyone could have health care for an additional \$60 billion a year. "That's 5% of the world's military budgets."

The entire city was filled with Rotarians in the restaurants, museums, on street corners and in the hotels. Members participated in dozens of activities including participating in zone and inter district meetings, home hospitality and even flying airplanes over the city. The opening and closing sessions had several seatings and featured outstanding entertainment. The convention hall seated over 10,000 people and featured huge screens to make it easier to see. Members who didn't speak English heard the proceedings in one of five other languages on an FM radio.

Next year the convention will be held in Malmo Sweden and Copenhagen Denmark. Plan now to attend!

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## E-Mail Contest winner Announced

Ann Seidman, 2005-06 President of the Rotary Club of Swarthmore was the winner of the Governors contest sent to Assistant Governors, Club Presidents 2005-06 and district committee chairs. Ann sent in the correct answers to questions which were posed about the 100<sup>th</sup> anniversary Rotarian magazine.

She sent the answers in within 90 minutes after they were sent out. She will receive her mystery prize when I see her as she already has the SERVICE above self scarf.

Also winning a chance for a free meal plan at the district conference are Mark Michelman, district literacy chair, Joan Toenisson AG, and Lynn Glancy, 2005-06 President.

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## Do's and Don'ts of Fundraising Cont'd from P 5.

There is nothing wrong with having some honorary members, or even more honorary members than club members if these are people are unable or not qualified to join your club AND they support your club's fund raising efforts. There is no reason that honorary members or even outsiders cannot be asked for Gundaker and Rotary Foundation contributions.

### **Don'ts**

Rotary rules prohibit clubs and members from soliciting support for any fund raiser from any other club or members of any other club without written permission from the District Governor. Rotarians, especially club Presidents, should not have to be bombarded with a steady stream of fund raising requests. It is especially prohibited for any Rotarian to use Rotary lists to request support for any Rotary or outside activity, business or charitable, outside their own club.

I am giving advance permission for a Rotary Club in our district, to send an invitation to other nearby clubs in their area only, for participating in their fund raiser. It is also acceptable for clubs to notify other clubs of opportunities for service by combining efforts on a joint project such as an International project.

Assistant Governors have their own club to support and are expected to make generous contributions to the Rotary and Gundaker Foundations. They are giving their time to help your club prosper and succeed. I have notified them that they are prohibited from making contributions, buying tickets or otherwise financially supporting your club fundraisers. Buying flowers, fruit, an inexpensive raffle ticket and the like are O.K. if they choose to participate.

## District Governor's Schedule

July 6	Exton Frazer Breakfast	July 23	Governors meeting, Newburgh, NY.
July 7	Elkins Park Lunch		All day
July 8	NE Sunrisers Breakfast	July 25	World Community Service Dinner
July 11	Gundaker Foundation Dinner	July 26	Madrugadores Breakfast
July 12	Downingtown Dinner	July 27	Oxford Lunch
July 13	Twin Valley Breakfast	July 28	Philadelphia Lunch
July 13	Rotaract Meeting	July 29-August 5	Lankin Family Vacation
July 14	Coatesville Lunch	August 9	Feasterville Breakfast
July 18	King of Prussia Lunch	August 9	Mid-Atlantic PETS Dinner
July 19	Governors Council Breakfast	August 10	Bala Cynwyd N Lunch
July 19	Chester Dinner	August 11	Paoli-M-B Dinner
July 20	Rotary Foundation Nite at Phillies	August 16	Frank Devlyn Barbecue Dinner
July 21	Conshohocken P W Breakfast	August 17	Chichester Breakfast
		August 23	Phoenixville Lunc

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**SERVICE Above Self**

**Newsletter of DG Bob Lankin  
Rotary District 7450**

c/o Lynne Slott  
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**Schedule of Events Rotary District 7450**

- July 20, 2005** Rotary Foundation Night at the Phillies
- August 16, 2005** District 7450 Rotary Foundation Celebration Barbecue with Frank Devlyn, Chairperson of the Rotary Foundation  
Torresdale C.C. Frankford and Grant Aves; Philadelphia PA  
6 PM Cash Bar 7 PM Barbecue Buffet  
\$30 per person if checks are received by August 6 (otherwise \$40); Mail checks (payable to Rotary District 7450) to Joel Chesney at 101 Turnhill Court; West Chester PA 19380
- September 17, 2005** Rotary Foundation and Membership Development Workshops; Delaware County Community College  
7:30 AM Registration and Continental Breakfast  
8 AM – 12:30 PM Program; Free
- October 15, 2005** Rotary Leadership Institute; Doubletree Hotel – Plymouth Meeting PA; 8 AM breakfast until 4:30 PM; \$90 per person
- October 28-30, 2005** District Conference; Racquet Club Philadelphia PA; Details to follow.
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