

# The New Centurion



Newsletter of  
**Bob Lankin**



**District Governor**

**SERVICE Above Self**

Rebecca Lankin - Editor

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Lynne Slott - Editor

District 7450

February 2006

## It's Time to Register your Members for the Rotary Leadership Institute!

With several opportunities for members to participate, both on Saturdays and on a Wednesday, March is an outstanding opportunity for clubs to send their newer members to the Rotary Leadership Institute. The schedule may be found to the last page of this newsletter.

Clubs should send two to four people, preferably not Past Presidents, Presidents or Presidents Elect, to insure your future with enthusiastic and trained leaders. Members take one of three courses in order.

Clubs have benefited immensely from their graduates. The program is acclaimed worldwide and courses have been set up on several continents. For a mere \$90 per session, your club could have a few more trained and enthusiastic members.

Clubs should have the members pay with a credit card by visiting [www.rotaryleadershipinstitute.org](http://www.rotaryleadershipinstitute.org) They should reimburse members who attended the full sessions. When clubs pay in advance, there has been a 12% no show rate – so don't pay for non-attendees.

### **RYLA Deadline Extended**

The deadline for RYLA applications is now extended to February 10, 2005. It is hoped that every club will send two to four students to the conference. Details about the conference at the Valley Forge Freedoms Foundation can be found on page 3.

### **GSE Applicants still needed.**

Applicants to go to Israel (May 6) or Mexico (April 15) for the Group Study Exchange are still needed. All clubs are needed to help find qualified people (age 25 to 40) who will go to those places for 28 days on a fabulous goodwill mission. Applicants to Mexico must speak Spanish. In order to insure that we will have a full team, we need at least two more applicants for each trip. If you have an interested person, notify Jack Grant right away [jhgrant@aol.com](mailto:jhgrant@aol.com) Interviews are scheduled for February 11 but we still will be looking for applicants after that.

## **Mid-Atlantic PETS Is Required For All Presidents Elect**

The Presidents' Elect Training Seminar, which will be held at the Wyndam Wilmington has been expanded to include six districts. Attending Presidents Elects are from central and southern New Jersey, Delaware, Maryland's Eastern Shore, Southeastern Pennsylvania to Allentown and west to Harrisburg.

Four important Rotarians from outside our districts will speak including Rotary International Director David Linnet, Rotary International Director Elect Michael McGovern, Rotary Foundation Trustee Rolf Hoerndler from Germany and Past Rotary International Director Donald Osburn.

The meetings will start at 10 AM on Friday March 24, 2006 and will go until 9 PM that night. Breakfast begins at 7 AM Saturday and the program continues until 3:30 PM Saturday. Understandably, Presidents Elect are urged to stay over at the hotel. The cost of the PETS is billed to the clubs as the training fee and must be paid with the district dues for January 2006, regardless of whether anyone attends.

According to the rules of Rotary International, Presidents Elect must attend the PETS unless excused for good and sufficient cause by Marty Phillips, District Governor Elect. In those cases, the club must send a substitute for both days and the President elect must attend the makeup PETS. Presidents elect are also required to attend the district assembly on Wednesday afternoon and evening of May 3, 2006.

The PETS program consists of meal programs with prominent speakers, and discussion groups conducted by Past District Governors and others from the six districts. There will be vendors selling all kinds of cool Rotary gear. The program has been widely acclaimed and attendees and clubs have been well served by the outstanding program.

## **Show off your Rotary Membership with a Rotary License Plate**

Solving a mystery that has come to me from time to time, we have now found out how to get a Rotary License plate. All you have to do is visit [www.rotary7450.org](http://www.rotary7450.org) and click on News. The application and instructions are there for you.

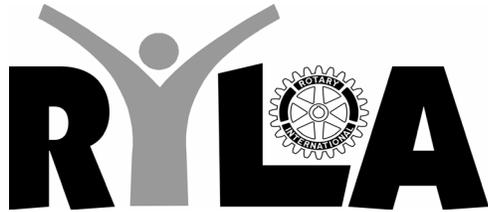
The cost is \$20 and you need the signature of your club secretary. It's that easy.

The state of Pennsylvania has 109 plates left. After that, the ten Pa districts will have to get together and contribute \$100 each to keep the program going with newly manufactured plates.

Rotary plates are a great way to promote Rotary so sign up today!

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**District 7450 RYLA Conference**  
**February 24-26, 2006**  
**Freedoms Foundation, Valley Forge, PA**

Don't miss this great opportunity to develop leadership among young people, the next generation of Rotarians! If you have not yet mailed your registration materials but intend to do so, please contact Louise ([lvitiello@chestercommunitycharter.org](mailto:lvitiello@chestercommunitycharter.org) or 610-447-0400, East Campus, ext. 217).

**Conference Instructions**

- **STUDENT REGISTRATION**
    - Registration Form can be downloaded through **RYLA** link at [www.rotary7450.org](http://www.rotary7450.org)
    - **Very important:** complete the bottom of the application with contact information for your club's Rotarian responsible for RYLA
    - **Check**, payable to Rotary District 7450, **MUST be mailed with registration form**
    - The fee is \$200.00 per student or \$185.00 per student for three or more students.
    - Mail the student registration form and registration fee to:
      - Louise V. Burroughs, 342 West Brookhaven Road, Brookhaven, PA 19015
      - Registration deadline extended to: **FEBRUARY 10, 2006**
  - **STUDENT MEDICAL INFORMATION FORM**
    - Medical Information Form can be downloaded through RYLA link at [www.rotary7450.org](http://www.rotary7450.org)
    - Freedoms Foundation requires students to bring this form to the conference with parent and doctor signatures.
  - **STUDENT TRANSPORTATION:** The club should either provide transportation or make sure that the student has a way to get there (parents, their own car, etc.)
  - **STUDENT PARTICIPATION:** Students **MUST** stay for the entire event, they **CANNOT** leave and come back during the weekend
  - **ELIGIBILITY OF ROTARIANS' FAMILY MEMBERS:** Children and grandchildren of Rotarians **ARE** eligible to attend (one of the only Rotary programs where relatives are eligible)
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## **Gundaker Undergraduate Grant Alert!**

By Joe Cymbor of the Frankford Northeast Club

A reminder to all clubs that their Gundaker Undergraduate Grant applications are due to be in the hands of Joe Cymbor, Undergraduate Grants Committee Chair, on or before the 28<sup>th</sup> of February. Please send them to 2748 Arrowhead Drive, Langhorne Pa. 19053. Well over one-half of the Clubs in the District usually enter candidates into the competition. Make sure your Club is represented...and by two candidates.

You and your members should be interviewing your respective candidates and selecting the best two candidates you can find to enter into the competition. Remember that all clubs can help their candidates by writing an insightful endorsement letter about their candidate. Please insure that there is an original and four copies of the letter. Be sure to insert the club endorsement letter into each copy of the student's data. Clubs are responsible to insure that their candidate's files are complete. It is very important that clubs or candidates check to be sure the original transcript, with seal, is included in addition to the four copies. Please reference the checklist on the front of the Application to insure your candidate's application package contains all of the necessary material and the proper number of copies of all of the data.

Scholarships are granted in the amounts of \$1,000 to \$10,000. Need is not taken into account except for the amount of the scholarship. The committee considers grades, community service and the interview in granting the awards. The applications may be found on-line by visiting [www.rotary7450.org](http://www.rotary7450.org) and clicking on the Gundaker Foundation.

These scholarships are paid for through your generous donations to the Gundaker Foundation.

## **New Club Structure Promoted by Rotary International**

A new club officer structure is being promoted by Rotary International. Under the old system, there was one board member in charge of Vocational Service, one in charge of Club service, usually the President Elect, one in charge of Community service and one in charge of International service. All of the club committees were supervised by one of these board members.

Under the new structure, there is a board member in charge of Rotary Foundation, one in charge of Membership Development, one in charge of Public Relations, and one in charge of Service projects. For smaller clubs, this new structure may be more practical.

However, it is not mandatory to use the new structure.

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## **Community Service Committee and the Gundaker Foundation Announce the first three Katrina Relief Grants**

Community Service Committee Chair Russ deFuria DGN is pleased to announce the first three proposals which were accepted by the Gundaker Foundation Board of Directors at their January meeting. This accounts for nearly half of the money generously donated by Rotarians from 44 of the clubs in Rotary District 7450.

The Gundaker Foundation does not take any expenses from the funds. One hundred per cent of the donated money will be applied to help Rotary Clubs and districts rebuild their communities.

The projects which were approved were as follows:

1. Back Bay Mission - serving 10,000 of the poorest of the poor along the Gulf Coast with emergency assistance, housing rehabilitation and community development. The mission totally lost five of seven buildings and must rebuild the other two. The grant is for \$10,000 toward the total cost of \$55,000 for a phone system, computers, printers and desk chairs.
2. Moore Community House - provides early childhood services to approximately 180 families with 32 employees. The grant is for \$10,000 which will be used for utilities, classroom supplies and equipment for an interim site.
3. Wesley Academy - provides pre-school and childcare services to approximately 180 families with 5 employees. The grant is for \$5000 which will provide one year's tuition for six students whose parents lost everything and will be used for classroom supplies, equipment, and the salary of a teacher.

All projects approved were proposed by the Rotary Club of Biloxi, Mississippi.

## **Rotarians grab priceless PR opportunity at Rose Parade**

By Vanessa N. Glavinskas

Rotary's float in the 2006 Rose Parade survived the California rains over New Year's weekend to bring the "Magic of Caring" message to millions of television viewers around the world. Since 1980, Rotary has entered a float in the famous Tournament of Roses parade as a way to raise awareness and promote the organization. Every year, the float is entirely funded by Rotarian donations and decorated by volunteers who are a part of the worldwide Rotary family, including Interactors, Rotaractors, and scholarship recipients.

"This year, we had 1,400 volunteers decorating the float in prearranged sessions," says Rotarian Jim Miceli, chair of the Rotary Rose Parade Float Committee. He explained that the float's theme, the Magic of Caring, was designed to appeal to children and adults alike and spread awareness of Rotary's commitment to eradicating polio while matching the overall parade theme "It's Magical." Eight Interactors were also invited to be riders in the parade, representing the Rotary International districts of Southern California.

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## **District Membership Numbers Down again – Clubs need to recruit now!**

According to the records of Rotary International, Rotary District 7450 has lost another 34 members from July 1, 2005 to December 31, 2005. This is the worst performance of all the districts in zones 31 and 32 during that period.

Accordingly, it is necessary for us to make Membership Development a priority now! Here are some ideas you can use right away to help you recruit new members to your club:

1. Call a meeting of the club Membership Development committee, including several board members etc. to set up a program.
2. Consider inviting your Assistant Governor and asking him/her for ideas
3. Prepare a list of open occupations
4. Visit [www.yahoo.com](http://www.yahoo.com) and identify eligible people from those occupations.
5. Have a special event, or meeting with a special program and invite them, on the phone e-mail or snail mail and phone.
6. Contact Elizabeth Rhoads PAG, district membership chair and discuss various courses of action. Consider making Membership development a program at a club meeting.
7. Set up groups of 4 or 5 in the club and ask every group to bring at least one guest during the next 2 or 3 meetings.

It is our goal that we will have an increase of 100 net new members during this Rotary year by April 15. Accordingly, we would have to have a net increase of nearly 3 members per club for that to happen. Even if it takes until June 30 for that to happen, it would be a tall order.

Please send me an e-mail to tell me what your club is doing to recruit more qualified Rotarians now. And thanks for your efforts to help Rotary grow and prosper in your community.

## **Register Today for the 2006 RI Convention**

Don't miss the opportunity to join thousands from around the world to kick off Rotary's second century of service at the 2006 Rotary International Convention in Malmö, Sweden, and Copenhagen, Denmark. Not only the first Rotary celebration in the Nordic region, the convention will also be the first to embrace the hospitality of two host countries.

Slated for 11-14 June, it presents a remarkable opportunity to build bridges of friendship and service with fellow Rotarians. You'll come away with new ideas and inspiration that will resonate into the future.

This year submit your registration online, which makes it easier than ever.

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## **The Gundaker Foundation is a Great District Asset**

The Gundaker Foundation of Rotary District 7450 is a great asset of our district and is worthy of the support of every club and member. The foundation not only has made it possible for Rotary to give out some fine scholarships to deserving students, but pays for the popular matching grant program and the monthly program for the inbound Youth Exchange students.

The Gundaker directors represent each club and meet monthly on the first Monday (March will be the second Monday) at the Desmond Hotel at 6 PM for dinner. Dinner costs \$25 and all Rotary members are invited. It would be helpful if you notified your club's director so that enough food would be prepared if you are attending. The directors are appointed by the District Governor for a three year term. They may serve two consecutive terms and then must step down so that a successor can serve. This gives different Rotarians an opportunity to participate in this great work.

The Gundaker Foundation is a 501(C)(3) entity making it eligible for tax deductions for contributors. Various experienced directors are available to do programs at the clubs and clubs are urged to find applicants for their scholarships (deadline 2/28 for undergrads – Jr. and Srs. Only) and March 31 for Grad students. Matching grants for National and International projects are given out monthly until the funds run out. The foundation only spends what was raised the year before.

If your club director has not been attending faithfully, the club President should recommend a replacement to the District Governor. It is acceptable to send a substitute in the director's absence.

The donation of \$1,000 to the foundation will cause the donor to be name a Guy Gundaker Fellow and each succeeding donation of \$1,000 will generate suitable recognition.

Next year, we will be receiving fifteen inbound Youth exchange students. The program will cost a lot more than this year's program due to the increase from the nine students we had this year. Accordingly, we are asking our members to be generous in their donations in the current Rotary year.

It is a matter for confusion for new Rotarians as to the two foundations, the Gundaker Foundation of Rotary District 7450 and the Rotary Foundation, which is the foundation of Rotary International. It is hoped that every Rotarian will make an annual contribution to both. Currently we are requesting at least \$100 to the Rotary Foundation and \$75 to the Gundaker foundation, but many Rotarians give a lot more. There is no competition between the two foundations as both are doing important work that needs to be funded.

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DISTRICTS 7390 and 7450 WELCOMES  
**Carl-Wilhelm Stenhammer**  
**Rotary International President**

***Rotary Club of Harrisburg -- Dinner Host***

**When:** Monday, March 6, 2006

**Where:** Harrisburg Hilton Hotel and Towers, Harrisburg, PA

**Time:** Reception with Cash Bar 5:30 pm to 7 pm  
Crudities, Fruit and Cheese

Dinner and Meeting 7:00 pm to 9:00 pm  
Mixed Field Greens Salad  
Pan-Seared Breast of Chicken and  
Maryland Lump Crab Cake with Creole Mustard Sauce  
Caramel Apple Granny Pie

**Cost:** \$50.00 per person

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Return to Linda Freedenberg by February 20, 2006  
With your check made payable to:  
**Rotary Club of Harrisburg**  
**P.O. Box 11587**  
**Harrisburg, PA 17108-1587**

I/We will attend this Special Rotary Meeting on March 6, 2006

tickets @ \$50.00 \_\_\_\_\_ = \$ \_\_\_\_\_

Your cancelled check is your reservation.



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## **The Phillips' are San Diego Bound!**

District Governor Elect Marty Phillips and his wife, Ardmore Rotarian Elaine, will be participating in the Rotary International Assembly on February 16 – 23, 2006 at the Manchester Grand Hyatt in San Diego California representing Rotary District 7450. They will be joined by 529 other Governors Elect, most of them with spouses, from all over the world. The International Assembly has a new venue, after being in Anaheim California for many years.

Attendance at the assembly and all of its sessions are required for all District Governors Elect and their spouses in attendance. The Plenary sessions are given with simultaneous translation and the discussion groups are conducted in several different languages. The Governors elect and their spouses make lifetime friends and give out hundreds of trinkets from their home towns. Group Study Exchange team partners have assigned seats to sit together, so they'll get to know one another and also to take care of the paperwork.

One of the highlights of the assembly is the speech by the President Elect Bill Boyd from New Zealand where the Governor's jacket will be worn for the first time and the slogan for the year announced.

We have advance information that the Governors jacket next year will be pink. (Just kidding – Marty.)

Another fantastic experience is a social evening where Governors and their spouses put on shows reflecting their country or region. Many are dressed in breathtaking native costumes.

Attendance at the International Assembly is a once in a lifetime experience and is one of the highlights of the Governors time in office.

## **Boosting Rotary club membership with great PR**

By Christine Sanders

Many clubs and districts that launched previous public image campaigns can attest to the benefits of publicity. Following heightened media coverage during 2004-05, the number of prospective member forms submitted worldwide increased by 13 percent, compared with 2003-04. Non-Rotarians complete them, available online, to express interest in joining a club.

In January 2003, an interview with past RI President Luis V. Giay about Rotary's educational programs aired on "CNN En Español." Over the next month, there was a 683 percent increase in prospective member forms submitted from Bolivia, Colombia, Mexico, Nicaragua, and Venezuela. Nearly all of the prospective members reported that they had seen the television program about Rotary.

In July 2004, the *London Times* published an article and a letter to the editor about the changing membership and activities of Rotary clubs in the United Kingdom. Nearly three times more prospective member forms were submitted from the UK during this period of heightened publicity than during a typical month.

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# The New Centurion

## Club Attendance Report by Bob Gerhard III

Club Name	# Memb	Aug	Sep	Oct	Nov	Dec
Ardmore	95	59	62	0	73	65
Bala-Cynwyd-Narberth	11	0	0	0	0	62
Bensalem	32	65	67	68	68	70
Bristol	46	64	62	77	67	75
Broomall	0	0	0	0	0	
Bryn Mawr	26	66	69	57	74	74
Central Chester City Lionville	0	0	0	0	0	
Central Delco (formerly Media Sunrisers)	9	90	90	90	90	
Cheltenham-Rockledge	24	62	64	57	0	
Chester	29	0	0	0	0	
Chester Pike	29	0	0	0	0	
Chesterbrook	20	84	100	100	85	87
Chestnut Hill	0	0	0	0	0	
Chichester	18	60	75	70	0	
Coatesville	53	57	68	71	63	63
Concordville-Chadds Ford	52	65	71	0	0	
Conshohocken-Plymouth Whitemarsh	0	0	0	0	0	
Downingtown	27	73	58	56	57	52
Eastwick	13	58	69	0	73	72
Edge Hill	13	56	56	50	51	
Elkins Park	0	0	0	0	0	
Exton-Frazer	16	66	0	0	0	63
Feasterville	22	55	45	51	0	91
Frankford-Northeast Phila	42	0	45	48	51	
Glen Mills	18	0	90	0	0	
Glen Riddle	0	0	0	0	0	
Glenside	47	68	70	0	0	

Club Name	# Memb	Aug	Sep	Oct	Nov	Dec
Greater W. Chester Sunrise	48	0	0	71	77	75
Haverford Township	36	60	0	0	0	
Jenkintown	74	47	50	0	0	48
Kennett at Longwood	58	0	0	82	70	
Kennett Square	43	0	0	0	0	61
King of Prussia	28	53	58	0	0	
Langhorne	29	46	70	51	69	62
Levittown-Fairless Hills	0	0	0	0	0	
Media	0	0	0	0	0	
Newtown Square	24	0	75	0	0	
Northeast Sunrisers	24	0	0	65	70	72
Octorara	13	37	52	67	62	
Oxford	12	45	61	0	56	53
Paoli-Malvern-Berwyn	30	0	0	61	57	
Philadelphia	107	36	53	45	0	
Phoenixville	39	47	60	56	59	
Springfield	23	68	60	51	58	
Swarthmore	10	83	82	0	0	
Thorndale	11	62	73	79	90	
Twin Valley	40	0	73	68	0	
Upper Darby-Lansdowne	43	90	92	0	65	
Wayne	25	61	57	0	90	
West Chester	136	0	77	0	66	
West Grove-Avondale	21	70	77	42	79	71
Westtown-Goshen	44	81	89	87	0	

**Please send your attendance to Bob Gerhard III by the 15<sup>th</sup> of the following month.**

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### **Governors Schedule – January and February**

February 6, 2006	Dinner	Gundaker Foundation
February 8, 2006	Evening	Youth Exchange Committee
February 11, 2006	All day	GSE Interviews
February 23, 2006	Lunch	Philadelphia Rotary Club
February 25-March 3	Out of Town	Business Meetings
March 6, 2006	Dinner	President Stenhammer
March 8, 2006	Breakfast	Assistant Governor training
March 23-25, 2006	All Day	Mid-Atlantic PETS
March 27, 2006	Dinner	World Community service

### **Governor's Notes**

Now that I have completed all fifty three club official visits, my schedule seems downright easy. Thank you to everyone for making my official visits so enjoyable and productive. With 53 visits, I only go lost once but still got there in time for my presentation. All but one club gave me my full ½ hour, and all but one President was present for my visit.

I am still available for special club visits to induct members, give special awards, participate in service projects or attend special events. You are welcome to shoot me out an e-mail and I will attend if I can. I would also like to visit every Rotaract club and some of the Interact clubs.

I would like to bring up the idea of promoting Rotary with club programs. I would like to recommend that every club have a Rotary program once every month. If you have one Governor's official visit, one program from your Assistant governor, the other ten could be a person who went on a GSE, an Ambassadorial scholar, a Youth Exchange student, a presentation from the Membership Development committee, someone to talk about Gundaker, a program on the Rotary Foundation, someone from other district committees such as Vocational service, Rotaract, Interact, Literacy, World Community service, or Community service, someone who went on a National Immunization day, etc.

At this time, I would like to bring up the idea of better public relations to promote membership and financial support. Public relations is more than just press releases. It involves wearing your Rotary pin every day, signs and benches in your communities, television interviews, better web sites, leaving Rotary magazines in the library, leaving donating magazines to hospital waiting rooms with Rotary stickers on them, 4 way test essay contests in schools, and anything that generates interest and support.

Lastly, if you haven't yet made your Rotary Foundation and Gundaker contributions this year, now would be a good time. Rotary's success and good work depends, in a large part, on the generosity of its members.

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**Newsletter of DG Bob Lankin**  
**Rotary District 7450**  
8207 Aspen Way  
Elkins Park, PA 19027

## **District 7450 Coming Events**

February 24-26, 2006(Friday-Sunday)	RYLA Conference – Valley Forge Freedoms Foundation
March 4, 2006 (Saturday)	Rotary Leadership Institute – Newark Delaware
March 6, 2006 (Monday)	President Stenhammer Dinner – Harrisburg PA
March 11, 2006 (Saturday)	Rotary Leadership Institute – Columbia Maryland
March 11, 2006 (Saturday)	Rotary Leadership Institute – Scranton PA
March 24-25, 2006 (Friday-Saturday)	Mid Atlantic PETS for club 2006-07 Presidents Wilmington Delaware
March 29, 2006 (Wednesday)	Rotary Leadership Institute – Mt. Laurel NJ
April 8, 2006 (Saturday)	District Committee Training – for all District Committee members
May 3, 2006 (Wednesday)	District Assembly (afternoon and evening)

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