



District 7450 Rotary Leader



Volume 5 Number 8

February 2011

Message from DG Joan



February is "World Understanding Month" on the Rotary calendar. The anniversary of the first Rotary meeting, February 23, is observed as World Understanding and Peace Day. The fourth Object of Rotary is the advancement of world understanding, goodwill and peace through a world fellowship of business and professional persons united in the ideal of service.

Throughout its history, Rotary has been a key player in promoting peace throughout the world. It's who we are. It's what we do. It's what we have done for a very long time.

Paul Harris, in his book, "Road to Rotary," written in 1947, explains why Rotary was a major force in the creation of the United Nations: "The invitation to Rotary International to participate in the United Nations Conference as consultant to the United States delegation was not merely a gesture of good will and respect toward a great organization. It was a simple recognition of the practical part Rotary's members have played and will continue to play in the development of understanding among nations."

Our Peace Scholars, Ambassadorial Scholars, Youth Exchange students and Group Study Exchange team members are ambassadors of their countries. We see through them that only the language that we speak or the foods that we eat or the faiths that we practice make us different. They also help us understand that we are all brothers and sisters, more alike than different.

I knew and admired an African-American gentleman who, in the days when job applicants were required to check off the applicable "race" box on the application, always wrote in "human" as his way of stating the obvious. He practiced this belief all his life. By doing so, he expressed so well what we all know to be true. We are all members of the "human" race for there is no other.

March is Literacy Month. Please send your articles about your literacy projects to be published in the March Rotary Leader.

Free hour session Feb. 2 and 9:

Social Media Webinar to focus on promotion help

Are you interested in attracting new members and letting the community know more about your Rotary club? Then, Rotary International's free 60-minute webinar called "Using Social Media to Promote Your Club or District." is for you.

During the webinar, Rotarian panelists will offer information and ideas on effectively using social media sites such as Facebook, Twitter, and LinkedIn, and will discuss how to integrate social media into a communications plan. They will not cover how to create a social media account.

The webinar will be offered twice: Wednesday, February 2, at 11 A.M., and Wednesday, February 9, at 7 P.M. The webinars will be in English only. Go to www.rotary.org to register. Click on the News and Media tab.

Rotary mid-year Project Fair

**February 12 , 9 A.M. to 12 Noon
Delaware County Community College**

Founder's Hall, Marple Township

Set up time: 8 A.M. to 9 A.M.

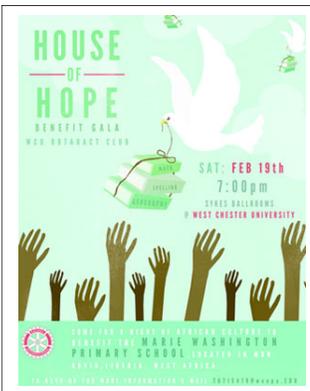
**Rotaractors will sell refreshments
to finance their club projects.**

Refer to the email sent to Rotary club presidents and secretaries to reserve a table or to sign up for a 20-minute time slot to show a PowerPoint of your club projects or fundraisers to Rotarians, Rotaractors, and Interactors.

Or, reserve your table by registering on the District calendar at www.dacdb.com or go to the Rotary7450.org.

House of Hope gala, February 19

WCU Rotaractors host benefit for African school



West Chester University's Club will be holding a "House of Hope Benefit Gala, a Night of African Culture" Saturday, February 19, at 7 P.M. in the Sykes Student Union Building on the West Chester University campus.

The Gala will benefit the Marie Washington Primary School in Monrovia, Liberia,

West Africa. The school was established in 2000 to cater to the needs of children made destitute by years of civil war.

Because of the absence of fees to attend the school, 350 students between the ages of two to 20 attend classes in the building designed for about 100 students.

A West Chester University student, Oreta Zaza, lived in Liberia during the War. She made connections with this school and started fund-raising for the

school. In the midst of construction, they ran out of money.

The Rotaract Club has planned the Gala to raise funds that will help finish the construction of the school.



The celebration of global education, and African culture will include an African dinner, dancers, and drummers. Also included is a silent auction of the student's artwork sent to the Rotaract Club.

Reservations are encouraged but not required. To RSVP or for more information, email Ulmer at TU715479@wcupa.edu, or Colleen McHugh at CM675610@wcupa.edu.



Martha Washington Primary School in Monrovia, Liberia, Africa.

Oxford Rotarians salute seniors

Oxford Rotary Club honored Maria Lombardi (center) and Julio Cano (third from left) as "Seniors of the Month of January. On hand for the presentation were (from left) Club president Charles Vickery and Susan Lombardi. Maria has appeared in every high school theater production since her freshman year and is in the National Honor Society, Future Business Leaders of America, Leos Club of the Oxford Lions, "Different But Equal" committee and anchors the school's morning news broadcast. Julio, who transferred to Oxford High School as a junior, is a student leader of "Different But Equal" committee, which develops strategies and activities to recognize and celebrate diversity in the school and throughout the Oxford community, and volunteers with the American Red Cross and is an EMT with the Avondale Fire Department.



Polio NID webcast January 31

"ABC World News Tonight" was scheduled to present a report Friday, January 28, on Rotary's role in the Polio NID in India last November. The report was pre-empted. ABC sent a news crew and Dr. Richard Besser to cover the NID for the report on Rotary's 25-year effort to eradicate polio.

Diane Sawyer will interview Bill Gates Jr. about the polio eradication effort during a webcast Monday, January 31, at 9:30 a.m. at www.gatesfoundation.org. It also will be available on demand.

DG Joan Batory notes, "This is a great story for Rotary and should help to let the world know about our efforts to eradicate this disease."

April 1 deadline to apply to participate in pilot**RI president invites Clubs to consider flexible meeting**

RI President Ray Klingensmith has sent an invitation to each Rotary Club president – including presidents of the 54 Clubs in District 7450 - to participate in a flexible meeting pilot project as a way to better serve its members and recruit new members. Deadline is April 1, 2011 to submit applications to Rotary International to be considered for a pilot. The models include:

Satellite Club

Allows a Rotary Club to conduct multiple Club meetings during a week, each taking place at a different location, on a different day, or at a different time.

Associate Member

Gives Clubs a tool for teaching prospective members about the Club and the expectations of membership before they join. Clubs would determine the length of time a person could remain an associate member before becoming an active member.

Corporate Member

Allows a corporation or company in a Club's area to become a member of the Rotary Club and appoint up to four people to serve as Club members. The corporate members will attend Club meetings, participate in projects, and vote on Club matters, and are eligible to serve as Club officers and committee members. One of the designees must be a member of the corporation's senior executive group, but the others could hold any full-time managerial role. Only one of the designees would need to attend Club meetings at a time, yet each would be considered an official member of the Club and would be required to pay RI and annual Club dues, as determined by the Club.

Alternative and Flexible Club

Allows a Club to change one element of its format or structure as an experiment. For example, a Club might offer family memberships or conduct a blend of online and in-person meetings.

This is your opportunity to “Think outside the box” and test one of the Club models.

Chester, Swarthmore Rotarians partner for literacy project

The Chester and Swarthmore Rotary Clubs partnered together in a literacy project for the benefit of the children of Chester and received a matching Simplified District Grant. Chester Rotary Club president Louise Burroughs (left) and Swarthmore Rotary Club president Marv Gelb (right) accepted the grant from District 7450 Rotary Foundation chair Vasanth Prabhu and PDG Russ deFuria. Through a combination of local fundraisers and a grant from Rotary International, District 7450, the Rotary Clubs of Chester and Swarthmore have collaborated with the Delaware County Library System to expand the state's “One Book, Every Young Child” 2011 initiative in Chester. The Pennsylvania literacy project for children ages three to eight is in its fifth year working to improve early literacy development in pre-schoolers. match the clubs' fundraising efforts. Funds will be used to purchase materials needed to share this effective project with 720 children in Chester pre-school centers.



March is Rotary Literacy Month. All Rotary Clubs are asked to share their literacy program stories with the March *Rotary Leader*. Deadline is February 20. Send materials to mombugjoan@msn.com and info@rotary7450.org.

Shady Brook Rotary Club fetes 'Student of Month'

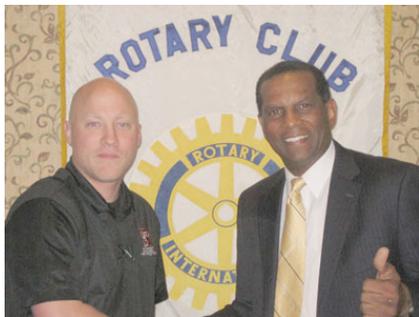


The Rotary Club of Shady Brook recognized Kyle O'Connell, straight-A, eighth-grader at Maple Point Middle School as December Student of the Month. He is a member of National Junior Honor Society and has played soccer since he was six years old and has been named to a tournament team. He serves meals and helps with arts, crafts and games and chats with war veterans at a senior center and helped with Spirit of Giving Campaign. On hand for the presentation were (from left) DG Joan Batory, Lisa O'Connell (Kyle's mother), Kyle, school liaison officer Mel Gelenberg, Robert O'Connell Kyle's father), and Shady Brook Rotary Club president Dr. Augie Adrid.

Plans underway for Rotary Car Show and Family Fun Day

The Rotary Club of Bensalem kicked off planning for the second annual Car Show and Family Fun Day, May 21, 2011, with a special appearance by motivational

speaker Burgess Owens (right) who was welcomed by president-elect Mike Zielanski.



For more information about this year's Car Show and Family Fun Day, contact the Club at (215) 633-3655. 633-3655, ex 5730. Go to Rotary7450.org for photos of last year's car show.

UD-Lansdowne Rotarians honor 'Students of Month'



Upper Darby-Lansdowne Rotary Club honored five "Students of the Month" for January. They are (from left) Elliot Farquhar and James Thompson from Penn Wood High School, Shivani Bhatt and Chiu (Kenny) Tsui from Upper Darby High School and Kristin Anger from Archbishop Prendergast High School. Farquhar wants to become a mechanical engineer and would like to attend MIT, NYU, or a polytech institute. He plays baritone sax and enjoys community service. Thompson, ranked fourth in his class, is an outstanding artist, has tutored kids in the Fresh Start Program and helps people in the community. Bhatt wants to become a physician and is active in many community service projects. She is editor of the school newspaper and is on the tennis team. Tsui has earned awards in calculus, algebra, physics, biology, and chemistry. He is interested in biomedical engineering. His parents, immigrants from China, received help from community volunteers while he was younger and he appreciates the kindness of others. He's on the Hi-Q team, is a member of the Math Club and tutors students in math and science. Anger excels in Spanish, is captain of the cheerleading squad and a gifted dancer. She has participated in Upper Darby Summer Stage, is active in the community and wants to be a film editor.

Wanted: Dresses old jewelry for 'cause'

West Chester Downtown Fridays Rotary Club is collecting old jewelry and "gently worn" dresses—especially for proms and graduations—for the fundraiser "Dresses for a Good Cause." Proceeds from the dress sale will finance projects at slave rehab centers. Contact Carole Metzker at echmetzker@aol.com to make donations.

At RI Assembly

RI trainer/PDG Jeffry Cadorette and DG spouse Juan Pedro Torroba were all smiles at International Assembly in San Diego as viewed on rotary.org.



For Philadelphia Rotary Club**RI president will attend Centennial Gala April 10**

Philadelphia Rotary Club will celebrate its 100th anniversary Sunday, April 10, at "Ballroom at the Ben" at 834 Chestnut Street, Philadelphia. RI president Ray Klinginsmith (left) has accepted the invitation of Philadelphia Rotary Club president Joe Batory (right) to attend the "black tie optional" celebration. The full-course dinner event is from 5 to 9 P.M. Tickets are \$125 per person and includes free parking and an open bar. For sponsorship and ticket information, contact Philadelphia Rotary office at 215-735-5984 or info@philarotary.org.

**WC Rotary Club****Fruit Sale benefits Friends' homeless prevention program**

Yellow and orange balloons signal the kickoff of the West Chester Rotary Club's annual "Taste of Florida Fruit Sale." Co-chairs Cristina Combee and Elizabeth Guman announced the kickoff along with staff members from the Friends Association for the Care and Protection of Children which will benefit from the sale. At the meeting were (from left) Combee, Glenda Brion and Regina Horton Lewis of Friends Association, and Guman. The funds will be used for the rapid re-housing program that places single mothers with children in housing and provides them with the support services they need to maintain the housing. This is a new approach to homeless prevention, which previously provided services before housing placement, gets families into stable housing more quickly, and reduces the backup of families in shelters for lengthy periods of time. Fruit sale orders for grapefruit and oranges will be accepted through March 19, with fruit distribution set for March 26. For online ordering, go to www.westchesterrotary.us

**2011-12 Rotary theme:****Rotarians asked to 'Reach within to embrace humanity'**

RI president-elect Kalyan Banerjee unveiled "Reach within to embrace humanity" as the 2011-2012 RI theme of Rotary during the opening plenary session of the 2011 International Assembly, a training event for incoming district governors last month in San Diego, California.

Urging participants to "harness their inner resolve and strength" to achieve success in Rotary, Banerjee said, "In order to achieve anything in this world, a person has to use all the resources he can draw on. And the only place to start is with ourselves and within ourselves."

Once Rotarians find their inner strength, they can accomplish great things in their communities and around the world, according to Banerjee. "Discover yourself, develop the strengths within you, and then unhesitatingly, unflinchingly, go forth and encircle the world, to embrace humanity."

Banerjee emphasized the family as a starting point in serving others. "The communities we live in are not built of individual people but of families - families living in homes together, sharing their lives and their resources and their common destinies. Good families lead to good neighborhoods, and good neighborhoods build good communities." Rotarians can focus on projects that support families, such as those that provide safe housing or improve maternal and child health, he added.

Continuity in Rotary's work, including polio eradication, is also important, Banerjee said. "There are so many things we are indeed good at: working for clean, safe water; spreading literacy; working in so many ways with the New Generations, our youth, in our newest Avenue of Service and assisting them to become the leaders of tomorrow."

Citing Mahatma Gandhi's call to "be the change you wish to see in the world," Banerjee said Rotarians should also focus on change. "If we wish for peace, we start by living in peace ourselves, in our homes and in our communities. If we wish environmental degradation to stop, if we wish to reduce child mortality or to prevent hunger, we must be the instrument of that change -- and recognize that it must start within us, with each of us," he said.



RI President-elect Kalyan Banerjee announces the 2011-12 RI theme during the International Assembly.

District 7450 Leader to focus on literacy for March

The District 7450 Rotary Leader will mark Rotary Literacy Month by focusing on reports of literacy programs sponsored by the Rotary Clubs in the District.

We ask clubs with literacy programs to send information and photos to mombugioan@msn.com by February 20. Please identify all persons in photos.

Rotarians help at holiday party for the blind



A group of Philadelphia Rotarians provided chaperone assistance at a holiday party

for the blind in December. Project coordinator Al Arminio (above) is assisting two guests as they arrive for the party. Also participating were Janet Arminio, Jack Beiter, Joan Haag Beiter, Deborah Paredes, Sandy Goldberg, Bernadette Daniel, Chris Kiefer. Howard Ash, Titus Pierce, DG Joan Batory, and Club president Joe Batory.

Send reports/photos of literacy programs for March Rotary Leader by February 20.

Mini-research project:

Philadelphia Rotary Club sponsors computer-assisted literacy project



Students at the Stephen Girard School (above) are working on building their reading skills via the Auto Skill Computer-Assisted Learning Solution (CALs) program which is financed by the Rotary Club of Philadelphia via a matching District Simplified Grant. The literacy program is geared to students who can not read. An initial pilot CALs program, endorsed by Rotary International, produced some remarkable success with students at the Stephen Girard School a year ago, according

to Club president Joe Batory. As a result, the Philadelphia Rotary Club is replicating the project again this year as a mini-research project to evaluate the prowess of CALs. The cost of the program, which is with middle school students this year, is \$80 per student. Batory the new effort will be evaluated at the end of the year.



Student's computer screen (above) displays one of assignments in CALs literacy program.

Longwood Rotarians take part in Gulfport reconstruction

Three Longwood Rotarians, Bob Curran, Bill Simeral and Jackie Maas, described the continuing efforts to rebuild Gulfport, Mississippi seven years after Hurricane Katrina after returning from a working trip to the region last November.

They reported all structures were damaged by the force of water during the storm and the first phase of reconstruction – recovery- and the second phase – repair - are complete. What is ongoing -and where they were working - is the third phase: rebuilding, which they indicated is expected to be a 15-year effort, which is about half-way complete.

To put the remaining rebuilding effort in perspective, they reported the coastline is still lined with almost nothing but empty foundations. Neighborhoods consist of suburban homes next to trailers as each family rebuilds as best and as quickly as it can. There are 4,400 families registered in need of assistance to rebuild and another 6,000 are estimated not to have registered.

Much of the current rebuilding is funded with HUD grants, and the work is done by church groups. These groups

recognized the scale of the effort immediately after the storm and purchased large trailers and filled them with construction equipment. These are still used by the teams whenever they are on-site.

Several church groups bought and repaired large houses as temporary living quarters for the volunteers, and they continue to be used in this way. The trip in November 2010 focused on finishing several houses so that the owners could move in for Thanksgiving. That meant hanging drywall and painting, and the work was finished on time.

The mid-week evenings out were a great opportunity “to meet the local residents and have fun.” Bill Curran said he was surprised by the “warm reception they received and the ability to smoke his cigar while in a bar”. The residents are best described as “gratefully surprised” at the continuing support

they get from volunteers from “up north” in their rebuilding efforts.

They announced the trip for next year is already being planned. Forty volunteers are targeted to make the trip from November 7 through 11, 2011.



One of houses which volunteers rebuilt for family in time for Thanksgiving.

Vocational Service Committee working on District Yellow Pages

By George Whitfield

Vocational Service Committee chair

When you need services of an attorney, CPA, plumber etc., where do you go? What do you do?

When you decide to hire the person to deliver the service, you hope that he/she would be of high moral character. You might ask the person for references, but as we all know, what professional person would give you the name of a person who would not put them in a good light? Well my fellow Rotarians, your uncertainty will be alleviated shortly.

Your District's Vocational Service Committee, along with others, is developing the District 7450 Yellow Pages. This information would be electronic. All of the entries would be of Rotarians in District 7450. What better place to find services of competent people of high moral character? Who better with whom to do business?

If you would like to be involved in this exclusive endeavor, all you have to do is to go to the www.DaCdb.com to update your information. Like any Yellow Pages, the information it contains is only as good as the listings contained in it. So, why not be one of the roughly 1600 Rotarians in these electronic Yellow Pages?

The benefit to you is to have a centralized location that can be searched by classification (profession) to provide the services you need.

It is our goal to have this task completed before the end of this Rotary year. Do not delay, go to the website now. Encourage all of the Rotarians in your Club to do the same.

Although you did not join Rotary to get business contacts, I'm sure your fellow Rotarians are some of the first people you go to when in need of services.

Philadelphia Rotaractors welcome Ambassadorial Scholar



Rotary Ambassadorial Scholar Yusuke Yoda (third from right) from Japan, who is studying at the University of Pennsylvania, received a warm welcome at a meeting of the Philadelphia Rotaract Club. On hand are Rotaractors (from left) Juan Carlos, Ross Carrington, Emily Hsiao, Annie Sheehan (bending down), Emmanina Rodriguez (in front), Clare Fletcher, Anna Denery, and Youssouf Camara.

District Simplified Grant info

Although the stated deadlines and review for District Simplified Grants (DSG) has passed, the Rotary Foundation Committee has established a third deadline for applications because funds are still available. The new deadline is February 28, 2011.

The Simplified Grant Application is available at the Rotary website (rotary7450.org) under "Rotary Foundation".

Clubs desiring a DSG must complete an application form and submit it to: **Vasanth Prabhu**, 175 Stewarts Court, Phoenixville, PA 19460; yprabhu39@aol.com; 610-917-1097.

Bala Cynwyd-Narberth Rotarians present 'Student of Year' award

On hand when Alexandra Forrest, a senior at Friends Central in Wynnewood, was recognized as "Student of the Year" by Rotary Club



of Bala Cynwyd-Narberth are (from left) Friends Central assistant principal Beth Johnson, Chris Forrest, Trish DeRusso, Alexandra Forrest, Rotary Club past president Patrick Walsh, and president Laya Charlestein.

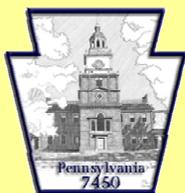
Lisa Leonard works on flowers for Rotary Rose Parade float

Philadelphia Rotarian Lisa Leonard, who was GSE Team leader to Greece, was among the thousands of Rotarians who helped create the 2011 Rotary Rose Parade float. A friend of Leonard was in a Rotary Club which needed some last-minute volunteers



so Lisa went to Pasadena to help cut roses and put them in tubes of water and organized them on trays where they were used by volunteers who attached them to the floats. While at the warehouse, Lisa got to see the floats in various stages of construction.

DEADLINE for March District 7450 Rotary Leader is February 20. Please identify all people in photos. Send news about literacy programs for publication in Literacy Month issue.



The Rotary 7450 Leader

**Published by District 7450
Joan Batory
District Governor**

**Joan Connor Toenniessen
Editor**

Jay Childress

Club and District Support

⊗ *Deadline is 20th of month prior to publication date. Please send news and photos (with names and information) to mombugjoan@msn.com*

⊗ *Send photos (with names and information) to info@rotary7450.org Please identify people in photos.*

⊗ *Please submit club attendance or changes to personal contact information through the District Database at www.DaCdb.com For assistance, please call Sharon Quick at 215-735-5984 or Brian Casey at 484-483-8423.*

Deadlines approaching for 2011 Rotary Scholarship applications

The next round of applications for Rotary Ambassadorial Scholarships and Peace Fellowships are due in the spring. The scholarship applications are for study in 2012-2013 and must be downloaded by candidates from the Rotary International Website; no applications are available locally.

Ambassadorial Scholarships

April 1 to May 1: Applications due at the Rotary Club where the candidate resides; local Rotary Club checks for completeness, interviews applicant, and if approved, endorses candidate...one recommendation per club is allowed.

May 1 to June 15: District 7450 Scholarship Committee reviews applications from local Rotary Clubs and selects winner (s) to be submitted to Rotary Foundation for final approval which usually occurs by November. Study begins in the next fall semester. Amount of award and number of scholarships is determined annually by District 7450 (currently a flat grant of \$26,000 for one scholarship) for study abroad.

Requirements: Humanitarian focus for the future. At least two years of college; record of academic achievement and leadership prowess; willingness to act as an ambassador of good will and visit Rotary Clubs in the country of study. (Many past winners have had three years of college when they applied and then used the Ambassador Scholarship for the 1st year of master's degree study.)

Peace Fellowship Certificate

This program is for three months for study at Chulalongkorn University in Bangkok. Past winners have come from a wide variety of professional backgrounds. Employers of candidates asked to contribute but all candidates are considered for a fully paid fellowship (tuition, boarding and transportation) for the three months of study.

April 1 to May 1: Applications due at the Rotary Club where the candidate resides; local Rotary Club checks for completeness, interviews applicant, and if approved, endorses candidate... unlimited recommendations per club are allowed.

May 1 to June 15: District 7450 Scholarship Committee reviews recommended candidates from local Rotary Clubs and selects applicant to be submitted to the Rotary Foundation which determines the winners usually by December. Study begins in the next fall semester.

Amount of Award: Fully funded tuition, boarding, transportation and miscellaneous expenses at one of four designated universities abroad for two years. The four university choices available to United States applicants are the International Christian University in Tokyo, Japan; the Universidad del Salvador in Buenos Aires, Argentina; the University of Bradford in West Yorkshire, UK; and, the University of Queensland in Brisbane, Australia.

Requirements: Undergraduate degree; proficiency in a second language; three years of full time work experience; academic prowess; interest in a career in peace and conflict resolution.