

# The Rotary 7450



# Leader



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## Greetings from the District Governor



By the time you read this I will have visited more than two-thirds of the clubs in our District. I really have enjoyed those visits, especially meeting so many warm and friendly Rotarians. We are truly a Family of Rotary. It also has given me even more of an understanding of what Rotary is all about and what it stands for. It is heart warming to hear about all the great work Clubs are accomplishing in their respective communities.

Congratulations go out to the Rotary Club of King of Prussia on its 50th anniversary and also for the 25th anniversary of the Rotary Club of Haverford Township. Keep up the good work.

Thanks to Mark McGill, this year the Phillies Night raised almost \$5,000 for the Rotary Foundation. Since 1987 our district has raised over \$170,000 thru this event. This year, the Phillies had the largest attendance ever at Citizens Bank Park. I like to think they all came to see me throw out the first ball, but it was really for the Ryan Howard Bobble Head.

Welcome back to Hogie Hansen, who for the past two years served the Rotary Foundation in a professional capacity living in Evanston. Anne and Hogie are back at their home in Swarthmore. Hogie, now a volunteer, is serving as Regional Rotary Foundation Coordinator for Zone 31 and 32 (RRFC), while Anne is president-elect of the Swarthmore Rotary Club. Great to have them back in the district!

I would like to thank Joel Chesney and Elaine Phillips who have put together a fantastic District Conference in Atlantic City. It took a lot of time and effort for this big undertaking. They were ably assisted by a committee made up primarily of Ardmore Rotarians and of course District Governor-Elect Russ deFuria lent a hand. He already is planning the 2007-2008 District Conference during his year as District Governor.

Plan to attend the Rotary Foundation Workshop Saturday, Nov. 19, a combined effort with our neighboring District 7430. One of the features will be how to apply for grants from the Rotary Foundation. Foundation Chair Charles Streitwieser will send out information to the clubs.

A very successful Membership Workshop was held in cooperation with District 7430 Sept. 16. Thanks go to Elizabeth Rhoades and George Whitfield for co-chairing this event. The feedback on this workshop has been outstanding.

See you on the Boardwalk in Atlantic City. Yours in Rotary Service,

**MARTY PHILLIPS**

## Rotary Peace Fellow to speak at Conference luncheon Saturday

A recent graduate of the Rotary Peace Fellow program will speak at the Saturday luncheon at this year's Rotary District 7450 Conference in Atlantic City, N.J., Oct. 27-29. Shree Nadarajah, a consultant at the United Nations Office of the Special Representative for Children and Armed Conflict in New York, will be the featured speaker at the 12 noon luncheon at the Holiday Inn Boardwalk in Atlantic City.

Shree Nadarajah earned an Honors Bachelor's degree in accounting and finance from Middlesex University, London UK and a Masters in international management from Bremen University of Applied Sciences, Germany. She was a Rotary World Peace Fellow at the University of California-Berkeley, recently graduating with a Masters in Asian studies. Previously, Shree worked as a business and direct execution services assistant for the United Nations Development Program in Kuala Lumpur, Malaysia. She supported regional programs such as the Asia Pacific Development Information Program and The Urban Governance Initiative.

Having partnered with Rotary for 12 years as a Rotaractor, Shree has worked on countless projects relating to children and youths. She also has been awarded the Paul Harris Fellow by the Rotary Club of Oakland, Tennessee when she was a GSE team member.



**Shree Nadarajah**

Shree's research focuses on children affected by armed conflict, particularly in Sri Lanka, Nepal and Myanmar. With additional experience gained and networks established from her internship with the United Nation's Office of the Special Representative for Children and Armed Conflict, and a brief stint in India and Sri Lanka working with refugees and civilians affected by armed conflict, her resolve to work in the field has strengthened. In particular,

she wants to implement program interventions and policies which take into account long-term prevention and education elements, with the ultimate objective of ensuring the protection of children exposed to armed conflict. Shree is working as a consultant at the United Nations Office of the Special Representative for Children and Armed Conflict in New York, where she is preparing the 6th Secretary General's report to the Security Council on Children and Armed Conflict.

For information on late registration to the conference, contact District Governor Partner Elaine Phillips at 309 Washington Ave., Apt. 1228, Conshohocken, Pa., 19428 or email at [elaphil@comcast.net](mailto:elaphil@comcast.net).

## Exchange students gather at French Creek Park

**Exton-Frazer Rotary Club and Glen Mills Rotary Club hosted Rotary Exchange students at French Creek State Park in August. Among the students in attendance were (from left) Matteo Cusini of Italy, Fiona Baldinger of France, Carina Jock of Brazil and Kozue Bak Takechi of Japan.**



## Rotary Clubs asked to name Literacy Committee chairs

By Jim Stanton

### District 7450 Literacy Committee Chairman

District Governor Marty Phillips and the Literacy Committee for District 7450 requests that the president of every Rotary Club in the district send the name, address, phone number and email address of the person who is the Literacy Committee chair to the District 7450 Literacy Committee Representative, Linda Pupkiewicz, 1983 Bridgeton Pike, Feasterville, PA, 19053. email pupkiewicz@buckslib.org

With each club having a Literacy Chair person it will be much easier for every club to become involved in a literacy project. There are an abundance of projects to choose from in the Rotary North American Literacy Newsletter which is posted on the district website at [www.rotary7450.org](http://www.rotary7450.org)

The Dictionary Project is a very easy and inexpensive project. Follow these simple steps:

- Call The Dictionary Project 843.856.2706
- Ask them to send you samples of the dictionaries that you may purchase. They will arrive within a week or two.
- Choose the one that your club would like to give to the third grade students in your area; they range in price from \$1.00 to \$2.00.
- Put a collection bucket at the Sergeant of Arms table and ask everyone to contribute a small amount every week.
- Choose the school to whom you would like to give the dictionaries.
- Call in your order
- Get the names of the children in the third grade at your local schools.
- Purchase a box of Avery Labels #5168.
- Go to this site:<http://www.dictionaryproject.org/labels.html>; you will find the Rotary's "Four Way Test" template from which you will be able to type in each child's name, and an area for the name of your own district club, thereby creating a personalized label. It is that easy!

We look forward to seeing everyone at the District Conference, Oct. 27th – 29th. when Mr. and Mrs. Barry Smith from Atlanta Georgia will be speaking Sunday morning about the Concentrated Language Encounter program, a literacy tutoring program that we would like to initiate here in and around the Philadelphia area, for adult immigrants seeking English as a second language

### Oops, we left out numbers

In the September Rotary 7450 Leader, the list of clubs which donated dictionaries last year didn't make it. The Rotary Clubs and numbers are: Bristol, 144; Bryn Mawr, 144; Chestnut Hill, 408; Frankford-Northeast, 576; Glen Riddle, 72; Kennett Square, 48 Langhorne 744; Northeast Sunrisers, 960; Springfield, 288; West Chester, 264. Total: 2005-2006: 3648

## Philadelphia Rotary Club Bike Team raises over \$70,000 for Multiple Sclerosis research

By Jack Beiter

### Philadelphia Rotary Club

Seven years ago, Philadelphia Rotary Club formed a Bicycle Team to ride in the Multiple Sclerosis 160-mile City to Shore Event (Cherry Hill, N.J. to Ocean City and back) to raise funds for research to help find a cure for the debilitating illness.

The club formed the Team because MS afflicts young people in the prime of their lives, usually between the ages of 20 and 45. The Rotarians wanted to do something to help find a cure.

The Team started with seven riders and has increased to 42 for this the 7th consecutive ride. The Team raised \$7,500 the first year and set a goal of \$60,000. Latest figures show the Team has surpassed the goal and has raised \$70,000. In the seven years, Philadelphia Rotary Club Team has

raised \$225,000, for this worthy cause and the club and team are very proud of the accomplishments.

The rides are not easy. This year the team started in rain and it rained for the first 50 miles. The climb over the two high bridges with the wind coming off the ocean two miles from the finish line was a bear. All of the Team Riders made the trip without incident except for sore muscles and sore rears.

The contingent was led by Captain Jack Beiter, who was accompanied by his twin sons, Jeffrey and Justin. Included in the Team was first-time rider, Frank Hollick, president of Philadelphia Rotary Club. The Team has been informed that President-Elect Lou Mosca will make the ride in 2007 when the Team expects to suit up 60 riders all with Bright Yellow Riding Jerseys with a huge "Rotary" on the back, and "Philadelphia Rotary" on the front in Blue.



Among the members of the Philadelphia Rotary Club Bike Team that raised \$70,000 for Multiple Sclerosis research this month are (kneeling; from left) Sam Rizzo; Judy Sturm, Jack Beiter, Kirstie Halliday, Jeffrey Beiter, and Joe Furia; and (standing; from left) Jeffrey Goldberg, Justin Beiter, Bob Snow, Rob Becker, Jason Wilson, Penny Jordan, Michael Gillespie, Denise Racano, Bill Decker, Louis Vilardo, and Frank Hollick.

## 'To whom can you give this great gift of 'Rotary?'

Over 90 Rotarians from Districts 7450 and 7430 participated in a Membership Workshop Sept. 16 at the Best Western at the Lansdale exit of North-east Extension.

Keynote speaker Kelly C. Wike, past district governor for District 7350 in Western Pennsylvania, set the tone for the seminar with a rousing discussion of the "keys to increasing membership". She pointed to interlocking circles of retention, recruitment and engaging new clubs as membership buzz words.

She noted the importance of how new Rotarians are greeted and how they are included in activities, suggesting both have a lot to do with retention. "If people are made to feel welcome, they will be more inclined to continue," she said. She also suggested clubs invite older Rotarians to give classification talks to share their story in Rotary with new members.

Wike said Rotarians are business people and should apply business practices when looking for new members. "You need to invite a prospective member to attend your meeting. Those good with selling should be the ones to do the inviting."

Proclaiming "Rotary is a gift. Who will you give it to?" she said Rotarians should be eager to share Rotary with others and asked again, "To whom can you give this great gift of Rotary?"

Breakout sessions focused on Membership Development, Family of Rotary and Overcoming obstacles for membership. During lunch, participants sat at targeted tables under banners such as older members, PR and telling the Rotary story, new technology, literacy, retention and more.

Participants from clubs with successful membership programs shared their ideas including the Emmaus Rotary Club, which increased from 26 members in 1995 to 90 today. Copies of 10 letters, which are sent on 10 successive weeks to new members, were shared with the participants.

Another club passed out copies of a "We miss you card" which is mailed to members when they miss a meeting.

Throughout the conference the message was clear: Rotary Clubs need to listen to determine what members want, market the clubs, emphasize fellowship, induct with dignity and class, involve members' families in Rotary, mentor new members, educate members about all that Rotary does and show enthusiasm and demonstrate that Rotary is fun.

Assistant Governor Elizabeth Rhoades of District 7450 and George Whitfield of District 7430 were co-chairs for the workshop this event

Joan Connor Toennissen

# Four Rotary Clubs help program for blind in Venezuela

By Frank Bisk

## Cheltenham-Rockledge Rotary Club

District 7450 was an active participant in a matching grant to provide an autorefractometer to the Society of Friends of the Blind, founded in 1936 and dedicated to preventing blindness and caring for the sightless in Venezuela.

District 7450 partners are Cheltenham-Rockledge, North Philadelphia Madruga, Northeast Sunrises and Edgehill Rotary Clubs.

In Caracas, Las Mercedes and Valle De Caracas Rotary Clubs initiated the project for District 4370 of Venezuela. Past District Governor Margarita Katan was the leader of the humanitarian effort that started in February 2006. The project was successfully completed on July 18, with an impressive ceremony officially donating the ophthalmologic equipment to the clinic of the Society of Friends of the Blind.

The final report has been sent to the Rotary Foundation, as is required so as to follow up on all monies disbursed. This matching grant was completed in record time with optimum success.

Total funding for the equipment was \$13,750 with matching funds from Rotary District 7450 and Rotary International.

Letters of gratitude are going out to the presidents and the four clubs in District 7450 that said yes to this proposal: Martha Bowman, Herman Brizuela, Carmine Vecchia and John Washington.

We also wish to thank the following Rotarian officials in 7450 whose help was extremely essential: Past District Governor Bob Lankin, Rotary Foundation Grants Chair Don Gutekunst and Past District Governor and Past District Foundation Chair Arne Graf.

All those who participated should feel pride in this accomplishment, which is an example of Rotary's efforts to make a difference and to "Lead the Way."

## Rocky Mountain Rendevous

The 2007 Rotary International Convention will be June 17 to 20 in Salt Lake City, Utah. For complete information and registration forms, visit [Rotary.org](http://Rotary.org). If you have an idea for a program, send proposal by Nov. 30 to [Rotary.org](http://Rotary.org).

## Two receive Gundaker Foundation scholarships

By Joe Swartz

Twin Valley Rotary Club Gundaker representative

The Twin Valley Rotary Club is pleased to announce two area college students are among the winners of scholarships for 2006-2007 from Rotary District 7450 Gundaker Foundation.

Jennifer Lanser, a senior at Albright College, was awarded an undergraduate grant in the amount of \$6,000. Jennifer, a resident of Elverson and a Twin Valley High School graduate, is a Spanish major and hopes to pursue a career in teaching.

Leah Mast, a first year graduate student at West Chester University, was awarded a graduate studies grant in the amount of \$2,000. Leah, also a resident of Elverson and a Twin Valley High School graduate, is likewise a Spanish major with a future goal to teach Spanish.



Leah Mast, (left) a West Chester University graduate student, and Jennifer Lanser, a senior at Albright College, are Gundaker Foundation Scholarship winners. Both plan to become Spanish teachers.



Frank Bisk, (right) primary contact for the Friends of the Blind project for the Cheltenham-Rockledge Rotary Club, signs the documents for the joint project with Venezuelan Rotarians. Four District 7450 Rotary Clubs and two Rotary Clubs from Venezuelan District 4370 - together with grants from Rotary International - funded the \$13,750 project.



Venezuelan woman is examined on new autorefractometer donated July 18, 2006 to the clinic of the Society of Friends of the Blind in Caracas, Venezuela through a joint project with four Rotary Clubs in District 7450 and two Rotary Clubs in Venezuela.

## Rotary Clubs seek area professionals for Group Study Exchange to India

Rotary International is seeking four outstanding professionals to visit northeast India in January, 2007 as part of the Group Study Exchange program of The Rotary Foundation.

Through the program, teams of professionals exchange visits between paired areas in different countries. The awards involve four-week visits, during which team members share homes with Rotary families and have the opportunity to meet their professional counterparts. They will also give presentations to Rotary clubs and other groups about their home country.

The Rotary Foundation provides a round-trip air ticket, and local Rotarians in the host country provide meals, lodging and group travel in their district. Team members pay for personal and incidental expenses.

People interested in applying should be employed full-time in a recognized business or profession and within the age range of 25 to 40. Applicants must live or be employed in Rotary District 7450—counties of Philadelphia, Delaware, Chester, and portions of Montgomery and Bucks Counties. Applications are being accepted for interviews in October 2006.

Applications can be downloaded from the Rotary International website at <http://www.rotary.org/newsroom/downloadcenter/>

achievement.

## Spotlight on 50-year Rotarian Arne Graf

# Leadership, teamwork make the difference

By Joan Connor Toenniessen

Past President Ardmore Rotary Club

When he joined the Rotary Clubs of Woodbury, N.J. and Norristown, Pa., more than 50 years ago, he was “just a member” and viewed the Rotary Club as a way of “getting acquainted” in new areas. It was not until he joined the Glenside Rotary Club in the late 1950s and the Newtown Square Rotary Club in 1962, that Past District Governor Arne Graf of Newtown Square Rotary Club embraced the depth of being a Rotarian.

From then on, Arne’s enthusiasm for Rotary and all it encompasses is legendary. In the ensuing years, Arne served as president of Newtown Square Rotary Club in 1984-85, was District Governor for District 7450 in 1990-91, served on Gundaker Foundation Committee, has just completed a six-year term as chairman of the district’s Rotary Foundation Committee and is serving as senior advisor of the Rotary Foundation Committee. He also has been designated as the district trainer for District Governor Nominee Joel Chesney whose term will be 2008-09.

Leading was nothing new to Arne who served on communication assignments with the New York National Guard in the Army of Occupation during the Berlin Airlift immediately following World War II. After he was called up during the Korean War as a master sergeant, he attended officers’ candidate school and airborne and ranger school and served as a platoon leader in 1952-53.

He had the rank of captain in the US Army Reserves when separated from active service in 1956 and was a full colonel when he retired from the Reserves in 1986. While a reserve officer he also served as a military government officer for eight months in Vietnam and had special assignments in Europe.

After his service in the Korean War, Arne completed college at Rutgers University and later completed a master’s program at the Wharton School of University of Pennsylvania. While in the Army Reserves, he attended the Army War College and when not on active duty, he pursued a career in insurance, joined Provident Mutual Insurance Company in Woodbury, N.J. and completed work at the College for Financial Planning in Denver Colorado.

He later moved to Norristown and in 1964 he moved to Newtown Square where he has made his home until the present.

He earned CLU (certified licensed underwriter), ChFc (Chartered Financial Counselor), and CFP (Certified Financial Planner) designations, is a registered financial counselor and is a financial advisor with Allstate Financial Services.

Arne says the leadership skills necessary for a military leader have been invaluable in his work in Rotary, noting, “Leadership and teamwork make all the difference.” That was demonstrated by the Newtown Square Rotary Club during Arne’s presidential year. Melmark School was adopted by the 70 members in the club, a relationship that has continued until today. “We not only contributed funds for their programs, we have volunteered at their events,” he points out; “When you see the kids benefiting from our participation you just know we are doing something good.”

Arne, who lost out to the late Ed O’Brien in his first effort to become District Governor, was District Governor for 1990-91, the year Rotary International opened membership to women. “What a remarkable addition that has been for Rotary. We could not have been as successful with the ‘old boys club’,” he

emphasizes.

The first PETS (President-Elect Training Session) was conducted during Arne’s year as DG and he has been an active participant in subsequent PETS. During Arne’s tenure as chairman of the Rotary Foundation Committee, District 7450 continued support of the Ambassadorial Scholarship program, hosted the annual multi-district training program, sent and received Group Study Exchange teams, sent University Teacher Grantees abroad and the District’s first University Peace Scholar began the two-year graduate program last fall.

Arne also spearheaded the three-year Polio Eradication Campaign and was instrumental in the implementation of the District Simplified Grants Program.

Arne says there is still much work for the Rotary Foundation Committee especially in the area of communicating with the Foundation chairmen of each club and explaining the simplified grants program. He suggests it might be time to look at where the funds go. “The world is moving so fast and new kinds of needs must be addressed; perhaps we should look at redirecting the emphasis of the funding rather than spending \$25,000 on ambassadorial scholarships.”

A former member of the Gundaker Committee, Arne says the Rotary Foundation should emphasize its fundraising in the first half of the Rotary year and step aside for Gundaker Foundation fundraising in February and March.

Looking back over the time he has been a Rotarian, Arne says one of Rotary’s greatest successes has been the Polio Eradication effort “which put Rotary on the map and gave it an international cause.”

While he acknowledges the effort to eliminate polio will continue for some time, he says other important tasks remain for Rotary’s attention worldwide including AIDS, clean water, fighting hunger and other diseases. “We have shown we can make a difference and we must continue to work throughout the world on these humanitarian efforts,” he says. Arne says when Rotary got involved with United Nations for the polio fight, “we were on the road to success. Now we must ask ‘Can we do the same in fighting AIDS? Can we do the same to deliver clean water? Can we do the same in providing hospital equipment to the developing countries?’ Yes we can!” he insists.

Arne points to the photographs of Rotary projects throughout the world in the July issue of the *Rotarian* as proof that “Rotarians do make a difference everywhere they tackle a project in the world.”

Looking ahead, Arne says Rotary Clubs should develop “manuals for success similar to the 5-year plan prepared by West Chester Rotary Club which put in writing an organized plan for membership, giving, program etc. We have to recognize Rotarians are business and professional people. Everyone has a plan in business and we need to develop plans for new members, to train them...New members are not getting a real view of what is involved in Rotary membership without a plan which sets down and puts it all together,” Arne suggests.

Arne says “The business of Rotary is serving humanity and all must take part. Yes, it’s also fun. The spirit of Rotarians is the magnificent willingness to serve mankind. If we care enough we can do a lot as long as we don’t forget it’s not about egos. It’s human emotions that give us the extra tank of gas to help others. In doing for others we gain joy for what is accomplished. Yes, we are a volunteer organization that is truly remarkable.”

Arne is the father or step-father to 10—six from a first marriage to Joan, now deceased, and four who were the children of his second wife, Rita to whom he has been married for 25 years. Their ages vary from 45 to 53 and include six daughters and four sons. They have 24 grandchildren and one great-grandchild. He has lived in the Newtown Square community for the past 45 years.

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*We are looking for Rotarians who have been in Rotary for 50 years or more who would like to share their Rotary story. Contact Joan Toenniessen at [mombugjoan@msn.com](mailto:mombugjoan@msn.com) or 610-789-2331.*

### Rotary Foundation Workshop set for November 18 in Lansdale

Rotary Districts 7450 and 7430 are planning a joint Rotary Foundation Workshop Saturday, November 18, 2006 from 8 a.m. to 1:30 p.m. at the Best Western The Inn at Towanemcin at the Landale exit of the Northeast Extension of the Pennsylvania Turnpike. The workshop is planned for Rotary Club presidents, president-elects, officers, Rotary Foundation chairs, Rotary Foundation committees, World Community and Service committees and all interested Rotarians. Theme for the workshop is “Your Foundation- It’s About Saving and Changing Lives”. Fee for the workshop is \$35 and lunch is included. Registration forms are available at [www.Rotary7450.org](http://www.Rotary7450.org). For information, contact District 7450 Rotary Foundation chair Charles Streitwieser, co-chair of the workshop, at [streitwieser@verizon.net](mailto:streitwieser@verizon.net) Co-Chair of the workshop is District 7430 Past District Governor Yvette Palmer.



Arne Graf



### The Rotary 7450 Herald

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ADG Joan Connor Toenniessen, editor,  
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Deadline is first Friday of month. Send news items and photos (with names and information) to [mombugjoan@msn.com](mailto:mombugjoan@msn.com) Send photos (with names and information) to [info@rotary7450.com](mailto:info@rotary7450.com). Please identify people in photos. Send change of address information promptly to [info@rotary7450.com](mailto:info@rotary7450.com).