



# District 7450 Rotary Leader



Volume 5 Number 7

January 2011

## Message from DG Joan



January is Rotary Awareness Month. January is traditionally a time when we review our past accomplishments and renew our efforts to complete unfinished business. It is also a time to plan for the future.

How does this relate to your Rotary experience?

Well, now you can take stock of what your Club has done to inform your community about Rotary and your Rotary Club. So many of our Clubs have truly stepped up to do this. Many more articles and photographs showing Rotarians at work are appearing in area media. Some of our Clubs have inducted local journalists. Others now have an active public relations point person.

The Langhorne Rotary Club found themselves being solicited for television interviews when they undertook a project to provide potable water to Phillies catcher Carlos Ruiz's village in Panama.

The award of a Rotary Peace Fellow to Philadelphia Police Lieutenant D. F. Pace hit all three television networks.

Our new Rotary billboards that will appear throughout our six-county area for the next year almost shout that we "Build communities and bridge continents." They are taken directly from the "Humanity in Motion" DVD series that you can download and personalize from [www.rotary.org](http://www.rotary.org).

While you're at the site you can read the new Rotary International Strategic Plan (2010-2013) that sets forth three areas of focus. One of those three areas is to enhance and promote Rotary's public image by unifying our image and brand awareness; publicizing action-oriented service; promoting our core values like our emphasis on ethical behavior; emphasizing our vocational service ideal of recognizing the worthiness of all occupations; and encouraging clubs to promote networking opportunities and signature activities.

You can also download and use beautiful graphic materials created by Rick Berger of the Twin Valley Rotary Club at [www.rotary7450.org](http://www.rotary7450.org). Click on the "Resources for Rotarians" tab at the top of the home page.

What a great opportunity to begin planning your "Rotarians at Work Day" project to promote your Rotary Club. On April 30, we will have hundreds of Rotarians partnering with Rotaractors, Interactors, EarlyActors and Youth Exchange Students; with family members, school groups and with non-Rotary organizations – all working shoulder to shoulder – to provide "Service above Self."

February is World Understanding Month. Has your club hosted an Ambassadorial Scholar yet?

## April 3 to May 10

### District Needs host Club for GSE team from Brazil

It is GSE (Group Study Exchange) time again! The GSE team from District 4530 in Brazil will be in District 7450 from April 3 to May 10, 2011.

The District GSE Committee is looking for five Rotary Clubs, or a combination of Clubs from our District, to host each team member for a week. The incoming team consists of a female Rotarian Team Leader and five team members (four female and one male). To see the Brazil GSE team bios go to [www.rotary7450.org](http://www.rotary7450.org).

The host Club's responsibilities include: providing housing for the week; planning individualized vocational activities; having social, educational and recreational activities throughout their stay; and having the GSE team attend your Rotary Club meeting.

The GSE team will be expected to attend several District events including; the 100th Anniversary Celebration of the Philadelphia Rotary Club on April 10, and the District wide Rotarians at Work Day on April 30. Other activities a Club might think about could be a trip to Harrisburg to see our state government in action; a trip to Washington, DC to see our federal government in action and perhaps to NYC.

If your club would like to host a team member, contact Kerry Costello-Null, GSE chairperson, as soon as possible but no later than January 15 at [kcostello@wordsworth.org](mailto:kcostello@wordsworth.org).

Rotary Clubs, which are selected to host the team, will be notified no later than January 15. A representative from the host Clubs will be required to attend a planning meeting at 6 p.m. January 20 at Michael's Deli in King of Prussia.

For additional information or to answer questions, contact Kerry Costello-Null at 267-257-0730 © or at 215-643-5400 X3501 (w).

## **In New Orleans, May 21-25**

# **RI president invites Rotarians to RI convention**

RI president Ray Klingensmith is inviting Rotarians and their guests from around the world to join he and his wife, Judie, at the 2011 RI Convention “in one of my favorite cities, New Orleans!

“New Orleans is one of the most historic cities in the United States, yet it is also a modern metropolis with an outstanding convention center. New Orleans is back in full swing with more restaurants and bars than ever before, waiting to welcome you.

“The world-famous French Quarter has a Mardi Gras atmosphere all year long. Walk the streets and you will hear the hum — the beat — the rhythm — that is New Orleans. The birthplace of jazz! A city that has something for everyone.

“New Orleans is truly a special place for me. It was the port where I boarded a Lykes Line freighter in 1961 to sail to South Africa as a Rotary Scholar to study at the University of Cape Town. When the ship sailed under the big bridge over the Mississippi River, I entered an exciting world of new continents, new cultures, and new countries. It was a trip that has lasted a lifetime!

“Now the convention during my year as RI president will be held in the New Orleans Convention Center at the base of that big bridge under which I sailed as a Rotary Scholar.

“An astonishing coincidence! I look forward to celebrating my 50 years of active involvement in Rotary with Rotarians from around the world!

Rotarians are making the world a better place! So

let’s meet in New Orleans and celebrate what Rotarians do better than anyone else in the world.”

The RI Convention is not only an opportunity to celebrate a successful Rotary year, it’s a chance to learn strategies that will help you Rotarians become more effective in their Rotary service.

From inspirational plenary sessions to informative workshops to the House of Friendship, Rotary’s annual international meeting offers unparalleled networking and fellowship opportunities such as:

- Learn about innovative humanitarian service projects;
- Develop strategic partnerships with

other clubs and districts; and

- Build lifelong friendships with Rotarians from around the world.

The Convention Committee has arranged a variety of ticketed events and excursions. Get to know local Rotarians during the traditional Host Hospitality Night. Spend a leisurely afternoon listening to the Sounds of the South Concert, featuring Dixieland jazz, gospel, blues, and zydeco music. Dive into an Evening of Fun, Food, Fellowship, and Fins at the Audubon Aquarium of the Americas, and the French Quarter Dining Experience.

For complete convention information and to register, go to [www.rotary.org/convention](http://www.rotary.org/convention).



## **Register now for PETS and hotel room**

Presidents-elect, AGs, and staff, who will attend Mid-Atlantic PETS February 24 to 26 at Radisson Convention Center in Valley Forge, are urged to make reservations for hotel accommodations as soon as possible by calling the hotel at 610-337-2000 and to make reservations for PETS with Bill McLachlan through the Multi-District PETS website, [www.mid-atlanticrotarypets.org](http://www.mid-atlanticrotarypets.org). Contact Bill McLachlan [wcmac1@gmail.com](mailto:wcmac1@gmail.com), (610) 203-39570 for all help with registration.



## **NID video available**

West Chester Downtown ‘Fridays’ Rotarian Carol Metzker [NID Team Leader] narrates a vedio witch describes our District’s NID experience in Punhana, India on November 14<sup>th</sup> 2010. The video is available at [www.rotary7450.org](http://www.rotary7450.org).



## Exchange students enjoy brunch with Santa



Gathered around Santa (PDG Joel Chesney) during the Youth Exchange Santa Brunch December 11 are (front row, from left) Regan, who was exchange student to Brazil last year and Josie from Belgium, Esteban from Mexico, Santa from the North Pole, Carlos from Spain and Andrea, Bela's host sister; and (back row, from left) Abi, who was exchange student to Germany last year and Clara from France, Mike, who was exchange student to Germany and Jasper from Germany.

District 7450 Youth Exchange Committee hosted a Santa Brunch December 11 at the Chadds Ford home of Youth Exchange chair Rob Newman and his wife, Robin.

The 2010-2011 exchange students and a few of last year's outbound exchange students enjoyed a delicious brunch prepared by Robin Newman.

Following the meal, Santa Chesney visited the students, some of whom were introduced to Santa Claus for the first time. Santa gave each student a book, "Our Pennsylvania," which features photographs of all the famous and memorable sites of Pennsylvania, many of which the students have had a chance to visit.



District 7450 Youth Exchange chair Rob Newman and his wife, Robin, visit with Santa during the December 11 Santa Brunch.

### At Shady Brook Rotary Club

## DG Batory presents Governor's Citation to Bob Morris

District Governor Joan Batory made her official visit to the Shady Brook Rotary Club December 21 and presented Bob Morris a Governor's Citation for 30 years of outstanding service. Morris was president of the Northeast Philadelphia Rotary Club in 1984-85 while serving on the Philadelphia Police Department. After retiring with the rank of inspector in 1988, he served as chief of police at the United States Mint in Philadelphia from 1988 to 2004. After moving to Langhorne, he was the charter president of the newly formed Shady Brook Rotary Club in 2006. On hand for the presentation were (from left) Club president Dr. Augie Adrid, DG Joan Bator, past president Bob Morris and Bob's wife, Denise Morris.



## Rotarians, Interactors ring bells for Salvation Army

Glen Mills Rotary Club and Bayard Rustin High School Interact students rang bells for the Salvation Army December 21 at shopping center at Route 322 and Route 1. Among those participating were (from left) Russ Hatton, Rotarian John Mazzarella, Interact advisor Shirley LeClerc, Interactors Jennica LeClerc, Amy McCarthy, and Rachel Barbella, Glen Mills Rotary Club president-elect Karen Mazzarella, and Matt Michael. Glen Mills Rotarians and Bayard Rustin Interactors and Advisors also sang carols as they collected money for the Salvation Army. Some shoppers stopped their vehicle and made a donation at curbside. The day proved to be very fruitful and brought to light the true meaning of the holiday in giving of one's self for others.



### Rotarian presents 100 years as Rotary's official magazine

The January *Rotarian* marks 100 years of publication with an issue looking back at how Rotary is covered since the first issue in

1911. Interesting ads tied in with Rotarians and old covers are a great way to get in touch with Rotary history.

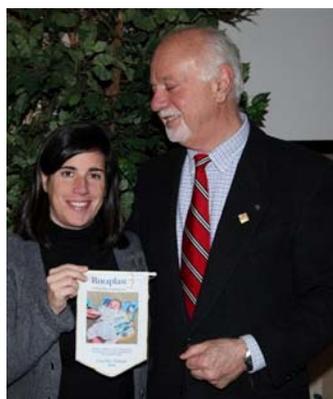
### Honored for service

Broomall Rotary Club president Joseph Patti was one of two former members of the Marple Planning Commission to receive the Mort Lustig Award December 12 for "continued interest in the community and dedication to township planning." The award, honoring the late Mort Lustig, long-time member of the Planning Commission, is given to a retired commission member who served two of six years as chairman. and has demonstrated leadership and dedication to the community. Patti and his wife, Mary, have lived in Marple since 1991. He served 13 years on the Planning Commission, and is a member of the Marple Zoning Board, the Fourth of July Parade Committee and Broomall Rotary Club.

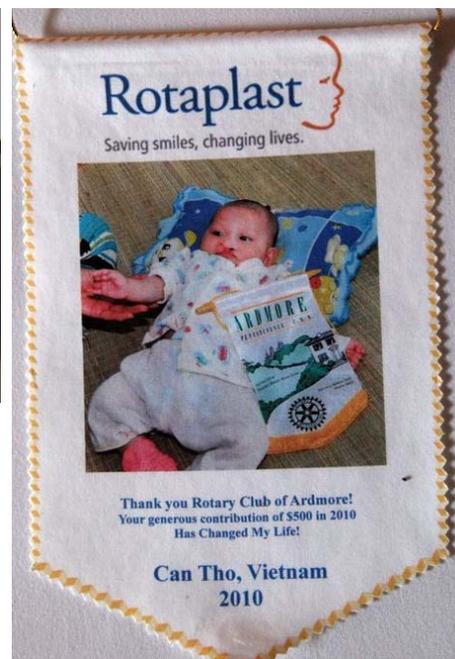
### Mark your calendar: April 30

Rotarians, Rotaractors, Interactors, EarlyActors and Youth Exchange students are urged to begin planning for "Rotarians at Work Day" April 30. Family members, school groups and non-Rotary organizations also are invited to join in and provide "Service above Self." More details will follow.

## Can Tho, Vietnam says 'Thanks'



Paul Quintavella presents Ardmore Rotary Club president Jami Whelan a "Thank You" banner from Can Tho, Vietnam children, who received corrective surgery by the Rotaplast Team last fall. Whelan presented a check for Rotaplast December 30 as part of its on-going support. Next mission will be to Brazil in August.



## Celebrating Christmas with Glen Mills Rotary



Glen Mills Rotary Club joined with District Judge Rich Cappelli's office staff for a Christmas party at Hollows of Fox Valley Condo in Glen Mills December 22. Gathered at the "What does Rotary do?" pop-up are (from left) Rotarians Cappelli and Allen Rogers, Sharon Di-enno of Hollows at Fox Valley staff, and Glen Mills Rotary Club president-elect Karen Mazzarella.

## Philadelphia Rotaractors host successful 'Speed Networking'



The Philadelphia Rotaract Club hosted a successful "speed networking" event in November. Individual Rotaract members had about ten minutes to "rotate" through a series of interviews to describe their personal characteristics and professional aspirations. Among the members of the Philadelphia Rotary Club who participated were Frank Hoffman (second from left in front row), Lisa Leonard (right in back row), and, Joe Batory (fourth from right in back row). The president of the Philadelphia Rotaract Club is Anna Dennery, (fourth from left in back row).

## Frankford-Northeast Rotarians give ShelterBox \$1,000

Frankford-Northeast Philadelphia Rotary Club president Thomas Finnegan presented Jim Ryal, Pennsylvania representative for ShelterBox USA, a check for \$1,000 to purchase a ShelterBox following Ryal's presentation about ShelterBox at the November 30 meeting of the Rotary Club.

ShelterBox originated in England in 2000 as a program developed by a Rotary Club to mark the millennium. Its mission is to provide humanitarian aid worldwide in the form of shelter, warmth and comfort for people displaced by natural and other disasters.

Ryal, a Haverford Township Rotarian, explained ShelterBox instantly responds to earthquakes, volcano eruptions, floods, hurricanes, cyclones, tsunamis and conflict. "The decision to deploy to Haiti (following the January 12 earthquake) was made twelve minutes after the earthquake struck," he reported.

ShelterBox has provided aid to survivors of 140 disasters in more than 70 countries. Its green box has

been said to stand out as a symbol of hope in a landscape of disarray. Its boxes, assembled in England, provide shelter for an extended family of up to 10.

In the last decade, a total of 96,537 boxes have been distributed. The boxes include water purification supplies, thermal blankets, insulated ground sheets, a multihued stove, cooking utensils, tools, waterproof ponchos, a children's activity pack and mosquito nets. The tents are strong enough to withstand 60-knot winds. The total weight is 110 pounds, and the value is \$1,000. "We want a family of ten to be able to sustain themselves for six months," Ryal continued

ShelterBox has affiliates in Australia, Canada, Denmark, France, Germany, the Netherlands, New Zealand, Norway, Switzerland and United States.

During 2010, ShelterBox delivered 38,329 ShelterBoxes around the globe. A total of 27,217 boxes have been sent to Haiti. ShelterBoxes also helped victims of the torrential rains in Columbia, flooding in Mexico and Pakistan and a tsunami in Indonesia.

**RI president's monthly message****Test time! Clubs need to evaluate procedures and programs**

We are at the halfway point in this Rotary year, and now is the time to test the strengths and weaknesses of our Clubs. Perhaps a strange idea for some Rotarians, but how else will we learn how the activities and programs of our respective Clubs match up to those of other Clubs in our districts – and around the world?

Therefore, I encourage all Rotarians – not only the Club officers – to become involved in evaluating their Clubs during the month of January.

The Presidential Citation program for 2010-11 has been designed as a score sheet for all the Avenues of Service. It also is a checklist for many of the activities and programs conducted by most Clubs. Club presidents are required to complete the score sheets and submit them to their district governors by 31 March 2011 for their Clubs to be eligible for the Presidential Citation awards. The scores should be shared with all Club members either as written reports or as presentations at Club meetings.

Starting work on the Presidential Citation test in January will provide an opportunity to correct any discovered deficiencies in Club activities before the submission deadline of 31 March. It also will cause the Club leaders to notice that a new Presidential Citation with Distinction award is available this year for Clubs with a good balance of activities in all Avenues of Service.

This year I am recommending that all Clubs review their practices and procedures to see if they are truly best practices or merely traditional practices. Annual evaluations of our Clubs are certainly best practices, and more Rotarians than usual need to be involved in the evaluations for their Clubs.

The Presidential Citation score sheets are a good place to start the process. How else will we know if our Clubs really are becoming “**Bigger, Better, and Bolder.**”

*(From January Rotarian)*

**Rotary message in full view**

This Rotary billboard is in center city Philadelphia at 13<sup>th</sup> and Vine Sts. An estimated 84,000 vehicles pass the location daily. Four different billboards will appear throughout the district for the next year thanks to the District's Public Relations Committee, with support from an RI public relations grant and Clear Channel Outdoor.

Rotary Clubs are asked to sponsor two high school juniors or seniors for RYLA, March 4 to 6. Go to [rotary7450.org](http://rotary7450.org).

**Bala Cynwyd-Narberth Rotary Club answers special needs**

Rotarians from the Bala Cynwyd-Narberth Club raised money to provide quality education, treatment and care to children in the Wordsworth program at the Barratt Middle School in South Philadelphia. Rotarians, who visited the students Dec. 23 and presented each with \$25 Target gift card and a free dictionary from The Dictionary Project, are (front, from left) Milo and Chad Rosenberg, Club president Laya Charlestein, past president Rick Trivane and Ed Graves. The primary objective of program is to help students be successful in his or her family and community.

## As Rotary volunteer

# PDG Bronson attends Brazilian Rotary Youth Exchange Conference on Rotary trip to Brazil

*By PDG Dan Bronson*

During five weeks (October 18 through November 21, 2010), I had the opportunity to travel to many places in Brazil and be hosted by Rotary Clubs in Pernambuco, Paraiba, Minas Gerais, and Sao Paulo states.

While the primary purpose was to teach English and familiarize students with American customs, culture, and language use, it also provided the chance to visit and speak at many Rotary clubs, see Rotary service projects in action, and learn a significant amount of Portuguese.

This experience began in District 4500 in the northeast of Brazil and was facilitated through PDG Leandro Araujo. After visiting and speaking at clubs in Recife and Joao Pessoa, I arrived in Patos, Paraiba where I spent the next two weeks hosted by the three Rotary Clubs of Patos and living with a wonderful Brazilian family where only Portuguese was spoken.

While visiting Rotary projects in the morning, learning the local language, and meeting with classes at the school of the Rotary Club of Patos Norte and other public and private schools, I spent the afternoons and evenings (until about 9:30 p.m.) teaching classes at Cultura Inglesa. I also had the opportunity to visit with the students of the Rotary-supported AABB program for disadvantaged youth and the APAI Center for physically and mentally challenged young people.

After Patos, I went to Belo Horizonte and then Ribeiro Preto where I participated in the Brazilian Rotary Youth Exchange Conference. This was followed by a whirlwind of cities and experiences with home stays and educational opportunities



**PDG Dan Bronson with Rotarian Sergio Andrade at dinner meeting at Rotary Club which named Bronson an honorary member .**

in Sao Paulo, Amparo, Guaruja, Aguas de Lindoia, Vinhedo, and Campinas. During this time I spoke at more than a dozen Rotary clubs and held classes at Wizard Ingles com Lideranca, Success Idiomas, Colegio Objetivo, and Skill Idiomas along with Campo Norte, the community school operated by the Rotary Club of Sao Paulo Norte, and many other public and private schools.

This experience was devised and organized through the Rotary Volunteer program but without any assistance from the Rotary Foundation. These five weeks helped reemphasize the role of Rotary in providing service to those in need, training the young leaders of tomorrow's world, and providing cultural opportunities through Rotary Youth Exchange. It also reinforced the critical role of the Rotary Foundation in motivating individuals and clubs to work constantly and creatively in order to assure a better tomorrow throughout the world.

One of the things that I had the opportunity to do at every school was to teach the English version of the song, "Deep and Wide" to hundreds of children. The lyric of this little song only has seven different words, "Deep and wide, deep and wide, there's a fountain flowing deep and wide." The students were told that this fountain is the fountain of love and brotherhood that we all can drink from through the fellowship and universal service of Rotary.



**Dan Bronson speaks at Brazil Rotary Club of Ribeirao Preta.**

**Daniel R. Bronson, PDG, 259 W. Fifth St., Quarryville, PA 17566 West Grove-Avondale Rotary Club, District 7450 danbronson@epix.net 717-786-7277**

**DEADLINE FOR February District 7450 Rotary Leader is January 20. Please include information about any photos, including names of people in the photos.**



## The Rotary 7450 Leader

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

**Joan Connor Toenniessen**  
 Editor

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 Technical Support / Graphics

⊗ *Deadline is 20th of month prior to publication date. Send news and photos (with names and information) to [mombugjoan@msn.com](mailto:mombugjoan@msn.com)*

⊗ *Send photos (with names and information) to [info@rotary7450.org](mailto: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](http://www.DaCdb.com) For assistance, please call Sharon Quick at 215-735-5984 or Brian Casey at 484-483-8423.*

## Is Santa Claus a Rotarian?

*By PDG Chris Offer, D5040, Vancouver Chinatown Rotary Club*

I have long suspected that Santa Claus is a Rotarian. I therefore decided to put my 30 years of police experience to work to discover the truth, after all, I am a trained investigator with a degree in criminology.

Santa needs a Rotary Club if he is a Rotarian. I checked the International Directory and then the RI website for Where Clubs Meet. Sure enough, I found a possible Club. The Rotary Club of North Pole is in District 5010, Alaska, located near Fairbanks. This is a smidgen baffling since everyone knows the real North Pole is in Canada. Santa may prefer to be in the warmer south of Alaska rather than the north. He could also be a member of an E-club but I doubt that as he clearly likes Rotary lunches.



**District 7450 has many Rotarians who are Santa, not just at Christmas time but throughout the year as they give "Service above Self." to help people and organizations locally and worldwide. As he has for many years, Longwood Rotarian and PDG Joel Chesney was on the job at the Youth Exchange Christmas party December 11 in**

Next Santa would need a classification. There are several possibilities, Toys-Export, Reindeer-Teamster, Counselor Pre-Adolescent Behavior, Toys-Manufacturing or Elf Management. All valid classifications.

There is no indication of a Rotary pin on his jacket but it could be concealed under all that fur trim. If Santa is a Rotarian, he plainly is a 100% attendee and has never missed a Rotary lunch.

The real evidence is, does he act like a Rotarian? Does he put "Service Above Self?" The answer is unequivocally yes. Santa is dedicated to improving the lives of children. He is committed to bringing happiness to children around the world no matter what race, religion, creed or ethnic group they are from. He distributes tens of thousands of books to children to increase literacy and he gives gifts of toys that stimulate young minds to achieve their full potential. He volunteers as a mentor, spending countless hours at shopping malls listening to children's secret wishes. Santa without question works to realize the Object of Rotary.

The only conclusion that can be reached is, "Yes, Virginia, Santa Claus is a Rotarian! I just hope he does a make up at my Club this year!"