

New Horizons

Club Calendar

Dec. 22 – Joe Bertotto
Dec. 29 – Club Fellowship
Jan. 5 – Club Forum: Linda Raileanu's
Classification Talk
Rotary Awareness Month
Jan. 8 – GWCSR Holiday Party
Jan. 12 – Tanya Stroh, Fitness &
Nutrition

Today's Program

*Submitted by Lenore Guthrie and
Ilene Sussman*

Our Speaker will be Joe Bertotto. Mr. Bertotto is Chief Culture Officer at **Graystone Tower Bank**. In this role, Joe is responsible for developing leaders in the servant-leader model and ensuring that the Bank's Mission of "making a positive impact" is carried out. Joe has worked in the field of leadership and organization development for over 25 years. The Tower organization completed its acquisition (announced last year) of **First National Bank of Chester County** on December 10, 2010.

The topic will be Servant Leadership - The Most Effective Method to Create Employee Engagement and Increased Productivity.

GWCSR Club Program December 15, 2010

At the Wednesday, December 15th meeting, Joan Batory, District 7450 District Governor 2010-2011, spoke about the District's mission to energize district clubs and committees and retain and increase

membership. Joan also spoke about upcoming events and promoting a district wide Day of Service, and a PolioPlus initiative in which all clubs can participate, as well as ideas to maintain and increase membership.



GWCSR Members help out at Friends Association of Greater West Chester Annual Christmas Party

On behalf of the **GWCSR Core Commitment Committee** and our **Community Service Committee**, thanks to all GWCSR members who helped in any way to make the **Friends Association Christmas party** the success that it was this past Sunday. Gwenn Knapp took lots of photos, which you'll see in next week's **New Horizons**. Meanwhile, it's important for you to know that the staff of Friends who were present at the party were thrilled for the help, and said everything was very well done. Once again, **THANK YOU!**

Submitted by Pam Lounsbury

Rotarian News

What's Happening in Your Business and Profession?

– Submitted by Ed Fronczkowski

CYNTHIA ERICSON

Ericson Strategic Marketing Solutions attended the **West Chester Charity Ball** to benefit the Friends Association and provided/donated all photography for the event.

Since 1822, **Friends Association** has provided services for children and the community. Friends Association has two family housing programs in our Homelessness to Independence program: Emergency Family Shelter and Supportive

Family Housing. Friends Association is one of only three organizations in the community that can serve homeless families with children and provides 35% of the general emergency shelter spaces in Chester County, PA. Over 98% of the families served are headed by single mothers with two or more children under the age of four.

WCHE Radio —1520 AM

Cynthia Ericson

This Week In Business

Live on Tuesdays from 3–4 pm
12/29 – BEST OF SHOW

This Week In Service

Airs on Thursdays from 4–5 pm
12/23 – BEST OF SHOW
12/30 – BEST OF SHOW

Go to www.wche1520.com and click on the microphone to listen live. To recommend a guest for the show, please contact Cynthia at Cynthia@ericsonsms.com

– Submitted by Irv Friedlander

The fellow on Santa's right is...
... still unknown



Fireside Chat

Irv and Elaine Friedlander hosted a very fun and informative Fireside Chat for our prospective members last Friday. The Christmas Tree was beautiful and was strewn with many musically oriented ornaments owing to Elaine's teaching of piano.



Cynthia Ericson & Gary Beideman Christmas Open House

Last Saturday, Cynthia & Gary held their annual Christmas Open House. The party was fun-filled with friends, family, neighbors and Ericson Strategic Marketing Solutions clients!

Cynthia and Gary wrote:

"It was a great time of fellowship and togetherness to kick off the holidays! Our thanks to everyone who joined us – we pray that the New Year is full of Health, Love and Joy!"

And we extend our sincere thanks to Cynthia and Gary. Thank you for your hospitality and opening up your warm and beautiful home to us!!

Here are some photos from the party:





Newsletter Submissions

Please submit news items ready for publication in *New Horizons* to Gwenn Knapp mottasia@gmail.com
Jeff Bryman jpb@bfmlaw.com

Note: Regular submissions are **needed** in order to produce the newsletter regularly!

Thank you to all contributors!

To view all the PHOTOS
please click on the link below:

<http://www.facebook.com/?tid=1023850813357&sk=messages%23!/pages/Ericson-Strategic-Marketing-Solutions/108393065886777#!/album.php?aid=2090590&id=1020615047&fbid=1677362686838>

Announcements

Change of Date for Rotary Holiday Party!

Our winter fellowship event will be at Dawn deFuria's on **January 15, 2010** beginning at 7:00 P.M. Please look for an RSVP sheet that will be passed around before the party. Details to follow later in the year. Thanks for opening your home Dawn!

Charter Night, April 16, 2011

Rotary on the Internet

Sunrise Website:

<http://www.rotary7450.org/WestChesterSun/>

District Website: <http://www.rotary7450.org>

To access "Members" only information please use: *User ID: 7450 Password: action!*