



DISTRICT 7450

Rotary Leader



Volume 4 Number 4

ber

October 2009

Message from DG Al



I have completed the first three months of my Governorship and I have completed about one-half of the official visits around our great District. From Delaware River and the Bristol and Shady Brook Rotary Clubs to Kennett Square and Twin Valley Rotary Clubs from the Phoenix-

ville and Downingtown Rotary Clubs to the Chichester and Glen Riddle Rotary Clubs I met many Rotarians from almost all areas of our District and I am most appreciative for that opportunity. I still have three clubs to schedule for a visit and I am looking forward to completing the visits so we can concentrate on accomplishing some of the goals our Rotary Clubs are working for this Rotary year.

I want to recognize collectively all the Rotarians in this District for their efforts. We should not forget that "The Future of Rotary is in Your Hands." What happens in Rotary, it all happens at the club level and without the club assistance the District cannot accomplish much and RI cannot meet its goals and objectives without club participation.

October is "Vocational Service Month" in Rotary. RIP Kenny in his October message said: "There are many service organizations in the world today, but none so old or so successful as Rotary. There are many reasons for that, and Vocational Service is one of them. This year, I wish you to place a special emphasis on Vocational Service, which is sometimes the forgotten Avenue of Service in Rotary.

Raise close to \$50,000

40 Rotarians ride for MS



Among the 40 Philadelphia Rotary Team riders who rode 160 miles to Ocean City and back to raise almost \$50,000 for Multiple Sclerosis are (from left) Denise Mosca Raccano, Lou Mosca, Pat Mosca, Nancy Magagna, and Kirsty Halliday. Team leader for tenth year is Philadelphia Rotarian Jack Beiter. Story and photo on page nine.



Help Philippine District 3830

Last May, District 7450 welcomed a Group Study Exchange team from District 3830 of the Manila area of the Philippines. The Philippines, and in particular Manila, was besieged by a super-typhoon in late September. A second typhoon hit the northern Philippines later in the same month.

The District 7450 GSE Committee has been in contact with our Filipino friends. They are safe but struggling to help their families, neighbors and friends. We would like to help. The Longwood Club has designated \$1000 towards this effort while the Main Line Rotaract is sponsoring a clothing drive. To join this effort, contact Karen Strawhacker at karen.strawhacker@comcast.net.

Full slate of events in the coming weeks

(CONTINUED FROM PAGE ONE)

“High ethical standards in business and personal life are still as important today as they were in 1905. Indeed, many of the problems our world is facing today have been caused by the failure to observe such standards in business affairs. Vocational Service in Rotary means that we are committed to honest business and unassailable ethics, and that we are equally committed to using our vocational skills and advantages to help others. The idea is simple enough – but it is unique to Rotary.” I have to agree that in our District the Vocational Service is a forgotten service. I challenge the club presidents and all District Rotarians to elevate Vocational Service to a higher level.

Kudos for a most successful Rotary Foundation Workshop that was organized and took place October 17. I thank PDG Russ deFuria and all participants at the workshop for their efforts.

We ask you to save November 20 for a Rotary Foundation dinner and presentation of TRF awards and the participation of past RI president Wilf Wilkinson as the keynote speaker at the dinner at the Desmond Hotel in Malvern. Registration form is on page 14.

Plans for the 2010 District Conference and cruise to Bermuda on May 8-13, 2010 are progressing and the early registration period has expired. The drawing for a free cruise registration for early registrants will take place at the November 20 Rotary Foundation dinner. The full brochure can be found at our district website, www.rotary7450.org, where you can also find the opportunity to register online by paying only a small deposit with the balance to be paid in December, 2009.

November 7 is the “Rotary UN Day” and all who are able are encouraged to participate at this annual event; registration can be accomplished at www.riunday.org. The Rotary Leadership Institute is in town October 31 at the Scanticon in King of Prussia and all Parts I, II and III, as well a graduate curriculum. Lyn Church, the chair of the RLI District committee is encouraging all District Rotarians to participate to the appropriate curriculum they are qualified for. Please register at <http://www.rlinea.com>.

We are almost ready to roll out the District Data Base by training District leadership first and then Rotary Club presidents and secretaries. Each Rotary Club should decide who will be appointed the Club Communications Officer. Each Rotary Club will need a computer literate person who can be the Club Data Base administrator. This person can be the club secretary, treasurer or any other person with the computer knowledge and Rotary knowledge to act as the Rotary Club’s communications officer. More about this at a later time with the call for a training session.

Please read the article about the call for nominations for the current vacancy of District Governor for 2011-12 and also for the newly created position for the 2012-13 Rotary years on pages 4 and 11. There is a precise process that has to be followed and the Rotary Clubs need to start searching for qualified candidates they can nominate for these very im-

portant District positions. The District Nominating Committee is chaired by PDG Russ deFuria and is populated with four additional members according to the governing district resolutions. Said resolutions require that those additional four member’s names shall remain anonymous. The purpose for this is to avoid Campaigning, Canvassing and Electioneering which is strictly prohibited in Rotary.

The outbound GSE team visiting District 2470 in southern Greece in April, 2010 and the inbound team from that District visiting our District in May, 2010. The GSE committee is in the process of interviewing team leaders and will interview and pick team members by the end of November. Please continue looking for qualified team members for this exciting opportunity.

Please send news about your club projects to Joan Toenniessen at her email address mombugioan@msn.com and photos to Jay Childress at Info@rotary7450.org and share your successes with the rest of us in the District. I am wishing you all a great Rotary year. Please print a few copies of the issue and take it to your club meeting and share it with some of your fellow members who don’t have computer communications.

Please do not hesitate to email me with your thoughts, suggestions, ideas and comments at DG0910@rotary7450.org.

Message from DG



By
Al
Marland



Keep Rotary Fun!

Some thoughts on membership retention and reflection

Based on Rotary International statistics, the three top reasons that people leave Rotary in years 1-2, 3-5, 5-7 is "Failure to meet Fellowship Expectations."

As one of many ideas to assist your Club retain membership, please consider planning something that is **FUN** during every quarter. If a person's "best friends" are in Rotary, the person will make Rotary a priority.

Here are five suggestions to consider:

- Increase the number of planned events in your club that include family members. Invite family members to a meeting. Bring your children and grandchildren to Rotary from time to time. There is a club in District 7450, of which I am aware, that once a year plans an annual special program that is "child friendly" and well supported by the Club's Rotarians.
- Increase the number of fellowship activities. Some clubs have "Dutch Treat" socials at predetermined times. Everyone won't come but the people that do form lasting friendships. Extend a special invitation to those members who hesitate to offer their service in other Rotary activities.
- Consider forming "small groups" within your Club. Perhaps a quarterly Pot Luck dinner for Rotarian families interested in community service, or a group comprised of members under 40, who work to identify potential younger members, etc.
- Ask your Club members to suggest activities that they feel would be "**fun**" for Club members. E.g. Group trip to the theater, etc – split

the cost among participants. (People will pay for fun.)

- Appoint someone to call anyone in the club who missed twice without making up. This one act of caring will literally help turn your retention numbers around. *People need to know that they are missed and someone notices.*

Most importantly, adopt a culture in your Club that is pro-growth. We do not have one single Rotarian whom the whole Club did not vote to include. Somewhere, sometime, your Club made that person feel special. Leaders who are encouraged become better leaders. People, who feel that they matter, stay. Sometimes a call from the Club's president can make all the difference.

Stretch your wings, try something new. A strong Rotary family can change the world. Our goal is to finish this young Rotary year stronger than we were when we started.

Please do not hesitate to contact me, or your area membership coordinator, or your Club's area Assistant Governor for help. The District Membership Committee can be contacted through its chair, Michael J. Buchheit at mjbuchheit@aol.com or 215-802-8658. Thank you for your total commitment to membership, because "Membership is our Future."

This article, dated July 13, 2009, was extracted from the Rotary Zone 33 and 34 Web Site and was written by Rotarian Mary Chapman, the Membership Director for Rotary District 6900, GA with some modifications by Michael J. Buchheit.

Rotary Leadership Institute set for October 31

District 7450 Rotarians are reminded the Rotary Leadership Institute will take place Saturday, October 31, at the Scanticon Hotel in King of Prussia. Sessions are offered for Parts I, II, III and graduate course. Registration is

available online at www.rlinea.com.

For more information, contact Lyn Church, District RLI chair at 215-290-3100 or lyn_church@yahoo.com.

Call for nominees for 2011-12, 2012-13 DGs

District Governor Al Marland has issued a call for nominees for the District Governor for the years 2011-12 and 2012-13 as a result of the of the “unfortunate resignation” of Paul Woodruff, who was selected the DG for 2011-12.

PDG Russ deFuria chairs the 2009-10 District Nominating Committee. Four more will be appointed and according to the District Resolutions, they shall remain anonymous until the outcome of their deliberations has been announced. In addition to PDG deFuria, there will be another PDG on the committee along with three District Rotarians in good standing who are past presidents of their Rotary Club.

According to the RI By Laws section 13.020.2, “The Nominating Committee for Governor shall be charged with the duty to seek out and propose the best available candidate for Governor-Nominee. Section 13.020.4 also requires that “the Governor shall invite the Clubs to submit their suggestions for nominations for Governor”... such suggestions shall be considered by the Nominating Committee so long as they reach the committee by the date established by the Governor. The announcement shall be made to the Clubs in the District at least two months before such suggestions must reach the Nominating Committee. The suggestions shall be submitted in the form of a resolution adopted at a regular meeting of the Club naming the suggested candidate. The resolution shall be certified by the Club secretary. A Club may suggest only one of its members as a candidate for Governor-Nominee.”

DG Marland points out, “PDG Russ and myself will work on appointing the full committee soon and the process will begin to fill both appointments. The call to all Clubs in the District went out September 15th to start the process as defined by their Club presidents to nominate a candidate for those positions through the process of a Club resolution being certified in an affidavit by the Club secretary to nominate a District Rotarian that fits all the qualifications described in the Manual of Procedures.”

Nominations for the two Governor positions are due to DG Marland by November 15, and can be submitted by US Mail, fax or email. The committee will interview candidates by the end of November. DG Marland says, “Hopefully, we will be able to announce the appointees by the beginning of December, 2009. “

15.070: Qualifications of a Governor-nominee.

Unless specifically excused by the board, no person shall be selected as nominee for Governor unless the Rotarian has the following qualifications at the time of selection.

15.070.1: Rotarian in Good Standing. The Rotarian must be a member in good standing of a functioning Club in the District.

15.070.2: Rotarian Maintaining Full Qualifications of Membership. The Rotarian must have full qualifications for such membership in the strict application of the provisions there for, and the integrity of the Rotarian’s classification must be without question.

15.070.3. Rotarian’s Qualification as Past President of Club. The Rotarian must have served as president

of a Club for a full term or be a charter president of a Club having served the full term from the date of charter to 30 June, provided that this period is at least six months.

15.070.4. Rotarian’s Ability to Fulfill Duties of Governor. The Rotarian must demonstrate willingness, commitment, and ability, physically and otherwise, to fulfill the duties and responsibilities of the office of Governor as provided in section 15.090.

15.070.5. Rotarian’s Certification of Qualifications. The Rotarian must demonstrate knowledge of the qualifications, duties, and responsibilities of Governor as prescribed in the bylaws and submit to RI, through its general secretary, a signed statement that the Rotarian understands clearly such qualifications, duties, and responsibilities. Such statement shall also confirm that the Rotarian is qualified for the office of Governor

15.090. Duties of a Governor.. The governor is the officer of RI in the District, functioning under the general control and supervision of the board. The Governor is charged with the duty of furthering the Object of Rotary by providing leadership and supervision of the Clubs in the District. The Governor should work with District and Club leaders to encourage participation in a District leadership plan as may be developed by the board. The Governor shall provide inspiration and motivation to the Clubs in the District. The Governor shall also ensure continuity within the District by working with past, current, and incoming District leaders in fostering effective Clubs. The Governor shall be responsible for the following activities in the District: (a) Organizing new Clubs; (b) strengthening existing Clubs; (c) promoting membership growth by working with District leaders and Club presidents to establish realistic membership goals for each club; (d) supporting The Rotary Foundation with respect to program participation and financial contributions; (e) promoting cordial relations among the Clubs and between the Clubs and RI; (f) planning for and presiding at the District Conference and assisting the Governor-Elect in the planning and preparation for the presidents-elect training seminar and the District Assembly; (g) providing for an official visit, meeting individually or in multi-Club meetings conducted throughout the year, to take place at a time that maximizes the Governor’s presence for the purpose of focusing attention on important Rotary issues; providing special attention to weak and struggling Clubs; motivating Rotarians to participate in service activities; and personally recognizing the outstanding contributions of Rotarians in the District; (h) Issuing a monthly letter to each Club president and secretary in the District; (I) Reporting promptly to RI as may be required by the president or the board;; (j) Supplying the Governor-Elect, prior to the International Assembly, full information as to the condition of Clubs with recommended action for strengthening Clubs. (k) Assuring that District nominations and elections are conducted in accordance with the RI constitution, these bylaws, and the established policies of RI;

(CONTINUED ON PAGE 11)

Robert Nelson of Audubon

Another Reason to END POLIO NOW

By Carol Metzker, West Chester Downtown "FRIDAYS" Rotarian, District 7450 Polio Plus chair

For Nelson Robert, polio is more than a virus contracted by people in faraway places. It is part of his personal history. The quality assurance manager at Globus Medical in Audubon, survived the disease but he is still affected daily by its affect.

One day 41 years ago, his mother returned home from her job as a schoolteacher to find Nelson in bed and running a high fever. She lifted him out of bed and discovered that the one-year-old who had been walking and running just hours before was unable to stand. Very frightened, she whisked Nelson to the doctor who diagnosed the boy's case as polio. "Even though my dad worked in a hospital, we weren't aware of the vaccine," said Nelson.

Although the polio vaccine had been developed and was in use in the United States in the 1960s, it was barely known in Chennai, India, where Nelson, his parents and four siblings lived at that time. Nelson survived polio, which can be fatal, but it left his right leg partially paralyzed. Polio changed many aspects of Nelson's life. Experiences such as child-

hood sports, accessibility to buildings and the way Nelson drives a car have differed from those of the people around him.

As a boy, "I wished I could play cricket the same way others played," Nelson recounted. "I could still bat the ball, but someone would run for me." Traveling was—and still can be—a challenge when transportation and facilities are not designed for people with one strong leg and one weak one. "My car is equipped with a special pedal so I can operate the accelerator with my left leg," he said.

The virus did not affect his education, however. According to Nelson, his parents were hard workers and they ensured that he was able to go to school. He earned two undergraduate degrees in chemistry and engineering, and later earned an MBA. He works at Globus Medical in Audubon and his family is active in the local community.

Nelson Roberts understands why the campaign to END POLIO NOW is imperative. For some children, polio "can cause a lifetime of suffering," he said.



As a polio survivor, Nelson Robert of Audubon understands the importance of ENDING POLIO NOW.

The Rotary Foundation asks every Rotary Club worldwide to raise \$2,000 each year for the next three years to raise \$200 million to meet Gates Foundation Challenge. Help your club take the challenge to END POLIO NOW.

Registration underway for District Conference

District 7450 Rotarians and guests have an unique opportunity to experience the 2010 District Conference during a six-day, five-night cruise to Bermuda and back May 8 to 13, 2010.

DG Al Marland has arranged a special cruise aboard the Royal Caribbean's "Explorer of the Seas" which will leave from Cape Liberty in Bayonne, New Jersey. Complete information and registration forms are posted on the District 7450 website, www.rotary7450.org. Deadline for complete payment for cruise is December 15, 2009.

Cancer Awareness Initiative

October is breast cancer awareness month and the Kennett Square Rotary Club is starting a local initiative for its members and members from other Rotary Clubs in District 7450 to join together to create a team to raise cancer awareness in our District and beyond. The initiative seeks support for a cancer that affects, and has affected, not only our members and our loved ones, but is more dramatically affecting the Third World countries due to lack of information. This is in the planning phase of raising awareness of the issue and the power that is Rotary. To help our District become a global leader in breast cancer awareness through Rotary, contact Kennett Square Rotarian Bronwyn Martin: ksrotary.bronwyn@gmail.com.

Thorndale Rotary Club Donates Dictionaries

The Thorndale Rotary Club, which has been serving the communities of Thorndale, Downingtown and Coatesville since 1995, is in the process of donating dictionaries to third-grade students at local schools. The schools include Collegium-Charter School in Downingtown, Caln Elementary School in Thorndale, West Bradford Elementary and Bradford Heights both in West Bradford Township. The Rotary Club selected the dictionary project because of the initiative of Rotary International making Literacy one of two priorities for the coming decade. (Clean water is



the other priority). This is one of many community outreach programs that the Thorndale Rotary Club has planned for the 2009/2010 year. Taking part in a recent visit to hand out dictionaries at the Collegium Charter School are (from left) Thorndale Rotarian Bernie Orglmeister, Mrs. Maggie Mraz of Collegium-Charter School; Thorndale Rotary Club president Jack Hines, and past president of Thorndale Rotary Club Troy Vogt, along with children from the school., (from left) Rebecca Kahl, Mina Bourquin, Titus- Vaughn Jackson and Michael Lavender.

Manor College Rotaract Club receives Charter

District 7450's newest chartered Manor Rotaract Club was officially recognized at Charter Night October 9 at Manor College in Jenkintown.

Club advisor Norma Hall traced the Club's history from the initial kick-off meeting in February,

2003, prior to the investiture ceremony. Members and the current and incoming officers were invested. A concert by the Irish group, "The Boys of County Bucks" followed.

Past District Governor Bob Lankin and Northeast Sunrisers Past-President Holly Lankin, signatory to the Charter, presented the Charter to Manor Rotaract president Ryan Lanahan. Also on hand were former Manor Rotaract Presidents Shawn Shaffer and founding president Brian Shaffer, who went on to found the Rotaract Club of Philadelphia.

Rotarians who attended included District Governor Al Marland, Assistant Governor John Washington, District Rotaract Chair Jane Williams, Frankford-Northeast Rotarian Margaret Kelly, advisor to the provisional Northeast Philadelphia Rotaract Club, and many members of nearby Rotary Clubs, including the sponsoring Northeast Sunrisers Rotary Club and Abington at Edge Hill, and Elkins-Park Rotary Clubs. The Manor College Rotaract Club is tenth Rotaract Club in the District.



PDG Bob Lankin presents Manor Rotaract Club Charter to Club president Ryan Lanahan as Northeast Sunrisers Past-President Holly Lankin waits to offer congratulations.

District 7450 welcomes nine exchange students

By Rob Newman, Youth Exchange Program Chair

Schools are open and for 15 students in District 7450, this will be a very different year. We have six of our own students outbound in Brazil, France, Germany and Thailand.

We also have nine inbound students. They all changed places in late August, and in our District, we held orientation for our Inbounds to help them get started with fitting into new schools, new families and a new culture.

They are an interesting group – great language skills, diverse interests and backgrounds. They will be attending local high schools as juniors or seniors and taking regular classes. We have planned activities with them at least once a month throughout the year. Trips to DC and NYC, Christmas at Longwood, a ski trip and RYLA are just a few. We look forward to a great year with them!

Do you know anyone who might be interesting in this program either as a student,

or as a host family? The Exchange Program is available to high school students of both Rotarians and non-Rotarians. The long-term program is one in which the student attends school in his or her host country, lives with a host family throughout the year and experiences the language and culture of that country, on a first-hand basis during the year.

September-November are the months where we are recruiting for exchange students to participate in the long-term program for the 2010-2011 school year. We have spoken with a few students and have applications in the works, but we really need many more. What we're looking for this year is for more

clubs to participate in this program. This year only one of the 55 clubs in the District is hosting or sending students, and we had slots for almost twice as many students. Ask any student who has participated and they will tell you that this is a life-changing program.

If you would like to have someone from the Student Exchange Committee or one of our students in the program visit your club or local school to discuss the Youth Exchange, please let me know. There is also a short-term program that is available and we will take applications in October through April for this program.



District 7450 Inbound Exchange Students who were welcomed by District Governor Al Marland (in white Rotary hat) are (from left with sponsoring club in parenthesis) Chantika Rahayu from Indonesia (Longwood); Ece Arapoglu from Turkey (Jenkintown); Jamina Apel from Germany (Exton Frazer); Henrique DaCosta from Brazil (Oxford); Juan Escobar from Ecuador (Chesterbrook); Amedea Garella from Italy (Elkins Park); DG Al Marland, who was born in Greece; Wiktoria Popiolek Janiec from Germany (Ardmore); Anjeli Issur from France (Longwood); and Juhani Rantakallio from Finland (Swarthmore).

The short-term program is a one-on-one program where matches are made and the two students spend four to six weeks in the District with our student's family and then four to six weeks abroad in the other student's home. This is great program for students who are looking for an

international experience but are not sure they can or want to commit to a full-year program. It does require that the family here host a foreign student. Students in both programs must be between the ages of 15 ½ and 18 ½ at departure.

Please consider your club sponsoring either an Outbound or Inbound student. For more information on the program, please look on www.d7450youthexchange.org or contact Rob Newman, District Youth Exchange Committee chair, captain_newman@usafa-grads.com or 484-574-9633.

Riding = \$50,000 for MS

Philadelphia Rotary Bike Team raised close to \$50,000 in the 160-mile round-trip Ride for MS to Ocean City, New Jersey last month. In 10 years, Philadelphia Rotary Team has raised \$500,000 for the Multiple Sclerosis Foundation.

Team leader Jack Beiter returned for his tenth ride after recovering

from an accident during last year's ride. He broke his collarbone and three ribs, punctured his lung and suffered two herniated discs in his neck.

Rotarians may add to the Rotary Team total and send a check payable to Multiple Sclerosis to: Jack Beiter, 201 Hermitage Drive, Radnor, Pa. 19087, so Rotary Team gets credit.



Philadelphia Rotary Club Bike Team includes captain Jack Beiter, sons Jeffrey Beiter and Justin Beiter, Maria Diodenko, Fran Dungo, Sean Faix, Keith Gahman, Frank Gerner, Roy Hollinger, Roy Klein, Saranae Kurtz, Randy Kurtz, Kelli Kurtz, Nick Kusznir, Randy Loughin, Nancy Magagna, John Magagna, Lauren Mergenthaler, Michael Molinaro, Louis Mosca, Lorraine Panaccio, Denise Racano, Sam Rinear, Mark Rinedoller, Sam Rizzo, Tammy Rudgunas, Jesse Rudgunas, Daniel Sargent, Ellen Sargent, Scott Simon, Zane Stankoff, Gary Swagger, and Buz Tomasino.

New Paul Harris Fellows



Chester Pike Rotary Club's three new Paul Harris Fellows with their certificate are (from left) president Nancy C. Niemann, past president Brian Myers, and Vicki Myers.



Ed Bauer (right) a member of the Exton-Frazer Rotary Club, receives a Paul Harris Fellow Award from past president Dave Ellis at the Club's breakfast meeting earlier this month.

Rotary Day at UN November 7

Rotary Day at the United Nations is Saturday, November 7 at the United Nations in New York City. Registration begins at 8 a. m. followed by programs from 9:30 a.m. to 4:30 p.m. There are only 1600 total spots available for Rotary Day at the

United Nations, and registration is on a first come, first served basis. Register at www.riunday.org. For transportation for District 7450. Contact Kate Bay, at 215-790-3705 or kbay@greaterphiladelphia.com.

Rotaract says thanks

District 7450 Rotaract chair Jane Williams pins a Rotary pin on jacket of Rick Voss of West Chester University Social Works Department for his outstanding service as faculty advisor to WCU Rotaract Club following a Rotaract presentation by Williams to the West Chester Sunrise Rotary Club.



Honored for service



Lynn Tarnowski was recently awarded the Bensalem Rotary Club Community Distinguished Service Award for her tireless efforts in assisting the Rotary Club car washes, setting up board meetings and organizing the Club's annual Thanksgiving basket food drive. Rotary Club President Stanley Dwight presented the award. For more information visit www.bensalemrotary.com.

Chester Pike Rotarians stock shelves for local food pantry



Members of the Chester Pike Rotary Club met at the Shop-Rite in Eddystone so they could shop for food for the Loaves and Fishes Food Pantry in Prospect Park. More than 1,200 pounds of food, including rice, spaghetti sauce, tomato products, cereal, side dishes and canned meats, filled their carts to overflowing. Among those who participated were (from left) David Davis, JoAnn Mallon, Brian Myers, Lillian Fiorelli, Bill Graham, Jim Mallon, Nancy Nierman, Michelle Mallon, Don Grant, Ron Wise, and Linda Freeman, director of the Loaves and Fishes Food Pantry.

Rotarians donate backpacks

Media Rotary Club president Ken Delmar presented Bernadette Dacanay, the Home and School Visitor for the Rose Tree Media School District with backpacks for students in need last month. Dacanay thanked the Rotarians adding, "The district has experienced a growing need to help out families-in-need in many areas including school supplies. What better way to start off the school year than with a fresh backpack full of necessary supplies? The backpacks went to families facing hardships for many different reasons... By providing the school supplies the students have one less obstacle to achieve academic success."



DG seeks Website Committee members

DG Al Marland has issued the following call for volunteers: "I am interested in organizing a committee to oversee the District Website and I am looking for six to eight Rotarians who are willing to volunteer to develop a vision for our District Website. In the process, the committee may want to identify a direction and a process through which our current Website can be improved and made more user friendly and inviting to Rotarians and non-Rotarians. The committee may develop a process for re-engineering the website and provide resources that can be used in the Clubs and by Rotarians to make their community service as productive and visible as possible. Membership development is a primary goal of RI president Kenny and we should always remember that membership development goes hand in hand with membership retention and project participation. Please contact me at 610-933-5386 or almarland@aol.com by email. I would love to exchange ideas by email or on the phone before you make a decision to join such a committee. Thank you for all your volunteer efforts to your Club and the District."

Information Minute for Vocational Service Month

Herbert Taylor and the FOUR-WAY TEST

When the Great Depression began at the end of 1929, Herbert Taylor was an executive vice-president at Chicago's giant Jewel Tea Company. He earned \$33,000 a year and was in line for the presidency.

In 1930, a local bank asked Jewel Tea to donate one-half of Taylor's time to an attempt to save the Club Aluminum company. Club manufactured and distributed cookware. Club's debt exceeded total assets by \$400,000 and there were several lawsuits.

Taylor took the job. He soon discovered that the problems at Club Aluminum required his full time attention if they were to be solved. Jewel's president urged him to give up and return to Jewel full time, eventually becoming Jewel's president. But Taylor thought he could do more good by saving the jobs of the Club Aluminum employees.

So putting service above self, he resigned from Jewel and assumed the job of Club Aluminum's president. He cut his salary from \$33,000 to \$6,000. He also provided short-term operating capital of \$6,100 for the firm by borrowing against his Jewel stock and his home equity.

Taylor then made numerous changes which eventually returned the company to profitability. But in his mind, the most important change he made was that of raising morale and performance by creating a new culture of high ethical standards. Club Aluminum became a company known for its honesty, fairness and commitment to doing business in ways that benefited all stakeholders—customers, employees, supplier and stockholder.

To change the culture, Taylor needed a company code of ethics which was simple and effective. It took him some time to find what he needed. But the answer eventually came to him unexpectedly while he was sitting at

his desk and praying. That answer was the "Four-Way Test." The year was 1932.

Taylor wanted to be sure that the test would be consistent with the beliefs of all workers. So he conferred with employees representing four different faiths and found that the test did, indeed, appear to represent universal values.

The company soon returned to profitability. The profits made it possible to pay off the debt by 1937 and over the next 15 years, stockholders received over one million dollars in dividends.

In 1942, Taylor told the story of the Four-Way Test at a Rotary meeting. Several Rotarians asked if they could use it. A member of the RI board asked if Rotary International could use it and permission was granted. In 1943 the RI board of directors officially adopted the Four-Way Test.

When Herbert Taylor became president of Rotary International in 1954 he presented the Four-Way Test copyright to Rotary.

By Rotary's 100th anniversary, the Four-Way Test was being used in 100 languages all over the world.

Morals of this story: The Four-Way Test works, Service Above Self is a winning business strategy, They Profit Most Who Serve the Best, and today's Rotarians are the trustees of Herbert Taylor's gift of the Four-Way Test copyright with all of the duties that trusteeship implies.

**Useful on-line reference to use to develop your own Rotary Information Minute): <http://www.thefourwaytest.com/>
(A service of the Rotary Club of Pismo Beach, California)**



Presidential Citation

Longwood Rotary was honored with 2008 - 2009 Presidential Citation during its September 24 meeting. On hand for the presentation of the citation were (from left) Past District Governor (2008-2009) Joel Chesney, Longwood Rotary Club president Andy Jenkins, and 2008-2009 Longwood Rotary Club president Dave Haradon.

Rules for nominating, electing DG-Nominee

(CONTINUED FROM PAGE FOUR)

(k) Assuring that District nominations and elections are conducted in accordance with the RI constitution, these by-laws, and the established policies of RI; (l) Inquiring on a regular basis about the activities of Rotarian organizations operating in the District (Friendship Exchanges, inter-country committees, Global Networking Groups, etc.); (m) Transferring continuing District files to the Governor-Elect; and (n) Performing such other duties as are inherent as the officer of RI.

Rotary Code of Policies

17.040. District-Level Elections. Districts are encouraged to use the Nominating Committee system for all District elections (with a ballot-by-mail in the event of a challenge to the selection of the Nominating Committee) provided however, that Nominating Committees need not be used to select the members of Nominating Committees.

17.040.1. Guidelines for District-Level Elections : The Governor shall send the "Guidelines for Candidates for Elective Position in RI," as adopted by the RI Board, as well as the following list of election guidelines to all Clubs at the time of the official call for nominations: Rotarians and election candidates shall: 1. Learn and follow both the spirit and the letter of RI's election guidelines; 2. Consult with knowledgeable Rotarians if you have any concerns about a current assignment or a new assignment if it may give an appearance of campaigning; 3. Not undertake personal initiatives to gain visibility, personal recognition, or favor; 4. Not respond in kind to another candidate's improper activities; 5. Not communicate with or visit Clubs involved in the applicable election except to fulfill necessary functions.

19.030.1. Selection: The selection by the Clubs of a Governor-Nominee should be conducted in a dignified, responsible manner in harmony with the principles of Rotary. Districts should seek out and nominate for the office of District Governor the best qualified person. District Nominating Committees are encouraged to interview all candidates for Governor, whether they are suggested by Clubs or by the Nominating Committee. Each interview of Governor-Nominee candidates should satisfy the following minimum needs: Verify that each candidate meets the formal requirements for nomination, in accordance with RI Bylaws sections **15.070.** and **15.080;** Clarify the specific duties that a Governor requires, including knowledge, experience, time, and fiscal resources; Allow an overall summary of each candidate's qualifications and suitability; enable each candidate to reveal her or his intentions and ambitions.

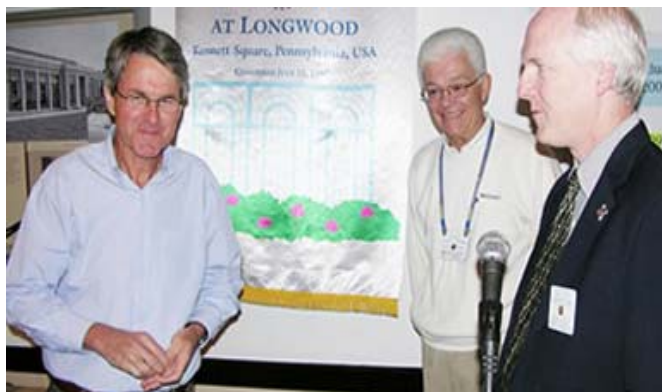
19.030.2. Selection of Governor-Nominee through Ballot-by-Mail Procedure: Information to be included in the biographical data to accompany ballots-by-mail for election of the governor shall be as follows: Name of candidate; name and location of Rotary Club; number of years a Rotarian; classification or former classification; name of firm or former firm; position in firm or former firm; meetings attended in last five years; position's) and/or assignment's) in Rotary (elective or appointed); former position's) and/ or assign-

ment's) (elective or appointed); Special Rotary services and/ or particular Rotary activities in which candidate has been engaged, i.e. what candidate has done to advance Rotary. Rotary Code of Policies 96 June 2008; Most significant honors or achievements in business and professional activities; Most significant honors or achievements in civic and public service activities.

26.100.5. Rules Regarding Campaigning, Canvassing and Electioneering: It is a fundamental principle in Rotary that the best qualified candidate should be selected for service in Rotary's elective offices. Therefore, any effort to influence the selection process in a positive or negative manner by campaigning, canvassing, electioneering or otherwise is prohibited under the RI Bylaws. Rotary Code of Policies 135 June 2008. The following rules shall be followed concerning campaigning, canvassing and electioneering for any Rotarian considering election to the office of president, director, Governor, or representative to the Council on Legislation, or the Nominating Committee for any such office. These rules are designed to ensure that the best qualified candidate is selected office: Rotarians should at all times conform to the prohibitions of the RI Bylaws concerning campaigning, canvassing or electioneering. All Rotarians should observe both the letter and the spirit of the bylaws and refrain from any activity whose purpose or effect is to influence others by promoting or soliciting support for a candidate's or another Rotarian's candidacy. Such activity is repugnant to the spirit of the bylaws and the principles of Rotary and will be grounds for disqualification of a candidate; Campaigning, canvassing or electioneering is any action seeking to promote, attack, support, or oppose a candidate, either directly or indirectly, in any medium, including, but not limited to, any action seeking votes, requesting support in a forthcoming election, distribution of literature or promotional materials or other overt actions intended to promote one's candidacy for an elected Rotary office; The periods of candidacy for elective office begin when individual Rotarians begin to give serious consideration to submitting their names for a position covered by the RI rules for nominations and elections. Commencing at that time, candidates should be particularly careful to avoid any actions designed to publicize their names or achievements, to call attention to the applicable nominations or elections, or to give candidates an unfair advantage over other candidates for the same position; The normal performance of duly-assigned Rotary activities would not be considered to be a violation of the policies related to campaigning, canvassing or electioneering. Should a candidate become aware of any campaigning or electioneering activities which are undertaken on the candidate's behalf, the candidate shall immediately and in writing express disapproval to all concerned and instruct them to terminate such activity. Contacting Clubs to inform them to request their concurrence for a proposed challenge or election complaint is not prohibited provided that such contact is limited to the exchange of factual information.

News from District 7450 Rotary Clubs

Third plant sale nets Relay for Life \$2,500



Steve Hutton (left), president of Conard Pyle, presented Longwood Rotary Club with a \$2,500 check to support the Club's Relay for Life cancer charity. Accepting the check which represents proceeds from the annual Conard Pyle charity plant sale, were Dave Foresman (center), chair of Relay for Life, and Club president Andy Jenkins. Longwood Rotary has received \$8,500 from the plant sale in 3 years.

'Service Above Self'

Media Rotarians gathered October 8 to honor Ted Pleibel (right) with a "Service Above Self" Award presented by president Ken Delmar. A member of Media Rotary Club since 1995, Ted has been owner and president of The SignSmith in Media since 1992. He has served as sergeant-at-arms since 1999, as Soap Box Derby Race co-director from 1999 to 2003 and Rotaplast co-chair in 2004. To raise funds for Rotaplast, he created "Happy Dollars" and "Dollars in the Boot to Scoot." He has par-



ticipated in many Rotary events including the annual auctions and Pancake Days. He is a Paul Harris Fellow, Gundaker Fellow, Friend of the Children in 2005 and four-time "Rotarian of the Month." Ted is a private pilot and a certified Scuba Dive-Master.

Scholarship honors Jay Edge

Jack Hines of the Thorndale Rotary Club presents the initial Jacob Edge Memorial Community Service Rotary Scholarship to Malinda Henderson of Coatesville. The \$1,000 scholarship will be used by Henderson to attend Montgomery County Community College where she plans to major in dental hygiene. The scholarship is in memoriam



to Jay Edge, who was a founding member of the Thorndale Rotary Club and an active member of the Caln Township community.

Peter Nero at Longwood

Longwood Rotary Club president-elect Dennis Fisher (right) talks with Philly Pops director Peter Nero following his talk about the Pops' 30th anniversary year at the September 24 Longwood Rotary Club meeting. At the end of the talk, Nero donated \$100 to Polio Plus Fund. He also sent an email thanking the Rotarians for



a great breakfast and complimenting "the many vivacious business people who get up so early on Thursday morning to celebrate Rotary!"

District Calendar

Oct. 10 – 26: Six District 7450 Rotarians travel to China on a Rotaplast Mission.
Oct. 31: Rotary Leadership Institute at Scanticon in Valley Forge. Contact Lyn Church: 215-290-3100.
Oct. 24: World Polio Day.

November 7: Rotary Day at the United Nations.
Feb. 19-20: 2010 RYLA at Valley Forge's Freedom Foundation.
Feb. 26-27: Multi-District PETS.
April: GSE outgoing to Greece.

May: GSE Incoming from Greece.
May 8 to 13, 2010: District 7450 Conference and cruise to Bermuda. Brochure and information and registration form at www.rotary7450.org.



The Rotary 7450 Leader

Published by District 7450

Al Marland
 District Governor

Joan Connor Toenniessen
 Editor

Jay Childress
 Photographer/Graphics

Deadline is first of month. Send news items 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.

Send change of address information promptly to info@Rotary7450.org

Report Attendance to info@Rotary7450.org

ClubName	Members / September
Abington at Edge Hill	11 Not Reported
Ardmore	85 72
Bala Cynwyd/Narberth	18 78
Bensalem	38 67
Bristol	43 Not Reported
Broomall	39 46
Bryn Mawr	19 55
Central Chester County	22 63
Central Delaware County	10 89
Cheltenham Rockledge	17 Not Reported
Chester	23 63
Chester Pike	25 92
Chesterbrook	16 Not Reported
Chestnut Hill	46 58
Chichester	22 50
Coatesville	53 64
Concordville-Chadds Ford	44 71
Conshohocken-Plymouth Whitemarsh	18 Not Reported
Downingtown	16 74
Eastwick/Phl Airport	12 55
Elkins Park	14 Not Reported
Exton-Frazer	13 71
Feasterville	20 Not Reported
Frankford - Northeast Philadelphia	27 69
Glen Mills	15 82
Glen Riddle	22 75
Glenside	34 67
Greater West Chester Sunrise	40 77
Haverford Township	31 Not Reported
Jenkintown	74 43
Kennett Square	19 78
King Of Prussia	46 71
Langhorne	23 59
Levittown-Fairless Hills	20 55
Longwood	92 80
Madrugadores	11 Not Reported
Media	87 Not Reported
NE Sunrisers	20 Not Reported
Newtown Square	31 57
Oxford	19 Not Reported
Paoli-Malvern-Berwyn	30 Not Reported
Philadelphia	104 Not Reported
Phoenixville	33 Not Reported
Shady Brook	51 Not Reported
Springfield	22 71
Swarthmore	52 Not Reported
Thorndale	13 Not Reported
Twin Valley	17 68
Upper Darby-Lansdowne	32 57
Wayne	23 50
West Chester	113 Not Reported
West Chester Downtown "Fridays"	21 58
West Grove/Avondale	30 Not Reported
Westtown-Goshen	38 82
	1814

Come One, Come All...to...

THE ROTARY FOUNDATION GALA CELEBRATION!



When: Friday, November 20, 2009

Cocktails – 6:00

Dinner – 7:00

Program Immediately Following Dinner

Where: The Desmond Hotel and Conference Center

One Liberty Blvd., Malvern, PA 19355

*"Please join us to celebrate our Rotary Foundation
and to honor our supporters and participants!"*

- 🌟 Major Donors
- 🌟 Bequest Society Members
- 🌟 Paul Harris Society Members
- 🌟 Benefactors
- 🌟 Paul Harris Fellows
- 🌟 Rotary Foundation Alumni

"Hear from our honored guests at our celebration!"

🌟 Past Rotary International President - Wilf Wilkinson

🌟 Zone 32 Polio \$200 Million Challenge Coordinator - Elias Thomas

Name: _____ Guest Name: _____

Club: _____ Position: _____

Email address: _____

Telephone: _____

Rotarian and Guests: _____ @ 75.00 each Total _____

Please make checks payable to: Rotary District 7450,
c/o Dawn deFuria, 230 Baldwin Drive, West Chester, PA 19380

For Credit Card charges please provide: Visa____ MC____

Credit Card # _____ Exp. _____ (MMYY) Security Code _____

Cardholder: _____ Signature _____

Credit Card Billing Address: _____

_____ Zip _____

RSVP No Later Than Friday, November 13th