



**DISTRICT 7450**

# Rotary Leader



Volume 5 Number 4

October 2010

## Message from DG Joan



October is “Vocational Service Month”. Vocational Service is one of the Five Avenues of Service along with Club; Community; International Service and the recently added New Generations.

Given the recent reality of how unethical business practices can undermine the economy of a nation, this is the time to celebrate and publicize Our Four-Way Test.

During my recent visit to The Rotary Club of Oxford, we talked about sponsoring an essay contest for high school students asking them how they could use the Four-Way Test in their social networking.

How much harder would it be to bully someone or ruin someone's reputation online if we could spread this simple code of ethics to our youth through Rotary? Or for that matter, what if we share what makes us unique with the business community?

The 2010-2013 Rotary International Strategic Plan identifies three areas of focus: strengthening and supporting Clubs; increasing and focusing humanitarian service; and broadening awareness of Rotary to all communities.

Rotary's strategic plan provides for networking as an opportunity to expose Rotary to the business community. Why? Because networking, as defined in the strategic plan, enables us to take the Rotary message directly to the business community where we can recruit new members. Having well prepared informational materials about Rotary and our Clubs at these events is essential.

Our District's Public Relations, Membership and Vocational Service Committees are charged with helping our Clubs relate who we are to this important community. They will share their work on your behalf at their exhibits at the Oktoberfest District Conference House of Friendship.

November is “Rotary Foundation Month”. What a great time to invite the District Rotary Foundation Committee to present a program at your Club.

## Oktoberfest District Conference Register NOW! It's not too late!

If you haven't already registered for all or part of the District Conference on October 8 to 10, it's not too late.

For full details and to register, go to the District 7450 website, [www.rotary7450.org](http://www.rotary7450.org) and click on the “District Conference” tab at the top of the right corner.



**John Capps is Saturday night's keynote speaker.**

You can register online, via FAX, or through the good old USPS.

We'd especially like to see you and your spouse, partner or significant other at our sensational Saturday night dinner. Keynote speaker John Capps will send you home with a new outlook on life.

You do so much for so many people through Rotary. Now this District Conference is for YOU!

So register now!! If you're not there, you'll be missed. And, YOU will miss out on the Rotary information, fun, and fellowship.

See you at the Desmond Hotel and Conference Center.

## October is Vocational Service Month in Rotary

*By George Whitfield, chairperson of District 7450 Vocational Service Committee*

October is "Vocational Service Month" throughout the Rotary World. Has your club planned a program? As chairperson of the District's Vocational Service Committee, I will share some ideas from RI that could help you on your way.

But first; what is Vocational Service? Vocational Service is the second of Rotary's four Avenues of Service. Through vocational service, Rotarians are expected to adhere to and promote high ethical standards in all of their business dealings, recognize the worthiness of all useful occupations, and contribute their professional expertise and skills to addressing societal problems and needs.

As Rotarians, we uphold high ethical standards in business by adhering to the Four-Way Test and the Declaration of Rotarians in Business and Professions (adopted by the Council on Legislation in 1989). Representing Rotary to our profession as we represent our profession to Rotary is an opportunity to instill high ethical standards in an attempt to

have our clubs be representative of our communities' business and professional population.

Following are some program ideas:

**Mini Classification Talks:** During October, devote five minutes of every meeting for an older member to give a mini-classification talk. This will help your newer members get to know older members better and highlight a vocation.

**Contact your Local Goodwill:** Goodwill Industries International® and Rotary International® have a mutual interest in helping people around the world find and keep good jobs. The cooperative relationship allows both Rotary and Goodwill to combine resources for people who are differently able and those having a hard time finding employment to obtain job training and employment opportunities.

Use October to highlight vocations and notice how it goes hand in hand with service and membership.

## 14 volunteer for NID 'End Polio Now' trip to India

A multi-national team, led by Carol Metzker, charter past president of West Chester Downtown "Fridays" Rotary Club, will travel to India to participate in the November 14 National Immunization Day, "End Polio Now" campaign. The trip will be from November 11 to 23.

Four of the 14 members are from Denmark, four are from England, and six are from United States. The United States team members include one from Iowa, one from South Dakota and four from Pennsylvania. The team members are Emilie Barber, Birgit

and Torben Bech, Barbara Beyer, Mike Korengel, Arne and Jette Kromann, Mark Little, Carol Metzker, Mary Olson, Raj Pandey, Kate Secker, Stephen Sypula, and Pat Timmons. Two team members are past Rotary District Governors, two have medical backgrounds, two from England were born in India and one had polio as a child. Sanjiv Saran, a Rotarian and travel agent in India, will serve as guide. In addition to the the NID vaccination day, the team will visit historical locations including the Taj Mahal, and visit Rotary projects and a rehabilitation center for children disabled by polio.

## Polio cases still on the rise

Drastic reductions in Polio cases in India and Nigeria are offset by a major outbreak in Tajikistan, a country in the former Soviet Union bordering on Afghanistan. Year to date cases in Tajikistan number 456 but due to inoculation efforts, no new cases were reported in the weekly report issued September 14. Additional immunization days are planned for October 4 and November 8.

On August 24, Bono of the rock band U-2 met with Russian President Dmitri Medvedev in Sochi, Russia. Both discussed the importance of stopping Polio. President Medvedev said, "Polio is an issue that should be of concern to all governments... We need to spend money on these kind of diseases, especially in nations that have financial problems." Twelve polio cases have been reported in Russia, relating to the outbreak in Tajikistan.

Year to date cases as of September 14 were 648 cases globally; as of the same date last year there were 1008 cases. The total cases last year were 1604. Year to date cases as of September 14 were 648 cases globally; as of the same date last year there were 1008 cases. The total cases last year were 1604.

## Philadelphia Rotary up in lights

"The Rotary Club of Philadelphia: A Leader in Humanitarian Outreach!"



appeared on PECO Crown Lights Display in Philadelphia, September 26 through 28 where it was visible on the Expressway during the night..

# District pop up tells what Rotary does

District 7450 Public Relations Committee developed a unique PR tool in the Rotary pop-up answering the question: "What Does Rotary Do?"

The pop-up was introduced at the District Assembly in April and has been featured at the May District Con-

ference, a number of Rotary Club meetings and events and at several community events in the summer and fall.

The pop-up is available to Rotary Clubs for public programs and projects where the public has an opportunity to view it.

The District owns one popup which can be scheduled for a Rotary Club-sponsored or community event by contacting Jay Childress at 610-459-4183 or [info@rotary7450.org](mailto:info@rotary7450.org).

Clubs are encouraged to consider purchasing a pop-up which can be customized for their specific programs and events.



Chichester Rotary Club displayed the District Pop-Up at the Chichester Historic Society gathering.

**What Does Rotary Do?**

Strengthens Communities  
Promotes Peace  
Supports Literacy  
Provides Scholarships  
Prevents Disease

Join Us  
[www.Rotary7450.org](http://www.Rotary7450.org)

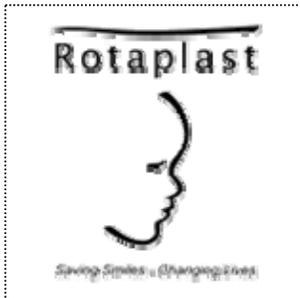
## News from Rotaplast mission to Vietnam

After 40 plus hours of travel we made it to our destination, Can Tho, Vietnam. It's very hot and muggy here. It's no different than the last

time I was here, except no one is shooting at me. It's very strange to me to be here after 40 years. It's the last place on earth that I ever thought I would be in. When you work for Rotaplast you go

where the missions are and that is usually where the children need the most help. I would like to thank every one who donated money or bought chances or theater tickets so we can fulfill these missions. You can be sure your donations have been well spent. Have a great day,

*Jack Holefelder*



## Rotarians honor businessman



Congratulating John DiMartino, manager of Bensalem Shoprite, (with award) who received the Corporate Citizenship Award from the Rotary Club of Bensalem are Fred Harran, Bensalem director of public safety (left) and Joe Krug, Bensalem Rotary Club president.

## Free children's books for Rotary Clubs to donate

Is your club looking for early-readers, short illustrated books designed for Pre-Kindergarten through second grade kids to read during the early phases of reading, to donate to schools or use at literacy events? Thanks to children's author and publisher Bruce Larkin and Wilbooks, Rotary Clubs can obtain 100 free books for good causes by applying at [wilbooks-literacy-partners.com](http://wilbooks-literacy-partners.com). Scroll down the right column, click on "Rotary Clubs," then choose "Apply for free books." Want to look at a few books before you decide? Contact your Assistant Governor.

The West Chester Downtown Rotary Club, through the generosity of Larkin, has provided sample books for each area to peruse and share among Rotary Clubs. The program is the result of a meeting of a non-profit director, a children's author and Rotarian at a literacy award ceremony.

Nelly Arevalo-Jimenez, director of the Kennett Square Family Center, was looking for books and volunteer help for a reading event and Bruce Larkin, author of 700 children's books used in 50,000 schools in 91 countries and founder of Wilbooks publishing company, was interested in getting his books into the homes of families without books. He had worked with a few Rotary Clubs in the past, and he was willing to donate hundreds of his early reading books. Also present was Carol Metzker, past president of the Rotary Club of West Chester Downtown, who saw a Club literacy project in the making.

The result is "A Night of Dreams," which took place May 5 at the Kennett Square Family Center. Pajama-clad youngsters, their parents, Rotarians and family members, and staff from the Center gathered under star-decorated ceilings for bedtime stories in English and Spanish, songs, and activities designed for education and entertainment.

While reading Larkin's books to the children, Rotarians and their families modeled teaching skills to parents who are new to the United States. They introduced the concept of daily reading, asking questions about each picture, using different voices for characters, demonstrating words through action and puppet-play, and engaging children in the reading process. At the end of the evening, the Rotarians distributed sets of Larkin's donated books to 22 families.



*Photo by John Kreitzberg*

**Randy Evans, member of the Rotary Club of West Chester Downtown, and his son Jake, regale the audience with the book, *Where Are the Cupcakes?* by Bruce Larkin, at "A Night of Dreams" on May 5.**

The pilot program was followed by further reading nights and a larger literacy and learning project launched this summer. Wilbooks has agreed to donate several thousand free books to Rotary Clubs and community groups throughout the country. The project will put the books into hands and homes of children and families with limited access to books.

To order free books, visit [wilbooks-literacy-partners.com](http://wilbooks-literacy-partners.com).

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## Jackie Riloff appointed District Rotaract Representative

District 7450 Rotaract Committee has named Jacquelyn Riloff District Rotaract Representative (DRR). As DRR, she will oversee and help coordinate cooperation between the Rotaract Clubs. The responsibilities are similar to those of DG for Rotarians.

Jackie is a sophomore business major with human resources concentration at Manor College. Following graduation next spring, she plans to finish her degree at another local college or university with a dual major in psychology. Jackie previously attended Montgomery County Community College and the Community College of Philadelphia and worked in the human resources department for such well-known companies as OraPharma and IMS Health, and in retail with Target and Lowes Home Improvement. While working for those companies, she realized she needed at least a college



degree to advance to management position in human resources.

At Manor she has been the Student Senate co-president and Rotaract president, and is involved in many of the clubs. She graduated from Council Rock High School North while living in Richboro, (Bucks County). She lives in Northeast Philadelphia with her grandmother, for whom she is caregiver and helper. One of her favorite leisure-time activities is visiting her parents at their shore house in Ventnor, N.J.

Jackie looks forward to helping the District 7450 Rotaract program grow and strengthen. One of her first responsibilities has been to help organize and plan the Rotaract Leadership Conference at the 2010 District Conference Saturday. She will welcome and motivate the 25 or more District 7450 Rotaractors who are expected to attend.

## News from District 7450 Rotary Clubs

### Ambassadorial Scholars



2010-2011 Ambassadorial scholars are (front, from left) Hideya Muraoka (Japan, Business student, University of Pennsylvania); Caroline Borgers (Belgium, Law student, University of Pennsylvania); Heon Jeon (South Korea, Applied Linguistics, University of Pennsylvania); Jae Won Shin (South Korea, Comparative Literature, University of Pennsylvania); and Yusuke Yoda (Japan, Linguistics, University of Pennsylvania). Not present was Nicholas Falconer (New Zealand, Business, University of Pennsylvania) who had not yet arrived in Philadelphia when the orientation was conducted.)

### Outstanding Service Award



*Photo by AG Rick Trivane*

Cindy Petty (left) receives District Governor Joan Batory's "Citation for Outstanding Service" to the Rotary Club of Paoli-Malvern-Berwyn during her official visit September 30, 2010. Looking on is Club president Mark Freels who reported that Cindy has perfect attendance for 15 years, is a Paul Harris Fellow, and a member of the Paul Harris Society.



### Honored for WWII service

District Governor Joan Batory celebrates Paoli-Malvern-Berwyn Rotary Club past president Ray Garcia's (left) service in World War II as a pilot of the P-47 Thunderbolt in the 57th Fighter Group of the Army Air Corp. The 57th participated in the French campaign against Elba in June 1944 and in the invasion of Southern France in August. Engaged in interdiction and support operations in northern Italy from September, 1944 to May, 1945. He returned to the States in August, 1945 and was inactivated on November 7. Joining the celebration was Club President Mark Freels, who said he planned to donate Happy Dollar at the next meeting in Ray's honor.

# News from District 7450 Rotary Clubs

## Outstanding service



District Governor Joan Batory presented a Citation for Outstanding Service to Broomall Rotarian Chris Dervishian for his leadership as team leader for the Club's successful 5K Race on July 4th which raised \$7600 for Club Service.

## Longwood Rotarians at Leadership Institute



Fourteen Longwood Rotarians attended the Rotary Leadership Institute (RLI) training in Valley Forge September 25. The RLI mission is to educate Rotarians who are identified as potential leaders by their local Club presidents. Attendees were (from left) Longwood Rotarians Andy Jenkins, Ted Koenig, Dennis Fisher, Ron Hollenbeck, Rodney Ciafre, Gerry McShane, Cathy Cotter, Bill Simeral, Lynn Nathan, Trish Scott, Reese Reynolds, Terry Harris, John Marble and Dave Haradon.



## Website founder



DG Joan Batory presented Exton-Frazer Rotarian Gene Mitchell a Citation for Outstanding Service for founding of District website 14 years ago.

## Celebrating perfect attendance



Springfield Rotarians Charles Alexander (center) is congratulated by AG Rick Trivane for his perfect attendance for 46 years. Also working on perfect attendance is Club president Nils Nelson with two years perfect attendance, matched by AG Trivane.

**October 16 at Garden for the Blind**

**Ardmore Rotary Club sponsors ‘Planting Day’**

Ardmore Rotary Club, along with the Main Line Rotary Club, Lower Merion Interact Club and the public will be on hand for the October 16 community planting at the Sensory Garden, formerly the Garden for the Blind, in Wynnewood Valley Park in Wynnewood.

The community planting day will begin at 9 a.m. with lunch and snacks supplied by the Ardmore branch of the Bryn Mawr Trust Company. Rain date is October 17.

Ardmore Rotary Club presented a check for \$38,000 to Lower Merion Township last June to fund continued restoration and upgrading projects at the Park. Project chairman and past president of Ardmore Rotary Club Dr. Doug Klepfer reports the project “has been an ongoing labor of love for the Ardmore Rotary,” which developed and presented the Garden to the township in 1970s. The late Bill Mulford, an Ardmore Rotarian and landscape architect, had a vision to construct a multi-tiered garden surrounded by a flagstone patio.

The garden was dedicated in 1977. Iron guide railings led visitors to the parking lot and over a brook to a hillside garden with individual plots marked by Braille plates to identify the individual flowers and shrubs. At the time of the dedication, Ardmore Rotary and the United States received a “goodwill and friendship” gift of 25 cherry trees from the Tokyo (Japan) Rotary Club. The trees provided a backdrop for the garden with a wooded path winding through the grove. The trees were a thank-you gesture for

Ardmore Rotary Club’s 1973 gift of 300 dogwood trees which were planted in the outer moat of the Imperial Gardens in Tokyo.

Twelve of those pink cherry trees still tower more than 45 feet high and bloom each spring as a reminder of the beauty of the flower, which binds the world together. In 2008, the Tokyo Rotary Club donated \$10,000 to the Ardmore Rotary Club to purchase new “Cherry Trees of Goodwill” and to help fund handicapped-accessible improvements.

In addition to a \$20,000 donation from the Kistler-Tiffany Foundation, Tokyo Rotary Club gift and Federal Community Development Block Grant (CDBG) funding, the partnership between the Ardmore Rotary and Lower Merion Parks and Recreation Department has been augmented by support from the Gundaker Foundation of Rotary District 7450 and the Main Line Lions Club, which donated a wooden birdhouse. Private donations by Ronald Krancer, Mrs. Bruner Strawbridge and Mrs. Vera Skitarelic have also provided key support

“We are indebted to Shreiner Tree Service, which donated a full two-day crew with professional services for tree and vine trimming,” added Klepfer. Mapes 5 & 10 Stores and Ardmore Station Café also contributed financially, while the Lower Merion Conservancy has committed to handling garden education and maintenance.

**Shady Brook Rotarians buy TVs for veterans' center**

Four members of the Shady Brook Rotary Club traveled to Hamilton, N.J. September 8 for the presentation of a check for \$2,000 for new televisions for veterans at the Veterans' Center. The funds will provide a large screen TV for the waiting room and televisions on carts which can be moved to individual rooms. On hand for the presentation to Center Director James McClain (right) are (from left) Irv Perlstein, past president Ed Carne, president-elect Mark Nath and president Augie Adrid.



**October 9 Scholarship event**

The Thorndale Rotary Club will host a Wine-Tasting and Auction Saturday, October 9, 6:30 to 9 p.m. at the Blue Café in Downingtown. Tickets are \$90 per person and include Champagne reception, and Tapas-style dinner followed by an auction. To purchase a ticket or to make donation, contact Bob Rigg at 610.942.2858.



**The Rotary 7450 Leader**

Published by District 7450

**Joan Batory  
District Governor**

**Joan Connor Toenniessen  
Editor**

**Jay Childress**

**Technical Support / Graphics**

Deadline is first 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.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



**Home Club welcomes DG**

District 7450 Governor Joan Batory, who as DG will visit all 53 Rotary Clubs in District 7450 this fall, received a "Welcome home tribute" when she returned to her home Club, Philadelphia Rotary Club, for her official DG visit Thursday, September 30. After delivering an emotional and inspirational address, DG Joan received two standing ovations and a gorgeous bouquet of flowers.

**DG's schedule for official visits**

**10/04/2010  
BRYN MAWR**  
# 5469 - Area 4  
President: Cuff, Daniel  
Secretary: Cuff, Richard  
Meeting: Mon. 1815  
TANGO Restaurant, Bryn Mawr

**10/05/2010  
FEASTERVILLE**  
# 5481 - Area 1  
President: Doran, Katherine  
Secretary: Barrett, Jim  
Meeting: Tue. 0800  
Suburban Diner, Feasterville  
(215) 355-0155

**10/13/2010  
GLEN MILLS**  
# 70137 - Area 8  
President: Zavawski, Chris  
Secretary: Childress, Jay  
Meeting: Wed. 0715  
Best Western  
Concordville Hotel and Conference Center (610) 459 4183

**10/14/2010  
HAVERFORD TOWNSHIP**  
# 5485 - Area 4  
President: Rosenberg, Ruth

Secretary: McLoughlin, Joe  
Meeting: Thur. 0715  
Llanerch Country Club  
in Haverford Township

**10/19/2010  
BENSALEM**  
# 5466 - Area 1  
President: Krug, Joe  
Secretary: Berkowitz, Stanley  
Meeting: Tue. 1215  
Michaels Restaurant  
(215) 638 2283

**10/20/2010  
WAYNE**  
# 5503 - Area 4  
President: Marland, Al  
Secretary: Seangpeam, Tae  
Meeting: Wed. 1815  
Margaret Kuo's Restaurant  
in Downtown Wayne (610) 688 7200

**10/21/2010  
WEST CHESTER**  
# 5504 - Area 8  
President: Ronayne, Bill  
Secretary: Kotsay, Patricia  
Meeting: Thur. 1215  
West Chester Golf and Country Club



District Governor Nominee Dave Ellis and his wife, Cheryl, sign the soccer ball which DG Joan Batory asks \$5 for each signature for Rotary Foundation during her official visits to District 7450 Rotary Clubs.

