



Reach Within to Embrace Humanity

District 7450 Rotary Leader



Volume 6 Number 7

January 2012

Message from DG



A bright and beautiful New Year to all of my Rotary friends!

After a busy round of holiday parties, too much food, great projects filling food baskets and helping families in need with their holiday wishes, let's come into this New Year season with renewed energy and dedication to "Service Above Self".

Use your passion to energize your Club to accomplish the real work of Rotary as we make life better for someone.

Kirsty Halliday reported on the growing relationship between the Philadelphia Rotary Club and its sister Club in Nottingham, England. She learned that British Clubs often engage in "Scatter Week". Clubs forgo their own weekly meeting and take that time to visit their neighboring Clubs, focusing on learning about their best fundraising activities and Club programs. They scatter their members far and wide that week. Imagine the stories and the new friends they have when they return!

I like that idea! I am proposing District 7450 declare February 2012 "Scatter Month".

A Club can visit other Club meetings in place of or in addition to one of its regular meetings in February. Be sure to save time at the next meeting to hear everyone's experiences.

The best part of Rotary is the networking, socializing and experiences with other Clubs. Visiting a Rotary Club internationally is really fun, but let's meet each other in our own District. We have fabulous Clubs, each a little different, shaped by the persona of the members, but all sharing the same core values that bring Rotarians together.

Our International President Kalyan Banerjee challenged us as Rotarians to determine what our Clubs do best and strengthen those things. He also challenged us to be courageous enough to admit there are some things that aren't working, and to have the strength and commitment to change them.

So visit the Rotary 7450 website to check out the other Rotary Club meetings in our District, coordinate and communicate between Clubs, and most of all, have a great "Scattering"!

Perhaps next month's newsletter will have great pictures and stories to share about "Scatter Month"!

Rotary, PolioPlus, LaSalle: all winners at this game



Jim Moore, vice-president of student activities at LaSalle and president-elect of Abington at Edge Hill Rotary Club (left) presented basketballs to DG Bonnie Korengel (in red sweater) and Brian Wirtshafter (far right) at mid-court during halftime of LaSalle-Xavier game with mascot and cheerleaders looking on.

PolioPlus and LaSalle were winners when LaSalle University men's basketball team met Xavier. La Salle prevailed, 80 to 70 with both teams playing talented, emotional basketball to the very end.

It also was a winning event for Rotary, PolioPlus and District 7450 Rotarians whose attendance at the game raised funds for polio eradication when \$5 from each ticket sold by Rotarians was given to PolioPlus.

Additional funds and, more importantly, consciousness about the status of polio, was raised as District treasurer and Abington at Edge Hill president Brian Wirtshafter stood at the concession tables, asking basketball fans if they would give one dollar to immunize a child. Many expressed surprise that polio is still an issue. For the dollar, the fan's pinky nail was painted purple.

District Governor Bonnie was Honorary Coach for the game. At halftime she and Brian walked out to center court and received two signed game balls from LaSalle College officials. These will be auctioned off at a District event for the benefit of polio.

Keep watching!

Glen Mills, Concordville, Chichester
Peace Fellow D.F.Pace
speaks at joint session

Glen Mills Rotary Club president Karen Mazzarella (second from right) welcomes District Peace Fellow Lt. D.F. Pace (in white shirt) to a joint meeting with Glen Mills and Chichester Rotary Clubs. Sue Mardinly, Concordville-Chadds Ford president, is on left and Chichester president Mark Gibbons is on right. Pace, a Philadelphia police officer, spoke of his experiences as a Peace Fellow last summer and how the program is impacting his work.



Calling all Rotarians with graphic design, website and other e-communications skills. District 7450 has need of these skills. Please consider volunteering to join our hard-working e-communications team. E-mail Governor Bonnie at bkorengel@ukaepa.com.

Rotarians in Mummers Parade



Philadelphia Rotarians Jason Mango and Kirsty Halliday were among the marchers in the annual Philadelphia Mummers Day parade on Broad Street January 2.

Kennett Rotarians welcome DG



Kennett Square Rotary Club welcomed District Governor Bonnie Korengel for her official visit at the Club's weekly Tuesday luncheon meeting at the Sovana Bistro in Kennett Square. Welcoming DG Bonnie (wearing white Union Doop scarf) are (from left) Rich, Christina, Jenny, Steven, Louise, Carrie, President Al, Rosa, Bronwyn, and (kneeling) Don Peter.

New billboards tell Rotary story in a big way

As of January 1, 2012, District 7450 had seven area billboard locations “up and running” via our public relations grant from Rotary International even though our maximum entitlement at any one time is for four billboard locations.

Clear Channel, District 7450 advertising vendor, had some available empty space at present and so they have posted some extra advertising for Rotary District 7450, according to PR chairperson Joe Batory.

In billboard advertising, there is a standard used industry wide to evaluate the number of impressions made by a particular location. It is known as “Eyes On Impressions (EOI),” said Joe Batory, District 7450 Public Relations chairperson. “In the simplest of terms this is the count of the number sets of eyes that see a sign on a weekly basis. As of January 1, we have more than one million Rotary 7450 impressions facing motorists each week in the Greater Philadelphia area. This Rotary public relations campaign has been all about creating awareness---just getting more people to know who we are

and what we are about via messages. These Rotary billboard locations will change regularly and may be limited in the months according to the agreement.”

Two billboards are displayed in Upper Darby: One is on Marshall Road just west of 69th Street, facing west; the other is on Township Line (US1) just

west of the West Chester Pike, facing west. The estimated value of Rotary District 7450’s current public relations campaign is more than \$200,000. With the RI public relations grant of \$3333, the District cost of the billboards is \$1666. Clear Channel, the billboard vendor, donated the space and charged District 7450 only production costs.

“The Rotary District 7450 billboard locations of course will continue to move around and could be more limited in the future in accordance with available billboard space in the months ahead but we are way ahead of anything we thought we might get from this grant,” Batory adds.



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Rotary Member.**

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Governor’s Citation

Broomall Rotarian Dave Winters received the District Governor’s Citation during DG Bonnie Korengel’s official visit. Winters is past president (1991-1992) and was treasurer for seven consecutive years. According to Club president Paul Quintavalla, “Dave is our Club’s voice of quiet reason and sound judgment. His opinion frequently brings us back to earth when we get a little off course. He’s an invaluable asset to the Club.”



Spaghetti dinner benefits Polio

Northeast Sunrisers will host the Eighth Annual Spaghetti Dinner Thursday January 12, from 5 p.m. to 8 p.m. at the Rhawnhurst Presbyterian Church, 7701 Lorretto Avenue (at Napfle Street) Philadelphia, 19111. Proceeds will be donated to Polio Plus. All donations will be matched by grant from the Bill and Melinda Gates Foundation.



Rotarians join 'inspiring day' at United Nations

By Bronwyn Martin
Kennett Square Rotarian

Another inspiring day for Rotarians at the UN November 5 2011.

The presence of 1,176 attendees representing 32 countries is itself inspiring since this is a one day event. Due to construction at the UN, we assembled in the make-shift general assembly auditorium. The more than 500 Rotaractors and Interactors met in separate auditoriums.

The check-in process was not carried out with Swiss efficiency, but we did all get checked in. I'm always excited to tell new Rotarians and friends that the Rotary and the United Nations have a long history of working together and envisioning a more peaceful world.

In 1945, 49 Rotarians went to San Francisco to help draft the UN Charter. Rotary and the UN have been close partners ever since, a relationship that's apparent through PolioPlus and work with UN agencies.

As there is every year, there is a representative from many of the UN agencies that partners with both Rotary International and other organizations. We heard from WHO, UNICEF, ONE, RI representatives to the UN, UN-ESCWA, and OAS.

With focuses on water, health, youth and liter-

acy, was excited to hear about vertical farming by Dr. Dickson Despommier and using 70% less water, and a presentation by Dr. Ron Denham on how women are better serving their community in Kenya thanks to a safe water project implemented by Rotarians and WASRAG. So many acronyms!

Kiyo Akasaka, UN undersecretary-general for communications and public information, commended Rotary for its ongoing collaboration with the United

Nations to improve the health of children worldwide, and for its contribution to polio eradication.

"Our shared vision for a safer and better world is what brings us together here today," Akasaka said. "It's your model of Service Above Self and your sterling results in improving health that makes Rotary one of the most important part-

ners of the UN."

While I may have been individually interested in topics others may not have been, I know that Akasaka's comments made me proud to be a Rotarian amongst all the other proud Rotarians, and allowing the dread of the alarm going off at 4 am that morning to have fallen out of memory.



Rotary Club Hosts Bingo at Pocopson Home

Friends and members of the Central Chester County Rotary Club hosted Bingo Night December 1 at the Pocopson Home. Prizes including jewelry, lotion, perfume, note cards, stamps, throw blankets and sweaters for the ladies, as well as wallets, cologne and after-shave for the gents were placed on the carts for display to the residents as they call BINGO. Everyone is a winner and no one leaves without a prize. While Rotarians run the game and hand out the prizes, they are also interacting with the residents and helping them keep track of their bingo cards or sharing in the excitement of winning prizes.



Philadelphia Rotarians keep busy holiday schedule

Club members host party for 200 area blind residents

A group of Philadelphia Rotary Club members served as ushers and assistants at a gala holiday party for about 200 blind citizens at Keenan's Valley View Restaurant in Philadelphia December 7. Rotarian Bernadette Daniel (at right) enjoys getting to know a guest at the party. Coordinated by Al Arminio, past president of the Rotary Club of Philadelphia, the event has become an annual service project for Philadelphia Rotarians. "Participating in this event really makes you realize and then admire the courage and spirit of those who are physically challenged," according to Rotary Club president Scott Grande. "It is really the best way to celebrate the holiday season by giving a bit of self to help those less fortunate."



Rotarians, guests enjoy progressive dinner-fireside chat

Philadelphia Rotary Club president Scott Grange (left) joins progressive dinner co-host Joe Batory for the second stop in the fireside event in Center City last month.



Thirty-five Philadelphia Rotarians and guests enjoyed great food and fun at a "progressive" fireside evening in The Philadelphian in Center City where three Philadelphia Rotarians have residence. To begin the festivities, sumptuous hors d'oeuvres were served at the condo of Barbara and John Forer. The guests moved next to the condo of Joan and Joe Batory for a superb dinner. And finally, the group completed the evening with a fabulous array of desserts at the home of Gisele and Shelly Prushan.

Broomall Rotarians sponsor 'Christmas Sharing'



Members of Broomall Rotary Club gathered for breakfast at Mrs. Marty's Deli last month for the annual Christmas Sharing project. They collected and distributed gifts to more than two dozen families in Broomall that included 53 children. The Christmas Sharing program has been chaired by Vince Frustillo (seated, front left) for several years. Each Rotarian is responsible for a family and receives a list of what each child would like to receive. The Rotarians shop for gifts, wrap them in bright holiday paper for the children and deliver the gifts on a Saturday in December. Each family also receives a complete turkey dinner, donated by Marty Godfrey, the owner of Mrs. Marty's Deli.

District Rotary Clubs help spread holiday cheer



Concordville-Chadds Ford Rotarian Eric Balcavage, and his son Evan collect funds for Salvation Army.



Concordville-Chadds Ford Rotarians Gill Tupper and PR chair Lisa Dort were on the job at Concordville Acme collecting funds for Salvation Army.



Kennett Square Rotarians helped collect donations for the Salvation Army during the holidays. Members volunteered at least 10 hours at the familiar Salvation Army collection station. Among them were Bronwyn Martin (left) and Don Lester (right) as well as Louise Bair and President Al Schmitt.



Concordville-Chadds Ford and Glen Mills Rotarians volunteered to collect funds for Salvation Army at the Concordville Acme. Among the volunteers were Concordville-Chadds Ford Rotarian Eric Balcavage, (left) and Glen Mills Rotary Club president Karen Mazzarella (right).



Glen Mills Rotarians, led by president Karen Mazzarella (second from left) collect funds for the Salvation Army in front of the Concordville Acme. Also on hand were members of the Rustin High School Interact Club who passed out holiday cookies.

Saturday December 10, the Bristol Rotary Club hosted the annual Breakfast with Santa at Snyder-Girotti Elementary School. Bristol High School Interact Club members are helping with arts and craft projects during the breakfast and helped with cleanup.



Kennett Square Rotary Club adopted four families through La Comunidad Hispana as its holiday project. The Club purchased items on the wish lists of the families. Rotarians Cristina Gonzalez (left) and Louise Richardson spearheaded the project. Helping with gifts is president Al Schmitt.



Rotary District 7450 Scholarships Applications Are Now Open For: Rotary International Peace Fellowships

- Two Year Master's Degree Study overseas beginning in 2013 (Fully Subsidized)
- Three-Month Certificate Program during 2013 in Bangkok (Fully Subsidized)
- April 30, 2012 deadline to submit completed applications to the local club where the candidate has permanent residence

Rotary District 7450 Global Grant

- \$30,000 Scholarship for Graduate Study overseas during 2013-2014
- January 17, 2012 deadline to submit completed applications to the District 7450 Scholarship Committee

For more information, contact Joe Batory, Rotary District 7450 Scholarship chairperson at: josephbatory@comcast.net

Rotarians help Air Base center

Rotary Club of Glen Mills charter president Tony DiLeva (left) presented check for \$350 for the purchase of a shuffleboard for the Gator Community Center located at Camp Rudder, 6th Ranger Training Battalion, Eglin AFB Florida to Mike Bucci, father of Carman Bucci; one of the soldiers that the Glen Mills Club supports. In 2006, the center was destroyed by fire and was rebuilt in 2008. The Army lost all contents including memorabilia and treasure. The presentation took place at the joint meeting with the Concordville-Chadds Ford and Chichester Rotary Clubs..



English Rotary Club prez receives an Eagles' cap

The man wearing the Eagles' cap is Chris Farnsworth of Marple, England and president of the New Mills and Marple District Rotary Club in Marple, England.

Farnsworth and Broomall Rotary Club president Paul Quintavalla have become friends since their two clubs connected earlier this year. The two Club presidents have a lot in common and e-mail one another about ideas, problems, solutions, projects, personal information and so on.



They exchanged team caps for Christmas and Quintavalla received one from the Manchester City Foot Ball Club.

Farnsworth reports, "Manchester City F.C. is currently England's most successful Club and one I've supported for 50 years, mostly when they have not been very good. For years, they have been the poor neighbours of Manchester United F.C."

Quaker immigrants from Marple, England were among the first to settle in the Broomall area and named the town after their home village. (It was spelled Marpoole in the early days.) The most famous legacy of that era is the 1696 Thomas Massey House on Lawrence Road.

There are only two places in the world named Marple, and Marple township is one of them.

The New Mills and Marple District Rotary Club supports several charities ranging from Arthritis Research to funding an Air Ambulance. To raise money at Christmas, the Club creates a Santa Float and Father Christmas goes through affluent neighborhoods asking for contributions for local charities.

Rotaplast quilt raffle

Raffle tickets for the Rotaplast quilt are \$5 for one and three for \$10. Drawing is Thursday



January 12, at Media Theatre. Make checks payable to: Rotary District. 7450 Rotaplast Committee. For more information: contact Don Heebner, 484-904-6234; heebnerathome@comcast.net

DEADLINE for the February District 7450 Rotary Leader is January 15. Please identify all people in photos.



The Rotary 7450 Leader

Published by District 7450

Bonnie Korengel
District Governor

Joan Connor Toenniessen
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Jay Childress

Technical Support / Graphics

⊗ Deadline is 15th of month prior to publication date. Please send news 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.

⊗ Please submit club attendance or changes to personal contact information through the District Database at www.DaCdb.com. For assistance, please call Sharon Quick at 215-735-5984 or Brian Casey at 484-483-8423.

District 7450 Calendar

- **Wednesday, January 11, 2012:** 2012-2013 Assistant Governor's Training Dinner Meeting, Margaret Kuo's, 175 E. Lancaster Ave. Wayne.
- **Thursday January 12, 2012:** Eighth Annual Spaghetti Dinner, 5 to 8 p.m., Rhawnhurst Presbyterian Church 7701 Loretto Avenue (at Napfle Street) Philadelphia. Contact Mark Michelman at m.michelman@verizon.net for more details.
- **Thursday January 12, 2012:** Rotaplast Benefit, Media Theater presents "The Sound of Music" to fund Rotaplast's trip to Guatemala. Tickets are \$40. Sponsorships available. 6 p.m. reception; curtain at 7:30 p.m. You are invited to a theatre party to raise funding for March 2012 Rotary District 7450 mission to Guatemala. Preferred orchestra seating; pre-theatre food service; dessert during intermission; cash bar.
- **January 17, 2012:** RYLA Committee, -6 p.m. at Michael's Restaurant, King of Prussia.
- **January 17, 2012:** Polio NID in Sohna, Mewat District. For information, inbound@hipoints.com; www.hipoints.com.
- **February 24-26, 2012:** Rotary Youth Leadership Awards at Freedom Foundation Valley Forge. Each Club is encouraged to sponsor a high school student or two for this program.
- **March 1 thru 3, 2012:** PETS, Radisson Hotel, King of Prussia.
- **March 2012:** D-7450 Rotaplast mission to Guatemala.
- **April 14, 2012:** Rotary Leadership Institute Levels I, II, III, Graduate held at Hotel DuPont, Wilmington, DE. Cost \$95.
- **April 15 – May 25, 2012:** The Outbound GSE Team to Brazil, led by Philadelphia Rotarian Sandra Goldberg,
- **April 23, 2012:** District Assembly Dolce Valley Forge Hotel, King of Prussia,.
- **April 28, 2012:** Rotarians at Work Day. Clubs are asked to do a highly visible community project. [Click here to submit a project.](#)
- **May 05, 2012:** Frazer Rotary Club Kentucky Derby Valley Creek Park, Route 29, Frazer.
- **May 6-9, 2012:** Rotary International Convention in Bangkok, Thailand.
- **June 8 - 9, 2012:** Longwood Rotary spearheads Kennett/ Unionville Relay for Life. Goal is \$45,000 and over 300 participants.

Send information for calendar for **Rotary 7450 Leader** to info@rotary7450.org by **January 15 deadline.**



Rotaplast

Saving smiles, changing lives

*A Great Evening's Entertainment
For a Great Cause*

Thursday January 12th

Media Theatre

104 E. State St. , Media

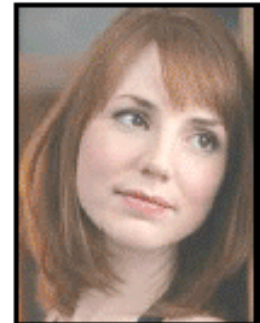
6:00PM– Reception open

7:30PM - Curtain goes up



Noted Broadway and international actor Brad Little, has appeared as The Phantom over 2,000 times in The Phantom of the Opera. Brad will play Capt. Von Trapp.

Singer actress Elisa Matthews has played Eliza Doolittle in My Fair Lady and Magnolia in Show Boat. She will play the starring role of Maria.



**You are invited to a theatre party to raise funding for Rotary District 7450
mission to Guatemala, March 2012**

It's a fun night out with other Rotarians and it's for a good cause!

\$40 ticket price includes

- Preferred orchestra seating
- Pre theatre food service
- Dessert during intermission
- cash bar

Sponsorships Available \$200

- Four tickets
- Recognition in event promotion
- Recognition at the event

For ticket information: Don Heebner 484-904-6234 e-mail: heebnerathome@comcast.net

Faith Holefelder 610-724-1845

Jack Holefelder 610-420-7664



The Rotary Club of Wayne Presents:

The Wayne Rotary Speaker Series

Evenings at 6:00 pm at Margaret Kuo's, Dinner Included
175 E. Lancaster Avenue, Wayne, PA

**January 25, 2012: Dr. John H. Templeton on
"Honesty, Thrift and Generosity"**

**March 14, 2012: Mr. Sam Katz on
"Philadelphia: Understanding the Past to
Imagine the Future"**

**May 2, 2012: Dr. Gary D. Foster on
"Childhood Obesity: A Major Problem
Weighing Down America"**

**September 12, 2012: Mr. Charlie Szoradi on
"Turning America Green: One Citizen, One
Household and One Business at a Time."**

Cost: \$295.00 for All Four Sessions

Inquiries: Contact Dr. Joseph R. Greenberg at jrgdmd@gmail.com or
through our website at www.rotaryclubofwayne.org.

Reservations: Please mail checks payable to The Rotary Club of Wayne with a contact name and
an e-mail address and telephone number, to c/o Al Marland, Treasurer, P.O. Box 1063, Oaks, PA 19456 at
your earliest convenience. Seating is limited. Single Session Tickets: \$125.00 if seating is available
two weeks in advance for a scheduled date. Limited sponsorship opportunities available.