

Rotary District 7450

NEWSLETTER

OCTOBER/
NOVEMBER
2020



Rotary Opens Opportunities

Message from the District Governor

Greetings Rotarians.

Since June, I've been encouraging our Clubs to leverage technology to make their virtual meetings interesting, fun, and engaging. The past two months I've been making my official visits online to Clubs. I am grateful for our clubs embracing technology to be sure you're meeting, laughing, and continuing to do good in your communities. I'm thankful that our clubs are continuing to meet online and provide members the opportunity to participate from the safety of their own homes.



I, myself, am thankful to be able to make my club visits from the safety of MY own home. You see, recently I have had to postpone about 10 visits due to a positive test for Covid19. Some of you were aware during the two week period I was suffering through symptoms, as I may have mentioned it on my visit to your club or muted myself while having a coughing episode. I even kept my social distance from all of you at Zoom meetings, carefully calculating the estimated distance of each of you from your screen and adjusting mine so that we were more than 6 feet apart while virtual. I joke about the last part, but the truth is, if I was that concerned, I would have had my mask on during our Zoom meeting.

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Virtual Meetings are Here to Stay

Virtually all Rotary Clubs are doing virtual meetings nowadays. (Pardon the pun) RI finds that 83% of clubs are doing so globally. In our District, only about 4 or 5 are not meeting virtually for their own reasons. Clubs use a variety of platforms using Zoom, BlueJeans by Verizon and others. The cost is certainly right. A 40 minute conference call for up to 100 participants is free. And the number of calls one places is unlimited. One of the unexpected benefits is the ability to communicate internationally at no extra cost. (More about that later.)



One of the unique advantages of the system is the ability to show documents, PowerPoints and images on the screen. These may be shown by the person conducting the meeting, a speaker or anyone participating. In addition, one can watch and participate on a cell phone.

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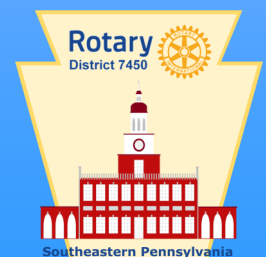
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...Continued (Virtual Meetings are Here to Stay)

Some clubs are conducting “Hybrid Meetings” to meet the wishes of more members. A Hybrid Meeting combines people attending live in the traditional manner while others participate using a virtual platform. It opens all sorts of opportunities to be creative and keep everyone in touch. RI appreciates the value of Hybrid Meetings and is preparing a How-To guide for best results. It will become available in October.

We’ve also seen a number of clubs conduct joint meetings. These are very popular and successful when a club can bring in a high profile speaker who draws a large audience. A side benefit is when clubs get to know one another and think about other ways they can do projects and such together.

The folks at RI know how important it is to have speakers who bring major experiences and knowledge to us. Speakers make meetings more interesting and help attract new members. RI is going further than ever before to give us the best tools on earth. It is developing an International Speakers Bureau to give us outreach unlike any other. It will become available in a few months and holds unlimited promise.



New Members

Epstein, Jerrold

Rotary Club of Shady Brook
(Langhorne)

Hughes, Kristin

Rotary Club of Kennett Square
Light

Kane, Christy

Rotary Club of Longwood

Knezevich, Daniel

Rotary Club of Upper Main Line
(Berwyn-Paoli)

Koutsouros, Virginia

Rotary Club of Cheltenham-
Rockledge

Larimer, Michael

Rotary Club of West Chester

Madans, David

Rotary Club of Kennett Square
Light

McGee, Robert

Rotary Club of Langhorne

Rada, Paul

Rotary Club of Kennett Square
Light

Russel, Cal

Rotary Club of Kennett Square
Light

Stoltzfus, Jill

Rotary Club of West Chester

Wacey, Michael

Rotary Club of Upper Main Line
(Berwyn-Paoli)

Webber, Tara

Rotary Club of West Chester

Yanushefski, Alex

Rotary Club of Greater West
Chester Sunrise

ROTARY CLUBS JOIN TO SUPPORT LOCAL FOOD BANK

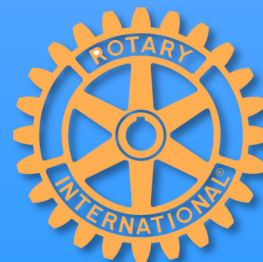
The Media and Glen Mills-Thornbury Rotary Clubs joined to donate a check for \$2,325.00 to the Media Food Bank. It all started when Rotary District 7450 wanted to help local food banks in our five-county area.

Club members had an opportunity to observe the Media Food Bank



preparing meals for their guests, which now total 167 families each week. The state and federal governments provide most of the ingredients. However, it is not consistent and this week the governments did not make a delivery. The Food Bank also receives food donations from a number of area stores, including Trader Joe's,

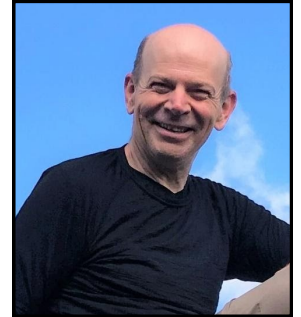
Wegmans, Panera, Linvilla Orchards and the Tyler Arboretum. “Donations from individuals and organizations like ours are crucial to meeting the needs when governments cannot.” Said Karen Mazzarella-Russo of the Glenn Mills-Thornbury RC.



A New Drive Toward Membership



DG Kevin Katarynick has taken a bold new approach to growing membership in the district. His goal is to add five new clubs by July 2020. It's a big challenge and he brings a unique set of tools to the task. It begins with statistical analysis provided by PDG Herb Klotz of District 7430. Herb is the Rotary Membership Chair for Zone 32, which encompasses the eastern seaboard from Vermont to our district. He's a retired engineer who also devotes his energies to Engineers Without Borders helping develop economies in low-and-moderate income countries.



Herb had population census research conducted to learn the distribution of certain demographic factors. These included vocations, age groups, income, population density and such. By overlaying these aspects Kevin was able to focus on areas of greatest potential to find people to begin new Rotary clubs. The Roxborough/Manayunk section of Philadelphia and adjacent areas were chosen as ground zero to begin developing new clubs.

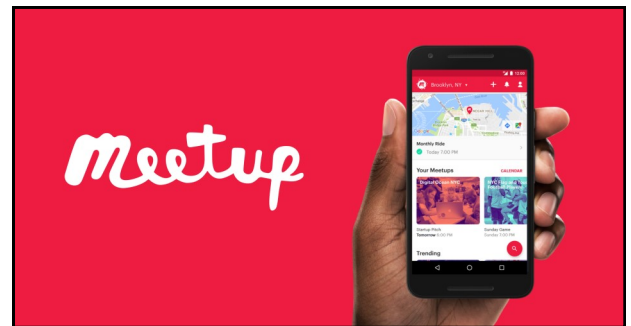
"We see the need for younger members for the longevity of Rotary." Says Kevin. "They re-energize clubs with new ideas and shift the mind-set of clubs. Younger members introduce a high energy level and bring fresh air into the way we do things." The model for Rotary clubs is being expanded beyond the traditional pattern. We are planning on non-traditional clubs that include satellite clubs, e-clubs and cause clubs, passport clubs, partner/spouse and corporate clubs.



Heading the Membership Committee crusade is Matt Breidenstein of the Conshohocken-Plymouth-Whitemarsh Club. He has recruited four young Rotarians to concentrate on moving forward in an entirely new manner. "We are asking former Rotarians and leaders in the community to recruit friends and associates to form wholly new non-traditional clubs." says Matt. "We depend on word of mouth and social media to spread the word about our plans. And of course, our Publicity Committee plays a major role in attracting people with the same values of service. Kevin has set the goals and we will achieve them."

Meet Up

Have you heard about **MeetUp.com**? It's a really cool concept that's been around for years. People sign into it as a way to meet people with shared interests and actually do things together. Some activities are for personal importance and others are for actions that give service to others. There are many categories to choose from, including: Outdoor & Adventure, Movements, Bikes, Astronomy, Environment, Pets, Dance, Arts and so on.



This is where your Rotary Club comes into the picture. When your club has a hands-on service project that might attract people, you can list it in MeetUp.com. Simply sign up, write an invitation in an appropriate category and invite people to participate. **DO NOT MENTION ROTARY.** Some people have preconceived notions about us. Just say you're looking for like-minded people who want to serve others in the community.

If all goes well, you are likely to find people who may join your club. "Gold is where you find it".

Sister, Sister. Where Art Thou?

A number of Rotary clubs have sister clubs around the world. It's a great way to reach out to other Rotarians in fellowship. Members talk about their projects, accomplishments and what they have in common. They learn about local customs and traditions and how the others see world events.

The Broomall and Ardmore clubs have been doing it for years. Broomall RC (in Marple) has been a sister since 2010 with Marple, England. Quakers from Marple, ENG settled Marple, USA in the mid-1600s. Ardmore RC is sisters for 50 years with a club in Tokyo, Japan. They have numerous projects together and visited one another on occasions. The clubs have visited via Zoom recently to exchange information and plan projects together.



How to find a sister club? Simple. 1. Club members agree on a location that interests them. 2. Find a club in that community through Rotary International. 3. Look at their website (All websites are in English.) and write a proposal to the club by email. 4. Sit back and wait. Consider a Zoom get-together to start things off. 5. Keep up the relationship by sending Holiday Greetings, exchange sport team hats, plan joint projects including Global Grant projects.



Three's Company

Three great clubs got together in a joint service project that made 100 families very happy and well nourished. On a Saturday morning in July the Southwest Philadelphia RC, Philadelphia RC and Philadelphia Happy Hour clubs got together to provide and distribute 200 bags of groceries to 100 families in need. Families in the area were notified by word of mouth and social media. Hand sanitizers and masks were the order of the day and proper social distancing carefully observed.

"It took a good deal of research and planning as well as hands-on shopping, packing, staging and distribution." Said Donna Henry of the Southwest Philadelphia club. "We made certain the selections were nutritious, popular and as economically reasonable as possible. And of course, the fresh foods needed to be fresh and wholesome. "It took about 15 of us to pull everything together, and I'm glad to say it came together like clock-work. A great side benefit was the fellowship of working together with Rotarians from other clubs. This was a first for us, but not the last."



Don't Let a Little Pandemic Stop You!

From all appearances, the Upper Main Line RC hasn't noticed there is a pandemic afoot. At least, that is how the club's service committee sees it. The goal that the club members have given Jay Janson is to have at least one service project every week. And it's happening. What's his secret? "Just get out there, talk with people, ask questions and do it." He says. "We have a great club with terrific people who are itching to do service programs. I'm just the traffic cop who says which way to go."

Here are some of the service projects currently underway. More are being recruited.

- **Ann's Heart:** Working with the former Sacred Heart Church School in Phoenixville, they are helping to refurbish the old building into a teaching & office complex for local non-profits. Approximately one Saturday morning per month, six to twelve club members show up to refurbish the facility. They come with tools and purpose to clear out junk, clean, paint, do carpentry, add lighting, "fix stuff" and so on. In addition to providing care facilities for the homeless, they are constructing workstations for groups serving the poor and in-need.
- **Jenkins Arboretum:** The Arboretum has lost admission income from visitors and is seeking new avenues for revenue. UML Rotarians are pitching it by building and staffing an outdoor plant sale stand by the main entrance by making portable fencing and raised beds for vegetables next year. Wow!
- **The Open Land Conservatory:** Open Land oversees several parks in Chester County and calls upon volunteers to keep the grounds healthy and safe. Rotarians pitch in to plant trees, and maintain trails and streams. There is never a loss of hands-on jobs to do.
- **Chester County Food Bank:** There are a myriad of jobs calling for volunteers and the cause is greater than ever. Rotarians collect food donations, staff the warehouse and store and lend their carpentry skills to upgrade the facilities. It's an ongoing program where volunteers are the core of the success.
- **Wilson Farm Park:** Rotarians will remember this park as the site planting 80 trees during PDG Dawn deFuria's District Conference in 2017. The park always needs maintenance and Rotarians volunteer to do the jobs once a month.
- **Chester County Association for the Blind and Visually Impaired:** Working with the Coatesville RC, members



have primed the outer walls of a storage building for a future service project to paint, and in the future will be leveling the yard areas, building & installing raised beds, installing a new floor in the kitchen/break room, as well as other general maintenance and upgrades for the facility.

In Memoriam

We'd like to honor the following Rotarians for their dedicated service:

Grover H. Emrich

The Rotary Club of King of Prussia

Statistics About Volunteers

- 40% of individuals who volunteer do so on their own while 42.1% of people who volunteer did so when asked. 18% other.
- Baby boomers give more total service hours (2.2 billion) than any other generation.
- You are more likely to volunteer if you graduated from college (43%) or high school (19%) but far less likely to not volunteer (less than 9%) if you did not graduate from high school.
- Lack of time is one of the biggest obstacles to volunteering.
- As of 2018, 77.34 million Americans volunteer their time. 27.8% of volunteers are female (one in three) while 21.8% are men.
- Working mothers have a volunteer rate of 46.7% giving more of themselves than any other demographic. If you have children under 18 you are more likely to volunteer with youth or educational programs while individuals with grown (or no) kids are more likely to volunteer with hospitals, community and social organizations.
- We tend to volunteer more between the ages of thirty-five through fifty-four (31%) then we do in our twenties (18.8%) and roughly 23.9% of seniors over sixty-five volunteer their time.
- We also volunteer more if we are employed full time vs unemployed or underemployed. Individuals who volunteer are often more vested in their communities.
- Volunteers tend to be more social, know their neighbors, aware of local issues, attend town hall meetings, take pride in their town, and vote in local elections.
- They have a tendency to give twice as much to local charities and often show support through “informal volunteering”.
- On an average a person will volunteer fifty-two hours a year. In 2016 the dollar value per hour was \$24.14. There are many reasons why someone may volunteer. For some it's a chance to socialize and make new friends. For others to develop a new skill or even possibly a new career path. It may be a way to give back or donate your knowledge or skills.
- Volunteering may have a positive impact on your mental, emotional and physical health.
- COVID 19 has made it hard for volunteers to engage in activities they enjoy possibly contributing to sadness, loneliness, depression, and even more social isolation.
- As a volunteer it may be hard to keep positive and maintain morale during such unpredictable times. Strive to keep lines of communication open with others, participate in online events whenever possible, acknowledge and share your concerns, practice selfcare.
- Baby boomers average 26 I.Q. points higher than Millennials and 31 I.Q. points higher than Generation Z.



Okay. I made up the last one. We Boomers do love to tease the kids.

Source: Corporation for National and Community Service



Governor Message (Continued)

All kidding aside, I am healthy and recovered from my bout of the virus. The reason for sharing with all of you is to remind you to stay safe and vigilant and keep spreading awareness. Please continue to take precautions as you try to restore some normalcy to your lives, both Rotary and personal. I know some of our clubs are looking to enjoy fellowship and the company of other Rotarians in person soon and are putting together plans to have meetings in person. I know you are working on taking necessary precautions at these in-person gatherings to abide by safety and social distancing guidelines. I also encourage you to still provide digital options for your meetings, for those who may not be comfortable being around others as of yet. Remember, it's not you, their fellow Rotarians, they don't trust; it's others who may have been at that location before your meeting or those who are currently occupying the same public location as your club.

Continue to be aware of your surroundings and continue to protect yourselves as you venture out. Remember, it's still ok to be in the box next to me at the next Zoom meeting. I'll estimate our distances from the screen to assure we are far enough apart.

Be safe, be happy and let's get our ducks in a row.

Yours in Service,
Kevin M. Katarynick
District Governor 2020 - 2021



Community Bulletin Board

Click [HERE](#) to post your Club's
Online or In Person Event.

Have an Engaging
Speaker Visiting?
Share the Zoom Link
for other Rotarians to
Join!

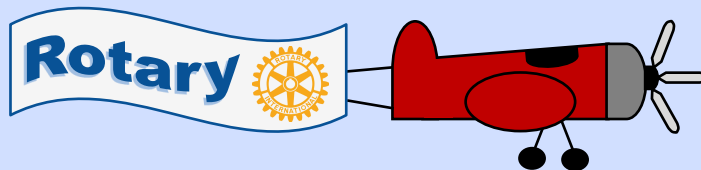
Organizing a Virtual
Race or Fundraiser?
Share the link for
Members all over the
District to participate!

Share your Club's
Happy Hour Mingle
and meet more
people in 7450!

Visit
www.rotarydistrict7450.org

To learn about our
Public Image Committee's

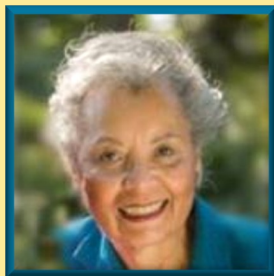
Sign Initiative



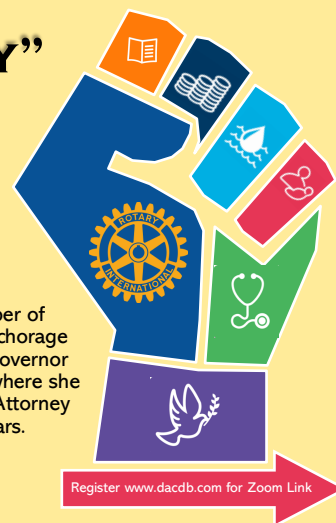
"RACISM, SOCIAL JUSTICE, AND ROTARY"

THROUGH THE PRISM OF ONE BLACK FEMALE ROTARIAN

Join Rotary District 7450 as
we present Carolyn Jones,
Past Rotary
Foundation Trustee
October 19th, 2020
7pm-8pm - via Zoom



Carolyn is a member of
Rotary Club of Anchorage
East and former Governor
of District 5010 where she
was an Assistant Attorney
General for 23 years.



District 7450

Literacy Resource Guide

Visit www.rotarydistrict7450.org to
Learn How Your Club Can Support Literacy

