

Rotary District 7450

NEWSLETTER

JUNE/
JULY
2021



And That's A Wrap -Governor Kevin Katarynick

Here we are, the final month left in the current Rotary Year. It's amazing how four years of planning, training and preparation to lead our district as Governor is ending so quickly. I can certainly tell you that no amount of preparation or training could prepare anyone on how to lead during a global pandemic. I am honored to have been your Governor during this challenging year. Almost all of our clubs were able to adapt in some way to continue to be active either via digital platforms or other alternative methods. I attended installations in parking lots, meetings via zoom, and was a guinea pig for a couple of hybrid meetings as we still tried to continue marching forward. Additionally, I participated in some of the most unique fundraisers online.



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Governor-Elect Roger Taylor



The future is bright! As the shadow of the past year fades, we can look forward to a more "normal" existence. That is not to say that things will go back to the way they were. Like a crash course in life, we have learned to adapt and thrive. We have learned lessons that would have taken a few years in just a few months.

Rotary in District 7450 is at an inflection point in its history. District Governor Kevin, despite the pall of the "pandemic", has done some amazing things to move the needle. Some of those real and strategic accomplishments will be coming to fruition in this coming year and beyond. We should acknowledge those extraordinary efforts.

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Newsroom Staff

Paul Quintavalla

Kristine Pongras

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2021 VIRTUAL CONVENTION

Rotary  |  Rotary Opens Opportunities

June 10-16

This year's Rotary International Convention will be totally virtual. The 2021 Virtual Convention will be better than ever, opening more innovative opportunities to learn and to engage with the family of Rotary, near and far. You'll be able to network in virtual lounges, meet new partners in service, and join fun activities with Rotary members from around the world.

If you've never attended a RI Convention, this is a great opportunity to see one at low cost, \$65. You can watch it in the privacy of your own home or view it with fellow Rotarians.

Register - <https://RIRegistration@rotary.org>

Rotarian Working Overtime



The Rotary Club of Bryn Mawr took time out to honor Rotarian Mariellen Weaver for her community work with senior citizens. The club presented Mariellen with an engraved memento during its weekly meeting.

According to club president Carol Smith, "Mariellen sought out and arranged appointments for over 250 elderly citizens in need of immediate Covid-19 vaccinations. It took a great deal of time, effort, and patience to find vaccination sites, make arrangements, and coordinate people and places." "It was an extraordinary effort," commented Dick Cuff, club member since 1969. "We are so pleased to recognize her in this manner."



Tri-District Conference Success!

Over the course of the April 30 - May 2 weekend, 400 Rotarians from three districts came together for a virtual Tri-District Conference that was nothing short of historic. The event retained our district's standard of quality and custom of fellowship in good fashion, despite a year of extraordinary circumstances.

"I never had a doubt we could make this work," indicated DG Kevin, when asked about his conference. "We were just unsure how it was all going to come together with such a robust schedule and so many attendees, but our team feels we accomplished what we set out to do." If what the three District Governors from 7390, 7430 and 7450 set out to do was provide a beneficial, unique, and memorable event, then they did accomplish that.

The conference included motivational presentations from keynote speakers Tracey Jones, RIDE Drew Kessler, and Alan Mallory, as well as a variety of breakout sessions. The breakouts were designed not only to inform attendees' experience as Rotarians, but to provide them with professional skill building and leadership training, as well.

Additionally, a virtual Hall of Friendship was available to visit between sessions and hosted 40 participants, including club projects, outreach committees, and Rotarian-owned businesses.

Of course, the weekend wasn't all about business. There was a trivia event, hosted by Philadelphia Quizzo host Sean P. Maguire on Friday night (which saw Rotarians from District 7450 win first, second, and third places). Saturday night was a Rotary Foundation Fundraiser event and included virtual Bingo in one room and a dueling magicians' performance by The Magic Duel in another.

It took a committee of Rotarians from all three districts months of planning and preparations to present this event, which gave attendees everything they could want in a Rotary conference -- and during a pandemic, too! Special kudos to those who worked to make the 2021 District Conference a success. Additional thanks to those Rotarians who shared their time in the Hall of Friendship or provided their knowledge to help other Rotarians in the breakout sessions.



John Anthony
2020-21 Governor
District 7390



Janet Kolepp
2020-21 Governor
District 7430



Kevin Katarynick
2020-21 Governor
District 7450



"I always mention teamwork when I talk about my keys to leadership. If it wasn't for the teamwork within our district as well as working together with the other two districts, we couldn't have accomplished this conference. I am forever grateful to all the Rotarians who made this conference -- as well as this Rotary Year -- the best it could be under our current conditions," DG Kevin concluded.

The Rotary Foundation Report

-Chair, PDG Dawn deFuria

We are approaching the end of this Rotary year and I want to thank all the Rotarians who made donations to the Rotary Foundation. To date we have given 127,000.00 to the annual fund. We are behind last year but we still have time to give to the annual fund which comes back to our district 3 years later. Please make your donation TODAY!

The district created the Lynmar Brock Challenge that will match your donation to the annual fund. If you give \$250 - \$1,000 we will match your donation. Example if you give \$500 we will match it and you will become a Paul Harris Fellow. Please send me the confirmation and we will match the donation in points. This Challenge will end June 15. Lynmar Brock who was a member of the Philadelphia and West Chester rotary club was a PDG and a past Rotary International Director.

We started the Rotary year with disaster relief grants from Rotary International for food banks. We gave \$25,000 to 8 clubs. This money came from the World Fund. In April we had two very successful grant training zoom sessions and qualified 30 clubs to apply for a district grant or global grant for the next Rotary year. In May, we recognized the Paul Harris Society members. Every year they give \$1,000 to the Rotary Foundation.

This year all district grants need to be applied for through the grant module in DACDB on the District website under Grants. The applications need to be submitted by June 6, 2021.

In June, we will have the chance to raise money for End Polio Now since our fundraising with the Phillies was not able to happen with the pandemic last July and we cannot do it again this July. Governor Kevin reached out to Locust Lane Brewery in Malvern and they will label one of their beers "Purple Pinkie". Stay tuned and you will hear how to order beer and raise money for Polio.

Lastly, I would like to recognize Vasanth Prabhu, from the Rotary club of Central Chester County who has become the newest member of the Arch Klumph Society and PDG Joan and Joe Batory from Rotary Club of Philadelphia for reaching the Bequest Society Level 5. Their money will be given to the Peace Fellow program. Thank you PDG Joan and Joe for your commitment.

Vasanth's commitment to the Rotary Foundation over many years has created funding for millions of dollars for global grants. Thank you Vasanth for all the amazing projects you have been involved in and making the world a better place.

In February 2022, we are hoping to have a face to face Rotary Foundation event to recognize all donors that have given to the Rotary Foundation.



Supporting The Environment

Rotary International announced the creation of a seventh area of focus to begin in July 2021 called *Supporting the Environment*. Its focus is to encourage club projects that protect the natural environment in our communities. The opportunities for Rotarians to do good in the world are limitless.



Our district has formed a *Supporting the Environment Committee* beginning July 1st. It will work with clubs to develop their own SE programs and projects. It will provide information, support, opportunities to work with other Rotary clubs and regional universities.

Matching grants for club projects will be announced soon. For details, go to:
<https://rotarydistrict7450.org/environmental-sustainability-committee/>

Our major ally and resource for information and ideas is the *Environmental Sustainability Rotary Action Group*, commonly known as ESRAG, www.esrag.org. Rotarians are encouraged to join or subscribe to its Newsletter that



publishes stories of Rotary projects throughout the world. Some topics: Local school environmental education or sustainability project, bird houses and bat houses, planting pollinator flowers, tree planting, domestic and commercial water conservation, river and stream conservation and purity, natural land preservation, clean air, waste management, reducing carbon footprint, energy conservation, recycling, eliminating harmful refrigerants such as chlorofluorocarbons.

RI President Holger Knaack challenged clubs around the world to tell stories of their successful *Environmental Sustainability* projects by submitting 70-100 second videos. So far, 2,326 clubs have submitted their entries. Only 7 of the best will be selected. Winners will be posted on June 5th, World Environment Day. Look for these inspiring projects. See www.ifixthepianet.org.

Clubs are encouraged to conduct joint club projects for greater community impact. For example, clubs in District 7870, southern New Hampshire, convinced their school district to convert school buses from diesel to electric and construct a solar panel farm to power the buses. School buses are used only four hours a day for 180 days each year. The rest of the year they are linked together and store electricity which is sold to the local utility company. It is a brilliant idea that saves money and illustrates the value of Rotary in the community.

In Memoriam

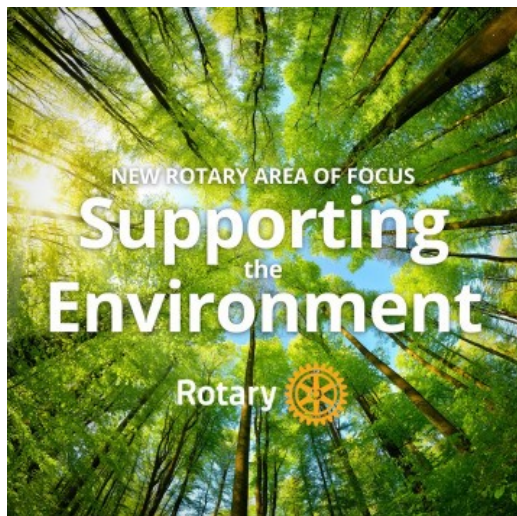
We'd like to honor the following Rotarian for their dedicated service:

Terry Harris

The Rotary Club of Coatesville

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Although Supporting the Environment will become a standalone area of focus, over the past 5 years, more than \$18 million in Foundation global grant funding has been allocated to environment related projects. Past



Rotary President Gary C.K. Huang says, "It is time for us to use our collective resources to invest in a smart and efficient way to protect our environment. We are qualified to take this initiative because we are a global group of problem solvers with diversified talents."

The Rotary Foundation will be supporting activities that strengthen the conservation and

protection of natural resources, advance environmental sustainability, and foster harmony among people and the environment. If you want to learn more, see the Rotary Foundation Areas of Focus Policy Statements.

To do projects that have a larger impact, and broader reach, ongoing donations to the Rotary Foundation will be needed to permit Rotarians to plan and implement global grant projects. One way to assure that funds are there when we need/want them is to make gifts that are targeted towards supporting the environment via the world fund. The interest from these donations will then be directed only to global grants that are focused on this new area of focus into perpetuity. Consider being a donor leader in supporting this new area of focus.

Hybrid Meetings: In the Past or Future?

Few subjects have been as widely discussed as the choice to continue virtual and hybrid meetings or a return to the traditional format. To be sure, there are good reasons on both sides of the argument. This



Newsletter would like to hear your points of view. Please respond with your comments and we will publish them in the next issue. Thank you.

Rotarian.Paul@Outlook.com

New Members

Dusty Blakey

Rotary Club of Longwood

Tevin Coleman

Rotary Club of Philadelphia

Daren Derfler

Rotary Club of Philadelphia

Erich Everbach

Rotary Club of Swarthmore

Jimmy Gay

Rotary Club of Shady Brook

John Hricik

Rotary Club of Kennett Square
Light

Chris Junkin

Rotary Club of Conshohocken-
Plymouth-Whitemarsh

Barry Kirzner

Rotary Club of Philadelphia

Stanley Krangel

Rotary Club of Westtown-Goshen

James McGonigle

Rotary Club of Philadelphia

Ken Meyers

Rotary Club of Jenkintown

William Mulcahy

Rotary Club of Jenkintown

Diana Overton

Rotary Club of Langhorne

Radhika Ranganath

Rotary Club of Longwood

Barry Ritz

Rotary Club of Longwood

Samuel Saitie

Rotary Club of Philadelphia

Saj Savul

Rotary Club of Philadelphia

Krystine Sipple

Rotary Club of Longwood

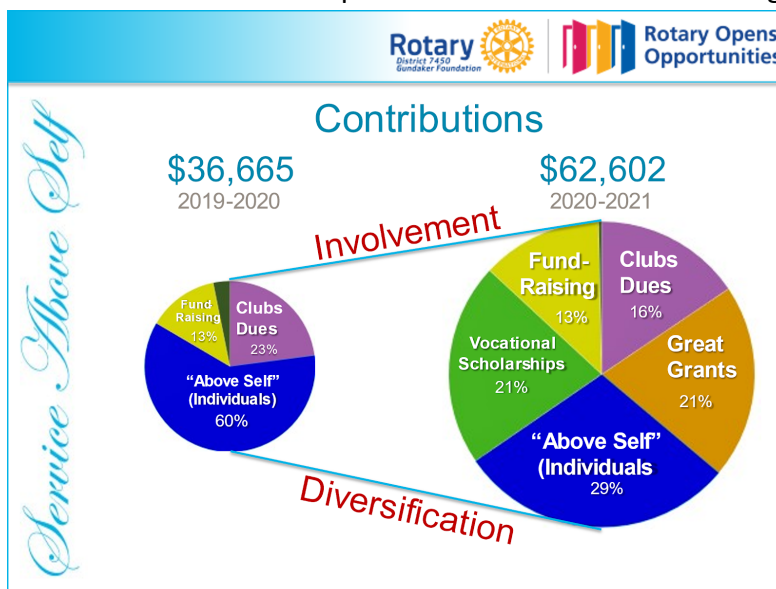
The Gundaker Year

"Rotarians have an aversion to sitting around twiddling their thumbs. It's not in our nature," said Gundaker president Karen Mazzarella. And, as one might expect, the Gundaker year has been anything but quiet. We virtually visited thirty clubs to better tell our story to Rotarians who might have forgotten us over the years or are new to Rotary. As a result, contributions doubled, and three new clubs joined Gundaker. Remember, Gundaker is one of only two district foundations in the world.



We sought vocational students for our scholarship grants for the third time in as many years and provided five vocational scholarships. Our conversion to vocational grants has not gone unnoticed and several clubs

are now doing the same. The number of young women is about the same as young men in traditionally male roles reflecting the changes in our culture.



We opened an entirely new grant program to meet urgent community needs during the COVID-19 pandemic. The qualifications were extremely liberal, and payments were fast coming. It was called Great Grants and we were thrilled to see 39 clubs successfully seek 76 grants.

Last year we went virtual and saw an uptick in meeting attendance plus several new

faces. Overall communications with club members were expanded and improved and our website was vastly upgraded due to the work of PDG David Haradon. See for yourself, www.gundaker.org

Global Grant to India

The Covid-19 pandemic has impacted India especially hard. The Karnataka Institute of Medical Sciences in Hubli, Karnataka, western India, reached out to Rotary and other organizations to fund urgently needed equipment. This is the only government owned hospital in the region serving Carona-19 patients.

The Rotary Club of Central Chester County responded by initiating a Rotary Global Grant. It coordinated with other donors and the hospital received funds to purchase four critically needed ventilators. Since the arrival of the equipment on March 2, 2021, several lives have been saved and many more will be.



Painting By Numbers



Kenneth Square Light RC staged a unique Zoom event that left people with something pretty to show for it. And everyone had a great time doing it. Here's how it came about.

The club leadership gives all new members the assignment of creating and running an event. This spring, Steve Breinlinger used his artistic talent to develop a project that will ring familiar to people who watched *The Joy of Painting* by Bob Ross. Mr. Ross would paint a subject while he explained his work step by step so viewers could paint along with him. And that is just what Steve did. Well, not exactly. There is a lot more to the story.

First, Steve put together kits of art materials for people to create their own masterpieces. Each kit included paper, brushes, paints and more. These were sold for \$25 to friends and family. A matching kit was then donated to senior living centers.

The painting lesson, patterned on Bob Ross's model, took about an hour with lots of good natured entertainment by Steve and his audience. More art classes are planned by popular demand.

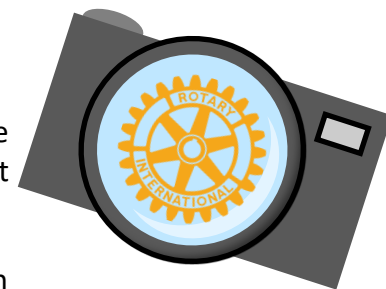
Mulching Along

About a dozen West Chester Rotarians signed up to help haul and spread mulch at Marshall Square Park in West Chester, according to Mac Neilon, who chairs this annual event at the request of the park committee. However, on a Saturday morning, more than twice as many as expected showed up with spouses and children! With so many helpers, including park volunteers, the work was completed in record time this year. West Chester Rotarians are well known for involving their families in numerous community activities.



Public Image Committee's Year

-Chair, Renee DeCoskey



At the start of the 2020-21 Rotary year, DG Kevin set goals for the Public Image committee and one of those goals was to get clubs to use Rotary's current branding and logos if they were not already doing so.

When he brought this goal to the committee, they used it to come up with more ideas for building brand awareness, which they have implemented throughout the Rotary year. Those have included:

- **The Sign Initiative:** This was DG Kevin's original idea and led to 18 clubs receiving reimbursement up to \$150 for updated signs, banners, yard signs, and even branded reflective vests for outdoor service.
- **Social media:** Social media posting on the District Facebook page has increased and the [Rotarians of District 7450 Facebook Group](#) continues to gain traction and allow Rotarians to share events, news, service projects, and more.
- **Digital billboards:** Committee member Lisa Leonard was able to negotiate with Outfront for the district's inclusion on 13 digital billboards, free of charge, for a full year (Nov. 2020 - Oct. 2021). Those billboards can be found on major roadways such as I-95, the PA Turnpike, Rt. 202, Rt. 1, and the Walt Whitman Bridge.
- **Public Image Resources Page:** Many Rotarians don't know how to use RI's Brand Center to get current logos and materials and end up using old branding found during a Google search. To combat this, the committee, along with help from Brian Casey, established a repository of PI resources, including media advisory and press release templates, a [Canva](#) guide, social media tips and tricks, and easy-to-access current logos and brand materials. Visit the [main committee page](#) and the [PI Resources](#) page to access that info.
- **Legacy Video Project:** This new project, working with former Media Rotarian Dan Lievens and his video production company, will recognize and feature various Rotarians telling their Rotary story and will establish a video library that could be used to share who we are and what we do.

A special thanks to this year's Public Image Committee, which has included Lisa Leonard, Brian Winter, Evette Houston, Matt Breidenstein, Yvonne deFuria, and Dennis Freedman, in addition to DG Kevin Katarynick.

For questions regarding the 2020-21 District 7450 Public Image Committee, please reach out to Renee DeCoskey, Committee Chair, at rdecoskey@gmail.com.

New Members

Thomas Smarr

Rotary Club of Upper Main Line
(Berwyn-Paoli)

Mike Smollar

Rotary Club of Media

Michele Strum

Rotary Club of Ardmore

Richard Suplee

Rotary Club of Philadelphia

Megan van Riet

Rotary Club of West Chester

Nicholas Voight

Rotary Club of West Chester

Patrick Winters

Rotary Club of Twin Valley
(Elverson)

Governor Kevin Katarynick...Continued

Our clubs continued to address the ever-changing needs within their communities during this time, and District Leadership recognized these changing needs, as well. This past year, the District Rotary Foundation Committee received a Disaster Fund Grant, the Gundaker Foundation created their Great Grants program, and the District 7450 Board of Directors allocated additional funding for clubs to address food insecurities and other Covid-related needs within their communities. I thank the District and club leadership for their impact.

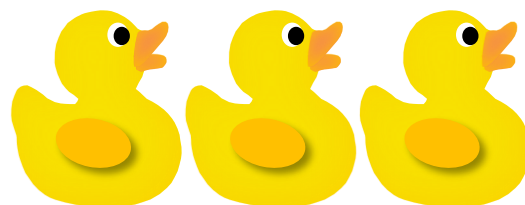
As District Governor, I can assure you that “adapt and overcome” was not a session in any of my Zone training or International Assembly. We adapted because we had to. I needed to consider the safety and wellbeing of our membership as we continued to operate in our Service Above Self mentality. There were some aspects that could easily shift to a virtual platform. Our committee meetings have increased participation due to meeting online. I am also very thankful for our Rotarians’ response in attending our virtual events. I was excited about the attendance at the District Training Assembly, which our training team planned in June 2020. Most recently, I was completely overwhelmed by the number of attendees from our District at the Virtual Tri-District Conference, as well as the great participation for our District meeting that weekend. Again, I am grateful for your support.

When I visited each of you at your meetings, I spoke of goals for the Rotary Year. While the ever-changing landscape created hurdles that made some of our goals unreachable, our committees were still very active, doing whatever they could to continue their work and finish out the year strong. During these meetings, committees developed new ideas and ways to help provide better resources and direction for our clubs. As an example: the Public Image Resources page that is now available on our District website. This resource provides anything from brand-compliant graphics to press release templates. Additionally, the District Rotary Foundation Committee recently issued the Lynmar Brock, Jr. Rotary Foundation Challenge to help encourage giving to The Rotary Foundation Annual Fund. The Membership Committee is actively establishing a District-wide ECO Club and plans to charter it in the next few months. Our other committees, such as Youth Exchange and Interact, continue to plan and prepare for when all the restrictions are lifted. Thank you to our committees for their passion and commitment to Rotary.

So where do we go from here? Our Rotarians are poised and ready to get back to in-person fellowship and service. Safely take advantage of this opportunity as our restrictions are being lifted and show your communities that Rotary is still here and has been here all along! You have all positioned your clubs to flourish and grow.

Our District Leadership is poised for this same opportunity. The Governor line has been meeting twice a month for more than a year now, thanks to PDG Peter Mardinly. He recognized that it was imperative for us to meet on a regular basis, during the pandemic, so that we could help guide each other, as well as our clubs, through these challenges. This simple idea helped us transition our leadership into the current Rotary Year and provided me the opportunity to get my ducks in a row. As we prepare for another transition in leadership, remember, everything we do has the potential to open opportunities for someone else. Build upon those opportunities before you and make the product better than how you found it.

With appreciation and gratitude,
DG Kevin



DGE Roger Taylor Continued

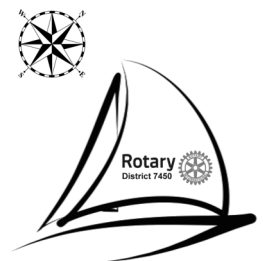
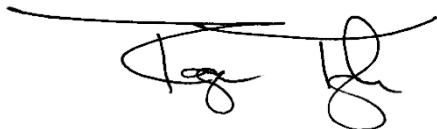
Looking to our future, we do have to assess where we are. Rotarians do some really amazing things for our communities. We help where we're needed. We have helped mitigate some of the stress of the pandemic by caring for those in need, whether that be helping to combat "food insecurity", providing PPE when it was in such short supply, funding shelters for those who found themselves without a home and so much more.

What is so sobering to me is how little people know about what we do. We have a history of being the folks behind the scenes. People who write checks and are silent and firm in our own belief that doing good in the world is its own reward and we need not "toot our own horn". While noble in spirit, that behavior contributes to where we are today. We find our numbers dwindling because of our invisibility. People can't join what they don't know about. And even if they know a little about us, the image may not be as pretty as we would like.

Also, we tended to go it alone when we wanted to do good. We also did the things that we liked to do rather than the things that are needed the most in our communities.

Sooo, the goal for this upcoming year is to increase our visual footprint by building on what Governor Kevin's team has started. The plan is to help clubs work together rather than continue to live in our "silos". We will openly share our stories not just internally, but more importantly externally. We can share all of our stories with the communities that we serve in whatever way they get their information (and it's probably not the newspaper).

We will seek out partnerships in our communities, whether it is with other service organizations, churches, chambers of commerce or schools. They can all work. If we earn a reputation as the organization that brings people together for common purpose, then we become an attractive organization to belong to. People want to be part of something that they can be proud of!



Charting Your Course

Governor's Installation July 18th, 2021

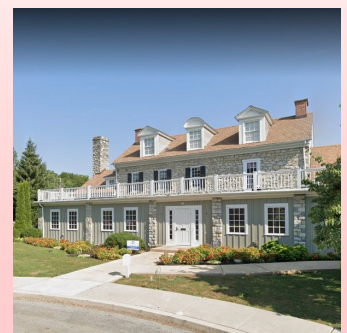
The Rotary Club of Coatesville cordially invites you to attend the Installation of our member, Roger Taylor, as the Governor of Rotary District 7450.

Place: Downingtown Country Club
93 Country Club Road
Downingtown, PA 19335

REGISTER

This will be an indoor/outdoor event with a Picnic/Barbecue Vibe. \$40 per person

Live music, great food, & good company



Lynmar Brock, Jr. Rotary Foundation Challenge



In honor of PDG and Major Donor, Lynmar Brock, your donations to the Annual Fund will be matched until June 15th, 2021.



In December 2020, we lost our own Past Rotary International Director, Lynmar Brock, Jr. In addition to serving as Governor of the old District 745 during the 1978–1979 rotary year, Lyn and his wife Claudie were also major donors to our Rotary Foundation.

From April 15, 2021 to June 15, 2021, all donations to The Annual Fund of \$250 to \$1000 will be matched with an equal amount of points! What does this mean? That means your donation gives you twice the recognition and you can become a Paul Harris Fellow for a onetime donation of \$500!

On behalf of the District Rotary Foundation Committee, we sincerely hope you take advantage of this challenge honoring our good friend and mentor Lynmar Brock, Jr.

If you have already participated in this challenge, thank you for your support of **The Rotary Foundation**, changing and saving lives around the world!

[Lynmar Brock, Jr Rotary Foundation Challenge Infomation](#)

(Proof of donation should be sent to Rotary Foundation Chair Dawn deFuria at DG1718@ocomfort.com. No previous donations will be eligible and this offer is on a first come first served basis.)

