



**DISTRICT 7450**

# Rotary Leader



Volume 4 Number 8

February 2010

## Message from DG Al



I would like to express my appreciation for what our District Clubs did during the four weeks after the Haiti earthquake by making all the efforts to collect and distribute monetary and non-monetary resources to assist various relief organizations. Please see a report from the Rotary

District in Haiti on Page Three in this issue and I am sure you all saw many reports from your favorite relief organizations about what is going on in Haiti. The most noted success in this District's efforts is the support many clubs gave to ShelterBox USA ([www.shelterboxusa.org](http://www.shelterboxusa.org)).

To the best of my knowledge I estimate that the Rotary Clubs in our District contributed or pledged funds for more than 60 ShelterBoxes to be used in the relief efforts and more are being donated. I am sure some of you have seen the tents in pictures from Haiti with the Rotary wheel on them. Kudos to all the Clubs and their members who contributed or helped collect funds and/or medical equipment and/or other supplies for this effort.

You will also see on this page and Page Four an article by PDG Bronson about the collection of used medical items to be shipped to Haiti. We have also instituted a fund within the Gundaker Foundation to collect funds to be used in the near future on projects that our District's Clubs want to work on with Rotary Clubs in Haiti to assist in the rebuilding of the country.

This Month in Rotary is "World Understanding Month". RI president John Kenny, in his monthly message, addressed the simple question: "What is Rotary?" He responded, "The shortest and simplest answer is that Rotary is the world's oldest service club organization."

**(CONTINUED ON PAGE TWO)**

## Rotarians collect crutches, canes, wheel chairs, walkers for Haiti earthquake victims

District Governor Al Marland and District 7450 responded to the Haitian catastrophe with the creation of "Helping Hands for Haiti" coordinated by PDG Dan Bronson of West Grove-Avondale Rotary Club.

Rotary Clubs are collecting serviceable canes, crutches, walkers, and wheel chairs from Rotarians, relatives, friends, neighbors, co-workers and employees. At the request of the Rotarians in Haiti, Rotarians also are collecting sleeping mats, blankets, tents and clean clothing for children and adults. Four-person and larger tents are a critical need for the families who are now homeless.

More than 300 schools in the capitol city were destroyed and those students are in the countryside with no place to go to school, gather together, or get out of the sun. A call has been issued for very large tents (MASH or circus-size). Anyone with a lead on the large tents, is asked to contact Bronson at [danbronson@epix.net](mailto:danbronson@epix.net). or 717-786-7277 (H), 717-615-4767 (C).

The first items, collected by Chester Pike and West Grove-Avondale Rotary Clubs, were put into the District's storage facility in Springfield, Delaware County Thursday, February 4.

West Grove-Avondale Rotary Club also plans to donate \$1000 for the purchase of tentage and will assist with cost of transportation of the equipment and supplies to District 7020 in Haiti.

**(CONTINUED ON PAGE FOUR)**

**In celebration of 2010,  
Special Reduced rates!!**

**District Conference to Bermuda  
May 8-13, 2010**



Information & Registration

[www.tlqtravel.com/districtconference7450](http://www.tlqtravel.com/districtconference7450)

800-223-3863 Ext. 1111

**FROM DG AL MARLAND:****District Rotarians' schedule filled with service****CONTINUED FROM PAGE ONE**

"This is, of course, an accurate but necessarily incomplete response, for any true understanding of Rotary must include an explanation of how we in Rotary strive through our service to achieve more than the goal of each individual project. By working together in our Clubs, our Districts, and internationally, we strive to establish the simple foundations of a better society: friendship, trust, honesty, and hope."

President Kenny closed with, "If we are ever to realize Paul Harris' vision for Rotary as an organization that promotes goodwill among nations, then, as he wrote, 'The hearts of men must be so touched and molded that mutual understanding and goodwill will take the place of fear and hatred.' In this, World Understanding Month, we do well to remember these words -- and to remember as well that in all of our service, we reach for the larger goal of fellowship, understanding, and peace."

Many Clubs have made preliminary estimates of number of students they are planning to sponsor to attend our annual RYLA Conference on February 19-21. Complete information about the meeting appeared in last month's newsletter. The presidents and secretaries received all the registration and promotional materials to be used to find and sponsor youth in your area. It is imperative by the time you receive this newsletter, all registration materials have been submitted for your students. We are looking forward to having a successful RYLA experience for our students.

Please read about the upcoming President-Elect Training Seminar (PETS) February 26 and 27 (see Page Six). Remember that all presidents-elect are required to attend PETS before they assume presidency of their Clubs.

The best news I have for the District Conference is the substantial reduction in the prices. A new revised brochure is available at [www.rotary7450.org](http://www.rotary7450.org). This is the last chance members have to register for this District Conference before we release all the non-reserved staterooms. Plan ahead and enjoy this wonderful opportunity that has been created in our District. I am looking forward to seeing many of you on board on the way to Bermuda.

We have been notified that the RI president Kenny's representative is PRID Bob Coultas. He and I have communicated and we are making plans for a great visit.

As I mentioned last month, all of my official visits have been completed and many Clubs are inviting me for repeat visits to be part of a program at their meeting. I have been privileged and honored to confer new Paul Harris fellowships or induct new members. It is also great to hear about all the projects that the District's Clubs are working on.

I still have some Rotary Foundation certificates that need to be presented to some Cubs and I will be making additional visits as time permits.

The District Data Base (DDB) is being implemented Club by Club. Some of the Clubs have identified an individual as their DDB representative and I have had one-on-one mentoring and tutorial sessions to bring them up to speed with the data gathering and data updating of information already downloaded from the RI data base. Any Club that wants to nominate their secretary or another individual to become their Club communications officer, we will train them to start incorporating all Club membership data in the DDB.

Those who have experienced the use of the DDB are excited with all the benefits that the Clubs gain from its use and most of all the benefits the District as a whole is gaining by providing better electronic communications to all the Rotarians in the District. We need your help to identify those who will help the Clubs reach that user friendliness with the DDB.

The Nominating Committee is in the process of interviewing potential candidates for the two open DG track positions and the selections will be well known soon. Thank you all for your patience in this process. Nominating Committee chair PDG Russ deFuria is concentrating in making this happen as soon as possible.

The outbound GSE team, which will visit District 2470 in southern Greece in April, is learning Greek and is being exposed to the Greek language and culture. Please read an update (see Page Five) about the team activities by the Team Leader/Philadelphia Rotarian Lisa Leonard. Hopefully, the publicity about the outgoing team will peak the interest of the Clubs in the District to host the Greek team visiting our District in May. Watch for social networking sites and blogs to follow the outgoing team during its travels to Greece.

Please send best practices articles and photos about your Club projects and share your successes with the rest of us in the District to Joan Toenniessen at [mombugjoan@msn.com](mailto:mombugjoan@msn.com) and Jay Childress at [info@Rotary7450.org](mailto:info@Rotary7450.org). If you have a great project please write something about it and share what you are doing with the District. If you have a successful way of inviting and attracting new members to your club share your method with the rest of the Clubs and let others know how you are doing it.

Please print a few copies of this newsletter, take it to your Club meeting, and share it with some of your fellow members who don't have a computer or are active in electronic communications.

Please do not hesitate to email me with your thoughts, suggestions, ideas and comments at [DG0910@rotary7450.org](mailto:DG0910@rotary7450.org).



**From District 7020:****Update for Haiti earthquake relief efforts**

A delegation of Rotarians—(PRID Barry Rassin, RIDE John Smarge, PDG Richard McCombe and PP Carla McCombe, DGE Diana White) along with orthopedic surgeon Dr. Patrick McGrath, and a TV Anchor and videographer — flew from Nassau to Pignon, Haiti. January 27 to meet Rotarian leaders working tirelessly to bring relief to all they can. We met at the Hospital de Bienfaisance de Pignon which is run by DGN Dr. Guy Theodore. AG Dr. Claude Surena, PP George Nicolas and Jean-Baptiste Brown flew to Pignon from Port-au-Prince to join us and ensure that we understand the present conditions and anticipated short-term future needs of the most affected areas. Dr. Surena is Rotary Disaster chair for Haiti and president of the Haitian Medical Association and was appointed by President Preval to coordinate the receipt and distribution of all medical relief. After the meeting, concluded, we toured the Hospital which is overloaded with victims from the earthquake, and toured the Hosean Mission.

Among the primary points made during our meeting are:

Government of Haiti immediately called a State of Emergency for three months ; could be extended to six months.

The acute relief efforts are coming to an end; the next phase will be on fixed clinics and then hospitals as the medical care becomes much more focused. They are working closely with WHO to get the supplies and equipment needed for patient care. Orthopedic supplies and strong antibiotics are still the most urgently needed in the medical area and will be for some time.

Hospitals have been treating and patients are recovering but they have no home to go to. The plan is to put tents up next to the Hospitals in order to provide a step-down situation for the patients. They estimate a need for 200,000 tents to house those who lost their homes. Not necessarily full blown ShelterBoxes but just the tents.

Dr. Surena suggested one possible Rotary project, in partnership with other agencies, would be to establish a Rehabilitation Center for all those who need physical therapy, occupational therapy and psychosocial counseling. In conjunction with the facility, we need to establish a workshop for artificial limbs. DGE Diana White has begun discussions with the Rotary Jaipur Limb project to plan for establishing locally the necessary workshops.

The School System in Port-au-Prince has been shut down. Those migrating to unaffected areas of the country are now causing an overflow situation in all schools that are available. Many children have no school to attend.

Significant Rotary manpower will be needed but not yet. There is probably no more need for Rotary to supply medical teams as other organizations have geared up and are providing appropriate manpower in the medical

arena. There is an urgent need for food and water and will for some time.

While fixed and pre-prepared foods are good, they would like to see more of a focus on staple goods like rice and beans. They will need to provide about 150,000 meals per day for many months.

They are able to buy some of the basic food items locally for distribution if they could receive cash donations to do so. That would also help the economy.

They need clothes including shoes as they lost all of their possessions. They ask for separated and sorted clothes.

They understand the need for an overall plan for relief; however they must do all they can to sustain life and develop an ability for the population to become self sufficient in the short term. They began a concerted effort to locate Rotarians from all of the five Rotary Clubs that were affected. We will develop a report from each of the five Rotary Clubs so that we can also support them and assist them as individuals as they are also victims of the disaster. They have lost everything and need our help.

We are considering the purchase of a truck for Rotary in Haiti in order to help move the high volume of supplies from the ports or the airports to those that have been targeted for distribution and assistance. What Rotary sends in aid is received by Rotarians and distributed to those in need.

All priorities listed does not mean that there are not other needs like x-ray machines, autoclaves, or specific supplies, but these are considered the top priorities for Rotary to pursue.

We in Nassau are organizing a cargo ship to take into Port-au-Prince all the collected supplies from Rotary in The Bahamas, Red Cross and Methodist Conference. We will need the cash to pay for the ship but the containers are being lent to us at no charge. Again our Rotarians will meet and unload and distribute.

The Rotarians in Haiti greatly appreciate the outpouring of support from Rotary in The Bahamas and District 7020, from all neighboring Districts and around the world. We ask Rotary Clubs and Rotary Districts to consider the above and work with us to focus on needs for today. Please keep in mind that this is a long-term relief effort and we will be part of the rebuilding and will need significant cash to participate in meaningful projects as time goes by.

I am proud to be a Rotarian and know that Rotary around the world will work side by side with our Rotarians in Haiti to bring them to a new and positive era for their country. Please stay current with the needs as the transitioning of relief efforts will continue.

**Barry Rassin, PRID 2006-2008, District 7020**

**RI president-elect unveils 2010-2011 theme:****'Building Communities, Bridging Continents'**

After taking the stage to the tune of "California, Here I Come," RI President-elect Ray Klingensmith announced the 2010-11 RI theme, Building Communities -- Bridging Continents, during the opening plenary session of the 2010 International Assembly .



Klingensmith said he arrived at the theme after reviewing RI themes of years past. He noticed that only a few spoke to non-Rotarians. "As a result, I decided to search for a briefly stated theme that would fulfill two objectives: the

first to explain Rotary to non-Rotarians, and the second to validate our work for Rotarians," he said. "The words I have selected to describe Rotary's current mission and to highlight our achievements are what we do best: Building Com-

munities -- Bridging Continents. " DGE Batory said, the new Rotary theme. " defines the true mission of Rotary in four simple yet powerful words. Our district clubs can really sink their teeth into this theme."



**District 7450 Governor-Elect Joan Batory (second from left) is welcomed to the Rotary International Assembly in San Diego, California by Rotary International President-Elect Ray Klingensmith (second from right) and his wife, Judy Klingensmith. (right) and Joe Batory (left)**

## **'Helping Hands for Haiti' collecting crutches, canes, wheel chairs, walkers for Haitian victims**

### **(CONTINUED FROM PAGE ONE)**

Many other Rotary Clubs are helping through the Gundaker Foundation or Rotary Foundation relief funds or through ShelterBox program.

Collection sites and dates are:

Jenners Pond Retirement Community, Delaware Dining Room in the Alison Community Center, Tuesdays from 12:30 until 2:30 p.m.;

West Grove-Avondale Rotary Club at Jenners Pond Retirement Community - Alison Community Center, from 8 until 9 a.m. Thursdays;

Frankford-Northeast Rotary Club at Cannstatters, 9130 Academy Road, Philadelphia, Tuesday, Feb 23 and March 9 from noon to 2 p.m.;

Bill Graham's Service Center, 109 E Sellers Ave, Ridley Park. Call Bill at 610-521-5455 to arrange a drop-off of equipment;

Storage Building behind BJs at 1260 Woodland Avenue in Springfield, Delaware County, (go straight in and turn left at rear of BJs before a series of outbuildings, to last building on the right), Thursday, Feb 11, 18, March 4 and 11 from 10 a.m. to noon and Tuesday, February 23 and March 9 from 3 to 5 p.m.;

Sloan Moving Company, 855 Township Line Road, Elkins Park. Contact Jenkintown Rotarian Pat Stanton at 215-576-8459 to make arrangements.

Bronson thanks the Rotary Clubs which are participating in "Helping Hands for Haiti" including Ardmore, which has collected over 100 items; and Chester Pike, Chestnut Hill, Eastwick, Frankford-Northeast Philadelphia, Jenkintown, Langhorne, West Chester, and West Grove-Avondale Rotary Clubs.

Bronson also expressed special thanks to PDG Jeff Cadorette and Pat Stanton, who offered storage space; Christian Mongrain, who offered assistance in sorting and inspecting the durable medical equipment; and Pat Stanton and Vince Marzulli, who offered trucking services.

One District Rotary Club approached a local nursing home and received a large supply of orthopedic assistance equipment left by former residents. Bronson notes the nursing homes and senior citizen communities, hospitals, etc. might be good sources for equipment. He suggests a new Rotarian or senior member might be a great selection as Club campaign coordinator.

Rotary Clubs wishing to join the program should contact Bronson at 717-786-7277 (H), 717-615-4767 (C), or [danbronson@epix.net](mailto:danbronson@epix.net) with the name of a contact person and to arrange deliveries. Bronson also is available to answer questions and add collection dates and locations.

Bronson indicates "Helping Hands for Haiti" will last through at least March 15.

## District GSE Team preparing for trip to Greece in April

*By Lisa Leonard, Philadelphia Rotarian, 2010 District 7450 GSE Team leader*

Lauren, Phil, Sarah, Stacy, and I have been excited since the day we all found out we were chosen to be part of this year's Group Study Exchange. But now, we're even more excited thanks to a couple of recent experiences!

A full-day GSE training near Boston gave us practical information and advice on how to make the most of our month in Greece. The workshops got the team more familiar with Rotary's role in the world, GSE's role in Rotary, and our team's role in GSE. It was a long road trip in a minivan but served as a great opportunity for us to get to know each other better and share some laughs. We are grateful to DG Al and GSE coordinator Kerry for arranging for us to be part of this worthwhile training.

We've been together every Wednesday night learning about Greek language and culture from Rotarian Dee Karras. She is a wonderful

teacher who is helping us learn a difficult language.

To give you a quick look at how different Greek is from the language we're used to: the Greek letter that looks like a V sounds like an English N. The Greek P is pronounced like an English R. And the Greek character that looks like a U, is actually spoken like an M. We're up to the challenge and look forward to Dee's continued encouragement.

Soon our team will be ordering uniforms and business cards and preparing a presentation that we will give to Rotary Clubs throughout our host District.

April will be here before we know it. The excitement continues to build!



**District 7450 outgoing GSE Team to Greece took time out for photo during Rotary workshop in Boston. They are (from left) Phil Fitzgerald, Stacy Filopoulos, Lauren Hirshon, Sarah Rogers and team leader Lisa Leonard.**



## ShelterBoxes provide tents for Congress Camp

Soldiers from the US Army's 82nd Airborne Division unload another shipment of ShelterBoxes in Port au Prince, Haiti prior to their delivery to Congress Camp to provide emer-



gency housing for thousands of refugees. Situated near to the U.S. Embassy in Port au Prince, the encampment will allow the refugees to stay close to their communities and carry on with their daily lives. ShelterBox's Response Team in Port au Prince worked around the clock to help set up the camp with hundreds of disaster relief tents, each of which can house an extended family of up to 10 people (at right). The team has worked closely with the French aid agency ACTED and IOM (International Organization for Migration) to create the tent city equipped

with showers and latrines. Emergency shelter for more than 20,000 people is now in Port au Prince and surrounding areas with small camps also set up in Delmas, Petion-Ville, Carrefour and Leogane. Hundreds more ShelterBoxes containing disaster relief tents and other life-saving supplies arrived from Miami, Curacao and France, and are providing emergency housing for 11,000 people. District 7450 Rotarians have raised funds to send over 60 ShelterBoxes to Haiti.



## **May 1 deadline for applications from Rotary Clubs**

# **District 7450 seeks Rotary Peace Fellows**

Rotary International is seeking non-Rotarian professionals interested in expanding their knowledge in international relations, public administration, sustainable development, peace studies and conflict resolution or a related field for Rotary Peace Fellowship. Each year, up to 100 Rotary Peace Fellowships (50 master's degree fellowships and 50 professional development certificate fellowships) are offered on a competitive basis at six prestigious Rotary Centers around the world.

Participants in the master's degree program gain access to:

- Two years of Rotary-funded graduate study toward a master's degree at one of our six Rotary Centers;
- Training in the root causes of conflict, theories of international relations, and effective models of cooperation, conflict resolution, and negotiation;
- A growing network of committed alumni employed around the world in diplomacy, government, non-governmental organizations and private corporations.

Candidates already working in the field of peace and conflict studies may opt for the three-month professional development certificate program at Chulalongkorn University in Bangkok, Thailand. Both programs require, at minimum, a bachelor's de-

gree in a related field; three years of relevant work experience for the MA program and five years for the professional development certificate.

**Peace Fellow candidates for the 2011-2012 academic term should submit their applications to their local Rotary Clubs as soon as possible and preferably no later than April 1. Rotary District 7450 will accept applications from local clubs until May 1, 2010.**

Since the Rotary Peace Centers inception, more than 85 percent of all Rotary Districts have endorsed at least one Rotary Peace Fellowship applicant totaling over 1,700 application submissions.

Now is the time for Rotary Clubs to start recruiting for District 7450. Please share this information with business associates, local universities, service organizations, religious institutions, and community groups that may know of individuals

interested in conflict resolution and diplomacy. For eligibility and application information, please direct candidates to:

<http://www.rotary.org/en/StudentsAndYouth/EducationalPrograms/RotaryCentersForInternationalStudies/Pages/HowToApply.aspx>

Rotary Clubs can contact [rotary-peacecenters@rotary.org](mailto:rotary-peacecenters@rotary.org) for further information or click: <http://www.rotary.org/en/StudentsAndYouth/EducationalPrograms/RotaryCentersForInternationalStudies/Pages/ridefault.aspx>.

## **RI president-elect to address PETS breakfast Feb 26**

District 7450 presidents-elect and assistant governors will meet their counterparts from four neighboring Rotary Districts and the RI president-elect at their multi-district training seminar at the Valley Forge Radisson on February 26 and 27, 2010.

They will learn new ideas about leadership and hear about the latest developments in Rotary programs. RI President-elect Ray Klinginsmith will greet presidents-elect at breakfast, February 26,

District-Governor-Elect Joan Batory promises, "This self-proclaimed 'Missouri cowboy' is sure to inspire his audience with his message of making

our clubs 'Bigger, Bolder and Better'.

"Our presidents-elect will leave PETS informed and inspired to lead their clubs. They will be asking you, their friends and fellow Club members, to support them fully when they assume the responsibility to lead your club."

DGE Batory, who recently returned from Rotary International Assembly for 2010-2011 DG, reminded members of the District's 54 Rotary Clubs, "Now is the time to let them (president-elects, AGs) know that they will have your support to help make your club 'Bigger, Bolder and Better'."

## 'End Polio Now' slated for PECO Crown Lights

Rotary's remarkable battle to eradicate polio worldwide is scheduled to be highlighted on the PECO Crown Lights display towering over center city Philadelphia on Tuesday, February 23. The display will become a part of the international Rotary public relations effort to highlight the "End Polio Now" campaign in cities all around the world.

According to Philadelphia Rotarian Joe Batory, chairperson of District 7450 PR Committee, "PECO has tentatively committed to running a motion ad February 23.

"By way of context, you cannot drive on Philadelphia's Schuylkill Expressway or go in or out of the city at

night to restaurants and theaters without seeing the PECO Crown Lights 'motion messages' which dominate the city skyline every evening all night long into the early morning hours.

"We as Rotarians are tremendously proud of our relentless campaign to eradicate polio and we are most appreciative of PECO's support," Batory told PECO. "Indeed, United Nations' Secretary-General Ban Ki-moon has called this initiative one of the most spectacular success stories ever in public health, one that clearly highlights Rotary's remarkable service to humanity."

### Ardmore Rotarians pledge \$10,000 for Haitian relief efforts

Ardmore Rotary Club, which has pledged \$10,000 for Haitian relief effort, has raised close to \$5,000 in two networking events and an impromptu collection during a recent meeting last month.

A Texas Hold'Em fundraiser raised \$1,060 and a Rotaract-Ardmore Rotary Club Happy Hour at Kotatsu Restaurant raised \$1,720.

As a result of an initial donation of \$100 during a weekly meeting, over \$2,000 was pledged to support Haitian relief, according to fund coordinator Jim Mackie.

### WORLD UNDERSTANDING AND PEACE DAY

Rotary International designates the month of February as World Understanding and Peace Day. Rotary Clubs worldwide plan special programs and events which focus on international service, the Fourth Avenue of Service, promoting goodwill world peace and world understanding. The anniversary of the first meeting of Rotary on February 23, 1905 is observed during this month.

As a proud Rotarian, you are encouraged to wear your Paul Harris Fellow pin or medal in special recognition of Rotary's founder Paul Harris. Most significantly, Rotarians are reminded that "the Rotary way is to acknowledge and respect differences, honor the feelings of others and present your own country's best qualities in all dealings with people of other cultures."

Can you image if each of us considered ways to promote the internationality of Rotary.....what enriching experiences and fellowship we could enjoy!

Peace and Goodwill,

Barbara DeBaptiste, Greater West Chester Sunrise Rotary Club.

*Should you wish to become a Paul Harris Fellow please speak to your Rotary Club's Foundation chairperson.*

## Jenkintown Rotarians donate \$6,500 for ShelterBoxes

Jenkintown Rotarians responded to the Haitian earthquake crisis by presenting a check for \$6,500.00 to Shelter Boxes for tents and supplies for the victims who remain homeless. Gathered around the check, which is held by (from left ) Rotarians Dede Long, Rev. Bob Hoag and Ted Walkenhorst, are Rotarians who were in attendance at a recent Tuesday luncheon meeting when the check was displayed.



## Pennsylvania's

# One Book, Every Young Child

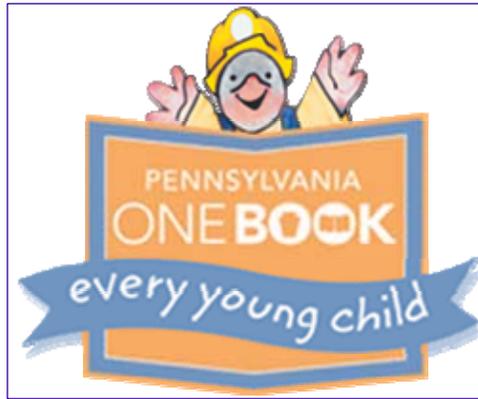
April, 2010 marks the fifth consecutive year of Pennsylvania's "One Book, Every Young Child" program, which highlights the importance of early literacy development in preschoolers ages three to six.

The selection for this year's program is "What a Treasure!" by Jane and Will Hillenbrand. Since the book was published in 2006, children have been accompanying Mole on his dig as he discovers exciting treasures for both his animal friends and for himself.

The "One Book, Every Young Child" program goes far beyond just giving parents and caregivers a book to read to preschoolers. The program's design is based on studies showing that simply reading a book is not enough.

Adults must find ways to engage children in activities like talking about a book's cover and illustrations, discussing the action in the book and favorite parts, pretend play related to the book and more.

Through this program, adults with preschoolers in their lives will learn how they can support the develop-



ment of literacy in preschool children.

Because it is important for children to be prepared for school, "One Book, Every Young Child" will provide opportunities for adults to read aloud and share books, stories and related activities with preschoolers. These activities have been shown to be crucial to early learning.

### How Rotary Can Help:

Rotary Clubs can take part in this important statewide project by working with their local public library and help fund their effort to get a copy of this

book in the hands of all children ages three to six years.

In addition to funding, club members can volunteer to read the book in a variety of settings, such as child care centers, Headstarts and libraries.

More information can be found on the program website: [www.paonebook.org](http://www.paonebook.org).

If you want to help purchase the books at the special price, contact Margie Stern or David Belanger at the Delaware County Library System, 610-891-8922 or [headquarters@delco.lib.pa.us](mailto:headquarters@delco.lib.pa.us).

## PR Committee to make difference in improving Rotary's image

A newly-formed Rotary District 7450 Public Relations Committee has just begun operating in 2010 with three objectives: improving understanding among the general public of Rotary's mission and objectives; creating greater awareness of Rotary's events, goals and ideals among our own club members; and providing assistance to any clubs that need help in their public relations campaigns.

The committee members are: chairperson Joe Batory; Jay Childress; Paul Quintavalla; John Forer; John Steele; Laya Charlestein; Joan Toenniessen; Sue Casso; Rick Berger; and Cynthia Ericson.

Batory notes that District Governor Al Marland has given his approval and best wishes to the committee, which will often function as a "committee of the whole," but has also agreed on the establishment of three subcommittees to prioritize three areas which are: Improving Rotary's Image via External Publicity; Promoting Greater Internal Awareness among Members about District 7450 Events and Activities as well as the Rotary Mission; and, Assistance to Local Clubs to Improve their Public Relations Capabilities and Expertise

Members will personally distribute Rotary International's "Humanity in Motion" materials to the major news outlets in Greater Philadelphia to obtain some "free" public service spots on television and/or radio.

The committee will make available this spring two seven or eight-foot high "pop up" Rotary District 7450 signs which are highly mobile and can easily be displayed at District 7450 events and activities and/or can be loaned to local clubs for Rotary-related activities.

In conjunction with the major public relations "awareness" campaign of Rotary International, Batory has once again engaged the PECO Crown Lights display for a "free" motion display for Tuesday, February 23, the day that Rotary's "war on polio" will be accented internationally, including messages on many iconic structures around the world

Finally, the committee is planning to apply for a \$6,000 Rotary International grant in June for public relations programs in which the District would contribute \$2,000.

**Calendar**

**Feb. 19-20 2010** :RYLA (Rotary Youth Leadership Awards) at Valley Forge Freedom Foundation.

**Feb. 26-27:** Multi-District PETS King of Prussia Marriott Scanticon Hotel.

**March 12, 2010:** Rotary Leadership Institute, Mt. Laurel, N.J.

**April 2010:** GSE outgoing to Greece.

**April 10, 2010:** Rotary Leadership Institute (RLI) Wilmington, Dela-

ware, Hotel du Pont for Level I, II, III, Graduate.

**April 29, 2010:**District Assembly, Desmond Hotel and Conference Center. 4:30 p.m. for assistant governors, presidents-elect, 2010-2011 Club committees.

**May 2010:** Incoming GSE team arrives from Greece.

**May 8-13 2010:** District Conference and cruise to Bermuda.

**Report attendance or corrections to [info@Rotary7450.org](mailto:info@Rotary7450.org)**

area	club#	ClubName	January
2	26485	Abington at Edge Hill	11 Not Reported
4	5463	Ardmore	85 82
4	5464	Bala Cynwyd/Narberth	17 50
1	5466	Bensalem	38 55
1	5467	Bristol	38 79
4	5468	Broomall	39 Not Reported
4	5469	Bryn Mawr	18 60
6	25353	Central Chester County	24 Not Reported
5	26630	Central Delaware County	10 Not Reported
2	5470	Cheltenham Rockledge	17 77
7	5471	Chester	25 Not Reported
7	5472	Chester Pike	26 76
5	27323	Chesterbrook	16 Not Reported
3	31062	Chestnut Hill	49 57
7	5473	Chichester	23 Not Reported
6	5474	Coatesville	53 63
8	5475	Concordville-Chadds Ford	47 77
2	5476	Conshohocken-Plymouth Whitemarsh	18 Not Reported
6	5478	Downingtown	16 62
3	27974	Eastwick/Phl Airport	11 73
2	5479	Elkins Park	10 55
6	5480	Exton-Frazer	15 67
1	5481	Feasterville	23 63
3	5494	Frankford - Northeast Philadelphia	27 68
8	70137	Glen Mills	16 88
8	5483	Glen Riddle	22 66
2	5484	Glenside	34 72
8	26213	Greater West Chester Sunrise	42 70
4	5485	Haverford Township	31 Not Reported
2	5487	Jenkintown	67 Not Reported
9	5488	Kennett Square	17 61
5	5489	King Of Prussia	40 Not Reported
1	5490	Langhorne	28 Not Reported
1	5491	Levittown-Fairless Hills	20 60
9	50612	Longwood	96 88
3	65194	Madrugadores	10 Not Reported
5	5492	Media	87 Not Reported
3	55498	NE Sunrisers	19 68
5	5493	Newtown Square	31 Not Reported
9	5496	Oxford	19 71
5	5497	Paoli-Malvern-Berwyn	28 Not Reported
3	5498	Philadelphia	85 34
6	5499	Phoenixville	33 66
1	75462	Shady Brook	40 48
7	5500	Springfield	22 Not Reported
7	5501	Swarthmore	52 Not Reported
6	30662	Thorndale	12 79
9	50613	Twin Valley	17 Not Reported
7	5477	Upper Darby-Lansdowne	35 59
4	5503	Wayne	23 37
8	5504	West Chester	113 51
8	79371	West Chester Downtown "Fridays"	20 Not Reported
9	5505	West Grove/Avondale	30 Not Reported
8	5506	Westtown-Goshen	38 87
			1784



**The Rotary 7450 Leader**

Published by District 7450

**Al Marland**

**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 [mombugioan@msn.com](mailto:mombugioan@msn.com)

☉ Send photos (with names and information) to [info@rotary7450.org](mailto:info@rotary7450.org)

Please identify people in photos.

☉ Send attendance and change of address information to [Info@rotary7450.org](mailto:Info@rotary7450.org)