

# Morning Light

Newsletter of Rotary Club of Bethlehem Morning Star



July 2007

Meets 7:30 am Thursdays at Kirkland Village

## PRESIDENT'S LETTER

*My Morning Star Colleagues:*

It is an honor to greet you as this month's incoming president!

The one fourth of the Club that has filled these presidential shoes knows the preparation and hard work that has preceded the actual turnover of presidential duties scheduled for July 5. A weekend of training in Valley Forge. Several district planning meetings. The annual call for volunteer choices. Appointing committee chairs and members.

I began this process in such awe of this Club that when asked about my plans and initiatives at the various training events, I was at a loss. Initiatives? Wasn't my job just to keep the momentum going? Lord, just keep me from screwing up too badly.

But over the months, I've gotten excited about a number of initiatives that I hope will inspire and sustain us. A follow-on to the Four-way Rotary Test, which by now I hope everyone has passed (can you say them by memory right now?). Keeping the programs relevant and exciting. New ways to emphasize membership. New emphasis on Family of Rotary.

Perhaps a capstone event for us this year will be a day at the United Nations led by our own Bill Hunter. Instead of sitting at breakfast that day (tentatively scheduled for February 7), we'll board the bus at 7:45 AM, ride to NYC, and spend the day with the UN Rotary International rep, the South African delegate, and many other delights.

Stay tuned for this and much more.

*Ron Helmuth*

*Morning Star President 2007-08*

## RI PRESIDENT WILF (2007-08) SENDS AN IMPORTANT REMINDER

I am personally inviting you and leaders in your club to one of seven Share the Magic of Rotary Presidential Conferences being held for clubs and districts within the United States, Canada and the Caribbean.

As I am extremely interested in membership and its impact on the success of Rotary, I will be personally attending each conference along with the RI Director from the region. All conferences have an outstanding line-up of experienced presenters with specific expertise in membership development, have been organized to be very action oriented, and to specifically address a variety of membership development issues.

The conferences will focus on the need for change and offer practical ways to increase membership, retain existing members, and extend Rotary through new clubs. A variety of session formats will include speakers as well as interactive small group discussion and round table opportunities to exchange ideas and best practices. The goal of these conferences is to give Rotarians tangible and concrete ideas, suggestions and proven strategies they can take back to their club and implement.

The conferences are not about 'business as usual' but the need to embrace and enact change at the local Rotary club level. The intent is to present and discover new ideas, solutions and tactics clubs can implement for success.

I am encouraging Rotary club and district leadership to attend the 2007 Share the Magic of Rotary Presidential Conference in their area. More information on the conference with hotel registration and agenda, is available at: <http://www.rotaryzones31-32.org/Primary.htm> for the Philadelphia, PA conference on 13-14 July

Please plan on taking the time out of your busy schedule to attend one of the conferences. Membership is critical to the future success of Rotary.

*Wilfrid Wilkinson*

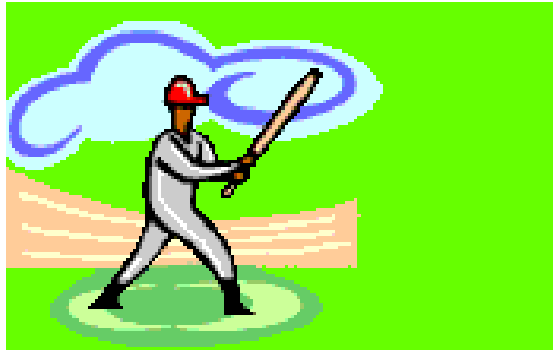
*RI President*



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# ROTARY "STRIKE OUT HUNGER" NIGHT



Rotarians from around the district are gathering at the Citizens Bank Park in Philadelphia on Wednesday evening, August 22 for a fun night out to watch the Phillies v. Dodgers.

But this is also a fundraiser for a good cause. \$8 of every ticket sold will go to the Rotary International Foundation. The bus leaves at 4 pm and returns immediately after the game. Space is limited to 47 people, first come first served. Cost is \$45.

Contact Stan Vasiliadis, 610-614-1260 (H) [svasiliadis@elderlaw-penn.com](mailto:svasiliadis@elderlaw-penn.com) to reserve your spot. More details will follow.

## HAPPY BIRTHDAY!

### JULY . . .

- 4 Karen Montgomery
- 4 Lin Rohrbach
- 5 Tore Hartmann-Hansen
- 5 Tony Ortwein
- 7 Mike Long
- 10 Val Walk
- 14 Tom Hartzell
- 14 Mary Meilinger
- 18 Kathy Ardoline
- 21 Tom Bailey
- 25 André Williams
- 28 John St. Clair



## "Cops 'n' Kids" Sponsors Needed

Thanks to these Morning Star members for sponsoring an upcoming month of our book donations to the Cops 'n' Kids program:

**July** Tom Hartzell  
**August** Rick Morrissey  
**September** Jim Vitale  
**October** Rick Santee



*\* Please advise Pres. Elect Ron Helmuth if you can volunteer to sponsor any month January - June 2008. (July - December 2007 are covered.)*

## Officers & Directors 07-08

### PRESIDENT

Ron Helmuth ..... ron.helmuth@rcn.com

### PRESIDENT-ELECT

Dave Cincera ..... davcin@rcn.com

### SECRETARY

Val Walk ..... val@btcu.org

### TREASURER

Cheryle Russo ..... cheryle.russo@pnc.com

### PAST PRESIDENT

Tom Mohr ..... tnymohr@verizon.net

### BOARD MEMBERS

#### 7/1/06 - 6/30/08:

Sarah Kunert ..... Sarah.Kunert@essroc.com  
*(replace sDonna Green - resigned)*

Betty Langensiepen .... pastor@stpetersallentown.com

Jean Searfoss ..... jsearfoss@cementemployers.com  
*(replaces Val Walk - now Secretary)*

Jim Vitale ..... JmVtale@aol.com

#### 7/1/07 - 6/30/09:

Eileen Dunn ..... Ed.dunn@rcn.com

Mary Matz ..... wilmarmatz@verizon.net

Jim Santanasto ..... jsantanast@aol.com

John St. Clair ..... jbstc@rcn.com

# Rotarians' selflessness is sorely needed

By Marjorie Cortez, Deseret Morning News

I felt my grandpa's spirit today.

How could I not, in the midst of so many service-minded men and women from all over the world. The Rotary International is in town for its annual gathering, which is the largest convention ever hosted in Salt Lake City.

For my grandfather, Nicholas Medina, Rotary International was a natural extension of a life of service. He was a Navy man, having served his country in World War II and Korea. He worked for the local office of Colorado's state employment service. At one point, he recruited seasonal agricultural laborers to work the farms in southern Colorado. He enjoyed helping people find employment because he believed in the dignity of work.

He also believed in giving back to his community so he became a Rotarian. He took a lot of pride in that, particularly when he became president of his local club.

I regret, now, that I didn't pay more attention to that aspect of his life. He was always a larger-than-life character in my mind. He was playful and funny, prone to breaking into song on long car trips. It took forever to run errands with him because he seemed to know every single person in Walsenburg, Colo. These outings sometimes tested my patience, but I was always proud to tag along.

Monday, as I walked through the Salt Palace Convention Center, I couldn't help but notice the many silver-topped men and women in attendance. Many service organizations are graying, meaning the membership is growing older, and there aren't as many members joining to sustain the groups.

It's not surprising, really. The Rotarian motto is "Service above Self." My generation seems to have flipped that sensibility on its head with the "It's all about me" way of living.

It makes me wonder about the future of service organizations in general. What happens when these organizations that help to create a sense of community become extinct? Who will construct parks, host Fourth of July pancake breakfasts or provide college scholarships? Who will conduct youth events to build up our next generation of leaders? Who, as Rotary International has done, will act globally to help wipe out diseases such as polio through an aggressive immunization program?

Seeing the many faces of Rotarians from across the globe (this convention is the largest international gathering in Salt Lake since the 2002 Winter Games), it's apparent that Rotary International is a long way from joining the ranks of the dinosaurs. I was pleasantly surprised by the rich diversity and relative youth of the convention crowd.

Take 26-year-old Cris Wallace of Lake Elsinore, Calif., who is walking 2,658 miles from Campo, Calif., on the U.S.-Mexico border, to Manning Provincial Park, British Columbia, to raise money and awareness to end polio worldwide. She hopes to raise \$1 million to wipe out polio in the four nations where it persists: Nigeria, Afghanistan, India and Pakistan.

Wallace said members of her hometown Rotary Club range in age from 24-70. "It's very addictive. You want to make a difference. You want to bring about change," Wallace said. Those are not just words. She's walking the walk. She has a personal connection to the cause. In February, Wallace immunized children against polio in Nigeria.

As in my grandfather's time, the organization remains committed to eradication of disease and hunger, promoting literacy; providing safe water and advancing world peace. It also encourages high ethical standards in all vocations, something we could use a lot more of these days.

The 17,000 Rotarians visiting Salt Lake this week represent a total membership of some 1.2 million men and women from 32,000 clubs in more than 200 countries. Their respective communities should be very proud of the service they render. Perhaps more so, they should be inspired by men and women who, in so many cultures that prize material wealth and self-indulgence, somehow manage to keep their priorities straight.

*Marjorie Cortez, who thinks Rotary International's 4-Way Test is a vast improvement on the Golden Rule, is a Deseret Morning News editorial writer. Her e-mail is marjorie@desnews.com.*

# MEETING PROGRAMS

**Program Chair:** Ron Helmuth - ron.helmuth@rcn.com through August 2007  
**Thanks** to Eileen Dunn for some great July & August programs!

## JULY 2007

July 5     **TOM MOHR & RON HELMUTH**, Changeover Meeting

July 12    **TONY IANELLI**, *President*  
 LV Chamber of Commerce - Its Growth and Activities



July 19    **SUSAN DURDOCK**, *Wells Fargo Home Mortgage*  
 Reverse Mortgages



July 26    **MARY BETH ZINGONE**  
 Small Business Development Center  
 at Lehigh University



## AUGUST 2007

Aug. 2     **GERRY LONG**, *District Governor, Rotary Int'l District 7430*

Aug. 9     *To be announced*

Aug. 16    *To be announced*

Aug. 23    *To be announced*



Aug. 30    **WAYNE BARZ** – *Manager, Entrepreneurial Programs*  
 Ben Franklin Business Incubator



# ROTARY RESPONSIBILITIES

	<u>GREETER</u>	<u>SGT. @ ARMS</u>	<u>\$2/WEEK</u>	<u>INVOCATION</u>	<u>INTRODUCTIONS</u>
<b>July 5</b> .....	Ken Gilson .....	Jim Williams .....	Dave Cincera .....	Tom Kolepp ...	Dagny Danga-Storm
<b>July 12</b> .....	Eileen Taff .....	Silvio Panseri .....	Mary Diggs .....	Mike Long .....	Butch Macri
<b>July 19</b> .....	Tom Kolepp .....	Ed Ortelli .....	.....	Mary Matz .....	Lin Rohrbach
<b>July 26</b> .....	Jean Searfoss .....	Val Walk .....	Chuck Uhl .....	Mary Meilinger .....	Jim Williams
<b>Aug. 2</b> .....	Jim Santanasto .....	Mary Diggs .....	.....	.....	Mary Meilinger
<b>Aug. 9</b> .....	Bill Jahn .....	Claire Howard .....	.....	Janet Sipple .....	Joan Paul
<b>Aug. 16</b> .....	Ed Ortelli .....	.....	.....	.....	Barb Seifert-Sigmon
<b>Aug. 23</b> .....	<div style="border: 2px solid blue; border-radius: 50%; padding: 10px; display: inline-block;">           Sign up at meetings or on-line!         </div>				..... Tom Mohr
<b>Aug. 30</b> .....	.....	.....	.....	.....	.....

# HIGHLIGHTS

## Board of Directors Meeting



From meeting held June 5, 2007. (Minutes subject to approval at next board meeting.)

### “OLD” BOARD

**Treasurer’s Report** - April ending balance \$13,023. There are outstanding expenses of approximately \$2,356 and funds stipulated for 2007-08 grants of \$10,544. The Yard Sale profits of \$1,440 have been designated for Cradock, an international project. It was noted that this is the best shape Morning Star Rotary has been in for several years, since we are now funded ahead for next year’s grants.

**2007-08 Budget** - Cheryle, Tom and Ron discussed various income and expense line items of the budget. A new line item is “Board Discretionary Fund” for worthwhile project(s) not yet known but which may arise.

**Changeover Meeting** - As she has done in the past, Cheryle will give a recap of the past year’s income and expenses at the changeover meeting.

**Salute the Troops Concert** - A suggestion was made to identify the beneficiary of the concert funds earlier in the year. In the past, the funds went to Katrina relief. The consensus of the board was that these funds should go to benefit our troops and/or veterans. Further discussion will be held at the July board meeting.

**Membership** - One application is in process for André Williams.

**Closing Comments** - Tom Mohr thanked the board members for their dedication and support, and adjourned his last board meeting as president.

### “OLD” BOARD

President Ron Helmuth welcomed new board members.

#### President’s Report – Goals

- Emphasizing importance of membership. First step is to get more visitors to club meetings - challenging each member to bring 2 visitors.
- “Nominating Committee” to be resurrected, to identify the next President Elect and Board members. Ron stressed the importance of continuity and depth, and suggests that we elect a “President Elect Nominee”.
- Would like to establish a “Rotary Buddy” system, with each Morning Star Rotarian contacting his/her assigned buddy weekly, as well as being contacted.
- Ron closed the meeting with thanking the 2007-08 board, and expressing his excitement to be working with them.

### 2007-08 BUDGET

*As approved, but subject to revision due to 5K situation.*

#### INCOME

##### Fundraising

5K Run .....	\$ 15,000
Salute the Troops Concert .....	7,000
Miscellaneous .....	4,950
Yard Sale .....	3,000
Spaghetti Dinner .....	<u>2,000</u>
Subtotal Fundraising .....	31,950

##### Club Income

Membership Dues & New Member Fees .....	9,750
Carryover .....	9,100
Breakfast Profit .....	2,500
Happy Dollars/Fines/Sneaker \$ .....	<u>1,700</u>
Subtotal Club Income .....	<u>23,050</u>

**Total Income .....** **\$ 55,000**

#### EXPENSES

##### Charity Grants

Special Olympics .....	\$ 7,000
Community Development Grants .....	4,500
Miscellaneous Grants .....	4,750
Salute the Troops Concert Grant .....	4,500
World Community Service (incl. Cradock) .....	2,250
Yard Sale Grant .....	2,200
Board Discretionary .....	1,500
Spaghetti Dinner Grant .....	1,250
Camp Neidig .....	800
Freedom Scholarship .....	<u>500</u>
Subtotal Charity Grants .....	29,250

Fundraising Projects Admin. ....	7,550
Rotary Int'l - Dues etc. ....	4,200
District 7430 -Dues, Conference, Seminars .....	3,800
District - Youth Exchange Program .....	700
Club -Youth Exchange .....	1,500
Guests .....	1,000
Printing .....	1,000
Other Committee & Club Expenses .....	<u>6,000</u>
Total RI, District, Fundraising Admin. & Club .....	<u>25,750</u>

**Total Expenses .....** **\$ 55,000**

## Calendar

- July 4** ..... **No meeting** for Bethlehem Rotary
- July 10** ..... **Board Meeting** at PNC Bank
- Aug. 2** ..... **District Gov. Visit** at club meeting
- Aug. 7** ..... **Board Meeting** at PNC Bank
- Aug. 9** ..... **Strike Out Hunger** - Reading Phillies
- Aug. 22** ..... **Strike Out Hunger** - Phila. Phillies
- Nov. 2** ..... **Salute the Troops Concert**