

# ROTARY MEMBERSHIP DEVELOPMENT AND ROTARY FOUNDATION WORKSHOPS

To all of the Rotarians in District 7450.

From PDG Bob Lankin:

On Saturday morning, September 27, 2008, we will be having a Membership Development and Rotary Foundation Workshop. It is our hope that as many members as possible will attend one workshop or another. Both meetings will take place at the Delaware County Community College, on Media Line Road in Newtown Square. The registration will begin at 7:30 am with the meetings starting at 8 am. They will both conclude at 12:30 pm.

As the District membership Development Chairperson, I would like to tell you about the ideas which will be presented at the Membership workshop, and why it is important that several of your members participate and not just the membership development chairperson. You see the ideas are so "outside the box" and different than you have been told so many times before, it will need several different people to return to your club to change everyone's way of looking at it. Perhaps you could say that we will be presenting a new perspective in looking at the

ideas regarding prospective members.

If your members attend, they will learn:

- Why harassing Rotarians and lecturing them about recruiting doesn't work.
- Why membership drives, contests and promotions don't work.
- Why Rotary will not solve its membership problems by cold calling and door knocking.
- How to automate your membership recruitment efforts, so that recruitment comes as easy as scheduling programs at club meetings.
- How to have a successful year every year for membership development without the angst and soul searching that has accompanied these efforts in the past.
- How to get prospective members to come to you.
- How to get your members to bring guests to the meetings naturally and automatically.
- How to lock "the back door of Rotary" and reduce the incidence of members

dropping out.

- How to use the opportunity to name Honorary Members in a way that will dramatically increase your fund raising success.

The meeting is paid for out of the funds your club has already sent to the district. Your club will want to attend, not only to get its money's worth, but to solve this membership issue, once and for all! There is no additional charge to the members for attending.

It would be helpful for us in ordering the Continental Breakfast to have an idea of how many people are coming. So, please have your club president send me an e-mail around September 20, to give us an idea of how much food to order.

Bob.Lankin@RaymondJames.com

Best regards,

Bob Lankin PDG  
Membership Development  
Chairperson  
Rotary District 7450

Please let Barbara know if you are interested in attending.

www.mediaryotary.org

# The Medium



Volume 81, Issue 08  
August 21, 2008

Reception Committee		Program	
Date	Chairperson	Greeter	Speaker/Subject
August 21	Nancy Geisel	Evelyn Preising	Soccer in Chester, PA. MEMBERSHIP DAY
August 28	Ellen Gorby	Lynne Green	Canine Partners for Life
September 4	Karin Gustafson	Rosemarie Halt	Classification Talks
September 11	Sally Holub	Warren Higgins	9/11 Lest we Forget
September 18	Andy Hunt	Walton Hill	Evolution - Carlton Bagby
September 25	Terrance Kline	Dennis Rehrig	Phil Martelli

The Rotary Club of Media #5492  
PO Box 522, Media, PA 19063

## CALENDAR OF EVENT

Rotary Board Meetings - Second Tuesday of every month.  
*The meetings will be held at 12 p.m. at the Towne House.*

Rotary Foundation Meetings - July 31, September 25, December 18, March 26, May 28, & June 25  
*The meeting will be held at 1:30 p.m. at the Towne House.*

Schedule of Events for Rotary District 7450  
*More information can be obtained at [www.rotary7450.org](http://www.rotary7450.org).*

A copy of the Rotary Foundation of Media by-laws, latest Treasurer's report and guidelines for requesting funds are available at <http://www.mediarotary.org/foundation>. A comprehensive list of recipients is also available for your perusal.

Sunshine Committee  
Let Lynne Green know about anyone who is ill, has passed away, has gotten married, has had a new baby, etc. Please contact her via email at [pgs8@comcast.net](mailto:pgs8@comcast.net).

Website  
[www.mediarotary.org](http://www.mediarotary.org)

## ROTARY CALENDAR OF IMPORTANT DATES

At the last board meeting, we discussed membership. The board recommended having Rotary Information on the Thursday following the Board Meeting each month, having the 3rd Thursday be "Membership Day" (with a few minutes to talk about what it's like

to be a Rotarian), and the 4th Thursday being Induction Day. This will allow for names to be placed in the Medium with enough time for the 7-day notice.

District 7450 \* Joel Chesney - District Governor \* [www.rotary7450.org](http://www.rotary7450.org)  
Rotary Foundation Chair: Russ deFuria, Membership Chair: Bob Lankin,  
Group Study Exchange Chair: Karen Straw-Hacker, Vocational Chair:  
Charles Streiwieser, Lieutenant Governor: Chuck Killian, Assistant Governors: Tim Birch, John Washington, **Mollie Shiflet-O'Brien**, Robert Latshaw,  
Arthur Klein, Cynthia Lyman, Doreen Storey, Samantha Kranyak-Ramsey and Bonnie Korengel.

Rotary International \* Don Kurn Lee - President \* [www.rotary.org](http://www.rotary.org)

Club Officers 2008-2009  
Barbara Laurenzi - President  
Ken Delmar - President Elect  
Carole McMahon - Vice President  
Andy Hunt - Secretary  
Jack Sproul - Treasurer  
Nancy Geisel - Past President  
Ted Pleibel, III - Sergeant at Arms

Board of Directors  
Jim Clyma  
Rosemarie Halt  
Jonathan Becker  
Tom Gibson  
Bryan Messick  
John Schlesinger  
Tom Gregory  
Jack Hontz  
Penelope Reed

Foundation Officers  
Jackie Woolfall - President  
Tom Hibberd - Vice President  
Lori Markusfeld - Secretary  
Bob Dimond- Treasurer  
Bill Davis  
Walt Hill  
Sally Holub  
Bill Strine

Club Chairs  
Jonathan Becker- Gundaker Foundation  
Tom Gibson - Club Administration  
Bill Strine - Club Membership  
John Schlesinger - Public Relations  
Nancy Geisel - Rotary Foundation  
Bryan Messick - Service Projects  
Ken Delmar - Vocational & Program  
Lynne Green - Social Committee  
Courtney Ballauer & Jackie Woolfall - Fall Fantasy Auction

Executive Secretary - Don Bak  
Recording Secretary & Medium Editor -  
Courtney Ballauer

## 50-50 GIFTS

50-50 gifts for the next 70 weeks were supplied by the following businesses and Rotarians:

Conductive Plastics Company  
Contemporary Styles by Mena  
D'Ignazio's Towne House  
Franklin Mint Federal Credit Union  
Kaos Surfboards  
Pinocchio's  
PNC Bank  
Professional Duplicating  
The Little Inn  
Vinnie's Place  
Wawa

The following Rotarians are responsible for the above gifts:

Mike Boettcher  
Jeff Cadorette  
Ken Delmar  
Tom Gregory  
Terry Kline  
Barb Laurenzi  
Bryan Messick  
Ted Pleibel  
Greg Torre

Please thank them for making our weekly 50-50 a little exciting!



### MEET OUR MEMBERS: LEWIS B. BETTY, JR.

Lew has been a member the Rotary Club of Media since January 1, 1984. He grew up in Media and attended Media Friends School, Swarthmore Public School, Cornell University, and The University of Pennsylvania Law School. After law school, he worked for Butler Betty Greer & Johnson for 33 years. Lew and his wife Peggy of 59 years have 4 children, and 7 grand children. Lew joined Rotary because former member, Roger E. Fox, MD urged him to join. He has served one 3-year term as Director and has worked almost every Pancake Day since becoming a member. Lew enjoys that our meetings start on time and adjourn on time. He also likes how long members stay with the club. He enjoys our speakers and encourages members not to talk during presentations.

## DONATIONS TO VFW

Our active military has requested the following items: Coloring Books \* Baby Wipes \* Crayons \* Cotton Balls \* Small, Safe Toys \* Q-Tips \* Silly String \* Toiletry packets \* Tooth Paste \* Tooth Brush \* Powdered Drinks \* Sunglass Inserts \* Training Pants \* Toilet Tissue (1-ply) \* Donations \* CHOCOLATE \* etc.

### MEET OUR MEMBERS: JACKIE WOOLFALL

Jackie has been a member of the Rotary Club of Media since 1999. She grew up in Springfield, PA and went to Springfield High School. After High School, she attended Shippensburg University for her Undergraduate degree and West Chester University for her MBA. Jackie worked in Intercommunity Health for the Delaware County Government for 6 years, the American Cancer Society for 1 year,

and has been at Riddle Memorial Hospital for 10 years. She has one "child" ... an adorable beagle puppy, Tucker, who just celebrated his first birthday. Jackie joined Rotary to better serve our community and to feel like she is a part of the community that she lives and works in. She has been a Past President of the Rotary Club of Media and the only president in the club's history to do two consecutive years. She is the Current Foundation President, Co-Chair of the Auction Committee, and has worked on many other committees throughout the years. She loves seeing all of the members and hearing the excellent speakers and loves doing wonderful things in the community. Best of all, she has fun doing it!

### DR. WALT HILL

Dr. Walt Hill would love to hear from fellow Rotarians. Call him at 610-527-6500. He is at:  
Presbyterian Village  
404 Cheswick Place, Apt 171A  
Rosemont, PA 19010  
Or call the Village and ask for Dr. Hill, Room 171.

## REGISTER TAPES

Jack has been working hard to collect register tapes for ... 12 YEARS! Keep them coming!  
At the end of our June he has collected almost \$9,000. As the tapes come in, Jack submits the receipts and a check, generated from Acme's Home Office, is mailed directly to the Rotary Foundation.  
Thank you all for your support!

## GREAT ROTARIAN?!

Know someone who would make a great Rotarian? Bring them to a meeting!

### TRIVIA QUESTION FROM ROTARY.ORG.

How many lawyers does it take to write 300 trivia questions?

(Answer found on back.)

## COST OF LUNCH

I regret to inform you that the cost of lunch will soon be going up. With rise in cost at the Towne House, the cost for lunch will be raised to \$14. Thank you for understanding.

Please don't forget to sign in at every meeting!

Replacement Badges - \$10

Replacement Lapel Pins - \$5

Phones must be on vibrate - \$10 charge if they ring.

Rotarians are responsible for all information changes with Courtney Ballauer.  
Thanks!



WWW.MEDIAROTARY.ORG

### The Medium

Editor: Courtney Ballauer

610-744-2899

cballauer@riddlehospital.org

*Service Above Self*

- George A. Albany, III - Banking, Savings Bank
- Teresa Angarita - Construction Company
- Don Bak - Architect
- Courtney Ballauer - Community Health
- Edward J. Beadle - Dentist
- Lewis B. Betty, Jr. - Law-Probate
- Jonathan Becker - Estate Attorney
- David L. Belanger - Library Administration
- Joseph S. Bodalski - Financial Consultant
- Mike Boettcher - Surf Shop-Retail Manufacturing
- Valarie Bradley - Real Estate Inspections
- Marcus Brettschneider - Packaging
- Martin Brian - Pharmacist
- Jeffry Cadorette - Property Management
- Anthony Cavaliere - Banking
- George Cristoforidis - Home Health Care Equipment
- Bruce Clark - Municipal Manager
- Jim Clyma - Real Estate-Commercial
- William K. Davis - Community Planner
- Kenneth Delmar - Plastics, Packaging
- Robert L. Dimond - Veterans Affairs
- Michele Edgcumbe - Non Profit Director

# CLASSIFICATIONS

- Robert W. Edmondson -
- Al L. Elko - Accounting-CPA
- Virginia Falkenbach - Computer - Web Design
- Nancy A. Geisel - Real Estate - Sales
- Michael Gibbons - Music Producer
- Tom Gibson - Public Relations
- Ellen Gorby - Salon/Spa
- Lynne L. Green - Realtor Leasing
- Tom H. Gregory - Printing - Quick Copy
- William S. Gross - Retail Men's Clothing
- Karin Gustafson - Advertising/Promotion
- Ted Hadley - HONORARY
- Rosemarie Halt - Pharmacist
- Stanley T. Hibberd - Casualty Insurance
- O. Warren Higgins - Law-Retired
- Walton B. Hill - Education-Technical College
- Sally Holub - Magazine
- John Hontz - Education-Music
- Andrew Hunt - Investment Representative
- Peter E. Irish - Automotive Sales/Leasing
- Eugene L. Kane - Medicine-Optometrist
- Alex E. Karkenny - Stock Broker
- Denise Kerr - School Superintendent
- Reverend Robert Kesel - Clergy-Presbyterian
- Joseph Kleschick - Ship Building
- Terrance A. Kline - Law
- Pat Kosinski - Non Profit Director
- Jim Larsen - In-Home Senior Care
- Barbara Laurenzi - Banking-Business Banking
- Nicholas Lippincott - Law-Litigation
- Peter A. Mardinly - Law-Tax
- Lori Markusfeld - Fundraising
- Carole McMahon - Home Healthcare
- Victor A. Menghetti, Sr. - Veterinarian-HONORARY
- Bryan Messick - Banking
- Dale Moppert - Bank-Retail
- David E. Pergrin - HONORARY
- Ted Pleibel, III - Sign Maker
- Evelyn Preising, MA - Non-Profit Director
- Penelope Reed - Theater
- Dennis Rehrig - Med-Chiropractor
- Roger Ricker - Theater
- J. Nelson Rigby - Funeral Director
- Martin T. Sarkees, Jr. - Accountant
- George S. Saulnier - Law
- John J. Schlesinger - School Administrator
- Mollie Shiflet - O'Brien - Law-Real Estate
- Dennis Slostad - Architect-Commercial
- Fran Smith - Insurance Consultant
- Jeffrey A. Smith - Borough Manager
- Warren D. Smith - Dental Laboratory
- Larry V. Smoose - Clergy
- Jack Sproul - Laundry-Coin Op
- Robert L. Stahl - Decorator
- Linda E. Stone - Commercial Banking
- Walter Strine, Sr. - HONORARY
- William B. Strine - Engineer-Consultant
- James W. Thomas - Springfield Ford, Inc.
- Jay A. Thomas - Automobile-Retail
- Greg Torre - Alarm Service
- William Tyson - Oil Refining
- John D. Vairo - Higher Education Administration
- Lawrence Weathers, III - Auto-Leasing, Sales, Service, Parts
- Mark Whitehead - Education
- Randolph B. Winton - Money Manager
- Jackie L. Woolfall - Marketing & Public Relations
- Andrea Youndt - Director-YMCA

# TRIVIA ANSWER



One, when it's Simon J. Brighenti Jr., a member of the Rotary Club of West Springfield, Mass., USA. Brighenti has parlayed a lifelong passion for trivia into an unusual avocation: writing questions and answers for trivia games. He coauthored the electronic version of NBC's popular TV quiz show *1 vs. 100*, writing approximately 300 questions - along with 900 possible answers - for the tabletop game.

**Question:** What kind of quiz questions come from the pen of this full-time lawyer, active Rotarian, longtime *Jeopardy* fan, avid Connect Four player, sometimes poet, and volunteer coach for his children's baseball teams?

**Answer:** Brighenti is equally adept at crafting questions on topics as varied as ancient Rome, contemporary athletics, and pop culture. "I'm pretty much a generalist, though I have a special interest in sports and history," Brighenti says. "I've also been a movie buff since childhood, and I minored in Latin and classical studies in college."

**Question:** How does he do it?

**Answer:** Writing trivia questions is, well, anything but a trivial pursuit. It takes a certain skill to turn a nugget of information into an interesting question of 20 words or less. "If a fact is too obscure or has no entertainment value, no one will care about the question, and the answer possibilities have to be crafted to sound reasonable," Brighenti says. Although writing quiz questions is a sideline," he adds, "it's nice to have a use for a lifetime of trivia knowledge."