

The Medium

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www.mediarotary.org

District 7450 PR Project Gets Center Stage



Check out our article in the *Rotary Leader*, District 7450 Newsletter for July 2009.

The Rotary Club of Media celebrated service of past officers June 25 at the Broomall Lake County Club in Media. Past District Governor Arne Graf conducted the installation of Ken Delmar as president as well as officers and directors. Past District Governor Jeffry Cadorette served as the MC for the evening. Administering the oath of office (center) is Past District Governor Graf as 2008-2009 president Barbara Laurenzi looks on.

As promised by Rotary International, the public relations “breakout session” at the recent RI Convention in Birmingham, UK, highlighted Rotary District 7450’s recent diorama advertising at the Philadelphia International Airport as one of a handful of exemplary initiatives. Philadelphia Rotary member Joe Batory, who designed the District 7450 campaign and wrote for the PR grant from RI, was able to address the audience and add some detail about our District 7450 project for about 300 Rotary members from around the world at this session.

In a nutshell, our Rotary District has just completed a five month advertising campaign at the 5th busiest flyway in the USA. The overall ad cost was 7500.00 but via this PR grant from Rotary International, our District had to expend only about \$1700.00 for this project. This marks the 2nd consecutive year that District 7450 has received a competitive public relations grant.

Joe Batory’s Review of the Rotary International Convention in Birmingham, UK, is currently posted on the Rotary International website. Here’s what he said:

“The RI Convention in Birmingham was truly a “spectacular” experience for my wife Joan and me (both Philadelphia Rotarians). World class speakers (Scientist Jane Goodall, UNICEF’s Mia Farrow, the United Nations’ Clarissa Brocklehurst, Shelter Box Founder Tom Henderson and many others) offered a powerful portrait of the bigger picture of what we are all about as Rotarians...Hundreds of Rotary’s local projects on full display...Great fellowship in meeting so many Rotary members from other countries...A wonderful city and convention center as the site...Superb entertainment each night...Everything well organized and so meaningful. Congratulations to everyone involved with pulling this off!”



- Joe Batory (Rotary Club of Philadelphia, PA, USA)

Reception Committee			Program
Date	Chairperson	Greeter	Speaker/Subject
July 23	Bill Strine	Andi Youndt	Alaska - Sarah McDermott
July 30	Greg Torre	Courtney Ballauer	Philadelphia Inquirer - Bill Marimow
August 6	Jack Sproul	Virginia Falkenbach	Pennstate University Brandywine Campus - Bob Wetzel
August 13	Randy Winton	Jackie Woolfall	TBD

Calendar of Events

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

Media Rotary Foundation Meetings - Dates TBD.

The meeting will be held at 1:30 pm at the Towne House Restaurant.

Schedule of Events for Rotary 7450

Information can be obtained at 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 e-mail at pgs8@comcast.net

Membership Dates

Our club board recommends (1) that the 3rd Thursday of each month be Membership Day (with a few minutes to talk about what it's like to be a Rotarian); (2) that the Rotary Information sessions for new members be held each month on the Thursday following the board meeting (allowing for prospective new members names to be placed in The Medium with enough time for the 7-Day Notice); (3) that new member induction day be the 4th Thursday of each month.

District 7450

www.rotary7450.org

Al J. Marland, District Governor

Rotary International

www.rotary.org

John Kenny, President

Directors for 2009-11 are: John T. Blount, of the Rotary Club of Sebastopol, California, USA; Frederick W. Hahn Jr., Independence, Missouri, USA; Antonio Hallage, Curitiba-Leste, Paraná, Brazil; Masahiro Kuroda, Hachinohe South, Aomori, Japan; Kyu-Hang Lee, Anyang East, Gyeonggi, Korea; David C.J. Liddiatt, Clifton, Bristol, Avon, England; Ekkehart Pandel, Buckeburg, Germany; K.R. Ravindran, Colombo, Western Province, Sri Lanka; and Thomas M. Thorfinnson, Eden Prairie Noon, Minnesota, USA.

Club Officers 2009 - 2010

President - Ken Delmar

President Elect - Andy Hunt

Vice President - Bryan Messick

Secretary - Jonathan Becker

Treasurer - Jack Sproul

Sergeant-at-Arms - Ted Pleibel

Past President - Barb Laurenzi

Board Members

Tony Cavaliere - Tom Gregory

Rosemarie Halt - Jack Hontz

Pat Kosinski - Penelope Reed

John Schlesinger - Dennis Slostad

Larry Smoose

Committee Chairs

Club Administration - Tom Gibson

Membership - Pat Kosinski

Public Relations - Cynthia McGoff

Service Projects - Bryan Messick

Rotary Foundation - Penelope Reed

Gundaker Foundation - Jonathan Becker

Media Foundation Liasion - Barb Laurenzi

Program / Vocational - Ken Delmar

Rotary Information - Tony Cavaliere

Social / Sunshine - Lynne Green

Media Rotary Foundation

PO Box 2028

Media, Pennsylvania 19063

President - Jackie Woolfall

Vice President - Tom Hibberd

Secretary - Lori Markusfeld

Treasurer - Bob Dimond

Foundation Board Members

Bill Davis - Sally Holub

Bill Strine - Walt Hill



Thousands Pitch in for Rotarians at Work Day

By Ryan Hyland - *RI News* - 9 June 2009

More than 25,000 Rotarians and volunteers from 35 districts worldwide rolled up their sleeves to improve their communities as part of Rotarians At Work Day.

Started in 2006 by the late Bob Watson, past governor of District 5340 (California, USA), Rotarians At Work Day happens the last Saturday in April each year and challenges clubs around the world to carry out hands-on service efforts in their community.

"It truly is a grassroots project," says Pamela Russell, governor of District 5340. "The day is a great opportunity to revitalize your club, bring in new members, and generate publicity for Rotary."

Watson's vision was that by 2014, every club and Rotarian would participate, says Russell.

"Imagine the impact when all clubs come together and perform community service projects," she

says. "Thousands of people will benefit both indirectly and directly from just our one-day efforts."

Here are a few of the projects that Rotarians carried out around the globe on 25 April:

- To emphasize the importance of bicycle safety, 15 clubs in District 1410 (Åland Islands; Finland) collected 2,000 knapsacks for bike helmets and delivered them to local schools.
- Members of the Rotary Club of Vasco da Gama, Goa, India, helped build two large steel lockers for a school in Chicalim.
- More than 100 Rotarians and Rotaractors from District 9200, which covers five countries in eastern Africa, planted trees, painted rooms, and repaired cow sheds

for the Morning Star Children's Ministry for orphans in Nairobi, Kenya.

- A joint effort between the Rotary clubs of Ensenada Riviera, Baja California, Mexico, and Newport-Irvine, California, provided more than 100 new chairs to a primary school in Zarco, Mexico. Rotarians also painted part of the school, cleaned up the patio, and planted trees.
- The Rotary Club of Carlsbad, California, started a sustainable vegetable garden at a local homeless shelter, allowing residents to grow their own food. Rotarians also painted several areas of the facility.

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

The Other Side of the World

Written by Brandon Johnson, (continued from last week)
our Ambassadorial Scholar.

October 21, 2008
Odyssey to Batad
Banaue, Luzon, Philippines



I scaled the rugged forest path, Got, in his gleeful humor, couldn't help adding an extra touch. Suddenly, the skies split, and the heavens unloaded the ocean. The narrow forest path morphed into a gushing river, and I found myself huddled in a rugged, homemade "pavilion" to avoid the torrential downpours. As the rain slowed, I continued through the newly-formed creek, teetering along cliff edges and wading through waterfalls, until I *finally* made it to the village.

Batad is one of about ten villages, or *barangay*, nestled deep within the mountains

of the Philippines' province. About 2,000 years ago, the natives of these villages carved rice terraces into the mountainsides to create sustainable croplands for self-sufficiency. The terraces extend for acres, supported by age-old stone walls, with irrigation systems that skillfully direct mountain water to the crops. It is said that if the terraces were placed side-to-side, they would encircle half the globe. To this day, the villagers harvest their fields by hand, and nearly all the rice is used for self-sustenance (though it is rarely enough to feed their large families).

(continued next week)

Interested In More...

District 7450 puts out a newsletter each month covering local events and happenings. We can be a part of it. Information and photos (with names of all in photo) can be sent to info@rotary7450.org, and mombugjoan@msn.com. Check out rotary7450.org for the most current issue of the newsletter.

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

Replacement Magnet Lapel Pins \$5

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

Replacement Badges \$10

Rotarians are responsible for all information changes with Courtney Ballauer. cballauer@comcast.net

Thank you for your cooperation!



Club Members & Classifications

The Medium
Editor: Courtney Ballauer
610-744-2899
ballauerco@mlhs.org

George A. Albany, III – Banking, Savings Bank
Teresa Angarita – Construction Company
Don Bak – Architect
Courtney Ballauer – Community Health
Sylvia Bastani - Financing/Higher Admin.
Edward J. Beadle – Dentist
Lewis B. Beatty, Jr. – Law–Probate
Jonathan Becker – Estate Attorney
George Beebe - Mortgage Broker
David L. Belanger – Library Administration
Joseph S. Bodalski – Financial Consultant
Mike Boettcher – Surf Shop-Retail Manufacturing
Valerie 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
Al L. Elko – Accounting–CPA
Virginia Falkenbach – Computer – Web Design
Nancy A. Geisel – Real Estate – Sales
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
Rosemarie Halt – Pharmacist
Richard Harding - Banking
Stanley T. Hibberd – Casualty Insurance
O. Warren Higgins – Law–Retired
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
Cynthia McGoff - Administration - Development
Carole McMahon – Home Healthcare
Bryan Messick – Banking
Dale Moppert – Bank–Retail
Louis Pavlovitch - Accountant-CPA
Ted Pleibel, III – Sign Maker
Penelope Reed – Theater
Dennis Rehrig – Med-Chiropractor
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
William B. Strine – Engineer–Consultant
James W. Thomas – Springfield Ford, Inc.
Greg Torre – Alarm Service
John D. Vairo – Higher Education Administration
Lawrence Weathers, III – Auto-Leasing, Sales, Service, Parts
Bob Wetzel - Higher Education-Development
Marvel Wilson - Heating Oil Sales
Randolph B. Winton – Money Manager
Jackie L. Woolfall – Marketing & Public Relations
Andrea Youndt – Director-YMCA

Honorary Members:
Ted Hadley
Walton B. Hill – Education–Technical College
Victor A. Menghetti, Sr - Veterinarian
David E. Pergrin
Walter Strine, Sr.

Pending Membership:
Greg Kummeth
Joe Maylish

Donations to the 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

Don't forget our members

Although Walt and Dave can't make it to our regular meetings, they would love to hear from you:

Dr. Walton B. Hill
810 Louisa Street
Williamsport, PA 17701

Dave Pergrin
313 Luther Drive
Shrewsbury, PA 17361

50/50 Gifts

50/50 gifts for the next 70 weeks were supplied by the following businesses and Rotarians: Conductive Plastics Company, Contemporary Styles, 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 more exciting!