

# The Medium

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[www.mediarotary.org](http://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](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 e-mail at [pgs8@comcast.net](mailto: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](http://www.rotary7450.org)

Al J. Marland, District Governor

## Rotary International

[www.rotary.org](http://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](mailto:info@rotary7450.org), and [mombugjoan@msn.com](mailto:mombugjoan@msn.com). Check out [rotary7450.org](http://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](mailto: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!