



Swarthmore Rotary Cog Notes



P.O. Box 4, Swarthmore, PA 19081

February 13, 2020

Mark Daniel Maloney
RI President 2019-20
Peter A Mardinly
District 7450 Governor

Swarthmore Rotary
Leaders

Maria Michael Zissimos
President
Youth Services Chair
Craig Fava
Past President
William Clinton Hale
President-Elect
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Perri Ann Evanson
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Betty Ann A. Flynn
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Anne C. Hansen
Club Director
Lori Markusfeld
Service Projects Chair
Penelope Reed
Public Relations Chair
Barbara Amstutz
Grants Committee Chair
Kathryn Jones
President-Nominee
Sean Murphy
Assistant Governor

Meetings and Events

February

13th - [Meeting](#)

Speaker: Carole Adrienne Murphy, CEO JAMCO films
Subject: The Making of the Civil War Medicine Documentary Series

20th - [Meeting](#)

Speaker: Bridget Scott, Swarthmore College alum, Fulbright Teaching Assistant
Subject: The New Africa Education Foundation Project

27th - [Meeting](#)

Speaker: Reception 5:30 pm at the Swarthmore Inn
Subject: Reception 5:30 pm at the Swarthmore Inn

Table Grace

By Frederick E. Christian

Thank you, Lord, for this great land and its blessings of freedom for mind, body, and spirit. As we renew our pledge to the flag, may we truly appreciate what it means and rejoice in the heritage others have made possible for us and take strength from the knowledge that these freedoms are gaining wider currency across the world. Keep us mindful of all your gifts. Amen.

4 Way Test

Of the things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Last Meeting Summary




If they think about it at all, people may picture Natural Lands as an organization that buys properties to keep them from being developed. Natural Lands can do much more than that, as explained by Peter Williamson, Vice President of Conservation Services at Natural Lands. Peter said they use


a variety of techniques to achieve their goals, which are 1) save open space, 2) care for nature, and 3) connect people with the outdoors. He provided some examples of how they accomplish their goals. They helped Darby get a grant from the state to purchase a 36-acre tract of land for a park. They helped Radnor raise money to develop a trail system. When five siblings came to Natural Lands for help with a large property they had inherited, Natural Lands developed an easement arrangement that benefited everyone. By establishing the easement, the siblings were able to take a tax deduction. The easement reduced the value of the land so that one of the siblings was able to afford buying out the other four. The land remained as a green space instead of being developed. All of this, of course, takes money. If you are interested in keeping green spaces you can become a member of Natural Lands or make a contribution at www.natlands.org.

"If I look at the mass, I will never act. If I look at the one, I will"
Mother Teresa

Rotary Celebrations!

Birthdays

 Raymond F. Hopkins
February 15th

 Dan Honig
February 16th

Wedding Anniversaries

No wedding anniversaries

Years of Service



Jeanie Bengtson
02-16-2016
4 Years

Happy Dollars

\$1879

2019-20 Happy Dollars
for Polio Plus Fund
(\$3 to fully protect one child)

2018-19 total: \$3,845
2017-18 total: \$4,515
2016-17 total: \$3,756

Guests Last Meeting

Hogie Hansen (Anne's
husband)

Interview with Ken Wright

Ken Wright said, in the course of our discussion, he loved Swarthmore, his work, and, of course, his family. Start with Swarthmore. Like several other Rotarians, Ken was born in Chester, where his father worked. His family moved to Swarthmore when Ken was four. After graduating from Swarthmore High School, Ken made the first of his many moves away from Swarthmore when he went to Denison University in Ohio. In spite of great job opportunities throughout the world, Ken always returned to Swarthmore. In 1995 Ken returned to Swarthmore for good. When he was asked to join the Swarthmore Revitalization Task Force Ken said that he was happy to do so. Ken said "he wanted to be part of making Swarthmore better". His wanting to help was the same reason Ken joined Rotary in 1998. Two highlights of Ken's Rotary experience were two projects he helped originated. The first was the literacy project at the Chester School District. When the District was unable to keep the program running, Ken helped transfer it to the Chester Charter School for the Arts charter school, where it is still in place. Ken's biggest Rotary highlight was starting Fun Fair. He got the idea from observing the Community fair in Woodstock, England. He got Gordie Nichols to help him put together the plan we have today.

Ken said he has moved 25 times in his life. After graduating from Denison, Ken entered the Air Force for three years. Ken's first job after leaving the Air Force was at Scott Paper in 1959. For 16 years at Scott Paper, he worked in Washington, D.C., the headquarters several times, Michigan State (where Scott sent him for his MBA), and Belgium. He left Scott to work at Weightman Advertising in Philadelphia for five years in the 70s. In 1978, Ken took a lunch with a CPA as a favor for a friend. The CPA said the professional standards for accountants had just been changed to allow CPAs to market themselves. Ken saw this as an opportunity to get in on the ground floor of an area of advertising and decided to become their Marketing Director. The downside was he had to move to New York City. This was ameliorated by getting almost three times his former salary. Ken eventually wound up at Price Waterhouse as head of marketing. Ken said the key to marketing is to determine what niche of the business at which the company is best and focus all resources in that area. There might be a lesson for growing our club in this message. Ken retired in 1998, by which time he had already moved back to Swarthmore.

Ken met his first wife, Mary, in 10th grade at Swarthmore High School. When he went to Denison College Mary eventually joined him. Ken and Mary had four children. Ken, the oldest, lives in Swarthmore, Mark lives in New York City, Perri we know, and Jeff lives in Eddystone. Ken's children have given him four grandchildren (Heather, Erica, David, and Madeline) and three great grandchildren.

Mary died of MS in 2012. By then, they had moved to Plush Mills. Before Mary died they were best friends with Joan and her husband Bill. Bill died in 2011. Ken and Joan dated for a year and they got married in 2013.

Ken's pastimes are reading and travel. He particularly likes mystery books set in foreign locations. His favorites are Jacqueline Winspear (novels set in England), Louise Penny (Canada), and Donna Leon (Italy). Ken has traveled extensively, mostly to Europe, but he has also visited Thailand, Japan, and India (where he was part of a Rotary team dispensing Polio vaccine). In the last few years Ken has traveled mostly with his daughter Perri, and some with son Ken. He describes them as "very good traveling companions".

It is fortunate for us that Ken has applied some of his marketing and persuasive skills for making Rotary and Swarthmore better.