



# Swarthmore Rotary Cog Notes



P.O. Box 4, Swarthmore, PA 19081

June 25, 2020

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

Swarthmore Rotary  
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Youth Services Chair  
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President-Elect  
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Club Executive Secretary  
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Craig Fava  
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Perri Ann Evanson  
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Club Director  
Anne C. Hansen  
Club Director  
Lori Markusfeld  
Service Projects Chair  
Penelope Reed  
Public Relations Chair  
Barbara Amstutz  
Grants Committee Chair  
Sean Murphy  
Assistant Governor

## Service Quotation


"I hold that while man exists it is his duty to improve not only his own condition, but to assist in ameliorating mankind."  
Abraham Lincoln


## Rotary Celebrations!

Birthdays

No Birthdays Found

Wedding Anniversaries

 Arthur G. Baker  
June 25th

 Martin Spiegel  
June 29th

George C. Whitfield Jr.  
June 30th

## Meetings and Events

June 25, 2020 Zoom meeting  
Induction of new officers  
Speaker: Rosemarie Halt, Public Health Consultant, Delaware County

### Table Grace

By Frederick E. Christian  
Eternal God, give us vision as we approach another active year in Rotary. Keep before us loftier heights of service. Guard us from complacency. Use this Rotary to embody that larger and better life to which you would have all humankind rise. 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

Meghan Lockman, Executive Director of the Chester Ridley Crum Watersheds Association (CRC), told us the CRC had been planning a big 50-year anniversary party this spring. We know what happened to those plans. She said CRC was founded by Swarthmore residents who were concerned about the planned Blue Route. It is clear from Meghan's talk that CRC has moved on from fighting the Blue Route. Among the activities that Meghan said CRC is doing are: education about plants and wildlife in the watersheds, removing invasive plants and planting trees, riverbank stabilization, stream cleanup, promote dam removal, and reintroduce water mussels. Their website, [www.crcwatersheds.org](http://www.crcwatersheds.org), lists other activities. I know many of these activities have been conducted in Little Crum Creek park in cooperation with the Swarthmore Environmental Committee. The Park is typical of CRC projects in that the work is done by volunteers. While there is very little work being done now, we are all hoping that we can soon get back to taking care of our watersheds.

### Perri Evanson Interview

Perri Evanson, at one point in our conversation, described one of her bosses as "the second most brilliant marketer, after my Father". We can modify an old saying slightly and say "like father, like daughter". had a successful career in advertising until she felt it was important to stay home to take care of her children. When she resumed work, she has had a successful career in real estate. pointed out the important part marketing plays in being a real estate agent. She said that, as an agent, she loves to develop an idea of who will buy a house. She then markets the house accordingly. Of course, she also has to understand the seller's goals. said helping the client achieve those goals is "tremendously rewarding". As we remember from Ken's interview, the Wright family moved around a lot but always returned to Swarthmore. Perri said she was born in Washington D.C. but has lived in New York, Brussels, Dublin, and Philadelphia. Perri attended Denison University for three years and spent her senior year at Trinity University in Dublin, Ireland. She received a joint Denison/Trinity degree, with a major in English and



## Years of Service



Gudmund R. Iversen  
07-01-1985  
35 Years



Michael D. Malone  
06-29-2001  
19 Years



Penelope Reed  
07-01-2017  
3 Years

## Happy Dollars

\$2186 (pledge \$974)

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

No guests

political science.

Upon graduation, Perri, went into advertising. She primarily worked for two advertising firms: Ketchum and Group2. Perri stopped working when her son David was born prematurely. As David required constant care, Perri took several years off. During that time Perri's daughter, Maddy, was born. When Maddy was three, in 1995, a family friend suggested that Perri go into real estate. She has been a real estate agent ever since. She said the motto of the first company she worked for, Baird & Bird, was "clients for life". She said she has continued that practice ever since.

Perri joined Swarthmore Rotary in 2001. She was recruited by Gene Martinson. Gene told her that every club member should be on a committee, a practice that she has tried to follow ever since. After being responsible for Rotaract and Interact, among other activities, Perri was President 2014-2015. She said the highlight of her year as President was her involvement in the Chester work program that Swarthmore Rotary funded through a grant from Rotary International. She felt that the program expanded the interns' world view.

As mentioned, Perri has two children. David is working in Philadelphia at Blackrock, an investment company. Madeline (Maddy) is finishing her undergraduate degree at Temple. Maddy took several years off to be a master diver. Her focus was on doing research at coral reefs. She supported herself by running scuba diving excursions. Perri has a dog, Emma, which she shares with her father Ken. Apparently, Emma is upset because she isn't going out as much because of the quarantine.

Perri used to be an active singer, being a member of the Mendelsohn Club and Philadelphia Singers volunteer groups. She performed at Carnegie Hall and the Mann Music Center. She said she is not singing much now. Her current enthusiasm is long-distance cycling. We have heard about some of her trips such as cycling down to the Jersey shore. Perri described herself as not being very athletic before she did her first cycling trip.

Perri likes to read historical novels where she can learn about new places. Her current favorite book is "Mr. Mercedes" by Stephen King. A recent TV show she particularly enjoyed was "Last Tango in Halifax", which she described as a British rom-com. Not one to sit around, Perri has been volunteering at the Co-op during the quarantine.

Marketing may be in Perri's blood. As those of us who were members when she was president know, hard-work and leadership are also in her blood.

### Speaker Bio

Rosemarie Halt has over 30 years of experience as healthcare professional, specializing in health policy and public health. She currently is the public health consultant for Delaware County, coordinating the COVID -19 Pandemic response with Chester County Health Department.

Prior to taking on this new role with Delaware County she was the Senior Director of Policy for Maternity Care Coalition where she advocated for the health and well-being of pregnant women and their families. As a registered pharmacist with a Master's Degree in Public Health, Rosemarie has focused her career on improving health policies in childcare and public health systems and is currently actively involved in combating the opioid epidemic in Pennsylvania and establishing a county health department in Delaware County.

Rosemarie has extensive professional and community advocacy experience at the local and state level, including leadership positions in several community based organizations such as the League of Women Voters, and is the current President for the University of the Sciences Alumni Board of Directors.