



CogNotes

The Rotary Club of Swarthmore
March 24, 2011

www.SwarthmoreRotary.org

March is **Literacy** Month



Rotary International President

Ray Klinginsmith

District 7450 Governor Joan Batory
Assistant Governor Anne Hansen

2010-2011 Board

President	Marv Gelb
President-Elect	Brian Casey
Club Administration	Brian Casey
President-Nominee	Steve Laxton
Past President	Betty Ann Flynn
Secretary	Madeline Bialecki
Treasurer	Gladys Snively
Membership & Retention	Open
Sergeant-at-Arms	Dean Wolfe
Service Projects	Mike Malone
Rotary Foundation Program	Craig Fava
Community Service	Hillard Pouncy
Attendance	Ken Wright
Public Relations	Ken Wright
Int. Service	Josh Twersky
Vocational Service	Anne Hansen/Ray Hopkins
Youth Exchange	Randy Winton
Tech Specialist	Ann Seidman
Gundaker	Brian Casey
Interact Club	Harry Urian
Rotaract Club	Cathy Darrell
Charitable Trust	Joy Charlton
CogNotes Editor	Marty Spiegel
	Brian Casey

Coming Program & Events

Mar 29 Literacy Event

at Bryn Mawr Trust
5:00 to 7:00 at Media Branch

Mar 31 Classification Talks

Brian Casey, Jim Leming

Apr 7 Amy Vollmer,

Swarthmore College, "Bacteria, Viruses, Vaccines and Antibiotics: practical knowledge for all citizens"

Apr 14 Daniel Hoffman,

Poet Laureate of the United States (1973-74). A celebration of National Poetry Month

Today's Program:

Tony Salvatore,
Founding member of the
Delaware County Suicide
Prevention & Awareness Task
Force

Table Grace:

Eternal God, teach us to number
our days that we may face our tasks
and responsibilities in the spirit of
adventure and hope.

Make us impervious to those
devastating moods of fear and
worry.

Lift our spirits as we recall here
in Rotary our shared hopes for all
humankind, and bless our meeting
and its bounty for we ask it in your
name. Amen.

The Rev. Dr. Frederick E. Christian



The Pledge of Allegiance

Four Way Test:

Of the things we think, say and do;

1. Is it the Truth?
2. Is it Fair to all concerned?
3. Will it build GOOD WILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?



Last Week's Speaker: George Strimel
By Brian Casey

George Strimel, General Manager of Radnor Studio 21 made a return visit to our Club to build on his July presentation about local Cable Television.

This week he spoke about how the Borough can make money while providing great programming to the local community.

In other states such as New Jersey, local cable is governed by State Rules. In Pennsylvania these state rules don't exist but Local Franchising Authority requires Cable companies to provide up to 3 channels to the communities that want them.

While most communities pay little attention to the Franchising agreements, some, like Pottstown, leverage these agreements to generate revenue of roughly \$750,000 per year.

As George said, everything is negotiable and local government had the opportunity to leverage these channels to not only provide great non-commercial programming, but to also generate much needed revenue.

Guests Last Meeting:

Susan Smythe, Penelope Reed,
Anne Martenson, Max Martenson



Lisa Lee inducted in to Club

Last week, Pastr President George Whitfield presided over the induction of our newest member, Lisa Lee, who was sponsored by Joy Charlton.

Lisa earned her B.A. in psychology from Swarthmore College and her Ed.M. in special education from Boston University. With the exception of a brief stint as a substitute teacher, she has spent her entire career in college and university administration.

She worked in graduate admissions at the Wharton School of the University of Pennsylvania, the Paul S. Nitze School of Advanced International Studies at The Johns Hopkins University, and the Fuqua School of Business at Duke University.

She returned to the Philadelphia area in 2000 to work in her current position as Director of Alumni Relations at her alma mater. At Swarthmore, Lisa oversees a department responsible for maintaining alumni ties with the college, including alumni events – Alumni Weekend, regional faculty and presidential events, an annual entrepreneurship conference, and alumni travel programs – volunteer management, and communication with alumni through print and social media.

Aside from work, Lisa sings with and is on the executive board of the Masterworks Chorale, participates in the outreach committee of the Swarthmore United Methodist Church, and is the doting aunt of a 6-year-old niece.

Literacy Month Event

By Marv Gelb

March is Rotary Literacy Month, and the **Bryn Mawr Trust Company** is spotlighting the work of the Delaware County Literacy Council.

Rotarians are invited to join District Governor Joan Batory at a networking event at the Media Branch on **Tuesday, March 29, 2011**, from 5:00 p.m. to 7:00 p.m., 22 West State Street, Media, PA.

We're hoping to have a wonderful turnout of Rotarians and local business people to celebrate literacy.

Please mark your calendars and plan to attend!

Happy Dollars
Total Since
July 1: \$1226



2009-2010 Total: \$896
(3537 Children Immunized)

All for the eradication of Polio.

Service Quotation

“So many of our dreams at first seem impossible, then they seem improbable, and then, when we summon the will, they soon become inevitable”
- Christopher Reeve, Actor

Greeter

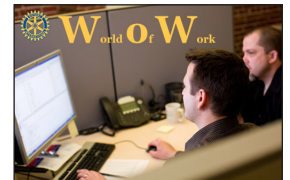
Our greeter **next week** will be



Jim Leming

World of Work

By Brian Casey



World of Work

is coming up on April 29th and we are thankful to have **Putty Willets** leading the charge again this year. This is a terrific program that the Kids look forward to every year, as do our members.

If you have done this before you know the impact it has on the children and if you have not done it, this is an experience that allows your to see the difference you are making.

Please contact Putty as soon as possible if you are able to help out on the morning of April 29 with this terrific program.

Just a thought:

The problem with the gene pool is that there is no lifeguard.