



CogNotes

The Rotary Club of Swarthmore
April 7, 2011

www.SwarthmoreRotary.org

April is **Magazine 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	Ken Wright
Attendance	Ken Wright
Public Relations	Josh Twersky
Int. Service	Anne Hansen/Ray Hopkins
Vocational Service	Randy Winton
Youth Exchange	Ann Seidman
Tech Specialist	Brian Casey
Gundaker	Harry Urian
Interact Club	Cathy Darrell
Rotaract Club	Joy Charlton
Charitable Trust	Marty Spiegel
CogNotes Editor	Brian Casey

Today's Program:

Amy Cheng Vollmer,
Swarthmore College,

“Bacteria, Viruses, Vaccines
and Antibiotics: practical
knowledge for all citizens”



Last Week's Speakers: Brian Casey, Jim Leming

By Mike Malone

Brian Casey was born in Toronto, worked for Eaton's which is like Macy's as a teenager, then after college he went through various jobs there and finally ended up in Credit Card Marketing. The Credit operation was sold to Wells Fargo which brought him to Philadelphia along with Tannei and, of course, Andrew, to head up Auto Finance Marketing for North America. He is excited by his new job with NobleLogic where he develops Marketing Strategies around Web technology to help grow businesses.

Jim Leming grew up in Arkansas and got a Pharmacy degree to work in the family drugstore. He went to work for the VA as a clinical pharmacist which was a new field at the time. Then he was lured away to be a marketing rep. for Merck. He eventually ended up doing coaching and other organizational things at Astra Zeneca before becoming the oldest master's recipient at American University in Organizational Development. He has his own consulting business now which is eating into his retirement time.

Table Grace:

Lord God, thank you for this day
set in a month marked by the
stirring of new life.

As we receive these blessings of
food around these tables, send us
back to our tasks ready to live out
more diligently and enthusiastically
that which Rotary envisions, that
our community and world might
be drawn closer in caring concern.
Amen.

The Rev. Dr. Frederick E. Christian

Coming Program & Events

Apr 14 Daniel Hoffman,
U.S. Poet Laureate (1973-74). A
celebration of National Poetry Month

Apr 21 Philip Coleman,
Lawrence Berkeley Energy Labs,
Updating the Energy Picture

Apr 27 Board Meeting

Apr 28 Classification Talks

May 10 District Assembly

May 12 No Meeting

May 13 Members' Social
Purcell Darrell House



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?



World of Work

By Putty Willetts



Just a reminder to the members who signed up for the World of Work on **Friday, April 29th**. You will meet in the auditorium of the SRS school on College Ave. at 9:00 AM sharp, and be assigned your group.

You will immediately take off for your destination, stay with the group and have them back to the school Cafeteria for a small reception by the grade mothers by 11:00 at the latest.

The children then will take you to see their inventions. Thank you very much for giving your time and interest.

Below are the Rotary Members who have signed up to participate:

1. Josh Twersky
2. Ken Wright
3. Dave Welsh
4. Marv Gelb
5. Dorothy Gelb
6. Jim Leming
7. George Whitfield
8. Marty Spiegel
9. Ron Van Langevelt
10. Mike Malone
11. Craig Fava
12. Gene and Ann Martenson
13. Randy Winton
14. Richard Noonan
15. Betty Ann Flynn
16. Cathy Darrell
17. Lisa Lee
18. Ann Seidman

Just a thought:

Karmageddon: its like, when everybody is sending off all these really bad vibes, right? And then, like, the Earth explodes and it's like, a serious bummer.

The 5 Avenues of Service

For years, Rotary's commitment to Service Above Self has been channeled through the Avenues of Service, which form the foundation of club activity. The five Avenues of Service are:

Club Service

Club Service focuses on strengthening fellowship and ensuring the smooth functioning of Rotary clubs.

Vocational Service

Vocational Service involves club members serving others through their professions and aspiring to high ethical standards. Rotarians, as business leaders, share skills and expertise through their vocations, and they inspire others in the process.

Community Service

Community Service is the opportunity Rotary clubs have to implement club projects and activities that improve life in the local community.

International Service

International Service encompasses efforts to expand Rotary's humanitarian reach around the world and to promote world understanding and peace. It includes everything from contributing to PolioPlus to helping Rotary Youth Exchange students adjust to their host countries.

New Generations Service

New Generations Service recognizes the positive change implemented by youth and young adults through leadership development activities such as RYLA, Rotaract and Interact club service projects, and creating international understanding with Rotary Youth Exchange.



**Happy Dollars
Total Since
July 1: \$1370**



2009-2010 Total: \$896
(3777 Children Immunized)

All for the eradication of Polio.

Service Quotation

"The mode in which the inevitable comes to pass is through effort!"

Oliver Wendell Holmes

Greeter

Our greeter next week will be



Dave Welsh

Swarthmore Fun Fair



The 10th annual Fun Fair is just **3 weeks** away! Please spread the word so we can continue the tradition of a great Fair with great attendance!

Family Needed for Exchange Student

By Brian Casey

Our Foreign Exchange Student, Yasu, is nearing the end of his time here in Swarthmore but we need a family for him for June.

His current hosts are preparing to leave for Japan and we need a family to host him from Memorial Day weekend through to around June 27th.

If you think you can host Yasu for June, please contact **Anne Seidman** as soon as possible. Anne is also happy to answer any questions you may have about hosting a foreign Student.