

CogNotes

The Rotary Club of Swarthmore
May 31, 2012



May is **Volunteer** Month

Celebrating 75 Years of "Service Above Self"
April 26, 1937 to April 26, 2012

Rotary International President

Kalyan Banerjee

District 7450 Governor

Bonnie Korengel

Assistant Governor

Anne Hansen

2011-2012 Board

President

Brian Casey

President-Elect

Will Fairley

Club Administration

Will Fairley

President-Nominee

Hillard Pouncy

Past President

Marv Gelb

Secretary

Madeline Bialecki

Treasurer

Gladys Snively

Service Projects

Mike Malone

Community Service

Ken Wright

International Service

Anne Hansen

Vocational Service

Randy Winton

New Generations

Joy Charlton

Membership

Betty Ann Flynn

Retention

Cathy Darrell

Sergeant-at-Arms

Dean Wolfe

Rotary Foundation

Craig Fava

Program

Hillard Pouncy

Public Relations

Josh Twersky

Gundaker

Steve Laxton

Charitable Trust

Marty Spiegel

CogNotes Editor

Brian Casey

Today's Program:

Vitor Gimenes, Rotary Exchange Student , Farewell Address

Table Grace

Lord God, we are aware that life is lived but one day at a time, so we reach our goals.

Grant us, too, the longer view that we may not be so bound to the present that we lose sight of the larger purpose.

Give us, through Rotary, the "Vision Splendid" as we deal with the rough and tumble of daily living.

Thank you. Lord, for the gift of life today. Amen.

The Rev. Dr. Frederick E. Christian

Coming Program & Events

June 7 Rob Lowe, Swarthmore Mayor, "State of the 'Ville"

June 14 Rick Semak, Co-Founder and Executive Director of Startup Corps

"How Startup Corps Helps High Schools Develop Entrepreneurial Leaders"

June 21 No Meeting

June 28 Classification Talks

The Pledge of Allegiance



Four Way Test:

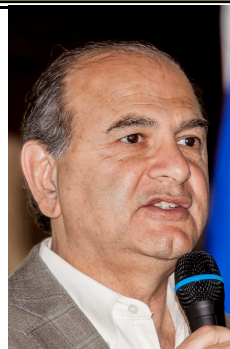
Of the things we think, say and do;

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: Fred Catona by Mike Malone

Fred Catona, Founder and CEO of Bulldozer Digital and the creator of "Taste of Philadelphia" (packages of Philly favorites), discussed how direct response radio led to the success of Priceline.com and his role in consulting with Priceline's founder about the use of radio advertising. According to Catona, despite new technologies, radio is still the best source of strong customer leads. He said the key to success is to be in the right place at the right time with a unique situation. An effective ad needs words that excite people not ones that want to make them escape. Catona's company website is bulldozerdigital.com.



Guests Last Week:
David Williams

Volunteer Opportunity

The United Way of Southeast Delaware County is the beneficiary of Swarthmore College's Trash 2 Treasure sale (where college students have a big "garage" sale with all the stuff they don't want to cart home). That money then goes to fund local programs serving Chester residents (including DCLC).

The United Way is looking for volunteers to help set up the sale and then work at the sale. They are looking for people to help out June 4-7 with set up (mornings or evenings) and then the two days of the sale (June 8-9) to help in general.

If you are able to help for a few hours, please contact Madeline Bialecki at 610-876-4811.

Youth Study Exchange

We are looking for a Host Family for the Rotary Youth Exchange for the upcoming calendar school year for a 16-year-old Canadian girl from Quebec. If you are interested or have any suggestions for potential hosts, please contact Maria Zissimos at mzissimos@chesterha.org as soon as possible.

Update from Bangkok

2012 might well be described as the year that WASH emerged into the Rotary spotlight. Wasrag (The Water & Sanitation Rotarian Action Group) is working with The Rotary Foundation to pilot the Foundation's PEP program on WASH projects. This was featured prominently in one of the convention breakout sessions

But – there was much more. RI President Kalyan Banerjee mentioned water and sanitation projects frequently during his speeches and endorsed the need for these essentials to life and health and their prominence as a Rotary key "Area of Focus".

As always the Wasrag booth was a hive of activity. So many people wanted to talk about their WASH projects and how "The Wasrag Model" can be utilized to help them. Especially notable this year was the emphasis on sanitation which, until now, has not received as much attention as it should. Rotarians are eager to learn more about sanitation. Wasrag has taken note and will be expanding its focus on this and the related hygiene issues.

Wasrag volunteers were kept busy signing up new members, answering a constant stream of questions and explaining the details of Wasrag's mandate. A special "thank you" here to Alan Watson, Sandra Forster and Stew Martin for their help at the booth and for helping us acquire almost 100 new members for Wasrag.

During the convention Wasrag held its Annual General Meeting. The minutes will be available shortly on the Wasrag website. And, the Chair's Report to the AGM is already available there ([link](#)).

Wasrag members especially will be interested to hear the results of the ballot for Wasrag's directors. Voting this year focused on filling two Board positions to represent North America. Jim Goodrich was re-elected to a second three-year term. The second position will be filled by PDG Nancy Gilbert – well known to many of you as Editor of Wasrag's newsletter and a tireless worker on Wasrag's behalf.



Happy Dollars Total for 2011-12:

\$2056

2010-11 Total: \$1690

2009-10 Total: \$896

(7737 Children Immunized)



Service Quotation

"Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer you vote every day about the kind of world you want to live in."

- Marjorie Moore, Executive with "Mind's Eye"

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Anniversaries

Birthday:

Perri Evanson

May 31

Cathy Darrell

June 2

Wedding:

Ray & Carol Hopkins June 1 50 yrs

Rotary:

John Kaufman June 1 10 yrs

SAVE THE DATE!

Wednesday

June 20, 2012

6 p.m.

**at the Springhaven Club
(No Thursday Luncheon)**

**Swarthmore Rotary
Member Recognition
and Installation of Officers
Dinner**

