

CogNotes



The Rotary Club of Swarthmore
August 30, 2012

August is **Rotary Membership & Extension** Month

*Improving Lives in Communities
Locally and Around the World for over 75 Years*

Rotary International President

District 7450 Governor
Assistant Governor

Sakuji Tanaka
David Ellis
George Whitfield

2011-2012 Board

President

President-Elect

Club Administration

President-Nominee

Immediate Past President

Secretary

Treasurer

Sergeant-at-Arms

Budget Chair

Program and Meetings

Membership

Retention/Attendance

Public Relations

Community Service

Grants Chair

International Service

Vocational Service

New Generations

Rotary Foundation

Gundaker

Charitable Trust

CogNotes Editors

Will Fairley

Hillard Pouncy

Hillard Pouncy

Perri Evanson

Brian Casey

Steve Laxton

Gladys Snively

Dean Wolfe

Marty Spiegel

Ann Seidman

Betty Ann Flynn/Marv Gelb

Cathy Darrell

Linda Carpenter

Ken Wright

Josh Twersky

Anne Hansen

/Ray Hopkins

Randy Winton

Ron Van Langeveld

Craig Fava

Steve Laxton

Brian Craig

Lisa Lee/Jim Leming

Today's Program:

Dave Ellis, District Governor

Table Grace

Lord God, your great work goes on untiringly creating and recreating.

As we enter a weekend dedicated to the dignity of honest toil, teach us afresh what it means to be good stewards of our time, our talent, and our treasure that our world might be more and more a place of your dwelling.

Amen

The Rev. Dr. Frederick E. Christian

Coming Program & Events

Sept 6 Belkys Lopez, Former Ambassador Scholar

Sept 13 William Ronayne, Jr, Head of the Mario Lanza Museum, Brooklyn, NY
"Mario Lanza: The Man, The Music, The Magic"

Sept 15 Rotary Leadership Institute – Radisson King of Prussia

Sept 22 Debbie Morton, Filmmaker and Documentarian

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?



Guests Last Week

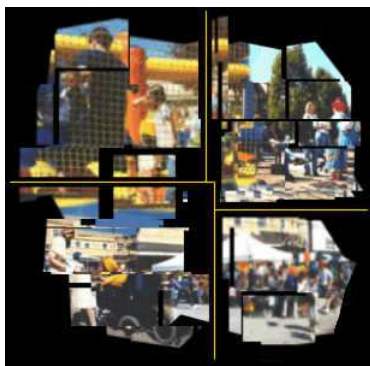
Tannei and Andrew Casey

Last Week's Speaker—Deborah Brandt by Joy Charlton

Deborah Brandt is founder of a small design company called Moxie House, based in Lancaster, PA, which spends 50% of its time producing artful, glossy "lookbooks" called "Fig" to promote separately three small cities: Media, Lancaster, and West Chester. For each city, her goal is to help build a sense of community while marketing for-profit businesses and non-profit organizations, also highlighting the work of individual community-builders and "social mission partners." She describes her approach as "hyper-local, super-social," and will for each quarterly issue provide advertisers with 24/7 social media support for three months (facebook, web, blogging, twitter). They distribute 65% of their copies through direct mail and otherwise use central locations for pick-ups. Lots of interest around our tables in the copies she brought with her!



BRIEF HISTORICAL SUMMARY OF THE SWARTHMORE ROTARY CHARITABLE TRUST by Marty Spiegel, July 26, 2012



The SRCT was established in 1993 as a 501(c)3 corporation in response to donors who wished to take tax deductions for contributions made to Swarthmore Rotary charitable projects. Since the Rotary Club of Swarthmore is not incorporated as a charitable organization, donations made directly to the club are not tax deductible. Operations of the Trust are overseen by a board of trustees made up of past club presidents.

The philosophy of the Trust has undergone many changes since its founding. Some trustees in the past felt strongly that funds collected should remain in the trust account to establish a significant annuity and that charitable giving should be done from interest accrued. During those years little giving took place. At other times trustees felt that the purpose of the trust was to disburse the trust money through grants and at those times much of the trust balance was depleted.

The current board of trustees has tried to take a balanced approach by ensuring that the principal balance of the trust continues to grow while maintaining a significant amount of charitable giving each club year. Funds are invested very conservatively so that growth has been very slow. However, during the past major financial upheaval, the trust lost none of its money due to the market downturn. The overall financial policy for the past several years has been to allocate 75% of the trust's annual revenues to giving while maintaining the remaining 25% in the trust to ensure moderate growth in the trust account. While the trust oversees the money in the trust accounts, it is the club that directs the giving.

Salute to Jane Williams, Chairperson of the District Rotaract Committee, 2003 – 2011

Please join us on Thursday, September 27, 2012 to salute Jane Williams for her service as the Chairperson of the District Rotaract Committee. During this time there was a strong growth in both the number of clubs and the number of members in Rotaract.



The event will honor Jane, and will serve as an opportunity for Rotarians and Rotaractors to get to know each other better as the District Rotaract Clubs display their activities and help raise funds for Polio Plus, which is Jane's new responsibility. All revenue beyond the expenses for the event will be donated, in Jane's name, to Polio Plus.

There will food, beverages, friends and fun – we hope to see you at the Barren Hill Fire Company Social Hall in Lafayette Hills on September 27th from 6 to 9 pm. Go to this link to download the Registration and Sponsorship forms: <http://www.rotary7450.org/common/Jane.htm>. For more information please contact event chairperson, Norma Hall at nhall@manor.edu or call committee member John Washington at [215-778-8531](tel:215-778-8531).

Service Quotation

“In the end, the number of prayers we say may contribute to our happiness, but the number of prayers we answer may be of even greater importance.”

– Dieter F. Uchtdorf, Religious Leader

Happy Dollars Total for 2012-13: \$240.5



2011-12 Total: \$2311
2010-11 Total: \$1690
2009-10 Total: \$896

(8563 Children Immunized)

All Proceeds to Polio Eradication.

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www.twitter.com/SwarthmoreRC



Anniversaries

Birthday:
Donna Amalfitano Sept 2
Lynne Urian Aug 28

Wedding:
Maria Zissimos Aug 31
Brian Casey Sept 1

Reminder: 2nd Annual district 7450 Night at the Union, Saturday, Oct. 6, 7p.m.

Don't miss a special recognition of Rotary and our efforts to eradicate polio at an upcoming Philadelphia Union game. All seats are \$30 with \$10 going towards the district's Polio Plus campaign. The Chester Rotary Club will host another fantastic tailgate party from 5-6:30 pm. Please feel free to bring your beverage of choice. We will be painting pinkies purple for \$1.

Mail a self-addressed stamped envelope to Bronwyn Martin, 107 W State St., Kennett Square, PA 19348 with the order form (available from Harry Urian) and a cheque payable to Rotary D7450. Parking is \$20 in lots A, B, C and is *not* included in ticket prices. All monies must be received by Bronwyn Martin by September 15, 2012 in order to get tickets distributed in time.

