



CogNotes



The Rotary Club of Swarthmore
September 27, 2012

September is **Rotary New Generations** Month

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

Rotary International President

Sakuji Tanaka

District 7450 Governor
Assistant Governor

David Ellis
George Whitfield

2011-2012 Board

President

Will Fairley

President-Elect

Hillard Pouncy

Club Administration

Hillard Pouncy

President-Nominee

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Immediate Past President

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Steve Laxton

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Budget Chair

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Program and Meetings

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Membership

Betty Ann Flynn/Marv Gelb

Retention/Attendance

Cathy Darrell

Public Relations

Linda Carpenter

Community Service

Ken Wright

Grants Chair

Josh Twersky

International Service

Anne Hansen

Vocational Service

Randy Winton

New Generations

Ron Van Langeveld

Rotary Foundation

Craig Fava

Gundaker

Steve Laxton

Charitable Trust

Brian Craig

CogNotes Editors

Lisa Lee/Jim Leming

Today's Program:

Ben Berger, Swarthmore College, author of *Attention Deficit Democracy: The Paradox of Civic Engagement* "The Election"

Table Grace

Lord, we come here every week and go away fed and informed but following only a weekly ritual, not really for us a day of new beginnings.

Grant that we may go out determined to make Rotary count in what we do and how we live, and to your name be all the praise.

Amen.

The Rev. Dr. Frederick E. Christian

Coming Program & Events

Oct 4 Jim MacMillan, journalist-in-residence, Swarthmore College
"Philadelphia's Violence Epidemic"

Oct 6, 7:00pm 2nd Annual District 7450 Rotary Night at the Union

Oct 11 Carol Long, Assistant Curator, Winterthur
"A Tour of Winterthur"

Nov 3 Rotary Day at the United Nations

(see reverse for more)

The Pledge of Allegiance



Last Week's Speaker—Steven Barnes by Joy Charlton

Steve Barnes, Associate Dean of Communications at Upenn's Law School, asserted that voluntary organizations and activities related to "service above self" can importantly contribute to civil discourse. They allow people to transcend boundaries that can otherwise be divisive, such as politics. He described as illustration a joint service trip to Haiti with staffs of both former presidents Clinton and Bush 41, during which cooperation reigned and ideology was never an issue. He also described the way in which a couple who lost their son on 9/11 rose above their grief to start schools in rural areas of Afghanistan. Steve encouraged the use of social and other media to promote such activities, garnering attention that can boost morale.



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
none

Do You Know Rotary's Six Areas of Focus?



The needs spanning Rotary's six areas of focus are vast, ranging from lack of access to clean water to the need for immunization that prevent deadly diseases. Rotary clubs serve communities around the world, each with unique concerns and needs. Rotarians have continually adapted and improved the way they respond to those needs, taking on a broad range of service projects. The most successful and sustainable Rotary service tends to fall within one of the following six areas:

- Peace and conflict prevention/resolution
- Disease prevention and treatment
- Water and sanitation
- Maternal and child health
- Basic education and literacy
- Economic and community development

Rotary International and The Rotary Foundation recognize these six areas of focus as organizational priorities, and there are countless ways that Rotarians can address these needs locally and internationally. For ideas, consult the publication [Rotary's Areas of Focus at this link: http://www.rotary.org/RIdocuments/en_pdf/965en.pdf](http://www.rotary.org/RIdocuments/en_pdf/965en.pdf)

Some thoughts from Linda Carpenter on her experience at the Rotary Leadership Institute, 9/15/12

I found RLI to be very useful and inspiring. As a fairly new member to the Swarthmore Rotary, it was nice to meet other members in our district, and hear their input on what they are doing in their clubs. I was fortunate to have two young Rotarians in my session who talked about how they are using Facebook to inform and invite new, young members into their club. From my past experience, member retention and attracting new members is the lifeblood of any organization. I feel the use of new technology to attract this younger generation is vital.

This was a good experience for me, and I would recommend it to any Rotarian, especially new members for the overall knowledge obtained. I am looking forward to attending the other two sessions in the future.



Happy Dollars Total for 2012-13: \$411



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

(8847 Children Immunized)

All Proceeds to Polio Eradication.

Follow us at:
www.twitter.com/SwarthmoreRC



Service Quotation

“The most worthwhile thing in the world is to try to put happiness in the lives of others through service.”

– Robert Baden-Powell, Lieutenant-General in the British Army, writer, Founder and Chief Scout of the Scout Movement

Anniversaries

Birthday:

Jim Snively

Sept 29

October Speakers (cont'd)

Oct 18 Debbie Morton, director/producer of the PBS telecast “Fast Times at West Philly High”

Oct 25 Rebecca Robert, Scott Arboretum

- The Fall Arts Calendar for the Delaware Arts Consortium: The Arts Matter in Delaware County

Know someone who might have interest in one of our upcoming topics? Invite them to the meeting that day! They might be a prospective member.