

# CogNotes



The Rotary Club of Swarthmore  
October 4, 2012

October is **Rotary Vocational Service** Month

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

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Assistant Governor

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George Whitfield

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Hillard Pouncy

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Hillard Pouncy

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CogNotes Editors

Lisa Lee/Jim Leming

### Today's Program:

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

### Table Grace

God of hope, these are days that are often discouraging in business and disquieting as we look at the larger affairs of peoples and nations.

Grant that we may not be dismayed, but encouraged as we work together and serve our community. Give us grateful hearts for all your bounty, especially, the gifts of the hour. Amen.

The Rev. Dr. Frederick E. Christian

### Coming Program & Events

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

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

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

Nov 3 Rotary Day at the United Nations

(see reverse for more)

### The Pledge of Allegiance



### Last Week's Speaker—Ben Berger by Joy Charlton

Ben Berger, Associate Professor of Political Science at Swarthmore College and author of *Attention Deficit Democracy: The Paradox of Civic Engagement*, reminded us that dismay over the lack of political engagement by the citizenry is as old as Athenian democracy, and is unlikely ever to reach the levels we idealize. Political participation follows tastes and requires attention and then energy, and can be increased best when activity becomes habit.



Berger thinks the presidential election is currently too close to call, and noted that the overwhelming amount of political advertising is accounted for in part by the way political consultants are paid, i.e., by percentage of fees paid to media outlets.

### 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**  
Joe Lesniak

## October is Vocational Service Month – What Does That Mean?

From the RI Website

Through vocational service, Rotarians contribute their professional expertise and skills to address societal problems and needs, and to promote high ethical standards in the workplace.

"Rotary's focus on ethical practices as part of vocational service has been a central part of my success in my business, professional, civic, and personal life since I became a Rotarian," says Paul A. Netzel, vice chair of the Vocational Service Promotion Committee and past RI director.

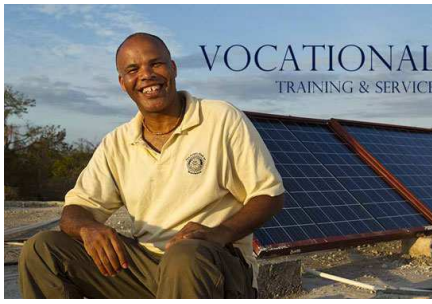
Rotarians have two benchmarks for promoting professional integrity: [The Four-Way Test](#) and the [Declaration of Rotarians in Businesses and Professions](#).

"Rotary's Four-Way Test has served as an easy template for me in weighing the pros and cons of countless issues and decisions I've had to address over my career," Netzel says. "It has helped make me a better Rotarian."

Netzel says vocational service sets Rotary apart from other service and humanitarian organizations.

Rotarians can support vocational service by

- Strengthening the emphasis on professional diversity in member recruitment
- Identifying ways to emphasize professions in club activities
- Placing a stronger emphasis on business networking with integrity at the club and district level -- which also is a means of attracting and mentoring the next generation
- Emphasizing the connection between The Four-Way Test and the Declaration of Rotarians in Businesses and Professions, and their importance to the values of Rotary



**Happy Dollars Total for 2012-13: \$427**



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

(8873 Children Immunized)

**All Proceeds to Polio Eradication.**

Follow us at:  
[www.twitter.com/SwarthmoreRC](http://www.twitter.com/SwarthmoreRC)



### Service Quotation

"A person less fortunate than yourself deserves the best you can give."

– Lee Child, British Author

### Anniversaries

#### Rotary:

Marty Spiegel	Oct 4	16 yrs
Marv Gelb	Oct 6	6 yrs

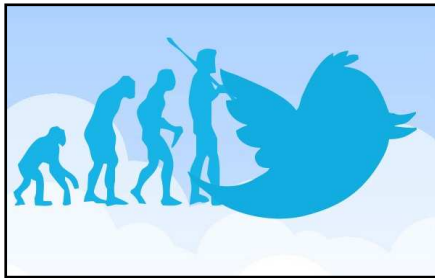
#### Wedding:

Cathy Darrell	Oct 4	31 yrs
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### Social Media for Dummies

from "Rotary PR Tips"

Starting out on social media can almost be like learning a new language. Social media has become an integrated and constant part of our everyday lives, which provides Rotary a great opportunity for public relations and engaging prospective members. And with our children, friends, colleagues or business prospects diving headlong into these tools, while it can be intimidating, it's good advice to become aware of what they are and how they work – whether you choose to use them or not. Fortunately a website called [Mashable](#) has curated a helpful beginner's guide to Tumblr, Twitter, Reddit, LinkedIn, and Facebook. It's free and easy to understand. Following are links that you may find helpful:



- Twitter: <http://mashable.com/2012/06/05/twitter-for-beginners/>  
 Facebook: <http://mashable.com/2012/05/16/facebook-for-beginners/>  
 Tumblr: <http://mashable.com/2012/06/03/the-beginners-guide-to-tumblr/>  
 LinkedIn: <http://mashable.com/2012/05/23/linkedin-beginners/>  
 Reddit: <http://mashable.com/2012/06/06/reddit-for-beginners/>

### October Speakers (cont'd)

#### 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.*

