



CogNotes



The Rotary Club of Swarthmore
October 11, 2012

October is **Rotary Vocational Service** Month

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

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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:

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

Table Grace

Our world is full of problems,
Lord. Most of them are bigger
than we can solve.

Show us the wisdom by which we
can give eyes to read in
exchange for those that cannot:
feet that can walk unbound:
hands that can work and not lie
idle: resources sufficient for those
who starve.

Thank you for your boundless
provision for us today and every
day. Amen.

The Rev. Dr. Frederick E. Christian

Coming Program & Events

Oct 12 5:00-7:00

Swarthmore Rotary President's Fall
Reception

Home of Will and Michele Fairley
215 Harvard Avenue, Swarthmore

**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"

**Oct 30 District 450 Foundation
Committee Meeting**

**Nov 3 Rotary Day at the United
Nations**

Nov 9 2012-13 District Conference

Last Week's Speaker—Jim MacMillan by Joy Charlton

Jim MacMillan -- Pulitzer Prize-winning photojournalist, long-term reporter for the Daily News, embedded journalist in Iraq, professor of journalism, and now journalist-in-residence at Swarthmore College -- described the tragically high rates of gun violence in Philadelphia and his work to bring attention to them via a new social media effort called GunCrisis.org. There are community-oriented and structural ways to reduce the violence - quite apart from "gun control," a controversy he explicitly avoids -- but as a society we have "normalized" the violence to the point where we hardly notice that a human being loses a life by gunshot every night in Philadelphia, not to mention the even higher rates per capita in close-to-home Chester. The consequence of inattention is that we do not insist to our political and policy leaders that they take action. GunCrisis.org intends to post a photograph of every gun crime scene in Philadelphia as they occur so that we do not ignore or forget, and to provide information to decision-making bodies such as the Philadelphia City Council, which might be motivated to take more effective action when, for example, they understand better the high economic costs of violence to taxpayers.



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?



Rotary Commits Additional US\$75 million to Help End Polio

From Rotary News website

Rotary International has made a new funding commitment of US\$75 million over three years to the Global Polio Eradication Initiative (GPEI). Rotary, which has already contributed nearly \$1.2 billion to the GPEI, announced the commitment at a 27 September high-level side event on polio eradication, convened by United Nations Secretary-General Ban Ki-moon during the United Nations General Assembly in New York.

The side event -- "Our Commitment to the Next Generation: The Legacy of a Polio-free World" -- brought together leaders of the remaining endemic countries, and representatives of donor governments, development agencies, the GPEI partners, and the media to underscore the urgent need to finish the job of global polio eradication. Although the wild poliovirus is endemic only in Afghanistan, Pakistan, and Nigeria, other countries are still at risk for re-established transmission of the virus through its "importation" from the endemics.

Ban urged UN member states to ramp up their support for the GPEI, launched in 1988 by Rotary, the World Health Organization, UNICEF, and the U.S. Centers for Disease Control and Prevention. The partnership now includes the support of the Bill & Melinda Gates Foundation and the United Nations Foundation.

"This decisive moment is a matter of health and justice. Every child should have the right to start life with equal protection from this disease. That's why I have made eradicating polio a top priority for my second term as Secretary-General," said Ban.



RI General Secretary John Hewko, International PolioPlus Committee Vice Chair John Germ, Canadian Rotarian and polio survivor Ramesh Ferris, and Rotary Foundation Trustee Chair Wilfrid Wilkinson at the UN event on polio eradication. Wilkinson is holding the petitions signed by visitors to Rotary's polio advocacy website

Confessions of a Social Media Consultant

Posted on September 27, 2012 by Rotary International
By Anne Kjaer Riechert, a 2010-12 Rotary Peace Fellow,
International Christian University, for social media week

As we saw in the Arab Spring and the Occupy Wall Street movements, one should not underestimate the power of crowds who share a common goal. Social media can be a cost effective and timely tool for Rotary to raise awareness, get people engaged and stay connected. Imagine the impact social media could have on Rotary if it was used as an alternative way to crowdsource money for social projects. What if every club live streamed its meetings, so that members could participate even if they were away on business? What if more Rotarians used online platforms to share ideas and project experiences with other Rotarians around the world? Social media has great potential to reach young people and help ensure Rotary's future. The possibilities are tremendous.

But you can't lead if you have no followers. And social media is not the answer to everything. There comes a time for human interaction as well. The challenge, therefore, before Rotary and Rotarians is to learn how to use these tools to lead effectively in the digital age and to know when it is time to "switch off."

You can follow Anne's work at www.we-have-a-dream.org or contact her at www.theplaymaker.dk

Learn more about Rotary International's social media sites at http://www.rotary.org/en/MediaAndNews/Multimedia/social_networking/Pages/ridefault.aspx

Happy Dollars Total for 2012-13: \$456



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

(8922 Children Immunized)

All Proceeds to Polio Eradication.

Follow us at:
www.twitter.com/SwarthmoreRC



Service Quotation

"People of excellence go the extra mile to do what's right."

- Deepak Chopra, Author and Physician

Anniversaries

Birthday:

Josh Twersky Oct 11

Rotary:

Ann Seidman Oct 11 16 yrs

Wedding:

Donna Amalfitano Oct 11
Dennis Hoffman Oct 15



A Request from President Will

If you have announcements to make at a meeting that are any more than a minute in length, please schedule these in advance with the MC (i.e., usually the President). The problem is that there is limited time between the start of the program (usually 12:40) and the beginning of the Speaker (1pm). Speakers are advised that we end at 1:30 sharp, so to allow them their time announcements have to be budgeted too. Finally, if you do schedule an announcement please give the time you would like to take so that the MC can plan accordingly. Thank you.

Regards,

Will

