



CogNotes



The Rotary Club of Swarthmore
April 11, 2013

April is **Rotary Magazine** Month

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

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Rotary Foundation

Gundaker

Charitable Trust

CogNotes Editors

Brian Craig

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:

Dr. Linwood Haith, Head of the Crozer-Chester Burn Center
"Burning Issues: Advances in Medical Care at The Nathan Speare Regional Burn Treatment Center"

Table Grace

Lord of the changing seasons,
we pause to thank you for
your never-failing faithfulness.

As the earth stirs beneath our
feet and flowers and birds
bedeck the barren land, we
rejoice in this ageless miracle
of rebirth at your hand. Accept
our thanks as we enjoy your
bounty here and your
blessings day by day. Amen.

The Rev. Dr. Frederick E. Christian

Coming Program & Events

April 18 Reisa Mukamal
"Art Goes to School"

April 20 8th Annual CRC Chester Creek Earth Day Cleanup; 9:00 – 11:00am

April 25 Brian Craig
"Safety: Part II"

April 30 Swarthmore College Crum Creek Cleanup; 9:00 – 12noon

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.



The Pledge of Allegiance

Classification Talk—Craig Fava

by Joy Charlton

Craig Fava, giving a classification talk, told us about his career as a physical therapist. His parents worked in health and technical fields, and Craig wanted a job in which he wouldn't have to sit at a desk or wear a tie. He earned a B.A. in Physical Therapy from the University of Connecticut, a doctorate (DPT)

from Drexel University, and spent seven years in private practice in multiple jobs. Six years ago, he and a partner formed "Optimum Physical Therapy," which now has offices in Swarthmore and West Goshen, with six physical therapists in all. The best part of the job is working directly with people, giving them individual attention, and seeing results. Though funding through government and insurance programs is sometimes unpredictable, there is high demand for physical therapists since they offer affordable health care which has been proven effective: bodies that are more mobile need fewer medications and surgeries. His practice is 50% older people, 25% teen-age and younger. Craig is married to Kat, and they have two children: 4 year-old Kaylin and 2 year-old Tiernan. Gene Martensen's PR work for the Fun Fair was Craig's first link to Swarthmore Rotary.



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

World of Work – Coming Soon

By Josh Twersky

Mark the date. **Friday, April 26, 2013**, at 9AM is World of Work. What is World of Work? Well, I can tell you from personal experience that it is amazing. First the hard part happens. The 5th grade teachers at Swarthmore-Rutledge (SRS) elementary school teach their students about business and how products go from an idea to being sold and all of the steps in between. For example, concepts such as marketing, research and development and costing are discussed. Then the amazing part happens. Each student is charged with creating their own “invention” and composing a back story for it regarding its research and development process, estimated costs and labor needed to produce, marketing, etc. And they also make a prototype of their invention. Then the fun part happens. Rotarians from the Rotary Club of Swarthmore join the forementioned aspiring entrepreneurs in small groups to visit local businesses throughout Swarthmore Borough and let real business owners and the like explain real life aspects of their business, product and/or services and the business community. The Rotarians are then generously welcomed back to the school for a quick snack and hands on look at all the students work product.

It is also imperative to note that for many, many years fellow Rotarian Putty Willetts fearlessly chaired the coordination of the World of Work project with teacher Renee Strehle at SRS. Putty has given me a great honor in allowing me to this year co-chair this project with her. Putty knows how much I believe in and enjoy this project and I will forever be grateful. Thank you.

We really need Rotarians to volunteer for this event. Please let Josh Twersky know that you will be able to attend on Friday, April 26, 2013 at Swarthmore-Rutledge School from 9AM to about 11:00AM.

April is Rotary Magazine Month: A History of *The Rotarian*

From Rotary.org

From its humble beginnings as a 12-page periodical, *The Rotarian* has grown into an award-winning publication with a circulation of over 500,000, inspiring the creation of a host of Rotary regional magazines. The first issue of *The National Rotarian* appeared in January 1911. It included news items from existing clubs, announcements of new clubs, and an essay written by Paul P. Harris, in which he discussed the purpose of Rotary clubs.

As president of Rotary, Harris, along with secretary Chesley R. Perry, launched the publication as a way to share information with a growing number of Rotarians. Perry was the magazine's first editor and held the position until 1928. The formation of clubs in Canada and Great Britain and Ireland prompted the magazine to change its name to *The Rotarian* in 1912. Early on, the magazine focused on business ethics, character development, and membership growth. Throughout the years, well-known critics and authors and popular artists and photographers contributed their work to its covers and pages.



The first issue of *The National Rotarian* included news, announcements, and an essay written by Paul P. Harris

Happy Dollars Total for 2012-13: \$1693



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

(10983 Children Immunized)

All Proceeds to Polio Eradication.

Service Quotation

“You make a living by what you get, but you make a life by what you give.”

– Winston Churchill (1874-1965) Former Prime Minister of the United Kingdom

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Anniversaries

Birthday:

Ed Jones

Apr 15

Volunteer for Earth Day activities

this Spring

with the Chester-Ridley-Crum Watershed Association



Saturday, April 20: 9:00am– 11:00am. 8th annual CRC Chester Creed Earth Day Cleanup. Cleanup sites are in West Goshen, West Chester Borough, or Westtown/Thornbury, Chester County. Contact CRC to register to volunteer or help with the event at 610-359-1440 or crc.nni.com.

Tuesday, April 30: 9:00am to 12 noon. Swarthmore College Crum Creek Cleanup. Meet at base of Holly Meadows. Pizza lunch for volunteers follows. Contact CRC to register – 610-359-1440.

Saturday, May – 9:00am – 11:00am. 16th annual CRC Streams Cleanup. Contact CRC at 610-359-1440 or crc.nni.com

Saturday, May 11 – 9:00am to 10:30am – Springfield Township Bioretention Basin Planting. Contact Ken Rapp at ken@steacdelco.org.