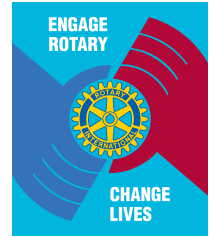


# CogNotes



The Rotary Club of Swarthmore  
September 26, 2013

September is **New Generations** Month

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

Rotary International President Ron D. Burton  
District 7450 Governor Charles Streitwieser  
Assistant Governor George Whitfield

## 2013-2014 Board

<b>President</b>	<b>Hillard Pouncy</b>
President-Elect	Perri Evanson
Club Administration	Marv Gelb
President-Nominee	Joe Lesniak
Immediate Past President	Brian Craig
Secretary	Steve Laxton
eSecretary	Brian Casey
Treasurer	Josh Twersky
Sergeant-at-Arms	Dean Wolfe
Budget Chair	Marty Spiegel
New Media Chair	Joe Lesniak
Program and Meetings	Ann Seidman
Membership	Lisa Lee
Retention/Attendance	Cathy Darrell
Public Relations	Gudmund Iversen
Community Service	Ken Wright
Grants Chair	Bill Baldwin
International Service	Anne Hansen
	/Ray Hopkins
Vocational Service	Randy Winton
Youth Service	Ron Van Langeveld
Special Projects	Betty Ann Flynn
Rotary Foundation	Craig Fava
Gundaker	Steve Laxton
Charitable Trust	Brian Craig
CogNotes Editors	Lisa Lee/Jim Leming

## Today's Program:

**Andrew Huemmler, Lecturer,  
Energy and Sustainability,  
Penn School of Engineering  
and Applied Science**  
"The Energy Climate Future"

## 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

**Sept 28 Rotary Foundation Seminar and Grant Management Training**  
Holiday Inn Lansdale

**Oct 3 Rotary District Governor Charles Streitwieser**

**Oct 10 Brian Lentz, Former PA State Representative**  
"Strategies for Gun Violence Reduction"

**Oct 17 Rob Zarko, Homebrewer**  
"Building a Brewery, One Beer at a Time"

*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

## 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?



## This Week's Speakers: ABC House, Strath Haven

By Joy Charlton

Lori Foglio, President of the Board of the ABC House program, Strath Haven, joined us with three ABC House students for an update. The program has consolidated their two houses into one, the former Boys House on Harvard Avenue. This has required extensive renovation on the second floor into two separate parts for 4 male students and the other for 4 female students, plus a resident tutor for each. The program is running a capital campaign to help pay for this plus a new heating system, insulation, new windows. The ABC House is proud of its 109 graduates thus far, and introduced us to Gabrielle Thomas, a current resident tutor who graduated from SHHS '09 and Tufts University '13, and to two SHHS seniors, Bryce Mitchell and Doyinsola Oladipo. All three spoke of how The ABC House became family to them, while providing much appreciated structure, support, and new experiences.



Lori thanked our Club for its financial support via grants and proceeds from the Fun Fair, and for the direct service from our members.

Guests Last Week  
none

## Rotary President Ron D. Burton - Recruit New Members or Risk Extinction

From the Philadelphia Inquirer, Sunday, 9/22/13

CHERRY HILL The president of Rotary International issued a direct challenge to local members over the weekend: Recruit new people or risk extinction. "I believe in tradition, but sometimes you need change," said Ron Burton, whose group is one of the world's largest humanitarian service organizations. "We've got to take a look at who we are and ask if we want to be relevant or even in existence in the years to come." Burton spoke at the Rotary Leadership Institute of North America held in Cherry Hill over the weekend. The institute trains and graduates new leaders of the club in two of 34 zones, which cover parts of the Northeastern United States, Bermuda, Russia, Canada, and some French islands.

The convention was buzzing with displays celebrating the success of current Rotary projects, from Sandy relief efforts to international aid for Syrian refugees, but Burton's message Saturday was engagement and membership.

"You've got to find those people and invite them in," he told about 300 people at the lunchtime address. "Mentor them and find a reason to keep them, to get them excited and involved."

Burton, a lawyer from Norman, Okla., and a Rotarian since 1979, is a retired president of the University of Oklahoma Foundation. In his one-year term leading the club, he says, his main focus is membership, which includes youth involvement through programs in elementary schools, high schools, and colleges.



## Happy Dollars Total for 2013-14

**\$550**



2012-13 Total: \$2345  
2011-12 Total: \$2345  
2009-11 Total: \$2586

(12987 Children Immunized)

**All Proceeds to Polio Eradication.**

## Service Quotation

"He who does nothing for others, does nothing for himself."

- Johann Wolfgang von Goethe (1749-1832), German writer and politician

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



## Anniversaries

### Birthdays

Margaret Christensen Sept. 27

### Anniversary

Ron Van Langeveld Sept. 26

## Help Strengthen Rotary's Image

- from Rotary.org

What is Rotary? Have you ever struggled with an answer to that question? You're not alone. How do you describe an organization that is so many things to so many different people? It turns out that we had the answer all along.

In research conducted over the past two years, we heard the same message from our members: Rotary brings together friends, family, and community leaders to create positive, lasting change in our communities and around the world.

To help carry that message into the 21<sup>st</sup> century, a fresh, modern look and inspiring and inviting voice was created. You can see these changes in Rotary's redesigned website and publications like Connect for Good and Rotary Leader. It includes a new signature (logo) and specific fonts and colors for digital and print media. Our voice is more action-oriented focusing on the why rather than the how: *Join for our community. Stay for the world.*

We know these changes won't happen overnight, but every little thing we do - from Facebook posts to fundraising posters - that presents a cohesive, consistent, and contemporary Rotary story will help strengthen Rotary's image and our ability to engage the public and our members. For more information, go to: <https://www.rotary.org/myrotary/en/help-strengthen-rotary%E2%80%99s-image>



**Indian philanthropist boosts Rotary's push to end polio with new US\$1 million gift**  
From Rotary. Org



Indian philanthropist and businesswoman Rajashree Birla has announced a new gift of US\$1 million to Rotary to help eradicate polio. The gift brings her total contributions to the Rotary effort to more than \$7.2 million. What's more, this gift will be matched two-for-one by the Bill & Melinda Gates Foundation, resulting in \$3 million in new funding for the [Global Polio Eradication Initiative](#) (GPEI). Rotary is a leading partner in the GPEI, especially in advocating government and donor support, fundraising, and building public awareness. Through the [End Polio Now: Make History Today](#) fundraising campaign, the Gates Foundation is matching two-for-one every new dollar Rotary commits to polio eradication, up to \$35 million per year, from 2013 through 2018.

Birla's gift underscores India's commitment to remain polio free. India -- which some experts believed would be the last nation to beat polio -- hasn't recorded a case of the disease since January 2011.