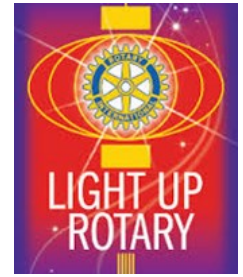




# CogNotes



The Rotary Club of Swarthmore  
September 18, 2014

August is New Generations Month

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

Rotary International President Gary Huang  
District 7450 Governor Doug Blazey  
Assistant Governor George Whitfield

## Today's Program:

Sept 18 Dom Giordano,  
Radio Talk Show Host  
"Issues 2014"

## Coming Programs & Events

Sept 25 Rachel Pastan, Author  
"Alena"

## 2014-2015 Board

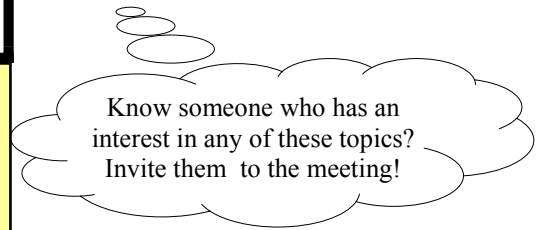
<b>President</b>	<b>Perri Evanson</b>
President-Elect	Joe Lesniak
President-Nominee	Lisa Lee
Immediate Past President	Hillard Pouncy
Secretary	Steve Laxton
Treasurer	Josh Twersky
E-Secretary/Webmaster	Brian Casey
Club Service	Marv Gelb
Community Service	Joe Lesniak
Vocational Service	Josh Twersky
International Service	Anne Hansen
New Generations Service	Joy Charlton
Foundations Service	Craig Fava
Budget Committee	Josh Twersky
Charitable Trust	George Whitfield

## Table Grace

Thank you, God, for another opportunity to renew our friendships in Rotary, to reaffirm our belief in one another and the great company of all Rotarians.

Help us to catch a fresh vision of what a force we are and can be together. Bless us as together we receive renewal of body, mind, and spirit around these tables. Amen.

The Rev. Dr. Frederick E. Christian



Sept 20: 4th Annual Rotary Night at PP&L Park



September 27:  
9AM - Little Crum Creek Cleanup  
(see next page for details)

October 9: Aim for Exchange Fundraiser for Youth Exchange Program  
([www.aimforexchange.com](http://www.aimforexchange.com))

## Follow us online at:

[www.SwarthmoreRotary.org](http://www.SwarthmoreRotary.org)  
[www.Facebook.com/SwarthmoreRotary](http://www.Facebook.com/SwarthmoreRotary)  
[www.SwarthmoreFair.org](http://www.SwarthmoreFair.org)  
[www.Facebook.com/SwarthmoreFunFair](http://www.Facebook.com/SwarthmoreFunFair)  
[www.twitter.com/SwarthmoreRC](http://www.twitter.com/SwarthmoreRC)

## Last Week's Speaker: Fred Bernardo

By Joy Charlton

We were treated to an often-humorous account of Fred's life and times as a passionate guitar-lover and business owner. Fred found himself at age 13 thoroughly inspired by his first sighting of the arrow-shaped guitar played by musical group "The Kinks" on the television show "Shindig." (Many of us baby boomers can relate.) The guitar became his life, his partner, his tool; at one point he played gigs for 200 nights in a row, in the up-til-4 am., sleep-til-noon rhythm.



Having been there and done that, Fred settled down by starting Fred's Music Shop at age 20 with \$35 as his business plan, no one having told him that wasn't possible. His store thrived as a high inventory, three-state region, one-of-a-kind, guitar-selling specialty shop for all the other guitar-playing boomers and Rock 'n Roll bands.

(continued on next page)

## 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?



Guests: None

## What's Going On at Swarthmore College?

Want to know in advance about upcoming speakers, concerts and other events at Swarthmore College? All community members can sign up to receive a bi-weekly, e-mailed newsletter called "What's Going On" at <http://www.swarthmore.edu/news-events/whats-going-swarthmore>. Also, the front page of the College website includes information about upcoming campus events: [www.swarthmore.edu](http://www.swarthmore.edu). Thanks for the tip, Joy!!



## Happy Dollars Total for 2014-15: \$381



2013-14 total: \$2,493  
2012-13 Total: \$2,345  
2011-12 Total: \$2,311

(16,792 Children Immunized)

All Proceeds to Polio Eradication.

## Champions of Adult Literacy



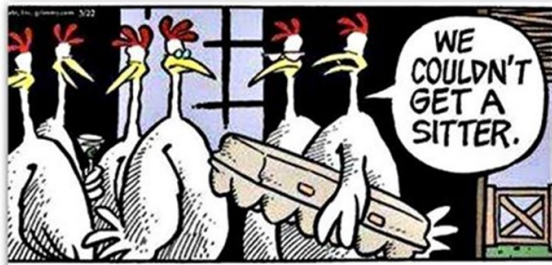
Join the Delaware County Literacy Council for the Awards Reception & Fundraiser honoring community leaders who help adult students obtain employment, post-secondary training, and citizenship. Thursday, November 14, 2013; 6:30–8:00 P.M.; Harrah's Philadelphia Casino & Racetrack, Chester PA; Tickets: \$35; Hors d'Oeuvres & Cash Bar. Info/tix: 610-876-4811; [www.delcoliteracy.org](http://www.delcoliteracy.org)

## Service Quotation

"Volunteers are not paid — not because they are worthless, but because they are priceless."

– Ronald Reagan, (B:February 6, 1911 – D:June 5, 2004) American actor, politician, and 40<sup>th</sup> President of the United States

## Just for Fun ...



## Volunteer opportunity in the ville

Time: Saturday, September 27, 2014, 9AM  
Location: Little Crum Creek Park, Swarthmore Avenue and Cresson Lane, Swarthmore



We need help installing deer fence, pulling invasive plants, trimming back limbs and growth over and along paths. Bring pruners and any tool you use for trimming. Gloves will be provided. Contact Susan Kelly, Chair, Environmental Advisory Council, Swarthmore Borough, at [susan-kelly339@gmail.com](mailto:susan-kelly339@gmail.com) if you need further information. Any amount of time you can spare is helpful--come when you can and leave when you must! See you at the Park.

## Rotary Celebrations

### Birthday:

George Whitfield — 9/24

### Member Anniversary:

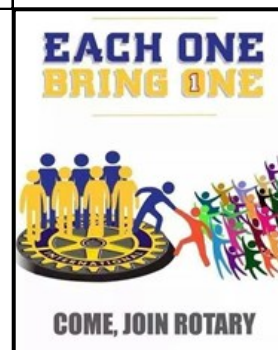
Jim Leming — 9/23

### Wedding Anniversary:

None

## Partners in Rotary Award

President Perri, Hillard and Anne show the award presented to our club by Workready Chester in appreciation for our Global Grant funding. Also attending the ceremony from our club, which took place on the Chester waterfront, was Assistant Governor George Whitfield.



Have you asked anyone to be a Rotarian today?

## Last week's speaker (continued)

When Big Box stores, and the aging of boomers, cut into this business, Fred created a new business right next door (in Shillington, PA), called "Tasty Licks BBQ." He is as enthusiastic about this endeavor, in which he sells the tools (like the "Green Egg" slow cooker) and lessons (150 videos on the web!) for making excellent BBQ (which is not to be confused with grilling).

Fred was downright poetic about his joy in being able to create businesses around his passions, and also about the guitar being such a compelling instrument to play because the sounds are so physical. And, he said, chicks love it.