



Allentown West—Western Lehigh County

From President Rob

March 2009 Volume 7, Issue 9

The Four Way Test - Is it the TRUTH? Is it FAIR to all concerned? Will it build GOODWILL & BETTER FRIENDSHIPS? Will it be BENEFICIAL to all concerned?



There is no better example of the four-way test than the Annual Allentown West Rotary Auction. Because of your effort and hard work, our auction is one of the most successful fundraising events in the Lehigh Valley. We work hard to coordinate all the details of the auction; it is FAIR that our missions benefit from our efforts (not to mention some pretty fair deals at the auction). Nothing builds GOODWILL like charity; and our FRIENDSHIPS are strengthened through our combined efforts. In these difficult economic times, our efforts have never been more BENEFICIAL to those in need.

If you don't already have the date on your calendar, please mark it down right now: Friday Night, March 27th as always at the Zettlemoyer Auction House. Another highlight of the evening is the traditional takeover of Pizza Hut. The invasion begins immediately following the auction. It is a great time to unwind after months of planning and hours of work, and to raise a glass or slice of pizza and say, "YES, we did it!"

March is Literacy Month. Several months ago we completed our Literacy Project by distributing dictionaries to 3rd graders through out the Lehigh Valley. Literacy is a continued focus of Rotary International and is key to solving many of the world's most difficult problems. In many parts of our world, less than thirty percent of the population can read and write. Many of those people are women and girls who have few opportunities for education and cannot teach their own children to read. Even in

wealthy countries like the United States, you'll find sub-standard schools that are failing to adequately teach basic skills and far too many adults who cannot read or write well enough to function effectively in society. Literacy opens doors to employment and economic security and Rotary International and the Rotary Foundation are focused on improving Literacy throughout the world. In the next few days you will be hearing about a special challenge grant aimed at raising funds for the Rotary Foundation. If you are able, please take this opportunity to donate to the RI Foundation and have your gift multiplied. With our continued financial support to the Rotary Foundation, together we can Fight Illiteracy, Eradicate Polio, Prevent Child Mortality, End Conflict, and so much more.

Finally, I want to thank all of you who spontaneously donated to the Mosquito Net Project. When this project was first brought to the board I thought we would ask every member to donate a dollar each week for four weeks and the club would fund the balance of our \$250 commitment. Little did I realize our club would donate so much, in just the first week, your donations will provide mosquito nets and likely save the lives of over 50 people. I hope you don't mind but I'm still going to ask for a dollar for the next 3 weeks, who knows how much we can generate for this great cause!

I'm truly touched by the dedication, commitment and generosity of our club. I never imagined that I would be associated with, never mind the President of, a group of people so quick to pick up a cause, volunteer to organize a fundraiser, or even get down in the dirt for a local service project. And that is the TRUTH.

Rob Cahill
Cahill912@me.com



District Governor
Bill Weber & wife Sue



Rotary President
D. K. Lee

2008-2009 District 7430 Governor Bill Weber
Newsletter: <http://www.rotarydistrict7430.org/DNewsletter.cfm>
District WWW site: <http://www.rotarydistrict7430.org>
"Make Dreams Real"

4-Way Test

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL & BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

BOARD MINUTES

ROTARY CLUB OF ALLENTOWN WEST-WESTERN LEHIGH CO. PA.
BOARD MEETING FEBRUARY 17, 2009 LUTHER CREST

Call to Order by Rob Cahill.
Attendance: Dale Utt, Dale Hostetter, Carolyn Clarke, Dave Dries guest, Chuck Ehninger, Rob Cahill, Don Davis, Dawn Costello, and Bob Gordon.
Approval of December minutes - Dawn Costello presented the minutes. A motion to approve the December Board minutes was made by and seconded by Chuck Ehninger. The motion was approved.

Approval of January minutes - The minutes were taken by Carolyn Clarke in Dawn's absence. Dale Utt made a motion to accept the minutes. They were seconded by Carolyn Clarke and the motion was approved.
Treasurer's Report 2008/09 Budget - Dale Utt/Dale Hostetter discussed the monthly report. Chuck made a motion to accept the report. The motion was seconded by Carolyn Clarke and approved.

Meeting Place - Luther Crest
Wednesday mornings 7:30 a.m.

Luther Crest Retirement Center
800 Hausman Road Allentown,
PA 18104-9393

Phone: (610) 398-8011
<http://www.luthercrest.net>

We're on the web!
Rotaryofallentownwest.org
Rotarydistrict7430.org

Robert Cahill, President
cahill912@me.com

Joseph M. Goll, President Elect
joseph.m.goll@smithbarney.com

Robert Gordon
rmgordonphd@rcn.com

Dawn Costello, Secretary
decostello1@mac.com

Dale Utt, Treasurer
airutts@ptd.com

Donald W. Davis, Sergeant-at-Arms
storcon@aol.com

William Weber, District 7430 Governor
tranquilb@aol.com



Board Members

Club Service: Michael Kistler (kistler24@hotmail.com)
Community Service: Carolyn Clarke (cgcm4205@fast.net)
International Service: Dawn Costello (decostello1@mac.com)
Membership: Robert Gordon (rmgordonphd@rcn.com)
RI Foundation: Candi Cain-Borgman (candicain@gmail.com) &
Alicia Orbin (aruizorbin@aol.com)
Past President: Chuck Ehninger (ehninger@ptd.net)

Foundation Report – Dale Hostetter presented The Foundation Report. A motion was made by Don Davis to accept the report. The motion was seconded by Chuck Ehninger and was approved

Action/Discussion Items:

Discussion regarding the need for second to motions - Bob Gordon made a motion to do away with the need for seconding in order to enter into discussion as according to Robert's Rules. Bob withdrew the motion for lack of a second.

District Conference Hospitality Suite - Dave Dries presented information on the Conference and Conference Hospitality Suites. He stated that some clubs get a suite where they bring in their own food and beverages. The Suites are usually open only after the dinner. The hotel has 8 rooms in one hall for this purpose. Volunteers supply the food and beverages with one member coordinating. Rob volunteered to rent a suite and made a motion for the club to host the suite. This was seconded by Dale Utt and the motion passed.

House of Friendship - It was noted that District Conferences also have a "House of Friendship". The "House of Friendship" is set up to have snacks, popcorn, etc and tables set up to sell Rotary items. The House of Friendship is open and available during the day and is not open after dinner.

Booklet Ad - Dave Dries presented information to the Board about the ads for the District Conference. A full-page ad costs \$300. In the past the host club has paid for one full-page ad. Rob made a motion to place an ad in the booklet. It was seconded by Dawn and passed.

COMMITTEE REPORTS

Membership - Bob Gordon has asked Geoff Legg as Vice President Elect to head a subcommittee to recruit.

Membership Drive - Last July we set a goal of a net increase of 10%. An ideal club size is 72. Bob asked Rob for a time for a membership minute. Bob also emphasized that an interview of people who are interested in joining this club should precede invitation.

Software Purchase - Bob Gordon inquired about software to track membership and attendance. Bob made a motion that we look into this. The motion was seconded by Chuck and approved.

List Serve - Bob is anxious to get this started so the membership is aware of what is happening.

Dues - The Board was told that there were several members who have not paid their dues for six months. The Board will discuss those who have not paid next month.

Student Exchange - Our club has one student who will be outbound next year. So far the District has only one incoming student.

Foundation: Fundraising for mosquito netting - Each club is being asked to raise \$4/member or \$250 for mosquito netting to fight malaria. Frank Romano of Harleysville is coordinating the project. Dale made a motion to support the project. The motion was seconded by Bob Gordon and accepted.

Public Relations - Carolyn

Barb sent a communication regarding "Faces of Rotary". They are looking for Rotary members who are the most recognizable in the area for

use on billboards. Carolyn will be the representative for our club as the Public Relations chair.

Other - Regarding a previous question on fundraising by utilizing a business as a tool for fundraising. RI does not want clubs to be involved in any commercial enterprise or telemarketing unless approved by the District and Rotary International.

Adjourn - Chuck Ehninger made a motion to adjourn at 8:20 AM
Next Board Meeting: March 17, 2009 7:15 AM, Fire Place Room, Luther Crest

Dawn Costello
 Secretary

KIMBERLY VON HOLD – STUDENT OF THE MONTH

Our Allentown West Rotary Club Student of the Month for March 2009 is Kimberly Von Holt, a senior at Northwestern Lehigh High School.

Kimberly was selected because she is an excellent student and is deeply committed to serving others, witnessed by her having performed over one thousand hours of service in community and school. She is a member of National Honor Society and serves on Student Council, this year as Vice President, last year as Treasurer. She is deeply involved in SAGE (Students with the Advancement of Global Entrepreneurship). Two years ago the Northwestern SAGE team of which Kimberly is a part was first in the US competition, fifth in the world competition held in Ukraine. This spring they will again compete in the national competition in San Francisco, with hopes of going to Brazil.

Kimberly and her sister are one of the co-anchor teams for the morning TV show at Northwestern. Once a week she spends time as a buddy to an elementary student through the Friends for Life Program. She is in her twelfth year of Girl Scouting, working toward the Gold Scout status, having already achieved the God and Life award. Kimberly volunteers at Lehigh Valley Hospital and works part-time at the Fitness Center in Fogelsville.

Her future plans are to work in Hospitality Management. She will decide among Endicott College in Massachusetts, University of Delaware and Penn State.

We will present the award to Kimberly at our meeting on March 4. Her parents, Robert and Wendy Von Holt, will join Kimberly at the meeting.

Kimberly Von Holt's commitment to service and pursuit of excellence exemplify core values of Rotary International. It is our pleasure to present the Student-of-the-Month Award for March 2009 to her.

Jeff Kistler



Bill Volger - Executive Director of Family Answers

GREETERS & DOOR PRIZES

March 04	Jim Anthony
March 11	Chris Basile
March 18	Halyna Stegura
March 25	Barb Kistler



Lauren Sniscak - February Student of the Month



Speaker - Trisha Alexy - Director of PA Governors School



Debbie Fry - Lehigh Valley Hospital



Mary Evans giving her Classification talk

Sixteenth Annual Charity Auction

Remember our motto to:

“STRIVE FOR FIVE”

One donated item

One donated gift certificate

One ad for our program booklet

Become a Patron in our program booklet and

Most importantly plan to attend the auction

All monies raised will go to provide scholarships to students at Northwestern Lehigh High School, Parkland High School, Lehigh County Technical Institute and Lehigh County Community College.

In addition, donations are made to Non-Profit Organizations in our service area.

The more money we make, the more we can give away!

The Auction is held @ the Fogelsville Auction Center on March 27

Silent Auction begins @ 5 pm

Main Auction begins @ 6:30 pm

ARE YOU UP FOR THE CHALLENGE???

Remember, after the auction we celebrate with pizza! Whether this is your first auction or your sixteenth, mark your calendar and start thinking about whom you can add to our growing list of contributors and attendees.

BIRTHDAYS

3/08 Lorraine Grammes
3/15 Alla Gordon
3/17 Ronald Capers
3/25 Dale Utt



WEDDING ANNIVERSARIES

3/11 Keith & Ronda Koepke
3/28 David & Valerie Sherwin



MEMBERS' INDUCTION DATES

3/01/06 Jim Anthony
3/04/92 Dane Crane
3/13/91 Dave Dries
3/19/03 Carolyn Clarke
3/24/99 Sue Weber

Special thanks to those who have made this
issue of the Newsletter possible:

Contributors:

Dawn Costello
Jeff Kistler
Rob Cahill

Editor:

Dawn Costello

Photographs

A. J. Henry

Publishers:

Gary Englehardt
Gwenn Carr