

the Rotary Smile



Allentown, Pennsylvania 610-794-4101 www.rotarydistrict7430.org

January, 2007



Getting to Know You ... and Rotary

You're invited ... and bring friends and colleagues who might be interested in Rotary. On Tuesday, February 27 from 5 - 7 p.m. at the Payne Gallery on Moravian College's south campus, Rotary clubs in District 7430 Area 1 & 2 are sponsoring
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Melissa Craig, RN, Assistant Director of Community Health at St. Luke's Hospital, is joined by Allentown Rotarians Frank Ford, St. Luke's CEO, Bob Black of the Community Service Grants Committee, and John Toner, St. Luke's Director of Development, following the presentation of a check for \$10,000 to St. Luke's for use in its program to provide glasses to students in need at Raub Middle School this coming year.
(Photo courtesy Betsy Toole, St. Luke's)



January Meetings Event Schedule

- 5th – Classification Talk:
Steve Wogaman
- 12th – LVH Helicopter:
Daniel Rymond
- 19th – Allentown: State of
the City by Mayor
Ed Pawlowski
- 26th – LV Outlook
by Glenn Kranzley

Looking Ahead:

- Feb. 2 – Classification Talk:
Frank Ford

Dancing with the Stars: Rotarian Stars!



Come join us on Saturday, January 27 at 7:00 p.m. for food, fellowship and fun. Shake off the winter blues with the help of DJ Joe at Holy Infancy School in south Bethlehem. Stoke up on carbs to energize those dancing feet at Pastaficio beforehand.

Dress informally, BYOB to the restaurant, save room for dessert at Holy Infancy and some beer/soda/water, pretzels, chips etc. to fuel a dancing frenzy.

Bring friends: singles, couples, three's, four's or five's. There will be plenty of line dancing and other creative forms to involve everybody.

We'll meet at Pastaficio (in the new Lehigh University dormitory building that includes the bookstore and several small restaurants) at 7 p.m. Order what works for you from a selection of good food and pay your own bill directly. BYOB if you choose. Park on the street, or in the Lehigh University lot east of the dormitory building.

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The Rotary Club of Allentown
 ~ A Member of Rotary International ~
 Club No. 121, District 7430
 Chartered 1914
 • in our 93rd year of service •

**We meet Fridays at noon at the
 Crowne Plaza, 9th & Hamilton Streets,
 Allentown.**

Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. Approximately 1.2 million Rotarians belong to more than 31,000 Rotary clubs located in 167 countries.

The SMILE is a monthly publication written by members of the Rotary Club of Allentown with summaries of weekly programs and news about our club, district and national Rotary happenings.

Club Officers

President	Rolf Schlake	610-770-0900
President-Elect	Ibolya Balog	610-433-3220
Secretary	Don DeLorenzo	610-967-3380
Treasurer	Tom Christman	610-434-9645

Board of Directors	Committee	Phone
David Schrum	Program	610-798-2510
Judith Barberich	Scholarship	610-282-1100 x1478
Kathy Frazier Paul Harris & Iobst Fellow Awards .		610-774-3372
Richard Daugherty ...	Communications	610-437-3700
Joyce Dougherty ...	Membership & Youth	610-433-6556
Ibolya Balog	Membership	610-433-3220
Amy Meleck	Community Service	610-289-0114
Larry Campbell ..	Hospitality & Badge Board	610-391-9805
Pete Smith	Fellowship	610-395-7700
Arthur Weinrach	Youth	610-435-1515

Foundation Board Members

Deborah Kipp	610-664-3223
Suzanne Goodell	610-799-1204
Bill Hacker Jr.	610-437-3340
Charles Keim	610-402-9725
Larry Campbell	610-391-9805

Dancing with Rotary Stars

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At 8:30 p.m. we'll walk down the street to Holy Infancy. Admission is \$12 per person, paid at the door, and includes homemade desserts, beer and other beverages, and pretzels and chips.

For testimonials, ask Rolf Schlake, Barb Bottitta, Nan Hanahue Yarrish and Dave Schrum, who previously tested this model of fellowship.

Make your reservations by contacting Ed Yarrish via e-mail (Ed@Yarrish.com) or telephone (610-821-7777). The deadline for all reservations is 1:00 p.m. Friday, January 19.

Join us for the warmth of good food, friends, conversation, laughter, music and healthy exercise, all designed to make a January evening sparkle with the stars.



Getting to Know Rotary

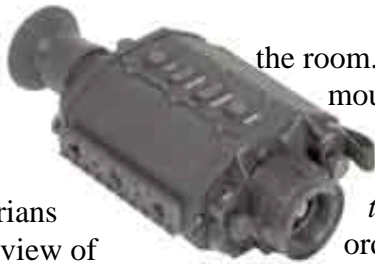
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a "get acquainted with Rotary" night. Admission to the gallery exhibit is free, and Moravian's new president, Dr. Christopher Thomforde, will be giving brief remarks at 6 p.m. Other special guests and local dignitaries will be joining us, and light refreshments will be served.

The Payne Gallery is adjacent to Foy Hall on Moravian's south campus. Free parking is available under the bridge just down the hill, south on Main Street.

For more information, contact Ellen Ghelardi, District 7430 Membership Coordinator for Area 1 and 2 (610-533-2837) or e-mail her at bakerlebb@aol.com.

Night Vision Systems



November 10 – Rotarians enjoyed a fascinating view of the science and technology used to create night vision products and services. Chris Wright, Vice President of Night Vision Systems in Kuhnsville, Pa., described four types of technology used by US military and law enforcement to enhance their night vision.

Night Vision products use image intensification technology, which works by collecting and amplifying small amounts of light. When Rotarians tested night vision equipment, we were easily able to see our entire meeting room and its contents. The image background was an eerie green color, but the images were distinct, especially when compared to the naked eye's ability to distinguish people and objects in the dark. Almost every Army soldier has night vision goggles.

We compared night vision products to *thermal imagers*, which allow the viewer to see differences in temperature between two objects. The thermal image was a black and white image where warm spots were bright white and cooler spots were dark. When I surveyed the room, people's faces and hands were bright white, while their clothes were dark. The thermal image did not illuminate the room as fully as the night vision product, but it allowed me to zero-in on the location of every individual in

the room. The military often mounts them on vehicles or helmets to allow our soldiers to see *through* objects in order to identify enemy locations and roadside bombs.

Lasers work by amplifying small amounts of light to illuminate a path if you point to an object. The path can be invisible to the naked eye, but visible using special goggles, an application most frequently used by the military. Lasers can also be visible. Most of us are familiar with the red beam of light emitted by laser pointers used in the business world. Our soldiers in Iraq also use visible laser beam products for policing, for crowd control, and other non-lethal applications.

Combat ID is produced by a chemical substance that illuminates with the use of special night vision products. We use *Combat ID* products to identify friendly troops. For example, the flags sewn on US military uniforms and tape on U.S. tanks are invisible at night to the naked eye, but glow when viewed with night vision equipment. *Combat ID* products have reduced deaths from friendly fire from 25% in the first Gulf War to 4% in the current Gulf War.

Sales of Night Vision Systems products are regulated by the Department of Defense because the products are part of our strategic defense systems. The company manufactures equipment at three different price points and sells them to municipal, state, and federal law enforcement customers.

These highly- engineered products are most impressive, and we thank Mr. Wright for giving us a “peek” into night vision technologies.

~ Suzanne Goodell

Why I Give to Rotary

Our Allentown club's foundation has almost no overhead costs. So when I give, I get the maximum bang for my charitable bucks *and* help worthy causes, whether it's a scholarship for a promising Allentown student or support of community organizations that really help our needy citizens.

Rotary International's foundation returns about 50% of funds donated by Rotarians in this district directly back to our district for uses we deem most fitting, including funding smaller clubs' projects that otherwise might not be achievable. The other 50% is used for international humanitarian projects carried out by local clubs and districts world- wide. Projects directly benefit people, equipping a rural hospital in India or drilling water wells for villagers in Africa.

I don't wear my Paul Harris and Iobst Fellow pins that often. But when I do fasten them on my lapel, I am reminded that through Rotary I can make a difference in other people's lives by giving them something substantive and helping them keep hope alive. So can you.

~ Wallace Eldridge

Classification Talk



John Toner

December 8 – To say that there was quite a bit of theatrics involved in John Toner’s classification talk really isn’t any sort of an insult, but more of a statement of fact. For you see, during the past two decades Toner’s career touched both the stage and the silver screen, culminating in his current role as director of development for St. Luke’s Hospital – Allentown Campus.

While Toner only accepted his post with St. Luke’s about five months ago, he is already giving the experience rave reviews. Before joining the St. Luke’s team he was director of development for the Civic Theatre of Allentown.

His four-year stint with the Civic Theatre was preceded by an 18-year run with General Cinemas, the company that owned the now defunct movie theater at the Lehigh Valley Mall, one of the many General Cinemas locations managed by Toner during his tenure with the firm.

Toner’s career with General Cinemas actually began while

he was attending Newark High School in Delaware. “During my junior year I got my first car and I got a job at the local movie theater. I stayed for 18 years,” he said.

Toner’s senior year marked another important milestone in his life, when he played on Newark High’s 12-0 football team. “My sanctuary has always been sports,” Toner said. “But, at the end of my senior year I had to face the fact that my NFL dreams were not going to happen. I was still 5-foot-9.” (A height he reached in 8th grade.)

So it was off to the University of Delaware and then a variety of General Cinemas posts up and down the East Coast. Unfortunately, the family-owned General Cinemas experienced some financial difficulties in the late 1990s, declaring bankruptcy in the year 2000. During that time Toner helped to close seven of the company’s movie houses.

Both Toner and General Cinemas took their final curtain calls in 2002 when AMC Theatres bought the General Cinemas chain for \$167 million. “Eighty-two percent of the management from General Cinemas left the company in the first year after the buyout,” Toner said.

Toner’s exodus from General Cinemas brought him to the Civic Theatre, a post that he says prepared him well for his present responsibilities with St. Luke’s.

“I knew it was going to take something very special for me to leave Civic,” Toner said.

Congratulations!

“And St. Luke’s is a very special place. I can remember being impressed with the culture of the place, right from my initial meeting. St. Luke’s is all about taking care of people.”

~ Jennifer Marangos

Let’s all congratulate our fellow Rotarian, Deb Fries, who married Phil Jackson of Lansdale on December 9. The ceremony took place at Hope United Church of Christ in Allentown.

In attendance as best men were the sons of the groom, Phil Jackson, Jr. of San Francisco,

California, and Aaron Jackson of Boston, Massachusetts. Matrons of honor were Cheryl Laub and Patricia Johnson, both of whom work at the Boys and Girls Club of Allentown. After a wonderful reception at the Weyhill House at Saucon Country Club, the happy couple honeymooned in the Grand Cayman Islands for a week.

Deb and Phil will reside primarily in Center Valley, with a second home in Lansdale. Deb now signs her name Deb Fries-Jackson.

The Allentown Rotary extends its warmest regards to the newlyweds.

~ Janet Gross





Rotar-eBay

Not a new vacation destination for Rotarians! Rather, our club will be having an online fund-raising project which will be ready on January 15th to start selling our items on E-Bay. Proceeds go to our Allentown Rotary Club Foundation.

Here are a few great reasons for giving:

1. Iobst Fellowship credit will be given to you for the sale price of your item.
2. You will get a tax deduction for your donation in the form of a receipt from the Allentown Rotary Foundation.
3. Here's a quick way to get something out of that Christmas gift that didn't have a receipt!
4. What else are you going to do with that old stuff you haven't used in ages? Let's try to find a good home for it!

We're looking for:

Because the world's garage sale can be found on E-Bay, go to ebay.com and do a quick search for something similar to your item. The search is free and easy. If you find a lot of entries for it, we may have a hot item! Plus, this will give you an idea of its value. Or you can call me directly, and I'll do the legwork for you! Your items need to be

in good shape, under 30 pounds and worth more than about \$30. Don't forget that someone has to lift, pack and ship them!

Here's a list of things that sell well online:

Books; Cameras & Photo Equipment; Cars & Boats; Cell Phones & PDAs; Collectibles; Computers & Networking Equipment; Consumer Electronics; Dolls & Bears; DVDs, Movies and CDs; Entertainment and Sports Memorabilia; Home & Garden; Jewelry & Watches; Musical Instruments; Sporting Goods; Tickets; Toys & Hobbies

Thanks in advance for considering the E-Bay Project as part of your charitable donations.

If you have questions or want more information, call Jonathan Epstein, 610-437-7070 x212 or you can email him at: je@berger-epstein.com



Recent Guests at the Allentown Rotary

Kimberly Smith
guest of Ibi Balog

Nora Suggs
David Saturen
Mrs. Genero
guests of George Schermerhorn

Vicki Mayk
guest of Marci Shick

Dave Mathias
guest of Orville Hawk

Adam Kalinowski
former Exchange Student



What is so interesting that it engages the intense and thoughtful concentration of (left to right) Ann McManus, Heather Strancosky, Alma Perlis and (upper left) Dick Snyder? Join one of our Rotary club committees and you'll find out what can be so engaging!

Welcome New Members to the Rotary Club of Allentown



Edwin Pawlowski
Mayor of Allentown
610-437-7546 (o)
pawlowski@allentowncity.org



Joseph Garrera
Executive Director
LV Heritage Center
610-435-1074 x 19 (o)
J_garrera@lchs.museum



Carol Jones
Adult Literacy Center LV
610-435-0680 x114 (o)
cjones@alclv.org



Edward Komito
ELK Financial Investments
610-395-7898 (o)
ekomito@aol.com

January Birthdays



- | | |
|----|-------------------|
| 1 | Jennifer Marangos |
| 2 | Christine Bauder |
| 7 | David Hornung |
| 9 | Deborah Kipp |
| 19 | John Toner |
| 29 | Leonard Bloch |

Do you have friends and colleagues who might be interested to learn more about Rotary? Bring them to the “get-acquainted-with-Rotary” night on February 27. Details inside!

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5540 German Road
Emmaus, PA 18049



Dancing with the Rotarian Stars!

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