

the Rotary Smile

Allentown, Pennsylvania

www.rotarydistrict7430.org

February, 2008



**Share the Gifts
of Rotary
2008 District 7430
Conference
at Skytop Lodge
Fri. April 25 - Sun. Apr. 27**

Thanks to the special efforts of our District Governor, the cost for this luxury resort conference is only \$ 670 per couple or \$470 per person, including meals, lodging and all Skytop's amenities.

Sign up on the District site:
www.rotarydistrict7430.org



Did you know?

... Rotary is now in 200 countries? In fact, we are in more countries than the United Nations!

OPINION

January 10 – When Glenn Kranzley started his state of the Lehigh Valley talk at the Allentown Rotary Club's meeting, people might have gotten the impression that the Morning Call opinion pages editor is a glass-is-half-empty kind of a guy. Kranzley started his presentation, the third one he has delivered to the Rotary Club on the topic in as many years, by thanking his audience for coming out to hear him speak on such a cold and rainy Friday, adding that what he had to say regarding the upcoming year was probably going to be as "dark and gloomy" as the weather. But from that point on, Kranzley, whose official Morning Call title includes Vice President, came off as a surprisingly glass-is-half-full fellow.

"There really are some good reasons for optimism and hopefulness in the Lehigh Valley," he said, launching into an in-depth discussion of



Glenn Kranzley elaborates on his remarks after his presentation with Rotarian Grayson McNair.

what he deemed to be the key points that will impact on life in the Lehigh Valley in 2008, including the opening of Coca-Cola park, the fact that we are in an election year, and – a personal concern for Kranzley – the need for a greater focus on regionalism in the Lehigh Valley.

Regardless of what negative buzz the Iron

Pigs' first season might generate, Kranzley said, the bottom line is that the team's presence in the area is a good thing for the entire Lehigh Valley. Ironically, on the day of Kranzley's talk, the lead story on the front page of the Morning Call was about a deal that the Iron Pigs made with a downtown Bethlehem hotel to house the team's competitors during their stay in the region. Allentown mayor Ed Pawlowski expressed his disappointment with the team in that article.

"No matter what," Kranzley said, "Coca-Cola Park and the Iron Pigs are going to provide a real benefit to the Lehigh Valley. They are going to make the Lehigh Valley a better place to live and make the quality of life a bit better."

(Continued on page five.)

The Rotary Club of Allentown

610-794-4101

~ A Member of Rotary International ~

Club No. 121, District 7430

• in our 94th 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 31,000 Rotary clubs located in 200 countries.

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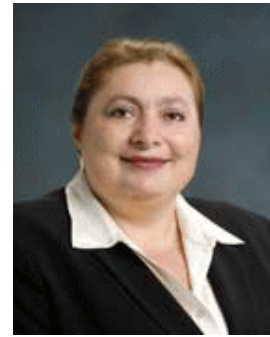
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From the President

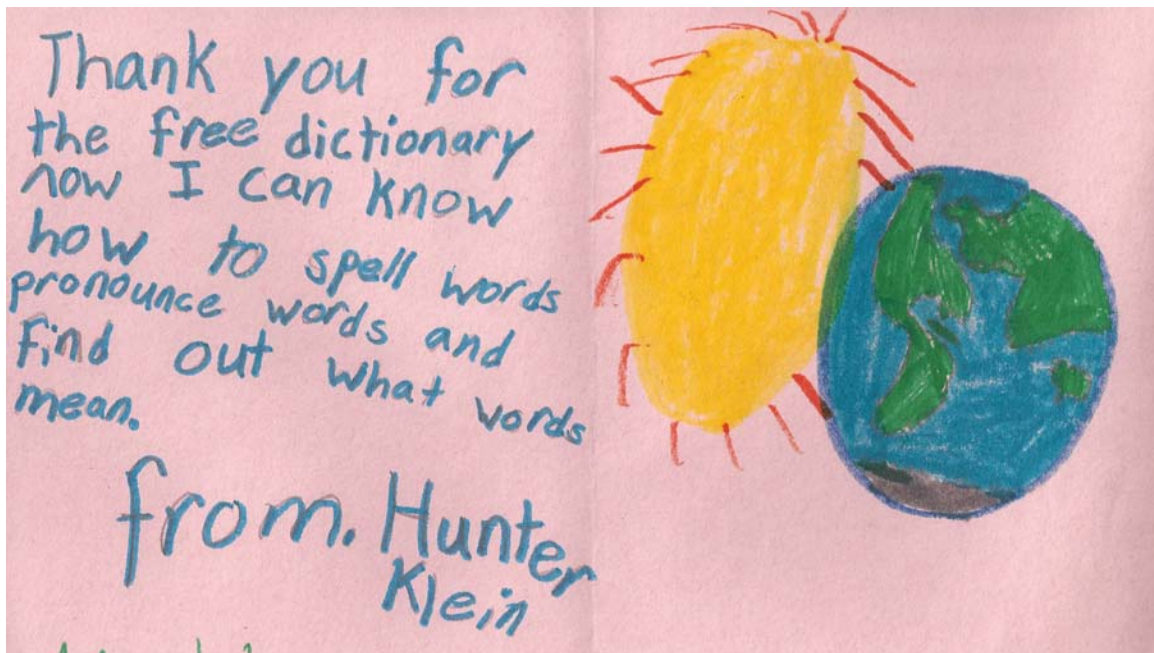
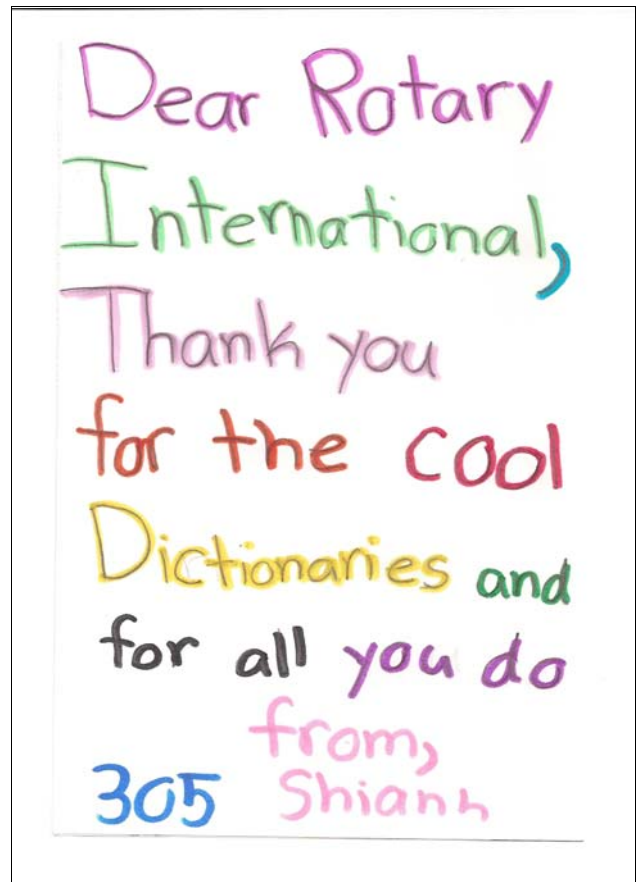
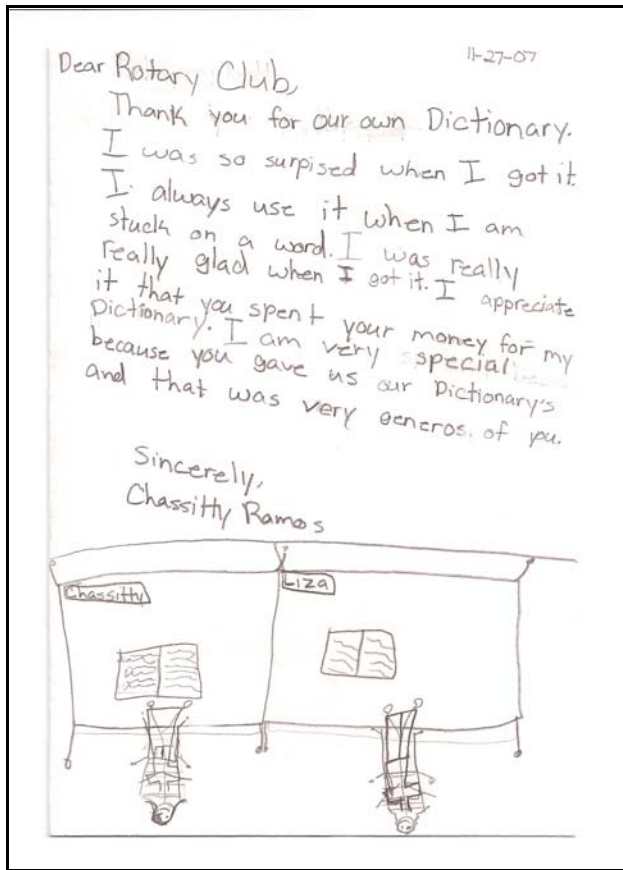


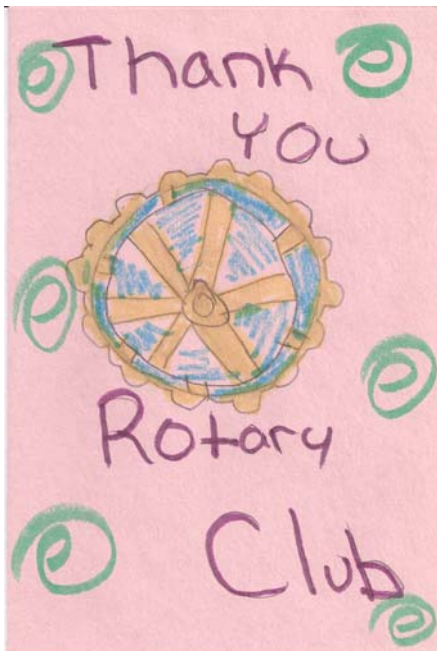
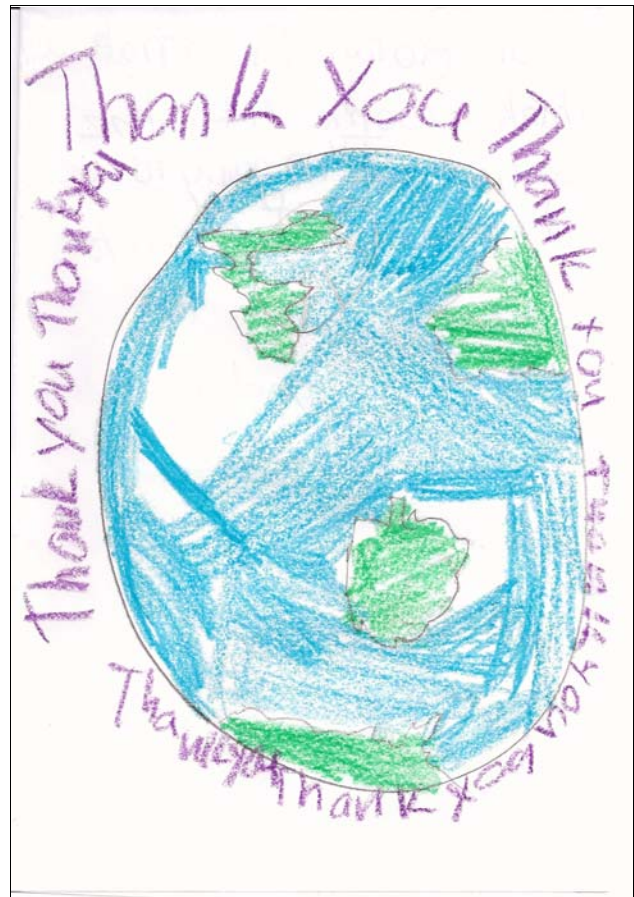
It is hard to believe that we are well into the second half of our 2007-2008 Rotary year. It is embarrassing to repeat the tired phrase, but it is so true that time flies when you are having fun. For me it is both fun and inspiring to see an organization that functions so well with all the dedicated members and committee chairs. It is all of you, Allentown Rotarians that make this such a wonderful club. Thank you to all Rotarians who have sponsored new members and Membership Chair Pete Smith is ready to follow up with any new member leads you can provide. You can be proud to invite guests, friends, colleagues and acquaintances on any Friday, since the programs continue to be interesting, informative and inspiring, thanks to Dave Schrum and a dedicated program committee.

The second half of the year starts a new clock for attendance measurement. So if in the first six months your attendance was not quite up to where you might have liked it to be now you have a chance to start over. Every week I am reminded of why I am glad to be a member of the Allentown Rotary Club. Please make the effort to attend and hopefully you too will enjoy the fellowship.

Dictionary Project Thank You Cards

~ a small sample of cards and notes from the children ~





Dear Rotary Club
 Thank you for the
 dictionary. I really
 like it. Now I now
 what words mean.

From
 Emely
 Room 302
 Muntenberg S



Nov. 30 – A bronze-medalist in the U.S. package delivery business, behind the more well-known FedEx and UPS, DHL Express is clearly a force to be reckoned with in the Lehigh Valley, the Eastern seaboard, across the country and around the globe.

At least that was the basic sense listeners came away with following the speedy presentation delivered by Nunzio Di Savino, vice president, ground hub network, for DHL Express. Di Savino, who works out of the DHL Express offices in Elmsford, NY, shared ample statistics about his firm’s position in the global express package delivery and logistics business. DHL Express is the number one provider of such services in the world, operating in 225 countries, and is the world’s sixth largest employer.

A wholly owned subsidiary of Deutsche Post, which runs all postal operations in Germany, DHL has a considerable presence in the Lehigh Valley, home to the largest of the company’s 19 U.S. ground hubs, according to Di Savino. And, the Lehigh Valley center is a busy one, Di Savino pointed out, sharing that the facility had handled 320,000 items

in its Upper Macungie location the day before his Rotary talk.

“I was fortunate enough to see that happen at four o’clock in the morning,” he said with a smile. During the holiday season, volume in the Lehigh Valley DHL facility should peak on December 17, at an estimated 450,000 pieces.

Currently DHL boasts a mere nine percent of the U.S. market share and is poised for growth. The company purchased Airborne Express in 2003 and completed a \$1.2 billion expansion of its network over the past four years, Di Savino said. The company’s 300,000 square foot Upper Macungie processing center, which handles an average of 90,000 pieces of mail per hour, represents a more than \$120 million investment by DHL. It employs 400 people and DHL pays out more than \$15 million per year in salaries locally, Di Savino said.

~ Jennifer Marangos

Correction

Juan Morales



The Interact student in the Bell Ringers picture on page one in the January SMILE last month was Juan Morales. We apologize for the error.

Opinion

(Continued from page one.)

Next he turned his attention to elections at the federal and the state levels, venting of issues ranging from tax reform to the shortcomings of the primary system. “Pennsylvanians have a right to feel grouchy watching other primaries,” Kranzley said with a wry smile.

In wrapping up, Kranzley said that there are some “good things coming to the Lehigh Valley in 2008,” mentioning the opening of the America on Wheels museum in Allentown and the construction of the Sands casino in Bethlehem.

“The casino is going to change the face of Bethlehem,” he said “It is going to be a rebirth for that part of the Lehigh Valley.”

Then taking things full circle, Kranzley reminded his audience that he originally said he wouldn’t be all that positive, and then admitted that in the end his message probably came off somewhat more optimistic than he had originally promised.

The reason, stemmed from three newspaper stories that morning which focused on the community service efforts of various youngsters in the Lehigh Valley. “Young people leading. Seeing a need and acting on it. That makes me feel better about 2008.”

~ Jennifer Marangos



**Coming in the March SMILE:
Mayor Ed Pawlowski's State of the City address.**

Karen Angelo



February Birthdays

- 1 Warren Armstrong
- 15 Wallace Eldridge
- 18 Susanne Sheppard
- 20 Vicki C. Mayk
- 23 George Schermerhorn
- 27 Frank Concannon
- 28 Rodney Wells

February Meetings Event Schedule

1st - Classification Talk:
Jonathan Epstein

8th - 2008 Financial Outlook -
John Quinlin

15th - Abe Lincoln: Politics
Then and Now - Ed
Baldrige

22nd - Advances in Eye Care -
Dr. Andy Bausch

29th - "Privy Man"

Coming in March

March 7 - Classification Talk

the Rotary Smile



Allentown Rotary Club
5540 German Road
Emmaus, PA 18049