

the Rotary Smile

Allentown, Pennsylvania

www.rotarydistrict7430.org

April, 2008



Everyone an Inch? A Cinch!

Dolly Parton has been doing it since 1996. The Allentown Rotary started in 2006. And though there's little probability that we Allentonians will ever catch up with Dolly – her Imagination Library provided 4.5 million books according to the March issue of the Rotarian – we have an opportunity this spring to promote literacy right here in Allentown.

***We challenge
each member to donate
one inch of books
this year.***

The Community Service Committee will hold its Third Children's Book Drive on April 25 and May 2 at our meetings.

The committee challenges each member to donate one inch of books this year. If each of us does his or her part, that's ten feet of books!

Books can be new or gently used but must be appropriate for
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Women in Rotary

Spirited applause greeted President Ibi Balog's March 28th announcement that Rotary International is celebrating 20 years of Women in Rotary. Perhaps it would interest those who weren't among us 20 years ago to know the story.

Rotary International mounted a long, fierce and costly resistance to the admission of women. In 1978, it revoked the charter of the Duarte, California club which had the audacity to propose three women for membership. Duarte sued and won, but RI appealed all the way to the United States Supreme Court. The Court decided that Rotary clubs have a "business purpose" and are in some ways public-type organizations. Consequently they couldn't exclude women in those jurisdictions with "public accommodation" statutes.

While the fight dragged on, we had some fun with the controversy by publishing an April Fools issue of the SMILE. Rita Concannon was proposed for membership. Frank was the only one in on the joke and a lot of those who weren't reacted with predictable alarm.

Locally, passions ran high on both sides of the issue. A letter to the Club Secretary dated October 28, 1985 read as follows:

I would like to terminate my membership in the Allentown Rotary Club. Philosophically, I find it difficult to accept the shortsighted and discriminatory international By-Law which prohibits women from

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When Rotary was formed in 1905, women were not admitted to membership in Rotary clubs. So instead, Rotarian spouses, including Paul Harris' wife, became members of the "Inner Wheel" club, established in 1924 when Mrs. Margarette Golding presided over a club formed of Rotarian wives. The objects of the organization were to promote true friendship, to encourage the ideals of personal service, and to foster international understanding.

Although women have been admitted to Rotary since 1987, the International Inner Wheel clubs have continued, now numbering more than 100,000 members in 101 countries.

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.

Club Officers

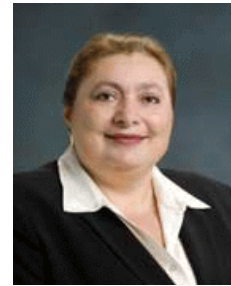
President	Ibolya Balog	610-433-3220
President-Elect	Pete Smith	610-395-7700
Secretary	Don DeLorenzo	610-967-3380
Treasurer	Tom Christman	610-434-9645
Past President	Rolf Schlake	610-770-0900

Board of Directors	Committee	Phone
David Schrum	Program	610-798-2510
Judith Barberich	Scholarship	610-282-1100 x1478
Rolf Schlake	Harris & Iobst Awards	610-770-0900
Richard Daugherty	International	610-437-3700
Joyce Dougherty	Fellowship	610-433-6556
Amy Meleck	Communications	610-770-1127
Larry Campbell	Community Service	610-391-9805
Pete Smith	Membership	610-395-7700
Cindy Lambert	Badge Board/Hospitality	610-776-3323
Bill Hacker	Youth	610-437-3340

Foundation Board Members

Ibolya Balog	610-433-3220
Judith Barberich	610-282-1100 x1478
Amy Beck	610-770-9781
Barbara Bigelow	610-437-0795
Albert Bova	610-395-5910
Larry Campbell	610-391-9805
Thomas Christman	610-434-9645
Wallace Eldridge	610-366-0843
Suzanne Goodell	610-799-1204
Platte Moring III	610-435-8414
Marcella Moyer Schick	610-794-5129
Rolf Schlake	610-770-0900

From the President



In the latter part of this month we will be taking part in one of the hallmark programs of Rotary International by hosting a Study Exchange Group from Brazil. The Group from Brazil will be visiting four clubs in District 7430 including Allentown. They will arrive in Allentown following the District Conference on April 27 and move to their final location before returning to their home country on May 3.

Rick Daugherty as Chair and the International Activities Committee, have organized a full schedule of activities, involving both educational and fun opportunities for our visitors. Participants of the Group Study Exchange will be attending our regular meeting on May 2, so please plan on coming to meet and welcome them.

Our sincerest thanks go to the Host families and to all Rotarians in making this a successful event. Later in the year there will be a Study Exchange Group from our district that will visit Brazil, and at a future time we hope a participant from that group will come and tell us about their trip the way Kate Roberts did about her experience in visiting South Africa. I am grateful that we are fulfilling one of the Four Way Tests of Rotary in building goodwill and better friendships internationally.



Classification Talk

Budd DiStefano

March 7 – Budd was born on August 15, 1945, the same day that World War II ended. He said he hasn't had a moment's peace since then, adding he was adopted at birth. At age five, his family moved to central New York.

In 1952, with the help of Hit Parade Magazine, Budd would sing all the popular songs of the day. The children would gather in the school yard and listen to him sing. He became the lead singer in the Catholic Church choir across the street from the school. By the time he was seven, he was a paid singing professional and a guest performer at the local VFW, Elks, Eagles and Moose Lodges.

At 19, Budd found a blood sister adopted by another family. She is a nun

in a Benedictine Monastery and doesn't talk to her much.

Budd married in 1966 and had his first child, Lisa, at the age of 22. He also has a step-daughter. He divorced in 1973. At that time, his agent told him to "write my son, write" and so he did. Writing songs is his passion. Budd wrote a song entitled, "Wish I Had a Nickel," while cleaning up the 14th floor ballroom in the Americus Hotel.



In 1975, Budd moved to New York and he was cast as Meatloaf's replacement in the National Lampoon Show. At the age of 30, he was playing an 18 year-old in a Rock n' Roller.

After New York, Budd moved to California, married in 1979 and is now a widower.

In 1980, Budd and his

friend Garth Livermore wrote their first song together, "If I Had a Dream." By 1982, in order to get a steady pay-check, he gave up show business and decided to go into the food and beverage industry. After rekindling their relationship, Budd and Garth wrote another song entitled, "Recipe for Love."

Budd shared his "God-given gift of his resonance chamber" with us by performing three of the songs he has written and a final song, "I Have This Dream," which was co-written by Michael Jackson.

~ Theresa Podguski

It's a Cinch!

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kindergarten through senior high school readers. If you are purchasing books, please consider the diverse population that will receive them.

If bringing books to Rotary proves to be a challenge, they can be dropped off at Second Harvest Food Bank (Mon.-Fri., 7 a.m.- 4 p.m.). Children at the Allentown Boys and Girls Club, Casa Guadalupe, the Child Advocacy Center, and the Allentown YM / YWCA will benefit.

~ Ann McManus

Stock Market Update



February 8 – Carson Geiss, Research Associate for American Funds Institutional Group, gave her perspective on the markets' actions in 2007 and discussed where she thinks the market is headed as we look forward.

She suggested that volatility is more normal than we think. The last market correction occurred in the 2nd quarter of 2002, when the S&P fell 10 percent. We have gotten used to low volatility with a high return. The theme for 2007 was volatility which was due primarily to the sub-prime mortgage loan crisis and investors putting their money into large cap funds.

The Dow Jones Industrial had a good year. The Dow was up almost 90% and the Russell Index was slightly negative. The United States dollar tumbled to new lows, which helped the Euro to hit an all-time high.

In early 2007, there were double-digit returns for

energy stocks. Material and utility stocks improved as well. Internationally, China and India had a good year, due largely to their exports to the U. S. Japan however, experienced a disappointing year and it looks like the Japanese will continue to let down investors.

Carson urged caution and said we should expect more volatility through 2008. In fact, these trends may continue three to four more years. She suggested there might be some good opportunities, which could be overlooked because of recent market instability.

~ Theresa Podguski

Women in Rotary

(Continued from page one.)

becoming members of a local Rotary Club. Unfortunately, it appears the inclination of Allentown Rotary is to maintain the status quo and not become a leader among leaders by taking the bold step of admitting women.

The first serious application for a woman was received on July 21, 1987. That prompted another member to resign in protest after we published the proposal in the SMILE. He wrote, in part:

I am very disappointed with the action of the membership committee and the board in approving this application and herewith object very strongly.

The applicant's sponsor was very keen on securing for himself the distinction of presenting Allentown Rotary with its first woman member. That, unfortunately, was not to be. Don DeLorenzo quietly slipped through a proposal for Susan J. Hoffman, the daughter of past-president Bob Hewitt. At the time, Ms. Hoffman was working for the First National Bank, which was already well-represented in Allentown Rotary. So, under the arcane rules of that benighted era, Ms. Hoffman was obliged to share the classification as an additional active member. To the profound dismay of that other fellow, Don introduced Ms. Hoffman to the club on October 16, 1987.

On November 20, 1987, the other chap introduced his new member, taking great pain to stress that she was the first active woman member of Allentown Rotary. The distinction was lost on most of those present. To their credit, both women stayed on

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PPL, Nuclear Energy and the Environment

March 14 – Patty Mikus, the Manager of Generation Business Improvement for PPL Generation, spoke on nuclear energy and the environment. Nuclear energy is the largest source of clean-air electricity generated in the U.S. It comprises almost 71% of emission-free electricity produced here, followed by hydro at 25%, and solar, wind and geothermal for the remaining 4%.

PPL's Susquehanna nuclear plant, near Berwick, Pennsylvania, was completed approximately 25 years ago. This facility is able to generate 2,300 megawatts of electricity, which is enough to power more than 1.5 million homes annually. Over 1,000 professional and skilled laborers work here.

PPL is exploring the option to build a third reactor at Berwick, and is preparing an application for license to the Nuclear Regulatory

Commission. However, the company has not decided whether to proceed with construction since regulator certainly is essential for this five billion dollar investment.

One issue that is prominent in national headlines is used fuel disposal from nuclear facilities. Used fuel is highly radioactive and must be safely stored. The federal government owns used fuel from all U.S. reactors and the U.S. Department of Energy is required to build and operate a used fuel repository.

In 2002, Congress approved Yucca Mountain, a remote location in Nevada, for this used fuel site; however, the facility still is not open. Therefore, the Susquehanna plant has an on-site temporary storage location, where the used fuel is placed in steel-lined concrete storage pools.

~ Kathy Frazier



Our condolences to Bob and Laura Black on the death of their grandson last month.

Brazilian Exchange Group to Visit Allentown Rotary

Five visitors from Brazil will be in the Lehigh Valley from April 28 - May 2 as part of Rotary International's Group Exchange program. They are interested in meeting people involved in similar vocations.

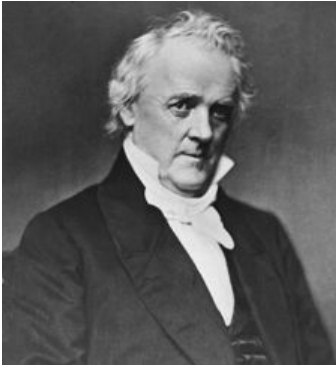
For more information Contact Rick Daugherty (610-437-3700) or rick@lehighseniors.org.

All of the exchange participants speak some English. The team leader speaks very good English.

Podalyro Lobo de Sousa Neto is an agronomist with a Masters Degree as an Environmental Engineer. He has his own consulting business in Environmental Engineering and is interested in how we do environmental consulting in the U.S.

Jose Educard Lobato de Siqueira is a graduate in Civil Engineering and has a Masters degree in Civil Construction. Jose works for an Engineering Consulting Project company. Most of his engineering consulting is related to the building industry, mostly constructing homes, schools, and other real estate and some times larger projects.

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Name this President!

Oh Captain, My Captain

February 15 – In celebration of President’s Day our “captain” of unusual head table selections, Frank Concannon, introduced the head table as the oldest male members of the Allentown Rotary. This was appropriate, Frank indicated, to dispel any rumors that they are so old that indeed they each have voted in every presidential election since the inception of presidential elections.

Having ossified the theme of the day as old men, Frank introduced the speaker, Ed Baldrige, former chair of the history department at Muhlenberg College, who continued to regale us with stories of old men, the best and worst Presidents of the United States.

Pennsylvania’s lone president, James Buchanan, made the list ranked 40th, or second-poorest of presidents. A new sub-theme appeared as it became apparent what separated the good from the

bad: appropriate appreciation of women.

James Buchanan suffered from a broken engagement and an unwise campaign promise: to avoid civil war. He never married and one month after he left office the country fell into civil war.

Warren G. Harding, ranked the worst president ever, along with his womanizing, bootlegging and gambling, simply appointed too many dishonest, incapable cronies.



Our greatest presidents, on the other hand, knew good women when they saw them and gave them responsible public roles. Number two-ranked President F.D. Roosevelt, “saved the democracy” with his 100 Day program to heal a sick economy. He not only appointed the first woman cabinet member, Francis Perkins, but his wife, Eleanor toiled alongside him in notable public service.

Abraham Lincoln, our 16th and best president, was known for his wit and compassion, his love for Mary his wife, and most notably, carrying the nation through its darkest days, the Civil War. Believing “mercy bears richer fruits than straight justice,” Lincoln

freed the slaves, healed the wounds of the nation, and stands still today as representative of the best leadership a nation can offer itself and the world.

Mr. Baldrige finished the presentation with the poem “Oh Captain, My Captain,” an ode to Lincoln as the nation’s captain. I finish my review with an ode to Frank, our captain of peculiar preludes to programs.

~ Chris Nelson

Women in Rotary

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for more than a decade and at length departed the club in the same order as that in which they had come.

Our third woman member was Carol Wickkiser, of fond memory, admitted May 27, 1988 and called too soon from our midst on July 15, 1997.

The fifth woman member, having carefully instructed us all in the proper pronunciation of her surname, was admitted on May 26, 1989 and went on to become Allentown Rotary’s 87th president (Wendy Body). She is the longest continuing woman member. With 45 of her sisters still with us, women now account for more than a third of the Club’s 122 members.

~ Tom Christman

Welcome New Members



Hester Bade

Hester is Director of Administration and Development at the Repertory Dance Theatre, 118 S. 6th Street, Emmaus, PA 18049. Contact info:

Bus. Ph: 610-965-6216
Bus. Fx: 610-967-3555
email: RDTDolly@aol.com

Home: 7686 Aerie Circle
Macungie, PA 18062
Ph: 610-965-2984



Jeff McCausland

Jeff is the Development Officer of Valley Youth House, 829 W. Linden Street, Allentown, PA 18101. Info:

Bus. Ph: 610-820-0166
email: jmccausland@valleyyouthhouse.org

Home: 1063 Mosser Road
N-107
Breinigsville, PA 18031
Ph: 610-351 9011



Susanne Sheppard

Susanne is the Business Relationship Manager at Integrity Personnel, 1621 N. Cedar Crest Blvd. Suite 106, Allentown, PA 18104

Bus Ph: 610-433-3500
Bux Fx: 610-433-7036
email: susanne@integritypersonnel.com

Home: 2139 Amlisa Road
Naxareth, PA 18064
Ph: 610-759-1083

Brazilian Exchange

(Continued from page five.)

Gilziane Maia de Oliveira is a graduate in computer systems with an MBA in Marketing. Her current vocation is handling the business portion of a family pizza business. She would be interested in both seeing how we do computer systems and running small businesses.

Thais Freir Galvao is a graduate pharmaceutical specialist in clinical toxicology and a university instructor who does clinical research in toxicology.

Augusto Cesar Pires Borges is a graduate in Business with an MBA in Marketing. He works with the business portions of his local government in which he also has an interest



CORRECTION

Last month's "How Does Your Garden Grow" article was written by Jim Harper.

Congratulations to Frank Concannon who is being honored by the Lehigh County Senior Center's first "Outstanding Community Servant award on April 25.

April Birthdays



- 2 C. Russell Mayo
Joyce Dougherty
- 7 Veronica Elias
- 10 Don De Lorenzo
Ross Born
- 11 Ethel Drayton-Craig
- 13 Cindy Lambert
- 17 Donald Gaylor
- 18 William H. Hacker
- 20 Judy Barbarich
- 22 Ken Daniel
- 23 Carol Jones
- 26 Ed Yarrish
- 28 Ron Smoll
- 30 Suzanne Kresge

Join us at Coca-Cola Park Friday April 25



April Meetings Event Schedule

- 4th - Classification Talk:
Kate Roberts
- 11th - What's Up at Rodale
Maria Rodale
- 18th - Deluxe Intraocular
Implants - Andy Bausch
- 25th - Iron Pigs - at the
Coca Cola Stadium!

Coming in May

- May 2nd - Classification Talk
Ed Komito



the Rotary Smile

Allentown Rotary Club
5540 German Road
Emmaus, PA 18049