

Rotary



District 7305

The Connector - February 2022

SERVE TO CHANGE LIVES

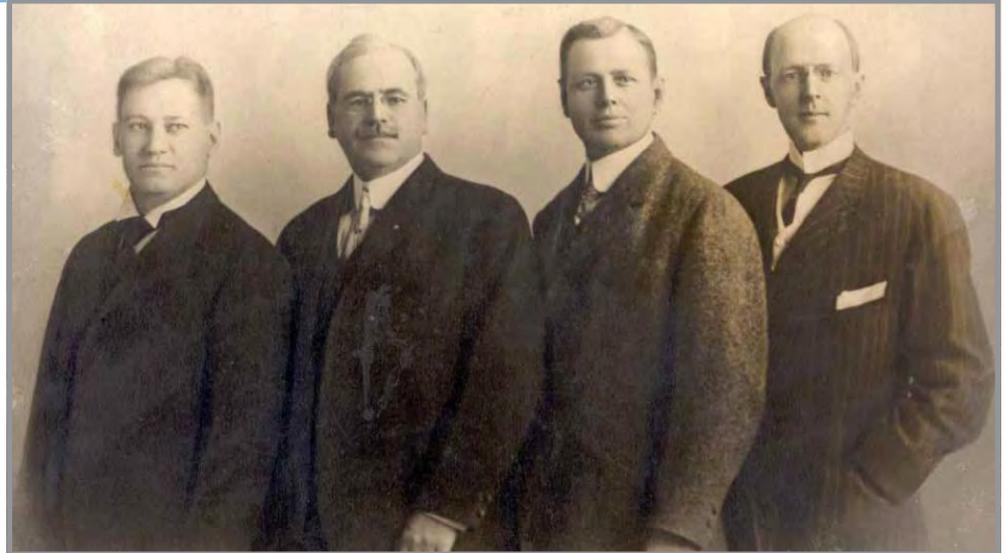
Let's Meet Together!

As everyone knows, this time of the year all of our clubs have the pleasure of welcoming the District Governor for their Annual visit. Most of us have already, or soon will have, hosted this year's DG, Dr. Vince Costa. Since our merger of the two previous districts 7300 and 7330 and the formation of District 7305, we have most often done these meetings in a grouping of multiple clubs. This joint meeting format has made it possible for the Governor to complete the visits in a reasonable amount of time and for all of our clubs to hear the Governors vision in the early part of the year.

I would like to challenge club leadership in our Rotary district to revisit this idea of joint club meetings a few more times throughout the year and not only when the Governor comes visiting. There are many benefits that your clubs and members can take away from joint club meetings. Instead of having a single speaker at the meeting, you can share the time and have shorter presentations by a representative from each club.

This is an opportunity to share with your fellow clubs what you have done recently and what you have in store for the coming months. Often, this may give you an idea of a project or program you would like to do, an event you'd like to attend, how your fellow rotations can help your project or fundraiser, or many other ways to work together.

This could be a way to allow the clubs that normally meet jointly for the DG visit to take turns to host



On 23 February 1905 (left to right), Gustavus Loehr, Silvester Schiele, Hiram Shorey, and Paul P. Harris gathered at Loehr's office in Room 711 of the Unity Building in downtown Chicago. Harris's desire for camaraderie among business associates brought together these four men and eventually led to our international organization of service and fellowship: Rotary International. The name "Rotary" was chosen to reflect the initial practice of rotating the meeting locations from one member's offices to another.

Why not revive the idea of hosting rotating meetings? It's a great way to get to know your neighboring clubs, exchange ideas, and - possibly - attract sought after keynote speakers. You may even find yourselves wanting to work together on projects that will have an even larger impact on your joint communities.

their neighboring clubs. Think of it as bringing back the concept of rotating the meeting venue that gave Paul Harris the inspiration to name our wonderful organization "Rotary."

You will find that many members go from feeling like we are "visiting their meeting" to "this is all our meeting." Since we began the joint meeting format in the 2019-2020 Rotary year, the three in person clubs that I work with have met in this style six times. Many times, we find ourselves planning the next one before the current one is even finished.

So, take a small step outside of your normal routine of the same seat, at the same place, on the same day, and explore new ideas of how we can work together to help take our great district to reach even higher as we continue to Serve to Change Lives

By Dan Dougherty, DGND



Also in this issue:

- Using the correct Rotary graphics
- Leadership Development
- Rotary Youth Exchange is back!
- Time for RYLA
- Introducing the annual Rotary theme for 2022-23
- The history of our Four Way Test
- Lots of stories about what clubs are doing in our great Rotary district
- And much more...

Quote of the Month:

"If you can dream it, you can do it."
Walt Disney



Using Correct Rotary Graphics

The current set of Rotary graphics was introduced in 2013. Even so, we still see many clubs using outdated versions of the Rotary wheel - *The Mark of Excellence* - when promoting Rotary. This is not only wrong, it is confusing.

Like many organizations, Rotary has changed its logo and graphic profile several times. And, while we do see sports teams playing in throw-back uniforms from time to time, it is very important for a company, or an organization like Rotary, to maintain a consistent and current message when exposing themselves to the public. If we don't, our important message may get lost in the confusing use of graphics.

While most of us may still be able to connect the McDonald's logos from 1960 and forward with the current fast food chain (pictured right), we do not see the company using any of the old logos in their messaging. The same should be true for Rotary. Clinging to an outdated logo doesn't show an embrace of the change that our organization is going through. A change that is essential to our organization's ability to survive and thrive.

So, please take some time to look over your Rotary club's use of graphics. If it includes an outdated

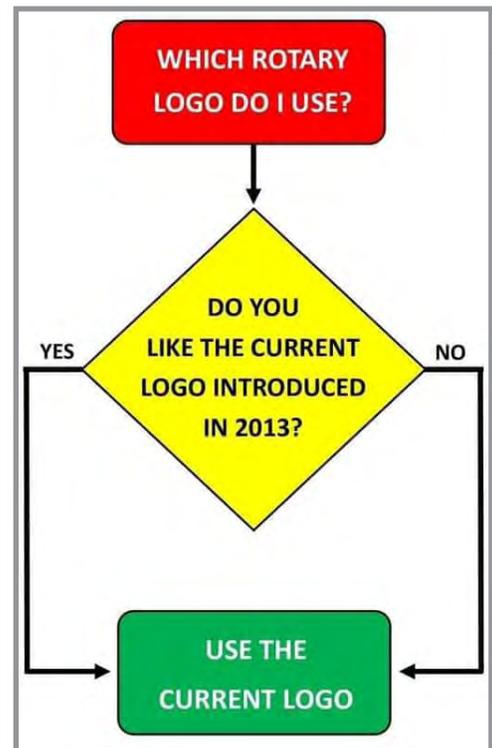
or manipulated Rotary wheel, please make sure you get it updated.

There is plenty of information about the correct graphics, and the use of them, available to you at my.rotary.org. Once you log in, you will find Rotary's **Brand Center** under the **News & Media** heading. Here you will find not only information and examples of our approved Rotary logos. There are also ready to use public image campaign materials, customizable flyers and brochures as well as online, print, outdoor, and radio ads to promote Rotary in your community.

If you are unsure about which logos or materials to use, there are several people in our district who can help. Our Public Image Chair, Felicia Mycyk, can be reached at weallhave24hrs@gmail.com. Or you can reach me, Ivar Berge, at iberge_pa@msn.com.

The Brand Center at my.rotary.org (above) is a great place to start when your club is producing any new Rotary materials.

Article by Newsletter Editor Ivar Berge



Rotary's graphic profile was completely revamped in 2013. It is time that we all start using the correct materials when we promote Rotary. Graphic above by Evan Burrell.

Leadership Development

As District Governor, one looks at the organization of our district and ponders ways to enhance our capacity to serve clubs and our communities. This year, one of the approaches to better manage the numerous committees and initiatives was to look at common themes among the programs. As was reviewed during the DG visits, there were five themes:

- Membership Strengthening
- Leadership Development
- District Programming
- Youth Leadership and Information
- Communication
- Technology

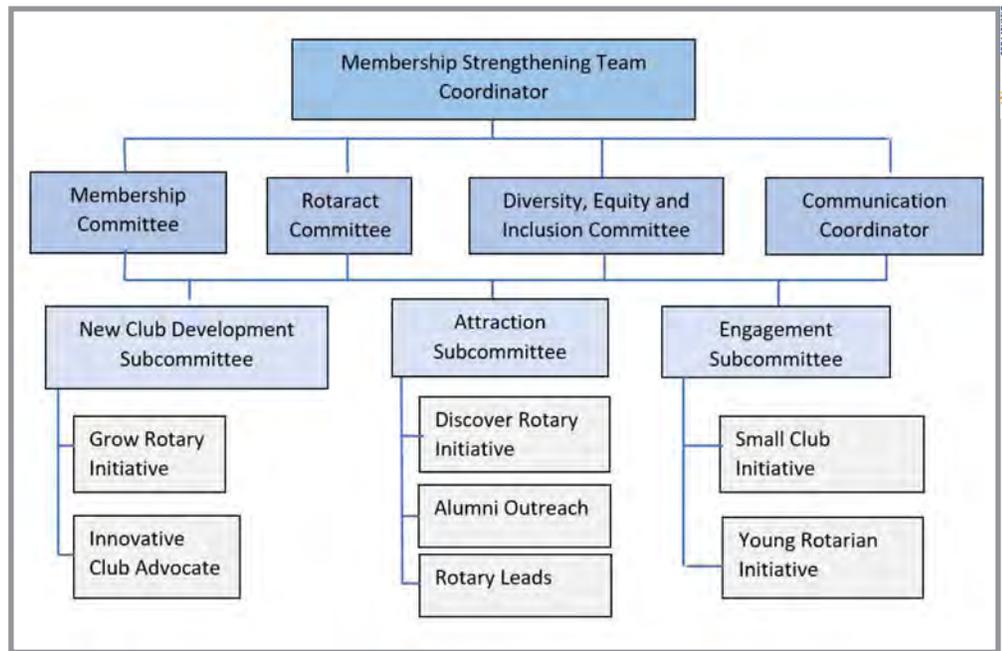
During the first six months, DGN John Hartman and I have focused on building the Membership Strengthening Team. The team is comprised of the:

- Membership Committee
- Rotaract Committee
- Diversity, Equity and Inclusion Committee
- Communication Coordinator.

(The diagram on the right illustrates this organization)

In August, Rotary International introduced three subcommittees for Membership Committees: New Club Development, Attraction, and Engagement. This idea was incorporated into the organizational structure as illustrated in the diagram. At that time there were a number of initiatives being developed. These initiatives were divided among the three subcommittees.

Under New Club Development we included the Grow Rotary initiative and the Innovative Club Advocate. The Attraction Subcommittee



includes the Discover Rotary Initiative, Alumni Outreach and Rotary Leads. In order to retain members, the Engagement Subcommittee incorporates the Small Club initiative and the Young Rotarians Initiative.

To support this Membership Strengthening we have a great team of Rotarians who are committed to assisting clubs in their efforts to attract and engage membership. Below are the names and contact information for each of the Positions:

Membership Strengthening Team Coordinator and Membership Committee Chair: John Hartman: jhartman23646@gmail.com

Rotaract Committee: Carlos Romero: chefcromero@gmail.com

Diversity, Equity and Inclusion Committee: under development
Communication Coordinator, Engagement Sub Committee

Chair: Michele Petrell: mpetr57574@aol.com

New Club Development Subcommittee Chair and Grow Rotary Initiative: Al DeLucia: deluciaal@gmail.com

Innovative Club Advocate: Joe Piszczor: joe@igpw.com

Attraction Subcommittee Chair, Rotary Leads and Small Club Advocate: Harold Hicks: hhicks@accfirepro.com

Discover Rotary Initiative: Ann Persun: apersun@verizon.net

Alumni Outreach: TBD

Young Rotarians Initiatives: Matt Barnett: mattburnett92@gmail.com

This effort to coordinate the different initiatives that ultimately support membership growth is an example of how we can grow the district leadership and increase our capacity to serve. As DG my hope is that we will be developing the other four theme areas over the next several years. Thank you all for your service to your clubs and communities. *By DG Vince P Costa*



Rotary Youth Exchange is Back

Yes, we are ready to get our youth to travel, make new and lasting connections, and make the world a better place. And, to get things jump-started, the application time for the 2022-2023 long term program has been extended to March. And the deadline for this summer's short time program is extended to May.

If you do not have any candidates for the immediate exchange year, it's also time to start identifying those individuals who may be interested in a short term exchange during the 2023 summer, or the long term exchange during the 2023-2024 school year.

Is your candidate interested in discovering a new culture and learning more about who they are, but uncertain if they can commit to a full-year of studying abroad? Is their family willing to host a student from another country? Then the short-term exchange program (STEP) is a great opportunity for your candidate to explore.

As a STEP participant they will embark on a 3-4 week experience where they will live with the family of an exchange student who is of the same gender and approximate age in another country, while immersing themselves in another language. They and their host sibling will then travel to the United States where the foreign student will live with the candidate's family for the same period of time.

If your candidate has ever wanted to immerse themselves in another culture while in high school or before



There are many different countries on the list of possible exchange destinations. Where would your candidate want to go?



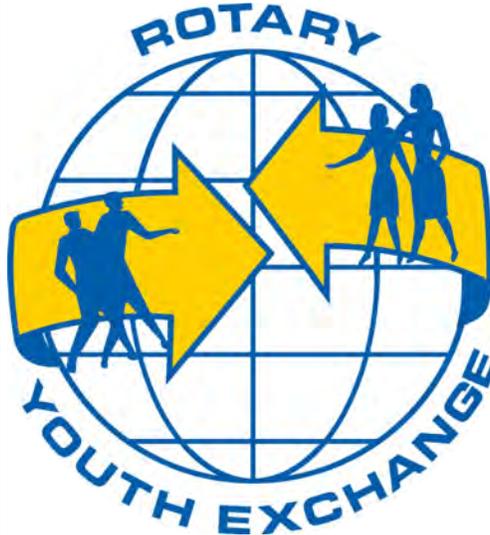
Be an Exchange Student!



rotary
youth
exchange

they embark on their plans after graduation, then the Rotary Long-term Exchange program may be ideal for them.

As a long-term exchange student, they will live with host families while studying at another school for a year. They will most likely become fluent in the local language, build lifelong friendships, and get to understand first-hand the people, traditions, food and history of what makes the country they travel to unique.



Sure, the year will be full of surprises and they will learn a lot about who they are along the way, but they will embark on an adventure they will never forget. And, while there are costs involved, being part of the Rotary exchange program means most of the costs to live and study abroad are covered.

To participate in the Rotary Youth Exchange program, a student needs to be between 15 and 18.5 years old. Anyone meeting these age requirements can participate in either of the two programs. This also includes Rotary family members.

All the information you will need is easily accessible on the ESSEX (Eastern States Student EXchange) website: exchangestudent.org.

On this website you will find even more detailed information about the different programs, including which countries are available, application deadlines, Q&A sections, and all the necessary application materials.

To participate in the outbound program, the sponsoring Rotary club will also need to find host families for a student coming to us from a foreign country. Because we are looking to provide a diverse experience for our incoming students, we typically have them live with two or three different families during their year with us. There is no requirement that a member of a host family is a Rotarian.

So, get together with your club and start reaching out to your local schools to identify potential candidates. You may also want to spread the word in your local churches, at the YWCA & YMCA, and anywhere else where you may find suitable potential participants.

For more district related about the outbound program, contact Bob Polczynski at rspolski@comcast.net

For inbound information, contact Tom Fallon at tomfallon.rotary@hotmail.com

***Extended Application
Deadlines for 2022-2023:
Short Term: Through end
of May
Long Term: Through end
of March***

It's RYLA Time Again!

What is RYLA (Rotary Youth Leadership Awards)?

Ask any adult and they will tell you that it is a Leadership Program for High School Students offered by our district in either the form of RYLA LaRoche University or RYLA Outdoor Odyssey.

Ask any RYLA participant or graduate and they will tell you that attending RYLA was one of the best decisions that they have ever made.

Applications and Club Sponsorships are being accepted for RYLA 2022 taking place June 26th thru July 1st.

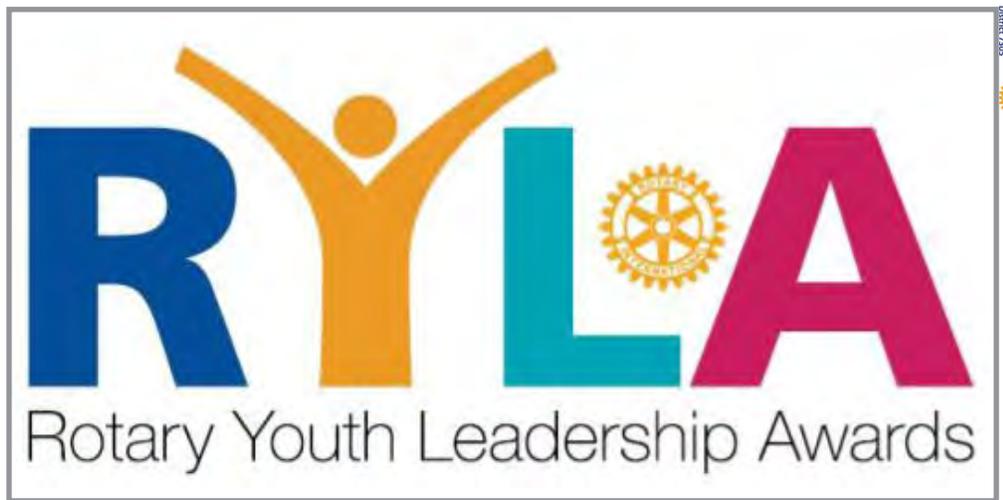
Once again, our district will be having two RYLA options taking place simultaneously. Students can select to do their RYLA program at LaRoche College or at Outdoor Odyssey.

The LaRoche track is set at the university in Pittsburgh, PA. Utilizing the campus facilities, participants grow as a team, as well as critically challenge their strengths and skills through workshops, projects, service projects, and social activities. Rising high school juniors and seniors are encouraged to apply.



Empowering Girls

On January 13, some of the wonderful Interact lady officers and members of the Johnstown High School Interact Club took part in a Rotary International webinar entitled "Empowering Girls". They joined Rotary members from around the world learning about how to better recognize and ensure the safety of women in society and in developing countries as they travel to access education on a daily basis.



The Outdoor Odyssey track is set in the beautiful mountains of Boswell, PA. Surrounded by nature, participants hone their decision making skills through practical applications while growing as a team. All high school aged students are welcome to apply to Outdoor Odyssey.

Do you know of a student/students who would benefit from being a part of RYLA? If so, please point them in the direction of the RYLA website at: ryla7305.org and urge them fill out the online application. Applications are accepted through February 22.

Is your club interested in financially sponsoring a student/students to participate in RYLA? If so, please send a financial contribution of \$450.00 per student, along with your club's RYLA contact information, to:

RYLA
c/o District Treasurer, Dan Kravetz
134 Elm Drive
Trafford, PA 15085

For more information, please call Marie Fallon at 412-759-5054 or visit the RYLA website at: ryla7305.org

The website has RYLA applications, information, testimonials, and much more!



Playground Equipment

In late December, Tom Kelton & Nick Fratto from the Pathfinder School spoke to the RC of Upper St. Clair-Bethel Park (Breakfast) about the students they serve and the programs that promote a thriving future for them.

Their mission is to actively promote the students' independence and increase their quality of life. The school serves 5 to 21-year old special education students throughout Allegheny, Butler, Beaver,

Greene, and Washington counties. They offer numerous specialized classrooms such as: autistic support, multiple disabilities support, life skills support, vocational programs, and more.

The Rotary Club of Upper St. Clair-Bethel Park (Breakfast) gave \$8,000 to the Pathfinder School to add sensory playground equipment to their playground through a matching grant.

Pictured above are: Danielle Gosnell, Sally Morrison, Nick Fratto, and Tom Kelton.

New Rotary Theme 2022 - 2023

By Ryan Hyland, *Rotary Magazine*

Rotary International President-elect Jennifer Jones wants members to imagine the possibilities in the change they can make to transform the world.

Jones, a member of the Rotary Club of Windsor-Roseland, Ontario, Canada, revealed the 2022-23 presidential theme, Imagine Rotary, as she urged people to dream big and harness their connections and the power of Rotary to turn those dreams into reality.

"Imagine, a world that deserves our best," Jones told incoming district governors on 20 January, "where we get up each day knowing that we can make a difference."

Jones, who will make history on 1 July by becoming Rotary's first female president, gave a live online address to precede Rotary's annual training event for district governors from around the world, the International Assembly. The assembly was rescheduled because of the COVID-19 pandemic and will now be held virtually 7-14 February.

Jones told the incoming governors about a chance she took when a member asked for assistance in getting a young peace activist out of Afghanistan during the U.S. troop withdrawal last year. At first unsure how she could help, she relied on "that certain Rotary magic" and contacted a former Rotary Peace Fellow she had met a few years earlier. Less than 24 hours later, the activist was on an evacuation list, and soon she was on her way to Europe.

To better engage members, Rotary needs to "adapt and retool," Jones said, using her hometown as an example. Windsor was once the automotive hub of Canada. But after plant closings left thousands without work, the city needed to retool, in the same way an auto plant would, preparing for new parts or a new model. Now, Jones said, Windsor is a leader in agribusiness and medical and aerospace technology.

For Rotary, "finding the right 'part' to engage each member should be our core function," Jones said. "It comes down to the comfort and care of our members."



IMAGINE ROTARY

Engaging members is crucial to retaining members, she said, adding that we need to ask members what they want to get from Rotary and give them meaningful responsibilities.

"It is our offer of hands-on service, personal growth, leadership development, and lifelong friendships that creates purpose and passion," Jones said.

Embracing change also means embracing new club models, Jones said, as she asked the incoming governors to form at least two new innovative or cause-based clubs during their term. "Let's make sure we engage our members so they love their clubs and their Rotary experience," she added.

Jones also announced the appointment of a Rotaract member as a Rotary public image coordinator and said that she has included Rotaractors on several committees and will assign some Rotaractors as president's representatives.

"We have been entrusted with leadership in our great organization," Jones said. "Now it is up to us to be brave and intentional in our actions, and let others help us lead."

Jones noted that Rotary has little time left to achieve the RI Board of Directors' goal of having women make up 30% of Rotary's members by 2023. Rotary has achieved this in more than 110 countries, she said, but it has a long way to go. She pointed out that Rotaract has already achieved 50% female members.

To raise Rotary's profile, Jones plans to hold a global impact tour that will include talking with leaders about working together to address the world's most pressing challenges. "Rotary opens these doors and we need to harness our connections, to deepen these relationships and create new partnerships," Jones said. "And the best part is, this can happen at every level of leadership."

Jones closed her address by saying that although we all have dreams, acting on them is a choice we make. When an organization like Rotary dreams about big things like ending polio and creating peace, she said, it becomes our responsibility to make them happen. "You don't imagine yesterday," Jones said, "you imagine tomorrow."

A Brief Rotary Theme History

In 1955, RI President A.Z. Baker announced a theme, "Develop Our Resources," to serve as Rotary's program of emphasis. Since that time, each president has issued a theme for his Rotary year.

The shortest theme was in 1961-62 when Joseph Abey selected "Act." Other one-word themes were chosen in 1958-59 by Charles Tennent ("Serve") and 1968-69 by Kiyoshi Togasaki ("Participate").

Carl Miller, in 1963-64, had a theme for the times when he proposed "Guidelines for Rotary in the Space Age." Other "timely" themes were in 1980-81 when Rolf Klärlich created "Take Time to Serve" William Carter in 1973-74 used "Time for Action."

Two themes have a similarity to commercial advertising: "A Better World Through Rotary" (Richard Evans, 1966-67) and "Reach Out" (Clem Renouf, 1978-79).

Bridges have been a striking metaphor. Harold Thomas, 1959-60, urged Rotarians to "Build Bridges of Friendship"; William Walk, 1970-71,

created "Bridge the Gap"; and Hiroji Mukasa, 1982-83, declared "Mankind is One-Build Bridges of Friendship Throughout the World."

A worldwide focus was given by Stan McCaffrey in 1981-82 with the message, "World Understanding and Peace Through Rotary," and again in 1984-85 by Carlos Canseco who urged Rotarians to "Discover a New World of Service."

In other years, the individual was emphasized, as "You Are Rotary" (Edd McLaughlin, 1960-61), "Goodwill Begins With You" (Ernst Breitholtz, 1971-72) and "You Are the Key" (Ed Cadman, 1985-86).

Frequently the theme urges Rotarians to become more involved in their club, such as "Share Rotary-Serve People" (Bill Skelton, 198-84) or "Make Your Rotary Membership Effective" (Luther Hodges, 1967-68). But whether you "Review and Renew," "Take a New Look," "Let Service Light the Way" or "Dignify the Human Being," it is clear that the RI President provides Rotarians with an important annual program of emphasis.

In 1986-87, President M.A.T. Caparas selected the inspiring message that "Rotary Brings Hope."

Charles Keller in 1987-88 saw "Rotarians-United in Service, Dedicated to Peace," while Royce Abbey asked his fellow members in 1988-89 to "Put Life into Rotary-Your Life." Hugh Archer (1989-90) urged us to "Enjoy Rotary!" and Paulo Costa (1990-91) asked that we "Honor Rotary with Faith and Enthusiasm." Raja Saboo (1991-92) exhorted every Rotarian to "Look Beyond Yourself." In 1992-93, Rotarians were reminded that "Real Happiness Is Helping Others," and in 1993-94, Bob Barth counseled Rotarians to "Believe In What You Do and Do What You Believe In." In 1994-95, Bill Huntley encouraged Rotarians to "Be A Friend" to their communities.

By Evan Burrell, Changemaker



typically awarded medals for valor and courage to proudly wear on their uniforms. And now they can be awarded one for being selected as an "of the Year" recipient!

Joe is proud to have created this new way for Rotary clubs to honor and recognize local firefighters, police officers, and EMTs. He is a fellow Rotarian and member of the Rotary Club of Carteret in District 7475, New Jersey. He has served in positions including Club President and he is a Paul Harris Fellow.

As Joe puts it: "I joined the Rotary club in a professional capacity as a local town accountant and former city councilman. However, my original passion before and during my years as an accountant was a volunteer firefighter, serving my town of Carteret, New Jersey."

For more information on these medals, which are officially licensed with the permission of Rotary International, please visit the heroesmedal.com website.

If you still have questions, you can reach out to Joe directly via email at RotarianJoe7475@gmail.com



Joseph Wutkowski, member of the Rotary Club of Carteret, New Jersey, has designed a First Responder of the Year Medal. It can be used by clubs and districts to recognize local first responders who have gone above and beyond the call of duty. Text & pictures from heroesmedal.com



Honoring our Heroes

What started as a community service initiative in District 7475 and Rotary Club of Carteret has grown to become a new way for Rotary clubs, districts, and zones across the world to recognize, honor, and award firefighters, police officers, and EMT Personnel in their local community for acts of heroism and bravery.

Joseph Wutkowski worked with the Rotary International licensing department to design and approve a Medal of Honor for local Rotary clubs and districts to award individuals that have gone above and beyond the call of duty in their communities. This is especially relevant during the current pandemic.

Firefighters and Police Officers are

North Boroughs Rotary

In October 2021, North Boroughs Rotary Club had its District 7305 district grant application approved. The grant was to work with HEARTH, a nonprofit organization with the mission of providing a range of supportive services and housing that empowers homeless mothers, and their children, who are survivors of domestic violence or other trauma, to become independent, economically self-sufficient, and adequately housed.

The goal of the project was to update the main family-use furniture in HEARTH's transitional housing apartments. Upgrading 15-year-old pieces of furniture so the mothers and their children will feel more at home will benefit the mental health and motivational goals of the families. Rather than being reminded every day that the home where they live is not their own, they can feel comfort knowing and taking pride in the day-to-day materials needed to have a family sit-down meal, do one's homework, have family game night, and such. The club spent \$7,450 to purchase dining room tables and chairs to fit a family of two thru five in 16 apartments. In all, up to 80 individuals will benefit from the project.

This was an opportunity for our club to build a closer relationship with a core charity. It also provided an opportunity for our members to work together, literally and figuratively.

When the furniture was delivered in December, 18 club members spent a total of 96 volunteer hours removing the existing and very worn furniture from the apartments before assembling the new sets. The assembled sets were then placed in the apartments. A very physical but rewarding activity which also provided a direct appreciation of the great work and support that HEARTH provides.

The District Grant provided a total contribution of 45% or \$3,352 with North Boroughs Rotary Club spending \$4,098 from its annual fundraising activities. A terrific and satisfying activity with hands-on time spent benefitting HEARTH and its families using district and club funding.



On Wednesday, January 5, members of the Rotary Club of North Boroughs got together for a hands-on project. Ralph Flaughter, James Tallman, Wes Snyder, Hal Weiss, Kim Bodnar, Payton Celesti, Payton's Mother, Wendy Nixon, and Andy Nixon all met to pack food at 412 Food Rescue in Millvale.

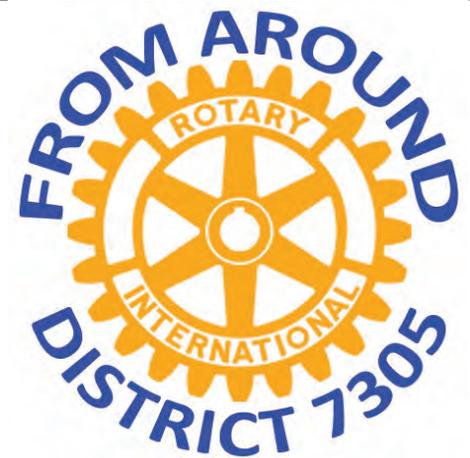
Below: Club members assemble furniture for 16 apartments at HEARTH
Text & picture by Ralph Flaughter and Maureen Knecht Newcamp



Besides the HEARTH furniture endeavor, on January 5th club members met to pack food at 412 Food Rescue in Millvale. They filled 276 shopping bags with food to be distributed to those in need. They also helped load those bags along with other food items into the delivery trucks. It was a hard day's work but a very rewarding experience.

Rotarians can support the food rescue's ongoing work at any time by downloading the 412 Food Rescue app and transporting surplus food donations throughout the community.

Food rescues are coordinated seven days a week across six counties and take less than one hour to complete!



HEARTH
A Safe Place Matters

Churchill Wilkins Turns 50

The Churchill Wilkins Rotary was chartered on February 15, 1972. Art Haldeman was elected as the first President. Founding members include Art Haldeman, Joe Rubino, Jack Tyke, and Dee Shepherd. In 2011, in honor of the founding members, the club raised funds and established four endowed Community College of Allegheny County scholarships.

Then, in 2021, the club raised additional funding, with help from the community, for a Bruce T. Sapp endowed memorial Community College of Allegheny County scholarship. All endowed scholarships are fully funded and awarded each year in perpetuity.

Started in 1996 by Dave Wykoff and Mike Sozko, our golf outing will celebrate its 26th year in 2022 chaired by Mark Allston.

Rotary Uncorked started in 2017 and chaired by Mary Halechko, has grown annually. The Help Give

Thanks project started in 2011 by Norm Johnson and Charles Bostaph has provided Thanksgiving turkey dinners with food items annually to the Rainbow Kitchen Community Services for distribution over the past 10 years.

The Football Pool chaired by Dan Paull has again been very successful. In previous years, Bruce Sapp was our super salesperson, selling over half of the Super Bowl Blocks.

Our membership VP, Paul Gamrat has been instrumental in bringing new members into the club over the past two years. Nancy Carpender has chaired our grant committee and has brought in funds for several key grants.

Board member Mark Ellison has helped make many events very successful over the past 10 years. And, last but not least, Janice Kerrigan chairs our Churchill Wilkins Facebook page which is running well with up-to-date information each week. *By Charles Bostaph*



Rainbow Kitchen with Churchill Wilkins Rotary members Mark Allston, Paul Gamrat, Mark Ellison, and Norm Johnson delivering 60 turkeys with trimmings to feed 360 people in November 2021 and present the Rainbow Kitchen with an additional check for \$1000 for needed food items.

In The News - February 1972

Feb 4: Mariner 9 sends pictures from Mars.

Feb 5: Bob Douglas becomes the first African American elected to the Basketball Hall of Fame.

Feb 15: Phonorecords are granted U.S. federal copyright protection.

Feb 18: The California Supreme Court voids the state's death penalty, commuting all death sentences to life in prison.

Feb 21–28: U.S. President Richard M. Nixon makes an unprecedented visit to the People's Republic of China and meets with Mao Zedong.



RI Convention Update

Part of the fun and joy of attending a Rotary International Convention in person is your chance to explore the host city and taste the food that is offered. For many of us attending a convention, this might be the only time we get to visit the host city. So, make sure that you take some time to visit the local landmarks, walk the streets, and take in the atmosphere.

Personally, I will be spending a few extra days in Houston visiting my brother and sister-in-law as well as my niece and her grown family.

You may also want to make time to spend a day at NASA. Ada and I spent several days in Houston en route to the International Convention in San Paulo, Brazil. We had a great time taking in the sights of the area and, as is evident in the space walk picture above, truly enjoyed the tour at NASA.

Our district currently has thirteen people registered to attend the in-person RI Convention June 4 thru 8. The virtual convention will be held June 12 through 16. More information will be forthcoming on registration for the virtual convention. Be sure to visit the RI Convention website regularly for updates: convention.rotary.org/en

Next year the Rotary International Convention will be held in Melbourne, Australia. I will make it a point to spend a few extra days in Melbourne. This was where my dad spent time with the Marines First Division on R & R, resupplying of troops, and training during WWII.

By Rick Martin, PDG

Wreaths Across America

Beginning on Wednesday, December 15 and ending on Saturday, December 18, 2021, thousands of volunteers participated in the Wreaths Across America sponsored annual placement of Holiday wreaths on approximately 16,000 grave sites currently at the National Cemetery of the Alleghenies located in Cecil Township, Pennsylvania. And, on the frigid Saturday morning of January 22, 2022, all these wreaths were removed from those grave sites by over 100 volunteers in just a few hours.

The Rotary Club of Bethel – St. Clair proudly supported this 2022 wreath clean-up event by providing a little over a dozen volunteers. Club members participating in the clean-up included Dick Beck, Rick & Marie Byrne, Mike Crossey, Anthony DeCecco, Ray Detig, Herman Dieckmann, Tim Donovan, Eric & Karen Pfiel, George Pitcairn, Sam Provil, and Mike Shook. Another “hands-on” Rotary service opportunity for honoring and remembering those who have served and sacrificed for us.

By Sam Provil



Above: Members of the Murrysville-Export Rotary Club braved the cold January weather to assist with the community's Christmas Tree recycling program. They manned the recycling station for a couple of two-hour shifts on consecutive Saturdays. Pictured in their warmest clothes are Jim Olszewski, Rob Wepfer, Tony Pauly, and Dennis Gounley. Text & Picture courtesy of Lane Neff



Above and top right: On a cold, but sunny day in mid January, a dozen members of the Rotary Club of Bethel-St. Clair assisted in the clean-up of Wreaths Across America. With a little more than 100 volunteers, some 16,000 wreaths were collected in just a few hours.

Text & Pictures courtesy of Sam Provil

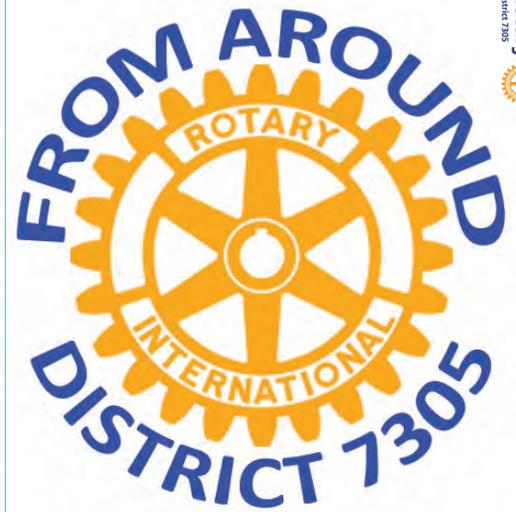


Virtual Fundraising Ideas

If you or your club need fresh fundraising ideas, our friends in the Big West (Zones 26 & 27) have organized a myriad of resources to

make your fundraising goals more attainable.

If you visit the Zones 26 & 27 website at zone2627.org, you will find these resources under the heading “Virtual Library”

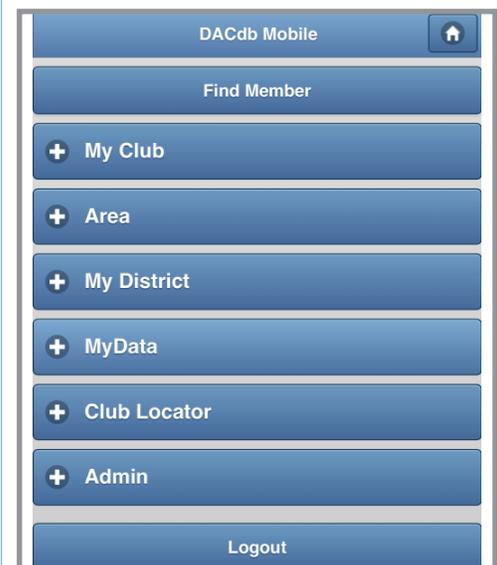


DACdb at Your Fingertips

Have you ever needed to call, text or email a member of your club only to realize that you don't have their phone number or email address on hand and have to call other members to get it? Did you know that as part of our districts use of the DACdb service, there is a mobile app that works for your cell phone? Whether you have an iPhone or an Android phone, you can download the DACdb mobile app and have all the contact information you need at your fingertips.

Simply download the app from the Apple App Store or Google Play store and enter the same DACdb information that you are using on your computer. Now you will have the complete membership directory right in your purse or coat pocket.

If you need help logging in, please send an email to the district IT team at IT@rotarydistrict7305.org and we will help getting you set up.



Rotary Clubs Collaborating

In mid-January, the Carnegie-Collier and Crafton-Ingram Rotary Clubs teamed up with The Education Partnership's Adopt-A-School program to help build student kits.

Joined by representatives from Hefren-Tillotson, McKnight Elementary PFA, Zoltun Design, and Amcom Office Systems, they set a

record for the most sponsors (six in one build), helping the students in Carnegie Elementary steer on the right track toward academic success. Together they built over 400 kits for students in a record time of only 1 hour!

Everyone was hard-working and incredible, and The Education Partnership is very thankful to have this great community support.



RC of Ebensburg Dog Park

Thanks to the support of local residents and business owners, the Ebensburg Borough, County Commissioners and grant office, as well as our State Representatives, the Rotary Club of Ebensburg is much closer to reaching their fundraising goal for the Ebensburg Dog Park. Thanks go out to Representative Frank Burns for presenting the check for \$112,000.

The club is making great progress, and they are hoping to finish the dog park this year. Stay tuned for more updates in the coming months!



Beds For Kids - And More...

On Saturday January 22, 2022 the Northern Allegheny Rotary club volunteered at Sleep in Heavenly Peace to build beds for kids in their area who don't have a bed to sleep in. Volunteers built approximately 25 beds in a four hour period that morning.

When Sleep in Heavenly Peace identifies a child in need they deliver the bed and assemble it at the home. Rotary volunteers cut, sanded, drilled, stained and assembled head and foot boards.

Club members were also joined by volunteers from the Seneca Valley high school girls LaCrosse team. Although Seneca Valley isn't in district 7305, Kelly Riddle, mother of Payton Riddle who plays for Seneca, is a Rotarian and daughter of PDG Denny Crawford, so they joined in the project.

Not only did the combined crew make 25 beds, everyone also had a terrific time.

On another day, PDG Denny Crawford and Ted Meinert distributed dictionaries to third graders at Bellevue Elementary and Avalon Elementary. The club hands out about 75 dictionaries to the two schools. the Northern Allegheny RC has been doing this for over 20 years now and the kids love their dictionaries.

Virtual PETS Coming Up

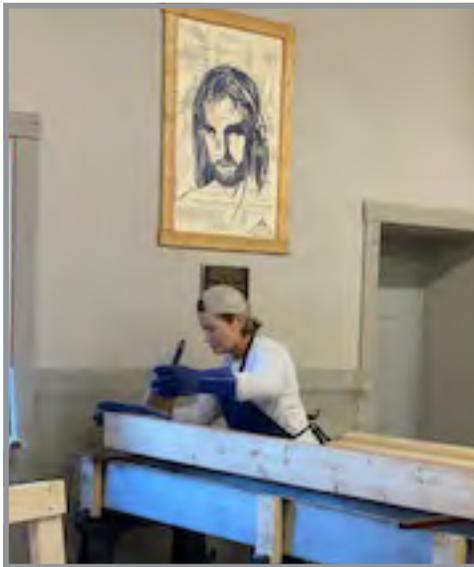
President Elect Training will take place Saturday, March 5th. In the interest of keeping everyone safe and well, the event will, once again, be held virtually.

If your Club has not designated the incoming President for the Rotary year of 2022-2023, it is time to do so. Please do not delay as your incoming Club President will benefit greatly from our carefully planned training package. Participation in PETS will aid your Club President, and will also provide tools that can be beneficial to your club.

Together we will discuss:

- Being a Leader
- Membership
- Public Image
- The Rotary Foundation
- And So Much More...

More information to follow.



Top: Members of the Northern Allegheny Rotary Club helped build beds for kids at Sleep in Heavenly Peace. Above: On January 11, Club President PDG Denny Crawford inducted two new members, Kathy Bright and Bob Altrudo, into The Rotary Club of Northern Allegheny. Just two weeks later, Donna Kline was also inducted. Ms. Kline is the third new member to be inducted into the club this Rotary year. She has already jumped in head first and is in charge of getting speakers for the club. A great start to the new year! Text & Pictures courtesy of PDG Denny Crawford

YOUR JOB AS CLUB PRESIDENT



As president you lead your club, engage and inspire members, and promote Rotary in your community.

The Rotary Foundation



History of The Four-Way Test



The Four-Way Test, was created in 1932 by Rotarian Herbert J. Taylor when he was asked to take charge of a company that was facing bankruptcy. This is the history of the test as told by its creator:

Back in 1932, the Creditors of the Club Aluminum Company assigned me the task of saving the company from being closed out as a bankrupt organization. The company was a distributor of cookware and other household items. We found that the company owed its creditors over \$400,000 more than its total assets. It was bankrupt but still alive.

At that time we borrowed \$6,100 from a Chicago bank to give us a little cash on which to operate.

While we had a good product our competitors also had fine cookware with well advertised brand names. Our company also had some fine people working for it, but our competitors also had the same. Our competitors were naturally in much stronger financial condition than we were.

With tremendous obstacles and handicaps facing us we felt that we must develop in our organization something which our competitors would not have in equal amount. We decided that it should be the character, dependability and service-mindedness of our personnel.

We determined, first, to be very careful in the selection of our personnel and, second, to help them become better men and women as they progressed with our company.

We believed that "In right there is might" and we determined to do our best to always be right. Our industry, as was true of scores of other industries, had a code of ethics but the code was long, almost impossible to memorize and therefore impractical. We felt that we needed a simple measuring stick of ethics which everyone in the company could quickly memorize.

We also believed that the proposed test should not tell our people what they must do, but ask them questions which would make it possible for them to find out whether their proposed plans, policies, statements or actions were right or wrong.

The Rotary Foundation: It Keeps on Giving

District Grants give Rotarians freedom in determining how to best spend funds donated to The Rotary Foundation by local Rotarians, Rotary clubs, and our Rotary district. Each Rotary year, districts may apply for one District Grant. This grant can be used to support one or more projects based on interests and needs.

The Rotary Foundation funds district grants with District Designated Funds (DDF). Each year our District may request up to half of the available DDF. The amount available represents half of our district's Annual Fund donations from three years earlier. This system, known as SHARE, enables Rotarians to benefit from the short-term investment of their donation dollars.

This Rotary year, we applied for a District Grant in the amount of \$114,003 to fund 35 different Rotary club projects and one district project. The district project was established by a bequest through SHARE to help fund the Bob Williams Memorial Scholarship (more on the importance of bequests in a future article).

Some of the Rotary club projects funded were purchase of dictionaries for third grade students, purchasing autism school playground equipment, providing emergency meal boxes for the elderly in December as a backup

plan for inclement winter weather, providing body and security cameras for two police departments, funding an emergency search drone, and providing food for children over the weekend through the backpack program.

There are needs in each of our 82 Rotary Clubs' areas. It is your support of the Annual Fund that allows us to fund these projects. Even so, we still have clubs who are not supporting **OUR** Rotary Foundation. Those clubs are missing out on a great opportunity to reach out into their community and make a bigger impact. We have speakers willing to visit your club and talk about **OUR** Foundation.

To our faithful members and clubs: Thank you for your continued support. You realize how your club is able to stretch your club funding with a district grant to fund projects and make a bigger impact in your community.

By Richard Martin, PDG
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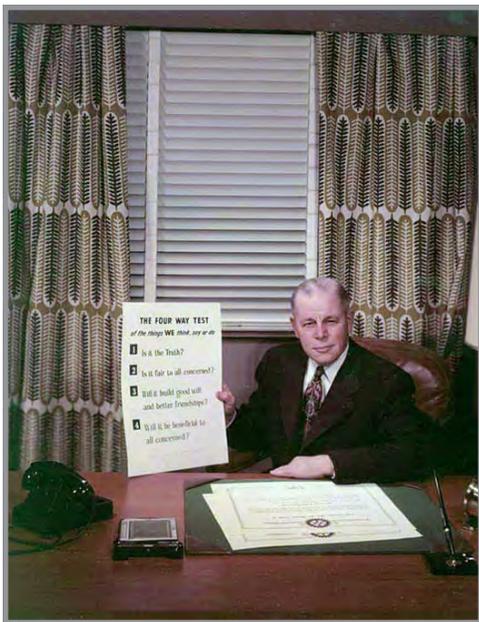


Donate with confidence: The Rotary Foundation has been awarded four stars by Charity Navigator for 14 straight years.

The Rotary Foundation



EVERY
ROTARIAN
EVERY
YEAR



One of the world's most widely printed and quoted statements of business ethics is *The Four-Way Test*, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy.

This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, *The Four-Way Test* has been translated into more than a hundred languages and published in thousands of ways.

Considerable time was spent in developing four short questions which now make up the Four-Way Test. Here are the four questions:

- Is it the truth?
- Is it fair to all concerned?
- Will it build good will and better friendships?
- Will it be beneficial to all concerned?

I placed this little test under the glass top of my desk and determined to try it out for a few days before talking to anyone else in the company about it. I had a very discouraging experience. I almost threw it into the wastepaper basket the first day when I checked everything that passed over my desk with the first question, "Is it the truth?" I never realized before how far I often was from the truth and how many untruths appeared in our company's literature, letters and advertising.

After about sixty days of faithful constant effort on my part to live up to the Four-Way Test I was thoroughly sold on its great worth and at the same time greatly humiliated, and at

times discouraged, with my own performance as president of the company. I had, however, made sufficient progress in living up to the Four-Way Test to feel qualified to talk to some of my associates about it. I discussed: it with my four department heads. You may be interested in knowing the religious faith of these four men. One was a Roman Catholic, the second a Christian Scientist, the third an Orthodox Jew and the fourth a Presbyterian.

I asked each man whether or not there was anything in the Four Way Test which was contrary to the doctrines and ideals of his particular faith. They all four agreed that truth, justice, friendliness and helpfulness not only coincided with their religious ideals, but that if constantly applied in business they should result in greater success and progress.

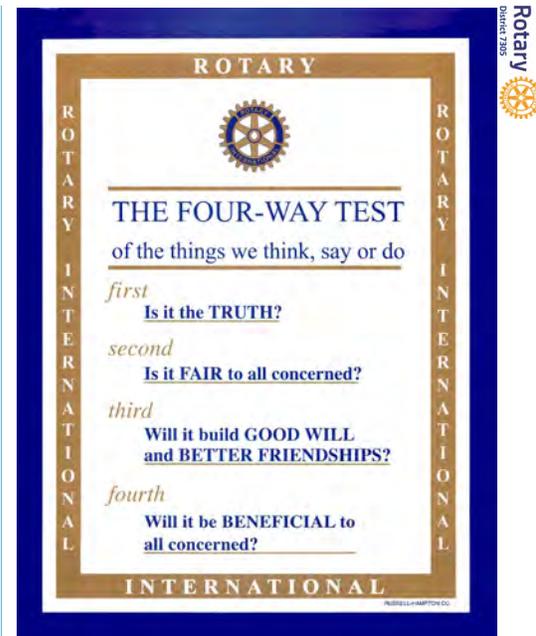
These four men agreed to use the Four Way Test in checking proposed plans, policies, statements and advertising of the company. Later, all employees were asked to memorize and use the Four-Way Test in their relations with others.

The checking of advertising copy against the Four-Way Test resulted in the elimination of statements the truth of which could not be proved. All superlatives such as the words better, best, greatest and finest disappeared from our advertisements. As a result, the public gradually placed more confidence in what we stated in our advertisements and bought more of our products.

The constant use of the Four-Way Test caused us to change our policies covering relations with competitors. We eliminated all adverse or detrimental comments on our competitors' products from our advertisements and literature.

When we found an opportunity to speak well of our competitors we did so. Thus, we gained the confidence and friendship of our competitors.

The application of the Four-Way Test to our relations with our own personnel and that of our suppliers and customers helped us to win their friendship and good will. We have learned that the friendship and confidence of those with whom we associate is essential to permanent success in business.



Through over twenty years of sincere effort on the part of our personnel, we have been making steady progress toward reaching the ideals expressed in the Four-Way Test. We have been rewarded with a steady increase in sales, profits and earnings of our personnel. From a bankrupt condition in 1932 our company has paid its debts in full, has paid its stockholders over one million dollars in dividends and has a present value of over two million dollars. All of these rewards have come from a cash investment of only \$6,100, the Four-Way Test and some good hard working people who have faith in God and high ideals.

Intangible dividends from the use of the Four-Way Test have been even greater than the financial ones. We have enjoyed a constant increase in the good will, friendship and confidence of our customers, our competitors and the public and what is even more valuable, a great improvement in the moral character of our own personnel.

We have found that you cannot constantly apply the Four-Way Test to all your relations with others eight hours each day in, business without getting into the habit of doing it in your home, social and community life. You thus become a better father, a better friend and a better citizen."

"Sometimes," said Pooh, "the smallest things take up the most space in your heart."



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 district.secretary@rotarydistrict7305.org
 Visit us on Facebook
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POLIO IN NUMBERS
Wild virus confirmed cases in 2021
Global Total: 5 (140)
Wild virus detected from other sources in 2021
Global Total: 66 (493)
Numbers are for all of 2021.
Numbers in brackets represent data for all of 2020.

Rotary's Four Way Test
 Of the things we think, say or do:

1. Is it the **truth**?
2. Is it **fair** to all concerned?
3. Will it build **goodwill** and **better friendships**?
4. Will it be **beneficial** to all concerned?

Putting Polio's "Last Mile" In Perspective

Pakistan made history last year with only one recorded polio case; the lowest it has ever been. Is this good news? Yes and no. It is indeed a major achievement and the result of decades of hard work and commitment towards eradication. One case was reported compared to 84 in 2020, but it is far more important to remember that it is still one case too many. The journey from one to zero is a long and arduous one.

Pakistan and Afghanistan are the only two countries where polio is still active. The good news is that while the end of the tunnel is far, it is at least within sight. Leading the Polio Eradication Initiative in Pakistan, I am reminded often about my experience in Africa. I had initially been posted to Nigeria in the mid-2000s when the country had over 340 cases, but it was zero by the time I left. What was meant to be a three-month deputation actually lasted 13 years.

Heading the program in Pakistan today, I get the feeling one has when walking a path one has walked before, knowing exactly where the bends and crevices appear, knowing what to expect at the next turn and mentally preparing for all the bumps along the way. I have yet to come across a challenge that is Pakistan-specific.

If the whole world can eliminate a disease using vaccines, why can't Pakistan? To the people it may seem that one case of polio is a sign of being close to the end. But Pakistan has had two previous opportunities to eradicate the poliovirus, but failed to seize the chances. Sometimes when a country has gone years without a case, a new one comes up, throwing the country back by several years.



That is why I am not interested in presenting a rosy picture of Pakistan. What we need to aim for and be satisfied with are not a reduction in cases, but complete elimination and then sustaining the status year after year.

While our polio teams are experts in building trust and addressing vaccine hesitancy, I still believe that they can never have the impact that a trusted neighbor, a friend or a relative does in addressing vaccine concerns. We must all play our part in increasing awareness and educating ourselves and others. Polio eradication needs each one of us.

I am often asked what makes polio so important. It takes just one image of someone living in an iron lung to remind us what the virus really means. I also wonder what reason could ever be good enough for risking a child to life-long paralysis. I find none. Not even close.

Dr. Shahzad Baig
 National Coordinator
 Pakistan Polio Eradication Program
 Islamabad

Published in Dawn, January 17th, 2022



SAVE THE DATE

ALL EVENTS SUBJECT TO CANCELTION OR RESCHEDULE
DUE CORONAVIRUS PANDEMIC



SAVE THE DATE – MARCH 4-6

PETS PRESIDENT ELECT TRAINING SEMINAR
VIRTUAL MULTI-DISTRICT EVENT



SAVE THE DATE – MARCH 27

THE ROTARY FOUNDATION LUNCHEON
RIVERS CASINO



SAVE THE DATE – APRIL 23

DISTRICT ASSEMBLY
LAMPLIGHTER RESTAURANT



SAVE THE DATE – JUNE 23-26

2022 DISTRICT CONFERENCE
SEVEN SPRINGS MOUNTAIN RESORT (GOLF ON FRIDAY, JUNE 24)



SAVE THE DATE – JUNE 4-8

2022 RI CONVENTION
HOUSTON



SAVE THE DATE – JUNE 26 – JULY 1

RYLA ... TWO VENUES ... LA ROCHE COLLEGE AND OUTDOOR ODYSSEY



SAVE THE DATE – AUGUST 8

DISTRICT GOLF OUTING – INTRODUCING DG MARIE FALLON
WESTMORELAND COUNTRY CLUB

