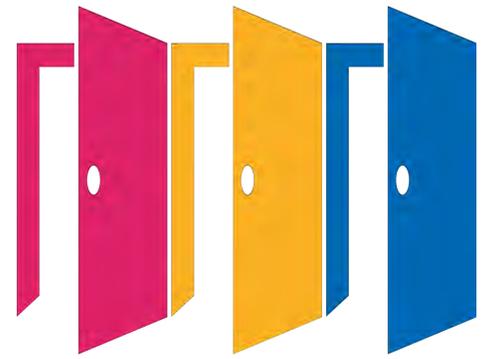


Rotary



District 7305

The Connector - May 2021

Rotary Opens Opportunities

Welcome to Rotary Land!

Your District 7305 Membership Committee continues to provide a series of articles addressing membership successes by club in the District. We do this to celebrate those successes and further to peer into the “secrets” behind the success for the benefit of all. Again, it is our thought that by sharing these club successes, the examples set there will enhance all of our efforts and understanding in maintaining and growing membership. This contribution will look into the success enjoyed by the Rotary Club of New Brighton; last year’s Small Club of the Year. We took a peek into what contributed to their success in membership growth.

As with many clubs in the District, the Rotary Club of New Brighton had to address a number of difficulties resulting in attrition. Those included members passing or moving away and the ever-present impact of Covid 19. Despite this, the club has been able to grow by implementing a direct and concerted plan. That plan, while multifaceted, can be broken down into a simple but effective formula, advise the community of their efforts and to get the message out that they are a vibrant and active service organization in their community. It was felt that by getting the word out, membership attraction would be enhanced. Toward this end, they pursued a number of avenues including, but not limited to, capitalizing on multiple media



platforms, visible service projects attracting the entire community, a targeted approach of identifying and inviting individuals for membership, and collaborating in projects with other service organizations).

This small club started out with a membership of 14 in 2019. In spite of the sudden death of their newest member, they persevered and increased their membership to 19 by the end of the Rotary year. This represents a net increase of approximately 36%. So how did New Brighton increase its membership by more than a third?

First and foremost, the club focused on public image and exposure. The club continues to use a variety of platforms to increase public awareness. The local radio station WBVP provides considerable coverage on their efforts. That coverage included two 20-minute interviews on two of their

recent projects: Hometown Heroes and their End Polio Now initiative on World Polio Day. The Times newspaper also covers local Rotary activities and the town’s digital sign publicizes Rotary events. The club also installed a large “Welcome to New Brighton” sign, prominently displaying the Rotary name and wheel sign at the entrance to the community. Two new members also quickly became involved by regularly posting the club’s efforts on Facebook and other social media platforms. Distribution of the club’s newsletter “Along The Towpath” has also increased to include other clubs and community members.

In addition to this media initiative, the club regularly collaborates with other service organizations in the area to provide for and assist in community projects. Through the efforts of New Brighton Rotary and the New Brighton Memorial Day

Quote of the Month:

“The young do not know enough to be prudent, and therefore they attempt the impossible, and achieve it, generation after generation.”

Pearl S. Buck

Association, the Hometown Heroes events included 207 Veterans banners displayed throughout the town. A \$10,000 Rotary District Foundation Grant helped make this project so successful that they were forced to double up veteran photographs on the banners as they ran out of telephone poles. There will be a walkathon, led by a police escort and color guard. At the end, a student will recite the Gettysburg Address followed by the reading of recently deceased veterans and the dedication of the banners.

The club attributes its successes to a concerted effort to involve all members and a recognition that every member is responsible for membership. Employing the simple "Ask" program, their members reach out to potential Rotarians, invite them to lunch, and share information about Rotary. The candidates are then invited to club service projects and a meeting. After the meeting, members follow up to answer any questions. The club also plans a quarterly fellowship event specifically designed to invite prospective members to the event.

Finally, the club is involved in a number of community efforts including a Student of the Month Program, Student Scholarship Program, collections of food for the 12 Loaves Soup Kitchen, delivering pretzels and gift cards, matched by Fischer's Foodland, to cafeteria workers at the school during the pandemic, parking control at the School Play at New Brighton High School (clad in New Brighton Rotary Vests), and many others. All these efforts not only go to meeting the mandate of Service above Self but also communicate to the New Brighton community that Rotary is present, active and involved.

Your club may want to replicate New Brighton's successful approach. Share the Rotary message in words and in action. Let your community know that your Rotary club is actively working to make your town and the world a better place. Invite others to join your efforts and help them to get involved in making a positive difference quickly. When you are next in New Brighton, you'll know you have entered ROTARY LAND.

By John Dale Hartman DGND



Start a Sattelite Club

I have asked several Rotary clubs to start a satellite club, and invariably one of the first questions is "why would we want to do that?" So, I'll start by answering WHY? I am going to answer the question from the perspective of a cause-based virtual club, rather than a geographic, in-person club, but many of the answers will apply to both scenarios.

TOP TEN REASONS your Rotary club benefits from starting a cause-based satellite e-club...

1. You will LEAVE A LEGACY AND STRENGTHEN ROTARY by sharing the gift of Rotary to a demographic that may not find our current clubs' style, meeting time, or culture appealing.
2. When compared with Rotary Action Groups and Rotary Fellowships, CAUSE-BASED ROTARY CLUBS OFFER ADVANTAGES of regular meetings, opportunities for grants from The Rotary Foundation, and protections of the Rotary Clubs' insurance policy.
3. Cause-based e-clubs are an inexpensive and relatively EASY WAY TO START A NEW ROTARY CLUB. Affiliate members (Rotarians from other clubs) provide expertise for the new club and reduce the need for mentors from the parent club.
4. One of the benefits of being a Rotarian is the development of leadership skills. A satellite club

will offer more opportunities to DEVELOP LEADERS, probably in a less formal and more comfortable environment than in a traditional Rotary club.

5. An e-club can invite members from around the world, reinforcing the INTERNATIONAL FLAVOR of Rotary and providing new opportunities for service around the globe.
6. YOU WILL MAKE A DIFFERENCE by attracting new people to Rotary and expanding the number of Rotarians 'doing good in the world'.
7. Current Rotarians may be honorary or affiliate* members and participate in both their home club, and the cause-based club, CEMENTING MEMBERS' COMMITMENT TO ROTARY.
8. Members of the satellite club are also members of the parent club and can participate in projects of the parent club. This multiplies your CLUB'S OPPORTUNITY TO MAKE A DIFFERENCE.
9. People who follow their passions in Rotary are Rotarians for life. This makes cause-based clubs a MEMBER RETENTION STRATEGY.
10. YOUR CLUB WILL BE ENERGIZED by an influx of new people and fresh ideas.

A cause-based club can be built around almost anything. Ideas include entrepreneurship, environmental issues, food insecurity, health and wellness, international service, literacy, social justice, peace building, veteran's issues, maternal and child health, water and sanitation, and...

Ther short Anytown video does a great job of explaining WHY we should all start new clubs in our towns. Figure out WHERE to start a club by exploring Grow Rotary. Interested in learning more? Contact PDG Mary Berge, our District Innovative Club Advocate.

*In District 7710, we encourage existing Rotarians to join cause-based clubs as affiliate members. They are considered full members of the satellite club but pay only nominal club dues. Affiliate members pay their Rotary International and District dues through their home club. *By PDG, Marie Howard, D7710*

New Generations Service Exchange

The Rotary theme for the month of May is Youth Service. While most Rotarians are probably familiar with programs such as Youth Exchange, Interact, and Rotary Youth Leadership Awards (RYLA), many may not have heard of the New Generations Service Exchange.

New Generation Service Exchange (NGSE) is an exciting new exchange program for Rotary International (RI) within the service avenue of Youth. It is completing the gap between the classical long term Youth Exchange and Vocational Training Team programs. As the program is self funded, Rotarian family members and Rotaract members are eligible and encouraged to apply.

The objective of this program, as with other RI exchange programs, is to create goodwill and to promote world peace through international understanding. This exchange program operates between Rotary Districts, and the vocations of the candidates can be as varied as professional, trades or humanitarian.

NGSE is a short term exchange arrangement varying from six weeks to three months, depending on if the exchange is for an individual or a team. The exchange takes place at a mutually agreed time between the candidate, the sponsor Rotary club, the host Rotary District / Rotary club, and the prospective workplace provider. However, it is highly advisable to avoid the host country's holiday and religious high points.

During the exchange period, "cultural differences" will be experienced, however, the exchange is not a holiday. An aptitude for language is highly regarded if intending to go to a non-English speaking country. Any additional tuition is at the candidate's cost.

The candidate is expected to apply themselves to their work experience training as arranged by the sponsor and host Rotary clubs.

As a goodwill ambassador for their country, the candidate will be expected to speak about their homeland in various contexts. This would most likely be at a Rotary club meeting and / or the workplace. The candidate will be expected to gain



New Generations Service Exchange is a short-term, customizable program for university students and professionals up to age 30. Participants can design exchanges that combine their professional goals with a humanitarian project. Pictures courtesy of Rotary International

a thorough understanding of what Rotary stands for. Upon their return home, the candidate is expected to apply learning from this experience into Rotary, their community, their studies and / or their workplace. This will also include a presentation to the sponsor Rotary Club outlining experiences, achievements, and how any new ideas can be implemented into their current workplace or incorporated into the completion of their studies.

NGSE is a serious, well-planned stay in another country, and is accommodated with one or more screened and approved host families. The selected candidate will receive work experience training related to their education and preferred career path. The training is work related, is not paid, and

occurs during normal business hours dependent on the candidate's vocation.

Evenings and weekends would generally be free for the candidate to explore and experience their new community / country. Outbound candidates are therefore selected on the criteria that work experience is a genuine desire to be accomplished.

Text courtesy of RI District 9670



Rotary
District 7305



IN MEMORY

David F. Figgins April 23, 2021

1929 – 2021

Pittsburgh Rotary Club Past Member

Past District Governor 7300 1979-1980



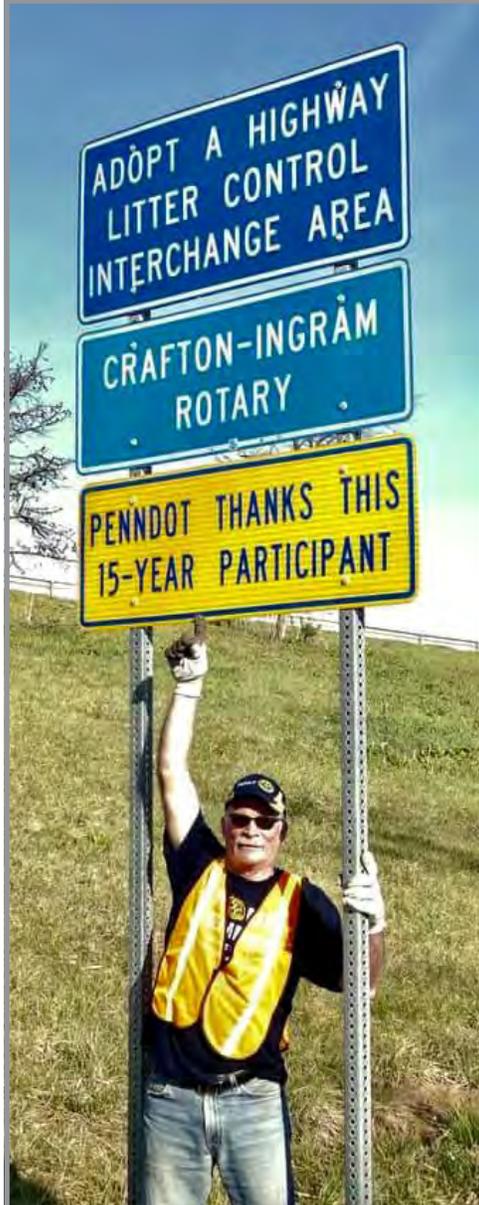
Highway Cleanup

We do not yet have the estimated weight of the garbage that the Crafton-Ingram Rotary Club and its partners collected on Saturday, April 10. However, as one of the participants put it: "There was a ton of trash to be picked up!"

The Crafton-Ingram club would also like to thank the Ohio Valley Nursing School, the Crafton Boy Scouts, and the rest of the volunteers who joined them at the Route 79 Crafton/Robinson On/Off Ramps for their annual Highway Clean Up!

Thanks to the large number of volunteers, they were able to clean all the ramps. This included, for the first time, all the way to the end of the Southbound exit. And man - was it a mess!

It is truly amazing what a team can pull off in just 90 minutes!



On Saturday, April 10, the Rotary Club of Crafton-Ingram, with great help from a couple of partner organizations, performed their annual Highway Cleanup along PA interstate 79. In only 90 minutes they collected "a ton of trash." The club is a proud 15-plus year participant in the PA Adopt a Highway program.



Rotarian Russ Spicuzza and his wife Renee weeded the Rotary Club Of Upper St Clair-Bethel Park flower garden on Brightwood Road on April 7. The raised flower bed is part of the Bethel Park Trolley Beautification Program.



The Easter Bunny is a Rotarian

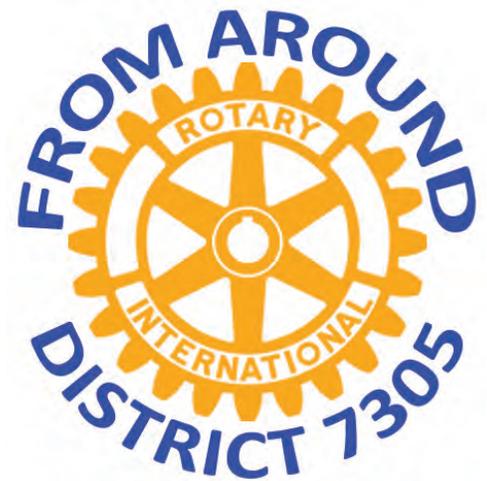
This year, as they do every year, several members of the Crafton-Ingram Rotary Club assisted Theresa Kail Smith with her annual Easter Egg Hunt. This year was a drive-thru event, so it took a few extra hands to pull the event off! They started by loading baskets on Wednesday, March 31, and loaded them into the trucks on Saturday morning, April 3. It was a long week, but well worth it! All participants are so happy that they could be a part of it all!

They are all looking forward to Easter 2022 when, hopefully, they will be able to do this in person.



Nursing Home Receives TVs

The Rotary Club of Waynesburg recently donated over \$2,000 worth of television sets to the Rolling Meadows Nursing facility in Waynesburg. Above, Club Secretary Barbara Wise presents the TVs to Rolling Meadows' Assistant Manager Heather Grandel. *Picture courtesy of Club President David Mason*

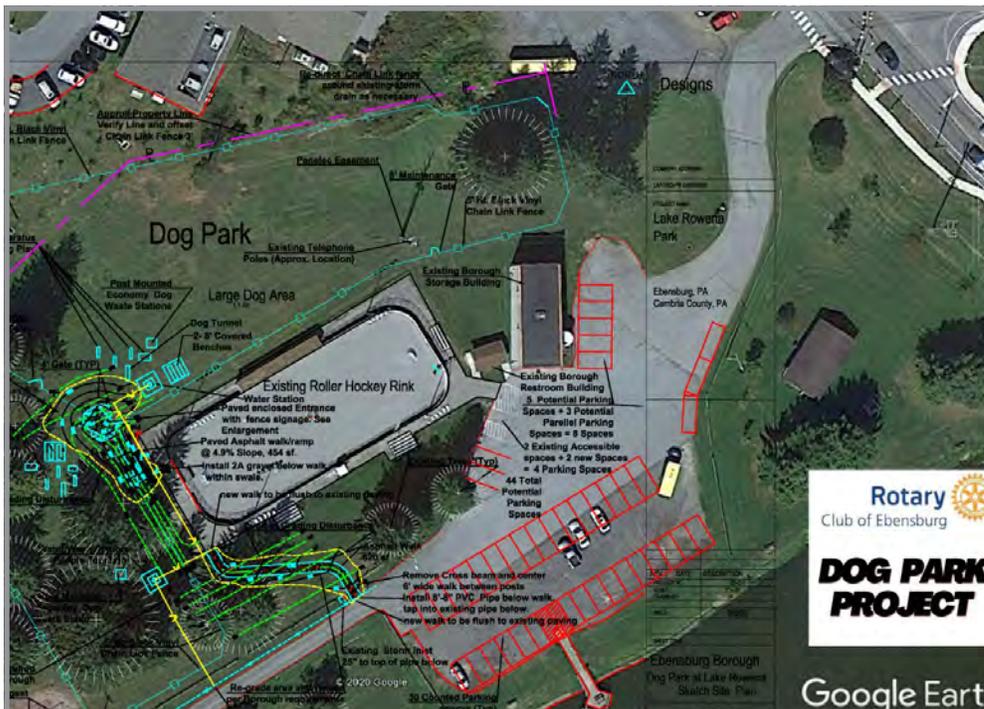


Supporting Man's Best Friend

Members of the Rotary Club of Ebensburg have been working hard planning a great new project for their community: The Ebensburg Rotary Dog Park!

The club has been raising money using GoFundMe, donation boxes at various businesses, and through individual contributions.

The dog park will be paid for and built by the Ebensburg Rotary Club with money raised specifically for this project. It will be built on Borough property near Lake Rowena and the Borough will maintain it. The dog park will have two sections; one for large dogs and one for small dogs. It will include water stations, waste stations, obstacles, benches, and perimeter fencing. The Ebensburg club is hoping to have the dog park finished no later than some time in 2022. *Text & Illustration by Jim White*



Pat Shaffer Recognized

The Rotary Foundation Citation for Meritorious Service honors Rotarians and Rotaractors who have been actively involved in service related to The Rotary Foundation. It is awarded in recognition of outstanding service to The Rotary Foundation and the embodiment of the motto *Doing Good in the World*.

Nominations can be submitted by the District Rotary Foundation Chair. Each district can only nominate one person per year. And, from the nominations submitted by up to 528 Rotary districts worldwide, only 150 citations will be awarded each year.

With that in mind, our district is very proud to have had the trustees of The Rotary Foundation select Pat Shaffer from The Rotary Club of Murrysville-Export as one of the recipients this year.

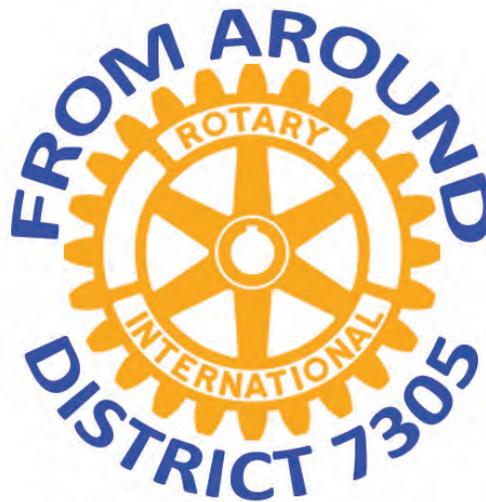
Community Bathroom

Sanitation and hygiene have been a keystone of Rotary service projects since the first project was completed in 1907. Early on, Paul Harris realized that Rotary needed a greater purpose. While Mr. Harris served as president of the Chicago Rotary Club in 1907, the club initiated its first public service project, the construction of public toilets in Chicago. This step transformed Rotary into the world's first Service Club.

Following upon the great leadership of Paul Harris and those first Rotarians, the Delmont-Salem Club decided to answer a need for sanitation and hygiene in the Rose Wiglet Parklet in the heart of Delmont, the home to the Farmers Market and Delmont Community Daze. Constructing a restroom will give the community the flexibility to lease the parklet to community families for special events.



At our recent Rotary Foundation Luncheon in Pittsburgh, Pat Shaffer, from The Rotary Club of Murrysville-Export, was presented with The Rotary Foundation's Citation For Meritorious Service. No more than 150 persons each year receive this citation.



Club members Grant Kern, Kelli McIntyre and President Harold Hicks clearing pavers for construction of a new restroom in the Rose Wiglet Parklet. Text & pictures courtesy of Harold Hicks

They initiated a district grant to build a fully accessible, unisex bathroom for the community. The grant would be for the full amount of matching funds for \$5,000.00. The project is estimated to cost \$19,600.00. The

community is partnering to raise the balance.

Building off-site was financially impractical and the decision was made to get cost estimates to do the construction at the Parklet. The club agreed to help prepare the location by removing existing pavers from the ground and storing them for future use. They will also do some plantings to make the project more attractive to residents. Water and sewer are already available to the location of the building and will be accessed. A local architect stamped the drawing for the construction so that they could get a permit.

The picture is an illustration of what the project will look like when completed at the end of May. The club will add the appropriate branding signage to the outside of the building. The restroom will be built in accordance with the American Disability Act Guidelines. To make it a Green Building, they are using solar power to provide electricity. The Borough will maintain the bathroom.



Rotary Clubs Doing Highway Cleanup - A True Sign That Spring is Here



On Monday night, April 19, members of the Rotary Club of Conemaugh Township, with help from members of the Conemaugh Township High School Interact Club, collected trash along their designated stretch of a local road. All participants wore highly visible safety vests with the Rotary wheel prominently featured.

A Johnstown Tradition

I would like to thank the volunteers who participated in our annual Spring Roadside Cleanup on Saturday, April 17.

Trawling through ditches and roadsides, Rotary club members, Interact volunteers, and some of our friends collected tons of garbage bags full of wrappers, cups, cans and other debris. Everyone reported that there was a lot of trash this year, so our cleanup efforts do make a difference for the better. The weather cooperated and our volunteers cleared more than a winter's worth of trash from our sponsored roadside on the bypass.

We are grateful for the individuals who joined us! This event is successful because of the ongoing support of those who, despite the mess and junk out there that isn't fun to handle, still went that extra step to make a difference in our community, keeping it more beautiful.

We can all do our part, year-round, by keeping the roadsides trash-free. Please dump your trash appropriately. Recycle what you can and put the rest in trash cans or dumpsters. Most of all, remind others to do the same every chance you have!

A Special thankyou to John and Julie Coyle, owners of the local McDonalds downtown, and Rotarians themselves, for hosting the kickoff to the clean up by serving us a delicious breakfast! Our breakfast has become a special part of our cleanup efforts, and the time together was enjoyed by all!

My thanks, again, to those who participated in Roadside Cleanup this year. We hope to see you "on the road" this fall, with friends and family, coworkers and neighbors, doing what we can to make Johnstown beautiful!

By Michelle Petrell, Club President



Rotary Pollination Garden

With spring having sprung, the Rotary Club of Johnstown-Sunset got together to prepare their pollinator garden for the year. This project, that is a collaboration with the Garden Club of Johnstown and the Highland Community Library, is entering its second year.

The work done included getting the signage back up as well as regular spring time gardening preparatory work and planting.



Remember the Polio Dollar?

In the April issue of our newsletter, we wrote about the dollar coin representing Pennsylvania that has a depiction of the polio vaccine on it. Turns out that there's more Rotary history to the story...

PDG Tom Uram (2005-2006) is a former member and Chairman of the Citizens Coinage Advisory Committee (CCAC).

The CCAC was established in 2003 by Congress to advise the Secretary of the Treasury on the themes and designs of all US Coins and medals. The CCAC serves as an informed, experienced and impartial resource to the Secretary of the Treasury and represents the interests of American



On Tuesday April 27, members of the Rotary Club of Johnstown-Sunset gathered to get their pollinator garden ready for the bee and butterfly season.



CCAC members Tom Uram (left) and Dennis Tucker (right) with General Tony Taguba (middle) and the design of the Filipino Veterans of World War II Congressional Gold Medal, June 2017.

PDG Tom Uram was instrumental in having the Polio Vaccine as the theme on the PA Dollar coin. (Photo by Richard Jewell).

citizens and collectors.

There were actually three possible themes for the Pennsylvania innovation dollar:

1. The Pennsylvania Turnpike
2. The invention of the Polio vaccine
3. Medical innovation

PDG Uram was serving as the Chairman of the committee at the time of the selection. He really wanted the Polio theme because it was truly the most significant invention, not only for the state, but for the world. However, it was not easy. Many of his colleagues wanted the Pennsylvania Turnpike, mainly because of its design. Uram is glad to have narrowly persuaded his colleagues that Polio was the coin for Pennsylvania.

Of his eight years on the committee, he view this coin for Pennsylvania as one of his most important achievements. And, as a Rotarian, he was proud to be able to write to Secretary Mnuchin requesting final approval.

PDG Uram has made a Limited Edition version of the coin and it is available for \$29.95 plus shipping and handling. Of the proceeds, he will donate \$10 per coin to TRF's Polio Plus program.

To obtain a coin, contact Tom Uram at silvercharlee@aol.com or 412-418-0783.

The Foundation Luncheon

On Sunday April 18th at The Rivers Casino, we held our first in-person District event this Rotary year. District 7305's annual celebration and fundraiser for The Rotary Foundation brought 713 attendees to the Rivers Event Center, which has a capacity of over 1,000 people so we were able to abide by all the safety protocols and remain socially distant.

The event Chairs – Autumn and Dan Dougherty – did a great job of organizing this event. A great deal of effort was also put in by Sue Kelly and Rotary District 7305 Foundation Chair – Jeff Klink.

There were numerous baskets and auction items, a mystery box full of goodies, and a 50/50 that ended up being about \$850.

Denny Crawford did a great job of explaining how The Rotary Foundation works and how Rotary District 7305 utilizes the money that it has available every year to support projects in Rotary's seven areas of focus, whether they are small local or community projects or large international projects.

We recognized our Major Donors. We had several Rotarians who became Level 1 Major Donors (\$10,000 - \$24,999), several who moved up to become Level 2 Major Donors (\$25,000 - \$49,900), a few who moved up to become Level 3 Major Donors (\$50,000 - \$99,900), and one who moved up to become a Level 4 Major Donor (100,000 - \$249,900).

We also recognized 20 clubs that qualified for the "Every Rotarian Every Year" banner recognition. These clubs had an average annual per capita giving of at least \$100, and every member gave at least \$25 to the Annual Fund. We also recognized 15 clubs with a Certificate of Achievement for the End Polio Now campaign. These clubs gave at least \$1,500 to the Polio Plus campaign.

It was our privilege to award the Citation for Meritorious Service to Pat Shaffer from the Rotary Club of Murrysville-Export. Her many years of service to The Rotary Foundation in so many ways makes her extremely deserving of this award (read more about this on page 6).



Nathan Miller from the Carnegie-Collier Rotary Club assisted with the dessert auction. It was unclear if the high level bidding was for the desserts or for his inspired outfit.

In addition to the desserts, there were also some mystery boxes and other items up for bid. In all, the event netted about \$27,000 for The Rotary Foundation.

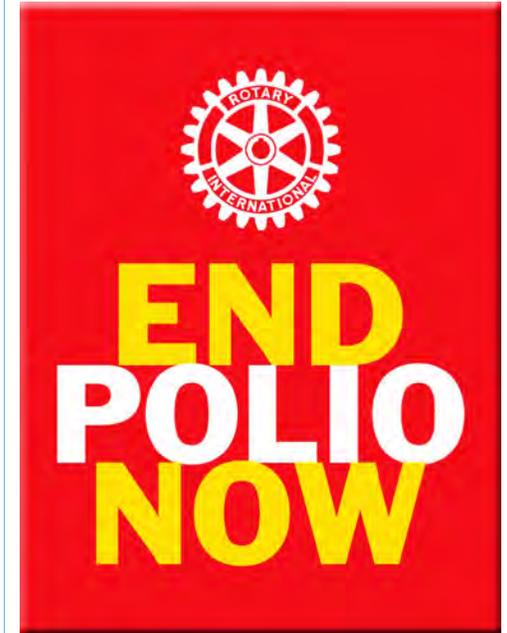
The dessert auction was a huge success this year. We raised over \$22,000 from it. When it was all totaled, we raised over \$27,000 to support the Rotary Foundation's Annual Fund.

Thank you to everyone who help make this such a successful event this year and thank you to everyone who supported The Rotary Foundation with your financial contributions.

Text by DG Al DeLucia



The Rotary Foundation



Rotary District 7305

P.O. Box 44305, Pittsburgh PA 15205

District Secretary: Sandra Rebholz

District Office: 412-429-7305

district.secretary@rotarydistrict7305.org

Visit us on Facebook

www.rotarydistrict7305.org

EVERY
ROTARIAN
EVERY
YEAR

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?

Hiking for Polio

A mass, worldwide vaccination effort is crucial to defeating the COVID-19 pandemic — but the logistics of getting it done are incredibly complex. Two of the most complicating factors? Storage and transportation.

Distributing vaccine doses is much more elaborate than simply putting vials in a box and loading them onto a truck. From the time a vaccine leaves the manufacturer to the time it's administered to a patient, it needs to be kept in ideal and highly specific conditions. For example, Pfizer's COVID-19 vaccine needs to be stored at a frigid -70° C. That's why the success of large-scale immunization efforts is dependent on a reliable cold chain: a system of safely storing and transporting vaccines at recommended temperatures.

What makes up a cold chain?

A seamless cold chain combines three equally important elements:

Equipment: in most cases, the best storage option is a pharmaceutical-grade unit, specially designed for housing vaccines. Unlike the freezer where you keep your ice cream, these can cost upwards of \$15,000. Specialized portable coolers are also important for moving vaccines from one location to another.

Personnel: staff and volunteers tasked with handling vaccines must be thoroughly trained on safe storage and transportation practices.



With over 30 years of experience in distributing vaccines to all corners of the world, and in all possible climates, Rotary is an extremely valuable partner in the fight against COVID-19.

This is particularly important because different vaccines require different conditions.

Processes: vaccinating facilities must have clear, detailed, and up-to-date instructions for vaccine handling - plus contingency plans in case of emergency. What if the facility loses power? What if there's a weather event? These questions and more should have thorough answers.

What happens if the chain breaks?

Vaccines can only protect against disease if they're delivered safely. Overexposure to heat, cold, or light can compromise vaccine quality.

Not only does this diminish the vaccine's effectiveness; it also leads to wasted vaccine supply and financial loss. Between spoiled vaccines, replacement costs, and administrative expenses, cold chain errors cost healthcare shippers billions of

dollars a year.

How we help

For more than 30 years, Rotary members have been supporting the safe transport of polio vaccines to every corner of the globe. When it comes to COVID-19, we're just as committed to bringing vaccines to all. Learn more about how we're playing our part:

<http://on.rotary.org/covid19efforts>

By Elizabeth Schroeder, rotary.org

POLIO IN NUMBERS

Wild poliovirus in 2021 (2020)*

Global Total: 2 (45)

Circulating vaccine-derived poliovirus in 2021 (2020)*

Global Total: 54 (124)

**Data as of 27 April 2021. Numbers in brackets represent data at this time in 2020.*



SAVE THE DATE



ALL EVENTS SUBJECT TO CANCELATION DUE CORONAVIRUS PANDEMIC

SAVE THE DATE – MAY 20-23, 2021

2021 DISTRICT CONFERENCE
SEVEN SPRINGS MOUNTAIN RESORT



SAVE THE DATE – JUNE 12-16, 2021

NOW VIRTUAL - 2021 RI CONVENTION
TAIPEI



SAVE THE DATE – AUGUST 13, 2021

DISTRICT GOLF OUTING
GREENSBURG COUNTRY CLUB



Flyer and information coming soon