



THE ROTARY FELLOE

Rotary Club of Easton, Pa., District 7430
Founded in 1915 Charter # 149
President: Gordon Bigelow
President Elect: Lynn Schoof
Secretary: Andrew Bogoly
Treasurer: John David
Assistant Governor: Kathy Heller

Stephanie Urchick Rotary International President McMurray Pennsylvania, USA	Katie Farrell District Governor Warminster Pennsylvania, U.S.A.	Mary Cook District Governor Elect Collegeville Pennsylvania, U.S.A.
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1915 - CELEBRATING 109 YEARS OF SERVICE - 2024
Meets at 12:15 p.m., Thursday *Vol. 2416*

August 8: District Governor Katie Farrell

This Week:



Focus On Peace



August 1

Rotary 
Club of Easton



Evening Social

THYME

ROOFTOP GRILLE

5:15 PM at Thyme

LAST WEEK:

Our meeting featured a highly entertaining presentation by local author Bill Childs who also serves as a teacher of Advertising Design at LCTI. Bill managed to shrink down 40 years of experience into 20 minutes as he explained to us why creativity matters. He cited the work of author Richard Florida who wrote “I call the age we are entering the creative age because the key factor propelling us forward is the rise of creativity as the primary mover of our economy.” Bill believes that we are born with natural creativity, but our education system is designed to squash that creativity. Our public education system was originally designed to train people to work in factories during the industrial revolution. We are trained to solve problems in a highly formulaic fashion. Creative problem solving involves deviating from the established norm. He has adopted a three-step process based on the work of Leonardo DaVinci. The steps are: information, incubation, and perspiration. The incubation period is most important and might entail a break from the project. Too much serious thought can hamper creativity. Ideas do not flow out of an overactive mind. People can cultivate creativity in a number of ways. First, you can embrace wonderment. Be aware of the fascinating world that surrounds us. Be child-like as if seeing the world for the first time. Have the courage to go beyond the norm. Don’t be afraid that a new and different idea will be shot down. It is OK to fail. Unplug yourself. Put down the phone and the computer. Do not watch the news. Give your mind time to rest and open up. Finally, learn to embrace change. He showed us how a simple, intriguing ad can be more effective than a traditional overdone ad. The ad must be created to engage the imagination of the target audience. Know what you are really selling. For example, don’t just sell LEGO building blocks; sell imagination. Bill’s experience led him to the creation of his book titled Childs Play which is a guide to help reclaim and harness your creative power.

Community Service Idea: New RI President Stephanie Urchick has put a focus on Peace. One easy way to promote peace is by installing a Peace Pole in the community. Perhaps it is time for one in Easton.

Happy Things: *Lynn Schoof* complimented Andrew, Nick, and Dakota on a tremendous Drag Show. *Darcy Swingle* is back to work. *Audra Frank* was happy to welcome back Tom Walton. *Wayne Barefoot* blamed his senior moment on John Eisenhard's conversational skills. *Don & Pat Lockard* plan to travel with Sanju. *Gordon Bigelow* recognized Paul Braden as our Club's newest member of the Rotary Foundation Major Donor family.

Easton Rotary and the RI Foundation: Our Club's annual goal for the past several years has been a modest \$2,500. Our total for the 2023-24 year was \$6,410 which equates to \$116/member. Some of the money goes to the Annual Fund to support Rotary projects and other money goes to the Polio eradication campaign. Our donations help Rotary to be amongst the world's foremost charitable organizations.

Social Opportunity: The August 1 evening social will be held at the new Thyme restaurant in downtown Easton. This location does not have parking, but valet parking is available on the Larry Holes Drive side of the building for a cost of \$5.

Volunteer opportunity: Tuesday, August 6 is National Night Out in the West Ward. Easton Rotary will be on hand to serve watermelon to the crowd.

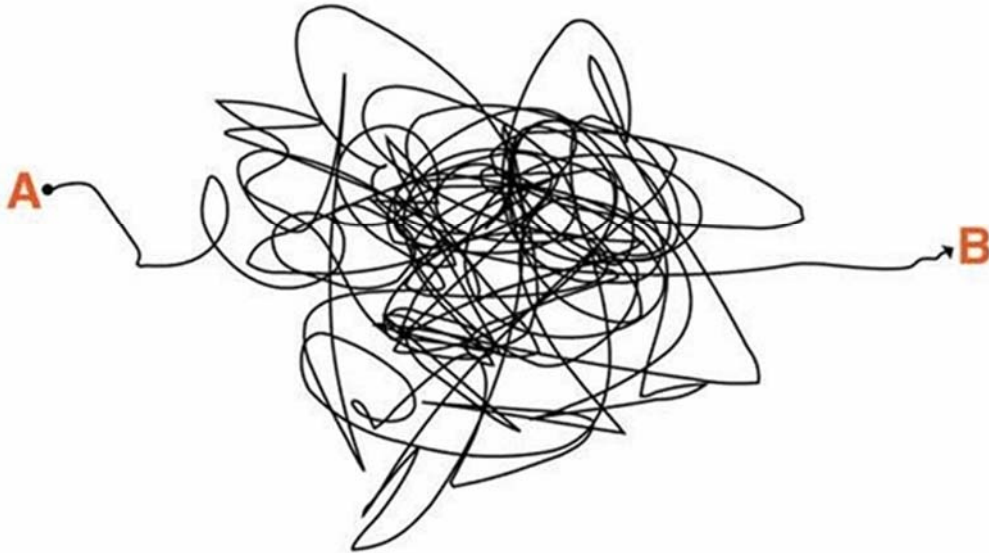
International Service: The relief efforts and funding Rotary provided after last year's devastating earthquake in Turkey and Syria show that Rotary members create hope where it is needed. Since the earthquake and aftershocks in February 2023, which killed more than 55,000 people, Rotary has distributed over US\$4 million to support affected communities. Aid efforts were confined to Turkey since Rotary has no clubs in Syria. Members have assembled container cities for housing, built water treatment plants, provided seedlings and cows to farmers, given equipment to hospitals, donated computers for students, and opened a veterinary clinic.

Youth Service: Dennis Fallon is taking over the Youth Service Chair from Mark Haldaman. Dennis will be looking for some volunteers to assist.

Basketball News: This year's event will be a little different. Freedom and Hatboro dropped out of the Boys Division and will be replaced by Abington Heights and Northeast. The out-of-town teams may result in a loss of some ticket sales. We are looking at the possibility of offering a live stream version of the Tournament which may help replace the lost revenue.

Bill Childs Illustrates the Creative Process:

Creative Process



Service Opportunity: September 14 is Service Club Day at the Miracle League. Volunteers from the Easton Kiwanis, Palmer Kiwanis, Easton Lions and Easton Rotary will take over the concession stand for the day. Shifts run from 9:30 - 11:30 and 11:30 - 1:30. Come on out to Easton Rotary Field and watch the kids play.

Important Dates :

August 8: District Governor Katie Farrell and Member Inductions

Sept. 9: Phillipsburg Rotary Golf at Architects Golf Club

Sept. 14: Service Club Day at The Miracle League



Rotary on the Web:

Easton Rotary: www.eastonrotary.com
District 7430: www.rotarydistrict7430.org
Rotary International: www.rotary.org