



ROTARY VOTARY

The Rotary Club of West Chester, District 7450

John Kenny, International President 2009-2010

Bulletin #10 www.WestChesterRotary.us September 3, 2009

This Week's Program: September 3, 2009
Speaker: Pat McGrail
Critters at the Brandywine River Museum
Arranged by Dave Biffen

Next Week's Program: September 10, 2009
Speaker: Joe Walsh, Head Football Coach
Warrior Football at Henderson HS
Arranged by Dave Biffen

MINUTES by Matt Bradley

President Dave rang the meeting to order at 12:30. **Mark Sammarone's** invocation was a prayer for children returning to school.

Visiting Rotarians were John Saling (WEGO) and Pat Hartnett (Central Chester County). Guests were Colleen Aller, Trudy Heller (our speaker), Tom Mann and Megan McGinn.

President Dave shared a humorous Mark Twain quote about getting older, drinking and losing one's hearing. He also acknowledge yesterday's celebration of Women's Equality Day (89th anniversary of the passage of the ERA), and his appreciation for the great women in our club.

Happy Bucks were given by **Geoff Baker** (all of the Youth Exchange Students were present; their training is this weekend at the West Chester Area YMCA; and thanks to the YMCA for donating the use of their facility); John Saling (for not sitting at his usual table – a promotion or demotion?); **Becky Cacase** (for her toddler surviving her first injury); **Terry McGrath** (thanks to all who have donated food; the need is still great; he's trying to drum up participation by other clubs); **Mark Sammarone** (**Joe Polito** demonstrated tech-savvy-ness); **Joe Polito** (now offering a new coffee blend for sale: "expresso"); and visitor Colleen Aller (Air Force son has landed safely in balmy Iraq).

Charles Streitwieser presented a banner from his father's club in Lake Wales, Florida, (and set the record straight that the coffee blend is espresso, which means "made especially for you.")

Sue Casso Rogers encouraged everyone to buy and wear a Chili Cook-off shirt, available through September 3. **Katie Decker** pointed out the Chili Cook-off volunteer sign-up board by the exit, and encouraged all to sign up.

The 50/50 was won today by **Jeannie McGinn** (gas money to get to tonight's game!). Jeannie drew the five of spades. Only eight cards

remain in the deck with at least \$832 in the pot.

SPEAKER REVIEW by Faith Woodward

Ed Malet introduced our speaker, Trudy Heller, President of Environmental Education for the Environment whose topic was "Business Opportunities in the "New Green Economy" or "Investment Opportunities in Local Green Business." Trudy has he PhD from Wharton and teaches corporations around the world.

Trudy described three shifts in business creating opportunities.

1. The Second Industrial Revolution: Rather than labor scarcity and resource plentitude as in the First Industrial Revolution, we now have plentiful labor and scare resources. Her example of women in India using brooms to clean off leaves versus a leaf-blower in the US was thought-provoking. The brooms were made of local materials, were biodegradable, and 4-5 people were needed to perform the task. The leaf-blower is noisy, uses fossil fuels, produces CO² and the blower becomes trash when broken. Local businesses such as *Philly Car Share* provide "consumption without ownership. The leaf-blower, if leased rather than purchased, now doesn't require a garage to store it and doesn't require one buy the latest and greatest model each year.
2. Eliminate the Concept of Waste: An example of our usual cycles is : Dirt makes sand, oil, or copper, makes motors, steel, glass or wire, that in turn makes a refrigerator and does not return to the earth. A Namibian Brewery takes its waste to feed earthworms that in turn feeds chickens whose waste powers the brewery. This is complete cycle that is healthy for the earth.
3. Economic Pyramid: All products were

designed for the wealthy at the top of the pyramid. Now countries like China are creating products for everyone else. The goal should be to chart a greener path serving many people.

Investment opportunities include local energy venture capital such as in Element and Eneritech. New technologies are available through companies, Amelia and Blue Square.

Members of the audience suggested several ideas: **Jack Wintermute** thought a longer broom handle would be better for the health of the users. The exercise of sweeping and putting products that were not harmful to the earth was recommended by **Joe Polito**. **Geoff Baker** spoke of tool banks such as the *Philadelphia Cooperative* and a bicycle co-op in Pottstown. It was also mentioned by others that Geoff's VW is fueled by recycled vegetable oil. **Terry McGrath** mentioned that we don't repair items as we did in the past and parts aren't even available. We are a throw-away society and need to re-learn this process. **Ed Malet** suggested that governments should promote green use. We can use Rotary to educate others and hold demonstrations on how to go green. **Victoria Dow** mentioned that libraries have been promoting loaning over ownership for years and visitor Tom Mann of *Taylor Rental* leases equipment. **Bob Poole** asked if burning rather than deteriorating is a more efficient means of destruction but Trudy felt that was more in the scientific range than in hers.

THANK YOU

Copies of the Votary are provided by **Mac Neilon** of Penn Office Products.

CONDOLENCES

Please express your condolences to Irvie Hoffman at the passing of his wife, Sally. At her request, there will be no memorial but a graveside service was held Tuesday, Sept. 1, 2009.

SAVE THE DATE

Oct 8 Benefit for Rotary Youth Exchange
Oct 11 Chili Cook Off
Check out the Rotary Calendar of events at
<http://www.westchesterrotary.us/clubcalendar.htm>
Add events: calendar@westchesterrotary.us

ROTARY YOUTH EXCHANGE BENEFIT

A Charity Sporting Clays Tournament will be held

October 8, 2009
at M & M Hunting Preserve
2 Winslow Road
Pennsville, NJ.

Proceeds benefit the Harry C. Rosenberg Scholarship for Rotary Youth Exchange For more information contact:
MelanieSmith@suretybond.com or 610-688-9100



THE ROTARY CLUB BOARD of DIRECTORS

President, Dave Rayburn; President-Elect, Bill Ronayne; Vice-President, Mark Sammarone; Past President, Steve Karp; Secretary, Patricia Kotsay; Treasurer, Rob Feenan; Sergeant At Arms, Katie Decker; Directors-at-Large: Bruce Beadle, Cristina Combee, Elizabeth Guman, Jeannie McGinn, Terry McGrath, Bob Rogers, Bert Volger
Al Marland, District Governor
Gary Hess, Assistant District Governor
Robert Poole, III, M.D., P. D.G. 1980-1981
District 7450

HOW TO GET IN TOUCH

President: cdrayburn@aol.com
Votary Committee: Chair, Faith Woodward, 610-918-3432 fwood@bf.kendal.org; Web site maintenance, Bruce Beadle, Webmaster@WestChesterRotary.us;
Committee Members: Pat Barron, Matt Bradley, Sue Casso, Victoria Dow, Elizabeth Guman, Wendy Hoffman, Charlie Lyddane, Fran Luft, Cathy Palmquist, Joe Polito, and Mark Sammarone (Web site)