

LAST WEEK:

Our meeting featured a Club Assembly that was essentially served as a SWOT analysis.

Strengths: Members help each other. The Club tries to be flexible in scheduling so more people can participate in meetings. The Club is becoming more diverse. We have a significant positive impact on our community. Rotary itself is a great organization and does great work. There are international possibilities. We have seen a growth in membership. We have a welcoming Club. We have a strong history of traditions but are not afraid to take on something new. We have a strong and healthy Foundation.

Weaknesses: We should learn more about community needs. Fundraising is weak. Our exposure could be better. We are an aging Club. Committee structures are weak or non-existent. Attendance is spotty at times. We don't market ourselves well.

Opportunities: Partner with the Easton Business Association and the Chamber of Commerce. Marketing ourselves. Educating our membership about rotary. Youth Exchange. Fundraising focus groups.

Threats: Society doesn't value service. Economics. Young people may find membership to be too expensive. People want to know "what is in it for me?"

Summary: This was a very positive analysis. We have a great many strengths. Our weaknesses are by no means unique to Easton Rotary. They are shared by the majority of service clubs throughout North America. Ultimately, we are in Rotary because it gives us the mechanism and the opportunity to give. Every second of every day, somebody in the world is having a better time in their life thanks to Rotary. Through Rotary we have the power to accomplish amazing things.

Happy Things: *Tom Walton* reports that Ray Walters is on the mend and likely to be going home soon. *David Wolff's* son Benjamin was born in January 1994 when the temperature was -18. *Audra Frank* was happy to see everyone. *Lew Fish* completed another trip around the Sun. *John David* was happy for the eagles, at least for the moment. *Terry Pundiak*

invented a new mount for his telescope. **Sanju Choudhury** is advancing in the Toastmasters speaking contest. **Lynn Schoof** was happy for the fantastic work done at her house by Audra Frank.

Rotary Jewelry: President Lynn presented Don Lockard with a Paul Harris Plus 8 in honor of his support for the Foundation of Rotary International. This leaves Don only one level shy of receiving recognition as a major donor. Our Foundation is amongst the top-rated charitable organizations in the world. We have received the highest possible rating from Charity Navigator for 16 years in a row.



Bear Time: February is here, and it is time to distribute Teddy bears to local oncology units. This has been an Easton Rotary tradition for approximately 24 years led by Terry Pundiak. Passing the hat at the meeting raised several hundred dollars. There is also a little over \$500 from this year's Saturn on the Square. The goal is to distribute 250 bears. Individuals who wish to contribute can do so at eastonrotary.com.



The Power Of A Bear (received after the 2024 Bear distribution):

I'm a patient at LVHN Cancer Center at Hecktown Oaks. Yesterday I was given a Paddington Bear, courtesy of the Easton Rotary Club. I wanted to say thank you. That was so sweet. I'm 70 years old, but that bear means a lot to me. So does Rotary! I was a Rotary exchange student in 1971-72. It shaped my career and my life.

Thank you:
Mary Susan Wood



Rotary 
Districts 7390, 7410,
7430 & 7490

Multi-District
Conference 2025



Unwrap the Magic of Rotary!

2025 Multi-District Conference
Date: April 4-6, 2025
Location: The Hershey Lodge



Registration is now open.
<https://bit.ly/4cWoh3E>

Important Dates :
Feb. 6: Evening Social



Rotary on the Web:

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