



“Building our community, one child at a time”

The Downtowner

Newsletter of the Kiwanis Club of Allentown

September 1, 2020

August 13 Meeting



At our August 13 Zoom meeting, 11 members joined our guest speaker **Meg Dowd** in attendance. We welcomed Meg, who serves as Corporate Affairs Manager for **Just Born** Quality Confections in Bethlehem. After a series of technical difficulties, Meg treated us to a slide show about Just Born that included a video tour of the factory. Just Born was started in Brooklyn, NY in 1923 by founder Sam Born. They moved their operations to Bethlehem in 1932. The name came from a slogan that Sam Born used in his original store, that the candy was so fresh it tasted as if it was “just born.” The company added “Quality Confections” to its name in the 2000’s. Their first major candy line was “Ike and Mike” jelly beans, created in 1940. This popular treat originally had four flavors – orange, lemon, cherry and lime. It now has five flavors with the addition of strawberry. A video demonstrated the extensive process involved in making “Ike and Mike” candies. Their assembly line processes 75,000 beans per second. Each large tumbling mixer holds 195,000 beans. It takes four hours from start to finish to make the beans. The factory produces 500,000 boxes of “Ike and Mike” candies a day! Probably the most iconic product Just Born makes is their “Peeps.” The Peep marshmallow candy was acquired

by Just Born in 1953. They produce 5.5 million Peeps a day and a staggering 2 billion a year! It takes just 6 minutes to make the Peeps. Meg was proud of the fact that Just Born recycles 97% of its waste products. The remaining 3% is burned to produce energy at the site. And she was also proud of the work Just Born does in the community. Every year they donate thousands of pounds of candy to non-profits, schools and other community organizations. During the COVID-19 pandemic they have donated money to relief funds, have produced greeting cards for hospital and nursing home patients, donated Easter baskets to front-line workers, and participated in reading programs at Marvine Village, next to their factory. Production has been a challenge during the pandemic. The plant was shut down on March 17. It reopened on May 4 after extensive safety provisions. Office associates like Meg are working from home. Production associates are screened every day and try to maintain social distancing on the factory floor. Shields were installed between workers on the assembly line, and they beefed up wash stations and disinfecting measures. The six-week shutdown means that there may be shortages of Halloween Peeps and other candy. This was a fascinating program, and we thank Meg and Just Born for all they do for our local communities. And their yummy candy too!

Alison Norton reported that the Allentown Boys and Girls Club continues to operate quite well under pandemic restrictions. They must maintain an 8:1 child to staff ratio. So their Sixth Street Clubhouse is limited to 16 kids and 2 staff. There are no contact sports, and personal hygiene and distancing is observed at all times. The Allentown School District delivers lunches to the clubhouse twice a week, served to the children every day. They have been offering the “Make Your Mark” program, and are starting a virtual Yoga class for all of the kids enrolled in their programs.

Deb Lamb reported on the recent collaboration between Lehigh Valley Children’s Centers and the Allentown YMCA. LVCC is providing child care services at the Y for needy families. It is a small operation, limited due to pandemic restrictions. The United Way is trying to coordinate the provision of child care and early childhood education in the Valley. There may be other collaborative opportunities for LVCC, perhaps even with the JCC.

Ricki Stringfellow, President of the Kiwanis Club of Emmaus reported that the club had their annual picnic at Emmaus Memorial Park last evening. 11 of their members showed up along with three college scholarship winners and their families. They enjoyed pizza, bottled drinks, and individually-wrapped dessert items. They maintained social distance and observed all other safety measures. Ricki reported that the picnic went well, and members enjoyed seeing each other in person for a change. Also, the Emmaus Club has arranged for a new meeting place at a local fire hall. They will not be able to dine there, but can meet and spread out.

Club Receives Grant From KI!

Back in early May, we learned that the Kiwanis International Children’s Fund was offering COVID-19 Response Fund grants to clubs to provide essential needs to children in their areas. **Tom Harp** forwarded this information to **Enos Martin**, who quickly completed an application for funds to provide food and personal hygiene supplies to needy students from the Raub Middle School. As a result of Enos’s efforts, our club was awarded a grant of \$2,000! We will be working with **Jacki Hudak**, Community School Coordinator at Raub to use the money within the 90-day time limit. The Kiwanis Children’s Fund distributed \$115,000 in grants under this program. We are very pleased and proud to have been successful in acquiring this important funding.

Annual Rose Sale!



It is that time of the year when we join other Kiwanis Clubs in our state in selling roses to benefit the Pennsylvania Kiwanis Foundation and our club. This is our largest fund-raiser of the year. Once again this year, **Alison Norton** has agreed to coordinate the Rose Sale. The cost of the beautiful, multi-colored roses with baby's breath and tree fern is \$20, the same as last year. Our club keeps \$8 out of every dozen sold. Last year, our members sold 50 dozen roses which added \$400 to our club treasury. **Orders must be received by Alison no later than Sunday, September 27.** The roses will be **delivered on Thursday, October 22.** Alison has e-mailed order forms and posters to our members for their use in selling roses to friends, family and coworkers. Please spread the word and help support this fundraiser. The roses are gorgeous, and proceeds benefit our club and the Pa. District Foundation. Our goal again this year is at least 50 dozen roses sold. We can do it!

Buddy Walk Fundraiser



We have supported the **Eastern Pennsylvania Down Syndrome Center** for the past several years by volunteering for their annual **Buddy Walk** in October. Due to the COVID-19 pandemic, this year's Buddy Walk will be mainly virtual, with an on-line fundraiser. Our club has formed a team, with President **Tom Harp** as the leader. We are asking our membership to support this cause by joining our team, donating money, and walking one mile between now and the end of October. To join our team, visit <https://www.classy.org/event/21st-annual-lehigh-valley-virtual-buddy-walk-r/e268004>. Click on "Register", then "Join a Team" and scroll down to find our team. If you donate at least \$10 you will get a Buddy Walk t-shirt. You should donate before September 15 to be sure your size is available. October 10 is the official Buddy Walk date. There will be a drive-through event on the campus of Cedar Crest College beginning at 9:00 AM. This is a way to show your support for the Down Syndrome Center from the safety of your car. Details about the Buddy Walk can be found at <https://www.epdsc.net/about/events/21st-annual-lehigh-valley-buddy-walk>. Join our team to support a great cause!

Pa. Kiwanis Virtual Convention



The Annual Convention of the Pennsylvania District of Kiwanis International was scheduled to be held last month in Reading. It was cancelled due the COVID-19 pandemic, and held virtually the week of August 9. There was an on-line opening session by District Governor **Mike Haven** on August 10. Throughout the week the District offered educational sessions. On Saturday, August 15 **Enos Martin** and **Tom Harp** “attended” a Business and Awards Session via Zoom. Governor Haven welcomed everyone. Pa. District Kiwanis Executive **Kevin Thomas** reported that there were 37 eligible delegates of which 29 were registered, and 24 present for the business session. That constituted a quorum. A Memorial Service was held for Pa. Kiwanis members who passed away last year. They included **Marilyn Leaver** of the Allentown Northeast club. Next on the agenda was Signature Project Awards. From our Division, the Easton Kiwanis Club won 3rd place for their annual IU 20 Christmas Party. Easton also had 5 Distinguished Members and was a Distinguished Club for 2018-19. Kiwanis International Trustee **David Hurrelbrink** offered some pre-recorded remarks. Within Kiwanis “change is coming fast and furious” he said. KI will be rolling out new training in 2021 in the areas of leadership and fiscal responsibility. He praised efforts by clubs to provide community service in the midst of a world-wide pandemic. He mentioned projects like sewing face masks, delivering meals, and even fundraising. During a time of high anxiety he suggested that we all “take a break from the news,” relax, and spend that time to reach out to other members of our clubs and those who are sheltered in place.

Next, Governor Haven presented District Distinguished Kiwanian Awards. **Cathy Kane** of Allentown Northeast was a recipient of this award for the third time. Congratulations, Cathy! By unanimous consent, the District approved the only By-Law Amendment under consideration. It provided that former Vice-Presidents and Treasurers are now eligible to serve as Lt. Governors. This will widen the pool of candidates for Lt. Governor. Enos Martin is now eligible to “officially” serve as LtG of Division 17-18. Kevin Thomas provided a report on the state of Pa. District Kiwanis. In 2018-19 our District lost 190 members. As of October 1, 2019 there were 3,211 members in the state. We also lost 6 clubs that year. So far this administrative year, we are doing better. As of July 31, 2020 the District has seen a gain of 125 members. This is remarkable given the impact of the pandemic. The District received a Payroll Protection Act loan/grant of \$13,950. In 2018-19 there was a net surplus of \$26,247 in revenue, which reduced the District’s long-term deficit from \$70,811 to \$39, 215. So overall, the District is on solid ground financially.

Pa. District Foundation President **Jeff Rose** provided an update on the foundation’s activities and awards. Following this presentation were elections for the 2020-21 Governor-Elect and Governor. **Sarah Zulueta** of the Kiwanis Club of Main Line, near Philadelphia was the only candidate for Governor-Elect and was elected by unanimous consent. The same with incoming Governor **Don Smith** of the Cleona Kiwanis Club. To wrap things up, Governor Haven presented the Kiwanis in Service Hero Awards. Locally, both Jeff Rose of Allentown NE and **Bill Walters** of Easton were honored with this award. Governor Haven closed out the Business Session wishing everyone good health and service to our communities and the children of the world.

A Glance Into Our Past

100 Years Ago – September 1920

Due to the Allentown Fair, the club held only three meetings. The club did not meet during fair week so the members could attend the Fair. Speakers at the other three meetings were:

- Former Allentown Mayor Charles O. Hunsicker with a presentation on housing conditions in Allentown.
- Local architect and builder Tilghman H. Moyer, a Naval Reserve member, who discussed the rescue of a submarine that went down off of Cape Henlopen.
- Rev, Edmund H. Carhart, Grace Episcopal Church, with a discussion on the local system of education.

75 Years Ago – September 1945

Five Air Scouts from the Club-sponsored Air Scout Squadron # 20 left by train for Newburgh, NY, for a week long encampment at the US Military Academy. PA Kiwanis honored Allentown, along with Erie, Wilkes-Barre, and Pittsburgh, at the District Convention for having over 100 members in their clubs.

50 Years Ago – September 1970

Current member Sam Saxton spoke about his African Safari at the September 3 meeting at the Americus Hotel. Sam was on the Safari in March and April 1970 and spent 30 days in East Africa, mostly in Kenya. Sam observed his 68th year as a member of our club in June.

25 Years Ago – September 1995

The Livingston Club, located at 7th and Hamilton Streets, shut down operations on September 19. Our club had met at the Livingston Club from July 1990 through June 1995. The Livingston Club had been the meeting location for numerous clubs during its existence. Our club was seeking additional locations for gum ball machines. The projected earnings from the machines for the fiscal year was expected to exceed \$1900.

- ***Enos Martin***

Upcoming Meetings and Activities

SERVICE PROJECT – Installation of Judith Chase Memorial Bench at LVCC South Mountain Center. Date TBA.

MONTHLY MEETING – Thursday, September 10, 7:00 PM, Deb Lamb, VP of Development, Lehigh Valley Children's Centers on LVCC's 50th Anniversary.

BOARD OF DIRECTORS MEETING – Wednesday, September 30, 5 PM. Zoom Video Conference.



September Birthday



28 - Mary DiFebo



-Tom Harp, Editor