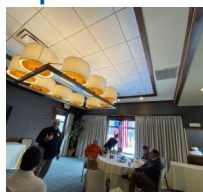
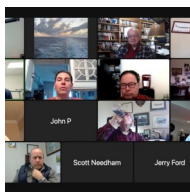




## Top stories in this newsletter



Chief Garafalo



Chris Amato



Alan Maimon



Fisherman's Mark

### Chief Garafalo



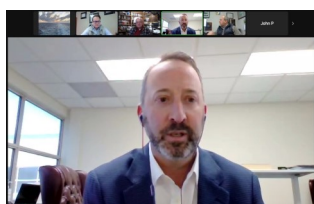
**1/7/2022** -West Windsor Police Chief and club Honorary Member Robert Garafalo spoke to our club on Friday. Chief Garafalo talked about the positive impact of community policing and the critical need to find and hire the best people.

The idea of community policing is that the police force is part of the area they serve. Participation in neighborhood and community events of all kinds greatly improves the relationship between police and town residents. This helps to prevent problems and misunderstandings as well as greatly lower tension that other communities may experience.

The West Windsor police department does a great deal of training so the all officers can handle any kind of situation. Unfortunately, there is a shortage of qualified candidates. so the department works hard to continue to identify the best candidates.

Thanks to Chief Garafalo for visiting us and providing us with an update on his department.

### Chris Amato



**1/14/2022** -. Friday's speaker was Christian Amato, President of Creative Marketing Alliance. Christian gave us his perspective on marketing and the changes to the industry over the last 20 years.

The transition from more traditional marketing into the world of digital marketing was an important change for CMA to make. That also had a profound impact on marketing for all businesses.

Christian also gave us his perspective on the future of digital marketing and the opportunities and challenges for marketing all businesses. Continuing to be open to new technology and creatively adapting them for businesses will be a key to success going forward. We thank Christian for his insights.

### Alan Maimon



**1/22/20212** -Our speaker on Friday was Alan Maimon who has written a book titled "Twilight in Hazard: An Appalachian Reckoning". Alan wrote this book as a result of his tenure as a journalist for many years covering Eastern Kentucky.

Alan explored some of the history of the region, the impact of the coal industry on the region and some ideas about the future of the region. He also briefly explored the reasons for the extreme persistent poverty in the region and a few examples of how the area is beginning to refocus the local economy away from coal.

Very interesting perspective from someone who came to covering the region with some objective and independent perspectives. His book should be an interesting read and will go into details about his experience as a reporter in the area and is widely available where ever books are sold.

### Club Fundraiser: 5th Annual Super Bowl Box Pool



Please contact Mike Pine for more information.  
Mikepinerotary@gmail.com

### Fisherman's Mark Fundraiser—Made the News!



Here is a link to an article in the Bucks County Herald about our club fundraising efforts for Fisherman's Mark. Go to page 4 for the article. A great effort from everyone.

<https://buckscountyherald.com/stories/princeton-corridor-rotary-matching-grant-helps-ida-victims,14391?>



## Rotary District and International Spotlight:

District Conference - Save the Date: April 22-24, 2022 Hershey, PA



### Imagine Rotary—Rotary



"Imagine a world that deserves our best, where we get up each day knowing that we can make a difference."

#### IMAGINE ROTARY

President-elect Jennifer Jones revealed the 2022-23 presidential theme, Imagine Rotary, today. She's urging Rotary members to dream big. Imagine... what dreams will you help realize?

Learn more: <https://on.rotary.org/3rCXX4r>

### Giving and children—Rotary International

#### 5 WAYS TO SUPPORT CHILDREN WHO WANT TO HELP THEIR COMMUNITY

1. **Ask Them** What inspires your child to take action?
2. **Get Them Inspired!** Stories can introduce the concept of problem-solving and being charitable.
3. **Give Time** Checky starts with time, find a cause your child can relate to.
4. **Give Money** If able, find ways you or your child can donate to a charitable cause.
5. **See the Impact!** Witness the positive impact of your child's involvement. Has your child as they begin to think bigger than themselves.

There's a 9% increase in giving among adult children if their parents are charitable. Charitable giving is one of the key ways Rotary funds its service projects – from the eradication of polio to supporting refugees. You can teach your child the power of giving. And in that, support future generations, including theirs.

#### In Person meeting safety notice



Out of an abundance of caution, for the safety of our members and guests due to the ongoing spread of the Delta COVID variant, we respectfully request that only members and guests who are vaccinated attend our in-person lunch meetings until further notice.

If you plan to invite a guest to an upcoming in-person meeting, please notify them of this request in advance. We appreciate your understanding and cooperation during these challenging times. Sincerely The

Board of the Princeton Corridor Rotary Club

### Schedule of Events

Our lunch meetings will all be alternated between in Person and Zoom.

**Friday, February 4 12:00-1:30PM - Salt Creek Grille**

**Speaker: Matt Drago**

**BIO talk**

**Social: Tuesday, February 8 4:30 - 6:30PM- Metro North Restaurant**

**Friday, February 11 12:00-1:30PM– Zoom**

**Speaker: Jeannette Rizk, Executive Director WorkWell Partnership**  
*WorkWell is a New Jersey based program that brings job training, life skills, and mentoring to people released from prison. The goal of the training course is to serve individuals navigating the difficult road from prison to sustained employment and community participation.*

**February 14—Happy Valentine's Day**

**Friday, February 18 12:00-1:30PM—Salt Creek Grille**

**Speaker: Noelle Stary**

**Marketing**

**Wednesday, February 23– 8:00-9:00 AM– Zoom**

**Board Meeting**

**Friday, February 25 12:00-1:30pm—Zoom**

**Business meeting**

### Member News:

#### New Member

**Tom Colistas** has applied for membership in Rotary and his application was approved by the board, pending 2 weeks for any objections by chapter members. Please submit any comments or concerns you may have about his membership to Sal Levatino.

Sadly we share the news that former Princeton Corridor of Rotary President Robert Landman has passed away. We offer the deepest condolences to his family.

**Facebook:** Check out our chapter's Facebook page and share stories of interest. <https://www.facebook.com/PrincetonCorridorRotaryClub>