



THE ROTARY FELLOE

Rotary Club of Easton, Pa., District 7430
 Founded in 1915 Charter # 149

President: Paul Braden
 President Elect: BJ Metz
 Secretary: Ron Gano
 Treasurer: Sue Worobec

Assistant Governor: Jean McGill

Mark Maloney Rotary International President Decatur Alabama, USA	Herb Klotz District Governor Allentown West Pennsylvania, U.S.A.	Janet Kolepp District Governor Elect Bethlehem Morning Star Pennsylvania, U.S.A.
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1915 - CELEBRATING 105 YEARS OF SERVICE - 2020
 Meets at 12:15 p.m., Thursday at Northampton Country Club *Vol. 2003*

Next Meeting Feb. 6: Cocktail Meeting

This Week:	Joker's Treasure is now \$58.00 ■ ■ Cards remaining 51	
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Jan. 30

**Refugee
 Action**

Last Week:

Our program featured Matt Welser who is the Innovative Technology Analyst for Pinebrook Family Answers. The advent of personal computing devices and access to the World Wide Web has opened up an incredible world of resources, information, and criminals. The personal information exchanged electronically can be of great value when leaked into the wrong hands. The cost of breaches last year was estimated at \$12 billion and that number is on the rise. Sometimes the data is leaked when hackers breach security of large databases, but increasingly, the criminals are enlisting the help of victims to gather the data. This practice is known as “phishing” and can be defined as the fraudulent practice of sending emails purporting to be from reputable companies in order to convince individuals to reveal personal information, such as passwords and credit card numbers. Once the information is obtained the crooks can then use it themselves or sell it for profit. Some phishing schemes don’t gather the data but they encrypt the victim’s computer so as to render it unusable. The crooks will unlock the computer for a fee. This is called “ransomware”. The key is they need the victim to respond in some way. This can be by opening an attachment, clicking on a misleading link, or simply replying to the email. The practice of phishing is on the increase because it works. 30% of phishing messages do get opened. The phishing schemes are often quite convincing. They use personal data such as names, titles, and employer names. Targeted people include financial and HR employees, C level executives, and people over the age of 55. Some of the information is garnered from the breach of large databases but a lot of the information is readily available for free on social media. Users can protect themselves by learning to spot red flags. Watch out for unexpected correspondence from friends or business associates. The senders name may be familiar but the topic of the message is often off topic. Check to make sure that the domain information matches the sender. Beware of anything if the sender is unknown to you. Do not open attachments with file extensions such as .exe or .zip. Opening these files can trigger the installation of malware on your machine. Embedded links in emails are often fraudulent. Hovering the cursor over

the link will reveal the real destination of the link. Phishing emails often confer a sense of urgency because they don't want you to spend time thinking about it. Don't respond to urgent requests for money or assistance. Above all, trust your instinct. If something seems wrong, it probably is. When in doubt: don't click, don't open, don't forward. Instead: do delete, and do report to your IT department.

Happy Things: *Amy Korman* saluted Bison from the North and Tigers from the South. *Mark Haldaman's* son is on the Honor Roll and his daughter is on the Dean's list. *Honor "Giants Fan" Garrett* enjoyed the opportunity to speak at the Coaches Convention in Nashville. *Terry Pundiak's* new car scratch appears to have been telescopically-induced. *BJ Metz's* lone reason for not loathing a certain NFL team is now a thing of the past.

Volunteer Opportunity: Volunteers are needed on Friday, February 21 for a Safe Harbor Project. Phase 1 will entail preparing a meal in the kitchen of the Kellyn Foundation. The food preparation will be from 2:30 - 5:30. The food will then be served at Safe Harbor at 5:45. Watch for a SignUp Genius announcement.

Speaker Assignments: BJ Metz needs people to volunteer to line up speakers. Open dates begin on April 9. Try to get a couple of possible dates from your speaker. Almost any topic is acceptable but remember to caution your guest speakers: Our rules prohibit political messages or campaigning, business commercials, and direct solicitation. Contact BJ if you have an idea for a program.

Easton Rotary 2.0: *The next meeting is Tuesday 2/18 at 5:30 at the Easton Wine Project.* All Easton Rotarians are invited and encouraged to attend the Tuesday evening gatherings in addition to the weekly noon meetings (another makeup opportunity).

Yet Another Rule: Guests are always welcome at Easton Rotary meetings and functions. Easton Rotary will cover the cost of a prospective member's first visit. After that, the meeting should be paid for by either the Rotarian host or the guest.

Easton Rotary Service Foundation Reminder: Easton Rotary Service Foundation Fellows are available to all at a cost of \$500 each. The money does not have to be paid in one lump sum. Birthday donations, memorial donations and direct donations all count toward the total.

Theme For 2020-2021

Rotary International President-elect Holger Knaack is encouraging Rotarians to seize the many opportunities Rotary offers to enrich their lives and the communities they serve. Knaack, a member of the Rotary Club of Herzogtum Lauenburg-Mölln, Germany, revealed the 2020-21 presidential theme, Rotary Opens Opportunities, at the Rotary International Assembly in San Diego, California, USA, on 20 January. Rotary isn't just a club for people to join, but rather "an invitation to endless opportunities," said Knaack, who becomes president on 1 July. He emphasized that Rotary creates pathways for members to improve their lives and the lives of those they help through service projects.



Important Dates

Feb. 13: Bennie Eliason - Street Medicine

Feb. 20: Students of the Month at CIT

Feb. 27: Nutrition at the Easton YMCA

March 5: Cocktail Meeting

March 12: Carl Zvanut - Matru Hospital Project

Makeup Opportunities: *Now available online!*

Phillipsburg: 12:00 at Flynn's on the Hill

Allentown West: Wednesday 07:30 at Luthercrest, 800 Hausman Road

Allentown: Friday 12:00 at Bell Hall

Bethlehem: Wednesday 12:15 at Moravian Village

Rotary on the Web:

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



ATTENTION EASTON ROTARY:

Additions to the newsletter should be sent to B.J. Metz, Jr.; 3568 Bethman Rd.; Easton, PA 18045 (FAX 923-7415, e-mail: bjmetz@logical.ms). ***Makeup Notices should be sent to: Paul Braden at 2886 Hope Ridge Drive, Easton, Pa. 18045***