



# Swarthmore Rotary Cog Notes

P.O. Box 4, Swarthmore, PA 19081



December 5, 2024

## Swarthmore Rotary Leaders

Jane C Billings  
President

Sarah Pita  
Secretary  
President-Elect

Brian Casey  
Club Executive  
Secretary  
Webmaster

Joseph Patrick Lesniak  
Treasurer

Marc Berneski  
Youth Services Chair

Elizabeth Church  
Rotary Foundation  
Chair

Carr Everbach  
Membership Chair

Rosemary Fox  
Public Relations  
Chair

William Clinton Hale  
Sergeant-at-Arms

Anne C. Hansen  
Gundaker Club  
Representative

Lori Markusfeld  
iPast President

Lisa OMahony  
Service Projects  
Chair

Hillard Pouncy  
Club Programs Chair

George C. Whitfield Jr.  
Club Director

Kenneth J. Wright  
Club Director

## Meetings and Events

December 5th, 7:30-8:30 AM  
Swarthmore Weekly Club Meeting

Speaker: Breakfast Club Meeting, Inn at Swarthmore  
Subject: Breakfast meeting from 7:30 to 8:30 am

December 12th, 12:15-1:30 PM  
Swarthmore Meeting at CADES

Speaker: Silvertones Holiday Concert  
Subject: Silvertones Holiday Concert at CADES, Swarthmore (Note location!)

December 7th, 9:00-10:30 AM  
Adopt-A-Highway Spring Clean Up

Comment: Please meet on Yale Ave near the Apartment Complex.

## Club News

### CLUB NEWS

Service opportunities in December include the Yale Road Cleanup on December 7 at 9am and Loaves and Fishes Food Pantry (day or evening shift) on December 17. Don't forget Home for the Holidays (December 7) culminating with hot chocolate at the Firehouse.

Please participate in the Joan and Joe Batory Challenge. Donations to the Rotary Foundation in the amount of \$250-1,000 through December 21 will be matched with an equal number of Paul Harris fellow points.

### SERVICE QUOTATION

To give real service, you must add something which cannot be bought or measured with money. – **Douglas Adams**

### FOUR WAY TEST

Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Cathleen Darrell  
Attendance  
Secretary  
David Firn  
Bulletin Editor  
Richard Shimko  
Bulletin Editor

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## Happy Dollars

Pledged FY to date:  
\$1,818

2023-2024 \$3,277

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## Rotary Celebrations!

### Birthdays

Brian Casey  
December 6th  
Lori Markusfeld  
December 10th

### Wedding Anniversaries

No Wedding  
Anniversaries Found

### Years of Service

No Years Of Service  
Found

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## Guests Last Meeting

None

## ROTARY MOMENT

November 20 is UNICEF's World Children's Day, which is a day for action by children for children. Rotary supports the empowerment of youth in several ways. Rotary sponsors several youth organizations such as Interact and RYLA, encourages the engagement of young leaders as partners, amplifies the power of youth voices by creating opportunities for leadership roles, empowers youth through service-learning projects, and prioritizes youth protection by fostering environments that are safe and positive for young people.

## SPEAKER

What happened to all the Yuppies from the 1980s? Did they melt away after the 1987 stock market crash or does their legacy endure today? That is the question that author Tom McGrath attempts to answer in his book *Triumph of the Yuppies: America, the Eighties, and the Creation of an Unequal Nation*.

Yuppies is a shorthand term for 'young, urban professionals.' These were college-educated baby boomers primarily concerned with career advancement and monetary success. This cohort was never a majority (comprising only 2 to 20 million of the 75 million boomers), but they had an outsized influence on the social culture that was amplified by the media's fascination with them. Defining characteristics included a focus on buying nice (as in high status) goods, providing higher education opportunities for their children, eating good (again, as in high status) food, and working out.

The term Yuppies was first noted in print in 1980. Yuppies became associated with Gary Hart's candidacy for the Democratic 1984 presidential nomination. Hart, while socially liberal, rejected the traditional Democratic focus on the working class. Walter Mondale, a more traditional Democrat, prevailed after a bruising primary process but was roundly defeated in the general election by Ronald Reagan. This prompted a soul-searching by the Democratic braintrust that McGrath argues set the stage for their reinvention as the party of the educated. That obviously has repercussions today, as Trump's 2024 victory was made possible by the overwhelming support of voters lacking a college degree.

1984 was declared the year of the Yuppie. The era did not last long, however. Their epitaph was written after the stock market crash of 1987. Yet, their influence on fashion, food and fitness continues and we continue to struggle with the effects of the urban gentrification that they so enthusiastically pursued. The Yuppies me-first mindset contributed to a widening inequality of income in our society.

Tom McGrath's latest book would be a good read for those who were of age during the 1980s (which would be just about all of our clubmembers!), and especially for those who may have been considered Yuppies themselves (many of our clubmembers?). His book provides many insights into the roots of many aspects of our society today.