



Sunrise Sentinel

Feb 3, 2010

Officers and Directors 2009 – 2010

President	Nathan White
President Elect	Donas Cole
Secretary	Juli Smith
Secretary Emeritus	Mary Lou Lee
Treasurer	Weldon Copeland
Vice President, Fund Raising	Chuck Koehler & Jeff Caserotti
Club Service Director	Eric Holt
Vocational Service Director	Gary Taylor
Community Service Director	Jim Gilmore
International Service Director	Bill Smith
Rotary Foundation Chair	Jim Pearson
Sunrise Sentinel Editorian/Webmaster	Gary Taylor
Sergeant-at-Arms	Lyle Froese

Past Presidents

2008-09.....	Pamela Zeigler-Petty
2007-08.....	Bill Bilyeu
2006-07.....	Tom Parker
2005-06.....	K. Lyle Froese
2004-05.....	Timothy Kocsis
2003-04.....	Scott Dillashaw
2002-03.....	Linda Paluga
2001-02.....	Steven Mitas
2000-01.....	Jeff Caserotti
1999-00.....	Larry Offerdahl
1998-99.....	Chuck Koehler
1997-98.....	Frank Shushok
1996-97.....	Pat Beaman
1995-96.....	Linda Terry
1994-95.....	Paul Yeager
1993-94.....	Bob Flinchbaugh

Rotary District 5810

District Governor	Dave McSpadden, Waxahachie
District Governor Elect	Linda Elliot, Grand Prairie
District Governor Nominee.....	Bud McBrayer, Plano Sunrise

Rotary International

President	John Kenny, Grangemouth, Scotland
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Club Meeting Time and Location

07:30 Wednesday Morning
Eldorado Country Club
McKinney, TX

Today's Program

Sponsored by Bill Smith

Jo Beecher Prather



Author, Educator, and
Story Teller

The 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



Rotary Club of McKinney Sunrise, District 5810
Club Number 28762, Chartered May 22, 1992
P.O. Box 2244, McKinney, Texas, 75070
www.mckinneysunriserotary.org



Jo Beecher Prather

Jo Beecher Prather is an author, an educator, and a storyteller. Jo has worked in eight states and two foreign countries and uses her experiences to add facets to all aspects of her work.

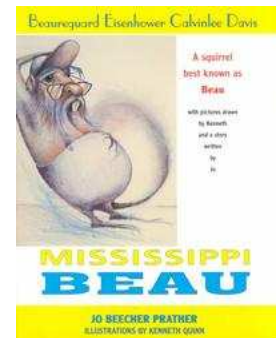
Jo grew up in Dimmitt, Texas and attended West Texas University where she received BS degrees in Education, English and Speech. She received her MA Degree from Washington University, St. Louis, MO, Specialist Degrees at Auburn University and Trenton University, NJ. Prior to moving to McKinney, Jo worked as Director of Reading Education & Director of curriculum and Instruction for the Mississippi Department of Education. While in Mississippi she directed a highly decorated High School Mentoring Program.

Jo Prather served Mississippi as President and State Coordinator to IRA and was Chair of the International Reading Association Southeast Conference. She continues to serve on the Mississippi Reading Association Board and is a member of Texas Reading Association. She was an invited presenter to Literacy Texas.

Jo has just been invited to be a delegate for the Language and Literacy Education Delegation to South Africa through the International Reading Association.

She lives in McKinney with husband Dan. They have one daughter, Danna, a professor working on Long Island. NY.

Jo is often quoted as saying, "Children are her passion! Stories are her delight and family is her treasure!"



District 5810 Strategic Plan

Both people and organizations need to establish a strategic framework for significant success. This framework consists of a vision for your future, a mission that defines what we are doing; the values that shape our actions; strategies that zero in on our key success approaches and goals & action plans to guide your daily, weekly and monthly actions. Our District 5810 is Blessed with many very hard working volunteer leaders who have invested enormous amounts of time and talent to create a Rotary District 5810 Strategic Plan. It is posted on the District 5810 website under "Download Files".

Strategic planning implementation is at the heart of how to make changes of any kind happen in an organization. Please study the District Strategic Plan that was created by this independent team of Rotary leaders. We started by asking and answering why our organization might want to embark on a strategic planning process and implementation. We want District 5810 Rotarians to understand the mission and goals. Individuals within groups that understand a common vision and goals are more productive and create better outcomes than those who do not. Doesn't this seem like a good reason to start strategic planning implementation? Maybe it is time for you to consider a strategic plan for your Rotary Club. This would be an exercise for your club to share a vision that could stretch you club's capabilities and image of itself. This topic could stimulate your next club meeting.

Resources to Help You Celebrate Rotary's Birthday

The Rotary Club of Chicago has big plans for celebrating Rotary's anniversary, 23 February, this year.

As the first club established by Rotary founder Paul Harris, the Chicago club will be marking its 105th anniversary at the same time Rotary marks 25 years of work to eradicate polio. The club, Rotary International, and districts 6440 and 6450 have joined forces to light up the Wrigley Building in downtown Chicago with the End Polio Now logo on 23 February to celebrate Rotary's polio eradication efforts.

Immediately after the lighting, the Chicago club will hold an International Buffet Dinner, with all proceeds going to The Rotary Foundation in support of polio eradication. The club will be honoring Ciro de Quadros, executive vice president of the Sabin Vaccine Institute, for his contribution to the eradication of polio in the Americas. Every club and district is encouraged to use the anniversary of the first Rotary club meeting, designated as World Understanding and Peace Day, to share the story of Rotary's local and global contributions.

Plans are in the works to project End Polio Now onto the sides of several other well-known landmarks on 23 February. Last year, the image illuminated a section of the House of Commons in London, the Colosseum in Rome, the Sydney Opera House in Australia, and a number of landmarks in Scotland.

In Africa, a Kick Polio Out of Africa awareness campaign will launch 23 February with the symbolic kicking of a soccer ball in Cape Town, South Africa. The soccer ball will travel through 22 polio-affected countries on the continent and then to the 2010 RI Convention in Montréal, Québec, Canada. The Reach Out to Africa Ad Hoc Executive Committee, the Public Image Resource Group, and national PolioPlus committee chairs will work with clubs and districts to host media events in their countries.

All 21 districts in Rotary International in Great Britain and Ireland will be taking part in a Thanks for Life Week to raise funds for End Polio Now. As part of this effort, clubs in District 1240 (England) have planned a Purple Pinkie Week with a variety of activities including serving pints of purple beer at a local brewery, collecting money for polio on street corners and in supermarkets, and selling tickets to a special soccer match. The local team will wear purple jerseys with the End Polio Now logo on them, and club members will be selling purple wristbands to raise funds. Purple Pinkie Week gets its name from the purple dye applied to a child's little finger during National Immunization Days.

RI provides many resources to help your club or district celebrate. Here are some suggestions:



The Greenock Town Hall on the River Clyde in Scotland is illuminated with the End Polio Now logo last year on 23 February. Plans are underway to illuminate the Wrigley Building in Chicago and other landmarks this year. *Photo by George Simpson*

- Download a sample press release.
http://www.rotary.org/RIdocuments/en_doc/pr_rotary_day_press_release_template.doc
- Check out a list of 105 ways to celebrate.
http://www.rotary.org/RIdocuments/en_pdf/rotary_awareness100_en.pdf
- Download a Rotary Day proclamation.
http://www.rotary.org/RIdocuments/en_doc/pr_rotary_day_proclamation.doc
- Use Rotary Images to help tell Rotary's story.
<http://www.rotary.org/rotaryimages>
- Find out how to contact your Public Image Resource Group coordinator.
http://www.rotary.org/RIdocuments/en_pdf/pirg_contact_information.pdf
- Learn how clubs and districts can use PR tools to boost Rotary's public image.
<http://www.rotary.org/en/MediaAndNews/Newsletters/Interactive/Pages/200802/Feature.aspx>
- Read more about the anniversary and how other Rotarians are celebrating.
http://www.rotary.org/en/MediaAndNews/News/Pages/100201_news_history.aspx

Area Meeting Makeup Locations

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
<p>11:45 Farmers Branch Rotary Club, Holiday Inn Select Galleria Area 2645 LBJ Freeway Dallas, Texas</p> <p>Noon Richardson Rotary Club Canyon Creek Country Club 625 Lookout Drive</p>	<p>7:30 AM Frisco Sunrise Rotary Club Embassy Suites, Gaylord & Parkwood</p> <p>Noon Farmersville Rotary Club O.E. Carlisle Civic Center 201 Orange St. @ Hill Street</p> <p>Noon Plano West Rotary Club Greek Isle Rest. @ 3309 N. Central Expressway</p>	<p>Noon Allen Rotary Club Chase Oaks Golf Club @ 7201 Chase Oaks Blvd</p> <p>Noon Plano Metro Rotary Club Glen Eagles Country Club 5401 W. Park Blvd.</p> <p>Noon Prestonwood Rotary Club Prestonwood Country Club 15909 Preston Rd., Dallas</p> <p>Noon Richardson East Rotary Club Canyon Creek Country Club 625 Lookout Drive.</p>	<p>Noon Frisco Rotary Club Dallas Baptist Univ. at Frisco 3211 Internet Blvd.</p> <p>Noon Hurricane Creek Rotary Club Hurricane Creek Country Club 1800 Fairway Lane, Anna</p> <p>Noon Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p>	<p>7 AM Plano Sunrise Rotary Club Tino's Two Restaurant 2205 Avenue K</p> <p>Noon McKinney Rotary Club Ricks Chop House 107 N. Kentucky St.</p> <p>Noon Richardson Central Rotary Club Richardson Hotel 701 E. Campbell</p> <p>Noon Park Cities Rotary Club Maggiano's Little Italy 205 North Park Center, Dallas</p>
<p>Online Makeup www.rotaryclubone.org</p>				
<p>Edited 04/01/08</p>				

Heads Up! Programs and Events

- February 3----- Jo Beecher Prather – Author, Educator, and Storyteller
Sponsored by Bill Smith
- February 10-----Four Way Speech Contest
- February 17-----Mrs. Kevyn Robertson – Artistic Director, McKinney Summer
Musicals
Sponsored by Sandi Froese
- February 24-----William Rohr MD – Collin County Medical Examiner
Sponsored by Bill Bilyeu
- March 3-----Sharon Laird CPS-3 Chair – McKinney Relay for Life
Sponsored by Lyle Froese
- March 10-----Stacey Kemp
- March 17-----Open

Today's Thoughts in Honor of

The Day the Music Died – February 3

Buddy Holly, Richie Valens and the Big Bopper died in a plane crash in 1959.

"Take a music bath once or twice a week for a few seasons, and you will find that it is to the soul what the water bath is to the body."

- **Oliver Wendell Holmes Jr. (1809 - 1894)**

Boy Scout Day – February 8

We never fail when we try to do our duty, we always fail when we neglect to do it.

- **Sir Robert Baden-Powell (1857 – 1941)**

A scout master was teaching his boy scouts about survival in the desert. "What are the three most important things you should bring with you in case you get lost in the desert?" he asked.

Several hands went up, and many important things were suggested such as food, matches, etc. Then one little boy in the back eagerly raised his hand. "Yes, Davey, what are the three most important things you would bring with you?" asked the scout master.

Davey replied, "A compass, a canteen of water, and a deck of cards."

"Why is that, Davey?" asked the scout master.

"Well," answered Davey, "the compass is to find the right direction, and the water is to prevent dehydration."

"And what about the deck of cards?" asked the scout master impatiently.

Davey replied, "Well, sir, as soon as you start playing solitaire, someone is bound to come up behind you and say, 'Put that red nine on top of that black ten.'"

Member Name	Work	Home	Cell	Classification
Scott Becker	972-548-3613	972-984-1817	817-269-0889	Asst. District Attorney
Bill Bilyeu	972-548-4698	214-686-1329	214-686-1329	Collin Co. Admin
Jeff Caserotti	972-548-1199	972-562-7249	214-850-4841	Auto Insurance
Trevor Castilla	972-569-9193	972-529-6534	469-371-5409	Civil Engineer
Donas Cole	972-548-5482	972-548-6908	903-348-3300	Hospital Admin
Weldon Copeland	972-548-3811	972-562-0838		Judge – Probate
Ronald Danforth	972-562-4112	972-562-9790	469-233-3871	Atty – Crim. Law
Phyllis Davis			972-658-5800	Real Estate Broker
Kris Falvo	972-529-2559	214-548-4928	214733-9558	YMCA Exec Director
Lyle Froese	972-523-8350	972-569-8843	972-523-8350	Ed Admin
Sandi Froese	903-815-4779	972-569-8843	903-815-4779	Ed Admin
Jim Gilmore	972-562-6950	214-544-1361	972-529-8503	Residential Ins
Eric Holt	972-542-4359	972-800-7552	972-800-7552	Financial Advisor
Larry Jones	972-548-4532		214-733-9211	IT Architect
Stacey Kemp	972-548-4136	972-837-2534	214-356-4808	County Govt. Admin
Tim Kocsis	972-547-6404	972-838-1808	972-670-3850	Comp. Programmer
Chuck Koehler		972-529-1110	214-796-0504	Financial Mgmt
Mark Lowe	972-540-2152	972-377-6688	214-870-5959	Trust Officer
Brian Loughmiller	972-529-5554	972-529-9030	214-924-6900	Atty – Family Law
Ed Miles		972-540-1541	214-673-5284	Psychologist
Steve Mitas	972-547-6404	972-838-1807	972-670-1197	Comp. Software
Zan Moltz	972-516-4359	214-726-0599		Atty – Const Law
Bryan Northington	972-569-0170	972-547-4958	469-569-6814	Auto Collision Mgr.
Tom Parker	972-540-2180	972-540-2180	972-824-8661	Ed. Admin – Pers.
Jim Pearson	972-562-9787	214-533-2787	214-533-2787	Real Estate App.
Juli Smith	972-562-6996	972-562-1866	972-658-9977	Non-Profit
Bill Smith	972-838-1313	972-569-8811	985-774-4048	Financial
Gary Taylor	972-548-5140	972-984-1052	972-984-0661	Groc. Store Mgmt
Linda Terry	972-542-5561	972-548-0091	469-450-4100	Fire & Casualty Ins
Nathan White	972-979-9204	972-562-6445	972-979-9204	Judiciary
Connie Yeager	972-529-1351	972-529-1351	214-693-2510	Health Ins. – Ret.
Paul Yeager	972-529-1351	972-529-1351	214-695-0074	City Council – Ret.
Pamela Zeigler-Petty	972-398-4027	972-540-5383		Bank Mgt – Bus. Banking
Honorary Member				
Mary Lou Lee	972-529-1778	972-529-1778	214-733-2084	Printing – Ret. - Honorary

*Note: Please notify Juli Smith if there is a change in your phone number or e-mail address. Thank you
Having you number here makes it a public record, please notify Gary if you prefer not to have it listed here.*