



McKinney Sunrise Rotary Club Sunrise Sentinel

February 18, 2015

Officers and Directors

2014 – 2015

President	Steve Mitas
President Elect	Larry Offerdahl
Secretary	Gary Taylor
Treasurer	Dennis Snavely
Vice President, Fund Raising	Chuck Koehler
Club Service Director	Phyllis Davis
Vocational Service Director	Ruben Delgado
Youth Services Director	Gene Sera
Community Service Director	Scott Parker
International Service Director	Trevor Castilla
Publicity Chair	Stacey Kemp
Rotary Foundation Chair	Fred Bahrenburg
Sunrise Sentinel Editorian/Webmaster	Gary Taylor
Sergeant-at-Arms	Ed Miles

Club Meeting Time and Location

07:30 Wednesday Morning
Eldorado Country Club
McKinney, TX

Today's Program

Sponsored by Marc-Andre Gagnon

Past Presidents

2013-14	Bill Smith
2012-13	Gary Taylor
2011-12	Stacey Kemp
2010-11	Donas Cole
2009-10	Nathan White
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



Carol Martinez
Bea's Kids

Rotary District 5810

District Governor	Bill Dendy De Soto Rotary
District Governor Elect	Larry Webb, Prestonwood Rotary
District Governor Nominee	Bill Dendy, E-Club

Rotary International

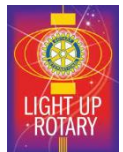
President..... Gary C.K. Huang, Taipei Rotary, Taiwan

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



Carol Martinez – Bea's Kids Board Chairman

The mission of Bea's Kids is to provide educational and personal development programs to children from low-income families so they will stay in school and break the cycle of poverty.

In June, 1990, Bea Salazar, a disabled, single mom of five children, simply went to take her trash out and discovered a young boy eating from a dumpster. Bea took that child to her apartment and fed him what she had - a peanut butter and jelly sandwich. She learned when school was not in session, many children were not receiving breakfast or lunch.

In the weeks following her initial act of compassion, Bea used her own limited resources to feed dozens of kids left alone in her apartment complex during the summer. Fall came, school resumed, and Bea assumed her work was done. However, at the end of the first day of school the children were back asking for help with homework and looking for a safe haven.

Her walk to that dumpster and a little sandwich began the great journey that has nourished the lives of hundreds of low-income children for many, many years.



Head for the Hills in April for Fabulous District Conference



This year's District 5810 Conference will be held April 16 – 19, 2015, at the Inn of the Hills in Kerrville, TX. Kerrville in the spring has much to offer. Thrill to the beauty of the bluebonnets nestled in the rolling hills, experience the stirrings of spring by venturing out of doors to golf, shoot skeet, bicycle, kayak, or just stroll along nature paths. This District Conference will have something for everyone in the family.

Registration is simple. The cost is low - only \$195/person if you register early. Registering your spouse as well will insure that he/she gets to hear dynamic speakers, watch excellent entertainment, eat delicious things that are going on in our excursions that are family-bring the kiddies.



After you register, be sure that reserve your room at the low, night. This will be a vacation to family with fun, fellowship, and on the world that will make you proud to be a Rotarian.

your call 800-292-5690 to discounted rate of \$99 a remember for your whole facts about Rotary's impact

San Francisco Club Reveals Formula for Growth and Retention of Members

Members of the Rotary Club of San Francisco Evening meet three times a month at a wine bar after work, share a social outing once a month, and promote all their activities on social media like Meetup and Facebook.

As the first evening club in the city, it has attracted many young professionals from Silicon Valley tech firms whose work schedules keep them from joining a more traditional club that meets for breakfast or lunch. But more than the evening format has helped the club grow by 30 percent since it received its charter in mid-2013.

Danielle Lallement, who was its charter president, says the club has been successful because it accommodates members' preferences.

"The majority of our members are in their 30s and 40s, and their financial and work obligations outside the club are great, so we cater to their needs," she says. "We are extremely flexible with our members, their attendance, their payment options, and expectations."

For example, almost half the members are citizens of countries other than the U.S., so leaders dropped the pledge of allegiance at the beginning of meetings. In addition, members can easily schedule recurring dues payments online, and a PayPal credit card reader is brought to meetings to facilitate dues payment. Early on, members also decided they wanted the last meeting of the month to be a social event. Members have attended the San Francisco Ballet, visited a karaoke bar, played miniature golf, and worked with a golf pro to improve their swings.

Members are asked to attend at least half of all meetings but aren't pressured if they can't, especially if life events like marriage, a baby's arrival, or an increased workload claim more of their time. Club officers frequently use Skype or a conference line to join board meetings they can't attend in person.

SPREADING THE WORD VIA SOCIAL MEDIA

Lallement was a member of the Rotary Club of Sparks, Nevada, before a job change brought her to San Francisco. After discovering that the city lacked an evening club, she formed a core group of other former Rotary members and they began attending networking events to get the word out. They met at the San Francisco Food Bank for their first service project and announced it on Meetup, attracting several new members as a result.

"Depending on the event, we would have at least two new people find us," she says. "Advertising on social media has been a big promoter for us." In addition to posting its activities on Facebook and Meetup, the club uses Eventbrite to promote and sell tickets to social events. And club members stay connected through Twitter and LinkedIn.



IMPORTANCE OF PROJECTS

Lallement, who is a registered nurse, also knew that service is important, because young people want to "get their hands dirty." With her Nevada club, she had taken part in a de-worming project and a polio immunization trip in Ghana, helped to repair cleft lips in India, and handed out bed nets to fight malaria in Zambia.

The San Francisco Evening club has partnered with the nonprofit Hug It Forward and five other Rotary clubs to mix and pour cement for a high school in Guatemala. The club was also awarded its first district grant last year for a Seed for America project that provided free training in computer programming to students in San Francisco. Other projects closer to home have included cleaning up trails and digging trenches at San Francisco's Mount Sutro and joining with Interact club members to build houses for Habitat for Humanity.

Though the club was the first evening option in the city for Rotary members, it's no longer the only one in the area. Its success has led to the creation of the Rotary Club of Rafael Evening, and two provisional clubs Mid-Peninsula Evening and San Francisco SOMA.

"The idea has really taken off," Lallement says. "There's no reason this can't be done anywhere."

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>Edited</p>	<p>7:30 AM Frisco Sunrise Rotary Club Randy's Steakhouse, 7026 W. Main St.</p> <p>Noon Farmersville Rotary O.E. Carlisle Civic Center 201 Orange St.</p> <p>Noon Plano West Rotary Greek Isle Rest. @ 3309 N. Central Expressway</p> <p>7:00 PM Dallas Evening Rotary La Calle Dolce 415 W. 12th Dallas, Tx</p>	<p>7:30 AM Prosper Rotary Club Cotton Gin Cafe@ 204 W. Broadway</p> <p>Noon Allen Rotary Club Courtyard by Marriott @ 210 E. Stacy Road</p> <p>Noon Prestonwood Rotary Club Prestonwood CC 15909 Preston Rd., Dallas</p> <p>Noon Richardson East Rotary Club Canyon Creek CC 625 Lookout Drive.</p>	<p>Noon Frisco Rotary Dave & Busters Stonebriar Centre</p> <p>Noon Hurricane Creek Rotary 1800 Fairway Lane Anna</p> <p>Noon Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p> <p>7:30 AM Melissa Rotary First Baptist Church 2101 E Melissa Rd</p> <p>5:15 PM McKinney Sunset Louisiana St. Grill 350 E Louisiana</p>	<p>7 AM Plano Sunrise 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 Hyatt Regency-North Dallas Hotel 701 E. Campbell</p> <p>Noon Park Cities Maggiano's Little Italy 205 North Park Center, Dallas</p> <p>Noon Celina Rotary 320 S. Preston Rd TX Star Bank</p>
<p>Online Makeup www.rotaryclubone.org</p>				

Heads Up! Programs and Events

Feb 18----- Carol Martinez – Bea's Kids

Feb 19----- Edie Heinicke, Executive Director, and Matt Malone, President of the
McKinney Education Foundation

Feb 25----- Club Assembly – Signature Project Presentation

Feb 26----- Club Assembly

March 4----- TBD

March 5----- TBD

March 11----- Rick Zampino – Advanced Tree & Shrub Care

March 12----- TBD

Today's Thoughts in Honor of

Love Your Pet Day – Feb 20

If you are a dog and your owner suggests that you wear a sweater, suggest that he wear a tail.

- Fran Lebowitz (1950 -)

International World Thinking Day – Feb 22

In this world second thoughts, it seems, are best.

- Euripides (484 BC – 406 BC)

Another Sign the Apocalypse is Upon Us

When my husband and I arrived at an automobile dealership to pick up our car, we were told the keys had been locked in it. We went to the service department and found a mechanic working feverishly to unlock the driver side door. As I watched from the passenger side, I instinctively tried the door handle and discovered that it was unlocked. 'Hey,' I announced to the technician, 'it's open!' His reply: 'I know. I already got that side.'

This was at the Ford dealership in Canton, MS



Member Name	Work	Home	Cell	Classification
Ron Baker			541-420-9396	Retired
Fred Bahrenburg		972-540-1311	972-523-4827	TV Cable Installation, ret.
Bill Bilyeu	972-548-4698	214-686-1329	214-686-1329	Collin Co. Admin
Jeff Caserotti	972-548-1199		214-850-4841	Auto Insurance
Trevor Castilla	972-569-9193	972-529-6534	469-371-5409	Civil Engineer
Weldon Copeland	972-548-3811	972-562-0838		Judge – Probate
Phyllis Davis			972-658-5800	Real Estate Broker
Ruben Delgado	972-548-3728	972-548-0326	214-686-6998	County Engineer
Rebecca Drekmann	972-548-5539		214-250-6627	Public Health
Lyle Froese		972-569-8843	972-523-8350	Ed Admin
Sandi Froese	903-815-4779	972-569-8843	903-815-4779	Ed Admin
Marc-Andre Gagnon		214-227-6744	469-247-1894	Leadership – Bus Consult
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	214-449-6868	972-529-1110	214-449-6868	Financial Mgmt
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	972-837-4474	972-670-1197	Comp. Software
Scott Parker	214-385-4142	972-727-9852	214-287-0737	Financial Consultant
Tom Parker	972-540-2180	972-540-2180	972-832-5590	Ed. Admin – Pers.
Larry Offerdahl		972-562-5722	806-672-0680	Retired Parks and Rec
Gene Sera	972-542-0095	972-548-7884	972-670-7400	Defense Attorney
Bill Smith	972-731-4014	972-569-8811	985-774-4048	Financial
Juli Smith	972-562-6996	972-562-1866	972-658-9977	Non-Profit
Dennis Snavelly	972-771-2155	972-562-3796	972746-6920	Business Communications
Scott Stineman	972-332-4663	214-384-4018		Wholesale Insurance
Gary Taylor	972-548-5140	972-984-1052	972-984-0661	Groc. Store Mgmt
Nathan White	972-979-9204	972-562-6445	972-979-9204	Judiciary
Jason Woodward	972-338-3022		954-444-2709	eCommerce
Pamela Zeigler-Petty	972-407-3643		214-471-3830	Bank Mgt – Bus. Banking

Honorary Members

Donas Cole

Connie Yeager

Linda Terry

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