



McKinney Sunrise Rotary Club Sunrise Sentinel

March 13, 2013

Officers and Directors 2012 – 2013

President	Gary Taylor
President Elect	Bill Smith
Secretary	Dennis Snaveley
Treasurer	Weldon Copeland
Vice President, Fund Raising	Jeff Caserotti – Bill Smith
Club Service Director	Phyllis Davis
Vocational Service Director	Nathan White
New Generations Director	Sandi Froese
Community Service Director	Tom Parker
International Service Director	Donas Cole
Rotary Foundation Chair	Fred Bahrenburg
Sunrise Sentinel Editorian/Webmaster	Gary Taylor
Sergeant-at-Arms	Bill Bilyeu

Past Presidents

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
1997-98	Frank Shushok
1996-97	Pat Beaman
1995-96	Linda Terry

Rotary District 5810

District Governor	Sandy Forster, Garland Rotary
District Governor Elect	Ean Sullivan, Plano Rotary
District Governor Nominee	Bill Dendy, De Soto Rotary

Rotary International

President Sakuji Tanaka, Yashio, Saitama, Japan

Club Meeting Time and Location

07:30 Wednesday Morning
Eldorado Country Club
McKinney, TX

Today's Program

Sponsored by Phyllis Davis

Jeff Crilley



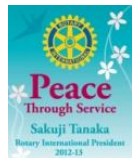
PR Chair
Rotary District 5810

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



Jeff Crilley

Jeff Crilley retired from TV news after 25 years reporting in Dallas, Minneapolis, Omaha and Lansing to start the country's first "all journalist" PR firm. During his career he made hundreds of national news appearances including CNN, CNN Headline News, FOX News, The Discovery Channel, Good Morning America and The CBS Early Show.

He has been recognized by his peers with dozens of national and regional awards including the Emmy, the National Headliners Award, the Edward R. Murrow Award, the Thurgood Marshall Award and in 2004 was named by the Texas Associated Press, "The Best TV Reporter in the state."

Real News Public Relations is the country's first all-journalist PR firm, staffed exclusively by former award-winning reporters, editors, and producers.

Having seen the failures of the public relations industry firsthand from within the news room, Real News PR was founded in 2008 by a team of media experts with the purpose of delivering results instead of promises. We guarantee success because unlike other PR firms, we speak "journalist". We work with clients to develop stories that the media will love, and we deliver them in a language they understand.

Many other PR firms spend their time writing meaningless press releases and blasting them out. All they are doing is killing trees and wasting bandwidth. Real News PR sees itself as a resource for the news rooms, providing valuable content and experts for media outlets from coast to coast.

Beyond guaranteeing news coverage, we also provide full service video production, search engine optimization, social media strategy and implementation, as well as a professional speaker's bureau.

RILI Class 25 Now Open For Registration

District 5810 RILI has graduated over 300 Rotarian Leaders to date. RILI is one of the best investments a club can make for the club's own future.

RILI Tuition is \$250 for Rotarians Send us your up & coming Rotarians and we will return them with new and heightened Leadership Skills that will benefit your club well into the future.

For six years we have limited RILI attendance to "Rotarians Only". During that time we have been requested by attendees to allow their spouse to attend with them. RILI Classes Are Now Open To Non-Rotarian spouses. And why not? The leadership skills learned at RILI work for Rotary, Business, Family and Volunteers. RILI Tuition Is Only \$200 For Non-Rotarian Spouses

Rotarians and Spouses can register now at RILI Class 25

(Non-Rotarian Spouses must register separately and pay \$200.00 by check.)

April 20 and 21, 2013

Wisconsin, USA, club launches tutoring program using Skype

When Lee Breese's granddaughter called, asking for tutoring in pre-algebra, Breese wanted to help, but they lived 50 miles apart.

A retired middle school math teacher, Breese knew that tutoring would be a chance to connect with the seventh grader, who had just earned a D after spending the last quarter of school focusing too much on boys and too little on graphing.

Breese, a member of the Rotary Club of West Allis, Wisconsin, USA, was mulling over the situation in her home office when her sister-in-law appeared on her computer through Skype, a free video calling service.

"I'm looking at her and thinking, 'This is face to face. I'll try it,'" Breese recalls.

Making it fun

She began tutoring over Skype and, after six weeks, her granddaughter had aced a retest, earned a spot in eighth-grade algebra, and inspired Breese to use the idea in her own community.

"After the tutoring was finished, I thought, 'This was fun for me, and it was fun for her,'" Breese says. "Twice she said, 'Do we have to stop already?' That doesn't happen with girls her age and math."

Breese found support in her Rotary club, including from the superintendent of her city's school district, who is also a club member. The tutoring program launched last March with a pilot involving six students and five Rotarian mentors, ranging from the former mayor to a retired professor to a leader of a local Boy Scout troop.

Mentors and students met for a half hour, twice every week, over Skype. Each had a copy of the textbook (the mentors had a teacher's edition), a white board, a marker, and an eraser. The students used computers available during an after-school homework club, and the mentors used their own computers at home or work.

"Some of the kids have such a skewed vision of who's in the community," says Becky Schneider, the school district's gifted and talented lead teacher. "It gives them an understanding that there are people in the community who may be good people."

A different dynamic



The tutoring program, which uses Skype, launched last March with a pilot involving six students and five Rotarian mentors.

Tutoring through Skype rather than traditional face-to-face methods shifted the typical mentor/student dynamic. The technology helped erase the chasm between adult experts and student learners, so both sides learned from each other.

“Because this was their thing – it’s their technology, not ours – they came into it with a certain degree of confidence,” Breese says. Other students thought it looked so fun, she adds, they asked to participate too.

Another advantage was that Skype allowed mentors to sense how students felt about the material they were working on. “You can see if they are starting to get frustrated, or if they are getting bored,” Schneider says. “Sitting there, they might not necessarily be as open to you. But over Skype, you can read them a little bit more when they don’t realize you can read them.”

The project expanded to two schools for the 2012-13 school year. At one of them, students use school-issued iPads, which allows for greater flexibility in meeting times.

“The big push right now is with 24/7 learning,” Schneider says. “We’re offering that to the kids because we’re working around their needs.”

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 Randy’s Steakhouse, 7026 W. Main St.</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>7:30 AM Prosper Rotary Club Gentle Creek Golf Club@ 3131 E. Prosper Trail</p> <p>Noon Allen Rotary Club Courtyard by Marriott @ 210 E. Stacy Road</p> <p>Noon Hurricane Creek Rotary 1800 Fairway Lane Anna</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 Club Dave & Busters Stonebriar Centre</p> <p>7:00 PM Dallas Evening 415 W. 12th St. La Calle Dolce</p> <p>Noon Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p> <p>7:30 AM Melissa Rotary Hale Hall 1708 Harrison St.</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>				
<p>Edited 12/06/12</p>				

Heads Up! Programs and Events

March 13-----Jeff Crilley – PR Chair of Rotary District 5810
Sponsored by Phyllis Davis

March 20-----Flag Letter Mailing

March 25-----Board Meeting – Market Street Culinary School 7:00 AM

March 27-----Appreciation Breakfast for Rotary Youth Programs
Sponsored by Sandi Froese

April 3-----Pamela Zeigler-Petty

April 10-----Fred Bahrenburg

Today's Thoughts in Honor of

St. Patricks Day – March 17

When law can stop the blades of grass from growin' as they grow,
An' when the leaves in summer time their color dare not show,
Then I will change the color, too, I wear in my caubeen;
But till that day, please God, I'll stick to the Wearin' o' the Green.

- Author Unknown

Goddess of Fertility Day – March 18

The first half of our lives is ruined by our parents, and the second half by our children.

- Clarence Darrow (1857 – 1938)

New Flavor

Two robins were sitting in a tree. "I'm famished," said the first one.

"Me, too," said the second. "Let's fly down and find some lunch."

They flew down to the ground and found a nice piece of plowed land with lots of fresh worms. They ate, and ate, and ate 'till they could eat no more. "I'm so full, I don't think I can fly up to the tree," said the first.

"Me, either. Let's just lie here in the warm sun," said the first one.

No sooner had they had fallen asleep when a big fat tomcat snuck up and gobbled them up. As the cat sat washing his face after his meal, he thought, "I love Baskin' Robins."



Member Name	Work	Home	Cell	Classification
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	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	214-592-5279	Hospital Admin
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
Lyle Froese		972-569-8843	972-523-8350	Ed Admin
Sandi Froese	903-815-4779	972-569-8843	903-815-4779	Ed Admin
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
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	972-837-4474	972-670-1197	Comp. Software
Bryan Northington		972-547-4958	469-569-6814	Auto Collision Mgr.
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
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
Douglas Wilson	972-431-8795	214-733-5700	214-794-7795	Sr. Business Analyst
Pamela Zeigler-Petty	972-398-4027	972-540-5383		Bank Mgt – Bus. Banking

Honorary Members

Connie Yeager

*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.*