



McKinney Sunrise Rotary Club Sunrise Sentinel

April 1, 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	Ron Baker
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

Janet White



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

Retro Sales Strategies for the Digital Age

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

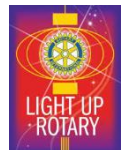
President..... Gary C.K. Huang, Taipei Rotary, Taiwan

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



Janet White – President – The JW Speakers Agency

Janet White is a 40-year veteran of business-to-business sales, marketing and public relations who discovered she had both a knack for sales and the ability to promote other people while still in high school.

After stints as a reporter at Newsday and Operations Assistant at WABC-AM when it was the #1 radio station in America, Janet got a Master's degree in Urban Planning from New York University, and spent 12 years as a commercial real estate writer and publicist – nine of those years with her own PR agency in New York and Dallas, where she moved in 1990.

While representing some of the largest companies in the industry in both cities, Janet was a freelance writer for many of the industry's leading magazines – both under her own byline and as a ghostwriter for clients.

In 1996, Janet began a 14-year career as an outside sales rep of durable medical equipment in Texas and Oklahoma, including mobility, custom rehab, bariatrics and patient handling. In 2010, Janet came back to her B2B public relations roots and created The JW Speakers Agency to bring together local business owners who use free speaking as a way to build their business but don't want the hassles of getting booked, and local business, civic and consumer groups who use free speakers but don't want the headaches of having to find them.

She is the author of "Cold Calls to Closing: What Every Small Business Should Know About Selling," which is available for sale at the back of the room. Today, Janet is going to share with us her insights into "Retro Sales Strategies for the Digital Age."

When it comes to generating business for their business, many small business owners have a very hard time. Even if they have a fully optimized website, use social media and network tirelessly to generate referrals, at some point, they're still going to have to sell. But since most people don't know how to sell, they feel pressured, awkward and totally out of their comfort zone. And when their sales efforts don't work, they take it as a personal failure.

According to Janet White, author of "Cold Calls to Closing: What Every Small Business Should Know About Selling," none of this is necessary. With some minor shifts in the way they think about and approach the process of selling, your members can experience dramatic changes in their businesses.

In Janet's talk, "Retro Sales Strategies for the Digital Age," your members will learn:

- The fundamental differences between selling and marketing

- Why they need to think of their potential buyers as people, not prospects

- How the words they use and the actions they take have a direct impact on their bottom line

McKinney Sunset Rotary This Week

"MCKINNEY SUNSET ROTARY is meeting on Thursday, April 2 at 5:15 PM in SPOONS GARAGE. The program speaker will be from Habitat Restore."

Korean Sailor Makes Waves for End Polio Now

Enjoying calm winds and peaceful Pacific waters, Seung Jin Kim dove off his 43-foot sailboat, the Arapani, to swim with some dolphins nearby. The serenity that day near the equator was a stark contrast to the 60 mph winds and 23-foot waves he had to fight around Cape Horn, the southern tip of South America. But Kim, a veteran sailor and member of the Rotary Club of Seokmun, in Chungcheongnam, Korea, expected such challenges when he set out in mid-October on a 25,600-mile journey around the world. In addition to fulfilling a lifelong dream, Kim is using the trip to raise awareness and funds -- his goal is \$200,000 or more -- for Rotary's End Polio Now campaign.

He's now more than halfway through the voyage, which is expected to take eight months. As of 23 March, he'd passed South Atlantic and is now in the middle of the Indian Ocean en route to Western Australia.

"I want to give people the belief and aspiration to create a better and more prosperous future," says Kim, who chose Sailing With Hope as the theme of his voyage. "Rotary is doing that with polio eradication, so I'm sailing around the world in support of the effort to wipe this disease from the face of the earth. I want people to know how close we are."



Seung Jin Kim shows off his sail emblazoned with the End Polio Now logo before setting off on his voyage around the globe.

Photo Credit: Courtesy of District 3260

To spread the word, the Arapani carries a 68-foot mast whose sail is emblazoned with the End Polio Now logo. He hopes people who see the logo will be curious enough to look into his cause.

"The success of our fundraiser depends on how much publicity we get," says Kim. "The bigger the crowd of people we can attract [when he completes the trip], the more money we can raise for polio eradication."

While he is in daily contact via satellite phone with his support team, which includes Korean Rotary members, he acknowledges that the solitary aspect of the journey is difficult. "The toughest part of this trip was the moment I realized I was all by myself in the middle of the ocean. A sullen feeling of loneliness suddenly invaded me," says Kim.

Kim, who expects to return to Korea in late May, will have crossed the Pacific, Antarctic, Atlantic, and Indian oceans.

He says the things he's most looking forward to are a home-cooked meal and being able to sleep under the same roof as his family. But he's already anticipating setting sail again. "I want to do this again, he says, "but with young sailors who have the same dream of sailing around the world."

Kim's journey is sponsored by 18 districts in Korea. The day he set off, Korean Rotary members posted poems, inspirational words, and photos around the marina. "I am so grateful for [the members'] support and encouragement. They are a wonderful inspiration for me," says Kim.

Sun-Hyung Cho, governor of District 3620 and part of the support team, says the district's Rotary members are closely following Kim's progress.

"We are so proud of his voyage around the world," Cho says. "This is important for Rotary because Kim's message can help convince other Rotarians to get more involved in the End Polio Now fight. I believe positive attitudes attract positive reactions from others. Kim's positive thinking has helped gain attraction to our cause."

You can support Kim's voyage by contributing to End Polio Now

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 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 Spoons Garage On the Square Downtown McKinney</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>
<div style="border: 1px solid black; padding: 10px; display: inline-block;"> <p>Online Makeup www.rotaryclubone.org</p> </div>				

Edited

Heads Up! Programs and Events

April 1-----Janet White – President, The JW Speakers Agency

April 2-----Elizabeth Johnson – Marketing Dir. Habitat Restore

April 8-----Four Way Test Speech Contest

April 9-----Mayor Brian Loughmiller, McKinney, State of the City

April 15-----Ruth Thompson – Founder, President Hugs Café

April 16-----Rotary Classification Talks

Today's Thoughts in Honor of

April Fools Day – April 1

Who's the more foolish: the fool, or the fool who follows him?

- Obi-Wan Kenobi (57 BBY – 0 BBY)

Childrens Book Day – April 1

I've never known any trouble that an hour's reading didn't assuage.

- Charles De Secondat (1689 – 1755)

A courier was travelling across country on a horse. He was in a hurry and rode the horse too hard, so it foundered. Needing to continue on his journey, he went up to a nearby farm and asked the farmer if he could buy a horse.

"The only horse I have is this one," the farmer said.

"Fine, I'll take it," the courier replied and jumped on the horse's back.

The rather religious farmer told the courier how to control the horse. "Say 'Praise the Lord' to get the horse to go and 'Amen' to get it to stop."

So with a quick "Praise the Lord," the courier was on his way. He made good time, and his mind wandered as the countryside flew by. Looking up after a while, the courier realized that a cliff was coming up, but the horse was showing no indication of slowing down. He began to panic as the cliff loomed closer, and he found he could not remember the command to stop the horse. In a real fright, the courier prayed earnestly for a reminder, and finished his prayer with "Amen."

The horse came to a screeching halt at the edge of the cliff. Looking down over the edge, the relieved courier exclaimed loudly, "Praise the Lord!"



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.*