



McKinney Sunrise Rotary Club Sunrise Sentinel

April 11, 2012

Officers and Directors 2011 – 2012

President	Stacey Kemp
President Elect	Gary Taylor
Secretary	Juli Smith
Treasurer	Weldon Copeland
Vice President, Fund Raising	Bryan Northington
Club Service Director	Linda Terry
Vocational Service Director	Nathan White
New Generations Director	Sandi Froese
Community Service Director	Kris Falvo
International Service Director	Bill Bilyeu
Rotary Foundation Chair	Jim Pearson
Sunrise Sentinel Editorian/Webmaster	Gary Taylor
Sergeant-at-Arms	Jeff Caserotti

Past Presidents

2010-11	Donas Celo
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
1994-95	Paul Yeager

Rotary District 5810

District Governor	Charles E. (Bud) McBrayer, Plano Sunrise
District Governor Elect	Sandra Forster, Garland
District Governor Nominee	Ean Sullivan, Plano

Rotary International

President	Kalyan Banerjee, Vapi, Gujarat, India
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Club Meeting Time and Location

07:30 Wednesday Morning
Eldorado Country Club
McKinney, TX

Today's Program

Sponsored by Nathan White



Of the things we think, say or do

Four-Way Test Speech Contest

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



Four-Way Speech Contest Rules

WHO - Contestants may be a freshman, sophomore, junior, or senior in a public, private, or home school and may have competed and won in previous years.

LENGTH - 5–7 minutes with a 15 second leeway (5 points off for going over or under)

DELIVERY - Speech may be memorized or notes may be used, but reading is discouraged. Memorized at District is certainly more impressive.

TOPIC - Material must be original in content and be about applying the Rotary Four-Way Test to an important issue in our everyday relationships with other people. The test asks the following four questions:

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

Make Plans for the Districe Conference



May 17-20 Rotarians from throughout Rotary District 5810 will gather in Durant, Oklahoma for fun, fellowship and a celebration of the success of District Governor Bud McBrayer's Rotary year. If you haven't already, it's time to make final plans to join the party.

We will be gathering at the beautiful Choctaw Casino / Resort with its great conference facilities and amenities. The Choctaw Casino / Resort is the only casino resort in the region to be recognized with the AAA Four-Diamond rating.

In addition to a wide selection of restaurants and shops at the resort, they have indoor and outdoor pools, a wonderful spa, area golf courses and, of course, gaming opportunities for those so inclined. We have plenty of free time in the agenda to just relax and enjoy a break. But we will also have some work to do, with service projects in the Durant area one afternoon.

You can get all the details by going to the District Conference website at www.regonline.com/5810dc. Once at the website you can get more detailed information about the conference. Registration is only \$92.95, which includes the Governor's closing night Reception and Banquet. If you have a non-Rotarian spouse or guest who doesn't want to participate in the other conference activities, registered Rotarians can get tickets to the banquet for them at \$55 each.

Testing, one, two, three.....

Businesses that ignore the principles outlined in the The Four-Way Test don't have much trouble getting noticed. Cook the books, set up a shady Ponzi scheme, or get caught cheating on your taxes, and you're front-page news. But what about companies that abide by the test, quietly practicing truthfulness, fairness, and goodwill every day?

Ethics awards can help even the score. Presented by Rotary clubs and districts, sometimes in cooperation with local business schools or other like-minded organizations, the awards recognize professionals who adhere to high ethical standards in their businesses and communities. They also shine a light on Rotary's litmus test for ethical conduct.

Rotary clubs in Tallahassee, Fla., USA, which have given out a joint award for nine years, saw interest soar in 2009. A record 15 business owners were nominated by Rotarians and others in the community. "When you see so much publicity about businesses that aren't being ethical, people are anxious to see something positive – to know that there are businesses that are doing it right and being successful at the same time," says Michael Forsthoefel, a member of the Rotary Club of Tallahassee who cochairs the Ethics in Business Award committee for his club and seven others.

Club membership is not a requirement for winning, but making a profit is (except for nominees who run philanthropies). The main criterion on the Tallahassee award nomination form: "Adheres to the high ethical standards of honesty, integrity, and consistency in dealing with employees, contractors, and customers, while positively enhancing the well-being of the firm's stakeholders, providing jobs, opportunity, and profits." Nominees also must benefit the community, serve as a business leader or innovator, and adhere to The Four-Way Test.

"When people see a successful business that uses The Four-Way Test, they may look at their own business practices and ask, What can I do to be more like this?" Forsthoefel says.

The 2009 award went to Bill Rutherford, the CEO of the architectural firm Clemons, Rutherford & Associates. Past award winners are a diverse group, including an orthodontist, a veterinarian, and the husband-and-wife co-owners of a cafe and catering company.

Students from the Florida State University College of Business research the nominees, and Rotarians serve as judges. The award ceremony, held at the Tallahassee civic center, features a keynote speaker such as former U.S. Senator Bob Graham and former Florida Governor Bob Martinez.



An early photo of Herbert Taylor with The Four-Way Test. *Photo courtesy of the Taylor family*

The nominees honored at the 2009 event included an accountant who discovered and handled an embezzlement case and a podiatrist who routinely provides uncompensated emergency and follow-up care for patients who can't afford insurance.

Bud Carlson, a member of the Rotary Club of Tallahassee Northside who nominated Rutherford, describes how the architect provides his employees with generous benefits. "But his caring for their well-being goes far beyond benefits," he continues. "On many occasions, he has personally helped employees in their time of need." Rutherford's volunteer commitments are lengthy and wide ranging, from serving on an architectural oversight committee in Washington, D.C., where he helped the U.S. Department of Veterans Affairs develop standards for hospitals, to buying new shirts for all the boys at the Florida Sheriffs Boys Ranch in Live Oak last year.

Yet in the midst of this hectic schedule, he recently spent more than an hour talking to a prospective architecture student he'd never met before. Carlson, who sat in, relates: "He emphasized to the student that to be successful, he must approach life – not just architecture – with passion, honesty, and excellence. I am sure [Rutherford's] words will stay with him for life."

Area Meeting Makeup Locations

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
<p style="text-align: center;">11:45 Farmers Branch Rotary Club, Holiday Inn Select Galleria Area 2645 LBJ Freeway Dallas, Texas</p> <p style="text-align: center;">Noon Richardson Rotary Club Canyon Creek Country Club 625 Lookout Drive</p>	<p style="text-align: center;">7:30 AM Frisco Sunrise Rotary Club Randy's Steakhouse, 7026 W. Main St.</p> <p style="text-align: center;">Noon Farmersville Rotary Club O.E. Carlisle Civic Center 201 Orange St. @ Hill Street</p> <p style="text-align: center;">Noon Plano West Rotary Club Greek Isle Rest. @ 3309 N. Central Expressway</p>	<p style="text-align: center;">7:30 AM Prosper Rotary Club Gentle Creek Golf Club@ 3131 E. Prosper Trail</p> <p style="text-align: center;">Noon Allen Rotary Club Courtyard by Marriott @ 210 E. Stacy Road</p> <p style="text-align: center;">Noon Plano Metro Rotary Club Glen Eagles CC 5401 W. Park Blvd.</p> <p style="text-align: center;">Noon Prestonwood Rotary Club Prestonwood CC 15909 Preston Rd., Dallas</p> <p style="text-align: center;">Noon Richardson East Rotary Club Canyon Creek CC 625 Lookout Drive.</p>	<p style="text-align: center;">Noon Frisco Rotary Club Dave & Busters Stonebriar Centre</p> <p style="text-align: center;">Noon Hurricane Creek Rotary Club Hurricane Creek Country Club 1800 Fairway Lane, Anna</p> <p style="text-align: center;">Noon Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p> <p style="text-align: center;">7:30 AM Melissa Rotary Hale Hall 1708 Harrison St.</p>	<p style="text-align: center;">7 AM Plano Sunrise Rotary Club Tino's Two Restaurant 2205 Avenue K</p> <p style="text-align: center;">Noon McKinney Rotary Club Ricks Chop House 107 N. Kentucky St.</p> <p style="text-align: center;">Noon Richardson Central Rotary Club Hyatt Regency-North Dallas Hotel 701 E. Campbell</p> <p style="text-align: center;">Noon Park Cities Rotary Club Maggiano's Little Italy 205 North Park Center, Dallas</p>
<div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p style="margin: 0;">Online Makeup www.rotaryclubone.org</p> </div>				
<p>Edited 12/06/10</p>				

Heads Up! Programs and Events

April 11-----4 Way Test
Sponsored by Nathan White

April 18-----Steve Mitas

April 21-----Spring Training – District Assembly
Hosted by Lyle Froese

April 23-----Board Meeting – Market Street Culinary School 7AM

April 25-----Linda Terry

May 2-----Phyllis Davis

May 9-----Trevor Castilla

Today's Thoughts in Honor of

International Moment of Laughter Day – April 14

You can't deny laughter; when it comes, it plops down in your favorite chair and stays as long as it wants.

- Stephen King (1947 –)

Patriots Day – April 16

"Patriotism is when love of your own people comes first; nationalism, when hate for people other than your own comes first."

- General Charles de Gaulle (1890 – 1970)

As we all know, April 1st is that day we traditionally play practical jokes on each other. In this particular town, it was the custom for such jokes to end at noon.

Last April 1st, John and Big Hoss, two rookie policemen, were patrolling the downtown business area. They decided to stop in the local coffee shop for a coffee and a donut.

The time was 11:55 AM.

Three minutes later, they got a call on their police radio: "33 in process, man in bank dressed as a banana."

Well, there was only one bank in town; in fact, it was just across from the coffee shop.

And a "33" was an armed robbery, but it was also just 11:58 AM. John and Big Hoss decided it was the dispatcher playing a joke on them.

They continued on enjoying their coffee break.

At 12:01 PM, they got a second call on their radio: "Repeat, urgent, 33 in process, man in bank dressed as a banana."

Realizing it was past noon, they rushed across the street, but arrived 30 seconds after the banana split.



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
Lyle Froese		972-569-8843	972-523-8350	Ed Admin
Sandi Froese	903-815-4779	972-569-8843	903-815-4779	Ed Admin
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	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.
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	972-731-4014	972-569-8811	985-774-4048	Financial
Dennis Snavely	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 Juli Smith 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.*