



McKinney Sunrise Rotary Club Sunrise Sentinel

April 16, 2014

Officers and Directors 2013 – 2014

President	Bill Smith
President Elect	Steve Mitas
Secretary	Dennis Snavelly
Treasurer	Weldon Copeland
Vice President, Fund Raising	Jeff Caserotti
Club Service Director	Phyllis Davis
Vocational Service Director	Gene Sera
New Generations Director	Larry Offerdahl
Community Service Director	Tom Parker
International Service Director	Pam Petty
Publicity Chair	Stacey Kemp
Rotary Foundation Chair	Fred Bahrenburg
Sunrise Sentinel Editorian/Webmaster	Gary Taylor
Sergeant-at-Arms	Bill Bilyeu

Past Presidents

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
1997-98.....	Frank Shushok

Rotary District 5810

District Governor.....	Ean Sullivan, Plano Rotary
District Governor Elect	Bill Dendy, De Soto Rotary
District Governor Nominee.....	Larry Webb, Prestonwood

Rotary International

President..... Ron Burton, Norman, OK Rotary, USA

Club Meeting Time and Location

07:30 Wednesday Morning
Eldorado Country Club
McKinney, TX

Today's Program

Sponsored by Chuck Koehler



Michael Palmer
Doing Well By Doing Good

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



Doing Well By Doing Good – Michael Palmer

Today's customers expect business to be drivers of social good; Millennial customers especially. As a result many organizations support local charities. But are these expenditures costs or investments?

Michael, a 20 year veteran of the non-profit world, will suggest that businesses today can and should find nonprofit partners that help them advance their business purpose, then support these partnerships with the level of investment that drives change and increases business returns.

Increasing business through nonprofit investments is not an oxymoron. Business can and should grow as a result of their nonprofit partnerships; more importantly this growth will enable businesses to invest more, do more, help more. Michael will recommend three nonprofit investment strategies that if adopted will help businesses determine how best to be and do social good.

Gala a Huge Success



More than 480 Rotarians and their guests made REVEALED, District 5810's Gala and fundraiser, a huge success on Saturday, February 22. The event's patrons celebrated Service Above Self, the Rotary Foundation, Rotary members, volunteers, and donors at the 4th Annual Humanity in Motion Gala.

The event themed REVEALED, A Masquerade Ball, was held in the Grand Ballroom of the Hilton Anatole Hotel. The night began with a "red carpet" walk for patrons to take selfies and have their photos taken in front of District 5810's new photo booth backdrop. A silent auction, accompanied

by cocktail reception, was followed by dinner and the celebration of Rotary International's 109th birthday.

The crowd was wowed by tango dances provided by an international group of 24 professional and amateur dancers, arranged by Richardson Rotary's Dr. Glenn Burnett II. Then came presentations REVEALING Rotary's dedication to the ideal of Service Above Self, shared by Andy Smallwood, Rotary International's Treasurer. Smallwood provided an update about the global effort to End Polio Now. Noel Bajaj, a Past International Vice President & Trustee of The Rotary Foundation, shared his program entitled Rotary's Crown Jewel, which REVEALED the Foundation's commitment to critical and widespread humanitarian needs.

The evening concluded with dancing to the sounds of the Bobby Young and Unique Band. The annual Humanity in Motion Gala represents our District's largest single fundraising event each year benefiting The Rotary Foundation. Funds were raised via ticket sales, sponsorships, a wine pull, silent and live auctions and direct contributions.

Moving Doctor's Office Rescues Women From Breast Cancer

In Tamil Nadu, India, two doctors, both members of the Rotary Club of Srirangam, discovered an alarming trend in the remote city outskirts of Trichy, women dying of breast cancer.

Drs. K. Govindaraj and K.N. Srinivasan knew that much of the death and suffering could be avoided, and both were motivated by their personal experiences with the disease. Govindaraj watched his mother die of breast cancer a decade earlier, and helped found the Dr. K. Shantha Breast Cancer Foundation in her memory. Srinivasan, an oncologist, witnessed unprecedented growth in the number of younger patients coming to his clinic with advanced stages of the disease.

According to the National Cancer Registry of India, 20 to 40 women per 100,000 are suffering from breast cancer. And because many women lack the resources to travel to the city, or the \$50 fee for proper screening, the doctors needed a unique approach. During a trip to South Korea, Govindaraj saw a large van outfitted with X-ray equipment parked outside a mall, and thought a moving doctor's office and lab -- or "mammobus" -- could overcome the challenges they faced.

Through a Rotary global grant, the men were able to buy and outfit their own bus. Since April 2012 the Shantha Foundation's mammobus, supported by local Rotarians and the Rotary Club of Rockville, Maryland, USA, has administered 2,500 free breast cancer screenings. Early stage cancer has been detected and treated in six women, and thousands have been taught how to conduct regular self-exams, an important means of early detection.

"Women have started feeling that they have easy access to health without compromising their day to day work and earnings," Srinivasan says. "Women come out to our health workers with their health-related problems and discuss freely about various aspects of health and diseases, not just about breast cancer."

The mammobus cost \$34,000 and is equipped with a mammography machine, an ultrasonogram, and materials that teach the method and importance of self-exams. The Shantha Foundation maintains the vehicle and reaches out to nongovernmental organizations, women's groups, and employers to arrange visits. The bus stops anywhere a large group of women congregate, with priority given to rural areas. The Srirangam club also helps line up visits and widely promotes the bus through various media.

"More and more clubs and NGOs want to participate and are booking the mammobus well in advance," says Srinivasan. "We are already booked until the end of May."

Govindaraj says if something is detected during screening, the woman is given the choice to get a biopsy at the Shantha Foundation's affiliated hospital, or to have the foundation arrange a biopsy with a local radiologist.

If a biopsy proves malignant, the woman is advised to undergo treatment in a hospital in her own city or, if willing, to receive treatment at the Shantha Foundation hospital. Either way, the



procedure is covered by government insurance. The foundation provides follow-up support and counseling for patients and families.

Dr. Chenguttai Dheenan, a retired surgeon and member of the Rotary Club of Rockville, Maryland, USA, became involved in the project after he met a member from Tamil Nadu at Rotary's international convention. In addition to convincing his club to support the project, Dheenan, a lifelong member of the American Tamil Medical Association, secured a \$5,000 donation from the association.

"In many cases, this will be the first doctor these women have seen," says Dheenan. "This venture is bringing life-saving detection right to their doorsteps."

Rotary members have also been lining up volunteers to ride on the bus and talk to the women about HIV/AIDS awareness and other health issues.

Meanwhile, the doctors have been gathering medical data that will benefit universities in India and other countries, data that up to this point had not been available.

"I wish and pray for many more mammobuses in our country," says Srinivasan. "Healthy women are the backbone of a community."

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</p> <p>Farmers Branch Rotary Club, Holiday Inn Select Galleria Area 2645 LBJ Freeway Dallas, Texas</p> <p style="text-align: center;">Noon</p> <p>Richardson Rotary Club Canyon Creek Country Club 625 Lookout Drive</p>	<p style="text-align: center;">7:30 AM</p> <p>Frisco Sunrise Rotary Club Randy's Steakhouse, 7026 W. Main St.</p> <p style="text-align: center;">Noon</p> <p>Farmersville Rotary Club O.E. Carlisle Civic Center 201 Orange St. @ Hill Street</p> <p style="text-align: center;">Noon</p> <p>Plano West Rotary Club Greek Isle Rest. @ 3309 N. Central Expressway</p>	<p style="text-align: center;">7:30 AM</p> <p>Prosper Rotary Club Cotton Gin Cafe@ 204 W. Broadway</p> <p style="text-align: center;">Noon</p> <p>Allen Rotary Club Courtyard by Marriott @ 210 E. Stacy Road</p> <p style="text-align: center;">Noon</p> <p>Hurricane Creek Rotary 1800 Fairway Lane Anna</p> <p style="text-align: center;">Noon</p> <p>Prestonwood Rotary Club Prestonwood CC 15909 Preston Rd., Dallas</p> <p style="text-align: center;">Noon</p> <p>Richardson East Rotary Club Canyon Creek CC 625 Lookout Drive.</p>	<p style="text-align: center;">Noon</p> <p>Frisco Rotary Club Dave & Busters Stonebriar Centre</p> <p style="text-align: center;">7:00 PM</p> <p>Dallas Evening 415 W. 12th St. La Calle Dolce</p> <p style="text-align: center;">Noon</p> <p>Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p> <p style="text-align: center;">7:30 AM</p> <p>Melissa Rotary Hale Hall 1708 Harrison St.</p>	<p style="text-align: center;">7 AM</p> <p>Plano Sunrise Tino's Two Restaurant 2205 Avenue K</p> <p style="text-align: center;">Noon</p> <p>McKinney Rotary Club Ricks Chop House 107 N Kentucky st.</p> <p style="text-align: center;">Noon</p> <p>Richardson Central Hyatt Regency- North Dallas Hotel 701 E. Campbell</p> <p style="text-align: center;">Noon</p> <p>Park Cities Maggiano's Little Italy 205 North Park Center, Dallas</p> <p style="text-align: center;">Noon</p> <p>Celina Rotary 320 S. Preston Rd TX Star Bank</p>
<p style="text-align: center;">Online Makeup www.rotaryclubone.org</p>				
<p>Edited 12/06/12</p>				

Heads Up! Programs and Events

- April 16-----Michael Palmer
Sponsored by Chuck Koehler
- April 23-----Jeff Hensley – Program Counselor – Hooves for Heroes
Sponsored by Sandi Froese
- April 30-----Paul Patscheider – Rotary Youth Exchange Student
Sponsored by Bill Bilyeu and Ed Miles
- May 7-----Dark –
- May 9-----All Club Luncheon - District Conference

Today's Thoughts in Honor of

National Librarian Day – April 16

A room without books is like a body without a soul.

- Cicero (106 BC – 43 BC)

Easter – April 20

The most wasted of all days is one without laughter.

- Charles M. Crowe
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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		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
Rebecca Drekman	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
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
Pamela Zeigler-Petty	972-407-3643	972-540-5383	214-471-3830	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.*