

Member Name	Work	Home	Cell	Classification
Scott Becker	972-548-3613	972-984-1817	817-269-0889	Asst. District Attorney
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	903-348-3300	Hospital Admin
Weldon Copeland	972-548-3811	972-562-0838		Judge – Probate
Ronald Danforth	972-562-4112	972-562-9790	469-233-3871	Atty – Crim. Law
Phyllis Davis			972-658-5800	Real Estate Broker
Kris Falvo	972-529-2559	214-548-4928	214733-9558	YMCA Exec Director
Tom Flood	214-232-9508	214-232-9508	214-232-9508	Real Estate Broker
Lyle Froese	972-523-8350	972-569-8843	972-523-8350	Ed Admin
Sandi Froese	903-815-4779	972-569-8843	903-815-4779	Ed Admin
Jim Gilmore	972-562-6950	214-544-1361	972-529-8503	Residential Ins
Eric Holt	972-542-4359	972-800-7552	972-800-7552	Financial Advisor
George Kadera		972-562-3219		Human Resources – Ret.
Stacey Kemp	972-548-4136	972-837-2534	214-356-4808	Cnty Govt. Admin
Tim Kocsis	972-547-6404	972-838-1808	972-670-3850	Comp. Programmer
Chuck Koehler		972-529-1110	214-796-0504	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	972-838-1807	972-670-1197	Comp. Software
Zan Moltz	972-516-4359	214-726-0599		Atty – Const Law
Bryan Northington	972-569-0170	972-547-4958	469-569-6814	Auto Collision Mgr.
Tom Parker	972-540-2180	972-540-2180	972-824-8661	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	972-838-1313	972-569-8811	985-774-4048	Financial
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
Connie Yeager	972-529-1351	972-529-1351	214-693-2510	Health Ins. – Ret.
Paul Yeager	972-529-1351	972-529-1351	214-695-0074	City Council – Ret.
Pamela Zeigler-Petty	972-398-4027	972-540-5383		Bank Mgt – Bus. Banking
Honorary Member				
Mary Lou Lee	972-529-1778	972-529-1778	214-733-2084	Printing – Ret. - Honorary

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



Sunrise Sentinel

May 6, 2009

Officers and Directors 2008 – 2009

President	Pamela Zeigler-Petty
President Elect	Nathan White
Secretary	Jim Pearson
Secretary Emeritus	Mary Lou Lee
Treasurer	Weldon Copeland
Vice President, Fund Raising	Chuck Koehler & Jeff Caserotti
Club Service Director	Eric Holt
Vocational Service Director	Gary Taylor
Community Service Director	Stacey Kemp
International Service Director	Donas Cole
Rotary Foundation Chair	Steven "Steve" Mitas
Sunrise Sentinel Editor	Gary Taylor
Sergeant-at-Arms	Lyle Froese

Past Presidents

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
1993-94.....	Bob Flinchbaugh
1992-93.....	Tom Healy

Rotary District 5810

District Governor.....	L. B. Showalter, Plano
District Governor Elect.....	Dave McSpadden, Waxahachie
District Governor Nominee.....	Linda Elliot, Grand Prairie

Rotary International

President.....	Dong Kurn Lee, Seoul, South Korea
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Club Meeting Time and Location

07:30 Wednesday Morning
Eldorado Country Club
McKinney, TX

Today's Program

Sponsored by Bill Smith

Jeff Rudluff



Partner

Online Performance Marketing

- 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 Rudluff – Partner – Online Performance Marketing

Jeff Rudluff began an online marketing business in October 2004, joined forces with Cade Herzog in February 2005, and then formed OPM with Michael Edwards and Herzog in January 2006. To this partnership, Rudluff brings broad experience in designing cost-effective products and services that drive customer demand and service via the Internet. He continually develops new business for the agency, and innovates new solutions with current clients. Rudluff steers the organization by conceiving, developing, and implementing its core competencies, which include Search Engine Marketing (SEM), Search Engine Optimization (SEO), media buying, affiliate programs, social marketing, and emerging technologies within the Internet channel.

Prior to forming OPM, Rudluff broke new ground by designing and developing early proto-types of GTE (Verizon) SuperPages and Superpages.com. He developed the strategy for all GTE (Verizon) online initiatives, including establishing the Internet as sales- and customer- service channels, and creating billing for both residential and business customers in the National Marketing Organization. Rudluff brought his Internet experience to Match.com® where, as Vice President of Product, he led the online dating service through the explosive growth years. His vision integrated Match.com with AOL®, MSN®, and other partners. As Vice President of New Product Development, Rudluff led the successful expansion of service to include, video, voice, wireless, and other services.

Rudluff graduated from The University of Oklahoma with a B.A. in Management Information Systems.

Celebration of Service Banquet

Our club held it's annual Celebration of Service Banquet this past Wednesday and we had a great evening. We enjoyed a dinner consisting of Baked Ham with Cherry glaze, Garlic Roasted Haricot Vert, Crockpot Beans, Spinach Conchiglie pasta with goat cheese and sun dried tomatoes, and a traditional Spinach Salad. President Pamela Petty-Zeigler opened the evening, Club Service Director-Eric Holt welcomed our distinguished guests, VP of Fundraising was our illustrious Master of Ceremonies, Community Service Director Stacey Kemp and Treasurer Weldon Copeland presented the checks to this years recipients, and our International Director Donas Cole closed the ceremony. Through our clubs efforts this year we were able to present a \$13,000 check to the McKinney Education Foundation to begin a teacher grant endowment, \$6000 to the Make A Wish Foundation of North Texas to fund a wish for Ryan, a young man here in McKinney who is battling cancer and who's wish is to go to Hawaii, and \$1000 to the Spencer Taylor Memorial Scholarship Fund to grow the endowment that provides scholarships in Spencer's Memory to McKinney North Band Students. Thanks to everyone who attended and helped put it together, it was a great night.

Partner Incentive Day

Well, we beat the rain and had a great hot dog cookout with our Scout Partners on Sat, May 2nd. Many Rotarians came out to the shed early in the morning to begin prepping their flag routes and our scout partners came out to sell new leases in already established routes. We then all met for Hot Dogs and Sodas at Towne Lake Park to collect the new lease applications. It was a great day of work and fellowship, providing our club with 135 new leases, the scout groups with \$675 as well as gift cards for their efforts, and our members with a great opportunity to raise funds and show our appreciation for our Scout partners. Photos of both events can be seen on the photo gallery on our clubs website at www.mckinneysunriserotary.org. Thanks to Chuck Koehler for all the time and hard work putting this event together and Brian and Tony for serving as Chefs.

Heads Up! Programs and Events

May 6-----Bill Smith
May 13-----Steve Mitas
May 20-----Tom Flood
May 27-----Bill Bilyeu
June 3-----Lyle & Sandi Froese
June 10-----Stacey Kemp
June 17-----Zan Moltz
June 24-----Linda Terry

Today's Thoughts in Honor of

Take a Chance Day – April 23

The moment a child is born, the mother is also born. She never existed before. The woman existed, but the mother, never. A mother is something absolutely new.

- **Bagwhan Shree Rajneesh (1931 – 1990)**

Twilight Zone Day – May 11

"There are weapons that are simply thoughts. For the record, prejudices can kill and suspicion can destroy."

- **Rod Sterling (1924 – 1975)**

A taxi cab driver got a call to pick up someone from the airport. When he got there, he was surprised to see a nun waiting for the taxi. As she climbed into the car and gave the driver the address, the driver noticed how beautiful she was. As he drove on, he kept looking into his rear-view mirror at her. The nun couldn't help but notice him looking at her. Finally, the cab driver said, "You know, Sister, I think you're really quite beautiful."

"Well, thank you," she answered.

The driver went on, "I've always had a fantasy of kissing a nun."

"Really?" she asked. "Well, then, pull over." The driver did so. Then the nun asked him a few questions. "Are you married?" she asked.

"No," said the driver.

"Are you Catholic?"

"Yes," the man nodded.

"Well, all right then," she said and stepped out of the car and gave him a big kiss on the lips.

The driver felt so ashamed that he decided to tell her the truth. "Sister, I have to tell you the truth: I AM married and I'm NOT Catholic."

"That's okay," smiled the nun. "My name's Henry and I'm going to a Halloween party!"

Area Meeting Makeup Locations

Monday	Tuesday	Wednesday	Thursday	Friday
<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 Embassy Suites, Gaylord & Parkwood</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>Noon Allen Rotary Club Chase Oaks Golf Club @ 7201 Chase Oaks Blvd</p> <p>Noon Plano Metro Rotary Club Glen Eagles Country Club 5401 W. Park Blvd.</p> <p>Noon Prestonwood Rotary Club Prestonwood Country Club 15909 Preston Rd., Dallas</p> <p>Noon Richardson East Rotary Club Canyon Creek Country Club 625 Lookout Drive.</p>	<p>Noon Frisco Rotary Club Dallas Baptist Univ. at Frisco 3211 Internet Blvd.</p> <p>Noon Hurricane Creek Rotary Club Hurricane Creek Country Club 1800 Fairway Lane, Anna</p> <p>Noon Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p>	<p>7 AM Plano Sunrise Rotary Club 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 Rotary Club Richardson Hotel 701 E. Campbell</p> <p>Noon Park Cities Rotary Club Maggiano's Little Italy 205 North Park Center, Dallas</p>
<p>Online Makeup www.rotaryclubone.org</p>				
<p>Edited 04/01/08</p>				

Rotary, partners respond to polio outbreak in Africa

A recent wild poliovirus outbreak in southern Sudan has spread into parts of Ethiopia, Kenya, and Uganda.

In response, Rotary is providing a total of US\$500,000 in emergency grants to UNICEF and the World Health Organization for immediate immunization efforts in the Horn of Africa.

In January, The Rotary Foundation Trustees approved \$2.2 million in PolioPlus grants to support immunization activities there.

The outbreak requires urgent action by governments and partner agencies to make the region polio-free, health officials say. The emergency response is aimed at reducing the threat of the virus spreading to other polio-free countries, a process called importation. The emergency

grants will support immunization activities in Ethiopia, Kenya, and Uganda through May. Immunization rounds are also continuing in southern Sudan in an effort to halt the source of the outbreak.

"Polio importations highlight our global vulnerability to infectious disease, particularly where routine immunization is low and vulnerable children are missed," said Carol Pandak, manager of PolioPlus.

The government of southern Sudan has launched a polio eradication action plan, including the formation of an Inter-Ministerial Coordination Committee, which is placing full responsibility and accountability for the outbreak response on state and district governments. President Salva Kiir Mayardit has issued a directive to all 10 state governors, requesting that they secure the support of nongovernmental organizations and traditional and religious leaders for the effort.

Leadership commended

Dr. Hussein Gezairy, director of WHO's Eastern Mediterranean region, commended the government of southern Sudan "for putting in place these important new measures to address this dangerous spread of disease. It is precisely this leadership which will help ensure the outbreak is rapidly stopped and will prevent further international spread. No child in southern Sudan need ever again know the pain of life-long polio paralysis."

The persistent outbreak in southern Sudan threatens the progress made by polio-free countries in eliminating the wild virus and preventing importations. Although outbreaks sometimes occur during eradication efforts, they do not lessen the feasibility of the eradication initiative. Outbreaks do, however, highlight the critical need to stop polio transmission in the remaining polio-endemic countries, such as Nigeria and India, which have exported the poliovirus to other nations in recent years, health officials say. The only other endemic countries are Afghanistan and Pakistan.

Large-scale outbreak response is now underway across the Horn of Africa, including Ethiopia, Kenya, Uganda, and northern Sudan. An immunization campaign was held in southern Sudan 27-29 April, targeting more than 2.9 million children under age five. The next campaign is scheduled for 26-28 May.

"Experience shows that where polio transmission has been stopped before, it can be stopped again," said Pandak. "A fast, large-scale, and high-quality immunization response and strong surveillance are absolutely critical to prevent the virus taking hold in the longer term."



A child in Sudan receives oral polio vaccine.
Photo courtesy of World Health Organization