



McKinney Sunrise Rotary Club Sunrise Sentinel

June 15, 2011

Officers and Directors 2010 – 2011

President	Donas Cole
President Elect	Stacey Kemp
Secretary	Juli Smith
Treasurer	Weldon Copeland
Vice President, Fund Raising	Bryan Northington
Club Service Director	Trevor Castilla & Ed Miles
Vocational Service Director	Tom Parker
Community Service Director	Kris Falvo
International Service Director	Bill Smith
Rotary Foundation Chair	Jim Pearson
Sunrise Sentinel Editorian/Webmaster	Gary Taylor
Sergeant-at-Arms	Ron Danforth

Past Presidents

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
1992-94.....	Bob Flinchbaugh

Rotary District 5810

District Governor	Linda Elliott, Grand Prairie
District Governor Elect	Bud McBrayer, Plano Sunrise
District Governor Nominee.....	Sandra Forster, Garland

Rotary International

PresidentRay Klinginsmith, Missouri, USA

Club Meeting Time and Location

07:30 Wednesday Morning
Eldorado Country Club
McKinney, TX

Today's Program

Sponsored by Trevor Castilla

Bobette Brasfield



Project Coordinator
Smarter Water for North Texas

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



Bobette Brasfield – Smarter Water for North Texas

Texas Conservation Alliance invites North Texans to an interesting, upbeat program, Smarter Water for North Texas. The good news is that we have enough water in existing reservoirs to meet our water needs for the next 50 plus years! We can avoid new reservoirs which would destroy many thousands of acres of bottomland hardwood forest while uprooting families and harming existing local economies if we make the right allocation and use decisions. Join us as we explore the low-impact water supply options that will allow us to avoid the monetary and human costs associated with unnecessary new reservoirs.

Bobette Brasfield is a native Texan from Grand Prairie. She is retired from Texas Instruments where she served as a Division Controller and Finance Manager. Bobette has a BA in Business Management and a Master of Science Degree in Environmental Science with a concentration in water issues from the University of North Texas. She has been an environmental educator for many years, working with the City of Coppell, Texas Master Naturalist Program, U.S. National Park service, and Dallas Audubon Society.

McKinney Sunrise Rotary Facebook Status Update

It took “Likes” from our Rotary and Rotaract friends from India, France and Kenya and now we have a new Facebook Page URL: www.facebook.com/mckinneysunriserotaryclub.

Thanks to our club members and our international friends for helping to make this happen. Now I need suggestions for what to post on this site. Social media is interactive and we should post topics that promote responses; questions, surveys, invitations, sharing of ideas and not just announcements. Also, I am still looking for someone to help with the admin functions, someone who will also submit posts. If we don't have someone in our club now who is interested, perhaps we should consider looking for a qualified new member who is very interested in social media and the potential for interacting with a whole new audience, Gen-X and Gen-Y folks with hearts for service. I personally believe this is an opportunity that will positively impact the future of Rotary and Rotaract.

McKinney Sunrise Rotary Flag Holidays

Well, it looks like we have gotten our first two flag holidays under our belt. Everyone pitched in and thanks to everyone's help we have gotten through two holidays with minimal hiccups. A big thanks to all members and friends who helped at the shed with the two deliveries and retrievals and also with the most recent Score work day, and a huge thank you to Bryan, Jeff, Sandi, Chuck, and Tim who have put in countless hours to make this an easy and successful task. We have already leased over 1200 flags which far exceeds past years totals at this time of the year.

Promote Rotary through signature activities

The Rotary clubs of Churchland-Portsmouth and Portsmouth, Virginia, USA, hold a barbecue networking event every year, full of food, refreshments, and live entertainment.

According to Bill Pollard, a member of the Churchland-Portsmouth club, thousands of people attend the event, with each club netting about US\$10,000 to support local projects and programs.

The Rotary Club of Calcutta Uptown, West Bengal, India, is best known for helping provide eye care, computer centers for youth, and improved sanitation in rural areas of the Bengal region.

Many Rotary clubs are known in their communities for one big project or event that sets them apart from other groups. Whether it's an annual dinner that raises funds for polio eradication, or

a park clean-up, your club's signature project or fundraiser can help promote Rotary's public image as an action-oriented service organization.

"Several small projects leave no mark, but one larger project leaves a signature," notes RI Vice President Thomas M. Thorfinnson. "A great way to promote Rotary's image is to have a significant project or a significant fundraiser that is a very public event in your community and to do that event or fundraiser consistently over the years."

The Rotary Club of Kenosha West, Wisconsin, USA, holds an annual sports tournament to raise money for the club's charities. This highly anticipated event involves youth from the entire community. The club promotes the tournament prominently on its website and includes videos from previous years. The club's online membership directory, which includes photos, shows many members in their tournament uniforms.

Here are a few tips on how to create a signature activity. Also check out what other Rotarians have had to say on the topic in [Your Voice, Your Solution](#).

- **Identify.** Decide on a public event and its purpose, such as to raise funds for The Rotary Foundation or to involve members of the community in a local service project.



The Rotary clubs of Churchland-Portsmouth and Portsmouth, Virginia, USA, hold a barbecue networking event each year as their signature event. *Photo courtesy of Bill Pollard*

- **Publicize.** Include your Rotary club or district in the name of the event, following the [RI guidelines](#) for using the Rotary Marks. Use social media and [press releases](#) to publicize your event and the work of Rotary and build interest and excitement.
- **Connect.** Assign club members to help answer questions about the Rotary club and its projects during the event to form connections with the general public. Distribute take-away information such as [What's Rotary?](#) as well as pamphlets or business cards linking to your club's website.
- **Repeat.** Hold the event annually to build recognition. As awareness grows, more community members will participate and the event will become increasingly successful. You may even attract new members to your club.

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 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>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 Plano Metro Rotary Club Glen Eagles CC 5401 W. Park Blvd.</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 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 Hyatt Regency-North Dallas Hotel 701 E. Campbell</p> <p>Noon Park Cities Rotary Club Maggianno's Little Italy 205 North Park Center, Dallas</p>
<p>Online Makeup www.rotaryclubone.org</p>				
<p>Edited 12/06/10</p>				

Heads Up! Programs and Events

June 15-----Bobette Brasfield – Project Coordinator: Smarter Water for North TX
Sponsored by Trevor Castilla
June 15-----Flag receiving at the shed 6:00 to 7:30 PM
June 22-----Pamela Zeigler-Petty
June 27-----Board Meeting – 7:00 AM Market Street Culinary School
June 30-----Installation Banquet – 6:30 PM at Eldorado Country Club
July 6-----Dark
July 13-----Bryan Northington
July 20-----Kris Falvo
July 27-----Ed Miles

Today's Thoughts in Honor of

Smile Power Day – June 15

No matter how grouchy you're feeling,
You'll find the smile more or less healing.
It grows in a wreath
All around the front teeth -
Thus preserving the face from congealing.

- Anthony Euwer (1877 – 1955)

Go Fishin Day – June 18

Three-fourths of the Earth's surface is water, and one-fourth is land. It is quite clear that the good Lord intended us to spend triple the amount of time fishing as taking care of the lawn

- Chuck Clark

Making Faces

Finding one of her students making faces at others on the playground, Ms. Smith stopped to gently reprove the child. Smiling sweetly, the Sunday school teacher said, "Johnny, when I was a child, I was told if that I made an ugly face, it would freeze and I would stay like that."

Johnny looked up and replied, "Well, Ms. Smith, you can't say you weren't warned."



Member Name	Work	Home	Cell	Classification
Scott Becker	972-548-3613	972-984-1817	817-269-0889	District Judge
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
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
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
Patricia Gaukel	469-952-2044	214-856-5931	214-422-7256	Hotel Management
Gretchen Gayowski		972-562-5306	214-669-5091	Consultant
Steve Goodman	972-548-3616		214-226-2901	Criminal Investigation
Bob Johnson	214-726-0000		214-789-7155	Financial/Insurance
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	972-838-1807	972-670-1197	Comp. Software
Bryan Northington	972-569-0170	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.
Robert Rusoff	972-547-1672	972-547-1672	214-504-5133	Procurement
Juli Smith	972-562-6996	972-562-1866	972-658-9977	Non-Profit
Bill Smith	972-731-4000	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
Pamela Zeigler-Petty	972-398-4027	972-540-5383		Bank Mgt – Bus. Banking

Honorary Members

Mary Lou Lee

Paul Yeager

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.*