



McKinney Sunrise Rotary Club Sunrise Sentinel

June 29, 2016

Officers and Directors 2015 – 2016

President	Larry Offerdahl
President Elect	Juli Smith
Secretary	Gary Taylor
Treasurer	Dennis Snavelly
Vice President, Fund Raising	Chuck Koehler
Club Service Director	Ron Baker
Vocational Service Director	Bill Bilyeu
Youth Services Director	Marc-Andre Gagnon
Community Service Director	Jeff Caserotti
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

Tracy Rath



Past Presidents

2014-15.....	Steve Mitas
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

McKinney City Council

Rotary District 5810

District Governor.....	Larry Webb, Prestonwood Rotary
District Governor Elect	Bill Dendy, E-Club
District Governor Nominee....	Rick Amsberry, Park Cities Rotary

Rotary International

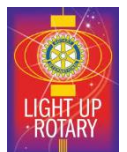
President..... KR "Ravi" Ravindran, Colombo Rotary, Sri Lanka

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



Tracy Rath – McKinney City Council

Tracy Rath was elected to City Council as an At Large member in 2015. Over the years, Councilwoman Rath has worked with and chaired many McKinney community organizations, committees, non-profits and boards. She also worked for a time as a city employee overseeing the rehabilitation of the Historic Collin County Courthouse into the McKinney Performing Arts Center.

Years of serving in different professional capacities, most recently as Executive Director of the Minuteman Disaster Response Foundation, taught Councilwoman Rath the importance of communicating and building partnerships. She understands city processes, the value of seeking input, transparency and the importance of doing research before making decisions

Councilwoman Rath is a graduate of Leadership McKinney, Citizens Police Academy, Citizens Fire Academy and Citizens Emergency Response Team.

Councilwoman Rath and her husband Curtis have been McKinney residents more than 25 years. They have two children – Taryn manages a law firm in Frisco, and Trenton is serving in the Navy, currently stationed in Norfolk, Virginia.

BBQ at the Flag Shed

We will be distributing flags at the flag shed on Thursday, July 30th, from 5:00 PM to 7:00 PM. During the distribution we will also have our annual BBQ for our members, spouses, and our flag partners.

Come on out and get some great hot dogs and hamburgers and help out with this distribution of flags for Independence Day.



Cynthia Salim: Former Rotary Scholar Makes Clothing with a Conscience

The way Cynthia Salim sees it, the fashion industry doesn't have much to offer a young, socially conscious woman like her when it comes to work clothes.

"The fashion industry often does 'sexy' or 'fun' or 'hip,' and things that encourage frequent purchases," the 29-year-old says. "It's very rare that the design community will design something that will make a young woman look credible and influential as well as timeless."

Add "and is ethically made" to that list, and it becomes a tall order that Salim became increasingly frustrated trying to fill when she needed clothes for her job in international affairs in Geneva and later as a management consultant. So she decided to do something about it.

Salim started a company to produce high-quality, classic women's wear constructed of socially responsible materials and made by fairly paid workers in environmentally friendly factories. It took more than two years to source the right suppliers and track down partners who met her high standards, but in April 2015, Salim launched Citizen's Mark, an online retailer that bills itself as "the lifestyle brand of the socially conscious, empowered woman."

It's an interest she nurtured during her undergraduate years at Loyola Marymount University in Los Angeles, a Jesuit school with a strong tradition of social responsibility. It became a central focus of her life when she won a Rotary Ambassadorial Scholarship to pursue a master's degree in human values and contemporary global ethics at King's College London.

"I was so grateful to have had that opportunity, to have Rotary put their trust in me and in that program, which doesn't have a clear career path," Salim says. "But the time I had was really valuable in helping me see that there are so many ways to make change, everyone has a role whether it's in policy or advocacy or business."

At Loyola, Salim met Fred Kiesner, a 52-year veteran of Rotary and the school's chair of entrepreneurship (now retired). Kiesner, who became Salim's mentor, remembers her as "probably the most ethical and socially responsible young person I've ever met."

"A lot of Ambassadorial Scholars do it for the learning and the fun of living in a foreign country, which are not bad reasons," Kiesner says. "Cynthia did it because she knew it was giving her the foundation and knowledge upon which she would build a powerful and impactful life of giving and contributing."

Salim realized there was a market for high-end, ethically made work clothes after meeting "all these incredibly committed, smart women who were socially conscious about all areas of their lives, whether it was the impact they had at work or through their purchases."

Tragedies at poorly built, shoddily maintained factories – such as the Rana Plaza facility in Bangladesh, which collapsed in 2013, killing 1,137 people – have raised consumer awareness of the garment industry's ugly side. Workers at the factory made as little as 12 cents an hour and worked 90 to 100 hours a week, with just two days off a month.

Citizen's Mark will eventually carry a full line of clothes, but for now it has just one item: a blazer available in four styles and three colors that Salim designed herself and calls the quintessential "go to" piece that every professional woman needs.

Salim's search for the highest quality fabric took her to the historic wool mill city of Biella, Italy, where she toured mills and interviewed owners about "their track record in social and environmental responsibility." When she found a mill that purified the water it uses in the dyeing process before returning it to the stream, she signed up. Then it was on to Portugal, home of some of the world's best

pattern makers and suit manufacturers, where she found a factory that runs on 30 percent solar power and provides living wages and full health care coverage for its employees.

That all sounds great, but expensive. So it's surprising to hear Salim say that Citizen's Mark's prices, which range from \$425 to \$475, are "incredibly competitive" with similar brands. "The cost to produce something well and responsibly does not necessarily mean a luxury markup," she says. "In fact, [we're] underpriced compared to the competition, because the competition that's using this [same] level of fabric and construction tends to be in the luxury space, where markups are 8, 10, 12 times" the cost of production. (In fact, a check of women's wool blazers at luxury brand Hugo Boss shows they start upwards of \$535.)

But not everyone has been so encouraging. "I've already heard pressure from the industry to market Citizen's Mark as something more fun and hip," Salim says. Her response is that she's catering to a new type of customer – a socially responsible working woman "who loves what she does, does it well, and gets to wear cool, chic clothes."

Kiesner says Salim knows exactly what she's doing. "For Cynthia, her company is just a continuation of her values, ethics, and social responsibility," he says. "I taught entrepreneurship for 45 years, and we talk about social responsibility a lot in my field – an entrepreneur who creates a business that also does good in the world. She is the epitome of that."

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>Edited 9/9/15</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 Hampton Inn 2008 N. Central Expressway 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>
<p>Online Makeup www.rotaryclubone.org</p>				

Heads Up! Programs and Events

June 29-----Tracy Rath – McKinney City Council, At Large

June 30----- Club Assembly

June 30-----Flag Distribution at the Flag Shed 5:00 PM to 7:30 PM

July 5-----Flag Retrieval at the Flag Shed 6:30 to 8:30

July 6-----Club Assembly

July 7-----TBD

Today's Thoughts in Honor of

Creative Ice Cream Flavors Day – July 1st

You can't buy happiness, but you can buy ice cream, and that's kind of the same thing

- Anonymous

Independence Day – July 4th

My God! How little do my countrymen know what precious blessings they are in possession of, and which no other people on earth enjoy!

- Thomas Jefferson (1743 – 1826)

Three nurses went to heaven and were awaiting their turn with St. Peter to plead their case to enter the pearly gates.

The first nurse said, "I worked in an emergency room. We tried our best to help patients, even though occasionally we did lose one. I think I deserve to go to heaven." St. Peter looked at her file and admitted her to heaven.

The second nurse said, "I worked in an operating room. It was a very high-stress environment, and we did our best. Sometimes the patients were too sick and we would lose them, but overall we tried very hard." St. Peter looked at her file and admitted her to heaven.

The third nurse said, "I was a case manager for an HMO."

St. Peter looked at her file. He pulled out a calculator and started punching away at it furiously, constantly going back to the nurse's file. After a few minutes, St. Peter looked up, smiled, and said, "Congratulations! You've been admitted to heaven ... for five days!"



Member Name	Work	Home	Cell	Classification
Ron Baker			541-420-9396	Retired
Fred Bahrenburg			469-506-3346	TV Cable Installation, ret.
Bill Bilyeu	972-548-4698	214-686-1329	214-686-1329	Collin Co. Admin
Paul Blacklock			469-503-3241	Financial Advisor
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	214-436-3311		469-268-4178	Publisher
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
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
Bobbi Wright			707-245-8212	Escrow Officer
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.*