



# McKinney Sunrise Rotary Club Sunrise Sentinel

Aug 5, 2015

## Officers and Directors 2015 – 2016

President	Larry Offerdahl
President Elect	Juli Smith
Secretary	Gary Taylor
Treasurer	Dennis Snavely
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

Bill DeWhitt



CEO & Founder Mystical Coffee

## 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

## 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

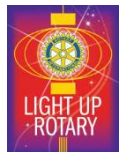
President..... KR "Ravi" Ravindran, Colombo Rotary, Sri Lanka

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](http://www.mckinneysunriserotary.org)



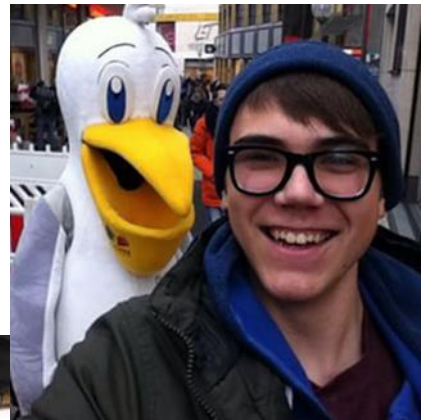
## Bill DeWhitt – The Coffee Culture



A local coffee business brings their premium coffee for audiences to sip and enjoy as they learn all about gourmet coffee blends. This talk is packed with history from bean to brew!

Bill DeWhitt is a coffee enthusiast that shares his knowledge and love for coffee. He is now the CEO and founder of Mystical Coffee- a Texas based company that bring luxury and quality of coffee in every single cup

## Jack Bilyeu – A year in Bavaria



## SAN DIEGO STUDENTS TACKLE VACCINE CONTROVERSY

A group of teenage journalism students in suburban San Diego were in the early stages of a new project – an educational film funded by a Rotary grant – when their teacher's phone rang. A prominent blogger had caught wind of what they were doing from a local news story, and wasn't pleased. The fledgling film came under fire almost



overnight as ripples of protest spread through the blogosphere. With calls pouring in before shooting had even begun, the advisers considered halting the project, questioning whether it would be worth the controversy surrounding its subject matter: vaccines.

"I've been involved with immunization initiatives for over 20 years now," says Amnon Ben-Yehuda, one of the San Diego Rotary members who had contacted the Emmy-winning broadcast journalism program at Carlsbad High School about a health education project, initially conceived as a 15-minute film about the immune system, in 2011. "We knew there were people out there who were against vaccines, but they didn't represent a force we had to deal with until this project."

Ben-Yehuda chairs a Rotary districtwide committee that works with local health agencies to increase vaccination coverage. He's seen vaccine-preventable diseases affect even affluent neighborhoods, where the barrier isn't access to vaccines but skepticism about their safety. "For about the last 10 years, we've recognized that the important thing is education," he says. "We began to realize that we were repeating the same message and not getting anywhere. Young people have to learn about immunization before they become parents, so we started working with schools."

In addition to producing a live daily news broadcast, journalism students at Carlsbad can audition to work on documentary films as an after-school activity. Past features have tackled tough topics: One explores the legacy of the Holocaust, and another focuses on food insecurity among military families. Students are currently covering school shootings as part of a national project with PBS NewsHour. "What impressed us was that the Holocaust film came with lesson plans," Ben-Yehuda says, "and it's been approved by the California Department of Education for use in schools." The Rotary Club of San Diego secured grants from District 5340 and local community organizations to support the health education project, and the students got to work.

"We had no idea at that time that vaccination was such a controversial topic – it certainly wasn't on my radar," says Doug Green, the Carlsbad High School journalism teacher who worked on the film with a team of 16 students and a parent-volunteer producer. "When we got into it and found there are people who seriously doubt the safety of vaccines, particularly parents of children with autism, we decided to incorporate that." The students spent the next year interviewing medical experts in epidemiology and the treatment of autism, parents of autistic children who believe vaccines cause autism, parents of children who died from vaccine-preventable diseases, and their peers.

Some students weren't convinced at first that the benefits of vaccination outweigh the risks. Hannah Evans, whose brother is autistic, shared her evolving views on camera and in a blog post. "It was different for me than the other student filmmakers," she wrote. "Autism affects nearly every moment of my family's life. I had heard stories, and I believed there simply had to be a connection between autism and vaccines. Making this film changed my mind."

The turning point came when Evans learned about herd immunity – the idea that everyone, including newborns and people with compromised immune systems, benefits when most members of the community are immunized against a disease, because opportunities for outbreaks are limited. "I started to recognize the benefits of vaccines – especially protecting weaker members of society – instead of just contemplating the risks," she says.

The students' reflections are woven into the narrative alongside formal interviews and playful graphics (such as a fictional "zombie virus" that helps illustrate how illnesses spread). That interplay is central to what the advisers call peer-to-peer filmmaking. "Part of the premise of the film is the filmmakers' discovering the topic themselves," Green says, and breaking it down for an audience of their peers.

San Diego Rotary members saw the finished film, a 40-minute feature called "Invisible Threat," at a private screening in early 2013, though ongoing attention from anti-vaccine activists delayed its wider release for several months. On the eve of a screening with legislators in Washington, D.C., an anti-vaccination organization issued a statement calling for congressional action against what it dubbed "a propaganda piece" for the pharmaceutical industry, to no avail.

In a series of op-eds in the San Diego Union-Tribune and Huffington Post, Rotary International General Secretary John Hewko drew connections between the domestic vaccine controversy and the fight against polio. "Playing the blame game won't help," he wrote, noting that we can reduce the number of vaccine refusals "by building goodwill and trust, not through confrontation. That's how the Global Polio Eradication Initiative has over the years been able to win the hearts and minds of parents wary of the oral polio vaccine in developing countries."

"Invisible Threat" received an award for courage in journalism from the San Diego Press Club in October, and it's been endorsed as an educational tool by 300 health organizations so far, including the Mayo Clinic and the Autism Science Foundation, plus about 80 universities and 20 public school districts. A chapter of the American Academy of Pediatrics, which hosted a screening at its national conference, uses the film to teach medical residents how to overcome vaccine hesitancy. Plans for Spanish and French versions are underway.

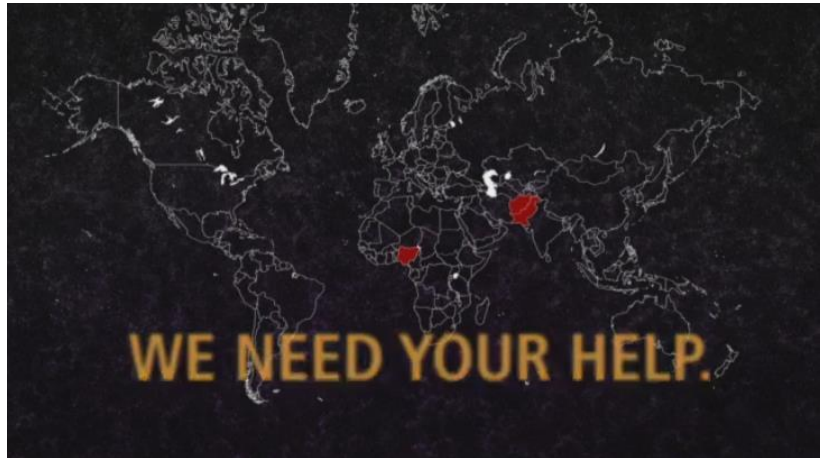
"The film has a life of its own now," Ben-Yehuda says. "Our dream is to see Rotary clubs pick up the project in their own communities and work through local boards of education to get it

into school systems. It's rich material for teachers to work with. There are issues of science, issues of history, issues of social responsibility, and these issues are all interconnected."

## **NIGERIA SEES NO WILD POLIO CASES FOR ONE YEAR**

Today marks one year since Nigeria last reported a polio case caused by wild poliovirus, putting the country on the brink of eradicating the paralyzing disease.

The last case was reported on 24 July 2014 in the northern state of Kano. If no cases are reported in the coming weeks, the World Health Organization is expected to remove Nigeria from the list of countries where polio is endemic, leaving just two: Afghanistan and Pakistan.



Nigeria is the last polio-endemic country in Africa. The continent is poised to reach its own first full year without any illness from the virus on 11 August.

"Every Rotarian in the world should be proud of this achievement," says Rotary International President K.R. Ravindran. "We made history. We have set Africa on course for a polio-free future. But we have not yet reached our goal of a polio-free world. Raising funds and awareness and advocating with your government are more crucial than ever."

Progress in Nigeria has come from many measures, including strong domestic and international financing, the commitment of thousands of health workers, and new strategies that reached children who had not been immunized earlier because of a lack of security in the northern states.

"Rotary's commitment has been the number one reason for the recent success in Nigeria," says Dr. Tunji Funsho, chair of Rotary's Nigeria PolioPlus Committee. "We have infected political leaders with this commitment. The government has demonstrated this with political support and financial and human resources. And that went down the line from the federal level, to the state, to the local governments."

Nigeria has increased its domestic funding for polio eradication almost every year since 2012 and has allocated \$80 million for the effort this year.

Funsho also applauds religious leaders who championed the vaccination efforts to families in their communities.

Despite the historic gains in Nigeria, health experts are cautious about declaring victory. Funsho says the [Global Polio Eradication Initiative](#) partners must strengthen routine

immunization especially in hard-to-reach areas, in addition to boosting sensitive surveillance to prevent resurgence of the disease. If no new cases are reported in the next two years, Nigeria, along with the entire Africa region, will be certified polio-free.

“The virus can be introduced from anywhere where it is still endemic, particularly now in Afghanistan and Pakistan, into areas that haven’t had polio in years,” Funsho says. “It is important we keep the immunity level in Nigeria to at least 90 percent.”

For instance, Syria experienced a sudden outbreak of the disease when 35 cases were reported in December 2013. None had been reported there since 1999. “Immunizations become imperative for history not to repeat itself in Nigeria,” says Funsho.

In June, Rotary announced \$19 million in grants for continued polio eradication activities in Africa, including almost \$10 million for Nigeria. Since 1985, when Rotary launched PolioPlus, the program that supports the organization’s polio eradication efforts, its worldwide monetary contributions to the cause have exceeded \$1.4 billion.

“We’ve come a long way and have never been so close to eradicating polio in Nigeria and around the world, but it’s not a time to fully celebrate,” says Funsho. “We have some grueling years ahead of us before WHO can certify Nigeria and Africa polio-free.”

## Area Meeting Makeup Locations

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
<p><b>11:45</b> Farmers Branch Rotary Club, Holiday Inn Select Galleria Area 2645 LBJ Freeway Dallas, Texas</p> <p><b>Noon</b> Richardson Rotary Club Canyon Creek Country Club 625 Lookout Drive</p>	<p><b>7:30 AM</b> Frisco Sunrise Rotary Club Randy’s Steakhouse, 7026 W. Main St.</p> <p><b>Noon</b> Farmersville Rotary O.E. Carlisle Civic Center 201 Orange St.</p> <p><b>Noon</b> Plano West Rotary Greek Isle Rest. @ 3309 N. Central Expressway</p> <p><b>7:00 PM</b> Dallas Evening Rotary La Calle Dolce 415 W. 12<sup>th</sup> Dallas, Tx</p>	<p><b>7:30 AM</b> Prosper Rotary Club Cotton Gin Cafe@ 204 W. Broadway</p> <p><b>Noon</b> Allen Rotary Club Courtyard by Marriott @ 210 E. Stacy Road</p> <p><b>Noon</b> Prestonwood Rotary Club Prestonwood CC 15909 Preston Rd., Dallas</p> <p><b>Noon</b> Richardson East Rotary Club Canyon Creek CC 625 Lookout Drive.</p>	<p><b>Noon</b> Frisco Rotary Dave &amp; Busters Stonebriar Centre</p> <p><b>Noon</b> Hurricane Creek Rotary 1800 Fairway Lane Anna</p> <p><b>Noon</b> Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p> <p><b>7:30 AM</b> Melissa Rotary First Baptist Church 2101 E Melissa Rd</p> <p><b>5:15 PM</b> McKinney Sunset Spoons Garage On the Square Downtown McKinney</p>	<p><b>7 AM</b> Plano Sunrise Tino’s Two Restaurant 2205 Avenue K</p> <p><b>Noon</b> McKinney Rotary Club Ricks Chop House 107 N Kentucky st.</p> <p><b>Noon</b> Richardson Central Hyatt Regency-North Dallas Hotel 701 E. Campbell</p> <p><b>Noon</b> Park Cities Maggiano’s Little Italy 205 North Park Center, Dallas</p> <p><b>Noon</b> Celina Rotary 320 S. Preston Rd TX Star Bank</p>
<p>Edited</p>	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p><b>Online Makeup</b> <a href="http://www.rotaryclubone.org">www.rotaryclubone.org</a></p> </div>			

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## Heads Up! Programs and Events

August 5-----Jack Bilyeu – recap of exchange year in Bavaria  
Bill DeWhitt – The Coffee Culture

August 6----- Vernon Klassen, Owner, Spoons Restaurant Group, “History of  
Downtown McKinney

August 12-----Jill Schilp - A New Leash on Life Therapy Animals of North Texas

August 13----- Charles Mohrle, Dallas Rotary Club, “Bike Safety Rodeo”

August 19-----Tim Brightman & Robby Gilbert – Billings Productions (animatronics)

August 20----- Club Social: TBA by Lisa Wilson, Club Service Chair

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## Today’s Thoughts in Honor of ....

### Work Like a Dog Day – August 5th

Pleasure in the job puts perfection in the work.

- Aristotle (384 BC – 322 BC)

### Son & Daughter Day – August 11th

Grown-ups never understand anything for themselves, and it is tiresome for children to be always and forever explaining things to them.

- Antoine de Saint-Exupery (1900 – 1944)

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Two elderly, excited Southern women were sitting together in the front pew of church listening to a fiery preacher.

When this preacher condemned the sin of stealing, these two ladies cried out at the top of their lungs, "AMEN, BROTHER!"

When the preacher condemned the sin of lust, they yelled again, "PREACH IT, REVEREND!"

And when the preacher condemned the sin of lying, they jumped to their feet and screamed, "RIGHT ON, BROTHER! TELL IT LIKE IT IS! AMEN!"

But when the preacher condemned the sin of gossip, the two got very quiet. One turned to the other and said, "He's quit preaching and now he's meddlin'."



<b>Member Name</b>	<b>Work</b>	<b>Home</b>	<b>Cell</b>	<b>Classification</b>
Ron Baker			541-420-9396	Retired
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
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	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
Scott Stineman	972-332-4663	214-384-4018		Wholesale Insurance
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
Jason Woodward	972-338-3022		954-444-2709	eCommerce
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.*