



# McKinney Sunrise Rotary Club Sunrise Sentinel

August 17, 2011

## Officers and Directors 2011 – 2012

President	Stacey Kemp
President Elect	Gary Taylor
Secretary	Juli Smith
Treasurer	Weldon Copeland
Vice President, Fund Raising	Bryan Northington
Club Service Director	Linda Terry
Vocational Service Director	Nathan White
New Generations Director	Sandi Froese
Community Service Director	Kris Falvo
International Service Director	Bill Bilyeu
Rotary Foundation Chair	Jim Pearson
Sunrise Sentinel Editorian/Webmaster	Gary Taylor
Sergeant-at-Arms	Jeff Caserotti

## Past Presidents

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
1996-97.....	Pat Beaman
1995-96.....	Linda Terry
1994-95.....	Paul Yeager

## Rotary District 5810

District Governor .....	Charles E. (Bud) McBrayer, Plano Sunrise
District Governor Elect .....	Sandra Forster, Garland
District Governor Nominee.....	Ean Sullivan, Plano

## Rotary International

President ..... Kalyan Banerjee, Vapi, Gujarat, India

## Club Meeting Time and Location

07:30 Wednesday Morning  
Eldorado Country Club  
McKinney, TX

## Today's Program

Sponsored by Bill Smith



### 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)



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## **Our Next Flag Holiday**

Tim will have Install Lists ready on Wed., Aug 24 for Flag Captains and Team members to prep sites for flag orders received since June 21. Flag Captains please have all preps for Labor Day and maintenance issues from July 4 completed before Sept 1. We already have more than 1043 flags..and still counting.

- 1) preps and maintenance must be completed by Sept 1,
- 2) help is needed to load flags at the shed on Sept 2 and unload flags on Sept 12, and
- 3) any sites that the Scouts report not prepped at the time of delivery, the Flag Captain or team member can expect a call to take care of it.

The Scout Flag Coordinators will e-mail Bryan a phone contact list of their drivers, navigators and Scout Helpers by Aug 31.

Juli offered to place route lists and maps in the route buckets on Sept 2 by 4 PM.

Scout Flag Coordinators have been notified to have their drivers pick up flags for distribution on Friday, Sept 2 from 4:30 until 6:30 PM. (Because of Friday night high school football, I do not know if any drivers will need an alternate date on Thursday, Sept 1.)

Flag Retrieval and delivery to the shed will be Monday, Sept 12 from 6:00 until 7:30 PM.

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## **Membership Minute**

What is your club's approach to recruiting and keeping members? August, Membership and Extension Month, is an ideal time to discuss membership strategies for the year. The Presidential Citation and Changemaker Award both include membership criteria and are excellent resources to help you set your goals.

Clubs aiming for the Presidential Citation this year must add at least one new member and keep at least 85 percent of their membership. Additional goals include recruiting RI and Rotary Foundation program alumni and young professionals, and increasing diversity by adding more female members. Districts must meet similar goals. Review the full criteria for the Presidential Citation.

The Changemaker Award, established by RI President Kalyan Banerjee, also puts membership in the spotlight. Clubs must achieve a specific set of club service goals, including adding one new member under the age of 40 for each 50 members, implementing a comprehensive strategy for keeping members, and demonstrating that they have retained 85 percent of their members for the three Rotary years ending with 2011-12. Review the full criteria for the Changemaker Award.

"When building strong clubs, attracting new members and retaining existing ones are given first priority. Then, the rest of our service activities and programs will take care of themselves," says Audenart.

## Rotary clubs make changes to attract younger members

When Rotarians in Walnut Creek, California, USA, found it difficult to attract young professionals to the area's morning and afternoon clubs, they set out to establish a new club that would accommodate busy, on-the-go schedules.

The Rotary Club of Diablo View (Walnut Creek), chartered in 2009, meets in a local brewery at 5:30 p.m. every Thursday. Club president Jennifer Beeman says the club sets aside time each week for socializing before turning to club business, and that the relaxed atmosphere appeals to younger members.

Beeman was only 24 years old when she became a charter member of the club, and she's now one of the youngest female club presidents in Rotary. The club has 26 members, 90 percent of them between the ages of 25 and 40.

"Because we have younger members, our attitude is different. People have told us how refreshing it is to have young faces behind Rotary," Beeman says.

She says the club carries out many projects in the community so that members have an opportunity to do hands-on service. Every month, for instance, it plans an outdoor project, such as cleaning up nature trails. Younger Rotarians usually have more time than cash at their disposal, she says, so they tend to contribute by volunteering.

The club recruits new members through social media like Twitter and Facebook, and it has a mentoring program to help with retention. All new members are assigned a mentor, who spends extra time with them outside regular meetings.

"The modifications we've made have helped our club appeal to younger professionals and retain them," Beeman says. "They've created a high-energy club."

Beeman says clubs must be willing to make a few changes to attract younger members. Here are some examples of what other clubs are doing:

- Through a student membership initiative, the Rotary Club of Hope Island, Queensland, Australia, invites college-age students to meetings and subsidizes the cost to bring a youthful perspective to the club.
- The Rotary Club of Las Vegas, Nevada, USA, has created the 25 Club, a club-within-a-club. The members hold additional meetings, sponsor regular social gatherings, and



Members of the Diablo View Rotary Club donate their time by cleaning up the Iron Horse Trail in California. *Photo courtesy Diablo View Rotary Club*

carry out a number of service projects. The inductees are generally younger, and after a year, they transition into the parent Rotary club.

- The Rotary Club of Crawley, Western Australia, Australia, started a mentoring program that helps new members transition into the club. The club's average age is now in the 30s.
- The Rotary Club of Bricktown Oklahoma City, Oklahoma, USA, meets in a tavern. First-time guests are treated to two free beverages, compliments of the club.
- The Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, meets in the evenings and lowers costs by not having meals. The third meeting of the month is a happy hour/networking event at different locations in the city. The fourth meeting is a volunteering opportunity.

## Area Meeting Makeup Locations

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
<p style="text-align: center;"><b>11:45</b> Farmers Branch Rotary Club, Holiday Inn Select Galleria Area 2645 LBJ Freeway Dallas, Texas</p> <p style="text-align: center;"><b>Noon</b> Richardson Rotary Club Canyon Creek Country Club 625 Lookout Drive</p>	<p style="text-align: center;"><b>7:30 AM</b> Frisco Sunrise Rotary Club Embassy Suites, Gaylord &amp; Parkwood</p> <p style="text-align: center;"><b>Noon</b> Farmersville Rotary Club O.E. Carlisle Civic Center 201 Orange St. @ Hill Street</p> <p style="text-align: center;"><b>Noon</b> Plano West Rotary Club Greek Isle Rest. @ 3309 N. Central Expressway</p>	<p style="text-align: center;"><b>7:30 AM</b> Prosper Rotary Club Gentle Creek Golf Club@ 3131 E. Prosper Trail</p> <p style="text-align: center;"><b>Noon</b> Allen Rotary Club Courtyard by Marriott @ 210 E. Stacy Road</p> <p style="text-align: center;"><b>Noon</b> Plano Metro Rotary Club Glen Eagles CC 5401 W. Park Blvd.</p> <p style="text-align: center;"><b>Noon</b> Prestonwood Rotary Club Prestonwood CC 15909 Preston Rd., Dallas</p> <p style="text-align: center;"><b>Noon</b> Richardson East Rotary Club Canyon Creek CC 625 Lookout Drive.</p>	<p style="text-align: center;"><b>Noon</b> Frisco Rotary Club Dallas Baptist Univ. at Frisco 3211 Internet Blvd.</p> <p style="text-align: center;"><b>Noon</b> Hurricane Creek Rotary Club Hurricane Creek Country Club 1800 Fairway Lane, Anna</p> <p style="text-align: center;"><b>Noon</b> Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p>	<p style="text-align: center;"><b>7 AM</b> Plano Sunrise Rotary Club Tino's Two Restaurant 2205 Avenue K</p> <p style="text-align: center;"><b>Noon</b> McKinney Rotary Club Ricks Chop House 107 N. Kentucky St.</p> <p style="text-align: center;"><b>Noon</b> Richardson Central Rotary Club Hyatt Regency-North Dallas Hotel 701 E. Campbell</p> <p style="text-align: center;"><b>Noon</b> Park Cities Rotary Club Maggiano's Little Italy 205 North Park Center, Dallas</p>
<p style="text-align: center;"><b>Online Makeup</b> <a href="http://www.rotaryclubone.org" style="color: blue; text-decoration: underline;">www.rotaryclubone.org</a></p>				
<p>Edited 12/06/10</p>				

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## Heads Up! Programs and Events

August 17-----Bill Smith  
August 22-----Board Meeting – Market Street Culinary School 7 AM  
August 24-----Steve Mitas  
August 31-----Scott Becker  
September-----Flag Distribution – Flag Shed – 4:30 to 6:30 PM  
September 7-----Bill Bilyeu  
September 12-----Flag Retrieval – Flag Shed – 6:00 to 7:30 PM  
September 14-----Lyle Froese  
September 21-----Weldon Copeland  
September 28-----Tom Parker and Steve Goodman - RYLA

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## Today's Thoughts in Honor of ....

### Senior Citizen's Day – August 21

There is a fountain of youth: it is your mind, your talents, the creativity you bring to your life and the lives of people you love. When you learn to tap this source, you will truly have defeated age.

- Sophia Loren (1934 – )

### Ride the Wind Day – August 23

Within all of us is a varying amount of space lint and star dust, the residue from our creation. Most are too busy to notice it, and it is stronger in some than others. It is strongest in those of us who fly and is responsible for an unconscious, subtle desire to slip into some wings and try for the elusive boundaries of our origin.

- K. O. Eckland (1926 – 2009)

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In a small town in the United States, there is a rather sizable factory that hires only married men.

Concerned about this, a local woman called on the manager and asked him, "Why is it you limit your employees to married men? Is it because you think women are weak, dumb, cantankerous, or what?"

"Not at all, ma'am," the manager replied. "It is because our employees are used to obeying orders, are accustomed to being shoved around, know how to keep their mouths shut, and don't pout when I yell at them."



<b>Member Name</b>	<b>Work</b>	<b>Home</b>	<b>Cell</b>	<b>Classification</b>
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		972-569-8843	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.*