



McKinney Sunrise Rotary Club Sunrise Sentinel

August 22, 2012

Officers and Directors 2012 – 2013

President	Gary Taylor
President Elect	Bill Smith
Secretary	Dennis Snaveley
Treasurer	Weldon Copeland
Vice President, Fund Raising	Jeff Caserotti – Bill Smith
Club Service Director	Phyllis Davis
Vocational Service Director	Nathan White
New Generations Director	Sandi Froese
Community Service Director	Tom Parker
International Service Director	Donas Cole
Rotary Foundation Chair	Jim Pearson
Sunrise Sentinel Editorian/Webmaster	Gary Taylor
Sergeant-at-Arms	Bill Bilyeu

Past Presidents

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
1998-99	Chuck Koehler
1997-98	Frank Shushok
1996-97	Pat Beaman
1995-96	Linda Terry

Rotary District 5810

District Governor	Sandy Forster, Garland Rotary
District Governor Elect	Ean Sullivan, Plano Rotary
District Governor Nominee	Bill Dendy, De Soto Rotary

Rotary International

President Sakuji Tanaka, Yashio, Saitama, Japan

Club Meeting Time and Location

07:30 Wednesday Morning
Eldorado Country Club
McKinney, TX

Today's Program

Sponsored by Bill Bilyeu

Scott Levine



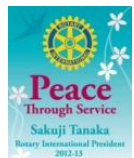
Coeur d'Alene Ford Ironman

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



Scott Levine – Coeur d’Alene Ford Ironman

Scott Levine graduated from the University of Arizona and obtained his law degree from the University of California, Berkeley. In 1994, he started his own law firm, Banowsky & Levine, where he still practices today. In 2004, he moved from Plano to Parker with his wife, Dana, and their three children. Scott has served on the Parker City Council since 2005 and currently serves as the city’s Mayor Pro-Tem. In addition to coaching his sons’ football and basketball teams, Scott took up triathlons a few years ago as a way to stay in shape. This past June, along with his law partner, he became an Ironman by finishing the Coeur d’Alene Ford Ironman in Idaho. An Ironman Triathlon consists of a 2.4-mile swim, a 112-mile bike ride and finishes with a 26.2-mile run, raced in that order and without a break. An Ironman has up to 17 hours to complete the race. Scott will talk about his yearlong training regimen and the challenges he faced during the event.

McKinney Sunrise Rotary Youth Exchange Student Arrives from Germany!



L to R - Mickey Bilyeu, Amy Kate Bilyeu, Julian Wallmuller, Nathaniel Tinglov, Allison Tinglov

Eleven people representing the Rotary Club of McKinney Sunrise were at DFW Airport on 8-15-12 to welcome Julian Wallmuller, Rotary Youth Exchange student from Kirchhellen, Germany.

Julian will be an 11th grader at McKinney High School for the 2012-13 school year and hopes to play our Texas high school brand of football! He is also an avid Dallas Cowboys fan.

When Julian deplaned, he greeted his host families warmly with hugs and high fives. He is personable and friendly, and is definitely an asset to his country, his family and to the Rotary Youth Exchange program.

The youth in the photo are children and grandchildren of the host families in McKinney. Host families will be Bill and Jenna Bilyeu and Lyle and Sandi Froese. Mark Lowe, RYE Chair, will be Julian's Rotary Counselor. Gary Taylor is the President of McKinney Sunrise Rotary club.

McKinney Sunrise Rotary is proud to be Julian's sponsor and we ask our community to give him a big Texas-size welcome, y'all!

Regional membership plans offer a new tool for attracting and retaining members

When it comes to increasing membership, one size does not fit all, says Manoj Desai of the Membership Development and Retention Committee.

Understanding a region's unique needs, customs, and historic trends can greatly enhance the ability of district leaders to bring in new members and retain existing ones.

The RI Board of Directors recently approved the development of regional membership plans that take these differences into account. Most of these plans were approved by the Board in May. Some regions are still developing their plans and will submit them to the Board in November.

District Governors for 2011-12, 2012-13, and 2013-14 will receive their region's plan or be told the status of their region's plan by the beginning of their term.

By using these plans as a starting point in drafting membership and retention goals, along with an action plan to meet those goals, leaders will be better able to help RI meet the membership goal recently set by the Board: 1.3 million Rotarians by 30 June 2015.

"Members are the lifeline of Rotary International," says Desai. "The chief benefit of these regional membership plans is to make Rotary vibrant, have positive membership growth, and be the number one volunteer organization in future years."

The plans were created by a committee of Rotary leaders in each region, headed by the Rotary Director. Each region's strengths and weaknesses, opportunities and challenges, were taken into account in setting targets. Many of the plans included recommendations.

For example, India's regional plan encourages all club membership chairs to attend membership development seminars that will be created by Rotary coordinators and district leaders. The plan sets a goal of 10 percent membership growth each year through 2015.

"In India, Rotary leadership has challenged all the district leaders and they have accepted the challenge," says Desai.

Other recommendations from the plans:

- In the United Kingdom, Rotarians are developing a national publicity campaign to counter the public's lack of knowledge of what Rotary does. The plan also encourages increased use of social media to attract and retain members, as well as the selection



Regional membership plans offer recommendations for each region, based on its strengths and historical trends. One of the recommendations in several of the plans is to reach out to Rotary Foundation and program alumni. Rotary Images

of publicity photos of Rotarians actively serving, to counter the image of Rotary as elitist and stuffy.

- In North America, the plan recommends focusing on retention rates and addressing the reasons members are leaving. The plan suggests treating members as Rotary’s “customers” and identifying, defining, and promoting Rotary’s value to members.
- India’s plan recommends leaders make use of Rotary’s good public image in that country. Other strengths include a pool of young entrepreneurs with leadership aspirations and a growing economy.
- In Europe, strategies include conducting more informal club meetings, allowing more flexibility in attendance by measuring the frequency of involvement in service activities rather than meeting attendance, and staying in contact with alumni and inviting them to meetings.

Area Meeting Makeup Locations

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
<p style="text-align: center;">11:45 Farmers Branch Rotary Club, Holiday Inn Select Galleria Area 2645 LBJ Freeway Dallas, Texas</p> <p style="text-align: center;">Noon Richardson Rotary Club Canyon Creek Country Club 625 Lookout Drive</p>	<p style="text-align: center;">7:30 AM Frisco Sunrise Rotary Club Randy’s Steakhouse, 7026 W. Main St.</p> <p style="text-align: center;">Noon Farmersville Rotary Club O.E. Carlisle Civic Center 201 Orange St. @ Hill Street</p> <p style="text-align: center;">Noon Plano West Rotary Club Greek Isle Rest. @ 3309 N. Central Expressway</p>	<p style="text-align: center;">7:30 AM Prosper Rotary Club Gentle Creek Golf Club@ 3131 E. Prosper Trail</p> <p style="text-align: center;">Noon Allen Rotary Club Courtyard by Marriott @ 210 E. Stacy Road</p> <p style="text-align: center;">Noon Hurricane Creek Rotary 1800 Fairway Lane Anna</p> <p style="text-align: center;">Noon Prestonwood Rotary Club Prestonwood CC 15909 Preston Rd., Dallas</p> <p style="text-align: center;">Noon Richardson East Rotary Club Canyon Creek CC 625 Lookout Drive.</p>	<p style="text-align: center;">Noon Frisco Rotary Club Dave & Busters Stonebriar Centre</p> <p style="text-align: center;">7:00 PM Dallas Evening 415 W. 12th St. La Calle Dolce</p> <p style="text-align: center;">Noon Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p> <p style="text-align: center;">7:30 AM Melissa Rotary Hale Hall 1708 Harrison St.</p>	<p style="text-align: center;">7 AM Plano Sunrise Tino's Two Restaurant 2205 Avenue K</p> <p style="text-align: center;">Noon McKinney Rotary Club Ricks Chop House 107 N Kentucky st.</p> <p style="text-align: center;">Noon Richardson Central Hyatt Regency-North Dallas Hotel 701 E. Campbell</p> <p style="text-align: center;">Noon Park Cities Maggiano’s Little Italy 205 North Park Center, Dallas</p> <p style="text-align: center;">Noon Celina Rotary 320 S. Preston Rd TX Star Bank</p>
<p style="text-align: center;">Online Makeup www.rotaryclubone.org</p>				
<p>Edited 12/06/10</p>				

Heads Up! Programs and Events

August 22-----Scott Levine - Coeur d'Alene Ford Ironman
Sponsored by Bill Bilyeu

August 27-----Board Meeting – 7:00 AM at Market Street Culinary School

August 29-----Linda Terry

September 5-----Dave McSpadden – Membership

September 12----Club Assembly

September 19----Phyllis Davis

Today's Thoughts in Honor of

Chinese Valentine's Day– August 23

A child's life is like a piece of paper on which every person leaves a mark.

- Chinese Proverb

National Dog Day – August 26

The dog was created especially for children. He is the god of frolic.

- Henry Ward Beecher (1813 – 1887)

One day a mechanic was working late under a car and some brake fluid dripped into his mouth. "Wow! That stuff isn't too bad tasting," he thought. Next day he told his buddy about tasting the brake fluid. "Not bad," he said. "I think I'll have a little more today." His friend was a little concerned but didn't say anything.

Next day the mechanic told his friend about drinking a cup full of the brake fluid. "Great stuff! I think I'll have some more today." And so he did. A few days later, he was up to a bottle a day, and he told his friend, "This brake fluid is really great stuff."

His friend was now really worried. "You know that brake fluid is poison and is really bad for you. You'd better stop drinking that stuff."

"Hey, no problem," he said. "I can stop any time."



Member Name	Work	Home	Cell	Classification
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	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
Phyllis Davis			972-658-5800	Real Estate Broker
Lyle Froese		972-569-8843	972-523-8350	Ed Admin
Sandi Froese	903-815-4779	972-569-8843	903-815-4779	Ed Admin
James Kallman				Social Media
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	972-837-4474	972-670-1197	Comp. Software
Bryan Northington		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.
Bill Smith	972-731-4014	972-569-8811	985-774-4048	Financial
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
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
Douglas Wilson	972-431-8795	214-733-5700	214-794-7795	Sr. Business Analyst
Pamela Zeigler-Petty	972-398-4027	972-540-5383		Bank Mgt – Bus. Banking

Honorary Members

Connie Yeager

*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.*