



# McKinney Sunrise Rotary Club Sunrise Sentinel

September 14, 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 Lyle Froese



**Kelsey Smith**  
Director Corporate Communications  
Blockbuster

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)



## **Kelsey Smith – Director Corporate Communications**

BLOCKBUSTER L.L.C., founded in 1985 and headquartered in McKinney, Texas, is a leading global provider of in-home movie and game entertainment with over 5,000 stores throughout the Americas, Europe, Asia and Australia. The Company is one of the strongest and most recognizable entertainment brands in the world.



Blockbuster's stores are a ubiquitous neighborhood feature attracting over 50 million customers annually. Company-operated stores are open 365 days a year generally from 10 a.m. to midnight. Merchandise selection, quantity and formats are customized at the store level to meet the needs and preferences of local customers.

As the media entertainment industry has evolved, so too has BLOCKBUSTER. The Company is no longer just a chain of video stores. While transforming and diversifying its store-base continues as a company priority, BLOCKBUSTER now offers convenient access to media entertainment anywhere and any way consumers want it – whether in stores, by mail or digital download.

BLOCKBUSTER is the only company to provide convenient access to media entertainment across multiple channels, recognizing that the same customer may choose different ways to access media entertainment on different nights. Whether a customer selects traditional stores, by-mail, vending or digital download, BLOCKBUSTER is uniquely positioned as the only provider to deliver entertainment content across all channels – today and into the future.

On November 1, 2006, the Company introduced BLOCKBUSTER Total Access™, a movie rental program that gives online customers the option of exchanging their DVDs through the mail or returning them to a nearby participating BLOCKBUSTER store in exchange for free in-store movie rentals. With BLOCKBUSTER Total Access, customers no longer have to choose between renting online or renting in-store, and they never have to be without a movie. Blockbuster has the largest in-store presence of any company in the movie rental business, a growing online presence, and the capability -- currently, the only capability in the marketplace -- to integrate bricks-and-mortar with online.

In addition to the BLOCKBUSTER Total Access exchange program, the Company also continues to offer a variety of in-store programs at all of its U.S. company-operated stores designed to meet customer's needs. This includes its in-store movie rental subscription program, BLOCKBUSTER Movie Pass®, the Company's BLOCKBUSTER Game Pass® rental subscription program and BLOCKBUSTER Rewards®, a loyalty program designed to provide Blockbuster's customers with free rentals based on their number of in-store rentals. Additionally, the Company offers movie and game trading.

In 2011, the Company was purchased by DISH Network Corporation, through section 363 of the US Bankruptcy Code, following the filing of Chapter 11 Bankruptcy in September, 2010. BLOCKBUSTER now operates as a wholly owned subsidiary of DISH Network Corporation.

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## **John Hewko meets with Bill Gates on polio eradication**

General Secretary and CEO of Rotary International John Hewko met with Bill Gates, cochair of the Bill & Melinda Gates Foundation, 7 September in Seattle, Washington, USA, to discuss moving forward together to eradicate polio and continuing to energize Rotarians to see the eradication effort through to the finish.

"The meetings at the Gates Foundation were very productive," Hewko says. "Bill Gates recognized the enormous contribution of Rotary to the cause of polio eradication and the tremendous capacity of Rotarians to continue the fight. We identified several concrete opportunities to work even more closely together to achieve our mutual goal of a polio-free world."

Polio eradication is within reach. The Global Polio Eradication Initiative (GPEI) has made significant steps forward since the launch last year of its new strategic plan and the bivalent oral polio vaccine. Among the four polio-endemic countries, India has reported only one case of the disease so far this year. A recent report by the GPEI Independent Monitoring Board, while noting some concerns in meeting GPEI goals, nevertheless stated that India is "on track to interrupt transmission this year."

Polio cases worldwide decreased almost 50 percent during the first six months of 2011, compared with the same period in 2010.

Rotarians are raising funds for polio eradication as part of Rotary's US\$200 Million Challenge to match \$355 million in grants from the Gates Foundation. The resulting \$555 million will support immunization campaigns in developing countries where polio continues to infect and paralyze children, robbing them of their futures and compounding the hardships faced by their families.

As long as polio threatens even one child anywhere in the world, children everywhere remain at risk.

Rotarians can help end the disease by providing funding and reminding their communities and government leaders that polio still exists and causes tremendous suffering.

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## **NY club honors heroes in 9/11 anniv Remembrance**

The Rotary Club of New York will commemorate the 10th anniversary of the 9/11 attacks with a remembrance ceremony on 12 September, honoring the victims as well as the first responders who heroically spent days afterward looking for survivors.

The tribute luncheon at 11:30 a.m. at the Harvard Club will feature speeches by a New York firefighter, individuals who lost loved ones, and a representative of New York Downtown Hospital, which received a new ambulance funded by club contributions in the aftermath of the attacks.

It also will include readings of condolence and support letters from Rotarians worldwide, a screening of two tribute videos, and a harp and piano rendition of "Amazing Grace."

"We are coming together to show compassion for the victims' families, honor the heroes of 9/11, and thank contributors who gave our club the funds needed to give comfort and aid to

our community," says Helen Reisler, chair of the club's 9/11 committee, who was club president during the time of the attacks. "I also want the event to serve as a reminder of the spirit our members had after the tragedy, and to continue that spirit moving forward."

Three members of the Rotary Club of Oklahoma City, Oklahoma, will attend the event. After the attacks, the club contributed \$100,000 to a 9/11 fund set up by the New York club. A federal building in Oklahoma City was bombed in 1995.

The New York club raised more than \$1.4 million dollars after 9/11.

Artifacts from the tragedy will be on display during the luncheon, including a firefighter's helmet, a photo collage of all the firefighters who died, and images of club members helping out in the community in the days after the attack. "Just like many New Yorkers, our members forged a powerful bond with each other and were willing to help in any way possible without a second thought," Reisler says. "I hope this remembrance will give our club a sense of achievement on what we accomplished."

## 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 Embassy Suites, Gaylord &amp; Parkwood</p> <p><b>Noon</b> Farmersville Rotary Club O.E. Carlisle Civic Center 201 Orange St. @ Hill Street</p> <p><b>Noon</b> Plano West Rotary Club Greek Isle Rest. @ 3309 N. Central Expressway</p>	<p><b>7:30 AM</b> Prosper Rotary Club Gentle Creek Golf Club@ 3131 E. Prosper Trail</p> <p><b>Noon</b> Allen Rotary Club Courtyard by Marriott @ 210 E. Stacy Road</p> <p><b>Noon</b> Plano Metro Rotary Club Glen Eagles CC 5401 W. Park Blvd.</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 Club Dallas Baptist Univ. at Frisco 3211 Internet Blvd.</p> <p><b>Noon</b> Hurricane Creek Rotary Club Hurricane Creek Country Club 1800 Fairway Lane, Anna</p> <p><b>Noon</b> Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p>	<p><b>7 AM</b> Plano Sunrise Rotary Club 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 Rotary Club Hyatt Regency-North Dallas Hotel 701 E. Campbell</p> <p><b>Noon</b> Park Cities Rotary Club Maggiano's Little Italy 205 North Park Center, Dallas</p>
<p><b>Online Makeup</b> <a href="http://www.rotaryclubone.org">www.rotaryclubone.org</a></p>				
<p>Edited 12/06/10</p>				

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## **Heads Up! Programs and Events**

September 14-----Kelsey Smith – Blockbuster/Dish Network – Corp. Communications  
Sponsored by Lyle Froese  
September 21-----Weldon Copeland  
September 26-----Board Meeting – Market Street Culinary School  
September 28-----Tom Parker and Steve Goodman – RYLA  
October 5-----Jeff Caserotti  
October 12-----Nathan White  
October 19-----Mark Lowe

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

### **Citizenship Day – September 17**

Citizenship is a tough occupation which obliges the citizen to make his own informed opinion and stand by it.

- Martha Gellhorn (1908 – 1998)

### **International Talk Like a Pirate Day – September 19**

“There is nothing so desperately monotonous as the sea, and I no longer wonder at the cruelty of pirates.”

- James Russell Lowell (1819 – 1991)

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Mary Poppins decides to grow some vegetables. When she picks her crop in the autumn, her carrots, potatoes, onions, and spring beans have all failed, but her cauliflowers have grown a treat.

She picks them, cooks some for Sunday lunch in a cheese sauce, and they taste wonderful. After eating them for a week she notices two things. Firstly, her lips are full and glossy, unchapped, uncracked, and require absolutely no lip gloss to make them look full and pouty. Secondly, she has really awful bad breath, and even her cat won't come near her.

Pleased with her lips, however, and spotting a money-making idea, she contacts a big cosmetics company and explains about the lip-enhancing qualities of her cauliflower crop.

After a month of testing, the company buys the entire crop of cauliflowers for a phenomenal amount and requests that Mary grow some more as soon as possible.

The company proceeds to make lipstick out of them but experiences problems in the the final product manufacture. The lipstick does not gel correctly into a solid stick and ends up crumbling upon application. Quality controllers also find that, even as a lipstick, the bad breath remains and have to put it down as an unfortunate side effect.

As they are nearing their production deadline and advertes for this new wonder lip enhancer have hit the streets, the cosmetics company has no choice but to produce the packaging with the following caution.

Poppins' Pop-up Lip Enhancer: SUPER CAULI, FRAGILE LIPSTICK - EXPECT-HALITOSIS

<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
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
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.*