



# McKinney Sunrise Rotary Club Sunrise Sentinel

September 21, 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

Brian Loughmiller



Mayor – City of McKinney  
State of the City

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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## **Brian Loughmiller – Mayor – City of McKinney**



Brian S. Loughmiller was elected Mayor of McKinney in May 2009. He is currently managing partner at the law firm Loughmiller Higgins P.C., a McKinney law firm specializing in family law.

Mayor Loughmiller has been active in the community through volunteer work at church, McKinney ISD schools and city government. He previously served on City Council for six years from 2002 to 2008. Mayor Loughmiller was elected to represent District 4 and was appointed Mayor Pro Tem for three of his six years on the council. During his first tenure on City Council, he served as the liaison to the McKinney Airport Board, the McKinney Housing Authority, the McKinney Parks Board and the McKinney Community Development Corporation board.

Mayor Loughmiller is president of the Collin County Bar Association, belongs to the Dallas Bar Association and is a fellow with the American Academy of Matrimonial Lawyers. He has received many awards including recognition by the National Law Journal for one of the top 100 verdicts in 2001.

Before serving on the McKinney City Council, Mayor Loughmiller was a member of the McKinney Board of Adjustments, served on the McKinney Independent School District Community Redistricting Committee and is still active on the McKinney Chamber of Commerce Board of Directors. Other associations and organizations he devotes time to include the Collin County Bar Association, Leukemia and Lymphoma Society Team in Training, Stonebridge United Methodist Church and Sunrise Rotary Club in McKinney.

Mayor Loughmiller earned a bachelor's degree from Illinois State University and graduated from Case Western Reserve University School of Law. He and his wife, Donna, moved to McKinney in 1989. They have three children.

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## **Rotary: It's a FACT**

It's a fact that Rotary makes our communities a better place to live, provides opportunities for SERVICE and FELLOWSHIP, and it creates PEACE and GOODWILL. These are the things that keep us as members. This should be our focus when we have the opportunity to engage non-Rotarians in a discussion of Rotary. Some of us have been in Rotary so long that we give the classic 30 second elevator speech without hesitation and some of us need a fresh perspective. Consider our current global membership numbers when thinking how you will craft an engaging and memorable message for future discussion about Rotary:

Now, think about the message we really desire to instill in our colleagues, friends and families as we consider what part each of us plays in Rotary International's growth. In your message to others, consider the acronym RETAIN (Relatable, Engaging, Truthful, Authentic, Inspiring, Noteworthy) to help you convey an authentic and compelling message.

## Young Rotarian advocates a new approach to Rotary

Katie Ischkin, past president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, believes in a new approach to Rotary.

Her Rotary club, chartered in June 2010, has already grown to more than two dozen members, including 12 new Rotarians who were recruited in a three-month period. The club has signed up for its first Matching Grant and international service project and has participated in more than 10 community service or hands-on volunteer efforts.

Ischkin recently shared her ideas on how to attract young professionals with RI. As a "proud, young, female Rotarian," she is among only 2 percent of club members worldwide under the age of 30, and only 11 percent under 40.

"We need to focus on generating interest in young people for the future success of Rotary," she said. "We are faced today with the need to grow not just for the sake of numbers but to create strong, young, global leaders who are going to help continue the success of the Rotary organization."

Ischkin advocates a new outlook on membership and a different approach to club structure. As a change management consultant, she said she understands people's fear of change. But she stressed that her approach doesn't mean altering the core pieces of the organization or losing what Rotarians hold dear.

"What does change are what I call surface-level elements," she said. "The pieces that individual clubs have the power to shift and redesign, such as meeting times and locations, program structures, club member involvement, and committee formats."

### Manage expectations

Ischkin's club meets in the evening and lowers costs by not having meals. And it doesn't hold a traditional meeting every week: The third meeting of the month is a happy hour/networking event at different locations in the city, and the fourth meeting is a hands-on volunteering opportunity.

"We've also accepted that, with a younger membership, we have a higher rate of turnover, mainly because some members aren't quite settled on the city or their career," she says. "We can't be afraid of inviting members who may leave."

Ischkin added that it's important to understand the mindset of the new generation and manage expectations accordingly. Younger people are "always on the go and truly



Katie Ischkin, past president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, talks about attracting younger members to Rotary. *Rotary Images*

connected," she explained, whether it's through social networking, text messaging, or other means. They face a lot of pressure to be involved in multiple endeavors and to balance work and personal life. As a result, they may be "on call" with their careers, but they are no less dedicated to service.

"When you're trying to recruit younger members or even sponsor and start a New Generations Rotary club, take time with your club and committee to outline what your expectations are and whether they will align with the younger generation you are trying to attract and work with," she said. "Not every Rotary club can quickly shift gears to attract younger members; it takes time and baby steps."

But for many clubs, she said, "all it takes is opening up your minds and starting to think differently about the future of your club's membership."

## 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 21-----Brian Loughmiller – Mayor – City of McKinney  
Sponsored by Lyle Froese  
September 26-----Board Meeting – Market Street Culinary School  
September 28-----RYLA & Interact  
Sponsored by Tom Parker and Steve Goodman  
October 5-----Jeff Caserotti  
October 12-----Nathan White  
October 19-----Mark Lowe  
October 26-----Phyllis Davis  
November 2-----Rotaract

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

### Business Women's Day – September 22

"There is no royal flower-strewn path to success. And if there is, I have not found it, for if I have accomplished anything in life it is because I have been willing to work hard."

- [Madam C. J. Walker , First Woman Millionaire  
Entrepenuer \(1867 – 1919\)](#)

### Native American Day – September 23

..... everything on the earth has a purpose, every disease an herb to cure it, and every person a mission. This is the Indian theory of existence.

- [Mourning Dove \(Salish\) \(1888 – 1936\)](#)

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### On the Tarmac

One night at McChord Air Force Base, I was dispatched to check out the security fence where an alarm had gone off. The fence was at the end of the base runway. When I got to the scene, I found a raccoon was the culprit, so I ran around and flapped my arms to scare the animal away.

Suddenly an air-traffic controller came over the public-address system and announced loudly, "Attention to the airman at the end of the runway. You are cleared for takeoff."





<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.*