



McKinney Sunrise Rotary Club Sunrise Sentinel

October 5, 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 Jeff Caserotti



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



The Seven Habits of Highly Effective Rotarians:

Part II

VOCATION

They have respect for every vocation. Vocation and classification are the basis of Rotary. They firmly believe that each vocation provides a cog in the wheel and each one has its own importance, however insignificant it may appear by itself in comparison with others. They firmly subscribe to the view that each person should try to excel in whatever he is doing and try to help others to reach a higher level of efficiency in their work.

DISCIPLINE

They believe that no useful work can be achieved in a productive manner without discipline, both within and outside. They appreciate the value of self-discipline because they are aware that like charity, discipline begins at home. Not only do they practice discipline but will also enforce it when needed.

TIME, MONEY AND ENERGY

They know that they are in Rotary for a purpose. They fully realize that they have to earmark a certain amount of time, money and energy for Rotary as a part of being a Rotarian. They also realize that they are members of a society where all these three items are to be shared for their vocation, family and the community. They see to it that a proper balance is maintained while rationing out these commodities.

EMPATHY

They put themselves in the position of the other person, especially if the other person is in difficulty. They know that mere sympathy is never enough. They feel the pain and experience difficulties of others themselves. They also understand that what they are doing for the community is merely returning a very small part of what they have received from it. They know that it is only human to expect some kind of recognition for what they are doing but do not hanker after getting credit for it.

IMAGE OF ROTARY

There may be moments when they feel that all is not right with Rotary. They may feel that there is 'politics' in Rotary. They know that there are some elements in Rotary who should not be there. They, however, look at the good aspects of Rotary. In public and outside Rotary, they always make it a point to project the best face of Rotary. They would not like to let the public image of Rotary get tarnished.

Public is aware of Rotary, but unsure of what we do

Do your friends and co-workers know that you're a Rotarian? Do you tell acquaintances about your club's good works in the community or internationally?

Did you know that talking about your involvement in Rotary could significantly enhance the organization's image and boost public awareness? It's up to every Rotarian to tell the world what Rotary is and does.

According to a public image survey commissioned by Rotary International in 2010, people are much more likely to know about Rotary and perceive it positively as a charitable organization if they personally know a Rotarian. The finding is just one of many that could shape how clubs and districts promote Rotary in their communities.

RI commissioned the survey of 1,000 individuals in each of six countries -- Argentina, Australia, Germany, Japan, South Africa, and the United States -- to gauge the general public's awareness and perception of the organization. The results are consistent with those of a similar survey conducted in 2006: While respondents had heard of Rotary, they did not know much about what it does.

Building familiarity is not easy, says Pauline Leung, Rotary public image general coordinator. "Sometimes Rotarians are doing too many things and can get people confused about Rotary. We must have consistency when promoting the image of Rotary. Rotarians should receive training so they can clearly express our position, our vision, our values, and our areas of focus."

High awareness, low familiarity

The survey showed that awareness of Rotary varies from country to country, and culture to culture. Of the six countries surveyed, Australia had the highest proportion of respondents who said they were aware of Rotary (95 percent), while Germany had the lowest (34 percent).

But awareness of Rotary doesn't necessarily translate into familiarity with what it does. While almost everyone in Australia indicated an awareness of Rotary, only 35 percent of respondents said they had some familiarity with the organization. In South Africa, where 80 percent of respondents indicated they were aware of Rotary, only 23 percent said they had some familiarity with what it does.

The survey report concluded that public image efforts will need to be tailored to each country. It also noted that boosting awareness alone will not be enough to get the public to readily associate Rotary with good works, or to generate greater community involvement.

The survey further concluded that demographics play a significant role in whether people have heard of Rotary. The survey included a cross section of each country's population by age, gender, income level, and education level. In Japan, 67 percent of respondents age 40 or older said they had heard of Rotary, compared to only 38 percent of those younger than 40. In Argentina, 63 percent of the highest income bracket had heard of Rotary, while only 20 percent of the lowest income bracket had. The report concluded that clubs may need to gain a better understanding of what would increase interest among younger professionals.



Pauline Leung, Rotary public image coordinator from Taiwan, says it's important for Rotarians to promote a consistent message. A public image survey conducted by RI in 2010 indicates that many people know about Rotary, but not necessarily what the organization does. Rotary Images

Public perception and giving

The public's view of Rotarians differs somewhat from how Rotarians see themselves. More than 65 percent of respondents viewed Rotarians as charitable, respected, and caring. But only 26 percent selected the attribute women to describe Rotary, while more than 50 percent associated the organization with men. In other questions, more respondents said they associated club membership with men than with women. The survey concluded that Rotary is still being seen as a male-dominated organization. Work needs to be directed toward communicating opportunities for women to join.

Interest in contributing time or money to a Rotary club varied by nation. Interest was highest in South Africa, at 49 percent, and lowest in Japan, at 10 percent. The survey report concluded that because interest in contributing money varies by nation, Rotarians need to tailor marketing efforts to reflect local club initiatives.

The public's interest in joining a Rotary club is low. Among the countries surveyed, an average of only 16 percent of respondents said they would be likely to join a local Rotary club. More than 59 percent said they would be unlikely to join. In the United States, women were half as likely as men to report interest in joining.

Area Meeting Makeup Locations

| <i>Monday</i> | <i>Tuesday</i> | <i>Wednesday</i> | <i>Thursday</i> | <i>Friday</i> |
|---|---|---|--|---|
| <p>11:45 Farmers Branch Rotary Club, Holiday Inn Select Galleria Area 2645 LBJ Freeway Dallas, Texas</p> <p>Noon Richardson Rotary Club Canyon Creek Country Club 625 Lookout Drive</p> | <p>7:30 AM Frisco Sunrise Rotary Club Embassy Suites, Gaylord & Parkwood</p> <p>Noon Farmersville Rotary Club O.E. Carlisle Civic Center 201 Orange St. @ Hill Street</p> <p>Noon Plano West Rotary Club Greek Isle Rest. @ 3309 N. Central Expressway</p> | <p>7:30 AM Prosper Rotary Club Gentle Creek Golf Club@ 3131 E. Prosper Trail</p> <p>Noon Allen Rotary Club Courtyard by Marriott @ 210 E. Stacy Road</p> <p>Noon Plano Metro Rotary Club Glen Eagles CC 5401 W. Park Blvd.</p> <p>Noon Prestonwood Rotary Club Prestonwood CC 15909 Preston Rd., Dallas</p> <p>Noon Richardson East Rotary Club Canyon Creek CC 625 Lookout Drive.</p> | <p>Noon Frisco Rotary Club Dallas Baptist Univ. at Frisco 3211 Internet Blvd.</p> <p>Noon Hurricane Creek Rotary Club Hurricane Creek Country Club 1800 Fairway Lane, Anna</p> <p>Noon Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p> | <p>7 AM Plano Sunrise Rotary Club Tino's Two Restaurant 2205 Avenue K</p> <p>Noon McKinney Rotary Club Ricks Chop House 107 N. Kentucky St.</p> <p>Noon Richardson Central Rotary Club Hyatt Regency-North Dallas Hotel 701 E. Campbell</p> <p>Noon Park Cities Rotary Club Maggiano's Little Italy 205 North Park Center, Dallas</p> |
| <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Online Makeup www.rotaryclubone.org</p> </div> <p>Edited 12/06/10</p> | | | | |

Heads Up! Programs and Events

October 5-----Jeff Caserotti
October 12-----Nathan White
October 19-----Sam Zarro – Rotary Youth Exchange
 Sponsored by Mark Lowe
October 24-----Board Meeting – Market Street Culinary School
October 26-----Phyllis Davis
November 2-----Daniel K. Long – Rotaract
 Sponsored by Sandi Froese
November 9-----Trevor Castilla

Today's Thoughts in Honor of

World Teachers Day – October 5

"Men exist for the sake of one another. Teach them then or bear with them."
- Marcus Aelius Aurelius (121 AD – 180 AD)

Bald and Free Day – October 7

I don't consider myself bald, I'm just taller than my hair.
- Lucius Annaeus Seneca (4 BC – 65 AD)

A photographer for a national magazine was assigned to take pictures of a great forest fire. He was advised that a small plane would be waiting to fly him over the fire. The photographer arrived at the airstrip just an hour before sundown.

Sure enough, a small Cessna airplane was waiting. He jumped in with his equipment and shouted, "Let's go!" The tense man sitting in the pilot's seat swung the plane into the wind and soon they were in the air, though flying erratically.

"Fly over the north side of the fire," said the photographer, "and make several low-level passes." "Why?" asked the nervous pilot. "Because I'm going to take pictures!" yelled the photographer. "I'm a photographer, and photographers take pictures."

After a long pause, the "pilot" replied: "You mean, you're not my instructor?"



| Member Name | Work | Home | Cell | Classification |
|----------------------|--------------|--------------|--------------|-------------------------|
| 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 |
| 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 | | 972-547-4958 | 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. |
| Juli Smith | 972-562-6996 | 972-562-1866 | 972-658-9977 | Non-Profit |
| Bill Smith | 972-731-4014 | 972-569-8811 | 985-774-4048 | Financial |
| Dennis Snavely | 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.*