



McKinney Sunrise Rotary Club Sunrise Sentinel

October 9, 2013

Officers and Directors 2013 – 2014

President	Bill Smith
President Elect	Steve Mitas
Secretary	Dennis Snavelly
Treasurer	Weldon Copeland
Vice President, Fund Raising	Jeff Caserotti
Club Service Director	Phyllis Davis
Vocational Service Director	Gene Sera
New Generations Director	Sandi Froese
Community Service Director	Tom Parker
International Service Director	Pam Petty
Publicity Chair	Stacey Kemp
Rotary Foundation Chair	Fred Bahrenburg
Sunrise Sentinel Editorian/Webmaster	Gary Taylor
Sergeant-at-Arms	Bill Bilyeu

Past Presidents

2012-13	Gary Taylor
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

Rotary District 5810

District Governor	Ean Sullivan, Plano Rotary
District Governor Elect	Bill Dendy, De Soto Rotary
District Governor Nominee	Larry Webb, Prestonwood

Rotary International

President Ron Burton, Norman, OK Rotary, USA

Club Meeting Time and Location

07:30 Wednesday Morning
Eldorado Country Club
McKinney, TX

Today's Program

Sponsored by Steve Mitas



Membership Recruitment & Development

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



Welcome to Rotary

Becoming a Rotarian connects you with a diverse group of professionals who share your drive to give back. Over a meal or coffee, or even online, you'll:

- Discuss your community's needs and discover creative ways to meet them
- Expand your leadership and professional skills
- Catch up with good friends and meet new ones

We have clubs and programs that can help you increase these skills, gain world understanding, and make lifelong friendships—all while making a real difference in your community.

- Rotaract is for emerging leaders ages 18–30 who want to develop their professional and leadership skills while helping others.
- Interact is for students ages 12–18 who have an interest in community service and global exchange. Interact clubs are often affiliated with a local school.
- Rotary Youth Leadership Awards (RYLA) is a leadership training program for young people, run by local clubs.

Rotary unites people from all continents, cultures, and occupations—it's truly one of our greatest strengths. Our members are leaders in their fields and communities. Our diverse perspectives help us to see problems differently—and help us solve them in communities throughout the world.

Through Rotary, our members find many ways to meet, exchange ideas, and make lifelong friendships, including:

- Weekly club meetings
- Online discussion boards
- Interest-based affinity groups
- Local events
- Our annual international convention

Rotary members unite at home and across the globe to put our experience and knowledge to work tackling our most pressing challenges. We focus our efforts in six areas: promoting peace, preventing diseases, providing access to clean water and sanitation, enhancing maternal and child health, improving basic education and literacy, and helping communities develop.

We are especially dedicated to ending polio in our lifetimes. Rotary members have persevered in this fight since 1979 and have now helped eradicate polio in all but three countries worldwide.

When you give to Rotary, you support the work we do in your community and around the world. We are a responsible organization that uses nearly 90% of our funding for program expenses. For adult professionals, Rotary clubs often sponsor groups of people with similar occupations to share their expertise and make an impact in countries around the world.

We use our knowledge of local issues to identify areas of need, then apply our expertise and diverse perspectives to the problem. Rotary members are most likely at work in your community right now feeding the hungry, tutoring children, maintaining parks, and more. You can help.

ROTARY LAUNCHES ITS “STRENGTHENING ROTARY” GLOBAL PUBLIC IMAGE INITIATIVE

Together with global strategic branding firm Siegel+Gale(www.siegelgale.com), Rotary today announced the launch of its global public image initiative “Strengthening Rotary” to enhance and amplify the volunteer service organization’s great story, visual identity and digital experience.



The global organization includes Rotary, Rotary International, The Rotary Foundation and more than 34,000 clubs worldwide. Its membership comprises neighbors, community leaders and global citizens who come together to exchange ideas and take action to improve communities around the world.

“Rotary has had a tremendous global impact over the past 100 years—including the decades-long charge to eradicate polio; however, much of the organization’s collective contributions were not being fully recognized by the public,” said Rotary International President Ron D. Burton. “So in 2011, we engaged Siegel+Gale to help us clearly communicate who we are and what we do for greater understanding, relevance and impact.”

Through extensive global research, Siegel+Gale discovered that Rotary had all the necessary strengths for greatness—it just needed to communicate its differentiated approach and impact in terms that were clear and compelling to its audiences.

“Our team worked collaboratively and tirelessly with Rotary—with input from thousands of Rotarians—to crystallize Rotary’s essence, amplify its voice, and activate its values,” said David Srere, co-CEO and chief strategy officer of Siegel+Gale. “Rotary is a tremendously impressive global organization, and the team’s challenge was to dramatize the breadth and depth of its impact. Harnessing the power of simplicity, together we cut through the volume and complexity of the organization to present a clear, credible and compelling story.”

Working with a global steering committee, the Board of Directors of Rotary International and the Trustees of the Rotary Foundation, Siegel+Gale helped Rotary to elevate the benefit of bringing together diverse perspectives to solve problems, and, ultimately, define the type of impact Rotary creates—community impact scaled globally. The team then developed a brand architecture framework that clearly signaled how both members and non-members can engage with Rotary—join leaders, exchange ideas and take action through local and global service projects.

“Rotary has an identity that’s recognized around the world,” said Justin Peters, global executive creative director of Siegel+Gale. “The team didn’t set out to reinvent the wheel (logo). On the contrary, the goal was to celebrate the wheel’s heritage and build upon an identity that has unified and inspired Rotarians for over a century. The new identity enables the organization to move forward with a stronger, more consistent visual expression. While the design system better aligns Rotary communications, it also provides enough flexibility that each club can have its own creative voice within the framework.”

Next, Siegel+Gale and Rotary tackled the organization's digital experience. To elevate Rotary's collective impact and deliver on its new public image strategy, two sites were developed—based on the brand architecture framework—to meet the needs of Rotary's dual audiences.

“Together, My Rotary and Rotary.org convey the organization's global vantage point and its active engagement in communities around the world,” said Thomas Mueller, chief experience officer at Siegel+Gale. “In eight languages and with a responsive site design approach that provides an optimal experience across platforms—from desktop to mobile—Rotary is now fully equipped for the new digital age.”

Working through the lens of simplicity, Siegel+Gale was able to help Rotary communicate its global impact in a manner that is relevant and meaningful to its various audiences across all points of interaction.

“Rotary is an organization defined by the compassion and great work of its members. With our new public image platform, visual identity and digital experience, Rotary's passion for a better world is now at the forefront for all to see,” said Rotary International General Secretary John Hewko.

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="margin: 0;">Online Makeup www.rotaryclubone.org</p>				
<p>Edited 12/06/12</p>				

Heads Up! Programs and Events

October 9-----Membership Development

October 16-----Paul Lebon – Humanitarian work in Cuba

October 23-----TBA

October 30-----TBA

Today's Thoughts in Honor of

Emergency Nurses Day – October 9

Nursing is an art: and if it is to be made an art, it requires an exclusive devotion as hard a preparation, as any painter's or sculptor's work; for what is the having to do with dead canvas or dead marble, compared with having to do with the living body, the temple of God's spirit? It is one of the Fine Arts: I had almost said, the finest of Fine Arts.

- Florence Nightingale (1820 – 1910)

Old Farmers Day– October 12

When man works hard, the land is not lazy.

- Anonymous

A man owned a small farm in South Georgia. The Wage and Hour Department claimed he was not paying proper wages to his help and sent an agent to interview him.

"You just give me a list of your employees and tell me how much you pay them."

"All right," said the farmer. "I have a hired man. Been with me for three years. I pay him \$600 a week, plus room and board. I have a cook. She's been here six months. She gets \$500 a week plus room and board."

"Anybody else?" asked the agent as he scribbled on a note pad.

"Yeah," the farmer said. "This guy is none too bright. Works about eighteen hours a day. I pay him ten dollars a week and give him chewing tobacco."

"Aha!" the agent roared. "I want to talk to that man!"

"Speaking," said the farmer.



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
Ruben Delgado	972-548-3728	972-548-0326	214-686-6998	County Engineer
Lyle Froese		972-569-8843	972-523-8350	Ed Admin
Sandi Froese	903-815-4779	972-569-8843	903-815-4779	Ed Admin
Leigh Hornsby	214-551-5401			Public Information
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
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
Scott Parker	214-385-4142	972-727-9852	214-287-0737	Financial Consultant
Tom Parker	972-540-2180	972-540-2180	972-832-5590	Ed. Admin – Pers.
Larry Offerdahl		972-562-5722	806-672-0680	Retired Parks and Rec
Gene Sera	972-542-0095	972-548-7884	972-670-7400	Defense Attorney
Bill Smith	972-731-4014	972-569-8811	985-774-4048	Financial
Juli Smith	972-562-6996	972-562-1866	972-658-9977	Non-Profit
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
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

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.*