



McKinney Sunrise Rotary Club Sunrise Sentinel

November 19, 2014

Officers and Directors 2014 – 2015

| | |
|--------------------------------------|-----------------|
| President | Steve Mitas |
| President Elect | Larry Offerdahl |
| Secretary | Gary Taylor |
| Treasurer | Dennis Snavely |
| Vice President, Fund Raising | Chuck Koehler |
| Club Service Director | Phyllis Davis |
| Vocational Service Director | Ruben Delgado |
| Youth Services Director | Gene Sera |
| Community Service Director | Scott Parker |
| International Service Director | Trevor Castilla |
| Publicity Chair | Stacey Kemp |
| Rotary Foundation Chair | Fred Bahrenburg |
| Sunrise Sentinel Editorian/Webmaster | Gary Taylor |
| Sergeant-at-Arms | Ed Miles |

Club Meeting Time and Location

07:30 Wednesday Morning
Eldorado Country Club
McKinney, TX

Today's Program

Sponsored by Larry Offerdahl

Past Presidents

| | |
|--------------|----------------------|
| 2013-14..... | Bill Smith |
| 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 |



Eppy Thern
Shiloh Place

Rotary District 5810

| | |
|--------------------------------|--------------------------------|
| District Governor | Bill Dendy De Soto Rotary |
| District Governor Elect | Larry Webb, Prestonwood Rotary |
| District Governor Nominee..... | Bill Dendy, E-Club |

Rotary International

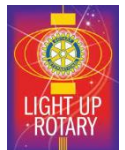
| | |
|----------------|--|
| President..... | Gary C.K. Huang, Taipei Rotary, Taiwan |
|----------------|--|

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



Eppy Thern – Shiloh Place

Shiloh Place is a ministry to single moms and their children that offers housing, childcare and tuition assistance for up to two years. We are a temporary stop on the road from poverty to stability; however it takes commitment and hard work.

A mom at Shiloh Place is extremely busy. Some of our expectations include:

- Be enrolled full-time in a degree or certificate program
- Work part-time
- Attend at least weekly case management sessions - Sessions include:
 - Review short term and long term goals and current progress
 - Create budget and establish financial accountability
 - Address struggles or concerns in parenting, school, life issues, etc.
- Participate in weekly Life Skills classes - Topics include:
 - Parenting
 - Financial management
 - Boundaries
 - Forgiveness
- Pass weekly house checks of their apartment

Staff and mentors walk alongside our moms to encourage, guide, bring accountability and pray with them. We offer opportunity and assistance, but it is the hard work and determination of the mom, partnered with a willingness to grow and change, that brings about their success. It is our desire that when a mom is re-launched into the world, she is equipped to not only financially provide for herself and her children, but that she has the skills and confidence to be the woman and mother that God called and designed her to be. It is our further prayer, that this stopping place will help her to establish a generational legacy of stability, accomplishment and foundation in Christ.

Providing Hope and a Future

With your financial partnership it becomes possible to reach our ministry goal: to see these single mothers become the women and mothers God has created and called them to be!

Our greatest costs mirror the costs a single mother would have on her own: childcare and housing.

Your one time gift or monthly partnership meets the immediate need of our families and establishes a foundation for a sustainable future! Please pray about how you can be a part of making a difference today and for generations to come!



Get Your Event Noticed on Social Media

Susanne Rea saw how social media propelled an event to raise money for polio eradication, and figured she could use the same tools to encourage Rotary clubs around the world to hold similar fundraising meals. To date, clubs and districts have raised over \$1 million for Rotary's polio eradication campaign through more than 600 dining events.

"At the peak of our registrations, it became an almost around-the-clock commitment," says Rea, a member of the Rotary Club of Cairns Sunrise in Queensland, Australia. "Social media really gave our project momentum."

In early January, Rea consulted her friend Mukesh Malhotra, a member of the Rotary Club of Hounslow, Greater London, England, and a past governor of District 1140, about her idea to encourage clubs to hold a meal to celebrate Rotary's anniversary on 23 February and benefit the polio eradication campaign. Their clubs agreed on a joint project, which they called the World's Greatest Meal, to spread the word. A Facebook page was launched, then a website, and a video was created for YouTube. As a result, hundreds of individual clubs promoted their own meal events through their Facebook pages.

What Rea did for her event, you can do for yours; all it takes is a little bit of social media know-how. We consulted several Rotary members with the right sort of expertise and came up with this list of "must-do's":

1. **Create a page** for your event on Facebook.

When creating an event page, add some news before inviting friends. Keep the text short and snappy, bearing in mind that social media is designed to entertain. Avoid Rotary jargon and abbreviations. You want your page to sound like what you would say to a friend who doesn't know anything about Rotary.

2. **Use active photos** that show people doing things.

Photos of active people having fun will generate the excitement you want to portray far better than check-passing photos or group shots. Get up close for compelling portraits. Five photos provide a good start for a Facebook post or gallery. You can tag people in the photos so they appear on their timeline, but don't go overboard.

3. **Use [Twitter](#)** and hashtags often.

Rotarian Rich Lalley, who manages social media campaigns for District 6440 in suburban Chicago, explains why Twitter is absolutely essential.

"Every reporter in the world uses Twitter; they are addicted to it, and use it constantly to get story ideas," he says. "Why would you not want to use it?"

Using one or two hashtags per post makes your posts visible to anyone who shares your interest. For example, Rotary is using #ricon15 to amplify our message and generate enthusiasm about the [Rotary International Convention in São Paulo](#) in 2015. And the hashtags #endpolio and #WorldPolioDay built excitement about polio eradication and [Rotary's live-streamed event](#) on World Polio Day, 24 October.

4. **Get all members involved** in social media.

Social media works as a public relations tool because likes, shares, and comments spread the original message beyond the creator's immediate network and into the networks of friend's friends. It's much like a stone skipping across a pond: Each bounce produces new ripples. Every member needs to play a role in sharing posts.

5. Spend a little money on a Facebook ad.

Facebook has made changes over the years that limit the number of people who automatically see your posts. In the past, Lalley explains, posts would be seen by 60 to 80 percent of the people in your network. "Today, you are lucky if 8 percent of your network sees any of your posts," he says.

The good news, Lalley says, is that an investment of as little as \$25 to \$50 can boost your reach significantly. For example, if your club is planning a 5K race, you can take out an ad that targets people who live a certain distance from your community and who are runners, and reach several thousand people.

"If you want people to see your post or if you want to target people who have an interest in your event, a Facebook ad is really an inexpensive way to get results" Lalley notes.

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</p> <p>Farmers Branch Rotary Club, Holiday Inn Select Galleria Area 2645 LBJ Freeway Dallas, Texas</p> <p style="text-align: center;">Noon</p> <p>Richardson Rotary Club Canyon Creek Country Club 625 Lookout Drive</p> | <p style="text-align: center;">7:30 AM</p> <p>Frisco Sunrise Rotary Club Randy's Steakhouse, 7026 W. Main St.</p> <p style="text-align: center;">Noon</p> <p>Farmersville Rotary Club O.E. Carlisle Civic Center 201 Orange St. @ Hill Street</p> <p style="text-align: center;">Noon</p> <p>Plano West Rotary Club Greek Isle Rest. @ 3309 N. Central Expressway</p> | <p style="text-align: center;">7:30 AM</p> <p>Prosper Rotary Club Cotton Gin Cafe@ 204 W. Broadway</p> <p style="text-align: center;">Noon</p> <p>Allen Rotary Club Courtyard by Marriott @ 210 E. Stacy Road</p> <p style="text-align: center;">Noon</p> <p>Hurricane Creek Rotary 1800 Fairway Lane Anna</p> <p style="text-align: center;">Noon</p> <p>Prestonwood Rotary Club Prestonwood CC 15909 Preston Rd., Dallas</p> <p style="text-align: center;">Noon</p> <p>Richardson East Rotary Club Canyon Creek CC 625 Lookout Drive.</p> | <p style="text-align: center;">Noon</p> <p>Frisco Rotary Dave & Busters Stonebriar Centre</p> <p style="text-align: center;">7:00 PM</p> <p>Dallas Evening 415 W. 12th St. La Calle Dolce</p> <p style="text-align: center;">Noon</p> <p>Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p> <p style="text-align: center;">7:30 AM</p> <p>Melissa Rotary Hale Hall 1708 Harrison</p> <p style="text-align: center;">5:15 PM</p> <p>McKinney Sunset Louisiana St. Grill 350 E Louisiana</p> | <p style="text-align: center;">7 AM</p> <p>Plano Sunrise Tino's Two Restaurant 2205 Avenue K</p> <p style="text-align: center;">Noon</p> <p>McKinney Rotary Club Ricks Chop House 107 N Kentucky st.</p> <p style="text-align: center;">Noon</p> <p>Richardson Central Hyatt Regency- North Dallas Hotel 701 E. Campbell</p> <p style="text-align: center;">Noon</p> <p>Park Cities Maggiano's Little Italy 205 North Park Center, Dallas</p> <p style="text-align: center;">Noon</p> <p>Celina Rotary 320 S. Preston Rd TX Star Bank</p> |
| <div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p style="margin: 0;">Online Makeup</p> <p style="margin: 0;">www.rotaryclubone.org</p> </div> | | | | |
| <p>Edited 12/06/12</p> | | | | |

Heads Up! Programs and Events

Nov 19----- Eppy Thern – Shiloh Place

Nov 20----- Rotary Club Assembly

Nov 26-----Dark – Thanksgiving

Nov 27-----Dark – Thanksgiving

Dec 3-----Club Assembly

Dec 4----- Amy Miller, Media & Publicity Director, Texas Legends Basketball Team

Dec 7-----Christmas Party – Mitas Hill

Today's Thoughts in Honor of

Have a Bad Day Day – November 19

I felt sorry for myself because I had ragged shoes until I met a man who had no feet.

- David J. Schwartz (1927 – 1987)

Universal Childrens Day – November 20

The children now love luxury; they have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise. Children are now tyrants, not the servants of their households. They no longer rise when elders enter the room. They contradict their parents, chatter before company, gobble up dainties at the table, cross their legs, and tyrannize their teachers.

- Socrates (470 BC – 399 BC)

Two delicate flowers of Southern womanhood were conversing on the porch swing of a large white-pillared mansion. The first woman said, "When my first child was born, my husband built this beautiful mansion for me."

The second woman commented, "Well, isn't that nice."

The first woman continued "When my second child was born, my husband bought me that fine Cadillac automobile you see parked in the drive."

Again, the second woman commented, "Well, isn't that nice."

The first woman boasted "Then, when my third child was born, my husband bought me this exquisite diamond bracelet."

Yet again, the second woman commented "Well, isn't that nice."

The first woman then asked her companion, "What did your husband buy for you when you had your first child?"

The second woman replied "My husband sent me to charm school."

"Charm school!" the first woman cried "Iand sakes, child, what on Earth for?"

The second woman responded, "So that instead of saying 'who cares?', I learned to say 'Well, isn't that nice.'"

| Member Name | Work | Home | Cell | Classification |
|----------------------|--------------|--------------|--------------|-----------------------------|
| Ron Baker | | | 541-420-9396 | Retired |
| 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 | | 214-850-4841 | Auto Insurance |
| Trevor Castilla | 972-569-9193 | 972-529-6534 | 469-371-5409 | Civil Engineer |
| 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 |
| Rebecca Drekmann | 972-548-5539 | | 214-250-6627 | Public Health |
| Lyle Froese | | 972-569-8843 | 972-523-8350 | Ed Admin |
| Sandi Froese | 903-815-4779 | 972-569-8843 | 903-815-4779 | Ed Admin |
| Marc-Andre Gagnon | | 214-227-6744 | 469-247-1894 | Leadership – Bus Consult |
| 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 |
| Scott Stineman | 972-332-4663 | 214-384-4018 | | Wholesale Insurance |
| 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 |
| Jason Woodward | 972-338-3022 | | 954-444-2709 | eCommerce |
| Pamela Zeigler-Petty | 972-407-3643 | | 214-471-3830 | Bank Mgt – Bus. Banking |

Honorary Members

Donas Cole

Connie Yeager

Linda Terry

*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.*