



# McKinney Sunrise Rotary Club Sunrise Sentinel

December 5, 2012

## Officers and Directors 2012 – 2013

President	Gary Taylor
President Elect	Bill Smith
Secretary	Dennis Snavely
Treasurer	Weldon Copeland
Vice President, Fund Raising	Jeff Caserotti – Bill Smith
Club Service Director	Phyllis Davis
Vocational Service Director	Nathan White
New Generations Director	Sandi Froese
Community Service Director	Tom Parker
International Service Director	Donas Cole
Rotary Foundation Chair	
Sunrise Sentinel Editorian/Webmaster	Gary Taylor
Sergeant-at-Arms	Bill Bilyeu

## Past Presidents

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
1996-97	Pat Beaman
1995-96	Linda Terry

## Rotary District 5810

District Governor	Sandy Forster, Garland Rotary
District Governor Elect	Ean Sullivan, Plano Rotary
District Governor Nominee	Bill Dendy, De Soto Rotary

## Rotary International

President ..... Sakuji Tanaka, Yashio, Saitama, Japan

## Club Meeting Time and Location

07:30 Wednesday Morning  
Eldorado Country Club  
McKinney, TX

## Today's Program

Sponsored by Dennis Snavely

Alex Fender



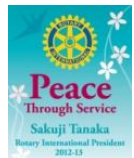
Founder & CEO  
Funnel Science

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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## **Alex Fender – Funnel Science**

We Are Not An SEO Company! Funnel Science is a marketing support agency that works with brands & and their agencies to develop and hone their online sales funnels.

Funnel Science was coined in 2009 by Alex Fender, a Google Certified Marketing consultant who developed a process using science to control, test and measure purchasing behavior to predict the performance of internet marketing campaigns.

It took more than 2 years to develop Funnel Science technology, software and statistical modeling and in the spring of 2011, research & development was complete and the science was proven to work.

In 2012, Alex was 1 of only a handful of Google Marketing Experts personally invited by Google to enter into the 2012 Google Engage All-Stars Competition. Alex and his team outperformed his colleagues and were announced prize winners on June 21, 2012.

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## **The Four Way Test**

How did The 4-Way Test Story begin? It started in 1932. It's author Herbert J. Taylor had just become president of Club Aluminum Products Company in Chicago, Illinois. The company employed 250 people, was bankrupt -- over \$400,000 in debt (equal to about \$4.3 million today). The country was in the midst of what we know today as The Great Depression. Not an ideal time to be in the hole financially!

Could these 4 questions help? Mr. Taylor was a Christian businessman who believed that in right there is might. He believed that ethical conduct played an important role in relationships. He felt that if the company's leadership and its employees were encouraged to think right, they would act right. What was needed was some sort of ethical code or yardstick which they could easily memorize and apply to what they thought, said or did in relationships with -- co-workers, vendors, and especially clients and customers.

In answer to prayer one evening, came The 4-Way Test. He tried it himself for 60 days. An enlightening test! Quite a few of the company's current business practices did not seem to stand up under its scrutiny. After 60 days, Mr. Taylor, himself a Methodist, discussed it with four of his department heads, by faith, a Christian Scientist, a Roman Catholic, an Orthodox Jew and a Presbyterian. He asked if the Test was contrary to anything in their faith. Each of them answered "no." They agreed to memorize and use the Test in their business decisions. Soon the company adopted it as its official policy for business conduct. He had the Test copyrighted. Five years later the company paid off the last of the \$400,000 debt with interest and distributed over a million dollars in dividends to stockholders -- all in spite of the continuing Great Depression.

Rotary International Adopts the Test. An active Rotarian in the Chicago Club, Mr. Taylor shared how the Test had helped his business. In the early 1940's The 4-Way Test was adopted by Rotary International's board and became a vital part of their Vocational Service Programs. In 1954-1955 Mr. Taylor served as President of Rotary International. This was Rotary's 50th Anniversary year and Mr. Taylor made the cover of Newsweek's February 28th, 1955 issue.

## Rotary News in Brief from Around the Globe

More than 50 Interactors from District 9710 (Australia) gathered at Laurel Hill Forest Lodge in June for a weekend of learning and camaraderie at the district Interact conference.

The Interact Club of Tumbarumba, chartered in 2011, hosted the event. The Interactors, together with exchange students from Belgium, Brazil, and Canada, learned to build an outdoor survival shelter and discussed topics such as bullying. They also found out about local and international Interact club projects and used Skype to talk with exchange students in Sweden and Switzerland.

**Canada** The Stampede Roundup is an outdoor music festival in Calgary, Alta., that features artists from around the world. It's also the Rotary Club of Calgary's largest fundraiser. The 17th annual festival was held on 11 July and attracted a record 17,500 people.

The event, which netted more than C\$250,000 this year, benefits terminally ill children at Alberta's first pediatric hospice. Performers at this year's Stampede Roundup included the Tragically Hip, Matthew Good, and 54-40.



**England** In the depths of last winter, Terry Williams, of the Rotary Club of Swindon North, decided to pitch a ShelterBox tent in the town square and live in it for a week. Williams endured seven nights of below-freezing temperatures to raise funds for and publicize ShelterBox, a nonprofit started by British Rotarian Tom Henderson. Williams received visitors from local schools and his Rotary club, and nearby businesses provided warm meals. By the end of the week, Williams, who had aimed to raise £3,000 for ShelterBox, had brought in over £8,000. He donated a portion of that amount to the End Polio Now campaign.

**Mexico** In Mexico City, home to more than 8.5 million people, municipal water resources are often strained. Heart 2 Heart, a project of District 4170 (Mexico) and seven districts in Illinois, Indiana, Louisiana, and Tennessee, USA, has installed clean water systems in over 50 schools there. Steel tanks holding 2,640 gallons of water are connected to a school's internal plumbing system to provide clean water for drinking and hand washing. Local Rotarians organize the construction and delivery of the water tanks, which cost \$3,500 each and should last up to 40 years. Area club members also assist with installation and plumbing, and train school officials in maintenance. The government fills the tanks weekly, at no cost to the schools or Rotarians. Heart 2 Heart plans to install tanks at an additional 50 to 60 schools.

**Tanzania** People who send or read text messages while driving look away from the road for an average of 4.6 seconds. At 55 miles per hour, that's all the time it takes for a car to travel 100 yards, or the length of a football field. The Rotary Club of Dar-es-Salaam, in association with Tanzanian police and private companies, organized a monthlong public service campaign in March to warn motorists about the dangers of using phones while driving. The club printed pamphlets and bumper stickers with the slogan "Driving + Phone = Death" and worked with police and Home Affairs Ministry officials to distribute them. The slogan also appeared on a billboard, and local radio stations broadcast a jingle created for the campaign.

**USA** Run-down and plagued by gang violence, Closter Park in Salinas, Calif., will soon get a makeover with the help of local Rotary clubs, as well as clubs in India and Mexico. The Rotary Club of Salinas is leading the project, which aims to make the park a safe haven for families. Rotarians installed benches, picnic areas, and a gazebo and are organizing youth activities and cultural events. The clubs have raised about \$450,000 in cash and in-kind donations.

**Venezuela** Rotarians in the city of Barquisimeto, concerned about a growing incidence of HIV/AIDS, worked with local physicians to develop a curriculum for high school students on the risk factors associated with sexually transmitted diseases. Basing their program on one started by the Rotary Club of Cortland, N.Y., USA, to prevent teen pregnancies, members of the Rotary Club of Barquisimeto-Nueva Segovia trained student leaders to teach and mentor their classmates. As part of the effort, all students are urged to be tested for HIV. The program has become a model for Rotary clubs in Colombia, Honduras, Belize, and Mexico, among other countries.

## 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 Randy's Steakhouse, 7026 W. Main St.</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> Hurricane Creek Rotary 1800 Fairway Lane Anna</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 Dave &amp; Busters Stonebriar Centre</p> <p><b>7:00 PM</b> Dallas Evening 415 W. 12<sup>th</sup> St. La Calle Dolce</p> <p><b>Noon</b> Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p> <p><b>7:30 AM</b> Melissa Rotary Hale Hall 1708 Harrison St.</p>	<p><b>7 AM</b> Plano Sunrise 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 Hyatt Regency-North Dallas Hotel 701 E. Campbell</p> <p><b>Noon</b> Park Cities Maggiano's Little Italy 205 North Park Center, Dallas</p> <p><b>Noon</b> Celina Rotary 320 S. Preston Rd TX Star Bank</p>
<p><b>Online Makeup</b> <a href="http://www.rotaryclub.org">www.rotaryclub.org</a></p>				
<p>Edited 12/06/10</p>				

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## Heads Up! Programs and Events

December 5-----Dennis Snavelly  
December 9-----Club Christmas Party – At Steve Mitas House – 5:00 PM  
December 12-----Christmas Party will serve as meeting for this week  
December 19-----Nathan White  
December 26-----Dark  
January 2-----Dark  
January 9-----Douglas Wilson

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

### Letter Writing Day – December 7

In human intercourse the tragedy begins, not when there is misunderstanding about words, but when silence is not understood.

- Henry David Thoreau (1817 – 1862)

### International Children's Day – December 9

"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 (469 BC – 399 BC)

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Seen in my local paper's "readers sales" section.

FOR SALE BY OWNER

Complete set of Encyclopedia Britannica. 45 Volumes.  
Excellent condition. \$500 or best offer.

Reason for sale: No longer required. Son turned fourteen last week. Now knows everything.



<b>Member Name</b>	<b>Work</b>	<b>Home</b>	<b>Cell</b>	<b>Classification</b>
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
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	972-837-4474	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.
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
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
Douglas Wilson	972-431-8795	214-733-5700	214-794-7795	Sr. Business Analyst

### **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.*