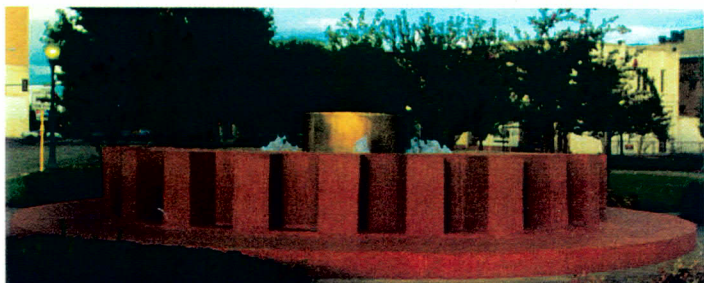


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The Rotary Fountain, Downtown Beaumont

Photo by Mark Low Imagery

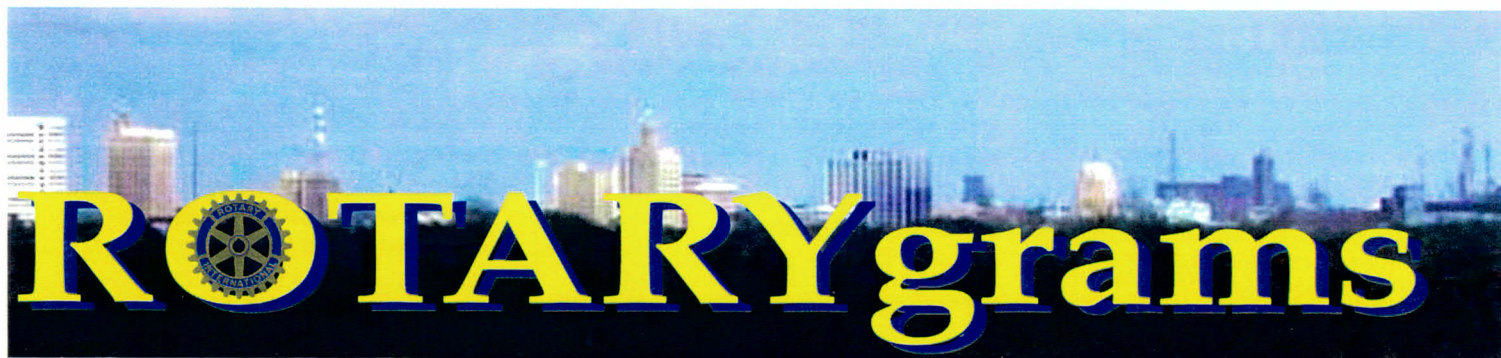


Photo by Steve Buser

A Publication of the Rotary Club of Beaumont, Texas - Club #72

Vol. 93 No. 46 June 9, 2004

Dr. Sen Pathak - Aging and Cancer



Dr. Sen Pathak is an internationally recognized cytogeneticist for his pioneering research on human and other mammalian cancer cytogenetics.

A native of Surhur Pur, India, he is a Geneticist and Professor of Cell Biology at the University of Texas M.D. Anderson Cancer Center in Houston, Professor at the Graduate School of Biomedical Sciences at The Health Science Center and at The School of Allied Health Sciences in Houston, Professor of Medicine at Baylor College of Medicine and Scientist (adjunct) at Southwest Foundation for Biomedical Research in San Antonio.

Head Table



INVOCATION
KARI DOLAN



PLEDGE
JOE CHAMBERS



4-WAY TEST
TWILA BAKER




GUEST INTRODUCTION
SCOTT HALL

IMPORTANT
 NOTICE:

THERE WILL BE
 NO MEETING
 ON
 WEDNESDAY
 JUNE 2ND

**Please notify the Rotary Office
 of any change of address.**

**The Postal Services charges us
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TEXAS PLEDGE
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 more information.**

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409-842-1913 • Fax: 409-842-5613
rotarybmt1@yahoo.com
Meets Wednesdays at Noon
Beaumont Hilton • International Ballroom

Future Programs

June

16th NASA Engineer
23rd Harland Merriam

Make-ups

Monday:

No. Port Arthur Holiday Inn Hwy 69
Vidor Hibernia National Bank

Tuesday:

Spindletop Holiday Inn 11th St.
Orange Sunset Grove
Port Neches Pompano Club

Wednesday:

Groves Pompano Club

Thursday:

Port Arthur Holiday Inn Hwy 69

Friday:

Nederland Sanderson's

On-line: www.rotary5450.org/eclub
(limit 3 times in each quarter)

Program Review

In his address on Wednesday, Dr. Barry Kaplan of B. J. Kaplan & Associates admitted to the membership that it was possible to be successful without planning, but it is much more expensive and more time consuming.

His presentation focused on the need for all businesses to develop and adhere to a marketing plan. His wide experience in the both the public and private arena and working for both for-profit businesses and not-for-profit agencies has given him a understanding of marketing plan basics that he feels are applicable to any size or type of organization.

Any business considering the creation of a marketing plan should ask itself six important questions:

- 1.) What are your goals? Set realistic quantitative goals and image-related or qualitative goals for the plan.
- 2.) What are your obstacles? Define those things standing in the way of achieving your goals.
- 3.) What are your assets? Dr. Kaplan asked the members to think of assets in the broadest possible terms, not just monetary assets but those less tangible things that contribute to the success of the organization like image, staff and the business' track record.
- 4.) What are your resources? Again, not just money, resources will include the capabilities of your employees and the time the organization can devote to achieving its goals. An effective plan will match plan goals with resources.
- 5.) What are your tactics? How are you going to use your assets and resources to achieve your goals? Consider what it is you are selling and to whom. Dr. Kaplan suggested breaking goals into manageable pieces and do those things which present themselves as most logical first. "It is much easier to reach the low-hanging apples first."
- 5.) What is your time line? The measurable achievement of goals in the marketing plan is a function of time spent and performance achieved.

In closing, Dr. Kaplan suggested that in

creating of a marketing plan, the challenge is not just in setting goals, but in getting people to work together to achieve them.

The club owes its thanks to **Roger McCabe** for arranging to have Dr. Kaplan speak.

Board Action

Your Board of Directors met Tuesday, May 25th, and approved the following:

New Members:

Nikki Chargois
Executive Director, IEA
"Associations – Juvenile Rehabilitation"
Proposed by **Roger McCabe**

Judge Ron Clark
Federal Judge, U.S. Government
"U.S. Government – Federal Judicial"
Proposed by **Roger McCabe**

Jim Cook, D.V.M.
Owner, Delaware Animal Clinic
"Veterinary Medicine"
Proposed by **Maurine Gray**

Van Greer
Vice President, General Manager
KBTU Channel 4
"TV Broadcasting"
Proposed by **Vesta Brandt**

Jody Nolan
President, World Gym
"Physical Fitness"
Proposed by **Gerald Condon**

Len Randall
Agent, New York Life
"Insurance/Financial Planning"
Proposed by **Alexine Boutin**

Michele Snider
Public Affairs Advisor
ExxonMobil Corporation
"Oil & Chemical – Public Affairs"
Proposed by **Chuck Mason**

Bryan Wilkerson
Owner, Providence Care Health Services
"Home Health Care"
Proposed by **Lee Freeland**

Unless written objections to the Board of Directors are received by Friday, June 11th, the candidates listed above will be considered elected to membership.

Wathen,
DeShong
& Juncker,
L.L.P.

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Birthdays

2nd Walt Snider (85)

Partner,
Snider & Morgan



A Beaumont native, he is a graduate of Baylor University. He and his wife Lois are the parents of Wade and **Wyatt** are members of Calder Baptist Church. He enjoys teaching Tae Kwon Do.

5th Mike Ireland (95)

President,
Efficient Systems



Born in Houston, he is a graduate of the University of Houston. He and his wife Linda are the parents of Krista, Sarah and Lauren, and are members of Reformed Presbyterian Church.

He enjoys fishing and reading. Mike is a Paul Harris Fellow

7th Paula O'Neal (88)

Director,
Some Other Place



A Beaumont native, she is a graduate of Lamar University. She and her husband Jay are the parents of Kelli, and are members of Calder Baptist Church. She enjoys reading,

needlework and church youth activities. Paula is a Paul Harris Fellow.

8th Janice Trammell (98)

Director of Development,
Lamar University



Born in Waxahachie, she is a graduate of Lamar University. She enjoys reading and traveling with her husband David.

10th Max Duplant (02)

Finance Officer,
City of Beaumont



Born in Port Arthur, she is a graduate of Lamar. She and her husband John are the parents of Jason, Stephanie and Julien, and are members of St. Peter's Catholic Church. She enjoys travel.

11th Jim Rich (97)

President,
Beaumont Chamber of Commerce



Born in Windber, Pennsylvania, he is a graduate of the University of Southern California. He and his wife Kathy are the parents of Jennifer and Alison, and are members of St. Jude Thaddeus Catholic Church. He enjoys playing golf yard work and reading. Jim is a Paul Harris Fellow.

12th Paula Bothe (89)

President, Four Alarm Productions



Born in Newark, Arkansas, she is a graduate of Baylor University. She and her husband Hoyt are the parents of Hunter, and are members of Calder Baptist Church. She

enjoys theater baseball reading and gardening. Paula is a Paul Harris Fellow.

14th Rhonda Perkins (02)

Director of Community Development,
Beaumont Main Street



Born in New Boston, she and her husband Ed are the parents of Erik and are members of Trinity United Methodist Church. She enjoys reading, playing golf, and the beach.

14th Vic Zaloom (99)

Industrial Engineering, Lamar University



Born in Paterson, New Jersey, he is a graduate of the University of Florida and the University of Houston. He and his wife Patricia are parents of Shar, John, Anna and

Mike and are members of St. Jude Thaddeus Catholic Church. He enjoys spending time with his family and playing tennis and softball.

15th Jim Tarbett (80)

President, JAT Engineering



Born in Takoma Park, Maryland, he is a graduate of Lamar University. He and his wife Frances are the parents of Patrice, Shannon and

Terri, and are members of St. Jude Thaddeus Catholic Church. He enjoys hunting, playing tennis, golf and softball and all water sport. Jim is a Paul Harris Fellow.

Rotarians in the News

Congratulations to:

Danny Babineaux and Air Comfort sponsored Ethan Sheppard's racer in the Soap Box Derby. Ethan won the Super Stock Division and will compete in the All American Soap Box Derby in Akron, Ohio in July. The Beaumont-Spindletop Rotary Club did an outstanding job sponsoring the second annual Beaumont Soap Box Derby.

Kathy Snyder and HealthSouth Rehabilitation Hospital received the Joint Commission's three-year accreditation recently.

Jim Rich, Barbara Knight and many others celebrated Delta Airlines return to the Jefferson County Airport on May 24th.

Flag Project

By now all of you Flag Project Subscribers will have seen our country's flag flying in your yard on Memorial Day. It will fly again on Flag Day, Monday, June 14th.

We wish to thank project chair **Roger McCabe** and his co-chairs **Floyd McSpadden** and **John Quigley**. They were ably assisted by **Pat Anderson, Danny Babineaux, Terry Bourdier, Alexine Boutin, Travis Brewer, Alex Broussard, Joe Broussard, Scott Cook, Jeff Dyson, Maurine Gray, Sharon McCabe, Steve McGrade, Scot Quintel** and **Robert Thompson**. These members spent their Memorial Day morning placing flags at more than 150

locations throughout the city.

Special recognition goes to **Steve McGrade** who, by press time, had signed up twelve new subscribers, his neighbors on Ridgeland Avenue! His goal is to have a flag in front of every home along the street.

Our thanks to all of you for giving up part of your holiday and for your hard work!

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Program Spotlight: Orthopedic Rehab
Program Director - Juan Davila, M.D.