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## DON MCEACHERN



Don McEachern has been growing brands and leading teams for more than 20 years. His experience includes working for multinational advertising agencies as well as nationally recognized creative boutiques. During his time in the ad world, McEachern put his stamp on some of the world's most famous brands including Goldkist, Hawaiian

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## MARIA ELENA RODRIGUEZ ORDOÑEZ



We welcome our Rotary Youth Exchange Student Maria Elena Rodriguez Ordoñez. Maria Elena prefers to be called by her nickname Male' (pronounced Molly).

She arrived on Tuesday, August 22nd and will remain in Beaumont until the end of the spring semester.

**Melody Pettitt** is Male's counselor for the year and **Jim Tarbett** will

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## HEADTABLE



INVOCATION  
**JANICE TRAMMELL**



PLEDGE  
**CAROL FLATTEN**



4-WAY TEST  
**JACK TENNER**



GUEST INTRODUCTION  
**MAX DUPLANT**

**Meat Loaf and Fried Catfish**

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**Future Programs**

September  
20<sup>th</sup> Senator Tommy Williams  
27<sup>th</sup> Leo Sayavedra, TAMU

**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 ..... Holiday Inn Hwy 69

**On-line: [www.rotaryclubone.org](http://www.rotaryclubone.org)**  
(limit 3 times in each quarter)

**REVIEW**

Michael L. Williams, Commissioner of the Railroad Commission of Texas, began his talk by speaking about his September 14, 2005 appointment by Governor Perry to coordinate the state's Hurricane Katrina relief efforts. He also addressed Hurricane Rita's impact on Southeast Texas and talked about the need for more state funding in addition to job training in this area.

Commissioner Williams spoke of the need to produce more crude oil in the United States, with less reliance on foreign sources of oil, and the importance of moving and developing alternative energy resources.

He then focused on the FutureGen project. This is a \$ 1 billion partnership between private industry, the U.S. Department of Energy and foreign countries to design, build and operate the world's cleanest fossil-fuel power plant that will showcase clean-coal technologies. Texas is the number five producer of coal in the country. The Commissioner stated that there are four potential sites for this project: two in Texas and two in Illinois. The two in Texas are in Jewett and Odessa. Commissioner Williams is chair of the Texas FutureGen Board as well as Governor Perry's Clean Coal Technology Council.

Mr. Williams also emphasized the need for our country to produce more engineers as well as graduates with technical expertise.

The other issue that Commissioner Williams addressed was diversity. He said that diversity should be a cherished value. He also stressed the importance of family and role models. The Commissioner is currently the Honorary State Chairman of Big Brothers, Big Sisters of Texas and encouraged everyone to consider getting involved with the program.

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provide his expertise from counseling several of our exchange students during the past few years. Our special thanks to **Rod Carroll** and **Ted Moor III** and their families for hosting Male' during the year. She is enrolled at West Brook High School.

Male' is seventeen years old and her hometown is Puebla, Mexico. Her father manages a financial services company and her mother is an insurance agent. She has one sister.

She enjoys spending time with her friends, going to movies and parties, and shopping. She also plays tennis and soccer but her favorite activity is dancing.

She would like to take psychology in college because she is fascinated by the reactions and behavior of people around her. Male' believes psychology will be helpful in her career as a lawyer, too.

She and her family visited Orlando, Florida when she was 12 and they have also traveled to Germany, Spain, France, England, Italy and Austria.

We thank Rotarian **Leenette Wilke** who accompanied Male' to the Rotary District 5910 Youth Exchange Orientation in Galveston on August 25<sup>th</sup> - 27<sup>th</sup>. She met the other dozen or so exchange students being hosted by other clubs in our district this year. Her next out of town trip will be another District Youth Exchange weekend in Palestine, Texas in October.

Male' will visit our club several times during the year. We all look forward to meeting her and sharing her experiences.

Have a great year, Male'!

**Wathen,  
DeShong  
& Juncker,  
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# BIRTHDAYS

## 13<sup>th</sup> Bill Brown (86)

Owner,  
WFB Enterprises



Born in San Antonio, he is a graduate of Trinity University and the University of Texas. He and his wife Dorothy are the parents of Nancy, Billie, Anne and

Mary. He enjoys collecting stamps and masks, photography and writing.

## 14<sup>th</sup> Jamie Hogge (98)

Owner,  
Word Perfection



Born in Beaumont, she is a graduate of Southwestern University and Lamar University. She and her husband Mark are members of the Church of

Christ.

## 14<sup>th</sup> Barbara Metzinger (04)

Rabbi,  
Congregation Temple Emanuel



Born in Los Angeles, California, she is a graduate of California State University - Northridge, the University of Southern California and Hebrew Union

College Jewish Institute of Religion. She is a member of Congregation Temple Emanuel. She enjoys biking, cooking, hiking and watching movies.

## 15<sup>th</sup> Nancy Carlisle (02)

Owner,  
Quality Care Sitter Service



Born in Beaumont, She is a graduate of Lamar University. She and her husband Norman are the parents of Patty, and are members of First Christian

Church. She enjoys reading, travel, fishing and sewing.

## 15<sup>th</sup> Russ Schultz (99)

Dean,  
College of Fine Arts & Communication,  
Lamar University



Born in Newark, New Jersey, he is a graduate of Eastman School of Music, the University of Memphis and the University of North Texas. He

and his wife Susan are the parents of Jennifer, and are members of Temple Emanuel. He enjoys playing golf and plays a mean trombone. Russ is a Paul Harris Fellow.

## 15<sup>th</sup> John Thomasson (04)

Human Resources Director,  
Brock Enterprises



Born in Douglas, Arizona, he is a graduate of the University of Arizona. He and his wife Donda are the parents of Elise Carol and Melanie Jan.

He enjoys playing golf, running and martial arts.

## 18<sup>th</sup> Becky Mason (00)

Safety/Human Resources Director,  
Mason Construction, Ltd.



Born in Beaumont, she is a graduate of Lamar University. She and her husband **Chuck** are the parents of Chad and Kristin, and are members

of First Christian Church. She enjoys travel and music.

## 18<sup>th</sup> Mary Parmer (94)

Director of Adult Ministries,  
St. Stephen's Episcopal Church



Born in Brookhaven, Mississippi, she attended Mississippi State University and Loyola University. She is the mother of Jason and Lauren,

and is a member of St. Stephen's Episcopal Church. She enjoys gardening and hiking.

## 19<sup>th</sup> Beverly Hatcher (90)

President, Golden Triangle Minority  
Business Council



Born in Wellington, Kansas, she attended Wichita State University. She and her husband Stanley are the parents of Breck,

LaTye and James, and are members of Calvary Baptist Church. She enjoys reading, travel and watching the news.

*(Continued from page 1)*

Tropic, Suntory Bottled Water Group, Trump Plaza, Panasonic and Lanier Worldwide. For his efforts he received numerous awards, including a prestigious national Effie for marketing effectiveness and a Clio for excellent creativity.

Seven years ago, McEachern struck out on his own. With a dream and a dollar, he launched North Star Destination Strategies, specializing in brand marketing for communities. Seven years and more than 60 nationwide cities later, McEachern has become the recognized expert in the exploding field of community branding. With a process that combines research, strategy and creative, he has helped create unique and effective brands for big-name cities like Anchorage, Alaska; Monterey, California and Williamsburg, Virginia. That same process and passion has also been applied to small cities that will soon be household names such as Uvalde, Texas and Warrensburg, Missouri.

McEachern lives on a horse farm in Nashville, Tennessee, where he rides horses, paddles kayaks and plays tennis with his children.

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