

THE HUB The Rotary Club of Park Cities



Leaders united worldwide to provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

**Service
Above
Self**

TODAY'S PROGRAM

January 4, 2008



John Peavy Economic/Market Update *The Annual Fearless Forecast*



*Program Chair
of the Day:
Robert Daniel*

Fast Facts:

- President Peavy Investments
- Professor, Neeley School of Business, TCU
- Previously CIO of the Teacher Retirement System of Texas
- Former SMU faculty member
- BBA, SMJ; MBA Wharton School; PhD, UT Arlington
- Chartered Financial Analyst
- Published five books and over 60 articles

John W. Peavy III, is President of Peavy Financial Services, Inc. and an investment manager with Dana Investment Advisors, Inc. He also is Professor of Professional Practices in Finance at the M. J. Neeley School of Business at Texas Christian University.

He previously was the Chief Investment Officer of the Teacher Retirement System of Texas where he was responsible for the investment of assets in excess of \$80 billion for more than one million beneficiaries. Peavy previously was Chairman and

Chief Investment Officer of Founders Trust Company.

Peavy served on the faculty of the Edwin L. Cox School of Business at Southern Methodist University ("SMU") where he held the Vaughn-Rauscher Chair of Financial Investments and was Professor of Finance and Chairman of the Department of Finance. He also held the Morris Chair of Finance at the Colgate Darden Graduate School of Business at the University of Virginia

Peavy received a B.B.A. from SMU, an M.B.A. from the Wharton School at the University of Pennsylvania,

and a Ph.D. from the University of Texas at Arlington. He is a Chartered Financial Analyst (CFA), a Chartered Financial Consultant (ChFC), and a Chartered Life Underwriter (CLU).

He has served as president of several national and regional professional organizations. The Associate Editor of the *Journal of Investing*,

As you may remember from last year's forecast, Mr. Peavy predicted we could expect annual returns to be more modest in the coming year. Sure enough, the DJIA ended up a modest 6.4% in 2007.

ROTARY AWARENESS

How Rotary aware are you? Take the Rotary Awareness Quiz and see how you do.

- 1) What is the official Rotary International Theme for 2007-08?
- 2) Who is the RI President for 2007-08?
- 3) In what year did Paul Harris launch the first Rotary Club?
- 4) In what city?
- 5) What is RYLA?
- 6) What is Rotaract?
- 7) What is Interact?
- 8) At what high school did the Rotary Club of Park Cities recently charter an Interact Club?



January is Rotary Awareness Month

LAST WEEK

Presiding: **Linda Tunnell**
 Invocation: **Rick Amsberry**
 Pledge/Song leader: **Salvation Army Quartet**
 Introductions: **Bill Neathery**
 Sgt-at-Arms: **George Keeling**
 Chair of the Day: **Bart Noble**
 Speaker: **Mayor Tom Leppert**

President **Linda** called the this last meeting of 2007 to order. **Orville Salmon** introduced the "honorary" Salvation Army quartet, **Karl Von Bieberstein, Doug McNair, Rod Pirtle, and Jodie Ray**. They sang "The Star Spangled Banner," followed by "Away In a Manger" and "Silent Night." Our guests today included the Mayors of University Park and of Highland Park and a long-distance visiting Rotarian from Little Rock.

John Chiles introduced a returning RCPC member, **Ben March**, who is the Director of Development for the Baylor Hospital Foundation. President **Linda** reported that the Popcorn Packers packed seven hundred tins of popcorn for Scottish Rite Hospi-

tal. **Bart Noble** thanked Dennis Harrison for the new RCPC website.

Our speaker, Dallas Mayor Tom Leppert, stated that he believes that working at the city level is the place to get things done, but that planning should be done on a regional level. One of the first decisions that has been made already is that all buildings to be built in Dallas will be green buildings.

The City Council has also passed a budget which will add two hundred policemen on the streets next year and eight hundred to a thousand more policemen over the next four years.

Mayor Leppert noted that seventy-nine percent of the available land is in southern Dallas, so that area will be crucial for future development. He feels that progress is being made to revitalize downtown Dallas with the Arts District as one anchor, Victory and Uptown as another anchor, which leaves the problem of the Convention Center and hotel to be solved for the third anchor.



EMPOWERED FAMILIES STRENGTHEN ROTARY IMAGE

After 75 years, the Rotary Club of Garrettsville-Hiram faced a declining membership and dwindling enthusiasm. But by celebrating family, the club's 10 members not only strengthened their club, they also helped their community.



The Empower the Family service project, now in its fifth year, supports activities that engage and honor families while enhancing Rotary's image. Its centerpiece is the annual Family Week Celebration, which includes a music festival, carnival, and school-sponsored art, essay, and speech contests. In addition, residents of this small Ohio, USA, town are encouraged to Put Family First one evening and spend time exclusively with their families.

Convinced of the project's global appeal to families and

Rotarians alike, Vibert Kesler, chair of the first Family Week Celebration and a former member of the Garrettsville-Hiram club, created World Peace Parents in 2003. This nonprofit organization helps Rotary clubs worldwide carry out similar events in their communities.

To date, clubs in Minnesota and Pennsylvania, USA, have organized family celebrations. And the Rotary clubs in India and Uganda, are working with World Peace Parents to adapt the concept to their cultures.

Vibert Kesler offers the

following tips for clubs wanting to celebrate family in their communities:

Keep it simple. The Empower the Family service project works best as a stand-alone event.

- Plan ahead. Start arranging the Family Week Celebration at least four months in advance.
- Schedule it for early in the year. Because schools are involved, the best dates for the celebration often fall between January and March.
- Use the World Peace Parents project manual to help you organize the event.
- Download the progress reports to help you stay on track.
- Stay in touch with World Peace Parents, and don't be afraid to ask questions!

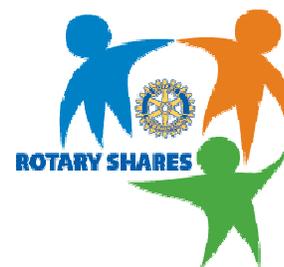
THE HUB

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 Betty Dawson, *Asst. Editor*
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 Newsletter of the
 Rotary Club of Park Cities (Dallas)
 7557 Rambler Rd., Suite 700
 Dallas, Texas 75231



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- Doug Gill, Immediate Past President**
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Wilfrid J. Wilkinson
President, Rotary International
 Trenton, Ontario, Canada

Richard Gilman
Governor, District 5810
 Richardson Central

UPCOMING PROGRAMS

January 4, 2008 - Page 3



January 11 Jim Nelson—CEO of AVID

January 18 New Members



January 25 Mark Merrill—Presbyterian Hospital development

February 1 TBA

THOUGHTS ON...

Capitalism

Capital has its rights, which are worthy of protection as any other rights.

~Abraham Lincoln

A market is set apart for men to deceive and get the better of one another.

~Anacharsis

Property is theft.

~Pierre-Joseph Proudhon

The revolution eats its own. Capitalism recreates itself.

~Mordecai Richler

The trouble with the profit system has always been that it was highly unprofitable to most people.

~E. B. White

It is not from the benevolence of the butcher, the brewer, or the baker that we expect our dinner, but from their regard to their own self interest.

~Adam Smith

No nation was ever ruined by trade.

~Benjamin Franklin

CLUB ANNOUNCEMENTS

4-Way Speech Contest Tuesday, January 29th, Woodrow Wilson H.S. 12:45-3 PM.

Four to six judges are needed. Please contact Charlotte Hudgin.

South of the Border Richard Gilman and his wife Rozelle invite all Rotarians to plan now for a 2008 Rotary Shares event in Puerto Vallarta, Feb 7-10. No meetings, no fees, no speeches! Rotary Land Package: \$573.00 (subject to change), Double Occupancy, per person (all inclusive transfers, meals, and drinks). Please call Lewis Gib-

bons, Mustang Travel, 214-969-7676, to make your reservation.

Circle Up! Circles of Success—Volunteers are needed for one-time events to Interact Advisors to bi-weekly mentors. See Tracy Gomes for more information.

Every Rotarian Every Year: Contribute \$100 annually to the Rotary Foundation as a sustaining member.

Dues are Due! Please give your check to Courtney Hogan or Laurie.

COMMITTEE TIME

Blood Drive Committee

Jack Kearney, committee chair, reports that for the first time Park Cities Rotary has achieved the District goal of one unit for every member. Year-to-date blood drive totals are 381 units of blood. We have two additional drives scheduled at North Park

Mall for the fiscal year ending March 31, 2008, one in January and one in March. Our usual blood unit total is approximately 40 units per drive. Based upon that information, Jack's goal is to close out the fiscal year with 460+/- blood units for our club. Our heartiest congratulations!

THEY PROFIT MOST WHO LAUGH BEST

A man called all his creditors together to tell them he was going bankrupt.

"I owe you over \$500,000, and my assets are not enough to pay 10 cents on the dollar. So I guess it will be impossible for you to get anything—unless you want to cut me up and divide me among you."

One of the creditors spoke up, "I make a motion we do it. I'd like to have his gall."

FRECKLES: A good suntan if you could just get them together.

I believe five out of four people have trouble with fractions.

QUESTION OF THE DAY: If the #2 pencil is the most popular, why is it still #2?

COMPUTER ERROR MESSAGES WE'D LIKE TO SEE: (File Not Found. Should I fake it? (Y/N)

INFLATION: A drop in the buck.

FOUNDATION FUNDERS

Our Funders for Next Week are

John Young
Wayne Yowell
Moody Alexander
Ruth Alhilali

PROPOSED NEW MEMBERS

Norman Backus, Banking (Retired)
Proposed by Karl von Bieberstein,
1st Publication

Happy Birthday!

Gerry Montgomery 1.4
Fred Speno 1.4
Courtney Hogan 1.7
Mark Kashar 1.8

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TODAY'S PROGRAM

January 11, 2008

Jim Nelson Executive Director, AVID



*Program Chair
of the Day:*

Making High School Graduates College-Ready

Fast Facts:

- AVID is an acronym that stands for Advancement Via Individual Determination.
- AVID is an in-school support program for grades 4-12.
- AVID is for all students, but it targets the academic middle.
- Jim Nelson is the former superintendent of the Richardson ISD.
- In 2003, he went to Iraq assist in rebuilding the Iraqi school system.

Jim Nelson became the CEO of AVID in May, 2006, replacing its founder, Mary Catherine Swanson, who served the agency for 26 years. Previously, he served as Superintendent of the Richardson Independent School District, where he oversaw the growth of AVID from three to 13 secondary schools and was a member of the Texas AVID State Advisory Board.

Prior to being superintendent, Jim was Texas Commissioner of Education, during which he managed

more than 800 Texas Education Agency employees. He also served as chairman of the State Board for Educator Certification and on a number of other school boards and associations. In the spring of 2003, at the request of the White House and Department of Defense, he traveled to Baghdad to assist with the rebuilding of the Iraqi school system.

AVID is designed to increase the number of students who enroll in four-year colleges. Although AVID serves all students, it focuses on the least served

students in the academic middle. The formula is simple — raise expectations of students and, with the AVID support system in place, they will rise to the challenge.

AVID students enroll in high-rigor courses, such as Advanced Placement and International Baccalaureate, and receive support in an academic elective class—called AVID—taught within the school day by a trained AVID teacher.

ROTARY AWARENESS

How Rotary aware are you? Take this Rotary Awareness Quiz and see how you do.

1. What are the four Avenues of Service?
2. What is PolioPlus and when was it launched?
3. How many countries are represented in Rotary International?
4. How does one earn Paul Harris Fellow Recognition?
5. What is the official magazine of Rotary International?
6. How often does the RI Council on Legislation meet?
7. Where will the 2008 RI Convention be held?
8. When is Literacy Month?
9. Where is the World Headquarters of Rotary International?
10. True or false: To become a district governor, a Rotarian must first serve as a club president.
11. When is World Understanding Month?
12. Who proposed the idea that led to the establishment of The Rotary Foundation of RI?
13. Which Rotary club has the most members?

January is Rotary Awareness Month

LAST WEEK

Presiding: **Linda Tunnell**
 Invocation: **Charlotte Kroeker**
 Pledge/Song leader: **E.G. McMillan**
 Introductions: **Jody Ray**
 Sgt-at-Arms: **George Keeling**
 Chair of the Day: **Robert Daniel**
 Speaker: **John Peavy**

President **Linda** called this first meeting of 2008 to order. **Charlotte Kroeker** asked that we keep Mr. Powell, father of **Maryllyn Hargrave** and visitor to RCPC, in our prayers during his illness. **E.G. McMillan** led The Pledge of Allegiance, followed by the first verse of "My Country 'Tis of Thee." Our guests today included PDG **Milton Kessel** and former member Mario Messina. PP **Bill Sleeper** filled in as Sgt-at-Arms and received two checks for the RCPC Foundation.

PP **Greg Pape** awarded a second PHF to **Jerry Soper**, a sixth PHF to **Alan Winn**, and a third PHF to **Kennis Ketchum**. **Hal Copeland** announced a taping of the McQuiston Show about the blood shortage

which will include our own Dr. **Art Bollon** on the panel.

Robert Daniel introduced today's speaker Dr. John Peavy for his twenty-second annual presentation. The introduction was continued by **Bill Sleeper**, aided and abetted by **Kristen Lonergan** in the role of "straight man."

John began by noting in the first three days of 2008, the stock market had lost half of its gains for 2007, and that oil is up, and the dollar is down. He quoted Bill Gross that we are probably already in a recession, but once you are in one, you are on the way out. John believes that all this has come about because of the very low short term interest rates which encouraged people to borrow. Looking forward, John predicts an unprecedented amount of liquidity. He believes the currency of the world is now oil, followed by the Euro and gold. He recommended that aggressive investors consider medium-term bonds in 2008.



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HOME MAKEOVER SURPRISES FAMILY DEALING WITH CANCER

Scott Odom, a father of three in Westchester, Calif., USA, had been fighting prostate cancer for a long time—a battle he finally lost in November. As he underwent treatment, home maintenance was about the last thing on his mind. It was all that Odom, an English professor at Loyola Marymount University in Los Angeles, could do to keep up with his teaching schedule.



planted flowerbeds, and painted the girls' bedroom light blue. In just four days, the job was finished. (A few weeks later, neighbors laid sod and installed a sprinkler system in the front yard.)

When the Odoms returned, more than 100 people were on hand to welcome them. "I was beyond words, I was so stunned," Scott said. "I couldn't believe it was our house. What they did to the living room, kitchen, and outside was just amazing.

In 2006, the Rotary Club of Westchester (Los Angeles) started searching for a hands-on service project and decided to paint and landscape the home of someone who could use the extra help. After meeting the Odoms, who have two daughters, ages 10 and 13, and a son, age 16, the club members realized their house needed more extensive repairs, so they requested help from other groups in the community. Between cash and in-kind donations, the club raised nearly

\$80,000 to furnish and renovate the home and cover the back yard with gravel for easy maintenance.

After sending the Odoms on a trip to Disneyland, Rotarians and other volunteers, including Interactors and Rotaractors, got down to work. With some professional guidance, they remodeled the kitchen, refurbished the sunroom, set up a barbecue and fire pit in the back yard, assembled a storage shed,

Club member Geoff Maleman says the Odoms weren't the only ones to benefit: "Initially, we thought, 'What a great gift we're giving them.' But by the end of the weekend, we realized, 'What a great gift we're giving us,' working shoulder to shoulder to help a family really in need. It changed every Rotarian's Thanksgiving dinner that year."



Wilfrid J. Wilkinson
President, Rotary International
 Trenton, Ontario, Canada

Richard Gilman
Governor, District 5810
 Richardson Central

UPCOMING PROGRAMS

January 11, 2008 - Page 3

January 18 New Members

January 25 Mark Merrill—Presbyterian Hospital development



February 1 Ron Washington—Texas Rangers Baseball

February 8 TBA

THOUGHTS ON...

Education

I'd prefer a smart idiot to a stupid genius any day.

~Samuel Goldwyn

I have a daughter who goes to SMU. She could have gone to UCLA, but that would have been one more letter to remember.

~Shecky Green

Even if you learn to speak correct English, to whom are you going to speak it?

~Clarence Darrow

The Ken Starr report is now on the internet. I'll bet President Clinton is glad he put a computer in every classroom now.

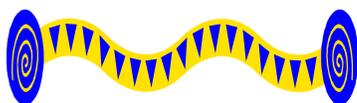
~Jay Leno

Those who do not remember history are condemned to repeat it—next semester.

~Lee Barnett

I'm really smart. I know a lot, but I just can't remember it.

~Morey Amsterdam



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COMMITTEE TIME

Blood Drive Committee

January 19, 2008, Dillard's entrance inside NorthPark Mall across from the fountain. Go to the club website and click on "Volunteering" to pick a shift.



Want to donate blood? Go to the club website, click on "Blood Drive," then click on "Attending."

THEY PROFIT MOST WHO LAUGH BEST

A nice but blundering woman liked the new pastor and wanted to compliment him as she was leaving the church after the service. So she said to him, "Pastor, we folks didn't know what sin was until you took over."

SIGN: Trespassers will be prosecuted to the full extent on one German Shepherd.

Did you hear about the man who read that smoking was bad for your health? He immediately gave up reading.

ADULT EDUCATION: What goes on in a house full of teenagers.

FATHER TO TEENAGE SON: Do you mind if I use the car tonight? I'm taking your mother out, and I would like to impress her.

THREE BASIC RULES FOR HAVING GOOD TEETH:

1. Brush them twice a day.
2. See your dentist twice a year.
3. Keep your nose out of other people's business.

FOUNDATION FUNDERS

Our Funders for Next Week are

- Elaine Allen**
- Cub Amos**
- Rick Amsberry**
- Drew Bagot**

PROPOSED NEW MEMBERS

- Robert Mahlin, Law**
Proposed by Jess Johnson, 1st Publication
- Emil Reichstadt, Law**
Proposed by Bob Dill, 1st Publication

Happy Birthday!

- George Patterson 1.12**
- Moody Alexander 1.14**
- Arthur Dumm 1.14**

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**Service
Above
Self**

TODAY'S PROGRAM

January 18, 2008



New Members Getting Involved



*Program Chair
of the Day:
Tom Stollenwerck*

SERVICE Above Self

By The Numbers
32,774 Rotary Clubs
532 Rotary Districts
1,210,407 Rotarians
7,092 Rotaract Clubs
163,116 Rotaract Mem-
bers
11,099 Interact Clubs
255,277 Interact Mem-
bers
6,337 Rotary Commu-
nity Corps
145,731 RCC Members

As of September 30, 2007



As a new member, you'll get a chance to become more involved in your community and to provide aid to other parts of the world through the opportunities that your Rotary club and Rotary International offer.

Longtime Rotarians agree that involvement is key to getting the most out of membership. Volunteer to serve on a committee that meets your interests, to be a greeter for weekly club meetings, or to join a service project team. These activities will help you get to know your fellow club members and better under-

stand the work of Rotary.

Get involved in you community District 5810 offers many opportunities for involvement. Attend your district conference to learn more about Rotary and to celebrate the district's good works. Host a visiting Group Study Exchange team or help organize your district's Rotary Youth Leadership Awards (RYLA) program to see what clubs can do when they work together. These activities will help you meet Rotarians outside your club, widen your circle of friends, and expand your service potential.

Get involved globally. Rotary

transcends national borders.

You can get involved globally by attending the annual RI Convention, where you'll meet with Rotarians from around the world and get ideas for club activities and service projects. Also consider joining a Rotary Fellowship to network with Rotarians who share your vocation or interests. By participating in international activities, you become part of a global network of professionals seeking world peace and understanding.

AROUND OUR ROTARY WORLD

Tanzanian, U.S. clubs fund limb surgeries In cooperation with the Rotary Club of Monterey, California, USA, and The Rotary Foundation, the Rotary Club of Arusha Mount Meru, Arusha, Tanzania, announced in April that US \$65,000 will help provide reconstructive limb surgery for 288 local children with fluorosis. The debilitating bone disease is caused by high levels of fluoride in drinking water. Orthopedic surgeons at Selian Lutheran Hospital in Arusha will perform the \$3,000 surgeries for just \$250 per operation.

Safe cycling for Cambodian students Sixteen members of the Rotary Club of Shin Fuji, Shizuoka, Japan, traveled to Cambodia in August to help kick off a project that will provide 2,500 used bicycles to school children. Club members assembled and delivered the first 460 bikes to students at



the Sakura School in Sihanoukville. On their way to school, the children often face suffocating heat, poisonous snakes, and other hazards. The donated bicycles will allow them to make the trip quickly and safely.

British, French Rotarians aid flood victims

In August, the Gambian fire and rescue service received 10 rescue boats, complete with engines and life jackets, through the efforts of the Rotary clubs of Bristol Aztec, Bristol, England, and Marne la Vallée, Seine-et-Marne, France. Hundreds of lives are lost every year because of the annual flooding of the Gambia River. The boats will give rescuers the recovery capability they need to save victims stranded by dangerous floodwaters. With support from a Matching Grant, the two clubs generated about US\$39,000 and plan to raise enough to send an additional 10 rescue boats.

January is Rotary Awareness Month

LAST WEEK



Presiding: **Linda Tunnell**
 Invocation: **Dick Orrock**
 Pledge/Song leader: **Dour McNair**
 Introductions: **Brad Rejebian**
 Sgt-at-Arms: **George Keeling**
 Chair of the Day: **Susan Bonesteel**
 Speaker: **Jim Nelson, AVID**

President **Linda** rang the meeting to order and asked **Dick Orrock** to lead us in prayer. Dick also asked that we keep **Lu Patterson** and **Kennis Ketchum** in our thoughts and prayers. Lu is recovering from a broken pelvis and Kennis' mother passed away. **Doug McNair** led us in the pledge and National Anthem and **Brad Rejebian** introduced our visitors and guests who included **Bud Naifeh**, recently returned from the Philippines and **PDG Jim Tow**.

Prez-Wanna-Be Ley Waggoner made two grant presentations on behalf of the RCPC Foundation: SMU's Perkins School of Theology, a \$2,500 grant for the Perkins Youth School program, and Planned Living Assistance Network (PLAN), a \$3,500 check for their organization.

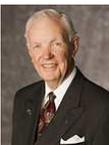
President **Linda** introduced our newest member, **Richard Stanford**, with C.C. Young and Highland Park United Methodist Church. Richard

is a former RCPC member and the son of PDG Vac Stanford.

Fred Speno introduced **Alice Bergont** our 16 year old Exchange Student from France. Alice did a fine job telling us about her native country and, with the help of our fancy visual aids, showing us some photographs of her home in France and of some of the experiences she has had while visiting us in Dallas.

Susan Bonesteel introduced **Jim Nelson**, former Texas Education Commissioner and Superintendent of the Richardson Independent School District, who gave an excellent, albeit abbreviated, presentation on an organization named Advancement Via Individual Determination (AVID). Jim gave us a brief look at AVID's programs which are designed to increase the number of students who enroll in four-year colleges. The programs add rigor to middle and high school course content and coach students on writing skills, careers, and strategies for success. They also focus on teaching children organizational skills and how to use their time wisely. Jim concluded by challenging us to help through tutoring and counseling assistance.

PRESIDENT'S MESSAGE



Now more than ever, we must stop polio forever

Many of you know that we are at a particularly crucial juncture in our polio eradication efforts. After nearly two decades, thanks to the amazing generosity and fantastic dedication of Rotarians around the world, we have reduced polio infections by more than 99 percent and brought the number of polio endemic countries down to only four. We have reduced annual cases of paralysis from over 350,000 to about 1,000. We have come so incredibly far, much too far to fail now.

At this moment, we face what may be our greatest challenge: to motivate Rotarians and others, some of whom may feel that the war

against polio has already gone on too long, to again step forward to be part of these efforts. The work that remains is clearly defined, but at this most vital moment, the resources to complete it are not sufficient.

We have come to the point where we are able to focus our efforts on the last, and most difficult, pockets of resistance: Afghanistan, India, Nigeria, and Pakistan. These four remaining polio-endemic countries are, for many reasons, the most challenging. High birth rates, variable sanitation conditions, and other factors have so far prevented full immunization among their children.

Rotary's global partners are working to eliminate endemic polio in these regions and vigilantly monitor-

ing areas of re-established transmission for any new cases of infection. Today, we have vaccines that are twice as effective and diagnostic tools that detect and track poliovirus twice as fast. Surveillance and outbreak responses are at an impressive and extremely effective level, and global health organizations are working together with intensity and dedication.

It is our responsibility to live up to our promise to support them, and the children they are saving, by helping to ensure that the resources they will need to complete their task are available, today and throughout this last phase of our eradication campaign.

Wilfrid J. Wilkinson

January 18, 2008 - Page 2

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Wilfrid J. Wilkinson
President, Rotary International
 Trenton, Ontario, Canada

Richard Gilman
Governor, District 5810
 Richardson Central

UPCOMING PROGRAMS

January 18, 2008 - Page 3

	January 25 Mark Merrill —Presbyterian Hospital development	February 8 TBA
	February 1 Ron Washington/Eric Nadel —Texas Rangers Baseball	February 15 TBA
		

THOUGHTS ON...

Hope

Hope is a waking dream.
~Aristotle

He that lives upon hope will die fasting.
~Benjamin Franklin

Hope is the thing with feathers / That perches in the soul / And sings the tune / Without the words, / and never stops at all.
~Emily Dickinson

He who has never hoped can never despair.
~Go. Bernard Shaw

True hope is swift, and flies with swallow's wings / Kings it makes gods, and meaner creatures kings.
~William Shakespeare

It is difficult to say what is impossible, for the dream of yesterday is the hope of today and the reality of tomorrow.
~Robert H. Goddard

Hope, like the gleaming taper's light, / Adorns and cheers our way, / And still, as darker grows the night, / Emits a brighter ray.
~Oliver Goldsmith

CLUB ANNOUNCEMENTS

4-Way Speech Contest Tuesday, January 29th, Woodrow Wilson H.S. 12:45-3 PM. Four to six judges are needed. Please contact Charlotte Hudgin.

South of the Border Richard Gilman and his wife Rozelle invite all Rotarians to plan now for a 2008 Rotary Shares event in Puerto Vallarta, Feb 7-10. No meetings, no fees, no speeches! Rotary Land Package: \$573.00 (subject to change), Double Occupancy, per person (all inclusive transfers, meals, and drinks). Please call Lewis Gibbons, Mustang Travel, 214-969-7676, to make your reservation.

Circle Up! Circles of Success—Volunteers are needed for one-time events to Interact Advisors to bi-weekly mentors. See Tracy Gomes for more information.

Every Rotarian Every Year: Contribute \$100 annually to the Rotary Foundation as a sustaining member.

Dues are Due! Please give your check to Courtney Hogan or Laurie.

COMMITTEE TIME

Blood Drive Committee
January 19, 2008, Dillard's entrance inside NorthPark Mall across from the fountain. Go to the club website and click on "Volunteering" to pick a shift.



Want to donate blood? Go to the club website, click on "Blood Drive," then click on "Attending."

THEY PROFIT MOST WHO LAUGH BEST

Watching the television news, we find that our highways aren't safe, our streets aren't safe, and our parks aren't safe...but under our arms, we've got complete protection.

COLLEGE CHEER: The check from home.

People who think that time heals everything haven't tried waiting it out in a doctor's office.

CONSULTATION: A medical term meaning "share the wealth."

BOY: Please give me a kiss.
GIRL: I can't, my lips are chapped.
BOY: That's okay, one more chap won't hurt them.

There's nothing like the Christmas season for putting a little bounce in your checks.

CHURCH: A place where you encounter nodding acquaintances

The number one problem in our country is apathy—and no one cares!

FOUNDATION FUNDERS

Our Funders for Next Week are
Tom Bailey
Phillip Bankhead
Barbara Barney
Richard Barrett-Cuetara

PROPOSED NEW MEMBERS

Robert Mahlin, Law
Proposed by Jess Johnson, 2nd Publication
Emil Reichstadt, Law
Proposed by Bob Dill, 2nd Publication

Happy Birthday!

Doug Gill 1.18
Hugh King 1.21
E.G. McMillan 1.22
Wayne Sultz 1.23

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TODAY'S PROGRAM

January 25, 2008



Mark Merrill Presbyterian Hospital of Dallas *Expansion and Growth*

*Program Chair
of the Day:
Kendall Laughlin*

Fast Facts:

- Presbyterian Hospital is 41 years old this year.
- PHD has 866 beds, 4000 employees, and more than 1000 physicians on staff.
- PHD is the flagship of the Presbyterian Health-care System.
- Mark Merrill received his BA and MS in Public Health from the University of North Carolina.
- Mark is the Chairman of the Dallas-Fort Worth Hospital Council

Mark H. Merrill joined Presbyterian Hospital of Dallas as its president in January 1995. Once a community hospital, Presbyterian Hospital of Dallas has grown during Mr. Merrill's tenure into a vibrant, regional-referral center for North Texas and beyond. *US News and World Report* ranks the medical center among the nation's best hospitals in digestive disorders, orthopedics, and neurology and neurosurgery, making it one of the youngest hospitals in the country recognized in multiple specialties.

In addition to his role as

hospital president, Mr. Merrill serves as a Senior Vice President for Texas Health Resources, the parent company of Presbyterian Hospital of Dallas.

Mr. Merrill came to Dallas from Washington, D.C. where he performed a series of corporate and hospital-executive management functions for the Washington Hospital Center/Medlantic Healthcare Group. His experience consists of hospital and health care system operations, managed care contracting, business development, as well as clinical program development and implementation.

In college, Mr. Merrill was awarded a one-year, post-graduate corporate fellowship in health care policy and management, during which time he focused on national health policy, insurance, and financial-performance matters.

Mr. Merrill serves on the board of the University of North Carolina at Chapel Hill School of Public Health Foundation. He is also involved in several charitable and civic organizations in Dallas.

Mark and his wife Teri, have two children.

AROUND OUR ROTARY WORLD



PR grants help tell many Rotary Stories

More than 1,700 Public Relations Grants of up to US\$3,000 were awarded in 2006-07 to help clubs and districts promote Rotary and their projects to the media and the general public. Many of these projects used

RI resources, such as Humanity in Motion public service announcements, and localized them as appropriate. In addition to funds from RI, some projects obtained donated or discounted advertising space.

Here's a sampling of successful projects:

- The Rotary Club of Kyoto- Fushimi, Kyoto, Japan, placed an electronic billboard in a busy commercial center. Featuring a picture of a child receiving drops of polio vaccine, the



billboard flashed Rotary's emblem and message about polio eradication.

- Using Rotary PSAs, the Rotary Club of Karagwe, Tanzania, promoted Rotary's work for polio eradication and peace for a total of 720 minutes of TV coverage and 900 minutes on the radio.

• In Australia, four Queensland clubs — Gatton and

- Lockyer, Oakey, Pittsworth, and Toowoomba — placed Humanity in Motion PSAs on television and radio and in newspapers. Three TV stations broadcast the PSAs a total of 220 times, giving the clubs one free spot for each one purchased. The local newspaper provided four free advertisements for each paid one.

January is Rotary Awareness Month

LAST WEEK



Presiding: **Linda Tunnell**
 Invocation: **Cub Amos**
 Pledge/Song leader: **Rod Pirtle**
 Introductions: **Scott Sargent**
 Sgt-at-Arms: **George Keeling**
 Chair of the Day: **Tom McClellan**
 Speaker: **New Members**

President **Linda Tunnell** called the meeting to order. Please keep in our prayers former member Gene O'Donnell (broken back) and PP **Rosemary Domecki** (baby son in hospital). In honor of our new members, PP **Rod Pirtle** led us in a new song. Special thanks went to **Dennis Harrison** for his work on the website, **Charlotte Hudgin** for our on-screen announcements, and **Doug Box**, who has returned from a leave of absence. **Fred Brown** and **Jeff Pirkl** gave Attendance Awards, topped this week by **Lou Paterson** with twenty-one years.

President **Linda** awarded **Terry Haskett** her Blue Badge. PE **Ley Waggoner** explained the new tracking for Frank Monroe Fellows. Ley awarded a FMF to **Doug Means**, who designated it in memory of his mother, Elizabeth. Ley also awarded a FMF to **Herb Burkman**. PP **Greg Pape** awarded a PHF to **Marshall Weaver**.

Tom McClellan recognized **Jess Johnson** for proposing two new members, then introduced our new members. **Susan Rogers** is a long-time resident of Highland Park, who first got

involved in community activities when her husband was ill and needed a liver transplant. She has two grown sons, and she is very active in Highland Park United Methodist Church.

Brian Graeme began with a quotation which explained some of his goals in life. One of them is to help others, and he looks forward to helping others through Rotary. He has his own firm working with physicians and retirees. He is married and has two young children.

Ben March is returning to RCPC. He was national sales manager for a company for many years, then owned a personnel company, and is in his third career as Director of Development for Baylor Health Care Foundation. He is married, and has two children and three grandchildren.

Richard Stanford, also is a former member of RCPC and the son of Past District Governor Vac Stanford. He works half time at HP United Methodist Church and half time at the United Methodist Retirement Community. He is married and has a teen-aged son and a four-year-old daughter adopted from China.

Douglas Webb, another former member, said he is living The Dream. He has been working on a method that helps small businesses increase their profits dramatically so they can employ more people and create the 21st century economy. He is also developing a program for Rotary Clubs to use to sponsor students from underprivileged backgrounds to go to college.

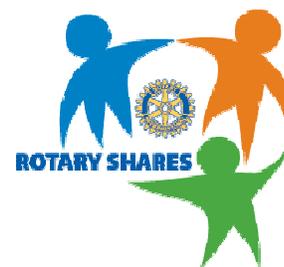
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ROTARY AWARENESS

Survey says PR an important tool for membership

Public relations efforts help increase membership recruitment, according to about 70 percent of Rotary clubs that responded to a recent RI survey. About half the respondents said that PR also helps with retention, and 87 percent credited their club's public relations work with raising community awareness of Rotary.

According to survey results, 80 percent of the responding clubs include PR in their annual planning, and 77 percent launch PR efforts to coincide with specific events or projects. Of the responding clubs, 57 percent



have a Web site, most of which provide club information directed to the general public. Almost all respondents reported obtaining newspaper coverage, but less than 50 percent had secured coverage on television, radio, Internet, or billboards.

The most significant barriers to public relations efforts cited were lack of interest from the media and lack of funding. When asked about

resources provided by RI, respondents ranked *Rotary Basics* (595-EN), *What's Rotary?* (419-EN), *This Is Rotary* (001-EN), and *Humanity in Motion* PSAs as the most useful. Many respondents also reported using *The Rotarian*, or their regional magazine, and the RI Web site in their PR efforts.

The results of the survey, conducted by RI's Membership Development and Public Relations divisions, are based on 756 responses from a random sampling of 3,269 Rotary clubs worldwide. Go to www.rotary.org for the complete survey report and to order RI resources designed to help you spread the news.

UPCOMING PROGRAMS

January 25, 2008 - Page 3



February 1 Ron Washington/Eric Nadel— *the stars*
Texas Rangers Baseball

February 15 TBA

February 8 Roz St. Pe Colombo—Jeweler to

THOUGHTS ON...

Growth

Enough shovels of earth—a mountain. Enough pails of water—a river.

~Chinese Proverb

If we don't change, we don't grow. If we don't grow, we aren't really living.

~Anatole France

Life is change. Growth is optional. Choose wisely.

~Unknown

I understand small business growth. I was one.

~George Bush

Thinking is growth; we cannot think without growing.

~Wallace D. Wattles

Growth is the only evidence of life.

~John Henry Newman

Change is inevitable. Growth is intentional.

~Unknown

The need of expansion is as genuine an instinct in man as the need in a plant for light.

~Matthew Arnold

CLUB ANNOUNCEMENTS

4-Way Speech Contest Tuesday, January 29th, Woodrow Wilson H.S. 12:45-3 PM.

Four to six judges are needed. Please contact Charlotte Hudgin.

South of the Border Richard Gilman and his wife Rozelle invite all Rotarians to plan now for a 2008 Rotary Shares event in Puerto Vallarta, Feb 7-10. No meetings, no fees, no speeches! Rotary Land Package: \$573.00 (subject to change), Double Occupancy, per person (all inclusive transfers, meals, and drinks). Please call Lewis Gib-

bons, Mustang Travel, 214-969-7676, to make your reservation.

TV Star PCR's own **Art Bollon** will be featured on "McQuiston," Sunday, January 27th on KERA-TV, Channel 13, 12:30-1:00 PM. The show is titled "The Blood Shortage and Solutions."

Every Rotarian Every Year: Contribute \$100 annually to the Rotary Foundation as a sustaining member.

Dues are Due! Please give your check to Courtney Hogan or Laurie.

COMMITTEE TIME

Four-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The 4-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president)

when he was asked to take charge of a company that was facing bankruptcy. This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. It was adopted by Rotary International in 1943.

THEY PROFIT MOST WHO LAUGH BEST

A butcher was waiting on one woman when a second woman ran into the shop. "Quick," she said the butcher, "give me a pound of cat food, will you?" Then she turned to the woman who had been ahead of her at the counter. "I hope you don't mind my butting in ahead of you," she said. "No," said the first woman, "not if you're that hungry."

Jumping at conclusions is not half as much effort as digging for facts.

DIPLOMAT: Someone who acts as if they never heard that old joke before.

FATHER: Why are you always at the bottom of your class?

SON: It doesn't make any difference. They teach the same thing at both ends.

COMFORTABLE: The quickest way to get a child's attention.

EXPERIENCE: The thing you have left when everything else is gone.

FOUNDATION FUNDERS

Our Funders for Next Week are

- David Baxter**
- Connie Berg**
- Richard Bobowski**
- Art Bollon**

PROPOSED NEW MEMBERS

- William Willis, Jr**, Real Estate
Proposed by Brad Rejebian, 1st Publication
- Bill Clark**, Accounting
Proposed by Richard Jodry, 1st Publication
- Tom Stutz**, Law
Proposed by Tom McClellan, 1st Publication

Happy Birthday!

- Dick Dickson 1.28**
- Mark Perdue 1.29**
- Richard Jodry 1.30**

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