



# THE HUB

## The Rotary Club of Park Cities

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[www.parkcitiesrotary.org](http://www.parkcitiesrotary.org)

August 16, 2024

*Serving to Make a Difference Since 1948*

### TODAY'S PROGRAM

*Program Chair of the Day: Jeff Brady*



## Ross T. Guieb, Executive Director

### Bush Combat Development Complex

His entire life has prepared Rosendo "Ross" Guieb to lead The Texas A&M University System's new complex for next-generation battlefield readiness. As a youth, Guieb learned from grandparents, parents, uncles and aunts about the importance of resilience, of thinking long term and of serving something bigger than himself. His upbringing led him to join the U.S. Army, where he refined those life lessons and shared them with soldiers under his command. Over a 29-year career, Guieb rose to the rank of colonel, learned how to manage large organizations and, most recently, how to reform them.

As he retires to become executive director of the Bush Combat Development Complex (BCDC), two of his three sons are sophomores in the Texas A&M Corps of Cadets. "Our mission is not primarily about today's soldiers," Guieb said. "It is really about the future soldiers. It's about our kids and our grandkids, making sure they have the right concepts, the right structures and the right equipment to fight and win convincingly on the future battlefield."

Guieb is describing his new mission managing the BCDC, a high-tech complex being built on the RELLIS Campus in Bryan, Texas, to help accelerate military innovation. He also is describing his final four years in the Army, when he served in key roles connected with standing up Army Futures Command (AFC), a massive reorganization to streamline Army modernization. "Ultimately," Guieb said, "our mission is to have the equipment, the structures and the concepts so right, so strong, that they deter

any other nation from ever wanting to go to war with the United States connected with standing up Army Futures Command (AFC), a massive reorganization to streamline Army modernization. "Ultimately," Guieb said, "our mission is to have the equipment, the structures and the concepts so right, so strong, that they deter any other nation from ever wanting to go to war with the United States"

Guieb was born in 1968 in San Francisco to Filipino immigrant parents. His mother was a biochemist; and his father worked in production for Anheuser Busch. Once his parents could afford to buy their dream home, the grandparents moved in, too. "We were very close," Guieb said.

Commissioned and assigned to be a military police officer, Guieb was drawn to the camaraderie among soldiers. "You meet and really get close to a cross section of people," he said. "You figure out that you all sweat the same way; you all get tired the same way." Guieb enjoyed how his career helped him see much of the world. He had majored in international relations at the University of California-Santa Barbara.

He led troops in noncombat missions in Honduras, Panama, Haiti and Bosnia. After 9/11, Guieb served two combat tours in Iraq and one in Afghanistan. In 2014, he commanded the Army's largest military police brigade at Fort Hood, TX, with more than 4,400 soldiers and 300 civilians.

In 2017, Guieb was on his third tour (continued on page 3)

### RCPC IN ACTION



#### Now is the time to pick your own Coming Attractions!

**Choose your Teams for 2024- 25!** Sign up on the RCPC website or see the direct link to the Volunteer form in the eBulletin.

- Fourth of July Parade \* Tackling Hunger
- Fostering Leadership • Club Operations
- Supporting Health and Wellness
- Membership • Youth Services
- Public Image: Communication/Marketing

**Check them out and sign up!**

#### **DFW Restaurant Week**

Support our partner, **North Texas Food Bank**, by participating in DFW Restaurant Weeks August 1 through September 1.

(1) Go to [www.dfwrestaurantweek.com](http://www.dfwrestaurantweek.com) to find participating restaurants and the timeframe they are participating,

(2) Make your reservation through that link or through the OpenTable App and

(3) Specify you want the DFW Restaurant Week menu when you dine. All Dallas & Collin County restaurants will give 20% of the prix fixe menu cost to NTFB.

There are \$29 lunch and brunch options and \$49, \$59 and \$99 dinner options. Support some wonderful restaurants, try something new and feel good about eating out knowing it benefite hunger in our community!

### DISTRICT 5810

#### **District 5810 Awards Dinner**

Saturday, Aug. 17 6:00-9:00 pm  
at Plano Event Center

2000 East Spring Creek Pkwy ,  
Plano, TX

Tickets- \$60/person

Register on Dist/ 5810 website!  
This event honors outstanding contributions and achievements within our Rotary community.

#### **A NEW Raffle Has Started!**

Don't forget to buy your tickets before the meeting.



***Be a Vibrant and Visionary Model of Service Above and Beyond Self***

## LASTWEEK

Presiding: **Nolan Duck**  
 Invocation/ Pledge: **Richard Stanford**  
 MarketPlace Advertiser: **Kathy Wall**  
 highlighting **David Goodson**  
 Photographer: **Phillip Bankhead**  
 Speaker: **Dr. Mike Rockwood**, Superintendent  
 Program: **Highland Park ISD**



President **Nolan Duck** called the meeting to order. PP **Richard Stanford** gave the invocation, and then led the Pledge of Allegiance and Star Spangled Banner." President **Nolan** asked for Happy Bucks, and then introduced our visitors and guests.

PP **Greg Pape** reported that last year over \$38,000 had been donated to the RI Foundation. In this first month of the new Rotary year, over \$12,000 has already been donated. This included donations from Paul Harris Society members who donate at least \$1,000 every year.

**Kathy Wall** introduced our Marketplace Advertiser of the Week, David Goodson and RLG Consulting Engineers.

President **Nolan** introduced new member, **Isaac Newton**, who works for Nolan's company, DBG Advisors.as an M & A Advisor.



President **Nolan** reminded us to sign up to volunteer for our service projects for the 2024-25 year. Sign up on the Volunteer Form or on the website.

**Holly Hollenbeck**, the incoming Director for the Supporting Health and Wellness area of service, announced the Foot Care Clinic for the Homeless at Austin Street Center on September 28. Other volunteer opportunities will be popcorn popping at Scottish Rite, Angel Tree, and on October 5 Dentistry With A Heart at Agape Clinic. There will be even more opportunities later in the fall. A lot of volunteers are needed, so please sign up for these events.



The new raffle has started. There is \$45 so far. **Shawn Foster** had the winning ticket

### Please remember

President **Nolan Duck's** sister has stage four cancer. Please keep her in your prayers.  
*Please let us know your joys and concerns.*

but did not win the raffle.

**Jeff Brady** introduced our speaker today, Dr. Mike Rockwood, Superintendent of the Highland Park ISD to speak on the HP school district. Dr.

**Rockwood** began by introducing his family, including his son who will be starting fifth grade at MIS and his daughter who will be starting second grade at Hyer Elementary. He also acknowledged the the Board of Trustees. Five of the seven are alums of HPIISD, and they truly understand the importance of education and of partnership in our community. They also work collaboratively with the cities of Dallas, University Park and Highland Park. The District is about six square miles and has eight school campuses. Excellence in academics, arts, athletics and service is important in HPIISD. If he is asked what is your greatest challenge and opportunity, it is the community. While there are high expectations from the community, there is also a high level of support. It is normal in the Park Cities but it is not common to have a fifty hour requirement for community service in order to receive a diploma. The students have unrivaled post-secondary success. The average ACT score is seven points higher than the state average, and the average SAT score is 271 points higher. Over 97% of HPIISD students attend college. There were thirteen student named National Merit Semi-Finalists. We have the best and the brightest coming to talk to our students. Baylor Scott & White doctors came to Hyer to dissect things with the students. Mark Cuban has come to the high school to talk about entrepreneurship and business leadership. Two years ago they started the water polo program, and they were district champs both of the first two years. Coach Randy Allen is the winningest football coach in Texas. The Lone Star Cup is the culmination of all UIL activities. HPIISD has more Lone Star Cups of an high school in Texas.



### Our Mission

Building a legacy of good works and fellowship, we strive to:  
 REACH those in need in partnership with others  
 INSPIRE tomorrow's leaders with high ethical standards  
 FOSTER lives of service above self  
 – A supporting member of Rotary International

The Hub is the weekly newsletter of the Rotary Club of Park Cities (Dallas)

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8350 N. Central Expwy, Ste 1900  
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Office Phone: 469-242-9448

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www.rotary5810.org



August						
S	M	T	W	Th	F	S
				M	Mtg	
4	M	M	M	M	Mtg	RMB
11	M	FF	M	M	BD	Mtg
18	M	Mc	M	M	M	Mtg
25	M	M	M	M	NO	Mtg

**A=Agape Health Serv Day**

**BD= Brd of Dirs Mtg, 8am**

**BF=Bonton Farm**

**Cn=PCR Connect Event.**

**CP=ChildsPlay Work Mtg-Jill Jordan.**

**D=District 5810 Event**

**DH=Dentistry with a Heart- Michael Rainwater**

**F=Fellowship Event**

**FF=RCPC Foundation Fund Mtg- Ed Fjordbak**

**FT=NTFB Truck.**

**FB=NTFB Evtnt- Susan Glen**

**In=Interact Special Project 8 am - Tracy Gomes.**

**LL=Legacy of Leadership**

**M= Meals on Wheels, Jim Weichel**

**various days and times**

**Mn= Mentoring at Hillcrest HS**

**various days and times**

**Mc=Ronald McDonald House**

**1 x/mo-Kathleen Klaviter**

**NM=New Member Event**

**Pr= Program Committee Mtg**

**RL=Readers2Leaders-various**

**days, times- Rob Levy**

**Rct=Rotaract- Ruth Alhili.**

**SP=Strategic Planning Mtg**

**SpE=Special Service Event**

**VA=Veterans Support-**

## UPCOMING PROGRAMS



Aug. 23 **DG Regina Edwards**  
District 5810



Aug. 30 **NO Meeting**  
Enjoy the Labor Day Weekend



Sep. 6 **Dean Robert Ahdieh**  
Texas A&M School of Law



Sep. 13 **Robert Sullivan**  
Dallas Area Rapid Transit

## ROTARY CONNECTED



<http://bit.ly/RPCFacebook>



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<http://bit.ly/RPCTwitter>



##parkcitiesrotary <http://bit.ly/RPCYouTube>



<http://bit.ly/RPCGooglePlus>

**Miss a Meeting? Watch it on** YouTube or as an event on **Facebook!**



<http://bit.ly/RPCYouTube>

<https://www.facebook.com/events/>

**Share Rotary!** Post on your social media when you're at a meeting or event. Use our hashtags!

**Like and Follow us** on Social Media: Website: <https://parkcitiesrotary.org/>

Facebook: [www.facebook.com/RotaryClubOfParkCities](http://www.facebook.com/RotaryClubOfParkCities)

YouTube: [www.youtube.com/channel/UCf4ZH-2nwIscW8XNTnsbnw](http://www.youtube.com/channel/UCf4ZH-2nwIscW8XNTnsbnw)

LinkedIn: [www.linkedin.com/company/park-cities-rotary-club/?viewAsMember=true](http://www.linkedin.com/company/park-cities-rotary-club/?viewAsMember=true)

**Make a post about or while at Rotary and use these hashtags**



#PeopleOfAction



#parkcitiesrotary



#district5810proud



#goodthingshappeneonfridays

## CLUB ANNOUNCEMENTS

**Please note** that RCPC meetings and other events are public events where photos and video are customarily taken. By attending you are consenting to free use of your likeness on RCPC and related websites, social media, streaming video, emails, newsletters and similar methods.

**Have a Great Idea for a Speaker? Your ideas are needed!** Send your ideas with the details to Richard Stanford.

**Help Wanted! At ANY RCPC Event or Project.** Take a few pictures, include a few sentences (who, what, when, where and WHY) and send to Betty for The Hub

**RI Foundation:** \$100 (or more) Every Rotarian Every Year! See Greg Pape.

**RCPC Foundation:** \$100 (or more). See Birthdays below, then Van Oliver.

**Attendance Rule Change.** For those wanting to maintain Perfect Attendance, make-ups may now be completed within a year. RI is no longer tracking attendance.

Like Us! <https://www.facebook.com/pages/Rotary-Club-of-Park-Cities/115439238516325>

## THOUGHTS ON . . .

### Weapons

Never let the future disturb you. You will meet it, if you have to, with the same weapons of reason which today arm you against the present.

~ **Marcus Aurelius Antoninus**

A weapon is a device for making your enemy change his mind.

~ **Lois McMaster Bujold**

Imagination is the one weapon in the war against reality. ~ **Jules de Gaultier**

Above all, we must realize that no arsenal, or no weapon in the arsenals of the world, is so formidable as the will and moral courage of free men and women. It is a weapon our adversaries in today's world do not have.

~ **Ronald Reagan**

Unless a man has considerable skill with and reliance in his weapon, he will not remain cool in the presence of dangerous game close by.

~ **Townsend Whelen**

There is nothing in the world more powerful than an idea. No weapon can destroy it; no power can conquer it except the power of another idea.

~ **James Roy Smith**

## TODAY'S PROGRAM (continued)

('Ross Guieb' cont) at the Pentagon when he was asked to serve as executive officer and chief of staff to a newly forming task force. Then under secretary of the Army Ryan McCarthy established the group to figure out how best to consolidate the Army's modernization process under a single command.

"Our job was to tease out all the foundational pillars," Guieb said. "We had to look at processes, authorities, policies and budgets. We had to think through the principles behind the changes and then sell it all back to the leadership. The pressure to get this right was pretty daunting."

McCarthy, who is now secretary of the Army, had recognized the war on terror kept the Army so focused on urgent battlefield issues that it had fallen behind in terms of preparing for future warfare. He and other Army leaders also knew they needed to accelerate

## HE WHO LAUGHS LASTS

### Engineer Terminology

- A number of different approaches are being tried. We are still guessing.
- Close project coordination. We know who to blame.

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innovation in research and development. The Army's modernization process had been designed for the Cold War era and its immediate aftermath.

"The world has changed," Guieb said. "Failing to modernize risks leaving us with a force that could dominate the last war but be irrelevant to tomorrow's security. History makes clear that America has no preordained right to victory on the battlefield. This is about deterrence, but decisive victory if called upon."

Once the task force completed its work, Guieb became executive officer for McCarthy as he was implementing task force recommendations, creating AFC and selecting Austin as its headquarters.

## Happy Birthday\*

**Nick Echtenkamp 8.20**

**Doug Means 8.21**

**Sarita Smithee 8.21**

\*You are our  
**RCPC Foundation Funders**  
for this month



# Rotary Club of Park Cities Market Place

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