



THE HUB

The Rotary Club
of Park Cities

Volume 76, Number 08

www.parkcitiesrotary.org

August 28, 2026

Serving to Make a Difference Since 1948

TODAY'S PROGRAM

Program Chair of the Day: Paul Pirok

It's College Game Day! Exploring NIL and College Athletics

Moderator

Jack Betts,

Senior NIL Partnerships Solutions Coordinator
Mustang Sports Properties / Learfield

Panelists

Brian Ullman

Executive Deputy A.D. / Chief Strategy Officer
SMU Athletics

Kyle Beatrice Robbins

General Manager
Mustang Sports Properties / Learfield

J.R. Sandlin

Assistant A.D. / General Manager
SMU Football

Wear Your Fan Gear!



Jack Betts

Jack was honored in 2024 as one of People Newspaper's 20 under 40 honorees. This appeared in the Feb 4, 2026 edition of the paper: (excerpted)

Jack Betts has always been intentional about where he's headed and why. A graduate of The Episcopal School of Dallas, Betts left the familiarity of his Park Cities neighborhood to play Division III football at Amherst College.

After stepping out into an unfamiliar world, the former wide receiver returned home with renewed perspective. "Growing up, we didn't venture much beyond our commute to ESD," said Betts. "Going to Amherst, where I knew nobody, really opened my world. Coming back allowed me to take everything I learned and pour it back into the community that raised me."

"I learned from some of the best in the industry," he said about his mentors at Learfield, while also crediting his parents for (continued on page 3)

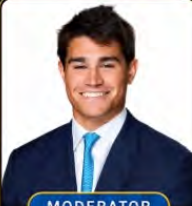
Park Cities
Rotary



Rotary Club of Park Cities presents

College GameDay Luncheon

EXPLORING NIL AND COLLEGE ATHLETICS



MODERATOR
JACK BETTS
Sr. NIL Partnerships
Solutions Coordinator
Mustang Sports Properties /
Learfield



BRIAN ULLMANN
Executive Deputy A.D. /
Chief Strategy Officer
SMU Athletics



**KYLE BEATRICE
ROBBINS**
General Manager
Mustang Sports Properties /
Learfield



J.R. SANDLIN
Assistant A.D. /
General Manager
SMU Football



**FRIDAY,
AUGUST 28**



**11:30 AM –
1:00 PM**



**MAGGIANO'S
AT NORTHPARK**

RCPC IN ACTION

Friday, Aug. 28, Regular Noon Meeting.
College Game Day Buffet opens at 11:30; program starts at 11:45.

Friday, Sept 4, NO Meeting! Labor Day Weekend!

Monday, Sept. 21 4:00pm. Make dinner at **Ronald McDonald House**, Sign up on RCPC website.

Saturday, Sept. 26. Foot Care Clinic

Save The Date! NTFB Volunteer Packing Day! Saturday, Oct 17, 9:00-11:30

Congratulations!

RCPC for winning the District's Large club **Community Service Award!**
Monty Montero for winning the **Star Award!**

District 5810

Saturday, Sep. 12, 9:30 a.m.–12:00 p.m. **Club Leadership Exchange**

Saturday, Oct. 24, 10:00am. **the World's Largest Polio Walk** in support of Rotary's **End Polio Now** campaign

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

LAST WEEK

Presiding: PE **Eric Harrison**
 Invocation and Pledge: **Daniel Drabinski**
 Introduction of Visitors and Guests: PE **Eric**
 Advertiser of the Week: **Megan and Damon Williamson and The Agency Dallas**
 Photographer: **Ley Waggoner**
 Speaker: **Jeff McKissack**
 Program: "Social or Anti-Social Media?"



PE **Eric Harrison** called the meeting to order. **Daniel Drabinski** gave the invocation and then led the Pledge of Allegiance, followed by "The Star Spangled Banner."



PE **Eric** asked for Happy Bucks. There were several things mentioned to be happy about. Visiting Rotarians and guests were introduced, including a future member who is a member of the Bonton Team.

Susan Glen introduced our Market Place Advertiser of the Week, **Megan and Damon Williamson** and The Agency Dallas.



PE **Eric** awarded his permanent badge to **Elmer Valdespino**, who has completed all of the new member requirements.

PE **Eric** remarked on the search for a new place to meet for lunch. The club has certain requirements. If you have an idea please fill out the form and send it to **Tom Swift**. President **Mark's** email also mentioned places that are being explored.

PE **Eric** called for the Raffle. It currently is worth \$771. PP **Jeff Sheehan** held the winning ticket, but did not win the raffle.

PE **Eric** introduced our speaker today, **Jeff McKissack** to speak on "Social or Anti-Social Media?" He began by saying that this is a very popular topic, and he is often asked to train a company's staff. He told a true story about how one executive almost lost his job when a private conversation on social media became public. More and more companies are asking new employees to sign agreements which are intended to protect the company's online reputation. Teachers and nurses seem particularly prone to use social media. If you have to fire someone over something on social media, then you have to find a replacement for that employee. Mayors, City Mana-

Please remember

Bill Sleeper is in the hospital, but should be back with us soon.

Marilyn Hargrave fell, but nothing is broken, so she should be back with us soon.

Please keep them in your prayers.

Let us know your concerns.



gers, Chiefs of Police actually have been fired because of social media posts. It is bad for morale among the other employees who must pick up the work of the fired employee. It will also affect the profits of the company. He said it was alright to use any social media for personal use. He asked members how many platforms they were on. A few members were on more than six. Each platform you are on gives access and exposure to other people. He asked everyone to think of the top three to five people in your life. Next he asked everyone to think of their top five personal goals. The problem is not the platforms but what is influencing what you post. Good people make bad decisions. Temporal influences are the cause. The important people to you and the goals in your life should be the permanent influences, and they should be the only things that influence you. Before you post something ask yourself what is influencing you and what should be influencing that decision. At the end of the day you will not change anybody's favorites. They only can change for themselves. He used an example. He asked everyone to turn to a person next to you and tell them your favorite radio station and why. There were many different favorites. Jeff said his favorite was 88.5 FM, KEOM, which is run by students in Mesquite ISD and plays music he likes. He said that there is one radio station that is everyone's favorite, WII FM, What's In It For Me. He said that when you get a list of Thou Shalt Not on Social Media from your company, you might see what is in it for them, but ask what is in it for me. The answer is the important people to you and your goals. He said if you go to his Facebook Page, at the top of the page you will see something that makes you smile. What you should post are things that make you smile, laugh or think. Social media feeds on what it gets. If you post about positive things, people will look on you more favorably.

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

The Hub is the weekly newsletter of the Rotary Club of Park Cities (Dallas)
 Betty Dawson, Editor

Shutterbug Committee

Ley Waggoner, Chair

Bulletin/Internet Advertising

Mark Neace, Interim Chair



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www.rotary.org

CREATE LASTING IMPACT

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RC of Prestonwood

Governor, District 5810

www.rotary5810.org



September						
S	M	T	W	T	F	S
		M	M	M	NO Mtg	
6	M	M	M	M	Mtg NTFB	Dist
13 F	M	M	M	BD	Mtg	
20	M	Mc	M	M	Mtg	Foot Care
27	M	M	M			

A=Agape Health Serv Day

F=Bonton Farm

BD = Brd of Dirs Mtg, 8am

CC=Crossroads Com.

PC =PCR Connect Event.

CP=Childs Play Work Mtg-

D=District 5810 Event

DH=Dentistry with a Heart

FF=RCPC Foundation

Fund Mtg- Ed Fjordbak

FC= Foot Care Clinic

FB=NTFB Event-Susan Glen I

CM=Cafe Momentum

LL=Legacy of Leadership

M=Meals On Wheels-JimWeichel

various days and times

Mn= Mentoring at Hillcrest HS

various days and times

Mc=Ronald McDonald House

1x/mo-Kathleen Klaviter

NM=NewMemberEvent

Pr=ProgramCommittedMtg

RL=Readers2Leaders-various

days, times- Rob Levy

Rct=Rotaract- Ruth Alhaili.

SP=Strategic Planning Mtg

SpE=Special Service Event

VA=Veterans Support-

UPCOMING PROGRAMS



Sept. 4 **NO Meeting**
Celebrate Labor Day



Sept. 11 **Natalie Markham and Trisha Cunningham**
Food RX **at the North Texas Food Bank**



Sept. 18 **Bruce Levine**
The Dallas Stars, Location TBD



Sept. 25 **Michael A. Etcheson**
Prison Entrepreneurship Program, Location TBD

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<http://bit.ly/RCPCLinkedin>



<http://bit.ly/RCPCTwitter>



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



RCPGoogleplus

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



<http://bit.ly/RCPYouTube>

<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

YouTube: www.youtube.com/channel/UCf4ZH-2nwIscW8XNTnsbnw

LinkedIn: www.linkedin.com/company/park-cities-rotary-club/?viewAsMember=true

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



#PeopleOfAction



#district5810proud



#parkcitiesrotary



#goodthingshappene



nonfridays

CLUB ANNOUNCEMENTS

Please note that RCP 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 RCP 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 RCP 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.

RCP Foundation: \$100 (or more). See Birthdays below, then Jack Carpenter.

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 ...

Football

Some people think football is a matter of life and death. I assure you, it's much more serious than that. ~ **Bill Shankly**

Football coaches don't have real problems. ~ **Lou Holtz**

Football is like life - it requires perseverance, self-denial, hard work, sacrifice, dedication and respect for authority.

~ **Vince Lombardi**

To me, football is so much about mental toughness, it's digging deep, it's doing whatever you need to do to help a team win and that comes in a lot of shapes and forms.

~ **Tom Brady**

If anything goes bad, I did it. If anything goes semi-good, we did it. If anything goes really good, then you did it. That's all it takes to get people to win football games for you.

~ **Bear Bryant**

The reason women don't play football is because 11 of them would never wear the same outfit in public. ~ **Phyllis Diller**

Football fans share a universal language that cuts across many cultures and many personality types. A serious football fan is never alone. We are legion, and football is often the only thing we have in common.

~ **Hunter S. Thompson**

JACK BETTS (continued)

being the ones to prepare him to chart his own path. "I'll be the first one to say I'm most definitely a mama's boy. She is an absolute rockstar who molded me into what I am today."

That blend of ambition and rootedness has defined the athlete's professional rise. Initially joining SMU's football staff as special assistant to general manager JR Sandlin, Betts supported roster building, recruiting operations, and long-term strategy.

Recently stepping into a new role under SMU executive deputy athletic director Brian Ullman, Betts is approaching the transition with the same adaptability that has guided his career so far. "Whatever is asked of me, I look forward to contributing," he said

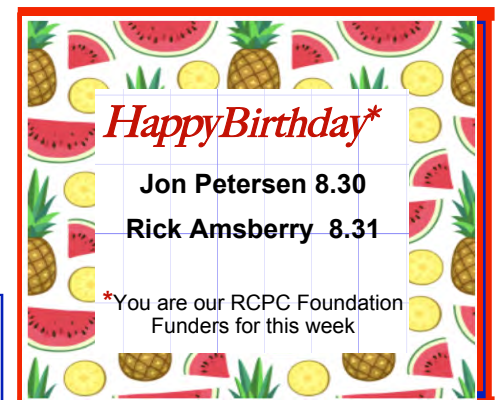
As an early NIL pioneer and proud Cherokee Native American, Betts' professional goals exist at the intersection of personal identity and legacy. "I'm always trying to find ways in which to bring aspects of my life together," he said.

"Being an athlete and being of Cherokee descent are two of my most critical

identifying factors. Being that I'm adopted, I didn't know a lot about my heritage growing up, which was one of the reasons I went to a school like Amherst, so I could continue to discover more about myself," he said.

Launching the Make Your Own Legacy Academy (MYOLA), an NIL education and empowerment program, Betts focused on serving athletes often overlooked in the rapidly commercialized era of college sports, particularly those at Division III schools. Through MYOLA, he emphasized education, confidence, and self-advocacy.

The Academy also served as a catalyst in reinforcing the significance of community and legacy in him.



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Rotary Club of Park Cities Market Place

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