



THE HUB

The Rotary Club of Park Cities

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December 01, 2023

Serving to Make a Difference Since 1948

TODAY'S PROGRAM

Program Chair of the Day: Major Paul McFarland



It's Chili Day at The Salvation Army!

Mark Schortman

Update on the Salvation Army

Mark Schortman recently retired from The Coca-Cola System after 38 years of service. He began his career in Northern California in a Sales and Marketing role and finished his career as Chief Executive Officer of Coca-Cola Southwest Beverages here in Dallas. Along the way, Mark led various Divisions in Great Britain, Canada and the United States.

Additionally, Mark was Chairman of the Board, Coca-Cola Bottlers' Sales and Services from 2005 until his retirement. Prior to joining Coca-Cola, Mark worked for McCann-Erickson as Account Executive and had Coca-Cola

North America a primary client

Mark received his undergraduate degree from California Polytechnic State University and his Executive MBA from St Mary's College. He most recently served on the Advisory Board of the Cox School of Business at Southern Methodist University.

Today, Mark is the Chair of the Dallas/Rockwall County Advisory Board for the Salvation Army Command of North Texas.

Mark and his wife Tracy have two older children, plus four grandchildren who all live in the Dallas area.

It's the 42nd Year of Chili Day!

Forty-one years ago Orville Salmon had a Great Idea. RCPC would eat chili at the Salvation Army and donate the usual price of lunch—or more—to the Salvation Army for their Christmas projects. Bob Grossman, Chili Chef Extra-ordinaire has been cooking the chili from donated venison for 41 years. The "recipe" calls for 50 pounds of onions and a proportional amount of garlic. *Delicious!*



Holiday Activities

Friday, Dec. 1, 12:00 Noon RCPC Annual Meeting and Election of Officers and Board Members for 24-25. This meeting is at the Salvation Army!

Sunday, Dec. 3, 3:00 to 7:00 pm Snider Plaza Tree Lighting! Volunteers Needed City of UP's Tree Lighting at Snider Plaza benefitting the North Texas Food Bank and the Salvation Army. Free parking in Hilltop parking garage at the south end of the plaza

Friday, Dec. 8, 12:00 Noon, the RCPC Regular Meeting. will be at **Austin Street Center.** Box Lunch and Tour

Friday, Dec. 15, 6:00-8:00pm. Holiday Party at the home of Tom and Suzy Rhodes. \$60 per person, includes complimentary valet, a fabulous dinner, dessert, and beer and wine. Pay on the RCPC website. Let Happy know if you need a gluten-free or vegetarian meal.

Legacy of Leadership Alumni Party

Great fun at the Legacy of Leadership Alumni gathering. Hats off to **Cleve** and George for making this program a reality all those years ago.

from Barb Jeffries

And to **Pam** and **Richard** for organizing tonight's event. Everyone enjoyed the room with a private bar and the delicious appetizers..



Don't Forget Your Raffle Tickets! The total is over \$330



Saturday, Dec 16, 11:00am -1:30pm. Join us for Our Annual **Volunteer Event at the Salvation Army** Distribution Warehouse 9216 Harry Hines, Dallas 75235

Our own **Kathy Allred** is featured in a Foundation Focus video. Kathy is District 5810's newest Legacy Society member. The video can be seen at <https://youtu.be/LVRIVy7ExIs?si=rpcMwCnJXKlqI4cR>

The Legacy Society recognizes Rotarians and friends of Rotary who have committed to make a future gift of \$1 million or more to The Rotary Foundation.

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

LAST WEEK

Presiding: PP **Jeff McNaughton**
 Invocation/ Pledge: **Eric Heitkamp**
 Marketplace Advertiser: **Mark Kashar**
 highlighting **Mark Neace**
 Photographer: **John Brown**
 Chair of the Day: **Sergio Poppe**
 Speaker: Dr. **Simon Mak**, SMUCox
 School of Business
 Program: **Space Entrepreneurship: The Final Frontier**



PP **Jeff McNaughton** called the meeting to order.. PP **Eric Heitkamp** gave the Invocation, and then led the Pledge of Allegiance and Star Spangled Banner." PP **Jeff** asked for Happy Bucks, He then introduced our visitors and guests, including Ruben Ocampo a visiting Rotarian from the RC of Barranquilla in Colombia. He brought a flag to exchange and information about his club and about their service projects, empowering girls for the 21st century, providing surgeries for children with strabismus, and providing safe water for families. He is seeking partners for these projects.



Mark Kashar introduced our MarketPlace Advertiser of the Week, **Mark Neace** and Sync-Lab Media. **Mark Neace**, himself, used his time to promote the Enterprising Gentlemen Dallas Summit on February 29, 2024.

PP **Happy Franklin** announced the details about the Holiday Party, which will be on Friday, Dev. 15, at the home of **Tom and Suzy Rhodes**. PP **Jeff** reminded members who had chosen to pay their dues in two parts, that the second part was due. He also announced the Holiday volunteer opportunities in December. He also noted that Angel Tree has moved online, so please go online to donate.

The raffle totals over \$330. **Kathy Wall** had the winning ticket, but did not pick the winning card. Try again next week!

Sergio Poppe introduced our speaker today, Dr. Simon Mak, the Executive Director of the Caruth Institute of Entrepreneurship and Professor of Practice in the Department of Strategy, Entrepreneurship, and Business Economics at the SMU Cox School of Business.

Please remember

Ruth Alhilali who has had surgery
Elaine Allen who will be having Surgery
Please let us know your joys and concerns.

He started by saying that he was glad to be back, but the world had changed since he was here before. He asked where the phrase "space, the final frontier" originated. It was on Star Trek. He said it was interesting how many things in the original version, in 1969 and 1970, are now things we have available, He said the Caruth Institute for Entrepreneurship was established in 1970. Their newest program is an online MBA, and it is becoming one of their largest programs. The other news is that they have just announced a third entrepreneurship center, which has never been done before. They are the Caruth Institute for Entrepreneurship, the Hart Institute for Technology, Innovation and Entrepreneurship, and the new Spears Institute for Entrepreneurial Leadership. They also provide the Dallas 100 Entrepreneur Awards for the fastest growing privately-held businesses.



There are two approaches to the business of space. One is looking at money that is invested in space. The other is the growth in revenue from that industry; the size of the market. In 2020 almost \$9 Billion was invested in space companies. They were invested in companies, but also in ETFs focusing on space, like UFO, ROKT and ARKX. There is money to be invested, but there are fewer companies. By 2040 the revenue generated by the global space industry may grow to more than \$1 Trillion. Some of the industries in space are finance, space adventure travel, space media, robotics, astro-robotics, space companies, spaceports, space training, government, space military, space radio and podcasts, space simulation, space camp, biospheres, space consulting and space accelerators. One of the most famous space startups is Back to Space, located in Richardson. According to NASA, they are going to be on Mars by 2030. One of the strategies of going to Mars is to make the Moon the landing station. Elon Musk said that he would be on Mars sooner, but he wants to go direct to Mars. He has started delivering

(continued on page 3)

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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December						
S	M	T	W	Th	F	S
					Mtg at	
3	SpE	M	M	M	M	
10		M	M	M	Party	SpE
17	M	Mc	M	BD	M	NO Mtg
24	M	M	M	M	M	NO Mtg

- A=Agape Health Serv Day**
- BD= Bld 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**
- M= Mentoring at Hillcrest H.S. various days, 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 Alhilali.**
- SP=Strategic Planning Mtg**
- SpE=Special Service Event**
- VA=Veterans Support- Evan Altemus**

UPCOMING PROGRAMS



Dec. 1 **Mark Schortman**
Chili Day Meeting at the Salvation Army and Club Annual Meeting and Election of Officers



Dec. 8 **Daniel Roby**
The meeting will be at Austin Street Center with a Tour



Dec. 15 **NO Meeting - Go to the RCPC Party!**
Happy Holidays!



Dec. 22 **NO Meeting**
Enjoy the Holidays!

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.

The Rule of 85. Attendance requirements change for those who are at least 65 years of age and who have been a member of a Rotary club for twenty years

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RCPCgoogleplus

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



<http://bit.ly/RCPCyoutube>
<https://www.facebook.com/events/>

Share Rotary! Make a post on your social media when you're at a club meeting or event and 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-2nwlsW8XNTnsbonw

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

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

- #parkcitiesrotary
- #PeopleOfAction
- #district5810proud
- #goodthingshappeneonfridays

THOUGHTS ON . . .

Empathy

Some people think only intellect counts. knowing how to solve problems, knowing how to get by, knowing how to identify an advantage and seize it. But the functions of intellect are insufficient without courage, love, friendship, compassion and empathy. ~ **Dean Koontz**

Imagination is not only the uniquely human capacity to envision that which is not, and, therefore, the foundation of all invention and innovation. In its arguably most transformative and revelatory capacity, it is the power that enables us to empathize with humans whose experiences we have never shared.
~ **J. K. Rowling**

Friendship is a living thing that lasts only as long as it is nourished with kindness, empathy and understanding.
~ **Author Unknown**

The most valuable things in life are not measured in monetary terms. The really important things are not houses and lands, stocks and bonds, automobiles and real state, but friendships, trust, confidence, empathy, mercy, love and faith. ~ **Bertrand Russell V. DeLong**

MEETING NOTES (continued)

(continued from page 2)
payload to the space station, but at half of the cost that NASA was spending. So NASA is contracting with Space X for deliveries to the space station. The leaders in space are SpaceX (Elon Musk), Blue Horizon (Jeff Bezos) and Virgin Galactica (Richard Branson). These companies are in Texas. NASA is in Houston. Space X is in Austin and Corpus Christi. Blue Origin is in West Texas. Virgin Galactica is right across the Texas border in New Mexico.

HE WHO LAUGHS, LASTS

- Q. Why do Dasher and Dancer love coffee?
A. Because they are Santa's star bucks.
- Q. What does the Gingerbread Man use to make his bed?
A. Cookie Sheets.
- Q. What do you call an outlaw who steals gift wrapping from the rich to give to the poor?
A. Ribbon Hood
- Q. What do you call Santa's helpers?
A. Subordinate Clauses.

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He said that in his class one of the projects was to pitch a start-up idea for a product to travel or to live on Mars. He then introduced the two students whose idea, Rocket Roast, won the competition. They explained that Rocket Roast: The Brew of the Future, is coffee infused with vitamins. On Mars there is a lack of sunlight, natural food and the routines of Earth. People will need coffee to stay awake and function, but they will also need vitamin supplements. The coffee is infused with sixteen vitamins and minerals. Their model was business to business. They would supply product to NASA, SpaceX, etc. Their estimated revenue is \$478.8 Million. They estimated the cost for a month supply at \$150



Rotary Club of Park Cities Market Place

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