



# THE HUB

The Rotary Club  
of Park Cities

Volume 73, Number 26

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

February 18, 2022

*Serving to Make a Difference Since 1948*

Club of the Year, 2020-2021

## TODAY'S PROGRAM

*Program Chair of the Day: Happy Franklin*



## Jeff Bednar, Co-founder - Profound Foods Farmers Market, Microfarms, Hydroponic and Aquaponic Gardening and More

Jeff Bednar is the founder of the Profound family of businesses. He started with Profound Microfarms in 2015, a 2.6-acre farm in Lucas where he grows leafy greens, edible flowers, culinary herbs, and microgreens in 17,000 sqft of hydroponic greenhouses. Then in 2018, he founded Profound Foods, a distribution hub that he created to connect farmers and chefs. Profound Kitchen was born in 2020 as a result of the Covid19 pandemic, creating value-added goods out of end-of-season produce and products that enhance the at-home cooking experience.

Jeff comes to us today to share his passion for empowering the local foodshed. His journey started with the question "where does our food come from?". Leading him down the path of growing his own food and connecting with the local food community, including farmers, chefs and educators.

### Profound Foods Food Hub

Over 50 farmers, ranchers, and artisans from North Texas are part of our food hub. A food hub aggregates, markets, and distributes products from these producers, giving them more resources to focus on their real passions - growing and making food. This simplifies life for farmers, saving them from hustling between restaurants and retailers one by one, hunting down payments, finding new customers, etc.

It makes life easier for buyers too! It's hard for chefs to email, call, and text 40 farms individually regarding orders, deliveries, and payments. A food hub centralizes all of these disparate operations into one single system for communication, ordering, delivery, and payments.

[www.profoundfoods.com](http://www.profoundfoods.com)

## RCPC IN ACTION

### We need your 2022 Grand Marshal Nominees! from Cleve Clinton

Parade Chair Sarah Oliai opened nominations for Grand Marshal of the 2022 Rotary Club of Park Cities 4th of July Parade.

By the **end of February**, send Cleve your nominees.

#### Guidelines of Candidate Qualifications:

The Grand Marshal should be one or more individuals demonstrating the following qualifications:

- \* Has made a meaningful contribution to the Park Cities
- \* Demonstrates Rotary ideals of 4 Way Test and Service above Self
- \* Is well-known and respected in the community
- \* Is willing and able to participate in the Parade and Goar Park Celebration.

**Past Grand Marshals** Known by RCPC (help us fill in if you know):

- 2020-21 Jim and Laurie Hitzelberger
- 2019 Frances Moody
- Dahlberg 2018 Karl Kuby
- 2017 Brad Bradley
- 2016 Mike and Marla Boone
- 2015 Leslie Melson
- 2014 Dr. Dawson Orr
- 2013 Kirk Dooley
- 2012 Randy Allen
- 2011 Dr. R. Gerald Turner
- 2010 Chief Darrell Fant
- 2009 Dr. Cathy Bryce
- 2008 George Patterson
- 2007 Hon. John Roach
- 2006 Rep. Dan Branch
- 2005 Sen. Kay Bailey Hutchison
- 2004 Hon Barbara Hitzelberger
- 2003 Hon. Ed Drake
- 2002 Bob Heard

### Online Gift Giving

Join us in purchasing the following on the Salvation Army's Amazon wish list. The items are for the Salvation Army's Adult Rehabilitation Center's Leisure Time Outdoor Activities Area.

- 10 basket balls
- 6 pickle ball rackets
- 20-30 outdoor pickle balls
- 3 footballs
- 3 sets of horse shoes

The link- [https://www.amazon.com/hz/wishlist/lsPBIE110T70W3?ref\\_=wl\\_share](https://www.amazon.com/hz/wishlist/lsPBIE110T70W3?ref_=wl_share)

We are hosting a virtual food drive to support the North Texas Food Bank (NTFB) and their mission to close the hunger gap in North Texas by providing access to nutritious food. Donate throughout February- [https://give.ntfb.org/site/TR/Events/General?px=1094908&pg=personal&fr\\_id=1060](https://give.ntfb.org/site/TR/Events/General?px=1094908&pg=personal&fr_id=1060)

### The Logo of the 2022-23 Presidential Theme



from Rotary International  
"Imagine Rotary" is the 2022-23 presidential theme that RI President-elect Jennifer Jones revealed on January 20. She is asking Rotary members to dream big and take action: 'We all have dreams but acting on them is a choice. Imagine a world that deserves our best, where we get up each day knowing that we can make a difference.'

"The logo for the theme was designed by Riki Salam an Australian artist and graphic designer (cont. pg 3)

### LAST WEEK

Presiding: **Happy Franklin**  
 Invocation/Pledge: **Richard Stanford**  
 Marketplace Adv: **Kyle Marmillion**  
 Photographer: **Cindy Cummings**  
 Chair of Day: **Daniel Drabinski**  
 Speaker: **Blake Lindsay**, Manager of Outreach  
 Program: **Envision Dallas**



President **Happy Franklin** called the meeting to order **Richard Stanford** gave the invocation and then led the Pledge of Allegiance and The Star Spangled Banner. President **Happy** introduced our visitors and guests, including a visiting Rotarian from India. **Kyle Marmillion** introduced our Marketplace advertiser of the Week, **Bart Noble** and Mosquito Mr. Natural.

PP **Greg Pape** remarked that Rotary International is a good place to put your money. If you give to the RI Foundation, half will come back to the District. If you give to RI's World Fund, it does not come back. RCPC has fourteen Major Donors and seven Bequest Society members. He then awarded Laurie Aldredge her third level pin, PP Donnie Berg his eighth level pin, and PP Rod Pirtle his eighth level pin.



President **Happy** awarded **Sean Johnson** his Blue Badge, PP **Eric Heitkamp** said that he is seeing the light at the end of the tunnel in completing the ARC Recreation area. There will be a "paint and stain day" on March 5. The project will be completed in April.



**Jen Hammond** announced the virtual food drive in February for the North Texas Food Bank.

**Mark Neace** gave his Membership Minute. He said he met **Happy** at a networking meeting. He visited the club and joined seven years ago. He is happy to be able to contribute to its success, and will continue to get out the word of what we do.



**Daniel Drabinski** introduced our speaker

### Please remember ...

Doug Means's son who is having surgery  
*Please let us know your joys and concerns.*



today, **Blake Lindsay** with Envision Dallas. He began by remarking on the positive energy in the room. He was a radio DJ for twenty-two years, ten years here in Dallas. He said he was a baby when his parents noticed something different about his eyes. They took him to the doctor who diagnosed cancer. He saved his life by removing the cancer. He said he does not feel that he lost something being blind, but is happy to be alive. The mission of Envision Dallas is to improve the quality of life for people who are blind or visually impaired through employment, outreach, rehabilitation, education and research. He said he has been with Envision Dallas for over twelve years. In 2018 they transitioned from Lighthouse for the Blind to Envision Dallas. They empower people of all ages, starting at three years old through one hundred. Seventy percent of people who are blind are unemployed. He believes it is because others don't know what they can do. Envision Dallas hires a hundred people to work with textiles and sewing. They make road crew reflective vests and other clothing. They will be making camo pants that are fire resistant. They make 100,000 binders, but will be expanding to two million a year. It takes machines to accomplish that quantity. They are also using technology to enable them to use more machines. They also make about a quarter of a million wall pockets every year. Their trademark is Envision Everything. In about seventeen months they are moving to Farmers Branch to move into the AT&T building. They will expand from 90,000 square feet to 210,000 square feet. They touched over three thousand people last year, teaching technology and how to use an iPhone. The teachers are blind or visually impaired themselves. They add value to a lot of peoples' projects with special packaging. Ten years ago they got a call center. They are working with the Better Business Bureau, getting businesses accredited. Currently, they are working with the CDC on a health campaign.

### Get Involved

- A=Agape Health Service Days 8 am See Tracy Gomes.
- BD= Board of Dirs. Mtg. 8am
- BF=Bonton Farm-Stephanie B
- Cn=PCR Connect Event. See Jim Weichel
- CP=ChildsPlay Work Mtg.
- D=District 5810 Event
- DH=Dentistry with a Heart
- F=Fellowship Event
- FF=RCPC Foundation Fund Mtg-See Ed Fjordbak
- FH=Fisher House-Doug Means
- FT=NTFB Truck. Stan Wright
- FB=NTFB Event
- In=Interact Special Project
- LL=Legacy of Leadership
- M=Meals on Wheels See Jim Weichel
- Mn=Mentoring at HillcrestH
- Mc=Ronald McDonald House 1x/mo-See Kathleen K.
- NM=New Member Event
- Pr= Program Committee Mtg
- RL=Readers2Leaders-various times. See Ruth Alhilali
- Rct=Rotaract. See Ruth A.
- SP=Strategic Planning Mtg
- SpE=Special Service Event

### 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)

Betty Dawson, *Editor*

### Shutterbug Committee

Ley Waggoner, *Chair*

### Bulletin/Internet Advertising

Mark Kashar, *Chair*



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 Mahanagar, India

*President, Rotary International, www.rotary.org*

**Max Duplant**,  
 Irving-Las Colinas  
 Governor, District 5810  
 www.rotary5810.org

| February |   |   |   |    |            |    |
|----------|---|---|---|----|------------|----|
| S        | M | T | W | Th | F          | S  |
|          |   |   |   |    |            |    |
|          |   |   |   |    |            |    |
| 6        | M | M | M | M  | Mtg        | BF |
| 13       | M | M | M | M  | Mtg at PCC | BF |
| 20       | M | M | M | M  | Mtg        | BF |
| 28       | M |   |   |    |            |    |

## UPCOMING PROGRAMS

In person at Maggianos or watch on YouTube. NO reservation needed!



Feb. 25 **Sheriff Marion Brown**  
Update from the Dallas County Sheriff



Mar. 4 **Robyn Short at Park City Club**  
Work Place Peace Institute



Mar. 11 **David McCloskey, Author**  
"Damascus Station"



Mar. 18 **Curt Hazelbaker**  
Moody Park Cities YMCA

## 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 Jeff Sheehan.

**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 Scott McLaughlin.

**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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## THOUGHTS ON . . .

### Food

Food is an important part of a balanced diet. ~ **Fran Lebowitz**

Part of the secret of success in life is to eat what you like and let the food fight it out inside. ~ **Mark Twain**

Food is the most primitive form of comfort. ~ **Sheila Graham**

You don't have to cook fancy or complicated masterpieces - just good food from fresh ingredients. ~ **Julia Child**

A way to a man's heart is through his stomach, that is true as gold. You put some love in your food and a fool can taste it. ~ **Raelle Tucker**

Food is our common ground, a universal experience. ~ **James Beard**

Sharing food with another human being is an intimate act that should not be indulged in lightly. ~ **M. F. K. Fisher**

God gives every bird its food, but He does not throw it into its nest. ~ **J. G. Holland**

If more of us valued food and cheer and song above hoarded gold, it would be a merrier world. ~ **J. R. R. Tolkien**

## ROTARY INTERNATIONAL

(RI Logo cont. from pg. 1)

specializing in contemporary Indigenous art, design, and communications. He also created the 2023 Rotary International Convention logo which will be held in Melbourne, Australia, thus connecting the two by a shared visual language.

Meaning of the design elements  
"There is, of course, a deeper meaning behind each element of the design. The circle in aboriginal culture for instance, signifies our connections to one another. The dots around it represent people and there are seven because of Rotary's areas of focus.

"The circle and the dots together become a navigation star - our guiding light. The solid line underneath is what is referred to as a digging stick and it is used when doing hard work. And since Rotary members are people of action, it represents a tool for getting things done.

## HE WHO LAUGHS LAST

After a quarrel, a husband said to his wife, "You know, I was a fool when I married you." She replied, "Yes, dear, but I was in love and didn't notice."

We gratefully acknowledge  
**Odyssey Document Services**  
for the partial funding of The Hub

## ROTARY CONNECTED



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##parkcitiesrotary



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<http://bit.ly/RCPC/googleplus>

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



<http://bit.ly/RCPC/youtube>

<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/>

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**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



#district5810proud



#parkcitiesrotary



#goodthingshappenonfridays

The colors

"The colors green, purple, and white are not necessarily connected to aboriginal culture. President-elect Jennifer Jones asked the new crew of Governors to use one, two, or all three when dressing for official events instead of using a theme jacket. "As we celebrate diversity, equity and inclusion, I wanted all of us to be able to express ourselves differently in what we wear, but still have connection", Jones explained.

"There are several ways to interpret the colors: Purple for example stands for polio eradication, green for the environment, the newest addition to our areas of focus, and white for peace, our core mission. Together, they are the colors of the women's movement, the Suffragette - a subtle nod to this history as Jones pointed out, since she will be the first female RI president."

# Happy Birthday\*

Jeff Sheehan 2.24



\*You are our RCPC Foundation Funders for this week

# Rotary Club of Park Cities Market Place



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