

## THE HUB

The Rotary Club of Park Cities

Volume 73, Number 26

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 athome 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

#### RCPCIN 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

2006 Rep. Dan Branch 2005 Sen. Kay Bailey Hutchison 2004 Hon Barbara Hitzelberger

2007 Hon. John Roach

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/lsPBIE110T7O W3?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

#### 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



President Happy awarded Sean Johnson his Blue Badge, PP Eric Heit-

ROTARY CLUB

kamp 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.

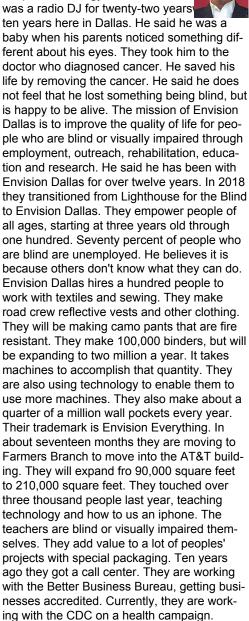
Daniel Drabinski introduced our speaker

**February** S M Т W Th F S Mtg B Ø M Μ Mtg B M Μ M Μ 6 M M Mtg 13 BD Μ М Mtg 20 28

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



#### Get Involved

A=Agape Health Service Days BD= Board of Dirs. Mtg. 8am LL=Legacy of Leadership BF=Bonton Farm-StephanieB M=Meals on Wheels Cn=PCR Connect Event. CP=ChildsPlay Work Mtg. DH=Dentistry with a Heart =Fellowship Event FF=RCPC Foundation Fund Mtg-See Ed Fjordbak FH =Fisher House .- DougMeans FT=NTFB Truck. Stan Wright B=NTFB Event In=Interact Special Project

8 am See Tracy Gomes. 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



#### OFFICERS and DIRECTORS 2021-2022

Happy Franklin, President Jeff McNaughton, President Elect Jeff Sheehan, Vice President Lisa Amsberry, Secretary Phillip Bankhead, Treasurer Valerie Pelan, Membership Sarah Oliai. Youth Services

Mark Kashar. Institutional Outreach

Jill Jordan, Community Outreach Kyle Marmillion

Humanitarian Outreach

Patsy Watson, Club Operations

Pam Carvey, At Large Barb Jeffries. Immed. Past President

Scott McLaughlin, Sgt-at-Arms

Chris McNeill, Parliamentarian Laurie Aldredge, Club Administrator

8350 N. Central Expwy, Ste 1900 Dallas, TX 75206 Office Phone: 469-242-9448 Email club@parkcitiesrotary.org parkcitiesrotary.org



#### **Shekhar Mehta** RC of Calcutta-Mahanagar, India

SERVE TO CHANGE LIVES President, Rotary International, www.rotary.org

#### Max Duplant,

Irving-Las Colinas Governor, District 5810 📕 www.rotary5810.org



#### **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

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

#### <u>THOUGHTS ON . . .</u>

#### **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 compli-cated 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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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/

<u>Facebook</u>: www.facebook.comRotaryClubOf ParkCities

<u>YouTube</u>: www.youtube.com/channel/UCf4Z H-2nwlscW8XNTnsbonw

<u>LinkedIn</u>: 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

#goodthingshappe nonfridays

#### 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."



## Rotary Club of Park Cities Market Place



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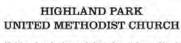
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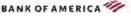
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