



THE HUB

The Rotary Club of Park Cities

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www.parkcitiesrotary.org

January 19, 2024

Serving to Make a Difference Since 1948

TODAY'S PROGRAM

Program Chair of the Day: Jeff Brady



Jeff Crilley

Marketing Without Money

January 26 - RCPC Noon Meeting at Park Cities Club
You MUST register on website ahead of time.

Jeff Crilley retired from TV news after 25 years in the business to start the country's first "all journalist" PR firm. During his career he made hundreds of national news appearances including CNN, CNN Headline News, FOX News, The Discovery Channel, Good Morning America and The CBS Early Show

He has been recognized by his peers with dozens of national and regional awards including the Emmy, the National Headliners Award, the Edward R. Murrow Award, the Thurgood Marshall Award and in 2004 was named by the Texas Associated Press, "The Best TV Reporter in the state."

Takeaways from today's presentation include:

- How to become the "expert" in your field the media will call for a quot
- Using video to build your brand
- The do's and don'ts of social media
- Using podcasting to become a thought leader.

RCPC IN ACTION

Nominations Are Open for 2024 Parade Grand Marshal

from Cleve Clinton

As co-chair Jill Jordan reported at our RCPC Friday meetings, nominations are open for your 2024 Grand Marshal Nominees!

Send us your recommendation! **By end of January, please send Cleve Clinton your nominees.**

Guidelines for Nominee Qualifications

The Grand Marshal should be one or more individuals demonstra-

ting 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

2023	Jan Langbein	2011	Dr. R. Gerald Turner
2022	Donna Pierce	2010	Chief Darrell Fant
2020-1	Jim and Laurie Hitzelberger*	2009	Dr. Cathy Bryce
2019	Frances Moody Dahlberg	2008	George Patterson
2018	Karl Kuby	2007	Hon. John Roach
2017	Brad Bradley	2006	Rep. Dan Branch
2016	Mike and Marla Boone	2005	Sen. Kay Bailey Hutchison
2015	Leslie Melson	2004	Hon Barbara Hitzelberger
2014	Dr. Dawson Orr	2003	Hon. Ed Drake
2013	Kirk Dooley	2002	Bob Heard
2012	Randy Allen		

If you know the names of GMs prior to 2002, please let Cleve know!

ROTARY INTERNATIONAL'L

"Warmth in winter: A tale of compassion and community service" *from Rotary Voices*

By Md. Saddam Hossain Roni, past president, Rotaract Club of Dhaka Orchid, Bangladesh, and a Rotaract adviser

"December in the Gaibandha district of Bangladesh brought not only the crisp bite of winter, but also a tragic incident that left the local Santal tribe without homes. A devastating fire swept through their settlement, leaving them exposed to the unforgiving cold. In the spirit of Rotary's commitment to service, the Rotaract Club of Dhaka Orchid and the Rotaract Club of Purbasha Plus embarked on a mission to provide winter clothes and essential medicines to these homeless tribal people.

"The initiative took shape through the collective effort of various local organizations and Rotaract Clubs. ... The generous support extended further with contributions from the Society for Humanity and Development Over the World (SHADOW), the Rotary Interact Alumni Association of South Asia, and a team from Ullash Academy.

"We began by purchasing winter clothes and medicines for about 1,000 people. The coordination this required from the various Rotaract clubs and organizations exemplified the true essence of community service

"Armed with our supplies, a team of 25 individuals set out from Dhaka to Gaibandha. Because the latter is in a rural area and security can be a concern at night, we waited until sunrise to assure safe passage. When we reached Gaibandha, *(continued on page 3)*

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

LAST WEEK

Presiding: President **Jeff Sheehan**
 Invocation/ Pledge: **Happy Franklin**
 Marketplace Advertiser: **Mark Neace**
 highlighting **Richard Stanford**
 and C C Young Retirement
 Community
 Photographer: **Barb Jeffries**
 Chair of the Day: **Jeff Brady**
 Speaker: **Craig Davis**, President
 and CEO
 Program: Visit Dallas



President **Jeff Sheehan** called the meeting to order. **Happy Franklin** gave the invocation, and then led the Pledge of Allegiance and The Star Spangled Banner.

President Jeff introduced our visitors and guests and asked for Happy Bucks.

PP **Greg Pape** remarked that members' contributions to the Rotary Foundation which sustains our programs, When you give to the RI Foundation, we are giving to the Annual Fund, which is the basic funding source for service projects in our community and also throughout the world. It is divided into the World Fund, of which fifty percent comes back to our District to be used as grant money throughout our District. He introduced PE **Nolan Duck** as a member of the Paul Harris Society. The members give \$1000 every year. We have twenty-one members of the Paul Harris Society in our club. He introduced **Tom Swift** as a seventh level Paul Harris Fellow. He announced President **Jeff** as a fifth level Paul Harris Fellow. **Tom Swift** pointed out PP Greg's pin which represents a second level Major Donor.



President **Jeff** presented a check for \$10,000, proceeds of the Fourth of July Parade, to Trisha Cunningham, CEO of the North Texas Food Bank.

Please remember

Please let us know your joys and concerns.

The contribution was timed to coincide with a tripe match, so the contribution brought in \$30,000 for the NTFB.

Mark Neace introduced our Marketplace Advertiser of the Week, PP **Richard Stanford** and C C Young Retirement Community which celebrated its Hundredth Anniversary in 2023.

Jill Jordan, Co-Chair of the Fourth of July Parade, announced that it was time to start planning for the 2024 Parade. We need people to shadow **Jill** and **Alan Winn** to learn how to take over in 2025. There will be a planning meeting via Zoom on Wed, Jan 24 at 6:00pm. Let **Jill** or **Alan** know if you would like to join. It is time to think of the Parade Theme. The contest to pick the Theme will be later in January.

President **Jeff** awarded **Jason Graves** his permanent badge, signifying his full membership in RCPC.



The raffle is up to \$400. **Herb Ziev** had the winning ticket, but did not win the raffle.

Jeff Brady introduced our speaker today, **Craig Davis**, President and CEO of Visit Dallas. He markets Dallas not just in the U.S. but globally. He said that when he talks about Dallas, he is talking about Greater Dallas and the Metroplex. Visit Dallas is not-for-profit and has a contract with the City of Dallas to bring in economic development. They are funded by parts of the taxes added to hotel bills. Their vision is "to elevate Dallas as a welcoming, must-visit destination." Their mission is to market Dallas globally to benefit our community and visitors. We bring in people, and people bring in opportunity. We bring in people who spend money here. They are looking at another Super Bowl in 2030 or 2031. They have a very active sports commission, as well as a Film Commission. Visit Dallas is the marketing arm for Dallas. We bring conventions to Dallas and they work to bring high impact amateur sports event to Dallas. Visitors contribute \$4.4 billion in direct spending with a total of \$7.2 billion to the city's economy and support over 43,000 jobs (Much more on YouTube)



January						
S	M	T	W	Th	F	S
	M	M	M	M	Mtg	
7	M	M	M	M	Mtg	D
14	Mc	M	M	BD	Mtg	
21	M	M	M	M	Cn	SP
28	M	M	M			

- A=Agape Health Serv Day
- BD= Bnd 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

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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UPCOMING PROGRAMS



Jan. 26 Mark Brezinski
Fork Fight: Behind the Restaurant Curtain



Feb. 02 Chris Cassidy
National Medal of Honor Museum



Feb. 09 Kathy Allred
2024 Singapore Rotary Intnational Convention



Feb. 16 The Honorable Kay Bailey Hutchinson
NATO

ROTARY CONNECTED



<http://bit.ly/RCPCfacebook>



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



<http://bit.ly/RCPCtwitter>



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



<http://bit.ly/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:

#PeopleOfAction

#district5810proud

#parkcitiesrotary

#goodthingshapp e nonfridays

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

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

THOUGHTS ON . . .

Marketing

Business has only two basic functions – marketing and innovation.

~ Peter Drucker

Many a small thing has been made large by the right kind of advertising.

~ Mark Twain

If people aren't going to talk about your product, then it's not good enough.

~ Jeffrey Kalmikoff

A good advertisement is one which sells the product without drawing attention to itself.

~ David M. Ogilvy

For good or ill, your conversation is your advertisement. Every time you open your mouth you let men look into your mind. Do they see it well clothed, neat, businesswise?

~ Bruce Burton

Good marketers see consumers as complete human beings with all the dimensions real people have.

~ Jonah Sachs

Good marketing makes the company look smart. Great marketing makes the customer feel smart.

~ Joe Chernov

The best marketing doesn't feel like marketing.

~ Tom Fishburne

ROTARY INTERNATIONAL (continued)

'Warmth in Winter' cont. from Front Page tribal warriors armed with their local handmade weapons provided protection and guided us to the villages. The tribal leaders played a crucial role in organizing the orderly distribution of clothes, ensuring that every person received some.

"The gratitude expressed by the tribal people resonated deeply with our team, leaving an indelible mark on our hearts.

This mission was not just about providing physical warmth; it was about kindling the flames of hope in the hearts of those who had lost so much.

"As I reflect on this journey, I am re-

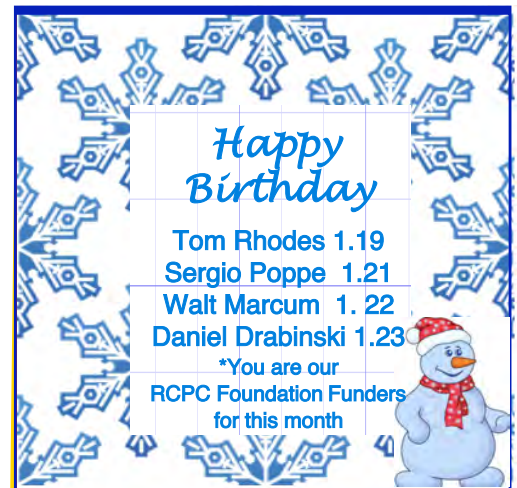
HE WHO LAUGHS, LASTS

A man asks his buddy for a cigarette. His friend quips, "I thought you made a New Year's resolution and that you won't smoke." The man replied, "Yes, I did. I'm in phase one of quitting." Confused, his friend asked, "Phase one?" The man laughed, "Yes. I've quit buying"

mindful of the power of collective action and the effect a compassionate community can have on the lives of those in need. The Rotaract clubs and partnering organizations demonstrated that when people come together for a common cause, they can create positive change – even in the most challenging circumstances.

"Emboldened by the results of our effort, the Rotaract clubs involved plan to extend our humanitarian efforts to other areas of Bangladesh."

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Rotary Club of Park Cities Market Place

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