



THE HUB

The Rotary Club of Park Cities

Volume 75, Number 24

www.parkcitiesrotary.org

January 26, 2024

Serving to Make a Difference Since 1948

TODAY'S PROGRAM

Program Chair of the Day: Pam Carvey



Mark Brezinski

Fork Fight: Behind the Restaurant Curtain

Mark H. Brezinski's love for all things culinary dates back to his childhood, circa the 1950s. With his parents both working evenings in the family pharmacy, Mark was free to learn the ways of the kitchen at a young age. An unsupervised Mark allowed his imagination to soar and he invented sandwich creations with whatever was pillaged from the fridge and pantry. His culinary genius shone through in these first masterpieces, and he soon became known as the "sandwich guy" among family and later, college friends. This love of the simple sandwich and the delectable things you can stuff between two pieces of bread later became the inspiration for many restaurant concepts which Mark concocted.

Fast forward a few (dozen) years, and you have that same crazy, creative kid in a kitchen or two with decades of experience, awards, restaurant concepts, and stories under his belt. Mark was recently dubbed the father of Dallas' fast-casual scene by D Magazine and has played instrumental roles in the success stories of Eatzi's, Pei Wei, Tin Star, Velvet Taco, and many other world-famous brands.

A self-proclaimed introvert who's always dreaming up the next big idea, Brezinski has found that the love of his industry sticks much like an al dente noodle thrown against a wall. Mark

wildly passionate about the restaurant business and boils down his 40+ years of experience to benefit each and every one of his clients.

Awards and accolades:

1993 – NRN Hot New Concept Award Development Team, **Eatzi's**

1993-1998 – NRN Hot New Concept Award **Canyon Cafe, Inc.**, Director of Operations

1999 – Restaurant Business Magazine – Cover Article **TinStar**, Concept of Tomorrow

2001-2007 – NRN Hot New Concept Award **Pei Wei**, Co-Founder

2010 – Dallas Observer - Best Indian 2010 **Bengal Coast**, Founder

2013 – NRN Hot New Concept Award **Velvet Taco**, Co-Founder

2016 – Created Dallas First Food Hall **Uptown Urban Market**

2018 – D Magazine CEO Top 500 **Marugame Udon**

5 NRN Hot Concept Awards

2020 – D Magazine Top 500 CEOs:

Nov., 2020 – D Magazine article, "The Redemption of Mark Brezinski

[<https://mbrezinski.com/wp-content/uploads/2022/5/D-CEO.pdf>]

2021 – NRN Most Influential Restaurant CEO's in the Country

www.mbrezinski.com • www.forkfightbook.com

RCPC IN ACTION

YOUR Ideas Are Needed!

from Jill Jordan

Your help is needed in drafting a theme for this year's 4th of July Parade. Please submit your ideas to Jill via email [jjajh214@gmail.com] or text message by **Friday, Feb. 2nd**. She will compile the submittals, and the club will vote on which one they like best. You may submit as many ideas as you like, but please try to limit it to your top three ideas.

from Cleve Clinton

Nominations are open for your **2024 Grand Marshal Nominees!** Send Cleve [cclinton@grayreed.com] your recommendation by the **end of January**, See pg. 3 for Qualifications

COMING ATTRACTIONS

• **Saturday, Jan. 27**, 9:00 am - Noon. RCPC Strategic Planning Meeting. If you are interested in participating contact Jeff Sheehan

• **Monday, Feb. 19** - 4:30 to 6:45 pm. Your help is needed at Ronald McDonald House. We have a few more volunteer spots. Details in the eBulletin or ask Kathleen K

• **Tuesday, Feb. 13**, 5:00 - 7:30 pm. **District 5810 Rotary Means Business Social Networking Event** at 12 Cuts Brazilian Steakhouse, Details, RSVP in eBulletin.

ROTARY INTERNAT'L

Celebrating the 2023 Achievements of Rotary Fellowships *from "Service in Action"*

"Do you know there is a Rotary Fellowship for surfing, wine appreciation, LGBT +, photographers, and Italian culture? Rotary Fellowships are internationally organized affinity groups that unite Rotary members and friends around a shared hobby, identity, vocation, or culture. Rotary's 100+ Fellowships offer our members and their friends meaningful experiences by providing fun and diverse ways of participating in Rotary and offering them opportunities for connection with like-minded individuals through in-person and online experiences

"Rotary Fellowships exemplify Rotary's inclusivity by welcoming (cont. on pg.3)

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

LAST WEEK

Presiding: President **Jeff Sheehan**
 Invocation/ Pledge: **Rosemary Domecki**
 Marketplace Advertiser: **Mark Kasher**
 highlighting **Kathy Wallha**
 Photographer: **Holly Hollenbeck**
 Chair of the Day: **Happy Franklin**
 Speaker: **Jeff Crilley**
 Program: **Marketing Without Money**



President **Jeff Sheehan** called the meeting to order. He announced that **Elaine Allen** had passed away on Sunday. Please keep her family in your prayers. PP **Rosemary**

Domecki gave the invocation, and then led the Pledge of Allegiance and "The Star Spangled Banner." PP **Rosemary Domecki** is visiting from out of town. **Patsy Watson** read a message from PP **Karl Von Bieberstein** saying he fell on Christmas Eve and injured a tendon. He will be starting rehab, but will not be back to the meetings for several months. PP **Ley Waggoner** read a message from **Jodie Ray**, who had a very successful heart valve repair surgery, and is starting on two to three months of rehab.

Mark Kasher introduced our Market Place advertiser of the week, **Kathy Wall**, a State Farm agent.

Tom Swift introduced new member **Cody Vaden**, District Director and Campaign Manager for Congresswoman Beth Van Duyne. He met **Tom** at the 4th of July Parade. He has participated with the Grand Prairie RC previously.



Jason Graves introduced new member **Robin Lynne**. She is the owner and publisher of *Greet*

University Park and Hypert Digital.

Kathleen Klaviter gave us an update on the service project at Ronald McDonald House. RMH provides free housing to the families of critically ill children who are in Dallas to receive treatment. RCPC had been

Please remember

The family of **Elaine Allen** who has passed away. Her service will be at Restland on Saturday, Jan. 27 at 2:00.

Marshall Weaver;s 99-year old mother who has serious health issues.

Karl Von Bieberstein who is recovering from surgery to repair a torn tendon.

Jodie Ray who is recovering from heart valve repair surgery.

Please let us know your joys and concerns.

preparing dinner there once a month for over twenty years. They now have a chef who prepares the food, and they have a grant from the RCPC Foundation to pay for the food. The volunteers still prepare and serve the food and clean up afterwards.

Our speaker drew the raffle ticket. The raffle is up to \$592. The winning ticket was held by **Ruth Alhilali**, but she need not win the money.

PP **Happy Franklin** introduced our speaker today, **Jeff Crilley**, the owner of Real News Public Relations. He wrote a book in 2002 about how to get from a newsman's perspective. His company said he could not accept speakers' fees, so he made 300 speeches a year for six years while working at his job on TV. He sold 70,000 copies of his book; similar books usually sell only 2,000 books. One way to market without money is to make speeches. People recognized him and asked him to do their PR for them. When he decided to retire, he went back to the people who had asked him to do their PR. The first year he had ten clients at \$3,000 a month. The second year he had twenty clients which was three quarters of a million dollars. He hired his first employee. Now he has twenty employees. His daughter is his Vice-President and his son is the head of business development. He was so successful with his first client that he got five hundred TV spots but was so successful, he no longer needed PR. So Jeff decided he was good at providing experts. To get on the news, start local and be sure to contact a reporter when the story is breaking. Call up the radio or TV station and let them know they are missing something and that you can help them. They are now podcasting. The future has changed, Podcasting and telling your own story is the future. [More on YouTube]



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 Neace, *Interim Chair*



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R. Gordon R. McNally
 RC of South Queensferry
 Scotland
President, Rotary International
 www.rotary.org

John Curtis, Rockwall
Governor, District 5810
 www.rotary5810.org

February						
S	M	T	W	Th	F	S
				M	Mtg	
4	M	M	M	M	Mtg	
11	M	M	D	M	Mtg	
18	M	Mc	M	BD	M	Mtg
25	M	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**

UPCOMING PROGRAMS



Feb. 02 Chris Cassidy
National Medal of Honor Museum



Feb. 09 Kathy Allred
2024 Singapore Rotary Intentional Convention



Feb. 16 The Honorable Kay Bailey Hutchinson
NATO



Feb. 23 Pia Orrenius, VP & Senior Economist,
Federal Reserve

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:

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

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 . . .

Dining

The art of dining well is no slight art, the pleasure not a slight pleasure.

~ Michel de Montaigne

What's sad about not eating is the experience, whether at a family reunion or at midnight by yourself in a greasy spoon under the L tracks. The loss of dining, not the loss of food.

~ Roger Ebert

A smiling face is half the meal.

~ Latvian Proverb

I've known what it is to be hungry, but I always went right to a restaurant.

~ Ring Lardner

Marriage is not merely sharing the fettucini, but sharing the burden of finding the fettucini restaurant in the first place.

~ Calvin Trillin

It's the company, not the cooking, that makes a meal.

~ Kirby Larson

The less a person accomplishes in a day, the more he talks during meals.

Takayuki Ikkaku, et al.

To lengthen thy Life, lessen thy meals

~ Benjamin Franklin

ROTARY INTERNAT'L (cont.)

'Rotary Fellowships' cont. from Front Page
any interested individual regardless of their Rotary affiliation and showcasing the many vocations, cultures, identities, and interests represented by Rotary family.

"Last year, 107 Rotary Fellowships engaged more than 57,000 people across 150 countries in building communities around shared passions and identities. Of the 57,000 reported participants, 82 % were Rotarians, 4% were Rotaractors, and 14 % were non-Rotary members. Fellowships also offer leadership opportunities to our members and participants. Last year, Fellowships engaged 2,954 individuals in leadership roles. Among those, 1,113 were women." (Read more on RI website)

HE WHO LAUGHS, LASTS

Did you hear about the cat who swallowed a whole ball of yarn?
She had mittens.

How do cats end a fight?
They hiss and make up.



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Guidelines for July 4th Parade GM Nominees –

Qualifications: (continued from Front Page)

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.

Happy Birthday

Paul McFarland 1.26
Jack Carpenter 1.27
Richard Jodry 1.30
Nolan Duck 2.01

*You are our
RCPC Foundation Funders
for this month

Rotary Club of Park Cities Market Place

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