



# THE HUB

The Rotary Club  
of Park Cities

Volume 71, Number 2

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

July 19, 2019

*Serving to Make a Difference Since 1948*

## TODAY'S PROGRAM

*Program Chairs of the Day: John Brown*

## Travis Brown, Phil Cobb & Vic Cervantes

### 30 Years of the McKinney Trolley – Reflecting on the Past, Present and Future of a Dallas Icon



**Travis Brown** is a Principal in the DFW Office of the Texas construction law firm, Cokinos I. Young. His practice focuses primarily on insurance coverage litigation for contractors, owners and developers in the construction industry.

He first became interested in the McKinney Avenue Trolley in 1989 when his parents took him to the Trolley's Grand Opening celebration. That initial childhood wonder turned into a lifelong interest in transit and urban development, and he joined the MATA Board of Directors in 2016. He is now the Chairman of Finance & Development for MATA. He works alongside the rest of MATA Board and staff to identify the changing needs of the Trolley's users and secure funding to improve the service and ridership experience aboard the Trolley.

Outside of work and MATA, Travis lives in Lake Highlands with his wife, Andrea, and his two kids, Halle (7) and T.J. (5). He is a lifelong Longhorn fan with undergrad degrees in Finance and Plan II from the University of Texas and a J.D. from the University of Texas School of Law. He is also involved in the Exchange Club of Lake Highlands, a local civic group in his neighborhood.



For most of his adult life, **Phil Cobb** has been an entrepreneur. He built a highly successful restaurant chain and then launched a nonprofit historic streetcar system.

After graduation from Ohio State U., Cobb moved to Dallas to utilize his marketing degree by pursuing a career in sales. In 1971, the opportunity to return to the restaurant industry presented itself when he went into business with Gene Street, a successful Dallas entrepreneur.

The business partners opened their first bar, J. Alfred's, and launched a handful of other bars in Dallas. Then in 1975, they opened what Cobb calls their first real restaurant - the Black-eyed Pea. Ultimately, they chose the Black-eyed Pea and continued to refine the chain until 1986, when they sold the 45-unit franchise.

In the early 1980s, while Cobb was in the midst of building his successful restaurant operation, he cofounded the Vineyard Neighborhood Association as that section of Dallas was undergoing an urban revitalization. Today, the neighborhood is known as Uptown.

But Cobb's true spark of inspiration came from Ed Landrum with whom he would later establish the nonprofit McKinney Avenue Transit Authority (MATA). In 1983, Cobb became chairman of the board of MATA, and the partners began planning and raising the more than \$3 million in city bonds, federal funds and private investment for the project.

On July 22, 1989, the first MATA streetcars became operational, returning trolleys to the city of Dallas. What started out as an idea to promote tourism nearly three decades ago, has become a viable transit system that has undergone numerous expansions. In 2017, total ridership reached 614,000, making it the third-largest historic streetcar system in the nation.



**Vic Cervantes** is the President of the McKinney Avenue Transit Authority.

Mr. Cervantes is an Electronics Engineer with an extensive background in Engineering, Operations and International Business Management. Before joining The McKinney Avenue Transit Authority, he had started a couple of small businesses in Dallas and San Antonio, TX. He managed Latin American operations for a large US/Canadian telecommunications equipment company and led the deployment of a national wireless system as Vice President of Engineering.

His interests are technology, music and all mechanical things that move. Thus his passion for the McKinney Avenue M-Line Trolleys!

He was born in E. Chicago, IN, worked in Canada, Mexico and Latin America but has called Texas home for more than 35 years.

## MARK YOUR CALENDARS



### PCR Connect!

July 18  
at Il Braccio Italiano  
in Preston Center

August 15  
at Flying Fish in  
Preston Center

A member will be spotlighted each month! Network, fellowship, share business cards and ideas! Invite friends, family, neighbors, business colleagues, fellow Rotarians!

### Lager and Ale Beer Tasting

Wednesday, August 21, 5:00-7:00pm  
at Total Wine at Park Lane and 75.  
The cost is \$15 per person and will include snacks along with the beer.  
Organized by Herb Ziev



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

### LAST WEEK

Presiding: **Richard Stanford**  
 Invocation: **Catherine Anderson**  
 Pledge: **Karl von Bieberstein**  
 Photographer: **Ley Waggoner**  
 Chair of the Day: **Howard Parker**  
 Speaker: **Harrison Pollan**  
 Program: **Decrypting the World of Crypto: Demystifying Bitcoin, Ethereum, and Blockchain**

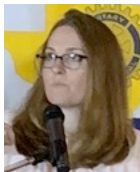


President **Richard Stanford** called to order this first meeting of his Rotary year. He was greeted with a standing ovation and a chorus of "He's a Jolly Good Fellow." President **Richard** said he was borrowing from PDG Bill Slicker, the phrase "it's a great day to be a Rotarian."

**Catherine Anderson** gave the invocation, noting that **Chris McNeill** had broken parts of both legs and was bored at home. Please keep him in your prayers and give him a call or go visit him. PP **Karl von Bieberstein** led the Pledge of Allegiance and "The Star Spangled Banner." Our visitors and guests were introduced, including PDG Bill Slicker.

**Mark Kashar** introduced our Marketplace Advertiser of the week, **Scott McLaughlin** with Vista Bank. He also said that all of the spots for advertising had been taken.

**Sarah Oliai** reported on the Fourth of July Parade, that on the day of the parade sixty-two Rotarians contributed 268 service hours and thirty-seven volunteers from Bank of America contributed 111 hours. The Parade raised \$35,400 for the North Texas Food Bank, which with the matching funds, totaled over \$93,000. PP **Ley Waggoner** reviewed the Club's Awards and winners that were presented at the Awards and Installation Luncheon. He then presented **Sarah** with the Col. Robert Q. Smith Club Service Award for all of her work on behalf of the club. PP **Greg Pape** reminded us that the Rotary Foundation supports projects in peace and conflict resolution, disease prevention and treatment, water and sanitation, maternal and child health, basic education and literacy, and economic and com-



### Please remember ...

**Chris McNeill** who is at home recovering from breaks in both legs.

Please let us know your Joys or Concerns at- [announcements@parkcitiesrotary.org](mailto:announcements@parkcitiesrotary.org)



munity development. Last year club members contributed over \$29,000. He then recognized President **Richard** as a fifth level Paul Harris Fellow. President **Richard** asked us to fill out our committee choice sheets, and mentioned that dues were overdue.

**Howard Parker** introduced our speaker today, his grandson, Harrison Pollan, who spoke on Decrypting the World of Crypto: Bitcoin, Ethereum and Blockchain. Harrison began by saying that his goals for the presentation were to enable us to be able to ask at least one good question and to be able to tell if we were being ripped off. He said it was so difficult to understand because of the technology involved. It is a person to person transaction, allowing one to make a payment without the use of a bank or credit card.

Most of the people who use these transactions are engineers, mathematicians, or financiers. Bitcoin is a "trustless" system, which means that you do not have to trust people in the system because it discourages bad actors. It is very difficult to break into the blockchain system or to enter a bad transaction. Bitcoin was the first crypto-currency. It is a coin; you can buy one or part of one. No one controls bitcoin except people on the network, but traditional retail networks are managed. Ethereum is different and more complex. It is a network of smart contracts. From that businesses can be built without human management. Ethereum uses tokens, not coins. If Person A sends to Person B, the transaction is a block; a block can be added to the chain which becomes an indelible, transparent transaction. Blockchain's smart contracts can be used to digitize contracts, for wages and escrow, for use in microfinance and in developing countries where banks are not reliable.



### 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

Phillip Bankhead, *Chair*

### Bulletin/Internet Advertising

Mark Kashar, *Chair*



### OFFICERS and DIRECTORS 2019-2020

**Richard Stanford**, *President*  
**Barb Jeffries**, *President Elect*  
**Happy Franklin**, *Vice President*  
**Valerie Pelan**, *Secretary*  
**Scott McLaughlin**, *Treasurer*  
**Bud Naifeh**, *Institutional Outreach*  
**Herb Ziev**, *Youth Services*  
**Paul McFarland**, *Community Outreach*  
**E G McMillan**, *Club Operations*  
**Stan Wright**, *Humanitarian Committees*  
**Daniel Drabinski**, *Membership/Fellowship*  
**Marketing/Communications**  
**Karen Farris**, *At Large*  
**Paul Pirok**, *Immed. Past President*  
**Cindy Cummings**, *Sgt-at-Arms*  
**Lisa Amsberry**, *Parliamentarian*  
**Laurie Aldredge**, *Club Administrator*

6704 Snider Plaza, Dallas, TX 75205

Office Phone: 214-739-4170

Office Fax: 214/363-6980

Email: [club@parkcitiesrotary.org](mailto:club@parkcitiesrotary.org)

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



**Mark Daniel Maloney**  
 RC of Decatur, AL

*President, Rotary International*

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

**Beverly Grogan**,  
 Grand Prairie Metro  
 Governor, District 5810  
[www.rotary5810.org](http://www.rotary5810.org)



### EVENTS CALENDAR

July						
S	M	T	W	Th	F	S
	M	M	M	M	Mtg	
7	M	M	M	M	Mtg	
14	M	M	M	M	Mtg	
21	M	M	M	M	Mtg	
28	M	M	M	M	Mtg	

### Get Involved!

A=Agape Health Service Days  
 BD = Board of Dirs. Mtg, 7am  
 LaMadeleine, 75 & Mockingbird  
 Cn = PCR Connect Event.  
 CP = ChildsPlay Work Mtg  
 CC = Core Clubs Event  
 D = District 5810 Event  
 DH = Dentistry with a Heart  
 FR = Family of Rotary Event  
 F = Fellowship Event  
 FF = RCPC Foundation Fund Mtg. See Ed Fjordbak  
 FH = Fisher House. See Rob E  
 In-Interact Special Project

In- Interact at Hillcrest H.S., 8 am. See Tracy Gomes  
 LL- Legacy of Leadership  
 M = Meals on Wheels (Different teams on each day)  
 See Jim Weichel  
 Mn-Mentoring at Hillcrest HS  
 Mc = Ronald McDonald House-See Jina McDaniel  
 NM = New Member Event  
 FT=NTFB Truck-Stan Wright  
 FB-NTFB Event  
 Pr = Program Committee Mtg  
 RU = Rotary University  
 SpE = Special Service Event

### UPCOMING PROGRAMS



**July 26 State Sen. Nathan Johnson  
Update on the Texas Legislature**



**Aug. 2 Ann Drum, Larry Howe, Citizens' Climate Lobby  
Local Efforts To Deal With Climate Change**



**Aug. 9 John Creuzot  
Update From Our New District Attorney**



**Aug. 16 John Creuzot  
Update from our New District Attorney**

### CLUB ANNOUNCEMENTS *Sign up at [www.parkcitiesrotary.org](http://www.parkcitiesrotary.org)*

**Remember** to choose your Committees for 2019-2020! Everyone is a member of the Program and Parade Cmtes. Choose at least 2 more and return or email your choices to Richard Stanford at [stanfordr@hpumc.org](mailto:stanfordr@hpumc.org).  
**PCR Connect, Thur, July 18, 5{00-7{00, at Il Bracco Italiano, 8416 Preston Center Plaza, Dallas 75225. Bring friends and business cards!**

**It's a NEW Rotary Year! Plan to Contribute!**

**RI Foundation:** \$100 (or more) Every Rotarian Every Year! See Greg Pape.

**RCPC Foundation:** \$100 (or more). See Birthdays below, then Cindy Cummings. 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>

The **Directory** is on line: Log in > Click on left side under My ClubRunner > View Club Directory or View Club Photo Directory. Other archives are at Club Documents

### ROTARY CONNECTED



<http://bit.ly/RCPCfacebook>



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



<http://bit.ly/RCPCyoutube>



<http://bit.ly/RCPCgoogleplus>



RCPC has its own channel.

**Miss a Meeting? Watch it on Facebook!**

**Connect with Rotary International and District 5810!**



RI: [www.linkedin.com/groups?gid=858557&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=858557&trk=hb_side_g)



RI: <http://twitter.com/#!/rotary>



RI: [www.facebook.com/rotary](http://www.facebook.com/rotary)

**Dist. 5810:** [www.facebook.com/Rotary-District5810](http://www.facebook.com/Rotary-District5810)



RI has its own channel on YouTube offering a growing collection of videos and psas.



Check out or add to RI's Flickr group often, [www.flickr.com/groups/familyofrotary/](http://www.flickr.com/groups/familyofrotary/)



<http://pinterest.com/rotary/>



RI has Pinboards on major projects.  
[www.statigr.am/rotaryinternational](http://www.statigr.am/rotaryinternational)  
See RI's latest pictures via Instagram.

### THOUGHTS ON ...

#### Tracks

Even if you're on the right track, you'll get run over if you just sit there.

~ Will Rogers

It comes from saying no to 1,000 things to make sure we don't get on the wrong track or try to do too much.

~ Steve Jobs

It's a toss-up when you decide to leave the beaten track. Many are called, but few are chosen.

~ W. Somerset Maugham

The trail is the thing, not the end of the trail. Travel too fast and you miss all you are traveling for.

~ Louis L'Amour

You're probably on the right track if you feel like a sidewalk worm during a rainstorm.

~ Larry Page

Go often to the house of thy friend; for weeds soon choke up the unused path.

~ Scandinavian Proverb

Do not go where the path may lead, go instead where there is no path and leave a trail.

~ Ralph Waldo Emerson

One who walks in another's tracks leaves no footprints. ~ Proverb

### Congratulations!

**Col. Robert Q. Smith  
Club Service Award**

**Sarah Oliai**



### RCPC ♥ THE PARADE

A few more pictures! Even more on the RCPC website!



Trisha Cunningham from NTX Food Bank



### HE WHO LAUGHS, LASTS

A husband, proving to his wife that women talk more than men, showed her a study which indicated that men use about 15,000 words a day, whereas women use 30,000 words a day. She thought about this, then told her husband that women use twice as many as words as men because they have to repeat everything they say.

Looking stunned, the husband said, "What?"

*We gratefully acknowledge*

**ASTRO-GRAPHICS**

*for the partial funding of The Hub*

*Happy Birthday\**

Ed Fjordbak 7.19

Bill Siegel 7.20

Rod Pirtle 7.22

Barb Jeffries 7.24

Chris McNeill, 7.25

\*You are our RCPC Funders for this week