



THE HUB

The Rotary Club
of Park Cities

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www.parkcitiesrotary.org

July 18, 2025

Serving to Make a Difference Since 1948

TODAY'S PROGRAM

Program Chairs of the Day: Ruth Alhilali



Seda Maurer Empathy Pays!

Seda Maurer is a User Experience (UX) and Digital Accessibility (DA) specialist. She began her career as a visual designer, later changing her focus to designing effective user experiences for online products. Now she works to make online websites and applications accessible to people with various types of disabilities.

he program will address the need for and ways to provide online accessibility for the disabled.

She will give examples of items created for accessibility purposes that are now common usage

from Seda Maurer's website

"Empathy is the next differentiator for any successful product!"

I was instrumental in strategizing, leading, and establishing the Digital Accessibility Program, at Sabre. I have an extensive experience as a lead UX Designer of applications and enterprise-level experience eCommerce Websites. I leverage this and expertise to identify the Digital Accessibility touch points required in the product life cycle process of the organization. I consulted and advised with the UX Leadership as well as all stakeholders in that process to achieve their compliance goals.

I have raised awareness of hundreds of

people on Digital Accessibility at Sabre and previous work places, as well as through public speaking. In the past two years I put extra effort, such as developing advanced training, mentoring many UX Designers in becoming informed practitioners of Digital Accessibility

I am passionate about Accessibility and have presented talks on Empathy and Digital Accessibility process and compliance at multiple Big Design Conferences, Access U Conferences, UTD, and the local chapters of UXPA and Ladies that UX. In 2023, in addition to Access U Conference, I also presented at the CSUN Assistive Technology Conference.

sedamaurerconsulting.com



Congratulations to our RCPC Award Winners!

Linda Tunnell
New Member
Award



Monty Montero

Cleve Clinton
Collaboration
Award



Susan Glen

**Lifetime
Achievement
Award**



**Laurie
Aldredge**

Hugh B. McAfee, Jr.
Service Above Self
Award



Jill Jordan (2nd)

Col. Robert Q. Smith,
Jr Club Service
Award



Siobahn Abraham

RCPC IN ACTION

Some pictures from the Fourth of July Parade



It was a GREAT parade!
A few more pictures on page 3

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

July						
S	M	T	W	Th	F	S
		EA	A	A	Parase	
6	A	A	A	A	NO	
13	M	A	BD	A	Tc	
20	McA	M	A	A	Tc	
27	T	A	A	T		

UPCOMING PROGRAMS



July 25 Stephanie Bohan
Hope Cottage



August 1 Setareh Parvaresh
Coming Up at the Dallas Museum of Art



August 8 Mark Rowling
The Baker Hotel - Mineral Wells



August 15 Sue Gover Lee - Dallas Genealogical Society
Finding YOUR roots" - how to research your family tree

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. RI is no longer tracking attendance.

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



RCPC on Googleplus

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



<http://bit.ly/RCPCyoutube>

<https://www.facebook.com/events/>

Share Rotary! Post on your social media when you're at a meeting or event. Use our hashtags!

Like and Follow us on Social Media: Website: <https://parkcitiesrotary.org/>

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YouTube: www.youtube.com/channel/UCf4ZH-2nwIscW8XNTnsbonw

LinkedIn: 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



#goodthingshappeneonfridays

THOUGHTS ON . . .

Empathy

Empathy is at the heart of the actor's art. ~ Meryl Streep

Some people think only intellect counts: knowing how to solve problems, knowing how to get by, knowing how to identify an advantage and seize it. But the functions of intellect are insufficient without courage, love, friendship, compassion and empathy. ~ Dean Koontz

Friendship is a living thing that lasts only as long as it is nourished with kindness, empathy and understanding.

~ Author Unknown

The most valuable things in life are not measured in monetary terms. The really important things are not houses and lands, stocks and bonds, automobiles and real state, but friendships, trust, confidence, empathy, mercy, love and faith.

~ Bertrand Russell V. DeLong

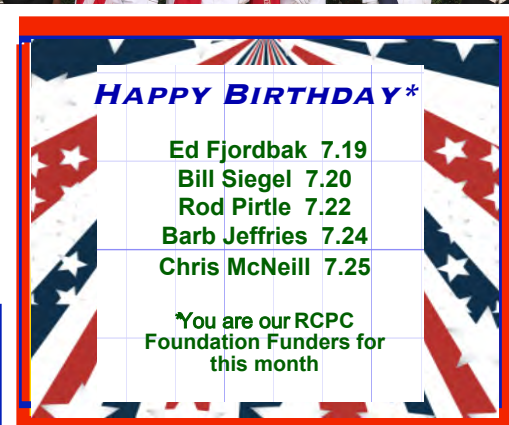
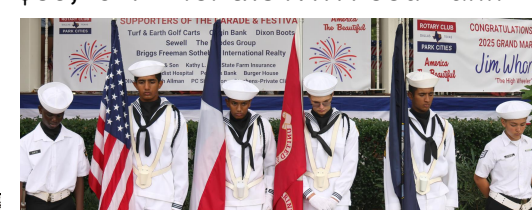
There is no greater intelligence than kindness and empathy.

Bryant H. McGill

PARADE PICTURES (continued)



\$53,868.00 for the NTX Food Bank



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