



# THE HUB

## The Rotary Club of Park Cities

Volume 75, Number 9

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

September 8, 2023

*Serving to Make a Difference Since 1948*

### TODAY'S PROGRAM

*Program Chair of the Day: Paul Pirok*



## Gina Norris

### The Great 2023 State Fair of Texas

Gina Norris has spent her career working with industrial and real estate-based businesses as an executive in banking and private equity. She serves on the boards of Encore Wire Corporation (NASDAQ: WIRE), Texas Security Bankshares and the State Fair of Texas where from 2019 to 2022, she served as the first chairwoman of the board since its founding in 1886.

Born and raised in the rural Midwest, Gina has volunteered at the State Fair of Texas since 2003 – making her parents and 4-H leaders most proud. She has served as co-chair of the Youth Livestock Auction Committee, and has been a board member since 2009 including as chairwoman of the Finance / Audit Committee.

Since 2013, Gina has worked as SVP/Partner Relations at

Matthews Southwest, a private real estate development company with offices in the U.S., Canada, and the UAE. She started her career with 18 years in banking at First Chicago and Bank One (predecessors of JP Morgan Chase), followed by 10 years at Crow Holdings where she managed a portfolio of investments in operating businesses in the U.S. and EU.

A graduate of Western Illinois University and the McCombs School of Business at The University of Texas at Austin, Gina earned the designation as a Chartered Financial Analyst (CFA) in 2000. Gina and her husband Pat are blessed with two daughters and three grandchildren, all card-carrying fans of Big Tex.

[bigtex.com](http://bigtex.com)

### DISTRICT 5810

#### Youth Exchange General Information Meeting from Mike Pugh, District 5810 Youth Exchange Officer

Hello anyone interested in Rotary Youth Exchange. You may know a young person 15 - 18 1/2 years old wanting to have an experience of a lifetime. They do not have to be related to a Rotarian or even know a Rotarian. Just interested in this opportunity.

Parents, students, potential host families and just interested parties are welcome

We are having a general information meeting on ---

Saturday, September 16, 11:00am-1:00pm  
Fretz Park Branch Library  
6990 Belt Line Rd., Dallas, TX 75254

#### Help for Hawaii

August 9, 2023 was a tragic day for the residents of Maui. If you would like to help donate directly to the Rotary District 5000 Foundation which is a special relief fund for the fire victims. Charitable contributions to this fund are tax deductible

### RCPC IN ACTION

#### Past President Jeff McNaughton and RCPC!

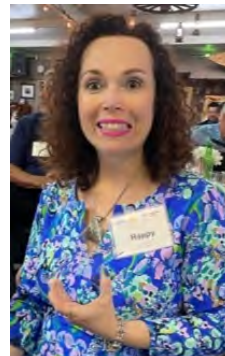
The Rotary Club of Park Cities received the following Club Awards for:

- Most Fun Club
- Spirit of Cooperation, along with Dallas Uptown
- Club Service Award
- Community Service Award

The Individual Award for Outstanding New Rotarian went to **Susan Glen!**



The Star Award went to **Happy Franklin!**



The District Award for Service Above Self went to **Holly Hollenbeck!**



PP Jeff M. accepts the Award for Most Fun Club  
PP Jeff M. with the Community Service Award



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

## LAST WEEK

Presiding: **Jeff Sheehan**  
 Invocation/ Pledge: **William Taylor**  
 Marketplace Advertiser: **Kathy Wall**  
 Photographer: **Van Oliver**  
 Chair of the Day: **Mark Neace**  
 Speaker: **Larry Roberts**  
 Program: "Artificial Intelligence Tools for Business"

President **Jeff Sheehan** called the meeting to order on another hot August afternoon. **William Taylor** gave the invocation and then led the Pledge of Allegiance and "The Star Spangled Banner." President **Jeff** asked for Happy Bucks. He then introduced our visitors and guests, including many colleagues of **Mark Neace** and SyncLab Media, some of whom have spoken to the club, and also a Rotarian who will be joining, RCPC.

**Eric Harrison** introduced our Market Place Advertiser of the Week, **Kathy Wall** and her State Farm Insurance agency. She brought a video to introduce her team and services.

President **Jeff** awarded Paul Hoffman his permanent RCPC Badge, **Eric Harrison** announced the September 30 Foot Care Event. The sign-up pages are now online. Volunteers are needed before and during the event.

The raffle total has reached \$1998.

**Shawn Foster** won a chance to pick a card, but did not win the raffle.

**Mark Neace** introduced our speaker today, Larry Roberts. He started by saying that he never thought that AI would bring him to this type of stage, but it was cool to be here. He brought a video which he says addressed some of the concerns that he has heard on a consistent basis. What is AI going to do for my career? How is it going to impact me? Is it going to take my job? The video used an AI generated avatar of Larry to ask these points. He said he used an AI tool to clone his voice for the video and an AI tool to create a younger version of himself. He combined it with a few other AI tools to create the video and did so in about fifteen or twenty minutes. There are a variety of tools that can help streamline the content we are creating for the marketing campaigns we want to generate for our businesses. One tool is particularly useful, called Chat GPT. He founded Red Hat Media in 2017 to focus on using podcasts in business. He said Artificial Intelligence is anything where we are leveraging machines to act like

### Please remember

**Marshal Weaver's** 98 year-old-mother who fell while she was walking her dog.  
 Former member **Rick Barrett-Cuetara** has passed away. Please keep his family in your prayers.

*Please let us know your joys and concerns.*

human beings, where we are using calculations and algorithms to get the machines to act like us. That was the goal. One of the subsets of AI is machine learning where the machines themselves continue to evolve and to learn as they run the algorithms. At the Machine Learning level we still have to train them, and to feed them data, We have to change those algorithms. Humans have to continue to help them evolve. If you go one step learning, it takes you into Deep Learning, another subset of AI. This is where the machines learn on their own. People confuse all AI with this type of AI. This type of AI is referred to as Artificial General Intelligence. Today we are going to be talking about generative AI which allows us to generate a variety of content, whether it is written or visual. The term AI originated in 1956. Since then we have gone through three eras of AI pre-deep learning up until about 2010, deep learning up until 2015, and currently, large scale. Open AI was founded in 2015 by Elon Musk, and everything changed. In November, 2022, Open AI released a tool that made AI accessible to the public for free through a tool called ChatGPT. Now we can use this AI for free to do some really amazing things which would have cost thousands of dollars. It totally changed the way he is creating podcasts. Podcasts are content so he needed video, audio, and written transcripts, but now he has all of this creativity with ChatGPT. ChatGPT has been trained on a massive amount of data and uses a transformer to generate responses. It can turn long articles into key points. It is good for writing, for brainstorming, for reformatting data and for coding in various languages. It is not AI that is going to take your job; it is the people who know how to use the AI tools who will take the jobs. Chat GPT is only about nine months old, but it is critically important that we all understand that we need to be using these tools. You still can't rely on it totally, and you have to do due diligence. There is concern that students will use it, but it cannot teach critical thinking.

### 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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**John Curtis**, Rockwall

Governor, District 5810

www.rotary5810.org

September						
S	M	T	W	Th	F	S
					NO Mtg	
3	M	M	M	M	Mtg	D
10	M	M	M	M	Mtg	
17	M	Mc	M	BD	Mtg	
24	M	M	M	M	Mtg	SpE

**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 Evt- 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



**Sept. 15** Jenn Zientz, Deputy Director of Programs and Head of Clinical Services, Center for Brain Health



**Sept. 22** Interfaith Dialog  
Moderated by Jeff Brady



**Sept. 29** Scott Ehlers  
Horse Racing in Texas



**Oct. 6** Michal Powell  
Salvation Army

## ROTARY CONNECTED



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



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



<http://bit.ly/RCPC/youtube> <https://www.youtube.com/channel/UCf4ZH-2nwIscW8XNTnsbnw>



[RCPCgoogleplus](https://plus.google.com/+RCPCgoogleplus)

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



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

<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](http://www.facebook.com/RotaryClubOfParkCities)

YouTube: [www.youtube.com/channel/UCf4ZH-2nwIscW8XNTnsbnw](http://www.youtube.com/channel/UCf4ZH-2nwIscW8XNTnsbnw)

LinkedIn: [www.linkedin.com/company/park-cities-rotary-club/?viewAsMember=true](http://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 Kathy Wall..

**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 . . .

### Words heard at the State Fair

"The only place where you can get all foods on a stick."

"Let's go again!"

"I won the giant pickle competition at the state fair! It's kinda a big dill."

"When in doubt, go to a state fair."

"Cotton Candy. Corn Dogs. Ferris Wheel. Blue Ribbons."

"All I need is friends, family, and a state fair."

"State fair brings out the hidden child in you."

"I am just here for the fried food."

"Funnel cakes, livestock, carnival games....it's fair time!"

"You can't spell friend without fried."

"All I need is a good time and some fried butter."

"There's no better view than from the top of the Ferris wheel."

"What's a tortilla chip's favorite game at the state fair? Whack-a-mol-ey."

"A ticket to fun and feelin' young."

"My kind of heaven on earth."

"So much fun, so little time... till tomorrow."

## RCPC IN ACTION (continued)

It was a GREAT night at the District Awards!



### Volunteers Needed Before and During the Next Foot Care Clinic from Holly Hollenbeck

A second Foot Care Clinic for the Homeless is planned for Sat, Sept. 30. **Volunteers are needed beforehand to help organize the event and during the event.** [See eBulletin.]

Last year almost 150 homeless people received foot care, and each given a foot care kit, new socks and new shoes.

### Proposed New Member

**Jim Thomas**

Type of Membership: Individual  
Classification: Commercial Real Estate  
Former member of RC of Fredericksburg  
Proposed by **Happy Franklin**

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## Thank You from Barbara Barney

Today is August 15, 2023

Dear Laurie and the Park Cities Rotary,

I can't begin to tell you what a "SPIRIT LIFT" the Beautiful Flowers, that you sent me, were. It was such a positive boost at such a sad time! I love flowers and your beautiful arrangement comforted me for the journey.

Thank you for your thoughtfulness!

Warmest Regards,  
Barbara Barney

## Happy Birthday\*


**Bob Patton 9.02**

**Dean Chance 9.04**

**Mary Ann MacLeod 9.07**

\*You are our RCPC Foundation Funders for this month.

# Rotary Club of Park Cities Market Place

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