



THE HUB

The Rotary Club
of Park Cities

Volume 76, Number 09

www.parkcitiesrotary.org

September 11, 2026

Serving to Make a Difference Since 1948

TODAY'S PROGRAM

Program Chair of the Day: Susan Glen



Natalie Markham and Trisha Cunningham

Food RX



Trisha Cunningham

Trisha Cunningham is President and CEO of the North Texas Food Bank (NTFB), a \$200 million nonprofit focused on eradicating hunger in a diverse, 12-county service area. Together with their partners, the NTFB team of more than 200 employees and 30,000 volunteers provided access to a record 119 million physical meals in their last fiscal year. Additionally, NTFB provided access to nearly 23 million meals through the Supplemental Nutrition Assistance Program (SNAP).

Prior to North Texas Food Bank, Cunningham was a 30-year global marketing, communications, branding, and public affairs executive at Texas Instruments where she most recently served as Chief Citizenship Officer. She currently serves on the boards of Feeding Texas (past chair) and the International Women's Forum (IWF) Dallas Chapter. She is a member of several local organizations and national Feeding America committees as well as faculty in a nonprofit governance program at UT Dallas.

Cunningham has received numerous awards including DCEO 500 Most Influential Business Leaders, Women in Business and Most Inspiring Leader awards, Texas Women's Foundation Maura Women Helping Women Award, Dallas Business Journal Women in Business honoree, United Nations Global Leadership Award, Collin County Business Alliance Leadership Award, D Magazine, 78 Women Who Make Dallas Great, Dallas Morning News Texan of the Year finalist, Leadership Dallas Distinguished Alumni Award and Junior League of Collin County Non-profit Executive of the Year. She also received Murray State University's highest alumni award.



Natalie Markham

Natalie Markham is manager of Strategic Initiatives at North Texas Food Bank, where she develops innovative strategies to tackle challenges at the inter-section of food insecurity, health, financial stability, and other factors impacting neighbor well-being. She recently had the honor of researching, designing, piloting, and launching FoodRx, NTFB's Food As Medicine program. She brings a unique blend of analytical insight and creative vision, designing solutions that are both practical and bold.

Natalie's path into social impact work began at the University of Texas at Austin, where she earned a Bachelor of Business Administration in Finance with a minor in Social Work, driven early on by a passion to apply research, analysis, and problem-solving to complex social issues. Her career spans business strategy and community economic development, both locally and globally, including three transformative years serving in the United States Peace Corps in Cameroon. She earned an Impact MBA from Colorado State University, where she honed skills in Human-Centered Design, multicultural communication, and Social Entrepreneurship.

Natalie thrives on outside-the-box ideas while staying focused on practical, equity-driven solutions. Outside of her professional work, she's also an accomplished artist specializing in acrylic painting and fiber art—a reflection of her innovative spirit and vibrant approach to life.

RCPCIN ACTION

Saturday, Sept. 12, 3:00-6:30pm
SMU vs UC-Davis game at SMU-Ford Stadium. There are 8 complimentary tickets. Email Happy for one or more. First come, first served! It's a white out! Wear white!

Sunday, Sept. 13, 7:00-9:30pm
Dallas Cowboys Game Watching Party! Dudley's Sports Grill 2927 N. Henderson Av, Dallas, 75206. Separate checks! RSVP on RCPC website to save a seat.

Monday, Sept. 21 4:00pm. Make dinner for families at **Ronald McDonald House**, 4707 Bengal St Dallas, 75235. Sign up on the RCPC website to book online. Qs? Ask Kathleen Klaviter

Saturday, Sept. 26. Foot Care Clinic for the Homeless. Check back for details

Save The Date! NTFB Volunteer Packing Day! Saturday, Oct 17, 9:00-11:30 am For information contact: Susan Glen

District 5810

Saturday, Sep 12, Club Leadership Exchange. 9:30-10:00 am-Breakfast, Networking/ 10-Noon-Speaker: Susam Plonka, District Membership Chair. East Texas A&M Dallas, 8750 N. Central Expwy, Floor 9, 75231. Zoom option available-District 5810's Personal Meeting Room

Saturday, Oct. 24, 10:00am.
World's Largest Polio Walk to End Polio Now.



Remember!

NTFB is having a

Peanut Butter Drive!

Bring a jar of Peanut Butter to the meeting or donate with this QR Code.
\$1 = 1 jar



Scan to Give!

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

LAST WEEK (August 28)

Presiding: President **Mark Kashar**
 Invocation and Pledge: PP **Richard Stanford**
 Introduction of Visitors and Guests: Pres. **Mark**
 Photographer: **Susan Glen**
 Speakers: **College Game Day Panel**
 Moderator: **Jack Betts**, Sr. NIL Partnerships
 Solutions Coordinator, Mustang
 Sports Properties/ Learfield
 Panelists: **Brian Ullman**, Executive Deputy
 AD/ Chief Strategy Officer
Kyle Beatrice Robbins: General Manager
 Mustang Sports Properties/ Learfield
J.R. Sandlin: Assistant AD/ General
 Manager, SMU Football
 Program: **"Exploring NIL and College
 Athletics"**



President **Mark Kashar** called the meeting to order on this special College Game Day Luncheon. PP **Richard Stanford** gave the invocation and then led the Pledge of Allegiance, followed by "The Star Spangled Banner." President **Mark** introduced our visitors and guests.

The program was turned over to "Commissioner" PP **Paul Pirok** for the College Table Roll Call. Commissioner Pirok introduced our panel, Moderator: Jack Betts and Panelists: Brian Ullman, Kyle Beatrice Robbins and J.R. Sandlin to present "Exploring NIL and College Athletics."

(Unfortunately, the following is an incomplete recap of the program.)

The Portal has changed everything. Players are not staying at the same schools for four years. Nineteen percent of players changed schools last year. A four-year plan is not sustainable. A player who stays only one or two years at a school cannot graduate. Different schools have different requirements for graduation. When they are recruiting high school kids, they also contact their teachers and coaches. It is all about who they are. They are entering a new place, and it is important how desirable it is. Dallas has a lot to offer. They have classes and sports but also need some down time. They have to be educated on how to spend their money wisely. The landscape of college sports has changed. The portal window is very short. The player may have multiple offers, so there must be a competitive package. A school

Please remember

Let us know your concerns.

wants to keep its important players. There are options when looking at NIL. It should benefit everybody. Now players are trying to build a personal brand. With the older generation players were tied to products. The new generation is tied to personalities. The rosters are changing with players leaving and new ones coming in. Coaches are looking for players who can play right away. College coaches are looking at high school films. They are taking salaries from the bottom of the salary cap. It is very difficult to manage rosters. SMU now has lots of sports, and they all want NIL money. There needs to be investment in Ford Stadium to improve the experience. Fans don't want to sit on hard bench seats any more. They have Mustang studio to help players learn how to speak on camera, how to give interviews and how to build their brand. They want to find opportunities that help everybody. Dallas is a huge advantage for SMU. There are over 400 major businesses in Dallas. It is a rich market for jobs, as well as opportunities for internships. In this environment in order to thrive schools must be willing to think different and take risks. SMU is trying to be at the forefront of finding opportunities. The skill sets in leading sports are different now than in the past, including business and legal. The demands have grown exponentially. The system, plan, and protocols must be in place. It's about how you do on a day to day basis. If you don't have a target, you can't hit the target. Sports is now in the entertainment and competition business. What is the demand? What do fans want? We must have a reason behind everything we do. There are twelve game days, but 353 days of managing.

Q. What about the temporary injunctions? It is all about the mind set. You can't control what is happening. You must do something. A few months ago, you could use offsets; now no offsets. There need to be new problem solvers.

Q. Has there been a drop in academic performance now that players have more money? Programs help with financial literacy. We try to do a lot of educating, but you can't make humans make the right decisions. We do a lot of grade checking, too. If you (cont. on page 3)

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

The Hub is the weekly newsletter of the Rotary Club of Park Cities (Dallas)

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September						
S	M	T	W	T	F	S
9		M	M	M	NO Mtg	
6	M	M	FF	M	Mtg NTFB	Dist
13	F	M	M	BD	Mtg	
20	M	Mc	M	M	Mtg	Foot Care
27	M	M	M			

A=Agape Health Serv Day

F=Bonton Farm

BD = Brd of Dirs Mtg, 8am

CC=Crossroads Com.

PC=PCR Connect Event.

CP=Childs Play Work Mtg-

D=ctrict 5810 Event

DH=Dentistry with a Heart-

Michael Rallwater

F=Fellowship Event

FF=RCPC Foundation

Fund Mtg- Ed Fjordbak

FC= Foot Care Clinic

FB=NTFB Event-Susan Glen I

CM=Cafe Momentum

LL=Legacy of Leadership

M=Meals On Wheels-JimWeichel

various days and times

Mn= Mentoring at Hillcrest HS

various days and times

Mc=RonaldMcDonaldHouse

1x/mo-KathleenKlaviter

NM=NewMemberEvent

Pr=ProgramCommittedMtg

RL=Readers2Leaders-vatus

days, times- Rob Levy

Rct=Rotaract- Ruth Alhaili.

SP=Strategic Planning Mtg

SpE=Special Service Event

VA=Veterans Support-

UPCOMING PROGRAMS



Sept. 18 **Bruce Levine**
The Dallas Stars



Sept. 25 **Michael A. Etcheson**
Prison Entrepreneurship Program



Oct. 2 **Lauren Mariel**
Live Love Pop



Oct. 9 **TBA**
It will be interesting

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 Jack Carpenter.

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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RCPCgoogleplus

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



<http://bit.ly/RCPCyoutube>

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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/>

Facebook: www.facebook.com/RotaryClubOfPark-Cities

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Make a post about or while at Rotary and use these hashtags



#PeopleOfAction



#parkcitiesrotary



#district5810proud



#goodthingshappene

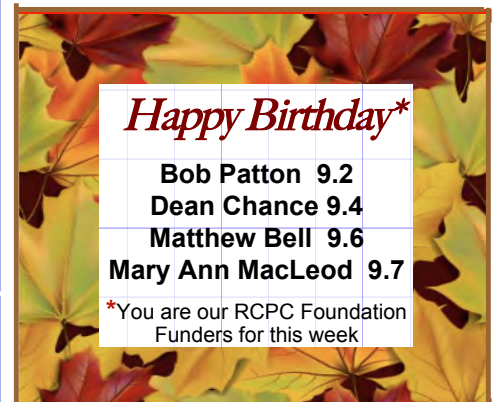


nonfridays

MEETING NOTES (continued)

don't pass, you don't play.

Q. What new rules would you like to see?
A bill that provides some protections, reduces the use of agents, says if you play in professional sports, you can't come back to your college even if you have some eligibility left. One of the challenges is decentralization. Commissioners should not be able to make their own rules. A state can make rules. The portal opens in January. A school can't talk to players until they are in the portal. Each sport has a different portal.
Q How do you keep players from being injured? SMU has an amazing medical staff. They are working with UTSW Medical School to do studies on injuries. We want smart training and smart care.



THOUGHTS ON ...

Food

Everyone has a doctor in him or her; we just have to help it in its work. The natural healing force within each one of us is the greatest force in getting well. Our food should be our medicine. Our medicine should be our food.

~ Hippocrates

Food is an important part of a balanced diet.

~ Fran Lebowitz

I have found that everything wants to kill you. For some things, like fast food, or riding a bike, it just takes longer.

~ Devin J. Monroe

You don't have to cook fancy or complicated masterpieces - just good food from fresh ingredients.

~ Julia Child

At my age the bones are water in the morning until food is given them.

~ Pearl Buck

God gives every bird its food, but He does not throw it into its nest.

~ J. G. Holland

Good food ends with good talk.

~ Geoffrey Neighor

Food is our common ground, a universal experience.

~ James Beard

If more of us valued food and cheer and song above hoarded gold, it would be a merrier world.

~ J. R. R. Tolkien

Why NTFB's FoodRx?

We know that nutritious food choices lead to healthier lives. However, many of our neighbors, including those living with diabetes, heart disease, and other chronic health conditions, do not have consistent access to the healthy food they need. Because access to nutritious food is closely connected to health outcomes, the NTFB created FoodRx. This innovative program partners with healthcare providers to identify patients experiencing food insecurity and connect them with fresh produce, nutritious groceries, and nutrition education. Join us to learn how this unique approach is improving health outcomes and strengthening communities across North Texas.

Proposed New Members

Brandon Burlingame

Type of Membership: Individual

Classification: Roofing

Proposed by **Rene Santana**

Sharyn Casey.

Type of Membership: Individual

Classification: Non-Profit Development

Proposed by PP **Susan Glen**

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Rotary Club of Park Cities Market Place

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