



THE HUB

The Rotary Club
of Park Cities

Volume 68, Number 21

www.parkcitiesrotary.org

December 9, 2016

Serving to Make a Difference Since 1948

TODAY'S PROGRAM

Program Chair of the Day: Mary McMahon



Ginger Reeder The Neiman Marcus Catalog

As Vice President of Corporate Communications, Ginger Reeder represents Neiman Marcus Group, in matters related to the company's image. She works closely with finance division, investor relations, division public relations offices and the press to enhance and protect the company's reputation. She manages (non-fashion) media inquiries, assists in developing strategy for crisis management, develops talking points and key messages for communicating business strategy and crisis management with media contacts. She also monitors division media contacts and assures the congruency between external and internal constituencies.

She oversees corporate charitable giving initiatives, and develops opportunities for feature articles and interviews that promote the corporation's business goals. She assists and coaches company representative in press interviews, and writes corporate press releases. She also oversees the selection process for the fantasy gifts for the annual Neiman Marcus Christmas Catalog and all the public relations activities related to that book.

From October, 1996, thru February, 2005, she was Vice

President of Media and Public Relations for Neiman Marcus Direct where she was responsible for public relations activities for the 90 different catalogs produced by Neiman Marcus Direct (Neiman Marcus by Mail and Horchow) and the web sites operated by Neiman Marcus Direct (NeimanMarcus.com, Horchow.com, and BergdorfGoodman.com). She also oversaw the selection process for the fantasy gifts for the annual Neiman Marcus Christmas Catalog and all the public relations activities related to that book.

Prior to that her experience includes being the Director of Marketing and External Services for the Dallas Museum of Art, Merchandise Director for The Horchow Collection, and Media Buyer and Project Manager for Robert A. Wilson Associates.

She currently serves on the Board of North Texas Public Broadcasting (KERA, KXT) and is on the Hollins University Board of Trustees. She has been involved in the community for many years through her work as a Board Member of such organizations as Dallas Contemporary, the Episcopal Children's Foundation of the Diocese of Dallas, DIFFA, and Arts District Friends.

COMMITTEE TIME



Interact Toy Drive for Santa's Helpers

Our Interact Club at Hillcrest H.S. has kicked off their Santa's Helpers toy drive!

Let's help them make an even *bigger* contribution! Please bring new, unwrapped toys to our **next** Rotary meeting and help our Interactors!

The Holidays Are Coming!

See Calendar on pg 3 for all other club activities

December						
S	M	T	W	Th	F	S
Nov 27					Chili at SA	
4		Pop			Interact Toys	
11					Party	
18						



Bring Toys for Interact-Dec 9

Party - Dec. 16
(No Noon Mtg)
Sign up on RCPC website!



Join us

RCPC Dallas Cowboys Game Watching Party!

Dallas Cowboys vs NY Giants

Sunday, Dec. 11,
7:00 pm to 10:00 pm

Grub Burger Bar
4925 Greenville Ave.

Grub Burger Bar will make a donation of 20% of each of our tabs to a charity of our choice! So give yourself permission to indulge!

Bring friends, family and co-workers!
Confirms only!
happy.franklin@att.net

Some Highlights of the Holiday Projects



Packing food at the North Texas Food Bank



Popcorn waiting to be packed at Scottish Rite Hospital



Working at Angel Tree at NorthPark benefitting the Salvation Army



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

LAST WEEK

Presiding: **Tracy Gomes**
 Invocation: **Orv Salmon**
 Pledge: **Stan Carr and Salvation Army Band**
 Introductions: **Tracy Gomes**
 Photographer: **Fred Speno**
 Chair of the Day: **Orv Salmon**
 Speaker: **Major Dawn McFarland**
 Program: **Salvation Army Chili Day!**



President **Tracy Gomes** called to order this special Chili Day meeting at the Salvation Army. Major Paul McFarland, Administrator of the Salvation Army's Adult Rehabilitation Center, gave the invocation. **Stan Carr** led the Pledge of Allegiance and "The Star Spangled Banner" which was accompanied by the Salvation Army band. **Tracy Gomes** introduced our visitors and guests. **Herb Ziev** announced our Marketplace Advertisers of the week. President Tracy called to order the RC PC Annual Meeting. He reviewed the slate of nominees for officer and board positions for the 2017-18 year. The slate was approved by acclamation. **Orville Salmon** introduced Matt Broome, Music Director for the Salvation Army in Texas, who played a lovely trombone solo of "Ding, Dong, Merrily on High. He then introduced Major Mario Moldonado who invited us to join him in singing "O, Come All Ye Faith-



ful," and then the Men's Chorus of the ARC, who sang "Joy to the World."

Orv introduced our speaker today, Major Dawn McFarland, Director of Special Services at the ARC. She spoke on addiction. She referenced a recently released Surgeon General's Report, Facing Addiction in America. The report emphasizes that a person with an addiction is



Please remember ...

The family of former member Steve Lassiter who was killed in a plane crash.

Please let us know your Joys or Concerns at- announcements@parkcitiesrotary.org

not bad or weak. Addiction is not evidence of a character flaw, but is a chronic disease of the brain. The annual economic impact of addiction is \$442 Billion. In 2015 just under twenty-one million Americans admitted to having an addiction; that is eight percent of the adult population and eight percent of adolescents. What is disturbing is that these were the people who admitted an addiction, but in reality the number with addictions is at least twice that. One estimate is that forty percent of American twelve years old and above have an addiction. There is a huge treatment gap with only about two million people receiving treatment. Inpatient treatment causes \$1,000 a day, so many people who need treatment cannot afford it. The medical system HSS not been trained to recognize the symptoms of addiction until they become acute. Another problem is that about two-thirds of the addicted are not willing to give it up. However, the Surgeon General's Report says there is hope because of the things in our country working in our favor.



There is ongoing research on the causes and effective treatments for addiction. Prevention programs are proving effective. Treatment is difficult to find, but it is available, and more is known about what treatments are effective. Programs like AA and others are becoming more available, and the internet helps people to find them. The majority of people with substance abuse disorders also have mental health issues; these people need a different kind of treatment. The Salvation Army ARC provides services to one hundred and fifty men in a one hundred eighty day program. If they complete the program they will find physical, mental and spiritual healing. Each man leaves with a tool box of skills to use as they re-enter society.

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 Comm'ttee

Fred Speno, *Chair*

Bulletin/Internet Advertising

Shawn Foster, *Chair*



OFFICERS and DIRECTORS 2016-2017

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Pam Carvey, President Elect

John Gilchrist, Vice President

Barb Jeffries, Secretary

Jeff McNaughton, Treasurer

John Whaley, Institutions

Tom Rhodes, Club Operations

George Burrell, Community

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Tom Swift, Membership

Tom Swift, Marketing

Lisa Amsberry, Youth

Fred Brown, At Large

Karen Farris,

Immediate Past President

Kathleen Klaviter, Sgt-at-Arms

Fred Speno, Parliamentarian

Daniel Jacob, Webmaster

Laurie Aldredge, Club Administrator

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John Germ

Chattanooga, TN

President,

Rotary International

www.rotary.org

Bill Dendy, E-Club

Governor, District 5810

www.rotary5810.org

EVENTS CALENDAR

December						
S	M	T	W	Th	F	S
				M In	Mtg	
4	M	M	M	M In	Chili at SA	
11	M	M	M	M	at Sea-sons 52 Party	
18	M	M	M	M		
25	M	M	M	M		

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 Cleve Clinton

FH = Fisher House. See Rob E

In-Interact Special Project

In-Interact at Hillcrest H.S,

8 am. See Bart Noble

M = Meals on Wheels (Differ-

ent teams on each day)

See Patsy Watson

MM-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

Web = For New Members

UPCOMING PROGRAMS



Dec. 16 No Noon Meeting
Holiday Party! Attend or Make Up!



Dec. 23 NO Meeting! No make-up needed.
Happy Holidays!



Dec. 30 NO Meeting! No make-up needed.
Happy New Year!



Jan. 6 Mark A. Wynne, Federal Reserve Bank
The State of the Economy

ROTARY CONNECTED



Tweet with Tracy! Follow him at
rotarytxman@twitter.com



<http://bit.ly/RCPCfacebook>



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



<http://bit.ly/RCPCyoutube>



<http://bit.ly/RCPCgoogleplus>



<http://bit.ly/RCPCvimeo>

RCPC has its own channel. Miss a Meeting? Watch it Online!

Connect with Rotary International and District 5810!



RI: www.linkedin.com/groups?gid=858557&trk=hb_side_g



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



RI: www.facebook.com/rotary

Dist. 5810: www.facebook.com/RotaryDistrict5810



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://pinterest.com/rotary/>

RI has Pinboards on major projects.



www.statigr.am/rotaryinternational
See RI's latest pictures via Instagram.

CLUB ANNOUNCEMENTS *Sign up at www.parkcitiesrotary.org*

Year End Giving! Don't forget the Rotary International Foundation funding projects that change lives both close to home and around the world!

Interact Toy Drive Benefitting Santa's Helpers. Bring new, unwrapped toys to the RCPC noon meeting on Dec. 09. See Bart Noble.

Christmas Party, Fri, Dec. 16, 6:30-8:30pm at the home of Tom and Suzy Rhodes. \$35.00 per person. Sign up on the website.

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

RCPC Foundation: \$50 (or more). See the Funders box below, then Kathleen K

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

THOUGHTS ON ... FAMILY OF ROTARY

Luxuries

We act as though comfort and luxury were the chief requirements of life, when all that we need to make us happy is something to be enthusiastic about.

~ Charles Kingsley

Take care of the luxuries and the necessities will take care of themselves.

~ Dorothy Parker

Give me the luxuries of life and I will willingly do without the necessities.

~ Frank Lloyd Wright

Luxuries are never so comfortable as are the familiar, ordinary things of home.

~ Eucharista Ward

Literature is a luxury; fiction is a necessity.

~ G. K. Chesterton

Every luxury must be paid for, and everything is a luxury, starting with being in the world.

~ Cesare Pavese

RCPC FOUNDATION

Our Funders for Next Week are

Elizabeth Hart
Eric Heitkamp
Lily Hogarth
Leroy Howard
Charlotte Hudgin

from an announcement by Tracy Gomes



Long time club member and dear friend **Bob Heard** passed away Monday night. Bob was a great member and ardent supporter of the club. He was present at our last meeting at Salvation Army, and he was a great friend to all he met. Among his many contributions and benevolent acts, he was a member of the club since 1998, a World War II pilot, Grand Marshal of the July 4th parade in 2002, and good friend.

HE PROFITS MOST WHO LAUGHS BEST

One evening, a family sat down for dinner. The mother served fish and cauliflower. They were all eating, until the boy, chewing on his fish, found a bone.

He pulled it out of his mouth and asked, "Mom, what do I do with this?" "Put it where

Join the Transportation Committee

Your Transportation committee has openings for the coming year.

The volunteers help those members who are unable to drive to meetings and club events. This is an opportunity to join **Bob Patton, Bill Kelly, Fred Brown, Doug Means, Fred Speno, John Whaley, Steve Franks, Chad Harbour, and Larry Johnson.**

If you would like to join our committee, please contact **Hank Gaines** at email hg@gainesrealestate.com.



Happy Birthday

Art Bollon 12.15
Stuart Markussen 12.15
Paul Pirok 12.17
Anne Harper 12.18
Stan Carr 12.22
Charlotte Kroeker 12.24
Jeff McNaughton 12.24
Fred Speno 1.4

