

THE HUB The Rotary Club of Park Cities



www.parkcitiesrotary.org

Leaders united worldwide to provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

Service
Above
Self

February 10, 2012

TODAY'S PROGRAM

Program Chair of the Day: Bill Kelly



2011
Winners



Hillcrest H.S. Students Ethics Faire

In the 1980s and 1990s we wanted to encourage math and science in schools; what did we do? We showcased them. We talked them up. We hosted science fairs to encourage creative expression of students' everyday experience and questions of their physical realm.

So what do we do today if we want to encourage humanitarian values and high ethical standards in our schools? We host the 2nd annual Hillcrest Ethics Faire and give students the opportunity to plumb the philosophical context of their lives.

Last year, as the creative brainchild of Rotarian Bill Kelly, the Park Cities Ethics Committee proposed the idea of an Ethics Faire to the Hillcrest high school faculty and administration. Journalism chair Lori Todd jumped at the idea and spearheaded a drive among the Fine Arts faculty and the Ethics Faire was born.

Rotary proposed four "themes":

- Truth
- Friendship
- Honesty
- Equality

Students were challenged to portray one of these themes through one of the following artistic media:

- Performing Arts (including music and video)
- Visual Arts (drawings, painting, mixed media)
- Creative writing (prose and poetry)

The result was collage of 37 entries from a diverse cross-section of the school's student body that in and of itself was a rewarding and powerful statement. Prizes were awarded for 1st, 2nd and 3rd place, and the winners brought to the club to present their art and beliefs.

So here we are back again. We know the values and benefits of truth, fairness and sustainable beneficial outcomes are good and positive and timeless, however, discerning them and selecting them in the midst of our hyper-kinetic, celebrity-orientated, media saturated lives isn't always clear or easy.

Let's see what these seventeen year olds have to show us.

ROTARY INTERNATIONAL

Shirley Hsia's Visit to Taiwan

I went back to Taiwan to help promote the re-election of our president in Taiwan. HT and I had the pleasure to visit the presidential palace and to have the picture taken with the president after he was re-elected. We then went to the southern most part of Taiwan -Kenting Park and had a nice discovery about the signs of Rotary clubs on the ground there. I'd like to share these pictures with you all.



Vet to Vet In the News

"Vet to Vet Serves the Troops"

"When the Invasion of Iraq was launched under President George H. Bush, thousands of cars began sporting bumper stickers with yellow ribbons that read, "Support Our Troops." While showing your support for our military is a good thing, a group of volunteers from the Rotary Club of the Park Cities (RCPC) serves up deeds, not words, every month at the Dallas VA Hospital, but especially at the holidays." <http://neighborsgo.com/stories/78979>



Chartered in 1948

LAST WEEK

Presiding: **Jim Mills**
 Invocation: **Cub Amos**
 Song Leader: **Cindy Cummings**
 Introductions: **Mark Kashar**
 Hub and Web Advertisers: **Dax Seale**
 Photographer: **Barb Jeffries**
 Four Way Test: **Kathy Schatz**
 Chair of the Day: **Allison Griffin**
 Speakers: **Jeff Crilley**
 Program: **Real New PR: Social Networking**



President **Jim** called the meeting to order. The meeting opened with the invocation by **Cub Amos**. **Cindy Cummings** led us in the Pledge of

Allegiance and beautiful renditions of



America the Beautiful and *My Country 'Tis of Thee*. **Mark Kashar** and **Tracy Gomes** introduced guests.

Dax Seale introduced and

thanked the Hub and Web advertisers. **Mike Jarrell**, **Mary McMahon**, and **Kathy Schatz** reported on their RILI weekend

January 28 and 29 held in Greenville, TX (Rotary International Leadership Institute.



Patsy Watson made an announcement on Dentistry with a Heart on February 10.

Mary Bishop informed us of a need for two disabled vets.

who were being released to apartments, for furniture and bedding to furnish their new home. Any items of value in homemaking would be appreciated as well. **Mary Bishop** is the



contact. **Allison Griffin**, introduced our speaker, **Jeff Crilley**, Real News PR and fellow Rotarian (North Texas Pioneers club in

Thank you to **Mary McMahon** for these Meeting Notes!

Plano). The subject of today's program was social media and using social media to brand Rotary. **Jeff** reminded us we are all in charge of the Rotary brand for public awareness of Rotary and the good work we do, as well as to attract new members. **Jeff** walked us down communications "history lane" reviewing how powerful radio was (and still is). When radio was a new invention, radio was "king" and radio gave us the power to communicate with a breadth of audience that was not possible before. Television as a new invention came along and for half a century has dominated media communications. Radio did not go away, but TV dominated. Computers came along ... the internet came along, email, cell phones. The latest communications media invented – social media. Social media's reach is astounding and it's global. Rotary District 5810 has 3000 members and a Facebook page. One in ten have visited Rotary's Facebook page. Traditional media will still be a large footprint. "Old school" communications: phone calls, meetings, developing relationships are still relevant and important, but ... If we don't use social media to get our story out, we will be left behind.

We need to get out there and tell our story.

- Newsrooms and papers are a business - stories are based on cash flow. Do use the phone, meeting people and do develop relationships. Don't blast out press releases - newsrooms get too many.
- Brand Rotary as "hip & cool" for younger people. Upload videos of our events, projects, upcoming events, speakers, meetings to Facebook. Create your club Facebook page.
- Your cell phone becomes "a TV station to the planet" - YouTube, etc. Viral videos are powerful in "getting the story out". **Jeff's** favorite truism of greatness and success is from **Wayne Gretzky** ("The Great One" in professional hockey): 'Don't skate to where the puck is; skate to where it's going to be.' Go to the District's Facebook page and "Like Us"!



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THE HUB

Newsletter of the
 Rotary Club of Park Cities (Dallas)
 Betty Dawson, *Editor*

Shutterbug Committee
 Fred Speno, *Chair*

Bulletin/Internet Advertising
 Dax Seale, *Chair*



OFFICERS and DIRECTORS 2010-2011

Jim Mills, *President*
Fred Brown, *President Elect*
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Barb Jeffries, *Treasurer*
Mike Jarrell, *Sgt. at Arms*
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Chris Clausen, *Club Service II*
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Tom Stutz, *Community Service II*
Tracy Gomes, *Vocational Service*
Pam Carvey, *International Service*
Linda Tunnell, *At Large*
Rick Amsberry,
Immediate Past President
Rod Pirtle, *Parliamentarian*
Charles Delphenis, *Historian*
Laurie Aldredge,
Club Administrator

6704 Snider Plaza
 Dallas, Texas 75205
 Office Phone: 214-739-4170
 Office Fax: 214/363-6980

www.parkcitiesrotary.org
 Email: club@parkcitiesrotary.org



Kalyan Banerjee, *India*
President, Rotary International
 www.rotary.org

Bud McBrayer, *Plano Sunrise*
Governor, District 5810
 www.rotary5810.org

EVENTS CALENDAR

February						
S	M	T	W	Th	F	S
			M	V	M	Mtg Web
5	M	M	M	M	Cn	Mtg DH
12	M	M	M	M	Mtg	
19	M	Mc	M	M	Mtg	
26	M	M	M			

AED = Defibrillator Training
 BI = Blood Drive
 BD = Board of Dirs. Mtg, 7 am
 LaMadeleine, 75 & Mockingbird
 CM = Circles of Success
 Mentoring See T. Gomes
 Cn = PCR Connect Event.
 CP = ChildsPlay Work Mtg
 D = District 5810 Event
 DH = Dentistry with a Heart
 FR = Family of Rotary Event
 F = Fellowship Event
 FF = RCPC Foundation Fund
 Mtg. See Fred Brown

Get involved!

In- Interact at Hillcrest H.S.
 8 am. See Tracy Gomes
 M = Meals on Wheels (Differ-
 ent teams on each day)
 See Hoyt Neal.
 Mc = Ronald McDonald
 House-See Jina McDaniel
 NM = New Member Event
 Pr = Program Committee Mtg
 Reading and Radio Resources
 See Jodie Ray
 SpE = Special Service Event
 VV = Vet to Vet - See Bob Dill
 Web-lite = after noon mtg
 Blue = Activities on own schedule

UPCOMING PROGRAMS

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February 17 Britt Berrett, President
Texas Health Presbyterian Hospital



March 2 Shelley White, Exec. Dir.
Trinity Strand Trail



February 24 Lee Jackson
The Future of The U. of North Texas



March 9 Brent Brown
Dallas Design - Downtown

CLUB ANNOUNCEMENTS

Sign up at
www.parkcitiesrotary.org

Dentistry with a Heart, TODAY, 7:00am - 5:30pm. Three shifts, two locations. Details are online. See Patsy Watson.

Dues are OVER Due! If you just paid the first half of your dues in the Summer, the rest is due. Pay by credit card online or by check to Laurie.

Check your attendance! Sign in on the RCPC website; click on My Attendance in the My ClubRunner box on the Admin page. Check and report any errors. Don't forget to report Make-Ups on Home page

Support our RCPC Foundation! See the Box on this page.

Every Rotarian Every Year. \$100 to the Rotary Foundation.

ROTARY CONNECTED

LinkedIn Interesting new thread: What methods do Rotary eClubs use to attract and retain members?

Tweet of the Week: Learn about the future of #Rotary grant making in a free webinars offered in several languages. <http://ow.ly/8RLOJ>

Facebook Interesting new thread: If you'd like to learn how to maximize the impact for your club or district website, attend a free one-hour Rotary webinar and listen to a panel of Rotarians talk about some best practices.

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

flickr Check out or add to RI's Flickr group often, www.flickr.com/groups/familyofrotary/

THOUGHTS ON . .

Talent

Talent hits a target no one else can hit; Genius hits a target no one else can see.

~ Arthur Schopenhauer

It took me fifteen years to discover that I had no talent for writing, but I couldn't give it up because by that time I was too famous. ~ Robert Benchley

Use what talents you possess: the woods would be very silent if no birds sang there except those that sang best.

~ Henry Van Dyke

Hide not your talents, they for use were made. What's a sundial in the shade?

~ Benjamin Franklin

We can't take any credit for our talents. It's how we use them that counts ~ M. L'Engle

RCPC FOUNDATION

Our Funders for Next Week are

Andy Carothers
Pam Carvey ✓
Kevin Chagnon
Harold Chance
John Chiles ✓

✓ = Contribution made for 2011-12

FAMILY of ROTARY

The family of
Jon R. Harris
deeply appreciates and gratefully
acknowledges your kind expression
of sympathy

January 29, 2012

Dear Friends of Rotary:

The lovely white roses in a silver beaker were the first to arrive after Big's death. I smile when I realized how pleased he would have been, as he has, all throughout our married life, put Rotary and Rotary Chorus, first among many other choices he could have made.

Even during our early life in Tennessee, he could always be found, at High-Noon, at Rotary.

Keep up your good work. It is sorely needed in today's world.

Sincerely,
Blue Harris

THEY PROFIT MOST WHO LAUGH BEST

Law Of Cat Inertia - A cat at rest will tend to remain at rest, unless acted upon by some outside force, such as the opening of cat food.

Law Of Cat Motion - A cat will move in a

straight line, unless there is a really good reason to change direction.

Law Of Cat Composition- A cat is composed of Matter + Anti-matter + It Doesn't Matter.

Proposed New Members

Griffin W. Collie, Law
Proposed by C.C. Collie
2nd Publication

Tom Dortch, Engineering
Proposed by Jarl Johnson
2nd Publication

Happy Birthday

Phillip Bankhead 2.11
Steve Brown 2.13
Roger Diebel 2.14
Braxen Hyman 2.14

