



# THE HUB

The Rotary Club  
of Park Cities

Volume 66, Number 38

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

May 8, 2015

*Serving to Make a Difference Since 1948*

## TODAY'S PROGRAM

*Program Chair of the Day: Janie Loveless*



## Ruth Miller Fitzgibbons

### Nonprofit Friend-raising in the Digital Age

**Ruth Fitzgibbons** is the Managing Principal/Brand Public Relations and Cause Branding

From the moment when, at age 7, Ruth and her lemonade stand made the front page of The Dallas Morning News, her career was set.

After two decades as a reporter and editor for national and regional magazines, Ruth became the agency's public relations guru in 1994. She has grown the PR discipline from one employee and one client to its current size of 25 crack professionals serving more than 40 companies, institutions, and organizations. She has counseled clients in a wide array of categories from the ridiculous (pasta-based pet food) to the sublime (The Salvation Army's "Doing The Most Good" campaign).

Her commitment to cause branding and strategic communications for non-profits has led to the growth of a substantial practice area in service to universities, healthcare institutions, charities, foundations, museums, and corporate cause partnerships. In 2006, the Hyundai Hope On Wheels tour for pediatric cancer research won a prestigious national Halo award.

Ruth began her career in New York, where she was an editor and writer for several national periodicals including New York magazine, The New York Times, Cosmopolitan, and Ladies' Home Journal. After returning to her native Dallas, Ruth became editor-in-chief of D Magazine, which was named best city magazine in the United States. She is a member and former president of The Dallas Assembly, and a member of the Dallas chapter of the International Women's Forum. Ruth has two grown sons and three adorable grandsons. When she isn't with family, she enjoys snow skiing, power walking, cooking, chick lit, and traveling.



**Elizabeth Clayton**, Brand Management

As an identical twin, Elizabeth has been seeking to differentiate herself since birth. She's also worked hard to portray herself as the "good twin."

Both pursuits have prepared her well for a career in brand management.

Before landing at Richards Partners, where she specializes in nonprofit branding, Elizabeth spent six years at United Way of Metropolitan Dallas, where she worked with C-suite corporate executives creating year-round engagement plans for their employees. The result: \$25 million raised for 90-plus nonprofits in the Dallas community. Elizabeth also helped create a national program for young professionals across the United Way of America system.

A card-carrying member of Texas Christian University's purple nation and a newly minted MBA graduate of Southern Methodist University's Cox School of Business, Elizabeth interned at CNBC Europe in London, a destination that still beckons. She loves foreign travel and has attempted several marathons-all while continuing to polish her "good twin" campaign.

## DISTRICT 5810

### Disaster Relief Information from DG Bill Dendy

#### How You Can Help

from ShelterBox:

- Inform your clubs and Rotarians [and friends.] One of the easiest ways to make an impact is to share ShelterBox as a meaningful way to contribute.
- Create [or contribute to] a matching program
- Spread the word from home. Social media is an extremely effective method for sharing the message to your networks.

We are still in the early days of the disaster.

Because we are currently assessing the best way to respond and the most appropriate aid for the earthquake in Nepal, we cannot accept donations restricted to Nepal. Your support will help us provide emergency aid to families affected by the earthquake in Nepal as well as survivors affected by disaster across the world in all of our ongoing disaster responses.

Yours in Rotary Service,  
Alan Monroe, ShelterBox USA | Interim

Executive Director (continued on page 3)

### Got a job or project you just haven't been able to get to?

Think about offering a summer internship to one of our Interact Alums. This is a great way to bring former Interact/ now college students back to Dallas and keep them connected to Rotary and the club

We are looking for 4-6 week (or longer) paid internships. Please contact **Tracy Gomes**.

Thanks for the consideration.



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

### LAST WEEK

Presiding: **Eric Heitkamp**  
 Invocation: **Will Reppeto**  
 Pledge: **E.G. McMillan**  
 Introductions: **Will Reppeto**  
 Photographer: **Bill Kelly**  
 Chair of the Day: **Paul Pirok**  
 Speaker: **Michael Jenkins**, President  
 and Managing Director  
 Program: **Dallas Summer Musicals**

President **Eric Heitkamp** called the meeting to order. **Will Reppeto** gave the invocation and mentioned the passing and funeral arrangements of **Ben Young** (93 years young). **E.G. McMillan** led the singing with a rousing rendition of "O What a Beautiful Morning" from *Oklahoma*. **Will Reppeto** did double duty by also introducing guests.

**Shawn Foster** gave a nice introduction of our Marketplace Advertiser, **John Maluso**.

**Charlotte Hudgen** presented Rotary's response to the Nepal earthquake with a discussion of Shelterbox and a \$100,000 matching grant from Rotary International. **Tracy Gomes** asked if any Rotarians could use any of our Interact students for summer jobs or internships to maintain our contact with them.

**Paul Pirok** introduced our speaker of the day, **Michael Jenkins**, who is President and Managing Director of the Dallas Summer Musicals. (Michael stated the Dallas Summer Musicals participates in our parade and has won a trophy.) Michael says he has always been interested in the theater industry - he started in theater when he was 9 years old by running a projector at his school and showing "Felix the Cat". He began his career at the Dallas Summer Musicals at the age of 14 as an usher. When he was 17, he had the opportunity to invest in a Broadway show for \$5,000. To help raise the money, he painted seat numbers at the Cotton Bowl, but still fell short of the amount. His mother helped him with the rest - the musical was *My Fair Lady* - the money he made from that investment enabled his mother to buy a car, paid for his college expenses, and paid him royalties for the next 18 years. He went to

### Please remember ...

The family of former member **Ben Young**, who has passed away at the age of 93.

Please let us know your Joys or Concerns at- [announcements@parkcitiesrotary.org](mailto:announcements@parkcitiesrotary.org)

work at Disneyland to learn the amusement park business. He then came back to Texas to start "Texas under 6 Flags", which became Six Flags Over Texas. He worked in that industry in different areas until the passing of Tom Hughes, who was then the Managing Director of the Dallas Summer Musicals. The Dallas Summer Musicals desperately needed him to return, since it was in bad shape. He was able to get "Jekyll and Hyde" to come and revive the Musicals. He told several funny stories of experiences at the Musicals, including a Clydesdale that ran across the stage in Cinderella. He mentioned bringing students to the shows, most of whom never having seen live theater before (one student was afraid to sit when the lights went out for fear of rats). He mentioned how cast members mentor students trying to get out of gangs - this year the program has graduated 618 students. He closed with mentioning how he had a special Monday evening production with Maurice Chevalier many years ago, on an evening with heavy storms. He asked Michael to leave the lights on and doors open so late comers could get in to see him - he said the Audience is what is important, not the performer.

With Many Thanks to Patsy Watson for these Notes.



RCPC Members **Bill Sleeper, Mary McMahon, Karen Farris, Kathy Schatz, Eric Heitkamp, Happy Franklin, and Pam Carvey** (not shown) at the District Assembly

### 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 Committee

Fred Speno, *Chair*

### Bulletin/Internet Advertising

Chris Short, *Chair*



### OFFICERS and DIRECTORS 2014-2015

**Eric Heitkamp**, *President*  
**Karen Farris**, *President Elect*  
**Tracy Gomes**, *Vice President*  
**Jim Zapffe**, *Secretary*  
**Larry W. Nichols**, *Treasurer*  
**Jerry Washam**, *Sergeant-At-Arms*  
**Nolan Duck**, *Club Service I*  
**Mary McMahon**, *Club Service II*  
**Paul Pirok**, *Community Service*  
**Anne Harper**, *Com. Service II*  
**Tracy Gomes**, *New Generations*  
**Jeff Sheehan**, *International Service*  
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**Mark Thomason**,  
*Parliamentarian/Historian*  
**Dennis Harrison**, *Webmaster*  
**Laurie Aldredge**, *Club Administrator*

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**Gary C. K. Huang**  
 Taipei, Taiwan  
*President, Rotary International*  
[www.rotary.org](http://www.rotary.org)

**Bill Dendy**, RC of DeSoto  
 Governor, District 5810  
[www.rotary5810.org](http://www.rotary5810.org)

### EVENTS CALENDAR





May						
S	M	T	W	Th	F	S
					Mtg	D
3	M	M	Cn	M	Vv	M In
10	M	M	FF	M	In	Mtg
17	M	M	BD	M	In	Mtg
24	M	M	M	M	Mtg	RU

### Get Involved!

AED = Defibrillator Training  
 BI = Blood Drive  
 BD = Board of Dirs. Mtg, 7am  
 LaMadeleine, 75 & Mockingbird  
 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 Cleve Clinton

In- Interact at Hillcrest H.S., 8 am. See Tracy Gomes  
 In-Interact Special Project  
 M = Meals on Wheels (Different teams on each day)  
 See Patsy Watson  
 Mentoring at Hillcrest H.S.  
 Mc = Ronald McDonald House-See Jina McDaniel  
 NM = New Member Event  
 Pr = Program Committee Mtg  
 RU = Rotary University  
 SpE = Special Service Event  
 Web-lite = on your computer

## UPCOMING PROGRAMS

-  **May 15** Tracy Gomes  
Working Toward Perfect Engagement
-  **May 22** Roger Moon, Exec. Director  
Park Cities YMCA
-  **May 29** New Members  
Introductions
-  **June 5** Downtown Dallas, inc.

## CLUB ANNOUNCEMENTS *Sign up at [www.parkcitiesrotary.org](http://www.parkcitiesrotary.org)*

**Foundation Quarterly Meeting**, Tues, May 12. This is where the requests for RCPC grants are approved – or not. If you would like to sit in, see Jim Zapffe.

**Ronald McDonald House**, Mon, May 18, 4:30-7:30pm. Serve dinner to families of ill children, 4707 Bengal St. See Jina McDaniel

**Rotary University**, Sat, May 30, 8:30am- 3:30pm at SMU's main campus. Topic: Global Operations. Register at [www.rotary5810.org](http://www.rotary5810.org). \$50.00 per class.

**RI Foundation**: \$100 (or more) Every Rotarian Every Year!

**RCPC Foundation**: \$50 (or more) every year when your name appears below


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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

## ROTARY CONNECTED


 **RI**: [www.linkedin.com/groups?gid=858557&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=858557&trk=hb_side_g) **RCPC**: [www.linkedin.com/groups?gid=1248747&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=1248747&trk=hb_side_g)

**Interesting New Thread**: Update on Rotary District 7930 Public Relations Tool Kit and other documents. <http://www.rotary7930.org/>


 **Tweet of the week**: Update on Rotary District 7930 Public Relations Documents, please go to our district web site below <http://www.rotary7930.org/>


 **RI**: [www.facebook.com/rotary](http://www.facebook.com/rotary)  
**Dist. 5810**: [www.facebook.com/RotaryDistrict5810](http://www.facebook.com/RotaryDistrict5810)


**Interesting New Thread**: The RC of Kathmandu West, Nepal is working to distribute aid to victims of the devastating earthquake. <http://ow.ly/Mz6aR>


 **RCPC** has its own channel: <http://vimeo.com/channels/rotaryclubofparkcities/>

**Miss a Meeting? Watch it Online!**

 **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://www.flickr.com/groups/familyofrotary/)

 <http://pinterest.com/rotary/>  
RI has Pinboards on major projects.

 [www.statigr.am/rotaryinternational](http://www.statigr.am/rotaryinternational)  
See RI's latest pictures via Instagram.

## THOUGHTS ON ... DISTRICT 5810 (cont.)

### Advertising

Advertisements... contain the only truths to be relied on in a newspaper. ~ Thomas Jefferson

You can tell the ideals of a nation by its advertisements.

~ Norman Douglas

Many a small thing has been made large by the right kind of advertising.

~ Mark Twain

A good advertisement is one which sells the product without drawing attention to itself.

~ David M. Ogilvy

The very first law in advertising is to avoid the concrete promise and cultivate the delightfully vague.

~ Bill Cosby

(continued from Front Page)

From DG Rabindra Piya, Dist. 3292, Nepal:

After an emergency meeting held amongst immediate Task Force Rotarians in Kathmandu on Sunday, April 26th, we have made the following tasks to be put into force immediately for the affected. I humbly request you to willingly help support Rotary's Disaster Relief Fund financially or by kind and immediately inform us upon how you have executed your reach to us.

The following are needed for immediate temporary relief: Blankets (15,000 pcs), Tent material (10,000 pcs), Dry Food (instant noodles, rice), Water as required, Medicinal Kits as required, Dead body wrappers (5,000 pcs).

## HE PROFITS MOST WHO LAUGHS BEST

About Mom, from Second Graders  
Question: If you could change one thing about your mom, what would it be?

1. She has this weird thing about me keeping my room clean. I'd get rid of that.
2. I'd make my mom smarter. Then she would

We gratefully acknowledge

**ASTRO-GRAPHICS**

for the partial funding of The Hub

## FAMILY OF ROTARY

from Janie Loveless

May 3, 2015

Rotary Club of Park Cities,

Thanks ever-so-much for the gorgeous flowers sent to my hospital room. They were such a welcome treat, and meant more than I can express. - Janie

We have also made long term support plans which we will share by email once the temporary emergency needs are no longer needed  
Yours in Rotary,  
DG Rabindra Piya, Dist. 3292, Nepal  
+977-98550-55735

## RCPC FOUNDATION

Our Funders for Next Week are

Roger Diebel  
Bob Dill  
Tom Dortch  
Daniel Drabinski  
Mark Drennen

Happy Birthday

Kendall Laughlin 5.9  
Byron Seamands 5.10  
Barbara Barney 5.12  
Linda Tunnell 5.13  
Greg Pape 5.14

