

Spring
Weekly

Reader



Volume 6, Issue 127, April 29, 2010

The Plano Rotary Club
www.PlanoRotary.com

WATER WATER NOWHERE

UPCOMING MEETINGS

- 4/29 Chris Parr
"Antarctica"
5/6 City of Plano
"Employee of the Year"
5/13 PISD Foundation
5/20 Tom Harmon
"Rotary Wheelchair
Program"
5/27 Patriotic Celebration

APRIL BIRTHDAYS

- 4/3.....LOWELL CULVER
4/5.....RUTLEDGE HAGGARD
4/9.....LARRY FLANNERY
4/11.....ANDY SAYERS
4/12.....KIRK BELL
4/13.....ALICE HOBBS
4/22.....KEN ROBERTS
4/26.....JOHN SHAO
4/27.....RICK KASMISKIE
4/28.....JERRY KEZHAY



EVERY
ROTARIAN
EVERY
YEAR

LOOK around for **Lowell**; if he's not here, I forgot him! **Herb Hoxie** usually chauffeurs him, but Herb's AWOL today, so it falls to me. However, I'm the speaker today, so I'm likely to be preoccupied. So if Lowell's missing, please holler at me.

--- **Sainted Editor**

queen butterfly opened the meeting at 12:18, cajoling **Brian Stamper** to pray and **Ean Sullivan** to pledge. ("Thanks, *Bob*.") She thanked **Boyd Craig** for greeting, and called **SERGEANT JENKINS** to sound off.



Ean amazed us all with the professionalism of his introduction of **Herb Ziev**, worthy of a **Randy Wright**. One wonders if it translates into a smooth introduction of **Jan**?

Leaping right into the heart of the meeting, Susan called **Brad Shanklin** to officiate at the (non-moving candlelight) Induction of **Scarlett Dale**. Scarlett complements **Evelyn Molina**. Whereas Evelyn's company cleans commercial establishments, Scarlett's cleans residences. She



is sponsored by **Lenny Schwartz**, whose company cleans clothes. We don't stand a chance of being filthy.

Brad followed **Ken Robert's** *Deathless Prose* word for word, betraying a disturbing lack of imagination. He could at least have found an "eleemosynary," from ἐλεος (Greek) meaning "pity," or even a "beneficent." But, no.

That great comedy team of **Earnest Burke** and **Carole Cole** (soon-to-be new member) accosted the audience to remind us of the **SOAP BOX DERBY**, scheduled for



May 22nd. They were shaking us upside-down for loose change. Although 90% of last year's sponsors renewed for this year, and new ones have been acquired, still they won't rest until the **SBD** makes the kind of money that the **GOLF TOURNAMENT** turns.

Carole promised us all a call to pick our brains (what's left of them) for leads with whom she'll follow-up. Of course, some of us



have fooled her and moved since the publication of the last **ROTOFOTOGUIDO**. (**Sainted Editor's** new number is 214-563-7277, Carole.) Maybe the next **GUIDO** can be loose-leaf, so amendments are simply and it can be kept up-to-date.

Lenny took center stage (we'll want it back) to tout the band **Glory Estate** (Christian Rock of New Ages) that will perform for a **Kiddie Carnival**, coincident with **SBD** that will include a Bounce House, among other attractions. The lead in **Glory Estate** is Lenny's flesh and blood. (And a daughter who sings opera? They must get it from **Patti**.)

Susan reminded us to vote for **Earnest Burke** for Place 3 and **David Hammel** for Place 1 on the PISD Board of Trustees.

She accepted the concept of a birthday check ("It's in the mail," Ken Roberts), and reminded us to bring gift for *Memorial* Goody Bags.

Perfect Attendance Pins went to **Mark Waterbury** (4) and **Wayne Hendrick** (20).



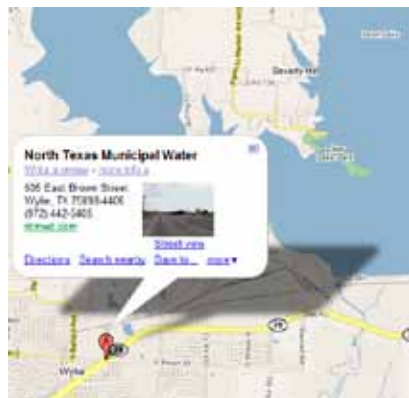
continued on page 2



Jamie Schell, son of the 45-year veteran of the North Texas Municipal Water District (NTMWD) Board, introduced the day's speaker, **Denise Hickey**. She is the Public Relation Coordinator of the NTMWD. Her degree is a Bachelor's in Biology with a certification in Biology and Chemistry education. Denise is an alternate on the Water Conservation Advisory Council.

Jamie thought he'd challenge us with some local water lore, but most of us knew that there is only one natural lake in Texas, or rather **on** Texas, since *Caddo* is on the border with Louisiana. And Plano's primary source is the (necessarily manmade) *Lake Lavon*. He wanted to know how long we thought it took for the Corps of Engineers to create and fill reservoir lakes; the answers were all over the map, but it's "*decades.*"

But while Jamie was quizzing us, Susan was quizzing him. In what community, she wanted to know, was NTMWD headquartered? His answer was "*a small community on the outskirts of Plano but with a heck of a School Board.*" Never one to make her point with subtlety, Susan located Wylie on the shores of *Lake Lavon*, "*and we can turn off the spigot whenever we want.*"



With that threat hanging in the air, Denise told us that the invitation to speak at Rotary came while **Alex Schell**, tireless advocate of clean, abundant water supplies, was still alive.

She presented us with her own quiz about the amounts of water consumed in normal household tasks. Although she made us wait the length of her talk to give us the answers, **Sainted Editor** isn't that cruel.

She said that although we take our water for granted, our Quality of Life depends upon it. She pointed out that the availability of safe, clean water is now a hot topic locally, nationally, internationally, and Rotarily, as it were.

No less a luminary than **Howard's** wife (yes, Howard, you're not just Mr. **Florence Shapiro** here!) has written an op-ed piece in *The Dallas Morning News* about the necessity of conserving water. (And if even a Senator gets it,



can the rank and file be far behind?)

Collin County continues to grow, doubling its population by 2060. That means that demand for good old H₂O will double as well, and that demand cannot be met without new supplies as well as conservation and reuse.



Denise scared the liver out of us with satellite photos of *Lake Lavon* in a good year as well as in the drought year of '06. The vast pink would have been a soothing azure had the lake been full. It looked like the dire warning from the politico in **Polanski's Chinatown**: "*LA is a desert community. We need this dam to keep the desert beneath our streets and not on top of them.*" Of course, that was a scam, fleecing taxpayers to line fat cat pockets. Nothing of the kind is suggested here.

Denise paraphrased **Caesar's** commentaries, "*Texas est omnis divisa in sedecim partes.*" (All of Texas is divided into 16 regions.)

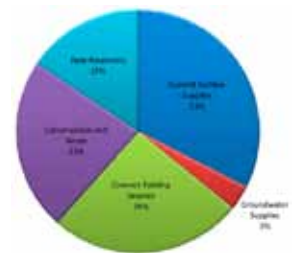
<http://la.wikipedia.org/wiki/Gallia>

(I'll bet you didn't know there was a Latin Wikipedia!)

Our region, C, encompasses parts of 16 counties, serves 25% of the State's population, and utilizes surface water for 90% of its source. (That's actually a good thing. The Ouachita Aquifer is drying up. Those who depend upon groundwater will get a nasty surprise one of these days.)

To meet our thirsty obligations, we will need not only the 26% from existing supplies but also 15% from new reservoirs as well as 23% from new conservation efforts.

We currently **reuse** almost a million acre-feet, rivaling all 15 of the other districts put together!



In the coming 50 years, we have to ADD a new *Lake Lavon* EACH DECADE to keep up with demand. (Pray that population growth levels off in 2060, because keeping up that pace will be deadly.)

As this sinks in, as communication of these realities takes place, more people are willing to conserve. Surveys show that 87% are likely to conserve water if they believe the dire predictions. One the other hand, the same surveys show that only 28% now even know the source of their drinking water, so this PR lady has a long, hard road ahead of her.

A little history: NTMWD treated its first gallon of H₂O from Lake Lavon in 1956. It expanded to wastewater treatment in 1970 and to solid waste treatment in 1980. It is part of Region C, but it serves only (parts of) seven

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counties: Denton, Dallas, Collin, Hunt, Rockwall, Rains, and Kaufman. But there are over 57 customer cities and MUDs under NTMWD's benign despotism. Meanwhile, **Shep Stahel** has taken Alex's spot on their Board.



Cary Israel asked if luxuriant landscaping, a rabid sink for water resources, will be brought to heel. Denise told him that NTMWD has no authority to direct that. Plant selection needs to change, but municipalities are responsible for such ordinances. Homeowner Associations need to push this.



Earnest wanted to hear about green technologies, and Denise described **Loeb's** Toyota franchise in McKinney as an example of inclusion of water conservation in its buildings. Condensate from its A/C waters plants.

Jamie was told that we far outstrip other districts in reuse because we are primarily urban, residential and industrial. It's easier for us than for rural districts.

Then the 800-pound gorilla emerged. Skip asked her about the infamous "Take or Pay," whereby Plano contracts with NTMWD for estimated usage amounts. If we underestimate our demand, we pay dearly; if we overestimate that demand, we still pay dearly. But a PR lady is expected to have glib responses for just such

rude implications. We are "paying ahead" in a sort of "insurance plan" for "future growth." So their clients are their banks. We become investors unwittingly, but, of course, it's for our own good. When Skip pointed out that this amounts to a disincentive to conserve, Denise said, "Think of your grandchildren."



Susan explained our own flashlight scam and pointed out that Denise's husband was **TEACHER OF THE MONTH** in WISD!

Then she picked a loose feather off her molting boa and commented that it was a good thing that she had only 10 weeks to go. She was stunned by the vocal agreement.

Ken Roberts invited Soap Box Derby participants to see him about assignments.

Susan led us in the Four-Way Test and gonged us gone at 1:02.



*Know someone who would
make a great Rotarian?
Invite them to be your guest
at Rotary!*

The 4 Way Test:

Of the things we think, say, and do:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill & better friendships?
4. Will it be beneficial to all concerned?

Member NEWS

AWARDS:

Harold Sullivan Award
Chris Parr

Athena Award
Alice Hobbs 2008-09

Fred Moses Award
Richard Butterfly

**Business Executive
of the Year**
Gary Base

Kersey Cane Holder:
Earl Simpkins

Citizen of the Year:
Beth Duncan Webb

Rotary Make Up Website:
www.rotaryclubone.org

New Member Proposals:

Cathy Fang
Classification: CPA
Proposed by: Tina Trujillo

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