

Spring  
Weekly

# Reader

Volume 9, Issue 31, April 5, 2012

The Plano Rotary Club  
www.PlanoRotary.com



## Soporific Sales Pitch

### UPCOMING MEETINGS

April 5 — Nancy Humphrey and  
Carrolyn Moebius - PISD School Board

April 12 — Joel Small, DDS — Face  
to Face Leadership

April 19 — Dr. Chris Parr — Lighting  
the Dark Continent

April 26 — Andy Rittler — Director  
of Corporate Affairs, LBJ  
Infrastructure Group

May 3 — City of Plano  
Employee of the Year

### APRIL BIRTHDAYS

Keith Sockwell	April 01
Rutledge Haggard	April 05
Lawrence Flannery	April 09
Andy Sayers	April 11
Kirk Bell	April 12
Alice Hobbs	April 13
Bob Pikna	April 16
Alex Johnson	April 22
Kenneth Roberts	April 22
Ricardo Kasmiskie	April 27
Jerry Kezhaya	April 28



**W**HILE Jan Sullivan was moseying to the lectern to give the prayer, the Prince Who Would Be King John called upon **FLASH** for give the pre-prayer opening remarks. **LARRY** commented that he really didn't have a prayer, to which John readily agreed. However, he had his patented Irish jokes, this one about a man greeting three portly women in an Irish pub. He noticed their heavy accents, which seemed out of place, so he asked, "Are you ladies from Scotland?" One flashed anger saying, "No, idiot! Wales." The man apologized and amended his inquiry to, "Are you whales from Scotland?"



As Jan had arrived, John remarked that now we'd hear from a real Irishman. Jan bristled, "I'm not an Irish man." **LB THE RADIANT** in a stage whisper said, "Whale?" **CAPTAIN KIRK** said that **LB** also "didn't have a prayer." Intimately familiar with the Club's warped sense of humor, Jan proceeded with her Invocation. **Jason Rice** led us in the Pledge, and John



thanked "Lee Duncan" for greeting before catching himself and correcting it to **Dunlap**. Then "twice-removed stand-in Sergeant-at-Arms" **Marc Lewis** was called to the podium.

Sainted Editor asked, "He's forgotten already?" as Marc had to return to the check-in



desk for the guest list. But he hadn't forgotten the power of the purse as he fined **LB** \$2 "for calling a specific member a whale," reimbursing **Ean** \$1 for his restraint at the insult (Jan will comment on that restraint when they get home), and fining **FLASH** \$5 on general principles. Making the most of the fine, **LARRY** quoted, "May you be in Heaven an hour before the Devil knows you're dead."

Marc offered to introduce Ean's guests, but Ean declined the snide offer in order to redeem himself for having named **John Parker** as "John Pittman" the previous week. John is a prospective member as is Ean's other guest, **Joe**



**Foor**, here today with his wife **Pam**. (Pam, these are the reprobates with whom Joe will be in league weekly. Think hard on whether your man of the cloth should be exposed to the likes of us.) **Jeff Frauenheim** welcomed Cousin **Bill Wray**.



Perfect Attendance pins went to **Ben Criste** (5) and **Casey Stewart** (8). In addition, Ben scored a plaque to commemorate pentannual perfect attendance.

Principal **Sarah Watkins** approached the lectern with trepidation and with a trio of coeds in tow. She admonished the gathering to "restrain yourselves" in the presence of "these fine ladies." And, teachable moment as it was, she remarked to them "what a class act" the Geriatric Club of Plano was, to which **Randy Wright** added, "Welcome to the real world."

continued on page 2



Sarah introduced the three girls who shared a pair of unusual characteristics among them. The first was that they were all swim team captains. The second was that they were all bound for military academies. **Ashley Ezell** (right) is off to the *Coast Guard Academy*, there to study the World of Fascinating Drug Interdictions. **Melissa Leonhart** (left) will join the *Air Force Academy* for Astrophysical or Nuclear Engineering or just to become a pilot. (She could use all three were she to become an astronaut on the first nuclear interplanetary rocket.) **Shannon Rogers** (center) plans to enter *West Point* (Randy Wright: "Go, Army!") to learn about International Relations and Military Intelligence for a career with the CIA.



**Jamee Jolly** announced that the Chamber will host **Gov. Rick Perry** on 18 April speaking about "*What I Learned on the Campaign Trail*" now that he is no longer in contention for the Republican nomination.

John mentioned that **Lieutenant Governor David Dewhurst**, candidate for the U.S. Senate, will be our speaker in May.

**Mark Johnson** reminded us that **Dentistry With A Heart** is scheduled for O-dark thirty next (last, as you read this) Friday, and those of us for whom volunteering had just slipped our minds, could do so even now with Lynette. Or, failing that, just show up at *Lone Star Crossing* sometime tomorrow. Estimates were that we would serve over 170 for whom the cavity tolls. That was greeted with applause.



John called President-Elect **Lenny Schwartz** to induct our newest member, Jan Sullivan. Ean ennobled the occasion with a moving candlelight ceremony while Lenny intoned **Ken "Too Tall" Robert's** deathless prose. With the proper caution to Ean about keeping an eye on sponsor Chris Parr, Lenny urged the latter to pin

Jan who was welcomed by a round of applause to the Club.

Jan didn't get far. She was called back immediately by Ben Criste to trade the **Red Badge** in for a **Blue One!** She shared that upgrade with Jamee Jolly and **David McWhorter**, all of whom had met the new member requirements.

**Rick Horne** had the honors of introducing the day's speaker, **John Pruitt** of **simple sleep | services**. He took exception to the announcement that the glare off his cranium was blinding the audience. (It just goes to show the feverish activity within, Rick. At least that's what **Sainted Editor** keeps telling himself.)



John studied Emergency Medicine at the *U.S. Army Academy of Medical Sciences*. He did his postgraduate work in maxillofacial orthopedics. From '97 to '01 he was VP and COO of a U.S.-based orthodontics laboratory and supply company becoming CEO of their Australian subsidiary. From '04 to '10 he was a founder of *Somnosed* in Australia rising to Exec. VP and CEO before becoming CEO of **simple sleep | services**.



Acknowledging the rough crowd, John likened our proceedings to a  $\Sigma$  fraternity function. But he soothed us with his admiration of Rotary via his father's and grandfather's membership. (Apparently it skips every third generation.)

He wanted to leave us with three thoughts:

1. Benefits of sleep,
2. Importance for overall health, and
3. Nature of sleep disorders.

The fourth unstated thought was why we might consider his company's products and services. Can you say "*infomercial?*" He promised us he wasn't making any of this up by reference to the MDs (a periodontist) in the audience.



John told us that sleep is the body's way of recovering from the vicissitudes of life. It is a time to repair the damage done by free radicals and help restore our health. (That may be why we spend surgical recoveries on our backs, do you suppose?) It is a time of "*mental defragging*" and "*backing up*" the hard discs of our brains. And we do it in two stages, REM preceded by non-REM sleep. There is a sequence of non-REM sleep which involves "*twilight sleep*," where the brain waves segue from  $\alpha$  through  $\beta$  into  $\delta$  waves. The last step is "*deep sleep*" followed by REM or "*paradoxical sleep*."

REM stands for "*rapid eye movement*," and in this stage, the body is paralyzed except for the diaphragm and the eye muscles. This is when we dream. This is when we are processing our day. (And paralysis is necessary, or we'd be running around re-enacting it.)

Disorders arise when the "*sleep architecture*" is disrupted. For example, John said, we normally require



7-12 minutes for the onset of sleep. Shorter onsets are indicative of sleep deprivation. Longer onsets suggest the beginnings of insomnia.

Other disorders include non-REM dreams, when the body is not paralyzed. Sufferers may become sleepwalkers or even sleep-eaters! More common is acute insomnia, which John defined as being unable to sleep two nights in a row.



John's favorite disorder is "obstructive sleep apnea," because his company has a solution. It is the endpoint of a sequence that begins with snoring, passes through mild apnea, and concludes with the afflicted awakening choking, having experienced airways occluded for up to 10 seconds. He frightened us with statistics, saying that 25% of those aged 35-65 suffer from some form of apnea and 50% snore. (If we don't believe it, ask an honest spouse.)

Insomnia can be treated without meds. He suggested we try exercise, and he warned us of the downward spiral entailed in not exercising, failing REM sleep, being too tired to exercise, and so on. Weight gain is also a culprit. And, not surprisingly, he cautioned against caffeine, which, he claimed, persists in the body 16 hours.

He recommended shutting down the computers at least two hours before bedtime and taking the iPhone™ to bed only if it has a Nighty-Night app to produce soothing white noise to mask any sleep-disturbing sounds.

Apnea is treatable with CPAP, Continuous Positive Air Pressure, which essentially blows open airway obstructions. Alternatively, simple sleep | services' solution is a mouth-guard that lifts the chin out to physically improve the airway. More radical yet is surgical removal of the uvula, which John Pittman volunteered hurts like Hell. John Pruitt couldn't recommend it in good conscience (or good business sense).

Although "reticent to permit questions with this crowd," John took them nonetheless.



**Patti Schwartz** wanted to know if snoring is not apnea. John assured her (and he who sleeps with her) that 70% of snorers don't have apnea. "If you choke or gasp awake, get evaluated."

Patti also inquired about sleeping positions, and John told her those who are "slightly overweight" might experience "positional apnea" that can be cured by sleeping on their sides or stomachs. **Olin Jaye** thoughtfully asked Patti, "Did you get that?"

**Phil Dyer** asked about alcohol's influence. John explained that while alcohol can assist with the onset of sleep, about 1/2-way through the night, it "greatly interferes," leading to "drunk sleep," which isn't at all restorative. Phil said that's what he told the friend who asked him.

Patti inquired about tea and was told that a nice, decaffeinated tea prior to bedtime was a plus.

John Pittman asked about the mouth-guard's jaw extension. John Truitt assured him that "it doesn't turn you into **Jay Leno**." It is custom-fitted to each patient and even increases the muscle tone in the back of the throat.

Prince John gave him our Four-Way coin and promised a contribution in his name to *Shoes for Orphan Souls*. He then inquired about any closing announcements, but **FLASH** said he was broke from the fine and couldn't respond. John then led us to the Four-Way Test and triple-belled us out of session at 12:57.



## Plano Rotary Club Board of Directors 2010-2011

### President

John Ernst

### President Elect

Lynn Schwartz

### Vice President

Karla Oliver

### Secretary

Kirk Bell

### Treasurer

Earnest Burke

### Past President

John Ernst

### Sergeant at Arms

Skip Jenkins

### Membership Chair

Ben Criste

### Membership Vice Chair

Casey Stewart

### Service Chair

Alan Feigenbaum

### Service Vice Chair

Bob Pikna

### Public Relations Chair

Nathan Barbera

### Public Relations Vice Chair

Thad Stammen

### Club Admin. Chair

Octavio Ortiz

### Club Admin Vice Chair

Chuck Morgan

### Foundation Chair

Ean Sullivan

### Foundation Vice Chair

Rick Maucieri

### Business Secretary

Lynette Pieper

### At Large

Kyle Walters

Nancy Humphrey

Camille Ussery

Hugo Esparza

Bob Epstein

### Bulletin Editor

Chris Parr

### Bulletin Photographer

Randy Wright

### Bulletin Designer

Robby Horne

Alphagraphics

### Printing by Alphagraphics Park & Coit

The Plano Rotary Club

PO Box 864316

Plano, Texas 75086

972.596.2585

**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?

### Guests & Visiting Rotarians

#### Guest

Joe Floor  
John Parker  
Bill Wray  
Jan Sullivan  
Marc Hite  
Al Valente

#### Visiting Rotarians

Ken Maun  
Dennis Devenport  
Ashley Maris Johnson

#### Guest Of

Ean Sullivan  
Ean Sullivan  
Jeff Frauenheim  
Chris Parr  
Alan Feigenbaum  
Kirk Bell

#### Home Club

Plano Metro  
Park Cities  
Plano Metro

### Member NEWS

#### AWARDS:

**Harold Sullivan Award:**

Randy Wright

**Athena Award:**

Rebecca Caso

**Fred Moses Award:**

Richard Butterly

**Business Executive of the Year:**

Gary Base

**Kersey Can Holder:**

Vance Bryson

#### Citizen of the Year:

Beth and Duncan Webb

**Rotary Make Up Website:**

www.rotaryclubone.org

#### New Member Proposals:

John Parker

Classification: Insurance

Proposed by: Ean Sullivan

Bill Wray

Classification: Law

Proposed by: Jeff Frauneheim

# Support Our Advertisers

**J. Marc Lewis & Associates**  
CORPORATE AND PERSONAL TAXATION

J. Marc Lewis JD, LL.M., EA  
*Enrolled to practice before the IRS*

Lakeside Commons  
5045 Lonmar Drive  
Suite 280  
Plano, TX 75093

marclinc@airmail.net  
Tel. (972) 618-8224  
Fax (972) 618-2021

**BE READY FOR TODAY**  
PREPARE FOR TOMORROW

From investing for today to retirement planning for tomorrow, you want to make the most of your earnings. Please contact me today for a complimentary consultation.

**Kirk Bell**  
Financial Advisor, RJFS

**RAYMOND JAMES**  
FINANCIAL SERVICES, INC.  
SERVING TEXAS

5048 Tennyson Pkwy., Suite 120  
Plano, TX 75024  
972-403-1029  
kirk.bell@raymondjames.com  
www.bellvalente.com

**Rick Maucieri**  
President

**Grant Leighton Associates**  
PO Box 865066  
Plano, Texas 75086  
972.422.0169 Voice  
972.881.9373 Fax  
rickm@glandscape.com

**GRANT LEIGHTON**  
Professional Landscapers



**AMERICAN NATIONAL BANK OF TEXAS**  
www.anbt.com

**Casey W. Stewart**  
Banking Center President

972-309-0001 ext. 5937  
214-863-5937 direct line  
214-863-6160 fax  
caseystewart@anbt.com

Plano Parkway Banking Center  
1101 East Plano Parkway  
1st Floor Bank Lobby #E  
Plano, Texas 75074

**alphagraphics**

increase your reach

**KENNY WILSON**  
OWNER

Phone: 972.867.9216  
Fax: 972.519.9181  
US408@alphagraphics.com

**Allison's AutoCare**

David Allison

1214 Avenue K  
Plano, TX 75074

972.423.0434  
www.allisons.com

**MORGAN LEGACY GROUP**  
Because Life Has Purpose



President | CHUCK MORGAN  
15660 N. Dallas Pkwy., Suite 700  
Dallas, Texas 75248  
P. 972.267.8181  
F. 972.267.8180  
E. chuck.morgan@morganlegacygroup.com  
W. www.MorganLegacyGroup.com

**THE AUTO SHOP**  
Since 1981

Professional Automotive Repairs including:  
Air Conditioning • Inspections • Clutches • Transmissions • Differentials  
Engine repairs • Factory Scheduled Maintenance • Tune-Ups • Electrical • Brakes

**Jerry P. Kezhaya**  
President

www.TheAutoShop.com

2560 East Plano Parkway  
Plano, Texas 75074


972-578-0588 - T  
972-881-0998 - F

**HUFFINES HAS IT!**

Since 1924 **PLANO** www.huffines.net


RAY HUFFINES	HUFFINES	HUFFINES
Chevrolet	Hyundai	Chrysler • Jeep Dodge
1001 Coit Rd @ Plano Pkwy Plano	909 Coit Rd @ Plano Pkwy Plano	4500 W. Plano Pkwy @ Ohio Plano
(972) 867-4000	(972) 867-5000	(972) 867-6000

All Service, Body and Parts Departments Open All Day Saturday.

 **ViewPoint Bank**

1201 W. 15th Street  
Plano, TX 75075

Mailing address:  
PO Box 869105, MS 212  
Plano, TX 75086-9105  
www.viewpointbank.com



**Kelly Palmer**  
Senior Bank President

Direct: 972.792.2979  
Cell: 469.955.7683  
Fax: 469.467.1043  
kelly.palmer@viewpointbank.com

**LPS Green Technologies**

**Lynn Schwartz**  
972.816.8792  
1417 Amazon Drive  
Plano, Texas 75075

Lynn@lpsgreen.com