

UPCOMING MEETINGS

August 30 - Collaboration v. Collision: Closing the Generation Gap:
Sherri Elliot-Yearly, President, Generational Guru
September 6 - Hendrick Scholarship Foundation: Marcy Wilson & Student speakers
September 13 - How to Protect Yourself from Identity Theft: Officer Christopher Biane, Plano Police Department
September 20 - No Lunch - Fundraiser @ Haggard's Barn Dinner, Entertainment, and Live Auction 6:30 pm
September 21 - Golf Tournament @ Prestonwood Country Club, The Hills Course
September 27 - Business Lessons Learned from the Fast Lane - Scott Black, President, TimePiece Public Relations

AUGUST BIRTHDAYS

Camille Ussery	Aug 10
Susan Shuler	Aug 12
Fortino Trujillo	Aug 12
Kevin Hanigan	Aug 14
Sarah Watkins	Aug 20
Michael Robnett	Aug 24
Michael Baldwin	Aug 28

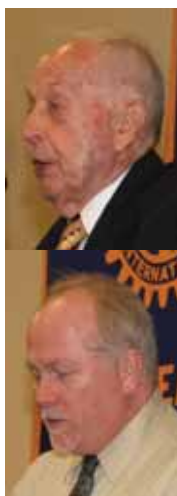


Gridiron Apologia

RANDY WRIGHT, even in absentia, was so impressed with Tim McCord's photography (Randy gets electronic versions of the *Weekly Reader*, and so can you) that he has asked the newbie to be the first-string Bulletin Photographer. You can see the results of Tim's efforts herein.

LENNY THE LAMPLIGHTER called an August meeting of our august body to order at 12:15, asking LB the Good to pray and LB THE RADIANT to pledge. He instantly regretted the latter choice, as LBS began the Pledge of Allegiance with "Our Father..."

Composing himself, LENNY thanked John Parker, Bill Wray, and Jeff Frauenheim for greeting. Then he called Jason Rice to substitute for perpetually absent Matt Jackson as SERGEANT-AT-ARMS. Jason welcomed Bert Kraft



(Metro), Dave Loughridge (Richardson East), and Art Sestak (Poulsbo, Washington). Art was invited up to receive our Club Banner and urged to return with one from Poulsbo. Art, in turn, introduced his guest, daughter Valerie Oliver. At this point, Jason received word of yet another Rotarian, our Assistant District Governor, Kent Stone (Richardson Central).



Kelly Palmer introduced sons (8th grader) Jacob and newly minted Eagle Scout, Jessie, here to hear Mike Hughes, Coach of his *Plano West Wolves*. And Dave Hammel welcomed Christine Bryhit.



LENNY wanted to wish Mike Robnett and Michael Baldwin a Happy Birthday, extracting his annual tribute thereby, but neither was present. So, instead, he called Kelly Palmer to the podium to deliver a BACK PAGE SPONSOR CLASSIFICATION TALK.

Kelly apologized for missing the opportunity to give The Talk last week. Then he noted that Scary Bob seemed not his stentorian self during the Pledge; Kelly surmised it was because LB "had messed him up."

He promised not to talk about his job (with the apparently insanely great *Viewpoint Bank*) or his family but rather his history with Rotary. He became a Rotarian in 1986, holding officer positions in several clubs, but he was introduced to Rotary earlier than that.



Just as his kids are visiting Rotary today, he visited his Dad's club (Fort Worth) 50 years ago! His Mom was in *Women of Rotary* (Rotary-Anns) prior to the time the Supreme Court politely informed Rotary that it was out of order rejecting women applicants. He learned the Four-Way Test from both his parents and is pleased to be passing it along to his

children, who will become third generation Rotarians. "Boys, it's your turn."

Returning to robust oratory form, Scary Bob noted the Progression of the Take at the Hendrick Golf Tournament since Plano Rotary began sponsoring it in earnest. Hendrick Scholarships netted first \$5K then \$105K but only \$75K last year. Since the stories we've heard about the recipients indicated that our efforts have not only earned them higher educations but, in some cases, saved their lives(!), he's determined to return \$105K this year. Bob mentioned prizes to be won by Rotarians who raise sponsorships. **LENNY** continued the message, noting that the Golf Tournament and the Soap Box Derby are our two main fundraisers for the year.



PISD Director of Athletics, **Gerald Brence**, arose to introduce our high school football coaches for their annual **Gridiron Report**. (The etymology of **gridiron** is interesting. It started as a BBQ grill, morphed into the latticework of supports above a stage, and now refers to a parallel bar structure like a football field.) Gerald told us that a reshuffling of Texas athletic districts leaves Plano competing first with schools to its south instead of to its west. When it reaches the third round of games, it'll head off to Houston and play in 150% humidity. **McKinney** has entered the rarified atmosphere of 5A, so Plano competes against them now. Indeed, Plano has five weeks of non-conference games ahead of it.



Last year, PISD Football was a Pay-per-View broadcast. This year the games will be streamed (non-live) for free over the Internet. (Conference rules forbid live streaming.) But as soon as the games end, you can find the video at www.planoisdports.net

Gerald noted free football schedules and posters available on the badge table before introducing **Johnny Ringo** (*Plano East*), **Mike Hughes** (*Plano West*), and **Jaydon McCullough** (*Plano Senior*).

Sainted Editor can almost hear **Captain Kirk** sharpening his pencil. **Kirk** loves to catch the egghead in a botched sports reference. Grist for his mill.

Johnny is President of the Texas High School Coaches Association (in addition to being named after an infamous outlaw in the Arizona Territory; how cool is that?). Before leaving the podium, Gerald enlisted Scary Bob to shout at half-time ceremonies and concluded how imperative it was that we raise the \$105K (or suffer the wrath of Scary Bob)!

Dispensing lavish praise on "awesome coaches" and Principals right off the bat, Johnny noted that PISD has some 7,000 teacher. Although he "cries at America's Got Talent" (more than we wanted to know, Johnny), *Plano East* Commencements tear him up.

The first apology came when noting *East's* 6 and 5 record last year, rendering it **only** third in the District. Most humiliating, apparently, was the loss to *Plano West*, but *East* did still make the playoffs!

This year there are 15 returning veterans, but they feel no sense of entitlement. They all earn their place. He complained about a 220 lb tight end, "*He's gotta weight up.*" They open with *Garland* at 7 pm next (this, as you read it) Thursday at Kimbrough Stadium. Their first district game is *Allen*.

He tries to instill:

1. Attitude and effort,
2. Mental and physical toughness, and
3. Winning!



Mike Hughes didn't have to suffer a presentation; instead, he called up Jessie Palmer and asked him to describe the events of Wednesday. Jessie told us about getting his Eagle Scout badge, how he had interviewed for it with tales of football, church, and family, and, despite whisperings in the back room, he was accepted into those exalted ranks.

Mike asked, "*What's it like to be a student athlete at Plano West?*" Mentally and physically exhausting was the response. But the aid for it all is being with his "*brothers-in-arms.*" Jessie admires **Position Coach Joey** "*who is always there for us*" and "*gets with us on the line.*"

Asked to describe a returning senior that he respects, Jessie had no hesitation in identifying starting center **Parker Murray**, who knows all the positions and serves as a student mentor and coach.

Mike's been in education 34 years, 32 of them with PISD. He said he told his wife that he's a coach not an electrician, but that didn't save him from putting up their new motion lights in the yard. Likewise, a similar argument failed to persuade Gerald Brence to give him a pass on today's presentation.



He empathizes with Moms who worry that football is a dangerous, contact sport. He has worried that his own kids would be injured therein, but he insists that they learn things not taught in the classroom.

He's excited by the character exhibited by the returning team. They've five preseason games starting with *Marcus*. He invited us to see their "strong kicking" games.

Jaydon McCullough said, "It's an honor to coach with these guys!" He counts himself the luckiest man on Earth, doing what he loves and has loved it for as long as he remembers. He fondly recalls lunch (*Frito™* pies) on *Rice* field. He less fondly recalls **Coach Kimbrough** telling him, "You're too short to play college football." Kimbrough "held me to a higher standard." We all "gotta do things we don't like to do."

He says the team's mindset is "last year wasn't good enough," and the challenge is to "emphasize the team" and inculcate "self-discipline." Jaydon went to a coaching school, learning from **Chad Hennings**:

1. Vision: you must have a plan
2. Self-Evaluation: are you leading by example?
3. Even mentors need mentors.
4. Be prepared: "the will to prepare trumps the will to win."
5. Performance

Jaydon is convinced that kids aren't any different today that they were yesteryear. "It's parents who are different."



He ended with an anecdote from last year about **Rex Burkehead** (*Nebraska*) being asked how he liked to be coached. Rex said, "I like to be corrected. I never tire of getting praise, and I like to know my opinions are valued." Jaydon's takeaway was Correct, Compliment, and Listen.

LENNY distributed dog tags from **OPERATION ONCE IN A LIFETIME** then asked for members to stand who had ever played college or high school football or had children or grandchildren so inclined. When we did so, he turned to the coaches and said, "These are your biggest critics." Then he led us in the Four-Way Test and belled us out at 12:54.



PLANO SENIOR HIGH SCHOOL					
DAY	DATE	OPPONENT	SITE	TIME	
FRI.	AUG. 31	LEWISVILLE	(H) KIMBROUGH	7:30 PM	
FRI.	SEPT. 7	IRVING MARSHALL	(A) IRV. SCH. STD.	7:30 PM	
FRI.	SEPT. 14	OPEN			
THUR.	SEPT. 20	NAAMAN FOREST	(A) WILLIAMS	7:00 PM	
FRI.	SEPT. 28	WESBRIDGE	(H) KIMBROUGH	7:30 PM	
THUR.	OCT. 4	MCKINNEY	(A) KIMBROUGH	7:00 PM	
FRI.	OCT. 12	LAKE HIGHLANDS	(H) CLARK	7:30 PM	
FRI.	OCT. 19	MCKINNEY	(H) CLARK	7:30 PM*	
FRI.	OCT. 26	PLANO EAST	(A) CLARK	7:30 PM	
FRI.	NOV. 2	PLANO WEST	(H) CLARK	7:30 PM	
FRI.	NOV. 9	ALLEN	(A) ALLEN	7:30 PM	
*Homecoming					
PLANO EAST SENIOR HIGH					
DAY	DATE	OPPONENT	SITE	TIME	
THUR.	AUG. 30	GARLAND	(H) KIMBROUGH	7:00 PM	
FRI.	SEPT. 7	NAAMAN FOREST	(A) WILLIAMS	7:30 PM	
FRI.	SEPT. 14	DESKRIVER	(A) WILDCAT/AM	7:30 PM	
FRI.	SEPT. 21	MCKINNEY	(A) KIMBROUGH	7:30 PM	
FRI.	SEPT. 28	WESBRIDGE	(H) KIMBROUGH	7:30 PM	
FRI.	OCT. 5	ALLEN	(H) KIMBROUGH	7:30 PM*	
THUR.	OCT. 12	MCKINNEY	(A) KIMBROUGH	7:00 PM	
FRI.	OCT. 19	ALLEN	(H) CLARK	7:30 PM	
FRI.	OCT. 26	PLANO	(H) KIMBROUGH	7:30 PM	
FRI.	NOV. 2	MCKINNEY	(H) KIMBROUGH	7:30 PM	
FRI.	NOV. 9	PLANO WEST	(A) CLARK	7:30 PM	
*Homecoming					
PLANO WEST SENIOR HIGH					
DAY	DATE	OPPONENT	SITE	TIME	
FRI.	AUG. 31	MCKINNEY	(H) CLARK	7:30 PM	
FRI.	SEPT. 7	LAKE HIGHLANDS	(A) WILDCAT/AM	7:30 PM	
FRI.	SEPT. 14	SOUTH GARLAND	(H) CLARK	7:30 PM	
FRI.	SEPT. 21	WESBRIDGE	(H) CLARK	7:30 PM	
FRI.	SEPT. 28	LAKE HIGHLANDS	(H) KIMBROUGH	7:30 PM	
FRI.	OCT. 5	ALLEN	(A) KIMBROUGH	7:30 PM	
FRI.	OCT. 12	MCKINNEY	(A) KIMBROUGH	7:30 PM	
FRI.	OCT. 19	ALLEN	(A) EAGLE	7:30 PM	
FRI.	OCT. 26	MCKINNEY	(H) KIMBROUGH	7:30 PM*	
FRI.	NOV. 2	PLANO	(A) CLARK	7:30 PM	
FRI.	NOV. 9	PLANO EAST	(H) CLARK	7:30 PM	
*Homecoming					

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	Guest Of
Kyle Johnson Jeff Leach	Mark Johnson Olin Jaye
Visiting Rotarian	Home Club
Bill Langley	Plano Metro

Member NEWS

New Member Proposal:

John Yeung
Classification: Restaurant Management
Proposed by: Jo Via

New Member Proposal:

Timothy B. McCord
Classification: Signs Printing
Proposed by: Randy Wright

New Member Proposal:

Kevin Hanigan
Classification: Banking
Proposed by: Keith Sockwell

AWARDS:

Harold Sullivan Award:
Randy Wright

Athena Award:

Rebecca Caso

Fred Moses Award:

Richard Butterfly

Business Executive of the Year:

Gary Base

Kersey Can Holder:

Vance Bryson

Citizen of the Year:

Beth and Duncan Webb

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