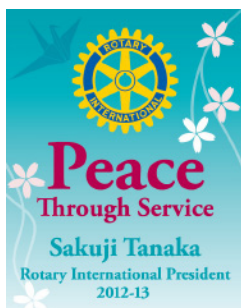


Summer
Weekly

Reader

Volume 9, Issue 50, August 9, 2012

The Plano Rotary Club
www.PlanoRotary.com



UPCOMING MEETINGS

August 9 – CASA of Collin County: Providing a Powerful Voice for Abused Children, Kathy Blank
August 16 – Traditional Chinese Culture and the Mission of Shen Yun: Shirley Hsia
August 23 – Plano High School Football Coaches: Mike Hughes, Jaydon McCollough, Johnny Ringo
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



EVERY
ROTARIAN
EVERY
YEAR

Sainted Editor is moving, kicking and screaming, with the times. This doesn't mean that he has wholeheartedly embraced his assignment as PR Chair yet, but he has at least abandoned his ancient PDA in favor of the newfangled iPad™



as his recording medium. It was like pulling teeth because he is less than enamored of Apple's closed architecture that jacks up its price (giving it greater cash reserves than the Federal Government). But the advent of Bluetooth™ keyboards that fit in his pocket finally won him over. (If they would just invent a folding iPad™...)

We should thank **Hubert Aaron** for this week's photos, but not necessarily for his unhealthy fixation on **Sainted Editor**.

Princess Oliver drew the black jellybean and chaired this day's meeting, starting



inauspiciously late at 12:26. She persuaded **Joe Foor** to give the Invocation followed by **Dr. Wayne Hendrick** with the Pledge. President-Elect **Oliver** thanked **Alan Feigenbaum** for Greeting and summoned **CAPTAIN KIRK** to welcome Visiting Rotarians and Guests.



KIRK welcomed **Bill Langley** from Metro and gave newly elected Representative **Jeff Leach** rope to hang himself. Jeff promised the phone calls and mailers would now stop <enthusiastic applause> and asked us to call him with any problems we might have (that are in his purview). But we're to wait a week before calling because he's taking his wife on a much-deserved vacation. **Mark Johnson** welcomed son **Kyle**, recently graduated from PSHS and headed to U. Alabama.

KIRK asked **Mark Waterbury** to reintroduce himself to the Club, perhaps giving a Classification Talk, so long has he been absent that he must surely have reinvented himself.

Princess Oliver presented 11 Perfect Attendance pins to fellow members.

continued on page 2

Jim McGhee (1), Carolyn Moebius (2), Nancy Humphrey (2), Gerald Brence (4), Camille Ussery (4), Earnest Burke (5), Nathan Barbera (6), *KIRK BELL* (8), Bob Bauer (14), David Hammel (24), and PDG Herb Hoxie (48), who drew a non-ironic standing ovation from the assembled worthies, all got their leg-up pins.



Alan Feigenbaum plugged next month's Hendrick Golf Tournament (September 20-21) citing the need for **GOLFERS** and **SPONSORS**. He also invited us to a



fundraising event the following Tuesday (two days ago, as you read this) at which the *Half Shells* restaurant will donate 15% of their proceeds to Hendrick Scholarships.

Mark Waterbury mounted the podium to declare, "I'm a new member here." He said that he had returned because the Plano Rotary Fantasy Football League was being resurrected, but he was actually there to suffer the humiliation of awarding the Fantasy Football Trophy to last year's winner, Nathan Barbera. He managed it as gracefully as possible, accusing Nathan of rigging his win and insisting that "his name will diminish the significance" of previous winners, notably, Mark. Nathan accepted the exaggeratedly poor sportsmanship with good humor, noting that he shared the win with **John Ernst** and **Ean Sullivan**, a feat "that has never happened before!" We are to let Nathan know if we want in on the next Fantasy Football League commencing shortly.

Cary Israel rose to thank us for our contributions to *Collin College's* scholarship programs. He didn't get very far when someone commented that his shorts meant he was out of uniform. Giving short shrift to the jib, he presented a plaque of appreciation to Karla noting that



even for the college with the lowest tuition funded by the lowest tax rate in the State, *Collin College* has had to turn away 1,000 student requests for scholarships. So our contributions are even more precious.

Chris Parr arose to whine that his call for volunteers to chauffeur Japanese visitors in **Ray Huffines'** vans Friday, August 31st, fell on deaf ears. If he hears naught from members by next week, he'll have to recruit non-members as drivers, a situation that may disturb Ray's sleep. (***CAPTAIN KIRK*** has volunteered for 1/2 the day if someone else will spell him the other half. Call Chris at 214-563-7277 if you are half available.)

Bruce Mr. Clean Glasscock introduced the almost new PISD Superintendent **Richard Matkin** with an apology that he only found out about the introduction as he walked in today. Richard soothed him with the thought that HE discovered he was the Program on walking into the meeting as well.

Bruce kept glancing incredulously at Karla as he read Richard's introduction. It became clear that she had ladled praise rather thickly on her boss; I suppose we can't fault her for that. But it did give Bruce pause at times.

"Richard Matkin joined the Plano ISD family of employees in 2001 as the associate superintendent for business services, managing a budget of approximately half a billion dollars. The experiences that prepared him for the rigors of the district, which serves 55,000 students and feels the full impact of a complicated public school finance system, included similar roles in Duncanville, White Settlement, Carrollton-Farmers Branch, Desoto, and Red Oak ISDs.

Mr. Matkin was a classroom teacher for eight years before choosing the administrative path. Although he is considered a career educator, Mr. Matkin credits much of his business acumen and financial creativity to his private industry experience as controller and CPA, which supplemented his education career.

He and his wife, Debbie, are parents to daughter Natalie and son Ryan. Natalie and her husband, Brent, are the proud parents of Abby and Caroline, who call Mr. Matkin 'Pops.'

Bruce concluded, "Pops? I'll remember that."

Richard began by thanking Rep. Leach for attending "the downtown Rotary;" he presumes it's important for both of them. He compared his family's position in Pittsburgh, "rural East Texas" to that of **Rutledge Haggard** "except that we didn't own all the land." He confessed to being "a diehard fan" of his Dad's alma mater, UT, in spite of the fact that both of his kids graduated from TAMU. Another split loyalty family.

Then he looked at his watch and said, "I can stretch this to 1:00, but I understand that everyone will walk out."

He is the product of an education household where Dad was a Physics teacher and Mom taught the cello. So he was doomed. His Dad jumped ship, using his skills at General Dynamics, but eventually wound his way back to education. Richard, on the other hand, wanted to coach, but to do so, he found he had to teach. A basketball scholarship to Austin College led to a Master's degree.



He had a buddy with better grades and test scores who didn't get into Austin College. Richard credits his lack of a jump shot for the failure.

He said that Plano has been a model of success for educators. He took the Teacher-Coach path for 8 years before returning to school to complete 51 hours in business and accounting. When he finished, he discovered that times were as tough in '80's as those through which we're living now.

Richard has 30 years of education finance under his belt, and more than that of Debbie's cooking over his belt. He says that "enrichment money" is going away. He knows we expect him to whine about that, but, like the business world, education runs on accountability and assessment.

New mandates are that all students, regardless of their backgrounds, are to *"get to the finish line at the same time."* So PISD is *"looking for more than one year growth"* every year for some.

75% of all students live in Plano. 29% of those are in lower socioeconomic brackets. There are lawsuits pending to ensure that those kids are given the attention that permits success. Only 19% of non-Plano residents are in lower socioeconomic brackets.

It used to be that students must all pass four exit exams administered in their 11th year. But now that assessment has blossomed into 15 exit exams with competencies tested in Science, Math, English, and Social Studies. All kids must now pass Biology, Chemistry, Physics, and Algebra, among other courses. The district is considering the importance of non-college prep curricula.

The legislatively promised "hold harmless" funding has been siphoned away by the State. PISD has lost \$1K per student! And still it must not spend what it doesn't have. So they're dipping into their Rainy Day account to make up what is not received from the State and the Feds. Still PISD is reducing teaching and administrative staff to make ends meet.

Nevertheless, Richard feels strongly that the teachers need to be supported, and he's instituted 3% raises. So he's working to two goals:

1. Remain financially viable, and
2. Support teachers.

Kelly Palmer asked about the Academies. Richard told him that they are soon to open a third one, funded outside tax dollars. It is going to focus on problem solving in a *STEAM* (sci., tech., eng., arts & math) setting, so they've integrated the competencies around that goal. He hopes to engage the business community in its support.

Joe Foor wanted to know the best way to judge teaching. Richard said that it requires evaluation tools. Pre- and post-instruction tests and the like are needed, but he worries that testing doesn't lead to teaching how to think. (Not to worry, Richard. The Texas State Republican Party Platform has targeted "critical thinking skills" for elimination.)

There are areas that Richard feels need more resources. Family programs, aimed at turning parents on to education, come to mind. He laments that *"teachers become parents"* to too many of their wards.

School Board Trustee Carolyn Moebius wanted to hear about the PBL Academy, and Richard said students could opt in to that if collaborative learning fits their style; it does for his son, for example, but not his daughter.

He called for partnerships with businesses and Collin College (which Cary might argue is indeed a business). And he closed with the comment, *"Y'all are not nearly as mean-spirited as I was told!"*

Princess Oliver gave Richard his **ONCE IN A LIFETIME** token, led us in the Four-Way Test, and belled us out at 1:03.



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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

Member NEWS

Guest

Kyle Johnson
Jeff Leach

Guest Of

Mark Johnson
Olin Jaye

Visiting Rotarian

Bill Langley

Home Club

Plano Metro

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 Butterly

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Gary Base

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Vance Bryson

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