

Fall

Weekly

Reader



Volume 8, Issue 20, December 2, 2010

The Plano Rotary Club
www.PlanoRotary.com

kiddos' MEDICAL CENTER

UPCOMING MEETINGS

- 12/2 Memorial Elementary Choir
- 12/9 Holiday Event @ Haggard Party Barn "All Plano Rotary Clubs"
Bring a coat for a child to the dinner.
- 12/30 New Years week.
No meeting
- 1/6 MLK Presentation

DECEMBER BIRTHDAYS

- 12/2CAROLE GREISDORF
- 12/3VANCE BRYSON
- 12/3 JAMES LOWE
- 12/3.....EARL SIMPKINS
- 12/9NATHAN BARBERA
- 12/10 JOHNNY LEWIS
- 12/11KENNY WILSON
- 12/12SCARLETTE DALE
- 12/19NANCY HUMPHREY
- 12/20EVELYN MOLINA
- 12/23HERBERT HOXIE, SR.
- 12/27CHUCK MORGAN

STILL being sort of male, it's tough for **Sainted Editor** to lampoon cute chicks, especially ones condemned at the last minute to brave a mock-hostile audience, but he'll make the supreme sacrifice and stay true to his calling. His target being cute, he's a tad apologetic about it. But he'll get over it.

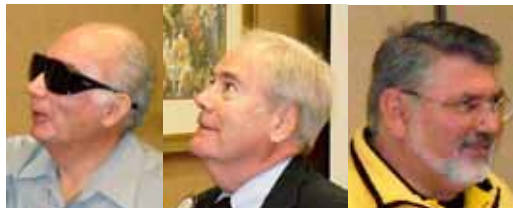


Prince John thrice whacked us to order at 12:16, calling upon Reverend Mueller for the Invocation and **Lee Dunlap** for the Pledge. John thanked **Bob Pikna** and **Earnest Burke** for greeting. He summoned **SERGEANT SKIP** to help us welcome Visiting Rotarians, but there were none! We could get a little paranoid about that, but that's the price paid by the **FLAGSHIP CLUB OF THE DISTRICT**. ☺

We did, however, have Guests like **Van Taylor**, a Real Estate agent in the worst real estate climate in living memory. Well, I can't really say that, the living memories represented by our Club members stretching back to the Last Ice Age as they do, but still real estate isn't the go-go calling it once was. **Randy**, having retired from the field, the Club has room for an active REALTOR®, so I suppose we must make nice with him.



Two of the Perfect Attendance pin recipients were on time to receive them: an incognito **Tino Trujillo** (35) and **Larry**



FLASH Flannery (28). The third, **Jerry Kezayha** (2), sauntered in late and was summoned to receive his from the lunch line.

LB THE RADIANT had an acerbic announcement about the *Directory of District Officers* being available for pickup by Club Board Members. But, reading those, wouldn't they become Bored Club Members instead? **Sainted Editor**, for one, won't risk it.

Patti Schwartz announced the existence of a lucky 13 **Angel Tree Urchins** for sale. We were to sign up for them and take a swag for their Holiday Loot. Someone asked if a bagel bag wouldn't do as well, but Patti disabused him of the notion, saying that it wasn't **Lenny's** project.



John reminded us yet again of the **December Holiday Party** on the evening of the 9th at **Rutledge's Party Barn**. While Club members are free, their guests will be charged \$15. We are to bring a new coat for the coatless. We'll be dining with other Plano club members; it'll be the ideal opportunity to ask WHY THEY DON'T VISIT US?

Tino being present, **Jerry Curtis**, a Software Financier, consented to be inducted this day. **Brad Shanklin** being absent, **John** was forced to give the **Deathless Prose Induction Speech** (with the extraneous *elemosynary* thrown in) by **Ken Roberts**. When he got to the part about our Club being rife with Past District Governors, the resultant applause prompted him to say, "Thank you, **LB**." Having coaxed agreement on Perfect Attendance out of Jerry, **John** welcomed



EVERY ROTARIAN EVERY YEAR

him to the Club, and Tino pinned him. Jerry took the opportunity to tell the Club the Shaggy Dog Story about how he was inveigled to attend Rotary the first time by Tino, who refused to tell him where he was going. That betrays loads of confidence, Tino.



Shaggy Dog Stories being **FLASH'S** specialty, he piped up with the announcement that the **DALLAS COWBOYS** were moving to the Philippines, to be renamed "Manila Folders." Over the groans of long-suffering members could be heard the admonition of **SERGEANT SKIP**, "That'll be \$5." After the meeting, Flash mused that some of the members might not know that Manila is the capital of the Philippines. **Sainted Editor** countered that some wouldn't know what a manila folder might be.



Octavio Ortiz mounted the podium to introduce the day's speaker, **Shawne Horn**, and then retired to become her willing projectionist. Unaccustomed as she was to public speaking, she rattled off several pages of her *PowerPoint™* without cluing him in to advance the presentation. **Sainted Editor** thoughtfully kick-started Octavio.

Shawne is Annual Giving Officer for **Children's MEDICAL CENTER** Foundation. The awkwardness of the title hints that the Foundation has several fundraisers and needs to discriminate between them. She's a recent addition to the fold, having joined only two years ago. Previously, she was the PR VP for *BioWillie®*, **Willie Nelson's** alternate use for weed. She was also a Writing Teacher for DISD middle and high schools. But her current avocation is as driving instructor for her two teenagers, so pedestrians have fair warning.



Shawne was thrown under the bus today by **Krista Gibson**, the also-cute advertised Speaker *du Jour*. Indeed, Shawne discovered she was to present mere minutes before the meeting. So she asked us to be "forgiving," not, apparently, knowing us very well.

She launched immediately into a comforting wealth of statistics, primarily for the Legacy Plano campus of the **MEDICAL CENTER**. It had been spawned by the Dallas campus two years ago, and it already is serving 386 current inpatients (who, being children, are likely to be impatient as well), not counting ER and outpatient



"kiddos." In one venue or another, **Children's MEDICAL CENTER** sees 460,000 kiddos per year, twice the population of Plano and 4x the business they'd get if they threw out every inpatient every day! So the figure must be for the Plano and Dallas facilities combined.



The **MEDICAL CENTER** is listed among the top 10 in the nation by USA Today. So it's "playing with the

Big Boys." It comes by this reputation by being a teaching and research facility as well as a care-giving one. The Dallas campus is the pediatric teaching facility for *Presbyterian*. With the kiddo population of the area growing 9x faster than the national average, such facilities are advantageous.

The facilities consist of 450,000 square feet of space on a 70-acre campus. With 72 patient rooms, the 386 patients must be shoehorned in over 5 to a room! Something doesn't add up.

There is, of course, a 24/7 ER with 29 examination rooms, three playrooms, and one teen room. The Plano facility isn't a Level-1 Trauma Center, but it boasts a helipad to transport those in need of such care downtown. Anyone can tour the campus with advance notice.

An advanced facility is the Ambient System MRI (Magnetic Resonance Imaging, a kinder and gentler name for NMR, Nuclear Magnetic Resonance) that offers some soothing background images on its walls and MP3 players to keep the ADD youth quiet for their scans.



The **MEDICAL CENTER** Legacy's goals for 2010 include seeing 56,000 outpatients, 4,000 inpatients, 25,000 ER visits (the Dallas campus sees 400,000), 5,000 surgeries (80,000 at Dallas), and the addition of 36 beds (there're 480 in Dallas). All of this growth is funding by non-paying patients? Hardly. Thus the need of Shawne's services. And she has 10 coworkers shaking the shekels out of the community.

They want to become State-of-the-Art in Sports Medicine including orthopedic pediatric (why is that not orthopediatric?) surgery specializing in the bones of youth (still growing as opposed to ours which are shrinking). She then mused, "What else can I wish for?" to which someone replied, "Be careful [what you wish for]!"

The facility is very open and light. It is decorated in un-Disney. "Nothing against the Disney folks," she averred. But wouldn't *Goofy* be appropriate for the Psychiatric Wing?



Her potential donor base is 10,000, but peer hospitals across the US average 35,000, so she has a long road to haul. (Fortunately, sick children are an easy sell.)

Shawne said that the hospital has to cater to more than just the patients; since they're youths, the whole family shows up for support. And a bit of role-playing is called for; she showed us a picture of clown doctors and admitted that some creep children out. For that and other obvious reasons, they have a "stellar pastoral care division." There are Child-Life Specialists assigned to each kiddo. These work not only within the confines of the hospital but in schools with nurses and even classroom teachers. But "no insurance will pay for that." Philanthropy comes to the rescue.

The **MEDICAL CENTER** works to PREVENT injuries as well, recently cutting pool drownings in half by analysis and dissemination of information. Still 92 drownings occur each



year in the Metroplex, so their work isn't done.

It is a fact of hospital life that they treat family abuse and neglect cases. The hospital's At Risk Clinic specializes in the tough exams necessary to make sound legal cases against the miscreants. They deal not only in pathology kits but also advocate for the kiddos in court.

Evelyn Molina thanked Shawne (and by extension the MEDICAL CENTER) for a good job done well.

In response to a question about the appropriate age range for their patients, Shawne explained that 18 was the cutoff, but that it is relaxed for young adults who are under treatment or observation. These are tracked through their adult lives.

Someone asked how **Children's MEDICAL CENTER** differs from *Scottish Rites Hospital*. Shawne said that they treat disease, but they have no surgery, and no inpatient facilities. Another important distinction is that with *Scottish Rites*, no one pays even if they have insurance. She said the two hospitals coexist peacefully.



Prince John, Executive Director of the *Collin County Adult Clinic*, related a story about his own son, who, on the first day of football practice, broke his tibia. It was treated by the MEDICAL CENTER well enough so that "he suited up for the last game of the season." But their treatment wasn't perfect since John "still has a problem with him, but that's OK."

Then John gave Shawne *Honey, Honey Lion* to sign for *Plano Children's Medical Clinic*.

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?

Lenny Schwartz admitted to overpopulating the Earth with a



new grandson, **Paul Joseph**. Someone asked if his daughter carries for just six months? And he explained that it is his intent "always to have the *Kersey Kane in the family*."

After leading us in the Four-Way Test, John thrice belled us out at 12:59.



PLANO ROTARY CLUB FANTASY FOOTBALL STANDINGS

NFL Division

- Brad Shanklin.....8-3
- Nathan Barbera.....7-4
- Octavio Ortiz.....6-5
- Mark Waterbury.....6-5
- Gerald Brence.....6-5
- David Allison.....3-8

AFL Division

- Martin Jackson.....7-4
- Mark Johnson.....7-4
- Ean Sullivan.....5-6
- John Ernst.....4-7
- Kyle Walters.....4-7
- Ben Criste.....3-8

Member NEWS

AWARDS:

Harold Sullivan Award

Chris Parr

Athens 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

Rotary Make Up Website:

www.rotaryclubone.org

New Member Proposals:

Jerry Curtis

Proposed By: Tino Trujillo

Classification: Software Sales

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