



Summer Weekly

Volume 281, Issue 346, July 11th, 2019

Reader

The Plano Rotary Club
www.PlanoRotary.com

Celebrate, Divide into Committees, and Conquer the World

Carrolyn Moebius chaired her last meeting and passed the gavel and crown to **Jeff Beckley**. **Maria Mott** was our enthusiastic greeter, **Sam Grief** gave the invocation, **Roy Reeves** lead us in the **pledge** and **Camille Ussery** took photos.

We have only 11 months to plan our Saturday May 16, 2020 celebration, so we were divided into five committees to start brainstorming.

UPCOMING PROGRAMS

July 11th
Sara Bonser,
Superintendent PISD
PISD District Strategic 5 Year Plan
PISD Teacher of the Year
Presentations

July 18th
Celeste Cox, CEO Habitat
for Humanity
Overview of the Habitat Programs

July 25th
Sean Terry
Redevelopment of Collin Creek Mall
Mixed-Used Project

Aug 1st
NO NOON MEETING
(1st Thursday of the month)



Aundre Blasingame from **Arlington Sunrise** was visiting.

Jeff first reviewed our accomplishments and contributions. They include the all-children playground, **Hendrick Foundation**,



Jeff inspired us with his PowerPoint ideas for the **75th anniversary** of **Rotary in Plano**.



July BIRTHDAYS

Camarena, Joe	Jul 01
Akers, Sara	Jul 10
Bisno, Larry	Jul 16
Fenwick, Peggy	Jul 19
Jackson, Matt	Jul 22
Monroe, Jim	Jul 22
Mott, Maria	Jul 23



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and working with other Rotaries at local non-profits such as the **North Texas Food Bank**. We started or



support the **Children's Medical Clinic, Interact Clubs, RYLA, and the Rotary 4 Way Speech Contest.**



Also, many of the Plano non-profits come from Rotary roots.

In the future, we need to tell our story better. We had 115 members a few years ago; now we have 68. The public needs to know that we believe in and practice service above self. **Roy Reeves** pointed out that Rotary is a group of like-minded people. We are passionate about improving our city, county and world. We don't live in silos. We divided into five Committees: Program, Heritage, Philanthropy, Marketing and Fundraising. **Jeff** had prepared questions to keep each group focused. One key element is to involve and energize all the **Rotary Clubs in Plano**. We want to increase membership citywide, support quality non-profits, and have fun.

Here are the duties and initial ideas:

Program – Decide on venue, agenda, speakers, scripts and make sure May 16 works. We discussed the broad appeal of Ski Plano. <https://www.pisd.edu/skiplano>
Ideas: **1)** Possible locations include Heritage Farms, Haggard Party Barn, BMW and Mercedes. We need to find out who has sponsored the Chamber after work events. **2)** This should be fun, such as a BBQ cook-off with celebrity judges. **3)** We'll need a strong MC such as Deborah Ferguson, Scott Sams or Steve Stoler **4)** An entertainment option would be to have each club have a speaker that has benefited from a Rotary program. **5)** an alternative concept would be a coat and tie and evening gown event. People may pay more for fine food than for BBQ. **6)** How do people dress for Casino Night?

Heritage – Research all the Plano clubs and recruit former members to join in the festivities. Ideas: **1)** We can trace our common ancestry like a tree and then 'Combine for 75.' **2)** Rotary is strong because we have a diversity of members **3)** We provide leadership to Plano and Collin County. **4)** Produce a video with testimonials from our members and those they served. Relics would be interesting.

Philanthropy – Identify and screen non-profits, determine how to maximize RI grants and matching donations. Ideas: **1)** We need to find the right mix of local and international projects. **2)** We can get ideas from the Dallas Morning News Charities, Assistance Center of Collin County, and North Texas Giving Day. <https://www.northtexasgivingday.org/> **3)** there is a huge need in our area. 18,000 live in poverty and 20,000 have no medical insurance. 25% of PISD students get a free or reduced price lunch.

Marketing – Set attendance goals, develop marketing plans and execute them. We need the public to attend, not just Rotarians and their guests. Ideas: **1)** Our target audience would include millennials, Chamber members (especially Young Professionals of Plano YPP), and people who go to non-profit fairs. **2)** Our target audience would make good Rotary members. We need 75 members for our 75th anniversary

3) We can market through social media, community papers, and one Rotary meeting a month where guests are free. We'll need a good speaker. 4) We need to update our presence on Facebook, our website, etc. We need professional support. 5) #PlanoRotary75 or #RotaryinPlano75. 6) Working with other clubs would include joint meetings, projects, and Socials. 7) We need outside training and support in marketing.

Fundraising – Define type of fundraiser, set financial goals, recruit sponsors (key) and plan fundraising activities. 1) We need a strong name for the event that gives the Theme and Cause. 2) Getting young professionals to attend is key. 3) How can we sell lots of tickets? Should each club have a quota? 4) How do we get many corporate and private sponsors? We need a cause they will strongly support. It may be hard to get matching grants for local projects. 5) How do we get quality auction items? 6) How do we get matching grants? 7) A possible name could be Denim and Diamonds. 8) Invite Bill and Melinda Gates!

Here is our membership list by last name. Find your name and learn your committee; **Team Leads are highlighted.**

Member Name	Committee
Aaron, Hubert	Herit
Akers, Sara	Prog
Allman, Janis	Herit
Aris, Jerry	Mark
Beckley, Jeffrey	President
Bell, Kirk	Phil
Bisno, Larry	Prog
Brodhead, John	Herit
Caldwell, John	Phil
Camarena, Joe	Herit
Dean, Mary Jo	Phil
Eisenhard, Eric	Fund
Fang, Catherine	Mark

Member Name	Committee
Fenwick, Peggy	Fund
Flannery, Lawrence	Fund
Garza, Gary	Mark
Geller, Mark	Herit
Grady, Rick	Herit
Greif, Sam	Prog
Haggard, Rutledge	Herit
Hernandez, Paul	Phil
Horne, Rick	Phil
Huffines, Samuel	Herit
Humphrey, Nancy	Mark
Jackson, Jessica	Prog
Jaye, Olin	Phil
Johnson, Marshall	Phil
Jolly, Jamee	PISD Foundation
Joseph, Varun	Fund
Keith, Bradley	Herit
Kramer, Jason	Fund
Langford, Randy	Fund
Lewis, Johnny	Phil
Matson, Howard	Mark
McWhorter, David	Prog
Milby, Charles	Fund
Moebius, Carolyn	Mark
Monroe, Jim	Prog
Morold, LaNell	Mark
Mott, Maria	Mark
Padgett, Hayden	Mark
Palmer, Kelly	Prog
Parr, Chris	Mark
Priest, John	Mark
Reed, Robert	Prog
Reeves, Roy	Fund
Ritchey, Blair	Phil
Roche, Justin	Mark
Samudra, Pradeep	Fund
Sayers, Andy	Fund
Schell, Jamie	Herit
Stewart, Casey	Fund
Twyford-Silvis, Janelle	Herit
Ussery, Camille	Prog
Via, Jo	Prog
Watkins, Sarah	Prog

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Thank you Kenny Wilson

The Plano Rotary Club

P.O. Box 864316

Plano, TX 75086

Guests & Visiting Rotarians

Proposed Member

Guest

None

Guest of

Visiting Rotarian

Aundre Blasingame

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bring a guest with
a serving heart



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J. MARC LEWIS JD, LL.M., EA
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5045 Lorimar Drive
Suite 280
Plano, TX 75093

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FAX: (972) 618-2021



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kirk.d.bell@raymondjames.com
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