

Rotary



BE THE INSPIRATION

2018-2019

UPCOMING PROGRAMS

June 27th
Jeff Beckley
Anniversary of the Plano Rotary Club
and planning a Year of Celebration

July 4th
NO NOON MEETING
(1st Thursday of the month)

ENDPOLIONOW

June BIRTHDAYS

Milby, Charles	Jun 07
Ritchey, Blair	Jun 08
Waterbury, Mark	Jun 08
Geller, Mark	Jun 09
Keith, Bradley	Jun 12



WINTER Weekly

Volume 280, Issue 345, June 26th, 2019

Reader

The Plano Rotary Club
www.PlanoRotary.com

Have You a in Your .

JOHNNY CALDWELL has agreed to edit the next three newsletters while ~~Sainted~~ Editor is living it up in the Alps. But today, he was Photographer; next week, he'll approach you to be photographer. Please assent.

Carolyn the Petite opened her last full meeting at 12:18, calling **Blair Ritchey** to give the Invocation and **Randy Langford** to lead us in the Pledge. She cited **Maria Mott** as Greeter and called 2nd String Sergeant **Roy Reeves** to introduce.



would want to witness gladiatorial combat in ancient Rome. Of course he had a tattoo, "as anyone who comes regularly knows." The most interesting things that happens at work are the pranks he plays on female coworkers involving "critters" or the "predator call" he uses to make horrific noises. (This is definitely not harassment, right?)



Sara Akers welcomed Volunteer of the Year, **Greg Bruner**. And as the second guest was at the buffet, that introduction was postponed.

Roy stalked the room, threatening all and sundry with **3 Minutes of Fame** but settling upon **Charles Milby**. "That's what you get for not coming to meetings!"

He's in the insurance racket and joined Rotary "24 years and three months" ago because he "wanted to get involved with the community where I live and work." His 1st car was a '76 truck which he wished he still had. Favorite musician: East Texas Country Music singer, **George Jones**. TARDIS moment? If he couldn't visit **Jesus**, Charles

Finally, with both parties present and accounted for, **Jerry Aris** introduced guest, **Bill Bailey**, whose wife called him to "please, come home."

In **Johnny Lewis'** absence (more about that below), Carolyn bestowed upon **Jamie Schell** a bejeweled pin marking his Paul Harris + 8!

Condolence cards were circulated for PDG **Herb Hoxie** who just lost **Helen**, his wife of 74 years! Her memorial service was at 11:30 am, 21 June 2019, at Christ United Methodist Church, 3101 Coit Road.

And a sign-up sheet was circulated for meal preparation for the **Lewises**. **Sharon** injured herself on a recent vacation, and to save her from **Johnny's** cooking, we're to volunteer to fix them meals.



continued on page 2



Carolyn the Serial Hugger dispensed Rotary Service pins to **Rutledge Haggard** (24) & **Hubert Aaron** (27).

Olin Jaye arose to tell us that we suffered hearing loss. He was greeted by a chorus of “What?” and “Speak up!” When the Kindergarten antics subsided, he said that from pilots, gesturing at **CAPTAIN KIRK**, to Fire Chiefs, a nod to Chief **Sam Greif**, our vocations or avocation may have subjected us to loud sound. That, and being members of the Geriatric Club of Plano, may contribute to hearing issues. **Dr. Brad Stewart**, Au.D., is here to hear our hearing complaints, here and now. He was “raised in the DFW area, probably Richardson, but he’s embarrassed by that.” He’s founder of ClearLife HEARING CARE. His contact:

844-440-4327 info@clearlifehearing.com

Dr. Stewart asked if we’ve “all the WHAT jokes out of your system?” They diminished significantly after that rebuke. He then introduced his assistant, who is spending a year at ClearLife because it’s a teaching clinic. It also is a center dealing with balance and dizziness, he told us, since we looked as if we needed one. Oh, that’s “dizzy, not ditzy,” as Olin corrected Kirk in reference to Carolyn the Pe-

tite. Dr. Stewart did an invisible face-palm at our juvenile antics.

“Hearing loss is the 3rd most common medical condition after age 65.” But “4 out of 5” sufferers ignore it. So he’s here to “open a conversation” with all those with hands cupped to their ears.

Tinnitus (ringing in the ears) is associated with hearing loss “80% of the time.” The ringing is due to “neurons misfiring.” But such an issue develops so gradually that we “don’t realize it’s happening.” “We get used to it.”

The causes are not exhausted by loud noises and aging; stress can exacerbate it as when we’re “under duress” from a spouse. (No, that’s called “selective deafness.”)



Your hearing may be compromised if

1. You require repetition, perhaps in a noisy environ.
2. Voices aren’t clear: why does everyone mumble?
3. You battle your spouse over the TV volume.

When it’s finally corrected with a hearing aid, patients often complain, “Holy cow! It’s noisy in here!!”

Dr. Stewart asked us to explain our reluctance to have our hearing corrected. We told him:

- Vanity
- Disinterest in hearing our spouse “bitching and moaning”
- The enormous expense of hearing aids
- Tales of users being “driven nuts after an hour.”

Unfortunately, “untreated hearing loss accelerates aging.”

And the cost is high, he admitted, from \$5-7K and it’s “not covered by Medicare.” This leads to only 1 in 5 being treated, as opposed to 1 in 3 in Europe, where it’s covered by socialized medicine. But even there, for 2 out of 3 people, “you can’t even give ‘em away!” This industry has developed a bad reputation “that we’ve earned.”

A study at Johns Hopkins has found a correlation between hearing loss and fall and dementia risk. So, if you’re being proactive about aging, you’ll seek help for your hearing. Deafness increases risk for isolation and depression.



Hearing loss causes “excessive cognitive load.” That’s when the brain gets fatigued processing all the poor signals, like “driving a car 60 mph in 2nd gear.” Dr. Stewart also claimed that hearing loss causes “oxidative stress” that leads to “tangles in the brain” associated with Alzheimer’s. He wishes MDs would take hearing loss seriously. A straw poll taken at the meeting showed only a few folk whose family practitioners checked hearing.

Baby boomers make for a large market for hearing aids...or rather 1/5 of a large market, given our reluctance to consider them. And the biggest mistake we can make, he claims, is to fail to see a specialist when laying out all that cash. Fitting hearing aids is a complex process, not made any easier by recalcitrant clients with aging brains. “People are not compliant.” And they rebel at the rehabilitation process.

A qualified audiologist is *de rigueur* for a proper diagnosis. As an example, he cited the case of a woman whose hearing pathology suggested a tumor on the auditory nerve. Dr. Stewart may have saved her life by catching that in time.



Although he follows *The Gold Standard* in his practice, he still gets his fair share of unsatisfied customers. Not addressed are the myriad of “human behavior problems.” People will store their prosthetics in a dresser drawer when they find everything too loud. So he practices “neurohearing,” PT for the ears. He sets the aids for 70% of the prescription value initially, then it builds to 100% over time as the patient gets used to it.

Jamie Schell asked about hearing asymmetry and was told that infection or shooters

sometimes show asymmetric hearing issues but usually both ears are about equal.

John Priest said, “A smart phone doesn’t cost \$6,000, so why should a hearing aid?” Dr. Stewart said the aid comes bundled with “free” services, and, since there’re far more smart phones, they take advantage of economies of scale. (That’s a specious argument when dealing with 10s of 1,000s of units.)

Janis Allman asked about hair “deep down in the ear,” and Dr. Stewart said those were cilia in the cochlear (inner ear) fluid that vibrate in response to sound waves, sending electrical signals to the brain.

In response to a question about future technical improvements, Dr. Stewart cited Bluetooth connectivity, rechargeable batteries, and AI that learns the user’s preferences and adjusts hearing accordingly. But recently a bill was passed qualifying over-the-counter aids through a self-prescribing and –fitting system. Even *Apple*™ is adding loud background noise and fall-sensitivity to its phones and watches.

Jamie Schell asked about warranties. Dr. Stewart said the devices have a five-year life cycle and are guaranteed for 1-3 years.

Olin commented on the visibility of hearing aids and was told that ~80% of the unit is behind the ear with a wire leading to an in-ear speaker. **Olin** said, “I’ll sign Jamie up!”

Carolyn the Petite gave Dr. Stewart our teeny, tiny (but not tinny) flash drive. After

1. **Janis Allman** thanked **Sara Akers** for hosting our recent gathering, and
2. **Maria Mott** was excoriated for her cell phone violation during the speaker’s presentation,

Carolyn led us in the Four-Way Test and dismissed us for the last time at 1:00



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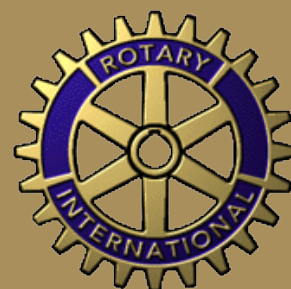
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Thank you Kenny Wilson

The Plano Rotary Club

P.O. Box 864316

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Guests & Visiting Rotarians

Guest

Greg Bruner
Bill Bailey

Guest of

Sara Akers
Jerry Aris

Visiting Rotarian

None

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bring a guest with
a serving heart

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Join The Heroes. No Matter Which Side You're On
When People Give Blood, Everyone Wins!

15th Year of the Battle of the Badges Blood Drive 2019

Vote for your favorite
hero!

Cast your ballot for the
Plano Police or Fire
Department at any of
these blood drive
locations.

The badge with the most
votes wins the coveted
Battle of the Badges Blood
Drive Trophy.

All donors will also get a
free T-shirt and goody
bag.

June 29th, Saturday – 8:00am to 4:00pm
LA Fitness - Parking Lot
6101 K Ave., Plano, TX 75074

June 30th, Sunday – 9:30am to 1:30 pm
Collin Creek Church – Parking Lot
1905 E. Parker Rd., Plano, TX 75074

July 1st, Monday – 9:00am to 1:00pm
TX Health Presbyterian – Inside
6200 W. Parker Rd., Plano, TX 75093

July 1st, Monday – 1:00pm to 5:00pm
Harrington Library – Inside
1501 18th Street, Plano, TX 75075

July 1st, Monday – 9:00am to 4:00pm
Plano City Hall – Inside
1520 K Ave., Plano, TX 75074

July 1st, Monday – 9:00am to 3:00pm
Oak Point RC – Inside
6000 Jupiter Rd., Plano, TX 75074

July 2nd, Tuesday – 7:00am to 2:00pm
Poor Richards – Parking Lot
2442 K. Ave., Plano, TX 75074

July 2nd, Tuesday – 10:00am to 2:00pm
Ray Huffines Chevrolet – Parking Lot
1001 Coit Rd., Plano, TX 75075

July 2nd, Tuesday – 12 noon to 5:00pm
Huffines Chev/Jeep – Parking Lot
4500 W. Plano Pkwy., Plano, TX 75093

July 3rd, Wednesday – 1:00pm to 5:00pm
Schimelpfenig Library – Parking Lot (p)
5024 Custer Rd., Plano, TX 75023

July 3rd, Wednesday – 9:00am to 4:00pm
Plano Police Dept. Inside
909 14th Street, Plano, TX 75074

July 3rd, Wednesday – noon to 5:00pm
Hub Street - Parking Lot
1212 14th Street, Plano, TX 75074

July 3rd, Wednesday – 1:00pm to 5:00pm
Tom Muehlenbeck Rec.Ctr. - Inside
5801 W. Parker Rd., Plano, TX 75093

July 5th, Friday – 1:00pm to 5:00pm
Haggard Library – Inside (p)
2501 Coit Rd., Plano, TX 75075

July 5th, Friday – 9:00am to 4:00pm
Plano Fire Dept. Emergency Operation Center
4125 W. Parker Rd., Plano, TX 75093
Please park outside of gate, back of station

July 5th, Friday – 7:00am to 2:00pm
Red Truck Café. – Parking Lot
910 W. Parker Rd., Plano, TX 75075

July 5th, Friday – 11:00am to 4:00pm
Willow Bend – Food Ct. – parking lot
6121 W. Park Blvd., Plano, TX 75093

July 6th, Saturday – 12 noon to 5:00pm
Willow Bend – Food Ct. – parking lot
6121 W. Park Blvd., Plano, TX 75093

July 6th, Saturday – 10:00am to 4:00 pm
Elliott's Hardware – Parking Lot
2300 Coit Rd., Plano, TX 75075

July 6th, Saturday – 1:00am to 5:00pm
Davis Library – Inside
7501 Independence, Plano TX 75025

July 7th, Sunday – 7:45am to 2:00pm
St. Elizabeth Ann Seton – Inside
2700 W. Spring Creek Pkwy, Plano TX
75023

July 7th, Sunday – 9:00am to 1:30pm
Prestonwood Church - Inside
6801 W. Park Blvd., Plano, TX 75093

July 7th, Sunday – 8:00am to 1:00pm
Chase Oaks Church – Parking Lot
241 Legacy Dr., Plano, TX 75023



Info: vlong@carterbloodcare.org / carterbloodcare.org