



Endpoint of Creation

UPCOMING MEETINGS

Jun 21- Chief G. Rushin
Plano Police Department

Jun 28- President's Final Meeting

JUNE BIRTHDAYS

Jeff Frauenheim	Jun 01
Charles Milby	Jun 07
Mark Waterbury	Jun 08
Mark Geller	Jun 09
H. Wayne Hendrick	Jun 09
Bradley Keith	Jun 12
Lee Dunlap	Jun 14
Robert Bauer	Jun 19

A gaggle of Governors (surely that must be the collective noun) gathered at **Sainted Editor's** table to greet and honor Past District Governor **David McSpadden**. He held us all spellbound with tales of his travels in Brazil and elsewhere. His talk should have been about those!

The **Lane** (duck) Prince tripled-belled us to attention at 12:18, calling upon **Jan Sullivan** for the Invocation and **John Parker** for the Pledge of Allegiance. **h** credited **Lee Dunlap** in his *Wonderful Ice Cream Suit* (I miss **Ray Bradbury** already; did you know that **Ridley Scott** named the seedy hotel in *BLADE RUNNER* after Ray?) with greeting. Then he called in pinch hitter **CAPTAIN KIRK** for duties more befitting a **SERGEANT**.

But before **KIRK** arrived at the podium, John asked **Lenny Schwartz** to comment on our Club's philanthropy for the current fiscal year, and Lenny said we'd made approximately \$150,000 in charitable donations in John's second year.



KIRK began with an announcement that **Jamee Jolly** has been named "one of the top 40 under 40." In her published interview, she enumerated the many, many organizations and events to which she belongs, and it took almost a full minute to read them, but "Rotary" was not among them! **KIRK** said the "opening bid" for her fine was \$5.

Someone asked what fine was appropriate for a **SERGEANT-AT-ARMS** who failed to wear a Rotary pin. **KIRK** said that he was exempt.

Then he introduced a pair of Rotarians visiting from India: **Arun Mukherji** from Calcutta and **Mohan Lakhani** (Vadodara). **Kirk** also welcomed **Steve Vitasek** (Metro). **Rutledge** missed his guest, **Lori Geer**. **Bob Pikna** hosted **Jeff Morton**, and **Jerry Aris**



welcomed **Tony Haikal** from Ohio, who was told what a smart move being FROM northern Ohio was.



A birthday check "for \$139" was received from **Brad Keith**. Brad said he was and would remain 39. **Sainted Editor** bounded to the podium with \$71, prompting John to inquire "is that your birthday? Uh, thanks."



Ben Criste awarded **John Parker** his **Bluebird of Happiness Badge** and announced that the **Soap Box Derby** distributed \$6,500 to **NonPareil** and \$1,000 to two other charities while our Foundation pocketed about \$9K.





Lynette suggested that we get our orders in for Rotary Club Polo shirts and donate to *Shoes for Orphan Souls*.

John noted Lee Dunlap's birthday today (Flag Day). He was born in Kansas City, a beefy town. Then he announced we'd support the PISD Foundation to the tune of \$2K in the name of **SKIP & Toni Jenkins**.

Jan Sullivan invited all and sundry to next year's **ROTARY INTERNATIONAL CONVENTION** in Lisbon, Portugal, presuming that the country can remain



solvent and in the European Union until June 23rd. She touted the Conventions as "life-changing." So she has inherited her sense of embellishment from **Ean**. She claimed that the RI conventions are "unlike anything you've ever been to."

Bob Pikna advertised the *Plano Rotary Club Socials* as being held starting at 6 pm on the last Tuesday of the month. Thus the next will be June 26 at **The Bar**.

Perfect Attendance Pins, heretofore to be known as Perfect Commitment Pins, were to have gone to **Dennis Fuller** and **Marc Lewis**, but they weren't in attendance. Instead, **Hubert Aaron** got both his 20-year pin and the **CERTIFICATE**



SUITABLE FOR FRAMING, whereupon he editorialized, "Now that's excitement!" **Sherman Millender** scored one for 34 years, but the poor fellow has to wait until next year for a certificate.

As an aside, it was announced that for a mere \$35, you too can witness the installation of the new District Governor (not Ean) on June 22nd at the Hyatt.



Lenny Schwartz, promising PDG David that he'd not cut into his time, proceeded to take several minutes to announce sweeping changes to come in his administration. First will be the implementation of Corporate Membership, begun under **John** and framed by famed policy wonk,

Camille Ussery and crew. The regulations governing corporate members were approved for presentation to the Club, will be emailed to members, and will be voted upon at a later date. The most important change explains the absence of 100% attendance in inductions of late. Corporations will have up to four "members," one or more of which may (or may not) appear at meetings. So gone is 100% attendance and, in its place, we have "100% commitment." Oddly, that does not mean that 100% of our members need to be committed, indeed, **Sainted Editor** can think of only a few who require it.

John and **Octavio Ortiz** were off-podium, stage right, making "give him the hook" motions, but Lenny

was unperturbed. He went on to describe the motivation to accept corporate members: to go from \$150K to \$500K in annual charitable contributions.

Herb Hoxie wanted to know if the de-emphasis on 100% attendance meant that we'd no longer cut off ties or otherwise humiliate miscreants in that regard. (**John** wondered how many members upon whom that would have influence, since only one member took the trouble to actually wear a tie this day. He concluded we were in decline.) Lenny assured Herb that **Alice Hobbs** would remain the last member publicly humiliated over that failure. Herb demonstrated a very non-Herb attitude by admitting that he'd miss the floggings! (Just a hint of **Captain Bligh**. Good goin', Herb!)



Lenny concluded that we would remain the bellweather of 5810 (to no objection from the head table), and "others strive to be us." So, since "bellweather" means "lead the change," we can expect to see the rest of 5810 falling all over itself to drop 100% attendance. No, wait; they've long since done so!

Lenny finally relinquished the floor to Octavio, giving PDG David fewer than 20 minutes to speak. Octavio thus raced through the introduction:

Dave was born and raised in San Angelo, Texas. As the son of a Dad who was a WWII combat veteran and a hard-working stay-at-home Mom, Dave learned core values of a strong spiritual faith, work ethics, and belief in his own commonsense early in life. Dave's parents shaped his life by instilling the belief that each of us can achieve whatever goal we set for ourselves. This mindset led Dave to achieve the God and Country Award and the rank of Eagle in the Boy Scouts of America.

When Dave finished high school, he served a tour with the U.S. Army. He then returned home and majored in business at San Angelo College. He had a 40-year career in residential and commercial construction, the last 26 of those as President and CEO of his own company, primarily designing and building hotels in multiple states.

Dave has been a very active Rotarian since 1984, serving in local, national, and international capacities, including North Texas District Governor and as speaker at the International Convention in Birmingham, England. Dave was a Keynote Speaker at Rotary District Conferences in Oklahoma, Texas, and for District 4420, in Brazil, last month. He and Marilyn also served as RI President **Kalyan Bannerjee's** Presidential Representatives to the District 5650 conference in Omaha two weeks ago.

He is the Founder and CEO of RethinkAge[®] Institute which is committed to helping active adults create greater life choices toward peak performance at any age by finding more purpose, productivity, and passion toward the fulfillment of their dreams.

Dave does this as a professional keynote, motivational speaker, author, coach, and sales trainer. He is currently being hired as a keynote speaker and to prepare custom live seminars and workshop events for companies, nonprofit organizations, and governmental agencies.

His specialty is training sales executives and sales managers on how to motivate their sales forces to grow their companies. He is a Professional Member of the National Speakers Association and the Global Speakers Federation. For more information on what Dave can do for your company, contact him at Dave@RethinkAge.com

Dave believes his purpose on Earth is to serve God by serving Mankind.



Even though he is a professional speaker, Dave said, “*Lecterns make me nervous.*” So he picked up the microphone and roamed as far as its cord permitted.

He last spoke to us as DG; shortly after that, he made the same presentation at Richardson East. He noticed his vision filling with floaters “*like a plague of locusts.*” He stabilized himself by leaning on the lectern, then, at the talk’s finish, he greeted people from a seated position because he was unsteady. His wife suggested a hospital visit, but they passed three *en route* to home without stopping.

The next day he was to present to his home Club, but as he raised his razor to shave, it disappeared! He had gone blind in his left eye. Classic male: tough it out. The physician his wife enforced upon him told him he’d not be speaking today; he was suffering from a stroke. It had attacked a key area for memory: the hippocampus. But, due to “brain plasticity,” other areas compensated, and he recovered.

That plasticity now represents his message. We can change our brains almost as easily as we can change our minds, so to speak. We can choose to learn, grow, and accomplish our freshly-minted goals. However, his message came with a spiritual component: the human species, he said, is blessed with unique gifts that make these things possible and have led to our domination (for better or worse) of the planet.

Among our “unique” adaptations, he mentioned “*opposable thumbs,*” but we share those with all great apes and some monkeys. Opossums even have opposable toes! Next he lauded self-awareness as uniquely human, but many species can admire themselves in a mirror, proving they know who they are. And lastly, only we humans “*can make choices.*” But animal researchers routinely give their subjects choices, and, once the animal has analyzed the risk-reward, it inevitably makes the



advantageous choice. That’s not instinct; that’s planning for an understood future state.

But David was not speaking biologically; he was trying to persuade us to take advantage of the gifts that we may or may not share with others. He wanted us to understand that we are not condemned to our routines and our “*pity parties.*” Instead, we can take our lives by the horns and steer them in a better direction.

And this is a happy result of not being “*hard-wired.*” Not being creatures of instinct. Taking advantage instead of the elasticity of our brains. It used to be thought that once an electrical connection was made in the brain, it was fixed like in a computer, but since 1999, the plasticity of the brain has been accepted. That’s a big step forward from **Galen’s** observation in 435 BCE that the brain controlled the rest of us via the nerves. And there has been no more public notice of that than **Gabby Gifford’s** remarkable recovery of functionality by rewiring her own damaged brain.

All of this came to him when he lost his business because a sharp operator successfully refused to pay for his company’s construction of three hotels. He moped about feeling sorry for himself until **Marilyn** asked him, “*How long would you like to feel like this?*” She recommended he go on the speaker circuit, so he wrote “*Gonna Jump? Take a parachute!*” and found his sense of purpose.



Now he wants us to find ours. “*Make the rest of your life the best of your life.*”

He called Lee Dunlap, the birthday boy, up to receive a free copy of his book, and announced its availability in the back of the hall.

John gave PDG David our medallion and credit for *Shoes for Orphan Souls*. He gave **Bob Botts** his missing 15-year certificate (“*solid gold with silver inlay*”) and recognized **Rick Maucieri** for a question. Rick asked, “*If a governor walks into the room late, does anyone notice him?*” in reference to a tardy Ean Sullivan. But the question didn’t merit an answer because Ean is only a DGE.

Leading us in the Four-Way Test, John dismissed us thrice at 1:02.

Plano Rotary Club Board of Directors 2010-2011

President

John Ernst

President Elect

Lynn Schwartz

Vice President

Karla Oliver

Secretary

Kirk Bell

Treasurer

Earnest Burke

Past President

John Ernst

Sergeant at Arms

Skip Jenkins

Membership Chair

Ben Criste

Membership Vice Chair

Casey Stewart

Service Chair

Alan Feigenbaum

Service Vice Chair

Bob Pikna

Public Relations Chair

Nathan Barbera

Public Relations Vice Chair

Thad Stammen

Club Admin. Chair

Octavio Ortiz

Club Admin Vice Chair

Chuck Morgan

Foundation Chair

Ean Sullivan

Foundation Vice Chair

Rick Maucieri

Business Secretary

Lynette Pieper

At Large

Kyle Walters

Nancy Humphrey

Camille Ussery

Hugo Esparza

Bob Epstein

Bulletin Editor

Chris Parr

Bulletin Photographer

Randy Wright

Bulletin Designer

Robby Horne

Alphagraphics

Printing by Alphagraphics

Park & Coit

The Plano Rotary Club

PO Box 864316

Plano, Texas 75086

972.596.2585

*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

Susan Christenson
John Yengng
Peter Rowley
Steve Ell

Visiting Rotarian

None

Guest Of

Plano Rotary
Jo Via
Tino Trujillo
Michael Baldwin

Home Club

New Member Proposal:

Joe P. Foor
Classification: Memory Care
Proposed by: Ean Sullivan
New Member Proposal:
Lynne McLean
Classification: Children's Advocacy
Proposed by: Bruce Glasscock

Member NEWS

AWARDS:

Harold Sullivan Award:
Randy Wright

Athena Award:

Rebecca Caso

Fred Moses Award:

Richard Butterly

Business Executive of the Year:

Gary Base

Kersey Can Holder:

Vance Bryson

Citizen of the Year:

Beth and Duncan Webb