



BESIDES THE MATTRESS

UPCOMING MEETINGS

June 7 – Jon Taylor, PhD – “Dr. Jon’s Comedy Hypnosis”

June 14 – David McSpadden – Former District Governor

June 21 Chief G. Rushin – Plano Police Department

June 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

IT was a case of dueling militia; Prince John announced the pedigrees of the military academy classmates of both **CAPTAIN KIRK** and **Bob Pikna**. Bob’s classmate from *West Point* has risen to Chief of Staff of the Army. **KIRK’S** buddy from the *Air Force Academy* has become Chief of Staff of the Air Force. It was unobvious what perks befell the Club thereby. **KIRK** couldn’t resist commenting that though Bob went to *West Point*, he (**KIRK**) is going to be Rotary President!



John commanded our attention at 12:18, summoning **Joe Foor** to pray and Bob Pikna to



Pledge. (“Thanks, **Bob!**”) He credited **Karla Oliver & Jayson Killough** with Greeting, and called upon **SERGEANT JENKINS** to welcome Visiting Rotarians and Guests.



With a thunderclap, **SKIP** was welcomed to the podium from which he, in turn, welcomed **David Craig** from *Plano Sunrise*. **Alan Feigenbaum** introduced a *Pepsico* officer, **Opal Sullen**, and **Jo Via** earned a \$2 fine for her “awesome” advertisement for a restaurateur, **John Yennig**, with the *Quaker State* chain (no relation to the lubricant). The fine would have been more dear but for the fact that it offered **SKIP** the opportunity of dropping the name of former Club President **John Longstreet** who is CEO of the chain. Indeed, he commented, “Thank you, Jo; that was wonderful.”

John congratulated **Mary Jo Dean** and **Lenny Schwartz** on their celebratory birthday checks, which will keep our Foundation solvent. It will really be in the black when **Sainted**

Editor remembers to supply his! (It’s only a month late.)



Alan Feigenbaum yielded the floor to his guest who announced a program in cooperation with the *University of Texas at Dallas*. **Opal Sullen** (Manager of *Frito Lay* Nat’l Sales Finance, a division of *Pepsico*) told us it deals with *Innovative Opportunities on Campus* and could make good use of Rotary volunteers with business experience.



John summoned **Ean Sullivan** and **Gary Basham** to the podium to recognize Gary for his “*Paul Harris + 3*” contributions (\$4,000). Ean announced that Gary “will replace me” to thunderous applause before he finished “as *Foundation Chair*.” He reminded us that if we want “to do something about famine and drought in Africa,” we need look no further than our own *Paul Harris Foundation*. Then Ean dropped the bombshell: India has been declared Polio-free! That now leaves only PAN (Pakistan, Afghanistan, and Nigeria) to go before the Poliomyelitis virus is no more, a good example of genocide.

Nathan Barbera announced something about **Brock Snow** in relation to winning the Chambers’ Golf Tournament with **Mark Johnson**, **Mark Waterbury** and **Octavio Ortiz**. John burst forth with “Hurray for handicaps.”

Rick Horne announced that RYLA would commence on the weekend and that we would invite our scholarship winners to the Club to relate their experiences. He thanked **Chris**



Henry and others for the help volunteering. The Club thanks Rick for spearheading the effort now that we no longer have **Harry Polly**.

Birthday Boy Lenny proselytized for back page ads, there being room for four more (at \$125 per quarter). Of course, he would be overjoyed if we actually patronized the services listed thereon. Not only is he one of them, but our patronage would encourage others to take out ads. The funds go toward our Foundation and help with publication of the *Weekly Reader*.

John surmised that we “all want to buy lights” (Lenny’s service).

CAPTAIN KIRK rose to introduce the day’s speaker **SGT. PATRICK SOWERS** and his topic, *Operation Once in a Lifetime*. **SGT. SOWERS** is Founder and President of the military nonprofit whose motto is “If you serve, you qualify.”



Operation Once in a Lifetime was created by soldiers to help soldiers, regardless of rank, deployment status, physical status, branch of service, or active or veteran status.

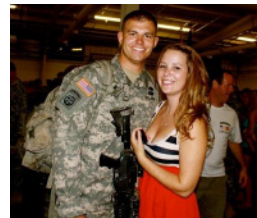
Operation Once in a Lifetime is also *Pittsburgh Steelers*, **Troy Polamalu’s** favorite charity, and, with his support and with the support of their current sponsors, like the *Dallas Mavericks*, *Dallas Stars*, *Pittsburgh Steelers*, *Head and Shoulders*, *H.J. Heinz*, and *Wild Turkey*, they have been able to help over 25,000 service members and their families over the past 25 years.



KIRK said, **PATRICK** “doesn’t know the meaning of the word, ‘No,’” and he is “driven to help a lot of folks.”

SGT. SOWERS said that only **Troy** calls him Sergeant, but he uses it when he makes cold calls. It always gets him called back!

He says that his is the only nonprofit dedicated to ALL those who have served or are currently serving in any capacity in the U.S. military. He wandered off the podium, *iPhone™* in hand, to present his slideshow (via an HDMI connection to our clever projector). His *iPad™* had failed to recognize the projector, so he was thrown back upon his backup.

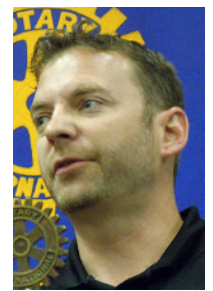


His first example was disabled **Staff Sgt. Travis** and his family for whom **PATRICK** raised \$15K in 30 days. BTW, **SGT. SOWERS’** contact info is:

254-289-3057

patrick@onceinalifetime.com

His killer hard sell was the essentials offered by the Army to returning servicemen: a bare mattress in the barracks. The soldier’s first task is to trek to **Walmart★** to get everything from sheets to toiletries because the Army takes no responsibility therefor. **PATRICK** has offered up \$1½ M in sundries over the last four years. When his wife went into labor and was in no position to object, **PATRICK** created a sundries store to expedite his largess.



One of the advantages of having *Polamalu* as a patron is that the *Steelers* invite a gang of his clients to a game annually. He says the *Seattle Seahawks* player who died overseas was honored by the *Pittsburgh Steelers* instead. It is a far cry from the publicity surrounding **Pat Tillman**, for example.

His charity donates airfare as well. Dying soldiers can request the presence of their spouses but not their children. **SGT. SOWERS** aids there as well.

He touted the *Electronic Arts* game *Madden’s Superbowl* for when the Superbowl is reached, the game advertises *Operation Once in a Lifetime*!

The *Texas Rangers* offered **PATRICK** 350 tickets to one of its games, but it didn’t follow through with transportation. **PATRICK** went hat-in-hand to **Mark Cuban** who suggested asking the *Rangers* again. **PATRICK** wished him luck with the *Mavericks-Portland* game, and **Mark** donated a suite at the next home game, asking **PATRICK** to wear *Mavs* gear to the *Ranger’s* game!



When an active-duty soldier was injured and in need of a motorized wheelchair, he discovered that he’s not yet covered by the VA because he’s not yet a veteran! **PATRICK** found a donor for the \$7,000 chair. There are apparently countless such “gotchas” sprinkled liberally through the government’s dealing with its warriors.

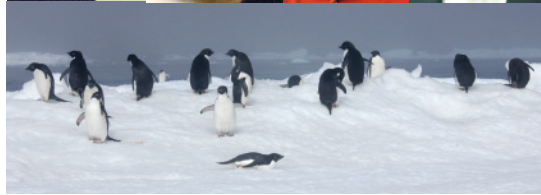
SGT. SOWERS touted his **Aid Brigade** which consists of continual-giving donors, pledged to \$10 each

month forever. He is one such. Other veterans are also. The donations of one even continue beyond his death!

PATRICK had left three different brochures on our tables for our consideration. One was for *Veteran's Ink*, an inkjet cartridge and laserjet toner source that hires veterans exclusively.

John offered **SGT. SOWERS** a donation to *Shoes for Orphan Souls* instead of *Operation Once in a Lifetime*. We're sure he appreciated that. His consolation prize was a Rotary medallion. **John** did mention that *Once in a Lifetime* had headquarters near his Adult Clinic, and the Clinic was a donor.

He led us in the *Four-Way Test* and dismissed us at 1 pm.



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
Opal Sullen
John Yenng

Visiting Rotarian
David Craig

Guest Of
Alan Feigenbaum
Jo Via

Home Club
Plano Sunrise

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

Support Our Advertisers


Allison's AutoCare

David Allison

1214 Avenue K
Plano, TX 75074

972.423.0434
www.allisons.com


HUFFINES HAS IT!

Since 1924 www.huffines.net

PLANO

RAY HUFFINES Chevrolet	HUFFINES Hyundai	HUFFINES Chrysler • Jeep Dodge
1001 Coit Rd @ Plano Pkwy Plano	909 Coit Rd @ Plano Pkwy Plano	4500 W. Plano Pkwy @ Ohio Plano
(972) 867-4000	(972) 867-5000	(972) 867-6000

All Service, Body and Parts Departments Open All Day Saturday.


AMERICAN NATIONAL BANK OF TEXAS
www.anbtx.com

Casey W. Stewart
Banking Center President

972-309-0001 ext. 5937
214-863-5937 direct line
214-863-6160 fax
caseystewart@anbtx.com

Plano Parkway Banking Center
1101 East Plano Parkway
1st Floor Bank Lobby #E
Plano, Texas 75074


THE AUTO SHOP

Since 1981

Professional Automotive Repairs including:
Air Conditioning • Inspections • Clutches • Transmissions • Differentials
Engine repairs • Factory Scheduled Maintenance • Tune-Ups • Electrical • Brakes

 **Jerry P. Kezhaya**
President
www.TheAutoShop.com

2560 East Plano Parkway
Plano, Texas 75074

972-578-0588 - T
972-881-0998 - F

Rick Maucieri
President

Grant Leighton
Associates
PO Box 865066
Plano, Texas 75086
972.422.0169 Voice
972.881.9373 Fax
rickm@glandscape.com

GRANT LEIGHTON
Professional Landscapers


MORGAN LEGACY GROUP
Because Life Has Purpose

President | CHUCK MORGAN
15660 N. Dallas Pkwy., Suite 700
Dallas, Texas 75248
P. 972.267.8181
F. 972.267.8180
E. chuck.morgan@morganlegacygroup.com
W. www.MorganLegacyGroup.com

BE READY FOR TODAY
PREPARE FOR TOMORROW

From investing for today to retirement planning for tomorrow, you want to make the most of your earnings. Please contact me today for a complimentary consultation.

Kirk Bell
Financial Advisor, RJFS

RAYMOND JAMES
FINANCIAL SERVICES, INC.
Member SIPC

5048 Tennyson Pkwy., Suite 120
Plano, TX 75024
972-403-1025
kirk.bell@raymondjames.com
www.bellvalentia.com

alphagraphics

increase your reach

KENNY WILSON
OWNER


Phone. 972.867.9216
Fax. 972.519.9181
US408@alphagraphics.com

J. Marc Lewis & Associates
CORPORATE AND PERSONAL TAXATION

J. Marc Lewis JD, LL.M., EA
Enrolled to practice before the IRS


Lakeside Commons
5045 Lonimar Drive
Suite 280
Plano, TX 75093

marclinc@airmail.net
Tel. (972) 618-8224
Fax (972) 618-2021


ViewPoint Bank

1201 W. 15th Street
Plano, TX 75075

Mailing address:
PO Box 869105, MS 212
Plano, TX 75086-9105
www.viewpointbank.com


Kelly Palmer
Senior Bank President

Direct: 972.792.2979
Cell: 469.955.7683
Fax: 469.467.1043
kelly.palmer@viewpointbank.com

LPS Green Technologies

Lynn Schwartz
972.816.8792
1417 Amazon Drive
Plano, Texas 75075

Lynn@lpsgreen.com