

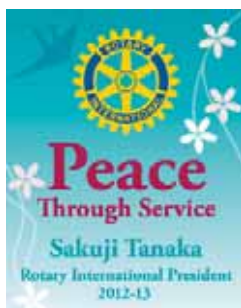
FALL

Weekly

# Reader

Volume 9, Issue 59, October 18, 2012

The Plano Rotary Club  
www.PlanoRotary.com



## UPCOMING MEETINGS

October 18:

Robert Epstein  
"D-Day--Battle for Freedom"

## OCTOBER BIRTHDAYS

Maucieri, Richard	Oct 05
Horne, Richard	Oct 08
Sullivan, Jan	Oct 10
Botts, Robert	Oct 20
Watson, Debra	Oct 25
Jackson, Jessica	Oct 26
Lewis, J. Marc	Oct 27
Stewart, Casey	Oct 31



## PRIDE OF LIONESS

**S**ainted Editor wants to thank The Phantom Crocheter for filling in for him while he basked in the Paradise that is California. He frightened her with tales of his absences to come, so we'll put out a general call for volunteer editors to ease her burden. Presumably **Hubert Aaron**, former 5810 editor, will step up as might **Rick Maucieri**, but there must exist others with the skill that are eager to have a go. We'll need substitutes for the meeting days between November 1<sup>st</sup> and the 22<sup>nd</sup>. Although, since the 22<sup>nd</sup> is Thanksgiving, it will be a really brief meeting, so it's safe to assume we'll need only three meetings covered. (I'll think of you guys while I'm snorkeling in the Galapagos.)

Then in December, I'll miss the 20<sup>th</sup> (we'll all miss the 27<sup>th</sup>) and January 3<sup>rd</sup> and 10<sup>th</sup>. So another three editors must be dragooned then. (I'll think of you guys while tangoing in Buenos Aires.) **Tim McCord** will take the photographs and supply them (a) on your own Compact Flash Card, (b) as email attachments, or (c) on a CD, your choice. The application window is open. ☺

**Lenny the Lamplighter** summoned our attention at 12:17 and regaled us with pithy aphorisms relating to education, appropriate to today's speaker, *Memorial Elementary School* Principal **Sarika Pride**.

*"Education is the most powerful weapon which you can use to change the world."*

--- Nelson Mandela

*"It is the mark of an educated mind to be able to entertain a thought without accepting it."*

--- Aristotle

*"Education is learning what you didn't even know you didn't know."*

---Daniel J. Boorstin



**Lenny** called upon **Joe Foor** for the Invocation and **Tino Trujillo** for the Pledge. ("Thanks, Bob!") He credited **Reedy Spigner** for greeting, and called **SERGEANT-DU-JOUR John Parker** to announce Visiting Rotarians and Guests.

On the Club's behalf, he welcomed **Bill Langley** and



**Steve Vitasek** (Metro), and **David Craig** (Sunrise). **Joe Foor** welcomed his guest, **Rick**



**Ford**. **John Ernst** lost his guest, **Larry Bisno**, to another table. (Larry is being published for membership.) **Randy Wright** witnessed the

continued on page 2

Return of Prodigal Son, **Satinder Baweja**, to visit. **Cary Israel** introduced **Bracy Wilson**, a charter school tycoon. We should ask him about vouchers.



**LENNY** told us of the productive Board Meeting that preceded today's luncheon by a few hours. (Members, especially Newbies, are encouraged to attend, and there're donuts! Thus, Sainted Editor gets to indulge in A donut once a month.) **HE** mentioned

1. Our \$2,500 donation to the RI Foundation to honor END POLIO Month.
2. Bidding on an improved sound system for our meetings, one involving lavalier microphones (which free the speaker to wander) and impedance matching mixers to feed Pitchfork's **STATE OF THE**

**ART MONOPHONIC** room speakers. (Sainted Editor couldn't argue stereo much less 5.1 since mono cost almost as much as the donation above!)

- a. **LENNY** announced that **Herb Hoxie** had generously got us ½ way to that goal.
- b. We were to include whatever contribution moved us in the bucket.

*En passant*, notice of Rotary themed Texas license plates was circulated at the Board Meeting. They've been available for two years. \$22 of the fee goes toward the Texas Tuberculosis Program (which doesn't promote the disease, of course, but seeks to identify and treat illegals from the south who carry the disease through Mexico *en route* to the U.S. Mexico has an illegal problem as well; immigrants from the rest of Central America often bring TB into their country, so we aren't the only nation seeking to secure our borders.) If you're interested, visit <https://rts.texasonline.state.tx.us/NASApp/txdotrts/SpecialPlateOrderServlet?grpid=60&pltid=335>



**Flash Flannery** blamed **Howard Shapiro** for requesting a repeat of the joke about the disabled

pirate who scratched his eye out with a newly-fitted hook. You're right; it is an inappropriate subject for mirth, but **Larry's** point was rather to comment on his **Off the Hook** program for the Club. Our badges all now bear hooks (a fact confirmed by an impaled **Ean Sullivan**) that we can have removed by bringing a credible applicant to our



meetings. But it's not the last we then see of the device, because, if the visitor actually joins the Club, we get a **GOLDEN HOOK** attached instead! (That's much nicer by which to get stuck.)

**LENNY** reiterated mention of Jan Sullivan's birthday now that she had deigned to show up. Someone asked about the "*frowny face*" attached to the lectern, and **LENNY** said that it expressed sadness at the recent loss of *UT* to *West Virginia*. (It will be doubly sad after *UT's* performance during the *Texas-OU* game.) **LENNY'S** contention was that *UT* had simply "*run out of time*," and, someone mentioned, possession of the ball.

**Chuck Morgan** introduced the day's speaker, *Memorial Elementary* Principal Sarika Pride.

Sarika Pride began her career in education in Wisconsin as a teacher and then principal before relocating as an assistant principal in Plano ISD. Seizing an opportunity for advancement, Sarika left Texas to serve two years as a principal in North Carolina, only to return to Texas as Principal of her beloved Memorial Elementary School. Memorial Elementary is a RECOGNIZED school in the Texas system of grading and honoring public schools, an accomplishment Sarika attributes to the combined efforts of staff, students, and parents.

After 15 years in education, nine of which have been as an administrator and three of those as Principal of Memorial Elementary, Sarika is still excited about her work, still feels honored to work with such a wonderful group of educators, and still feels like her only home is Memorial Elementary.

This year in particular can only add to Sarika's excitement and sense of accomplishment as Memorial Elementary transitions into a new building. And though she has much to occupy her time as principal, mother of two, dramatist and children's ministry volunteer in her church, she bids each of us to stop by anytime, as her door is always open to members of the Plano Rotary.

She bounced to the podium begging forgiveness for her stage fright (even though she's faced us down twice before). She showed us slides of the new building at *Memorial*, moving them even closer to *Bowman Middle School*.

She explained AYP (adequate yearly progress) measured by the STAAR test. Then she revealed that *Memorial* had failed two of four AYP measures by 1%, but, to the State, a miss is as good as a mile. That was in 2011. By 2012, the measure was a tad worse. So *Memorial* has been pulling itself up by its own bootstraps. The feds have applied a goal of 100% AYP by 2013.

And it seems to be working. Proficiency rates have increased from 80 to 87% in English Language Skills and from 75 to 83% in Math. (If Memorial can make the same progress for the next two years, they'll make the goal!) And this is in the face of a two-year disruption due to the construction and subsequent moves. Only four families left *Memorial* for other schools. It shows loyalty.





*Memorial* has held a "Strong Father" event that drew **150** supportive fathers. One little girl was devastated; "I forgot my father!"

They have also held Student Council Elections for the first time. The students took their duty as citizens quite seriously while electing class officers.

However, we Rotarians can help. The school needs **MENTORS**, and we father- and mother-figures can fill that void. It also needs **FUNDING**, especially for teacher-appreciation events (not sponsored by PISD) and the Student Council. These would normally be in the purview of the PTA, but, with the economic level of the neighborhood, we need to lend a hand. Sarika is after lunch money for required Saturday in service and other teacher meetings. She would also like to get the teachers some tee-shirts and the students posters for their council elections.

She touted **Kenny Wilson's** donation of yearbooks for all the students! And she sought field trip funds for **Debbie Watson's** *Plano Symphony Orchestra's* Children's Concerts and trips to the *Science and Technology Discovery Center*.

She thanked *Plano Rotary Club* for its past support of some of these efforts and for its *Citizenship Awards*, suggesting that the Four-Way Test medallions may encourage future Rotarians!

The renovations are (almost) finished, and *Memorial* will be re-dedicated at 6:30 pm on November 8<sup>th</sup>. We are all welcome to attend.

**Tricia Johnson**, standing in for **Annette Maule**, President of the PISD Council of PTAs, told us that their goal is to have all Plano children sharing the same educational opportunities. But they now have different experiences due to their different campii. For example, some Title IX schools have 90% of students qualifying for free lunches. It is the *Memorials*, *Barrons*, and



*Mendenhalls* of the system who need help sending children, for example, to the PSO concerts. In those neighborhoods, those living in poverty have increased from 24 to 27% during the **Great Recession**. (Thank you, **Phil Gramm** and **Barney Frank**; even bad politics makes strange bedfellows.)

Tricia recommended we join their efforts on **facebook** at *Plano PTA Cares*. She had distributed sponsorship envelopes to our tables.



**Earnest Burke** had the Giant Check made out to *Memorial* in the amount of **\$1,500**. Sarika surmised that we had given her our Sound System funds! **Lenny** presented her with **ONCE IN A LIFETIME** dog tags, and, referring to Kenny's generosity, noted that *Plano Rotary Club* is special "because we serve." He led us in our Four-Way Test and belled us out at 12:52.



Plano Rotary Club  
Board of Directors  
2012-2013

#### President

Lynn Schwartz

#### President Elect

Karla Oliver

#### Vice President

Kirk Bell

#### Secretary

Earnest Burke

#### Treasurer

Octavio Ortiz

#### Past President

John Ernst

#### Sergeant at Arms

Matt Jackson

#### Membership Chair

Ben Criste

#### Membership Vice Chair

Larry Flannery

#### Service Chair

Bob Pikna

#### Service Vice Chair

David Bowman

#### Public Relationship Chair

Chris Parr

#### Public Relationship Vice Chair

Bob Epstein

#### Club Admin Chair

Chuck Morgan

#### Club Admin Vice Chair

David McWhorter

#### Foundation Chair

Gary Basham

#### Foundation Vice Chair

Alan Feigenbaum

#### Business Secretary

Lynette Pieper

#### At Large

Kyle Walters

Cary Israel

Mary Jo Dean

Camille Ussery

Chris Henry

Lori Roberts

Bulletin Editor

Chris Parr

#### Bulletin Photographer

Tim McCord

#### Bulletin Designer

Shahd Alhazzaa

Alphagraphics

#### Printing by Alphagraphics

Park & Coit

The Plano Rotary Club

PO BOX 864316

Plano, TX 75086

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

Rick Ford  
Larry Bisno  
Satinder Baweja  
Bracy Wilson

##### Guest Of

Joe Foor  
John Ernst  
Randy Wright  
Dr. Cary Israel

##### New Member Proposal:

Reedy Spigner  
Classification: Law  
Proposed by: Earnest Burke

##### AWARDS:

Athena Award:  
Camille Ussery  
Citizen of the Year:  
Jamie Schell  
Outstanding Corporate  
Citizen of the Year:  
The Shops at Willow Bend  
(Octavio & his team)

#### Visiting Rotarian

Bill Langley  
Steve Vitasek  
David Craig

#### Home Club

Plano Metro  
Plano Metro  
Plano Sunrise

# Support Our Advertisers

 **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

 **HUFFINES**  
*HAS IT!*

Since 1924 [www.huffines.net](http://www.huffines.net)

**PLANO**

<b>RAY HUFFINES</b>	<b>HUFFINES</b>	<b>HUFFINES</b>
<b>Chevrolet</b>	<b>Hyundai</b>	<b>Chrysler • Jeep Dodge</b>
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.**

 **AutoCare**

**David Allison**

1214 Avenue K  
Plano, TX 75074

972.423.0434  
[www.allisons.com](http://www.allisons.com)

 **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](http://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

 **AMERICAN NATIONAL BANK OF TEXAS**  
[www.anbtx.com](http://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

 **MORGAN LEGACY GROUP**  
Because Life Has Purpose

President |  
15660 N. Da  
Dallas, Texas

P. 972.267. CHUCK MORGAN  
F. 972.267. llas Pkwy., Suite 700  
E. chuck.m s 75248  
W. www.Mor  
8181  
8180  
organ@morganlegacygroup.com  
ganLegacyGroup.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 Lorimar Drive  
Suite 280  
Plano, TX 75093

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

**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.d.bell@raymondjames.com  
[www.bellvalente.com](http://www.bellvalente.com)

 **alphagraphics**

increase your reach

**KENNY WILSON**  
OWNER

Phone. 972.867.9216  
Fax. 972.519.9181  
US408@alphagraphics.com

**LPS Green Technologies**

**Lynn Schwartz**  
972.816.8792  
1417 Amazon Drive  
Plano, Texas 75075

[Lynn@lpsgreen.com](mailto:Lynn@lpsgreen.com)