

Fall

Weekly

# Reader

Volume 9, Issue 13, October 13, 2011

The Plano Rotary Club

[www.PlanoRotary.com](http://www.PlanoRotary.com)



## Bush Center

### UPCOMING MEETINGS

- 10/13 Kathleen Cunningham - Dallas Arboretum: "The Diamond in Dallas"
- 10/20 Oscar Morales - Visiting Fellow, Human Freedom, George W. Bush Institute
- 10/27 Sarika Pride - Principal of Memorial Elementary School

### OCTOBER BIRTHDAYS

- 10/5 ... Richard Maucieri
- 10/8 ..... Rick Horne
- 10/18... Jeffrey Butcher
- 10/20..... Robert Botts
- 10/20..... Walter Meyer
- 10/26... Jessica Jackson
- 10/27... J. Marc Lewis
- 10/31... Casey Stewart

With Our Dear **Chris Parr**, AKA Sainted Editor, in the heart of Africa, showing his



lovely wife the REAL wild life, I have taken over the duty to dis you all. I do not use BIG

words, because everyone understands little words, which enables me to easily reach the masses.

The Plano Rotary Club was called to order on Thursday, October 6, 2011 at 12:15 p.m.

**LB Broach** lead us in the invocation and **David McWharter** lead us in the pledge. Thank you both.

Councilman **Lee Dunlap** was the greeter, meeting us at the door. Did anyone ask if he was running for office again , or he was just missing us?



Captain **Kirk Bell** took the podium as sergeant-at-arms and introduced our guests and visiting Rotarians. (Did you notice his goofy smile? What was he up to?)



**Judy Jackson** was visiting us from the Sunrise Club, and Jason Rice brought his better half, Carol Rice, as a guest.



Rutledge Haggard brought two guests, the first being

Rusty Gentry from the Toyota dealership and the second, Lori Geer from the Hendrick Foundation. Rutledge later told



the group to watch out for Lori, as she had all our names and she would be contacting

each and every one of us. To Quote Him: "We better keep our hands in your pockets, or she will have her hands in them". You all are now fore-warned.

**The following people received perfect attendance pins:**



Chuck Morgan for 2 years  
Dwight McFolin for 2 years  
Mark Johnson for 19 years  
Doyle Dean for 25 years  
Brad Keith for 40 years

A Birthday check was received from **Rick Horne**.

Rutledge and Judy Jackson got up to thank the record number of volunteers who showed up to help with the Hendrick



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# Bush Center *continued...*

Foundation Golf Tournament the previous Thursday evening and Friday. The financial numbers were not in yet, because there was a problem with the credit card machine



on Thursday night and all the receipts were having to be hand written. Rutledge says the final numbers should be about 50K+. Good job everyone. They will have the numbers shortly.

Nathan Barbera had an announcement about Fantasy



Football, and was asked if there an undefeated team still present. John Ernst was extremely interested, because of his lose-less and clueless success, so far.

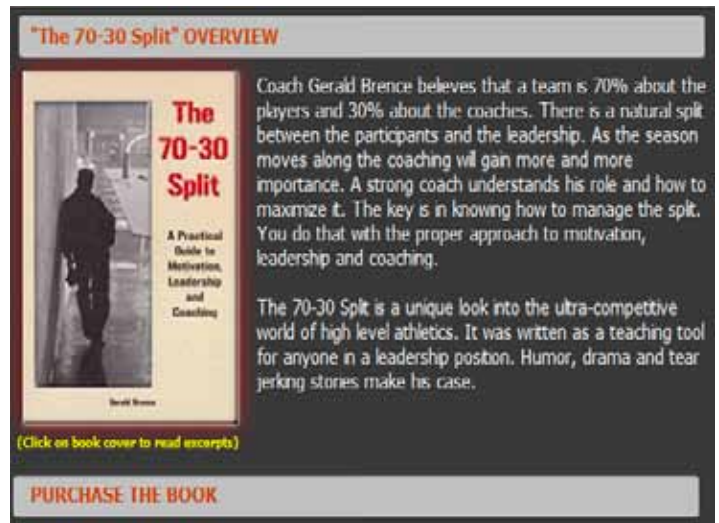
Brad was asked if his picture was in the newspaper, (or in the post office), without his Rotary pin. He asked if he was in hand-cuffs, but no, we all just want to see the money, (did we decide how much?)

Coach Gerald Brence was introduced as the backup "Coach" for the program that did not show, (Again? Who is keeping count? Please step forward with the number of pitch hitters that Brad has had so far. Ken and I have been very busy with District activities and have missed a few Plano meetings.) Each time we are here, Brad seems to have run off his scheduled program. Is it him or US? We will see next week, since I have this task, again, so we will be present.

Coach gave a us very interesting talk about the book he wrote a year and a half ago. He informed us that if he can write a book anyone can. He gave us tips, if we were interested in doing so.

He has been in Plano ISD for 31 years, and when he first came to PISD he was an English teacher at Plano Senior High. All the great English teachers took him under their wings and gave him support. He needed this since he was from that foreign country north of us, Oklahoma. He is a big believer in throwing mud against the wall and seeing what sticks. That is how he got into the "book writing" business. He kept talking about doing it, and his son asked him if he was really going to write. He had to make it happen after that. Now you can find it at:

<http://geraldbrence.com>



We should all buy one, and maybe he will get rich, (or maybe not.)

There are a lot of stories in this book, but there is no profanity and no one gets thrown under the bus.

There are three chapters: one of motivation, one on leadership and one on coaching.

The chapter on motivation contained stories on people that were and not were famous, but every one of them motivated him in one way or another. Since young people need to read more, the book was meant to be entertaining while teaching an inside message.

Coach taught us that a book is just a bunch of pages bound together. A good book is a book which a reader picks it up and reads cover to cover. A great book is a book that you finish and know that you going to miss reading, like a good friend.

The last chapter is about coaching, and he thought that this chapter would be the most boring, but the feedback has been that this has been the best chapter of all. He



always had a theory of the 70-30 Split. It starts out to be 70% about the players and 30% about the organization. As the season goes on, the split gets tighter and tighter, but never tips in the favor of the coaches. This also applies to the split of aggression to knowledge. All aggression will bring penalties and setbacks, when if flavored with knowledge, it will bring success.

He is now on to his second book. You can have a great product and weak marketing and you will sell some. You can have a weak book and great marketing and you will sell more. If you have both, you could be successful.

His new book is about San Francisco Gold Rush. He and his wife love this area of the country and the history behind how it came to be what it is today. His new book is about the Barbary Coast and the truth about what happened

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# Bush Center *continued...*

during the Gold Rush days in this area, using his own characters. He is about a third of the way through at this time. He believes that he has had a great day is when he finds time to write a little bit in the evening.

His talk was very intense. Can you tell? I made both of us tall and skinny,



because I needed to lose a few pounds. Last of all, came the announcement that Plano East is playing Allen High School that evening on ESPN2 and it will be nationally televised. YeahTeams! Each team gets \$1000 and the opportunity of being seen all across the country. It had to be written into the District rules that each team would have to get paid equally.

The athletic department is still run strict in Plano ISD. The players must shave, take out their earrings, no profanity, no name calling, cut their hair and have the Southern manners of "Yes Sir" and "No Sir". Most of all, they want to win, so they adopt the best coaches and the best practices. They believe that the Sports program needs to stay in the black and not be a financial liability, and they work very hard to do this, without neglecting ethics and integrity. There are sports five nights a week in Plano, and the program is strong.

If he speaks at Rotary we were suppose to get out early, but "Sorry Coach" you did not hold up to this.

It was asked "What story did you use to show the impact of the youth who read your book?" If you were not present

at the meeting to hear this story, you must purchase and read the book so you can be in the know. You will not be disappointed.

PISD is not about sports, they are there to instill passion in the youth, no matter what the area they choose. The kids are taught motivation and responsibility, and practically without their knowledge. (SHHHHH do not tell the kids, please.)

Thank you Coach. That was a GREAT program.

The Four Way Test was recited and taken to heart, and

Brad rang the bell allowing us to leave.

John Ernst is 4-0 in Fantasy Football.



## Rotary Football Challenge Week 5:

### NFC Division

John Ernst	4-1
Nathan Barbera	4-1
Mark Johnson	3-2
Ean Sullivan	2-3
Martin Jackson	0-5

### AFC Division

Gerald Brence	3-2
Gary Basham	3-2
Mark Waterbury	2-3
Kyle Walters	2-3
Octavio Ortiz	2-3

## Guests & Visiting Rotarians

### GUEST:

Carol M. Rice  
Rusty Gentry  
Lori Geer

### GUEST OF:

Jason Rice  
Rutledge Haggard  
Rutledge Haggard

### VISITING ROTARIAN

Judy Jackson

### HOME CLUB

Sunrise

## Member NEWS

### AWARDS:

Harold Sullivan Award  
Randy Wright

### Athena Award

Rebecca Caso

### Fred Moses Award

Richard Butterfly

### Business Executive of the Year

Gary Base

### Kersey Can Holder:

Vance Bryson

### Citizen of the Year:

Beth and Duncan Webb

### Rotary Make Up Website:

[www.rotaryclubone.org](http://www.rotaryclubone.org)

### New Member Proposals:

## Plano Rotary Club Board of Directors 2010-2011

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Kirk Bell

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**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?

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