



SUMMER  
Weekly

# Reader

Volume 170, Issue 236, September 22nd, 2016

The Plano Rotary Club

## UPCOMING MEETINGS

**Sep 22**  
**Daniel K Long**  
*District Governor William Dendy*

**Sep 29**  
**Kathleen Turner**  
*Five Fatal Flaws of Leadership*

**Oct 6**  
**Sherrie Wilson**  
*First Female Firefighter/Paramedic  
In the Dallas Fire Rescue Dept.*



## SEPTEMBER BIRTHDAYS

Ean H. Sullivan	Sep 04
Rick Boyer	Sep 06
Clay Curtis	Sep 10
Satinder Baweja	Sep 16
Hubert Aaron	Sep 17



# Spinnmistress

**S**PIRITWARE Feigenbaum was complemented upon his coup of bringing not one or two delightful



maidens as guest speakers but rather three at once. Without thinking, he responded, "A threesome's best." Luckily, only *Sainted Editor* heard the *faux pas*. (So *this* is why those in the know avoid *Sainted Editor's* table.)

*King David* waved his orb and scepter at 12:14, graciously permitting **Blair Ritchey** to Pray and **Chief Greif** to Pledge. (Sam is the living embodiment of the "i" before "e" rule if you remember that, in German, the 2<sup>nd</sup> of those two vowels is pronounced!) Apparently we weren't worth greeting, but **Nathan Barbera** was pleased with his reception as substitute **SERGEANT-AT-ARMS**, asking, "You've missed me *already*?"



We had TWO real LIVE visiting Rotarians, **Ramon Van** from *Addison*, and the speaker, **Sarah Crilley-Hill** from *North Texas Pioneers*. She had brought two guests, both minions in Dad **Jeff Crilley's** PR firm, **Samantha Knight** and **Kristin Merron**.

Nathan went on to explain that two newbies have joined the Club's Fantasy

Football League, *King David*, whose team scored the most points in its initial matchup, and Sam Greif, whose team scored the fewest! (The standings aren't known until after the *Weekly Reader* is published; so they're always going to be a week behind.)

### FANTASY FOOTBALL STANDINGS

#### NFC

McWhorter .....	1-0
Kramer .....	1-0
Barbera .....	1-0
Burke.....	0-1
Waterbury.....	0-1
Greif .....	0-1

#### AFC

Sullivan.....	1-0
Jackson.....	1-0
Johnson.....	1-0
Basham .....	0-1
Walters .....	0-1
Milby.....	0-1

**Satinder Baweja** took the mic, joking at the end of his lengthy oration, "*and that's my three minutes.*" Clearly, **Jason's** victims must be vetted for restraint.



Satinder told us that his middle name, **Singh**, is quite common, and is associated with the (now eliminated) caste system. Indians (dot as opposed to feather) used to be pigeon-holed by their *last* name. His grandparents were refugees from northern India (now Pakistan). He was routinely rapped on the knuckles by the nuns in *St. Mary's Catholic School* in Pune, India (near the SW coast). He continued his schooling at the *Aga Khan (Ismailia) East African Institute* in Kenya and Bahrain



before completing his baccalaureate in India. His first job was in Bahrain. But his graduate school at *Texas A&M* drew catcalls; clearly he was speaking to a *UT* crowd.

Like most foreign students, Satinder promised never to overstay his visa, and he swears that was never his intention. He was here to gather all he could of America's second largest export (education), then take it home to benefit his countrymen. But having set down roots of business, wife and kids, we became "*home*." He's spent "*the better part of my life in Dallas*."

He finds our "*current race relations frustrating*" since he "*grew up without Indians around me*" and saw that we "*draw strength from all colors and castes*."

He joined Rotary in 2001, sponsored by **Ean**. When his father died in 2007, he travelled frequently to India to settle his affairs and "*couldn't keep up with Rotary*." But he rejoined 3 years ago at **Randy Wright's** invitation.

While Satinder stood in for an AWOL **Olin Jaye**, Olin was present this day, and **Fate** drew his name again! So he's the next victim.

Blair Ritchey arose to trade his **RED** badge in for a **BLUE** one. **Janis Allman** announced the need for volunteers to staff the All Rotaries table at the October 1<sup>st</sup> **PLANO INTERNATIONAL FESTIVAL** in Haggard Park, starting at 11 am. **Sara Akers** said that Downtown Plano had received an award, so the *ArtFest* scheduled there for Saturday would be a double celebration. It will feature a production of *Les Misérables*.

**King David** noted that the call for fundraising projects last July had netted two: **Rick Horne's** Blues event (6/'17) and Ean's Field of Flags (9/'16). Ean sought startup funding (flag purchase) from the Foundation, but it was **post-poned** until next year on the assumption that it would take that long to come to fruition. The \$30K is budgeted for 2017; **David** asked for comments.



Alan Feigenbaum (or "*Mr. Fun*," as **John Caldwell** would have it) rose to introduce his speaker.

Sarah was introduced to Rotary by her father, and now Jeff and Sarah have teamed up to handle PR for all of Rotary District 5810. She serves on the District board with the mission of using her experience to reach out to new generations through social media to bridge the gap.

Her experience is derived from her professional life, working as the managing director at *Real News Public Relations*. Sarah has a firm grasp on successful marketing tactics and millennial outreach strategies.

Sara's home club with Rotary is the *North Texas Pioneers Club* located in Plano, Texas. This is one of the newest clubs in 5810, formed by former RYLarians! She joined four years ago and enjoys bringing her son, **Caleb**, to

meetings. Caleb's favorite part of Rotary is ringing the bell, saying the Four-Way Test, and eating crab claws at the meeting place, *The Greek Isles*.

Sarah was "*honored and blessed to be here today*," out of her usual role as client chaperone. She joined Rotary in 2012 having been invited by her dad and discovering an "*overwhelming sense of community*. And if there's always this much food at Rotary, I'm in!"



Her message today was that "*social media is a free way to get the word out*," because you can

- Easily connect
- Get club exposure
- Reach more *people* (read "*millennials*")

The Rotary Wheel is universally recognized not just by the 2,600 Rotarians in 5810. And "*my generation doesn't know what Polio is*," thanks to Rotary. So we must "*continue to [deliver] the Rotary message in fresh, new ways*."

We might have objections, especially "*I'm too old for this*," but "*seniors flock to facebook*" (it being the only way they'll keep up with their grandchildren). Driving home her point, she noted that the 2.95 **BILLION** users make **facebook** "*the world's largest country*," if it were a country.



Alternately, "*I'm too young for this*," but millennials desperately need all of you (elders) to reach out (and mentor them). The very concept of **Service Above Self** is "*attractive to non-Rotarians*." Samantha, for example, makes sandwiches for a soup kitchen. Sarah had her address the audience, and Samantha tutored us in creating a Group on **facebook**. Sarah told us to "*share information about your club*" in your **facebook** online profile.

From **facebook**, for example, you can learn that there's a Rotary Club in India that meets in a commuter railway train car. We were told to "*like*" the 5810 **facebook** page.



We were informed that page is where we can go “looking for all the awesome things clubs are doing.” AND we can get instructed to add PROUD MEMBER of Rotary banner to our **facebook** profile picture to let your “FRIENDS” know that you are a Rotarian. (It goes away automatically in a few days.)

You can also create events on **facebook** and invite family and friends thereto. It’s good for announcements, projects, awards, volunteer opportunities, and a myriad of other notices. You can browse **YouTube** for 5810 videos and seek out the *Rotary E-Club of North Texas*. 5810 maintains a “travelling videographer” who will take videos of your events.

Sarah pointed to the handouts on our tables that outlined things individuals and clubs can do to promote Rotary. They included such suggestions as

- Add a Rotary Wheel to your email signature line
- Invite community leaders to a meeting
- Make a club business card & brochure
- Use [www.meetup.com](http://www.meetup.com) to post club events and meetings
- Send out Club holiday greeting cards
- Post info on community calendars
- Guest on the Jeff Crilley radio show ([www.thejeffcrilleyshow.com](http://www.thejeffcrilleyshow.com))

Kristin surprised us (and perhaps Sarah) by streaming interviews live on **facebook**. Her interviews included one with **Herb Hoxie**, among the longest-tenured Rotarians (53



years), and **Jeff Beckley**, a newly-minted member. Its theme was “come visit and be part of Rotary.” Immediately, someone inquired, “Can you see how many viewers we got?” The answer was “anyone who was on-line at our website.”

**Patti Schwartz** asked the millennials Sarah had brought how much time they spent on **facebook**. The answer was “a lot!” They estimated it to be more than TWO HOURS per day!

**Kelly Palmer** asked how to track millennials, “What are their parameters?” The answer was that they must come to you, but it helps to put a millennial in charge. The creation and sharing of events will draw them as will the opportunity to network (with their peers) and the holding of a Happy Hour for “a bunch of volunteers.”

We have volunteer opportunities that will hold their interest: Hendrick, PIF, ArtFest, etc. We need only share these opportunities with Sarah who’ll advertise them broadly.

For her efforts today, she was awarded our highest honor: the non-Perpetual Desk Organizer. (Presumably Kristin and Samantha got one as well?)

**King David** announced next week’s program will involve DG **Bill Dendy**, who’ll meet with the Board in the hour before the meeting begins.



**Rutledge Haggard** had some sad news regarding **Wayne Hendrick**. After a couple of accidents, he has ended up at an Assisted-Living Center. After fighting it for weeks, he has now gone to Minnesota, near his family. We will not be receiving his current

address, as correspondence from us would encourage him to return. Rutledge will keep us apprised of his status.

After leading us in the Four-Way Test, **David** dismissed then reconvened us at 1:00 briefly to hawk tickets to a classic guitar concert courtesy of **Neil Matkin**, President of Collin College.



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2016-2017

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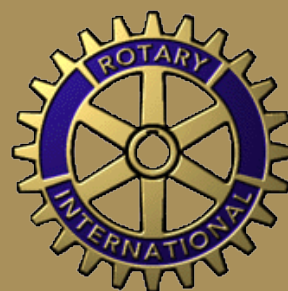
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Thank you Kenny Wilson

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#### Guests & Visiting Rotarians

##### Guest

Samantha

Kristin

##### Visiting Rotarian

Ramon Van

##### Guest of

Sarah Crilley-Hill

Sarah Crilley-Hill

##### Home Club

Addison

Please send photos and or contributions to share with the club in the Weekly Update to

[lpieper2@aol.com](mailto:lpieper2@aol.com)

Rotary activities/ volunteering, vacations, family additions or any interesting activities or events are welcomed.

**The more you share  
the more you connect!**

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