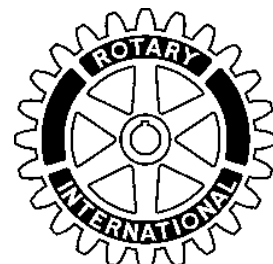


The Sunriser

Arlington Sunrise Rotary

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Vol. XXVIII No. 12

September 19, 2014

Rolling Hills Country Club

Today's Program

Rotary PR

Ray Champney

Ray Champney is president of Raymond J. Champney Enterprises, LLC and principal of The Alternative Board – Dallas Fort Worth (D/FW) Mid-Cities. Mr. Champney's career spans more than thirty-five years of successfully working at all levels of marketing and management including president of a medium-size advertising agency and CEO of his own agency. Mr. Champney's credentials include corporate America working with highly regarded New York international advertising agencies including BBDO, McCann Erickson, and Doyle Dane Bernbach. This corporate experience and the diversity of accounts worked on over the years served him well when he became the owner of an advertising agency in Dallas, Texas. Shortly after acquiring the Dallas operation, offices were opened in Mexico City and Puerto Vallarta to accommodate international clients.

For the past thirteen years; Mr. Champney, as owner of The Alternative Board (TAB) – D/FW Mid-Cities, facilitates monthly board meetings in the Dallas/Fort Worth Mid-Cities area. These are de-facto Board of Directors meetings made up of owners and presidents of companies. Real world, real-time issues are addressed at four hour monthly meetings that result in actionable recommendations. Testimony to the value received is evidenced by the fact that eighty percent of members have been in TAB for more than eight years and their respective businesses have realized measurable growth.

Memberships and past memberships include The Presidents Club, American Management Association (AMA), American Society of Travel Agents, Hotel Sales and Marketing Association International (HSMIAI), U.S./Mexico Chamber of Commerce, U.S. Chambers of Commerce. Mr. Champney is also very involved as a volunteer in the community in which he resides and currently serves as a councilman on the Bedford City Council.

Programs

- September 19** Ray Champney - Rotary PR
- September 26** Arlington PD - Social Media
- October 3** District Governor Visit

Greeters

- September 19** Debbie Hogan (1), John Hyde (2) Charles Kennedy, Karen Hirst
 - September 26** Hollis Lackey (1), Dwayne Lee (2) Craig Lidell, Byron Laasko
 - October 3** Chip May (1), Tom McGrew (2) Richard McKee, Richard Lucas
- (1) Prayer and Pledge (2) Introduce Visitors**

Finors

- September 19** Chris Wade
- September 26** James Watson
- October 3** Steve Willey

Upcoming Events

Event: District Membership Seminar
Date: Sep 20, 2014 at 08:30 AM - 02:30 PM
Location: Northside Baptist Church
 910 N Main St, Weatherford, TX

- 8:30** Registration Opens
- 9:00 to 9:15** Welcome: Larry Petrash and Kay Huse
- 9:15 to 9:30** An Overview of Last Year: Dave Hurt
- 9:30 to 10:00** Attracting the Best: Letting Rotary Grow Bright - Derrick Kinney
- 10:00 to 10:30** Introducing Rotary to the Community
 Kay Huse and Lance Winter
- Break 10:30 to 10:45**
- 10:45 to Noon** Making Membership Every Members
 Business Mendhi Audlin
- Lunch** Starting a New Club (20-30 minutes)
 Ross Patterson/Dub Hirst
- 1:00 to 1:30** 90 Days of Service - Derrick Kinney
- 1:30 to 2:00** The Secret to Club Growth Panel
 Discussion Max Morley Panel Chair
- 2:00 to 2:30** Closing Remarks - Dave Hurt/Larry Petrash