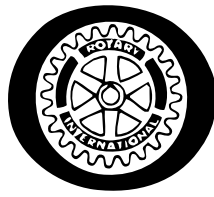


# FELL-O-SHIP



MONTHLY BULLETIN OF THE ROTARY CLUB OF WACO, TEXAS VOL. 57 NO. 3

**SEPTEMBER 5, 2011 – LABOR DAY HOLIDAY – NO MEETING**

September 12, 2011

Speaker:

**CARLOS SANCHEZ**

Subject:

**"Social Media in Business"**

Caterer:

**LA FIESTA**

Carlos Sanchez founded MilagroMedia in June after he was laid off as editor of the Waco Tribune-Herald, where he had worked for the past ten years. Sanchez viewed the lay-off as a forced sabbatical, a time to reflect on an industry in which he has worked for more than 30 years.



Carlos Sanchez

The birth of MilagroMedia is the result of this reflection and is based on the premise that all business must understand that there

are two types of media realities today -- legacy media and social media -- and ignoring either is done at your own peril.

While legacy media, particularly newspapers, can remain a place of mystery, Sanchez is on a campaign to educate business and nonprofit organizations about the power of social media and the need to integrate a viable communications strategy into every business's marketing strategy.

Carlos is the father of three children and is married to Sandra Sanchez, an assistant opinion editor at the Waco Tribune-Herald.



Ann Mirabito

Ann Mirabito is Assistant Professor of Marketing at Baylor University. She researches how consumers make complex decisions related to value (quality evaluations, price fairness, and risk perception). Her service marketing research is in the context of health care, where she has explored ways stakeholders can act to improve outcomes and value. Her work has appeared in Harvard Business Review, MIT Sloan Management Review, and Journal of Public Policy and Marketing as well as in medical journals including Annals of Internal Medicine and Mayo Clinic

Proceedings, and she has been interviewed by Voice of America and National Public Radio.

She holds a PhD from Texas A&M University, MBA from Stanford University and BA in Economics from Duke University. She has 15 years executive responsibility in large (Frito-Lay, Time Warner) and small organizations; in consumer and B2B; and nonprofit (Chamber of Commerce) and government (Federal Reserve Board).

September 19, 2011

Speaker:

**DR. ANN MIRABITO**

Subject:

**"What is the Hard Return on Employee Wellness Programs?"**

Caterer:

**GEORGE'S**

When Women's Basketball Hall of Famer Kim Mulkey accepted the position of women's basketball head coach at Baylor University a decade ago, few could have predicted the dramatic and prestigious transformation the program was about to undergo. In just 10 years at Baylor, the former All-American and Olympic Gold medalist has guided the Lady Bear basketball program to the pinnacle of women's basketball, the 2005 NCAA national championship, nine NCAA Tournament appearances and ten 20-win seasons. In addition, over the past six seasons, Mulkey has led the Lady Bears to two Final Four appearances (2005, 2010) and three Big 12 Conference titles.



Kim Mulkey

September 26, 2011

Speaker:

**COACH KIM MULKEY**

Subject:

**"A Preview of the 2011-2012 Lady Bears"**

Caterer:

**UNCLE DAN'S**

When Women's Basketball Hall of Famer Kim Mulkey accepted the position of women's basketball head coach at Baylor University a decade ago, few could have predicted the dramatic and prestigious transformation the program was about to undergo. In just 10 years at Baylor, the former All-American and Olympic Gold medalist has guided the Lady Bear basketball program to the pinnacle of women's basketball, the 2005 NCAA national championship, nine NCAA Tournament appearances and ten 20-win seasons. In addition, over the past six seasons, Mulkey has led the Lady Bears to two Final Four appearances (2005, 2010) and three Big 12 Conference titles.

## THEN AND NOW

1968



In May of 1968, Linda Brown, a sophomore at the University of Texas and a graduate of La Vega High School, was awarded a Rotary Foundation Undergraduate Scholarship to study for a year at the University of Cologne in Cologne, Germany. She was the first woman nominated by the Rotary Club of Waco for this prestigious scholarship.

2011



Linda (Brown) Light became a writer, actress, director, and producer, working in television, radio, and film.

She has written and performed her one-woman show, "Pansy Yount of Spindletop," since 1988. Her book, "Passions and Prejudice: The Secrets of Spindletop" was published in 1995. Linda returned to our club July 18, 2011 as the program, speaking on the legacy of Pansy Yount. You can learn more about Linda and her work at <http://spindletopbooks.com>.

### IN MEMORIAM



#### JACK W. JEFFREY

Born February 3, 1922  
Entered Club 1953, 1970 and 1996  
President 1974-1975  
Paul Harris Fellow 1981  
District Hall of Fame 1977  
Deceased July 31, 2011

## WACO ROTARY SCHOLARSHIPS

On August 15, 2011, Harold Rafuse, Chair of the 2011-2012 Waco Rotary Club Fund Scholarship Committee, presented checks of \$1,500.00 each to three outstanding local college students. Breann Gilchrest, Meredith Millard and Stephanie Simcox were awarded the 2011 scholarships. All three recipients are Waco natives.

Breann is the daughter of Arlene and Brian Gilchrest. She graduated from MCC with a 4.0 GPA and will begin attending Texas State University this Fall, majoring in Nutrition. Breann plans to earn her masters and doctoral degrees and work as a nutritionist with a special focus on proper nutrition for children.

Meredith is a senior at Baylor University, majoring in International Studies with a minor in Art History, with a 3.65 GPA. She is the daughter of Cynthia and Michael Millard.

Stephanie is also a senior at Baylor, majoring in Biology with a minor in Chemistry and a 3.92 GPA. She plans to become a genetics counselor specializing in pediatrics. She is the daughter of Michael and Deborah Simcox.

A huge "thank you" goes to this year's Scholarship Fund Committee: Noley Bice, Gary Coley, Crawford Long, Dianne Sawyer and, most of all, Chair Harold Rafuse. The committee received and reviewed 70 applications and interviewed 14 applicants. Please make a special effort to thank these hard-working Rotarians!



President Vicki Menard, Meredith Millard, Stephanie Simcox, Breann Gilchrest and Chair Harold Rafuse.



Recipients Breann Gilchrest, Stephanie Simcox, Meredith Millard and committee members Dr. Harold Rafuse (chair), Crawford Long, Dr. Dianne Sawyer, Judge Gary Coley, Jr., and Noley Bice.

### IN ACKNOWLEDGMENT

The Waco Rotary Club Scholarship Fund gratefully acknowledges memorial gifts from Mr. Bill Appleton Jr., Mr. Terrell Blodgett, Mr. Leo Bradshaw Jr., Mr. Garnell Cunningham, Mr. & Mrs. Charles Gervig, Mr. & Mrs. Ted Getterman, Mr. & Mrs. George Grubbs, Mr. & Mrs. John Haller, Mr. & Mrs. Gordon Hill, Mr. & Mrs. David Horner, Mrs. Dorothy Kendrick, Mrs. M.M. Key Jr., Mrs. John W. Melton, Jr., Mr. & Mrs. Dennis Myers, Mrs. James Scruggs, Mrs. E.M. Ware, Versalift Southwest, LLC, Time Manufacturing Company, Mr. David Landis, Mr. Paul Rugh, Mr. Ross Sams Jr., Mrs. Kaye Boyd, Mrs. Sarah Neel, Mrs. Janis McIntosh, Mr. & Mrs. Edgar Jablonowski, Mr. & Mrs. Paul Marable Jr., Mr. & Mrs. Mike Maher, Mrs. R.E. Baskin, Ms. Jan Morrow Skaggs, Mr. & Mrs. James Brothers, Mr. & Mrs. Jerrold Trim, Mr. Jeffrey Trim, Dr. & Mrs. W.D. Hunter, Jr., Mr. & Mrs. Horner Shelton, and Dr. & Mrs. Edwin Morrison.

To date, we have received over \$4,600 in gifts made in memory of Jack Jeffrey and Lawrence Lacy. We thank the families of these beloved and long-time Rotarians for designating the Waco Rotary Club Scholarship fund for memorial gifts.

*Happy 100th Birthday,  
Judge George Chase!*



Born September 28, 1911, George joined the club in 1952. His son Tom served as our president from 1986-87, and his grandson and namesake, George Chase III, is currently our Secretary-Treasurer. That is quite a Rotary legacy! Thank you George and best wishes from all of us at the Rotary Club of Waco!

**WELCOME NEW MEMBER**



**KATHERINE (Katherine) LOGUE**  
 Associations  
**ROTARY CLUB OF WACO**  
*Executive Secretary*  
 1716 N. 42nd St., Waco, TX 76710  
 254-776-2115  
 Birthday: April 27  
[office@wacorotary.org](mailto:office@wacorotary.org)

Katherine so enjoyed acting as interim executive secretary, she decided to come on board permanently. She will be in the Rotary office 20-25 hours each week. In addition to her Rotary duties, Katherine is an attorney with her own legal recruiting business. She is married to Dr. Jack Hill, professor of Ethics and World Religions at TCU.

A proud product of the Waco public schools, Katherine graduated from the University of Texas at Austin and Baylor Law School. She previously served as a staff attorney with the Tenth Court of Appeals and was the Director of Career Services at Baylor Law School where she also served as an adjunct lecturer in Appellate Procedure and Legal Writing. Community involvement has included Waco Habitat for Humanity, Family Counseling & Children's Services, and the Cameron Park Zoo.

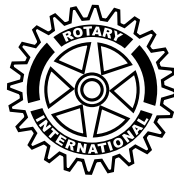
**WELCOME RETURNING MEMBER**



**MARY H. (Mary) CUNNINGHAM**  
 Hardware  
**HEART OF TEXAS HARDWARE & LUMBER**  
*Manager*  
 2504 LaSalle, 76706  
 754-5658  
 518 Fairway Rd., 76712  
 Birthday: January 22  
[chardware@hotmail.com](mailto:chardware@hotmail.com)

Born in Washington, D. C., Mary grew up in Fort Worth. She attended McLennan Community College where she majored in Business. Mary is a member of the National Association of Home Builders. She has served as secretary of the Better Business Bureau, secretary of the Lumbermen Association of Texas and is past-president of the Providence Healthcare Center Auxiliary. She attends St. Jerome Catholic Church. Mary and her late husband, Richard, have five adult children, Matthew, Thomas, Annette, Alan and Randy.

Welcome back to the club, Mary!



**Looking for a Makeup Meeting?**

Area Rotary Clubs

- Tuesday WACO SUNRISE
- 7:00 A.M. Fellowship Hall, Central Presbyterian Church, 9191 Woodway Dr.
- Wednesday MCGREGOR
- 12:00 NOON Methodist Church
- 5th and Madison St.
- Wednesday WACO-LAKE BRAZOS
- 5:00 P.M. Barnett's Pub
- 420 Franklin Avenue
- Thursday NORTHWEST WACO
- 12:00 NOON Texas Life Annex
- 1000 Washington Avenue
- Electronic Make-Ups: [www.rotaryclubone.org](http://www.rotaryclubone.org)

**MAKEUPS DURING JULY**

**July 11**

Ballew, Cathey, Cherry, Courtney, E. Davis, Deering, Dow, H. Getterman, Ginsburg, Greaves, Gruetzner, Havens, Humphreys, Jones, McGregor, McReynolds, O'Beirne, Reed, Reeder, Schreiber, Shelton, Slette, Sprague, Stone, Willie

**July 18**

Adkins, Ballew, Bostick, Cathey, Chase III, Cherry, Courtney, C. DeCluitt, Deering, Dossett, Dow, Edwards III, D. Evans, M. Fadal, Fanning, Graves, Harris, Humphreys, Mann, Metz, Ramsey, Rushing, Schreiber, Slette, B. Smith, Spelman, Stone, Stuckly, Jr., Willie

**July 25**

Back, Ballew, Bostick, Bounds, T. Brown, Cates, H. Cross, D. Davis, E. Davis, C. DeCluitt, Deering, Dossett, Dow, Edwards III, Erwin, Evilia, M. Fadal, Grayson, Holt, Kroll, Mankin, Mann, Martin, Mathias, McKown, Mesa, Newkham, B. Perry, Roznovsky, Schwartz, Slette, Stewart, Jr., Stuckly, Jr., Taylor III

**JULY 100%'ERS**

- Abdalla, Adamson, Adkins, Allison
- Back, Bailey, Jr., Ballew, Beavers, Borchardt,
- Bounds, Bozarth III, T. Brown, Buchanan, J. Burleson
- Cathey, Closs, Corwin, Courtney, Cragen
- D. Davis, Dawson, DeCluitt, C., Deering, Dietz, J.,
- Dossett, Dow, C. Dunham, C. DuPuy, V. DuPuy
- Edwards III, Englander, D. Evans, Evilia
- M. Fadal, W. Fadal, Fanning, Ferguson, Fielder,
- Folmar
- Gervig, Graves, Grayson, Greaves, Gruetzner,
- Guyer
- Haferkamp, Hall, Harelik, Harris, Havens, Hawes,
- Hayes, Heller, Henderson, Henson, Holt, Holze,
- Humphreys
- Jablonski, Jezek, B Johnson, A. Jones
- Keahey, Kelly, Khoury, Klaras, Kroll
- Laing, Jr., Lanning, Jr., Levy, D. Lewis, Long
- Mangum, Mankin, Mann, Mathias, Mayes,
- McCluskey, B. McEachern, McKown, McReynolds,
- Menard, Michael, Ed. Morrison, Ev. Morrison
- Neatherlin, Newkham, Nowlin
- O'Beirne
- Pagel, R. Perry, Piper, Pleitz
- Rafuse, Reeder, D. Riley, J. Riley, Roach, Robb,
- Roznovsky
- Sawyer, Scheel, Schreiber, Schroeder, Schwartz,
- Shelton, J. Smith, Jr., Spelman, Springer, G. Staas, L.
- Staas, Stewart, Jr., Stroman, Stone, Strother, Stuckly, Jr.
- D. Taylor, Teague
- Vaughan, Jr.
- Walker, B. Williams, Willie, Wood, D. Worley, F.
- Worley

See an error in your attendance record? Call or e-mail Katherine at 776-2115 or [office@wacorotary.org](mailto:office@wacorotary.org). Occasionally an attendance or a "make up" meeting slips through the cracks. Just let the office know the date (and place of your make up, if it is a makeup) and your attendance record will be corrected.

**THE 4-WAY TEST  
 OF THINGS WE THINK,  
 SAY OR DO**

1. IS IT THE TRUTH?
2. IS IT FAIR TO ALL CONCERNED?
3. WILL IT BUILD GOODWILL AND BETTER FRIENDSHIPS?
4. WILL IT BE BENEFICIAL TO ALL CONCERNED?

## INFORMATION YOU CAN USE

Club's Email Address      office@wacorotary.org  
Club's Website              www.wacorotary.org  
District 5870 Website      www.rotarydistrict5870.org  
Rotary Intl Website        www.rotary.org  
eClub One Website        www.rotaryclubone.org

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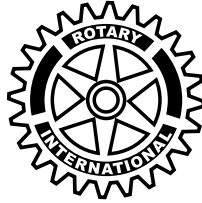
### HAPPY BIRTHDAY TO OUR SEPTEMBER ROTARIANS

Amber Adamson	Donovan McNeil
Kyle Ballew	Lewis McReynolds
Gaylan Beavers	Pat Murphy
Mercer Buchanan	Richard Perkins
George Chase	Andy Powell
Herb Cross	Don Riley
Hank Fielder	Chet Scheel
Jim Haller	Honor Shelton
Alan Hensel	George Springer
K. Paul Holt	Jack Thomas
Will Jones	Homer Trevino
Debbie Keel	Fred Worley

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### JULY STATISTICS

Membership Total, July 1, 2011	299
Membership Total, July 31, 2011	298
Monthly Gain/Loss:	-1
Number of Meetings Held:	3
Attendance Average:	70.5%
Deceased:	Jack Jeffrey, July 31, 2011



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EXECUTIVE SECRETARY, Katherine Logue

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