

## The President's Corner

...by Patricia Deeds

Cedar Hill Rotary Club 2009-2010 Officers	
President	Patricia Deeds
President-Elect	Jerry White
Vice-President	Denis O'Neil
Secretary	Anita Hall
Treasurer	Larry Horner
Sergeant-At-Arms	Jon Williamson
Past President	Errol Haylow

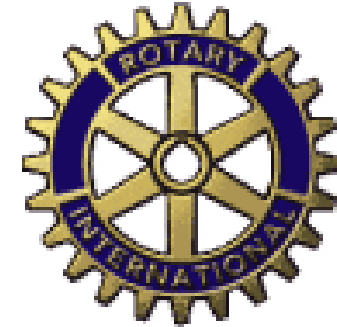
  

Cedar Hill Rotary Club 2009-2010 Directors	
Club Administration Chair	Roy Wilson
Club Service Chair	Stacey Copeland
Club Membership Chair	Randal Jordan
Club Community Service Chair	Pat Bonds
Blood Drive Chair	Allison Thompson

## Rotary Club of Cedar Hill

### Service Above Self

July 29, 2009



### Birthdays

Janet Herbold	July 3
Jerry White	July 14
Lee Ruth Bryant	July 18
Donna Sellers	July 30

### Community Events

August 13—Cedar Hill Food Pantry's Fashion With Flair" Luncheon

September 12—CHISD Education Foundation Gala "High Heels and Harleys"

September 13—Friends of the Tri City Animal Shelter Gala

### August Speaker Calendar

August 5 – Ms. Phyllis Stewart, Cedar Hill Museum of History

August 12 – Mr. Bill Perryman – Rotary Foundation

August 19 – Club Meeting

August 26 – Mr. Jim Atkins, Chair and Creator of the Rotary Club of Dallas' Mentoring Program

Rotary Club of Cedar Hill

P. O. Box 1006  
Cedar Hill, TX 75106  
[www.cedarhillrotary.org](http://www.cedarhillrotary.org)

Our club meets at 7:00 a.m. Wednesdays  
Cedar Hill Recreation Center  
310 E. Parkerville Rd.



### Mission

The mission of Rotary International, a world-wide association of Rotary clubs, is to provide service to others, to promote high ethical standards, and to advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

**The Four-Way Test** of the 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?

# Week of July 29, 2009—What's happening at Rotary?

## Guest Speaker—Jack Allday

Business executive, writer, educator, musician -- Jack Allday's interests, expertise and experience are as complementary as they are eclectic.

A 1964 graduate of Southern Methodist University (BBA/Marketing), after graduation Jack did account management and public relations work for the Workman advertising agency in Dallas. Called into the military in 1966,



he graduated at the top of his Army Officer Candidate School class, volunteered for and was decorated in Vietnam, and was honorably discharged in 1969. In late 1970, at the age of 29, he founded the Allday & Associates advertising agency. In 1985 he reengineered the agency into a consulting practice (Task Force Allday) which he has managed since.

Mr. Allday is also a respected copywriter whose work has been recognized in numerous national creative competitions. His "Advertising Is The Last Thing You Should Do" presentation, which deals with advertising and marketing planning, has been delivered to numerous professional groups throughout the Southwest. Since 1993 he has taught at Northwood University in Cedar Hill (Dallas). He is Chair of the Department of Advertising Studies and is a recipient of both the Faculty Excellence Award and Wall Street Journal Award.

Professor Allday will be presenting "Advertising: Where it's been, Where is it, Where it's going". Professor Allday can be contacted via email at [jallday@northwood.edu](mailto:jallday@northwood.edu).

## August is Membership Month!

Where is our Club's Future coming from? August is Membership Month for Rotarians - but what does this really mean?

Below are some practical tips regarding the "why?", "who?", "how?", and "what?" we need to pay attention to in order to increase our Clubs' membership.

**Why is membership important?** More hands to work on projects, more ideas for new projects, more networks to draw upon, more diversity within our club, more opportunities for business networking, more spreading of responsibility

**Who is our next member going to be?** Each of us who have joined Rotary did so for different reasons - but we almost all have one thing in common - someone invited us to come along and see what it's all about. And right now there's a potential member out there that just needs that same invite - Rotary membership starts with YOU!

**How do you get someone interested in joining?** The values, beliefs and passions that drive our actions as Rotarians are very often shared by non-Rotarians - Rotary simply provides an outlet and vehicle for us to pursue each of these in a productive, efficient, fun and meaningful way with the help of individuals with similar interests.

**What's in it for them (and you)?** The opportunity to serve, professional networking, personal growth and development, friendship, cultural diversity, good citizenship, world understanding, entertainment, future generations, ethical environment, and more!

## District Governor Visit



Dave McSpadden was born and raised in San Angelo, Texas. Dave's career in being of service started with the role model of his parents in the community and in church.

Dave has been in the construction and development industry since 1970. He has been living in Waxahachie, Texas since 1984 when he started McSpadden Development Corporation where he still serves as President and C.E.O. Today his company operates as MCC Design-Build is a designer, general contractor and renovator of hotels in Texas, Louisiana, and Oklahoma.

Dave and Marilyn met over the telephone and arranged a "blind date" with each other a year later. They were married on Labor Day, 1983, on top of a mountain in Vail, Colorado and began their life adventures together that continue to this day. Marilyn, who was born and raised in Fort Worth, Texas, began working in partnership with Dave in their construction and development business. Marilyn is also the Managing Director of their property management company.

When Dave and Marilyn moved to Waxahachie in 1984 he immediately joined the Rotary Club of Waxahachie. Dave is excited and grateful for the opportunity to serve the District and share his passion for Rotary with the Clubs and fellow Rotarians of District 5810 as District Governor 2009-2010.