

2A



This is my generation

10A



Recover and overcome

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Around town



# PLANO insider

In the Community. With the Community. For the Community.

SUNDAY, JUNE 7, 2009

DON'T BE LEFT OUTSIDE THE insider

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## MAKING A SPLASH



SUBMITTED PHOTOS

The three-year-old preschool class at Faith Lutheran School in Plano recently enjoyed "preschool splash week" as a way to celebrate the end of the school year and to tie in with the classes' study of water and the ocean. Students walked through cold red and blue Jello, played with wet sand and enjoyed sprinklers and swimming pool time as a way to explore textures, sensations and the properties of water.

**Top,** Elizabeth Koch of Plano tests the feel of cold Jello.

**Bottom,** Faith Brackney, Jace London and Anthony Barone take a dip.

## One of Plano's finest hits the big screen

By Stephanie Flemmons  
Staff writer

A Plano firefighter was selected to take part in an American Red Cross inspired movie portraying the potential affects of a tornado hitting the Metroplex.

Joey Fernandes, firefighter, auditioned for the film and was the emergency personnel selected out of 50 people.

"I always joked around about being able to act," Fernandes said. "I guess I gave them what they were looking for. Now I do think I'm Robert De Niro."

Fernandes' part in the 18-minute film, titled "F5," consists of one line and acting the part of a fireman — easy, considering that is what he does on a daily basis.

In the scene, he is at the shelter at the Red Cross Dallas, after an F5 tornado devastated the Metroplex. Fernandes described the scene as chaotic and people in down moods. A boy on a



SUBMITTED PHOTO

Joel Fernandes and his girlfriend Brittnee Rodriguez pose outside a movie premier Thursday. Fernandes debuted in his first film benefiting the Red Cross of Dallas.

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## Sub shop celebrates grand opening with fundraiser

By Felicia Tsung  
Staff writer

Father and son Steve and Adam Zeigler are no strangers to running a successful sub shop. And next week, they will bring their experience to a new addition with the opening of a second Jersey Mike's Subs in Plano.

Located at 8100 Dallas Parkway, Jersey Mike's Subs will mark its grand opening starting on June 10 with a five-day fundraiser until June 14, in a partnership with Minnie's Food Pantry. Free regular subs will be offered in exchange for a promotional coupon and a \$1 donation. Hours of operation are from 10 a.m. to 9 p.m.

Jersey Mike's Subs began as a small sandwich shop along the Jersey shore more than 50 years ago and became famous for its quality ingredients and friendly service. Now a franchise with more than 350 restaurants all over the nation, Jersey Mike's continues to offer Northeast style subs with freshly baked bread and ingredients, all assembled to order.

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## Plano artist selected for Austin Art Space exhibit

By Jake Kemp  
Staff writer



PHOTO COURTESY OF AUSTIN ART SPACE

Plano artist Eva Hemmi's relief art, 'Sugar Cowgirl,' was selected for Austin Art Space's 'What Texas Means to Me' exhibit.

Plano artist Eva Hemmi has had one of her sculptures selected for Austin Art Space's "What Texas Means to Me" exhibit. The juried show is based on the artist's personal impressions of Texas. It will run from July 10 to August 22 at the Austin gallery.

"Sugar Cowgirl" is one of 36 art pieces chosen from more than 100 entries from artists all over the country.

"We are exceedingly pleased with the quality of the work submitted," said Valerie Walden, co-founder and director of Austin Art Space, in a statement. "This show is not bound

by conventional definitions of Texas, though some are traditional to be sure. Rather, it reflects an array of visualizations that address tangible and intangible aspects of Texas. Response has been so positive that 'What Texas Means to Me' will become a permanent part of our gallery calendar."

Hemmi submitted three works from her series of five low-relief bronze sculptures that depict cowgirls. The chosen selection is a classic profile of a cowgirl with her hat on.

"You know, you see a lot of artwork with cowboys everywhere. So I started doing some research and found some old postcards with depictions of cowgirls," Hemmi said. "I noticed that they would do things to decorate their outfits, like use fringe and all sorts of

things to make themselves look more feminine. But the hats were always left untouched."

Hemmi said this is in contrast with the typical cowgirl hats of the present, which are usually very glitzy and highly decorated.

Hemmi, who graduated with a degree in sculpting from UNT, said she started doing low-relief bronze sculptures to generate some cash in a down economy.

"I'm a bronze sculptor, but I don't have the funds to get things bronzed right now, so I have been doing these reliefs," she said. "I really have been getting a lot of bang for my buck with these though, because I have them on

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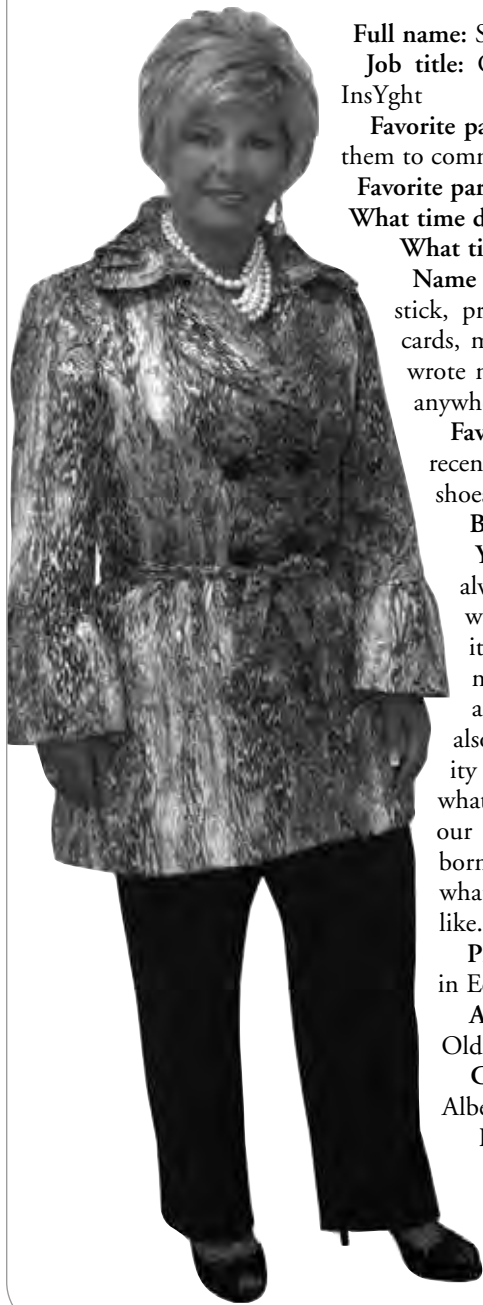
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# insidePULSE

## MOVERS & SHAKERS

# Sherri Elliott

CEO, Optimance Workforce Strategies/Gen InsYght



**Full name:** Sherri Lynn Elliot  
**Job title:** CEO, Optimance Workforce Strategies, Gen InsYght

**Favorite part of your job:** Working with people, helping them to communicate and get along

**Favorite part of your day:** Morning

**What time do you wake up in the morning?** 5 a.m.

**What time do you go to sleep?** 9 p.m.

**Name five things that are in your purse:** Chanel lipstick, probably four tubes of lip gloss, my business cards, my friend gave me a Mont Blanc pen when I wrote my book for my book signing and I never go anywhere without that

**Favorite clothing designer or place to shop?** Until recently, it was anywhere, then I started buying shoes at Neiman's.

**Birthday:** Sept. 15

**Your philosophy on age:** I just turned 40 so I always tell people I'm 40 and fabulous because it wasn't a big deal to turn 40. I actually celebrated it. That puts me in the Gen X age but I think more like a Baby Boomer. You have your generation and that depends on your birth date, but also I think you have your generational personality which is how you were raised. I think that's what also defines us as people in the workplace in our generation. Even though you may have been born within a certain age doesn't mean that that's what your generational personality is going to be like.

**Place born:** Toronto, Canada, and I was raised in Edmonton, Alberta

**Are you a youngest, middle or oldest child?** Oldest of four

**College or university attended:** University of Alberta

**Favorite home-cooked meal:** Pork tenderloin

**Favorite dessert:** Strawberries and cream

**Vegetable that you won't touch:** Guacamole

**The last time that you got all dressed up in evening wear:** In Cancun

**Favorite band/singer when you were 20:** Bryan Adams

**Favorite band/singer now:** John Legend

**Something almost nobody knows about you:** I have two tattoos.

**Something you're known for:** Probably the fact that I don't sleep. I'm always in action which is why I have two businesses and wrote a book.

**In your new book, "Ties to Tattoos, Turning Generational Differences into a Competitive Advantage," you address the different generations in the workforce right now. What are those four generations?** Traditionalists, which are the older workers. Typically they are in their 60s and they're still in the workplace. Baby Boomers, which are in their late 40s to 50s. Gen Xers, which are in their 30s to 40s. Millennials – between 9 and 23 – I call them the trophy babies because they were born with a trophy in their hand. Some people call them the Gen Y, or as I like to say 'why, why, why.'

**What are some of the advantages of having a broad spectrum of generations in a company?** Bring your employees together. And you need to have someone from every generation and you have to be able to show where the advantages are – you have technology, you have company job knowledge. Think of somebody who's been there for 20 or 30 years, all the wonderful knowledge they have and things they can share with the people who have none but have come in with the creative energy and the technology. They can actually bring down the barriers and talk about it and share with each other.

**How can that be challenging for employers?** There has to be an incentive and they have to understand that it's a safe place. The employer has to realize there is a competitive advantage over all other companies if they can embrace the fact that there's generational challenges in the company. It's kind of like succession planning – you have Traditionalists leaving, you have Baby Boomers leaving. The younger workforce is there ready to go but if they don't take some of that knowledge and share it, who's going to be the one that's going to lose? It's the employer.

**What inspired you to write a book on this subject?** My daughter worked for me when I was at Snelling and she was fired by me three times. I was the VP of HR and risk and we had 55,000 employees and she was always bored or getting caught reading her book at her desk. Instead of us understanding why she was bored, we didn't actually address it. We'd just end up letting her go. She said filing was the worst thing she could have ever done and instead of expressing that, there was a miscommunication. What we kept seeing in the workplace is the younger employees are always wanting to stay motivated. They're willing to share their knowledge. It seemed to be the older workers were annoyed being interrupted and asking for more to do or they felt like their jobs were being threatened by this very excited, very bubbly younger workforce who had all this energy and they weren't trying to hone in on these projects.

Have you noticed inflamed or red, raised bumps on your dog's skin?



Is your dog's skin itchy and scaly?  
Have you noticed hair loss?

If you've answered yes to any of these questions, your dog may qualify for a FREE study treatment and owners will receive at least \$ 150 for completing the study if your dog qualifies.

**Custer Mc Dermott Animal Hospital, Allen, TX,** Animal Hospital is currently participating in a clinical trial investigating a new drug for treating secondary superficial pyoderma in dogs. We are looking for potential candidates to enroll in this study.

Eligible dog candidates must meet the following criteria\*:

- Minimum age of 12 weeks
- General good health
- Have superficial bacterial pyoderma

\*Additional enrollment criteria exist.

This is a 5-week study, consisting of 6 clinic visits. Included in this study are FREE study-related physical exams, blood testing, urinalyses, and wound cultures. Participating in the study is FREE and owners will receive at least \$ 150 for completing the study.

For more information and to see if a dog you know may qualify for this trial, please talk with **Jimmy Hayley or Dr. David Cinclair** (972) 390-9273.

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Calling All Charities!  
We want to help your non-profit organization, school or church raise money

CHARITY SHOPPING DAY

Saturday, August 1  
at our brand new Macy's store  
at The Village at Fairview

we're celebrating our grand opening  
with a fabulous day of private shopping  
that benefits YOU

**It's easy: you sell the tickets; you keep the proceeds**

You'll receive special admission tickets with valuable shopping passes to sell for \$5 each.

You keep 100% of the proceeds of what you sell.

Plus, the organizations that bring in the most attendees will get an additional donation.

**Your guests receive a sneak peek at our brand new store**

and a big **25% off shopping pass\***

When guests shop for your cause on Saturday, August 1 at

Macy's at The Village at Fairview,

they'll receive exclusive savings not available to the public on almost all\* of their purchases.

\*25% off apparel & accessories. 10% off home items. Exclusions apply; see shopping pass for details.

**Here's all you need to be a part of the fun**

\*Schools, churches & non-profit organizations with 501(c)3 status are eligible to participate.

Organizations will be required to submit a W-9 form to receive charity day door proceeds and incentive awards.

To receive an application and for more information, please email [macyscharitydayat@comcast.net](mailto:macyscharitydayat@comcast.net) or call 1.866.226.0449.

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