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The Rotary Fountain, Downtown Beaumont

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## Congratulations, Chuck Mason! RI District 5910 Governor Elect Nominee



**Charles Edward Mason, Jr.** to lead our District as Governor in 2006-07.

Chuck, a twenty-two year member of the Rotary Club of Beaumont, along with his fellow Rotarian wife, **Becky**, heads up Mason Construction, Ltd. He has been heavily involved in the Rotary Club of Beaumont as well as his community, having served on the United Way Board, Beaumont Community Players, Young Audiences of SE Texas, Family Services of SE Texas, the Better Business Bureau of SE Texas and the Symphony of SE Texas.

In Rotary Chuck has been an Assistant Governor for two years, a club President and Secretary, Camp Enterprise Chairman, Sergeant-at-Arms, Projects Committee

*(Continued on page 2)*

## Head Table



INVOCATION  
**BILLY KINNEY**



PLEDGE  
**ROBERT HICKMAN**



4-WAY TEST  
**GARY MARKS**



GUEST INTRODUCTION  
**ROBERT THOMPSON**

**From the chef: Spaghetti**



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# Birthdays

## 2<sup>nd</sup> Maurine Gray (95)



Director of Community Services, City of Beaumont  
Born in Galveston, She is a graduate of Northeast Louisiana State University and North Texas State University. She is a member of First United Methodist Church. She enjoys antiques, her pets and civic work. Maurine is a Paul Harris Fellow

## 3<sup>rd</sup> Steve McGrade (03)



Owner, Able Fastener  
Born in Pasadena, he and his wife Nancy are the parents of Harris and Zan, and are members of St. Mark's Episcopal Church. He enjoys hunting, fishing, skiing, hiking, family and church.

## 3<sup>rd</sup> Sheri Arnold (99)



President, Coldwell Banker Commercial - Arnold & Associates  
Born in Orange, she is a graduate of Sam Houston State University. She and her husband Eddie are the parents of Holly and Carolann, and are members of Forest Park Methodist Church. She enjoys playing golf and racquetball. Sheri is a Paul Harris Fellow.

## 3<sup>rd</sup> Sharen Kirksey (89)



Designer, Ethan Allen  
Born in Dayton, she is a graduate of the University of Texas and Parson's School of Interior Design of New York. She and her husband Leonard Juncker are members of Westgate Church of Christ. She enjoys traveling and entertaining.

## 3<sup>rd</sup> Polly Matlock (98)



Administrator, Horizon Health Care Services  
Born in Silsbee, she is a graduate of Lamar University. She and her husband Robert are the parents of Kristi Ann and Derrick Lee, and are members of Westgate Memorial Baptist Church.

## 7<sup>th</sup> Becky Ames (98)



Executive Director, Atria Senior Living Group - Collier Park  
Born in Newport News, Virginia, she attended Texas A & M University. She and her husband Rodney enjoy traveling, cooking and gardening.

## Rotary Club of Beaumont Resolution of Memorial Tribute In Memory of Robert A. Swerdlow, Ph.D. 1947 - 2003

Robert A. Swerdlow, Ph.D., a lifelong resident of Beaumont, Texas, died on October 24, 2003, at the age of fifty-six. Born on January 12, 1947, Robert was the son of Nathan Swerdlow and Eva Adler Swerdlow. He attended Beaumont schools, graduating from Beaumont High School in 1965 as well as graduating from Lamar University with a Bachelor of Business Administration in Marketing (1970) and a Masters of Business Administration (1971). In 1976, Robert received a Ph.D. from the University of Arkansas, Fayetteville, and returned to Beaumont in 1978 to work at Lamar University. Robert joined the Rotary Club of Beaumont on July 25, 1979.

Robert was the Associate Dean, Coordinator of Graduate Studies, and a Professor of Marketing at Lamar University's College of Business. Over the years that Robert was affiliated with Lamar University, his responsibilities changed from Assistant to Associate to Full Professor of Marketing and twice served as an Interim Dean of the College of Business. Prior to coming to Lamar, he was an Instructor of Marketing at Stephen F. Austin University in Nacogdoches, Texas, and at the University of Arkansas in Fayetteville, and an Assistant Professor of Marketing at Drake University in Des Moines, Iowa.

Robert published over sixty educational articles on a wide range of marketing topics, including sports, medical, dental, and pharmaceutical marketing and lawyer advertising as well as effective leadership, ethics, and social responsibility. In addition, he presented over forty papers and speeches at local, state, and national professional meetings and conferences. He also reviewed numerous business education books and texts related to marketing and retail management and served on the editorial review boards of five marketing journals.

At Lamar Robert served on numerous University, college and departmental committees. He also chaired twenty thesis committees for MBA students. Most importantly, he served as a role model and mentor for his students and was proud of their accomplishments. He stayed in contact with many of his students and was successful in making a difference in their lives.

Robert Swerdlow is known for his service-above-self. He was appointed by Former Governor George W. Bush to serve as Chairperson of the Texas Council on Purchasing from People with Disabilities (1995-2001). Robert served as president of the Rotary Club of Beaumont, Temple Emanuel, and the Board of Beaumont Neurological Hospital. He was also Chairman of Goodwill Industries of Southeast Texas and the City of Beaumont Sister City Commission. In addition, he served on the following Boards: Beaumont Chamber of Commerce, Alpha Kappa Psi Business Fraternity National Foundation, Goodwill Industries International,

Beaumont Convention and Visitors Bureau, A.W. Schlessingers Geriatric Center, Beaumont Main Street, First Federal Savings and Loan, United Way of North Jefferson County, and Lamar's Cardinal Club.

Recognized during his life for his outstanding service, Robert received the following honors: Phi Kappa Phi Professor of the Year (1990), Julie and Ben Rogers Community Service Award (1989), John Sparks Fellow of Alpha Kappa Psi Business Fraternity, Paul Harris Fellow of Rotary International, and Rotary District Hall of Fame. He was also a member of various national business honor societies, such as Beta Gamma Sigma, Sigma Iota Epsilon, Omicron Delta Epsilon, and Phi Kappa Phi.

In addition, established after his death as a tribute to the life of Robert Swerdlow, the Beaumont Chamber of Commerce renamed its Small Business Person Award to honor him, naming it the Dr. Robert A. Swerdlow Small Business Person of the Year Award. Honored by Lamar University's College of Business, he was inducted into its Hall of Fame. And donations made in his memory endowed a marketing scholarship in his name at Lamar University's College of Business.

Besides serving others, Robert loved music, dancing to its beat or keeping pace with it as he walked through his neighborhood. He also loved talking and telling stories, leading services in the Kol Israel Chapel of Temple Emanuel and singing in his fullest voice with the Congregation. In addition, Robert loved sports and traveling with his family.

Robert's personal legacy was the love that he gave his family who survive him: his loving wife, his partner, his soul mate of twenty-four years, Marleen Roosth Swerdlow; their son Matthew Harper Swerdlow; and Robert's parents Eva and Nathan Swerdlow. Other family survivors include siblings-in-law Priscilla and Thomas Roosth of Houston and Cynthia and Michael Wolf of Beaumont; his nieces and nephews Leanne and Mike Svec of Dallas, Natalie and Brett Barth of New York, Sallye Wolf of Houston, and Ensign Marc Wolf, U.S.N.; and great-nephews Derian and Cameron Svec. Other family members and friends also remember Robert.

Robert is missed for his articulate vision and for his selfless service to our community. He is especially missed by Rotarians who looked to him as a sounding board and for his solid advice, counsel and leadership throughout the twenty-four years of Robert Swerdlow's perfect attendance in the Rotary Club of Beaumont.

*Now, Therefore, Be it Resolved that the members of the Rotary Club of Beaumont express sorrow at the death of Robert A. Swerdlow, Ph.D., and extend sympathy to his family as an expression of sincere feeling at the loss of a dear friend and longtime member of this Rotary Club.*

*And, Be it Further Resolved that this resolution is spread across the minutes of this Rotary Club, and that a copy be furnished to his family.*

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Meets Wednesdays at Noon

**Future Programs**

**September**

8<sup>th</sup> Dr. Carroll Thomas, BISS  
15<sup>th</sup> Renee McCabe, Literacy in Africa  
22<sup>nd</sup> Dr. Jimmy Simmons

**Make-ups**

**Monday:**

No. Port Arthur.....Holiday Inn Hwy 69  
Vidor.....Hibernia National Bank

**Tuesday:**

Spindletop.....Holiday Inn 11th St.  
Orange.....Sunset Grove  
Port Neches.....Pompano Club

**Wednesday:**

Groves.....Pompano Club

**Thursday:**

Port Arthur.....Holiday Inn Hwy 69

**Friday:**

Nederland.....Sanderson's

On-line: [www.rotary5450.org/eclub](http://www.rotary5450.org/eclub)  
(limit 3 times in each quarter)

**Program**



**Jack Crawford** and Richard James III will present a review of the last private U.S. Antarctic expedition. The Ronne Antarctic Research Expedition departed from the Port of Beaumont on a ship christened "The Port of Beaumont" in 1947. The expedi-

tion was a major historical event and was scientifically significant in many ways.

There will be a reunion of the surviving members of the expedition and their families on November 11<sup>th</sup> in Beaumont to celebrate the opening of the Ronne Expedition Exhibit at the Clifton Steamboat Museum.

**Program Review**

It is a smart speaker who not only keeps his audience's attention with humorous stories, but also plies them with delicious ice cream.

**Travis Brewer** introduced our speaker, Ricky Dickson, General Sales Manager for Blue Bell Creameries. Mr. Dickson graduated from Baylor University where he studied journalism. Starting with Blue Bell in 1981 he worked his way up from Territory Manager in Dallas to his current position with the company. In his presentation he covered the history of Blue Bell, its products and the corporate philosophy he credits with much of their success.

Originally founded as the Brenham Creamery in 1907 the company's first product was butter. In 1911 they produced their first ice cream and in 1930 the name was changed to Blue Bell Creameries following a pattern seen in the industry at that time of adopting flower names for dairy product firms.

In 1969 the company introduced Homemade Vanilla, their most popular flavor, and the same product the Club's members were treated to at lunch.

The Beaumont branch of Blue Bell Creamery was opened in 1973 when the company was still doing business exclusively in Texas. It was 1989 before they "found the door out of Texas", and today Blue Bell is available in 14 southern states. They proudly hold 54% of the Texas market for ice cream products and maintain significant market shares in the other states in which they operate.

*(Continued from page 1)*

Chair, Program Chair, Hunger Plus Club Chair & District Committee Chair, Club RYLA Chair and on the District RYLA Committee as well as having attended numerous District Conferences, Assemblies and other District meetings and three International Rotary Conventions.

With Chuck's extensive management, community and Rotary experience, the Committee expects our District to be under fantastic leadership in 2006-07.

Mr. Dickson briefly outlined the steps involved in the production of their ice cream, especially the quick freezing and the continuous temperature control maintained over the product from the production facility to the retailer. He proudly told the audience that, despite significant increases in the cost of milk, Blue Bell continues to package its product in full half-gallon cartons instead of downsizing as many competitors have done.

Talking at some length about the corporate philosophy at Blue Bell, Mr. Dickson distilled it to four key points. The first point follows the Golden Rule that you treat the customer as you hope you would be treated. The second point is that it is critical to provide good value because good customers recognize value and will pay for it. Service is the third part of Blue Bell's philosophy. Provide good service to everyone downstream. And lastly, Mr. Dickson admitted that even people who make ice cream for a living can have a bad day, but a positive attitude is critical.

There were a number of very good questions for Mr. Dickson following his talk. In one answer he explained that the company develops five to seven new flavors each year which are test marketed for a three month period. After three months they are evaluated and if demand warrants they are entered into the product rotation.

The club sincerely thanks Mr. Dickson for his presentation and Travis for organizing the program. Come back anytime...the ice cream was delicious!

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