



# The Beaumont Rotary Club

Club No. 72 - Founded February 28, 1913



Mon Jun 06, 2011

Home

## Speakers

Jun 08, 2011

[Coach Pat Knight](#)

Introducing Lamar's new Basketball Coach

Jun 15, 2011

[Jim Clark, Lutcher Theatre](#)

Presenting Broadway in Southeast Texas

Jun 22, 2011

[Rotary Awards](#)

Jun 29, 2011

[Swan Song for President Bobbie](#)

[View entire list...](#)

## Club Events & Meeting Makeup Opportunities

[Club Assembly](#)

Munro's Community Center  
Jun 07, 2011 at 5:30 PM

[30 Something](#)

Jefferson County Adult Probation  
Jun 16, 2011 at 7:30 AM

[Rotary After Hours](#)

Sharon Kirksey and Leonard Juncker's home  
Jun 23, 2011 at 5:30 PM

[Board Meeting](#)

The Beaumont Club  
Jun 28, 2011 at 11:45 AM

## Website Sponsors



## ROTARYGRAM

June 8, 2011 \*Vol. 97, No. 195

THE MEETING ON JUNE 8 WILL BE IN THE FOUNTAINVIEW ROOM OF THE MCM ELEGANTE.

## PREVIEW of JUNE 8, 2011

COACH PAT KNIGHT

## LAMAR UNIVERSITY BASKETBALL COACH



Looking to re-energize the Lamar University men's basketball program, former Texas Tech head coach Pat Knight was named to the same position at Lamar on April 5, 2011.

Knight came to Lamar after 10 seasons at Texas Tech, including the final three plus years as head coach. Named head coach designate at Tech prior to the 2005-06 season, Knight took over for his Hall-of-Fame

father Bob Knight toward the end of the 2007-08 season.

If you would like to read more about Coach Knight, click [here](#) or on his name in the Speakers column on the left.

## Head Table and Menu for June 8



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Invocation: Teresa Simpson, Director-Career and Testing Center, Lamar University

Pledge to United States of America and Texas Flags: Landon Reneau, Financial Advisor, Edward Jones

Introduction of Guests: Twila Baker, Director of Compliance and Risk Management, Lamar University

Menu: meatloaf, chicken cacciatore, mashed potatoes, peas, corn chowder

### JUNE 2011 EVENTS

- |         |                    |                                                                                                                                  |
|---------|--------------------|----------------------------------------------------------------------------------------------------------------------------------|
| June 7  | Club Assembly      | 5:30 p.m. at Munro's Community Center                                                                                            |
| June 8  | Meeting            | <b>MEETING WILL BE IN THE FOUNTAINVIEW ROOM</b>                                                                                  |
| June 14 | Flag Project       | FLAG DAY! Pat Anderson needs help with posting the colors around the city.                                                       |
| June 15 | Meeting            | Noon in the Ballrooms                                                                                                            |
| June 16 | 30 Something       | 7:30-8:30 a.m at the Jefferson County Adult Probation, 820 Neches; Alex Broussard on polio immunizations; hosted by Cindy Cherry |
| June 22 | Meeting            | Rotary awards, more attendance awards, Paul Harris Fellows and special presentations                                             |
| June 23 | Rotary After Hours | 5:30-7:00 p.m.; hosted by Sharon Kirksey and Leonard Juncker, 165 Ridgeland                                                      |
| June 28 | Board Meeting      | 11:45 a.m.; The Beaumont Club                                                                                                    |
| June 29 | Meeting            | President Bobbie Applegate's Swan Song                                                                                           |

## COME ONE, COME ALL TO THE ANNUAL CLUB ASSEMBLY!

President-Elect David Locke invites you to the annual

### Club Assembly

to be introduced to the 2011-12 Officers, Board of Directors, Lane Chairs and Committee Chairs.

Please join us for food, fun, and fellowship at Munro's Community Center on Tuesday, June 7 at 5:30 p.m.



(You can "register" to attend this event through your website page. Simply click on the event in the Event list on the left column of the page, log-in to your account and follow the instructions. Cool tool-check it out!)

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## JUNE 14 IS FLAG DAY!

What would Flag Day be without flags flying everywhere? Pat Anderson is ready and anxious to perform the duties and have Ol' Glory flying again for our patrons all over Beaumont.

If you are, or have ever wanted to be a flag volunteer, Pat needs your help for this project on Tuesday, June 14. Give Pat a call at 782-4057 and let him know you will be there to help. Thanks very much.

## Board Announces Dues Increase

At the May meeting, the Board of Directors approved an increase in membership dues from the current rate of \$189 to \$200 semi-annually. Like any business, normal operating expenses have continued to rise each year. Additionally, the coming year will bring an increase in District membership dues which this increase will cover. While only a minimal amount, the Board determined an \$11 increase semi-annually was required to balance expenses.



Billing for dues will be done in mid-June for the July 1 – December 31, 2011 period. We will be providing more information soon, but we will invoice electronically (by email) and accept payments on-line by credit card. Of course, we will also accept checks for dues as always but we hope the option of on-line payments will be a convenience for many members.

## HAVE YOU NOTICED WEBSITE CHANGES?



If you check the Rotary website frequently, you have probably already noticed that we have been doing some changes and improvements. As a marketing tool and a primary means of communication for our club members, the website must be up-to-date and constantly improving.

Please let us hear from you about changes you think need to be made, or informational items that you think should be added. If you find links that are not yet active, please bear with us as we continue to work toward an improved website.

Program Review of June 1, 2011

Ricky Dickson  
 "There is More Than Just Ice Cream in That Carton"  
 by Rotarian Judy Kelfstrom

([slideshow from the meeting here](#))



"I scream, you scream, we all scream for ice cream." That was the local cry of the kids on my block, oh, so many years ago. Back then we Yankees didn't know anything about Blue Bell. It wasn't until we landed in Blue Bell Country that we got "educated in ice creamanomics". That was 100 years ago, or so it seems and the kids today are still saying, hey ma, can we have some Blue Bell, please!

Fellow Rotarian Travis Brewer, local branch manager for Blue Bell, introduced Ricky Dickson, Vice President of Sales & Marketing for Blue Bell Creameries in Brenham, who gave us a little history lesson on Blue Bell's method of marketing.

Dickson said that advertising is so important to the success of a product and to its company, but image is equally as important.

It wasn't until the late 60's that Blue Bell expanded their product line outside of Brenham, the birth place of the ice cream giant in 1907. Dickson said ice cream is a comfort food and their commercials must relay a "feel good" message. "We put a lot of time and effort in making our commercials, and we aren't afraid to try different approaches as long as they stay within our core beliefs of strong family values, simple fun and great tasting ice cream, because we have to answer to our customers when we miss the mark." Dickson said the company received hundreds of testimonial letters every year about their ice cream and that helps direct their decisions on which flavors to keep or retire. The company releases several new flavors each year, and a new flavor is tagged at the end of each commercial to see if sales increase for that particular flavor.

Blue Bell now carries a full line of ice cream snacks. It was the first company to offer imprinted ice cream novelties when Monster Pops were introduced in 1980.

Blue Bell rolls out new commercials every 2 years. They film three at a time usually in the same location. He shared many challenging moments with the "Cows," a real test of patience to say the least. It isn't uncommon to spend 8 hours with the darlings to perfect five seconds of video. Sometimes

a commercial must be scrubbed as in the “Flooded” commercial which was scheduled to hit the market during hurricane season, not good. The commercial was pulled.



“Country Day” and “Heaven” were this writer's favorite commercials. The company has expanded its distribution centers to Sylacauga, Alabama and Broken Bow, Oklahoma. Dickson said it is not their intent to get into every market and for right now they are happy being able to offer Blue Bell in 20 states giving them a 25% share of the market across the country. A presentation on comfort food wouldn't be complete without a little sample for the audience. One hundred percent agreed that it indeed was a “Blue Bell Country Day!”