



Speakers

Aug 24, 2016

[Dean Peery, Vice President/General Manager](#)

Gerdau Long Steel North America

Aug 24, 2016

[\[ROTARIAN OF THE DAY: Norma Sampson\]](#)

Gift of Life Color Run and other programs]

Aug 31, 2016

[NO MEETING AT THE ELEGANTE](#)

It is "Rotary Goes Home!"

Sep 07, 2016

[Paula Bothe presents Beaumont Community Players](#)

"My Fair Lady"

Sep 14, 2016

[Chelsea Tipton, Musical Director, Symphony of SETX](#)

"What Makes Great Music?"

Sep 21, 2016

[Robert J. Robertson, Historian](#)

Judge Lamar Cecil and the 1956 Desegregation of Lamar Tech - the 60th Anniversary

Sep 28, 2016

[Dr. Msonthi Levine](#)

"Living Healthy and Loving Life"

Oct 05, 2016

[\[No Meeting today: members should attend WDWR\]](#)

Attend or help with Wine Down With Rotary on October 6 as the meeting obligation of the

ROTARYGRAMS

**August 24, 2016
Vol. 104, No. 8**

MCM Elegante' Hotel
2355 IH-10 South
Suite 213
Beaumont, TX 77705

Phone: [409-842-1913](tel:409-842-1913)

Fax: [409-842-5613](tel:409-842-5613)



PROGRAM PREVIEW

August 24, 2016

"Gerdau: We Are Steel Proud!"



**Dean Peery
Vice President and
General Manager**

"Gerdau is the leading company in the production of long steel in the Americas and one of the major suppliers of

week

Oct 12, 2016

[TBA](#)

[MEETING WILL BE IN THE FOUNTAINVIEW ROOM]

Oct 19, 2016

[Regina Lindsey, President, Bmt Chamber of Commerce](#)

Forecast for Beaumont

[View entire list](#)

Upcoming Events

[SERVICE PROJECT: Beaumont Children's Museum](#)

Beaumont Children's Museum
Sep 19, 2016
8:00 AM – 12:00 PM

[Rotary After Hours](#)

TBA
Sep 22, 2016
5:30 PM – 7:30 PM

[The 2nd Annual "Wine Down With Rotary"](#)

The Event Centre
Oct 06, 2016

Sponsors

We never stop moving:



Southern Homes



WWW.POSTOAKBANK.COM | 33 INTERSTATE 10 N., BEAUMONT, TX 77707



specialty long steel in the world. The company serves the construction, automotive, agricultural, service center, and energy markets through its vertically integrated network of steel mills, recycling operations, and downstream processing facilities." (from Gerdau.com)

The Gerdau plant in Beaumont is large and employs many in the area. To tell us more about it is Dean Peery, Vice President and General Manager of the Gerdau Beaumont Steel Mill.

Dean Peery started his career with North Star Steel in Arizona in 1996, after graduating from Lamar University with a BS in Electrical Engineering. He has held various positions, including Rolling Mill Superintendent and Melt Shop Superintendent. He has worked at multiple steel mills, including Arizona, Michigan, Tennessee, and this is his 2nd stint in Beaumont, after returning in 2013.

* * * * *

Head Table for August 24



Invocation:
Lindy Dennis
Retired



Pledges to the USA & Texas Flags:
Cindy Cherry
Supervisor
Jefferson County Adult Probation



Introduction of Guests:
Alan Gonzalez
Corps Officer
The Salvation Army

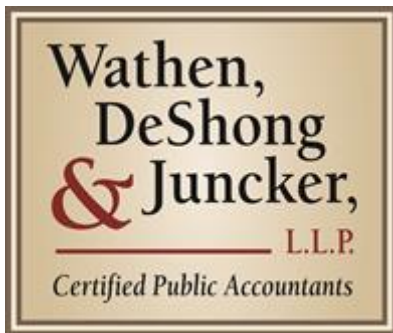


Introduction of Speaker:
Regina Lindsey
CEO/President
Greater Beaumont Chamber of Commerce



Rotarian of the Day
Norma Sampson
Executive Director
Julie Rogers "Gift of Life" Program

* * * * *



Interested in being a sponsor?
[Download the website sponsorship guide](#)

Subscribe to Bulletin

Subscribe to our eBulletin and stay up to date on the latest news and events.
[Click here to sign up!](#)



CALENDAR OF EVENTS

(and opportunities for meeting makeups)

August 5-22	Sign up for Rotary Goes Home
August 23	Board of Directors meeting, 11:45 a.m., the Beaumont Club
August 31	NO MEETING AT THE ELEGANTE; Rotarians to attend Rotary Goes Home this week
September 22	Rotary After Hours, 5:30-7:30 p.m.; location TBA

BOARD ACTION



By electronic vote, the Board approved a change of membership classification:

Chad Blanchard

FROM: President, Munro's Uniform
 Classification: Laundering, Cleaning & Dyeing-Laundries

TO: Business Development Executive, Industrial Speed Group
 Classification: INDUSTRIAL CONTRACTORS - Business Development

Three new membership proposals were approved:

Jerre Croley, Location Manager, PV Rentals
 Classification: VEHICLE LEASING
 Proposed by Michael Perez

Brandon Spears, Loan Officer, Texas Farm Credit
 Classification: FINANCIAL SERVICES - Agricultural Lending
 Proposed by Mike Stankovich

Patrick Trahan, Manager, Public and Government Affairs, ExxonMobil
 Classification: OIL INDUSTRY - Public Affairs
 Proposed by Michele Cobb

***In accordance with our bylaws (Article 13, Section 8), please submit written objections related to the aforementioned proposal within 10 days (of August 17) to the board of directors, stating the reason for your objection.**

* * * * *

Are your Dues Paid?

SECOND NOTICE

If you have not yet paid the July - December 2016 invoice for dues, PLEASE do so now as it is **past due**. Second notices are being sent this week to your email inbox.

If you receive the notice this week, it means we are not showing your invoice paid on either the Rotary office's book or the CPA's records so something must be in error. Please check your bank records, your credit card receipts or with your accounts payable office to see if a payment has been sent but not received.

Remember, you don't even have to leave your desk to make a payment. Simply access your personal account through the link on the bottom of the invoice you receive, or use the homepage link, in the right hand column, that looks like this:



If you need assistance or a printed copy of your invoice mailed to you, please phone the Rotary Office at 842-1913.

* * * * *

LAST CALL: Sign up NOW!
August 30-September 1 will be Rotary Goes Home meetings!



Rotary Goes Home, the popular fun event where the

weekly Rotary meeting is moved to Rotarian homes, will take place **August 30-September 1 in place of the Rotary meeting on August 31.**

We have some very gracious members who have volunteered and are hosting some fun events! Thank you to Bobbie Applegate, Joanne Brown, Scott Hatcher, Leonard Juncker, Sharen Kirksey, Becky Mason, Chuck Mason, Ted Moor, and Bel Morian for your gracious hospitality. We are looking forward to it!

If you would like to join one of the meetings, sign up by visiting the online registration here:

<http://www.signupgenius.com/go/10c0e4aadaf22aafd0-rotary4>

Watch for more information via email from your host.

* * * * *

Wine Down With Rotary in Second Year!



The second annual "**Wine Down With Rotary**" fundraiser will be on Thursday, October 6. There will NOT be a Rotary meeting on October 5 so this event will substitute for the meeting of the week.

Get your tickets to attend and some to sell to friends and co-workers at the meeting this week or phone the Rotary Office. It will be another great/not-to-be-missed event!

This year, Wine Down With Rotary will be a celebration of the Centennial of The Rotary Foundation. We will recognize the good works of Rotary through the 100 years of the Foundation.



Plan to be a part of this very special event!

* * * * *

SPONSORS NEEDED

To make the Wine Down With Rotary fundraiser truly successful, we need financial support from donors who will sponsor and help to underwrite one of the expenses of the event. Please consider at which level you would like to help and make a tax-deductible donation to the Beaumont Rotary Foundation as a sponsor. We need multiple donors at each level with the exception of the \$1,500. (However, if you would like to donate \$1500, we will still make sure you are acknowledged appropriately!)



"Wine Down with Rotary" proceeds are designated for The Beaumont Rotary Foundation to fund service projects of the Rotary Club of Beaumont and for The Rotary Foundation for international projects and the End Polio Now campaign.



SPONSORSHIP OPPORTUNITIES



Click on the image to read full document.

* * * * *

LOOK WHAT'S AHEAD!



The week of August 29-September 1 is Rotary Goes Home; there is no meeting at the Elegante on August 31. Please attend an event with one of our gracious hosts.

On **September 7**, there is another treat in store as Paula Bothe will bring "My Fair Lady" songs and scenes to the Club meeting. You must be present to "win" this much fun!



* * * * *

FAMILY OF ROTARY



We send wishes for a quick recovery to our friends and fellow Rotarians who have been ill, had or are facing surgery, or just need our thoughts and prayers. We hope you are better soon!

Lee Freeland
Cheryl Williams

Please let us know if you or another Rotarian should be included in our weekly good wishes article!

* * * * *



Michael Wolf
August 22



Tim Sudela
August 23



Karyn Hawkins
August 24



Thomas Williams
August 24



Lee Freeland
August 27



Kevin Roy
August 27



Chelsea Tipton
August 27



Leslie Harrison
August 29



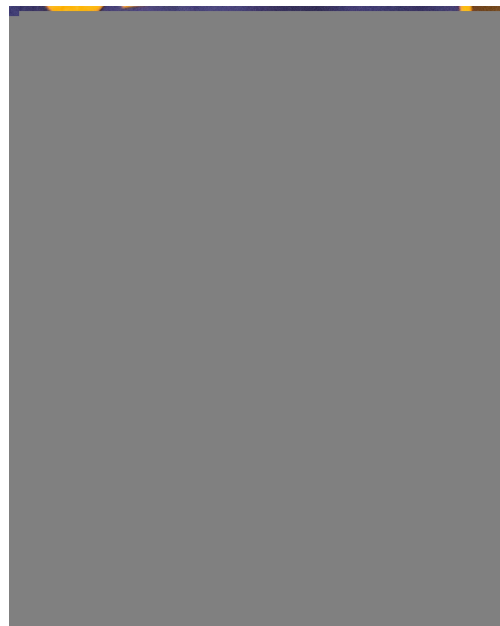
Anthony Toups
August 29

* * * * *

PROGRAM REVIEW

August 17, 2016

**"Breaking Barriers to Customer Loyalty:
The Microsoft Story"**



Madeline Alexander
The Power Coach

by John Neely

photo by Nakisha Burns

Our speaker today was Madeline Alexander, "The Power Coach." Ms. Alexander was introduced by Michael Perez.

Ms. Alexander served as the Director of Communications for Microsoft, during the Department of Justice's attempts to break up Microsoft. Ms. Alexander also spent some time with Boeing. Her talk, "Breaking Barriers to Customer Loyalty: The Microsoft Story" covered a LOT of ground.

Microsoft dominated the emerging technology market, having captured over 90% at one time. There was no other real competition. Driving forward with their mission, "a computer on every desk and in every home, running Microsoft software," Microsoft was quite confident in their customer base. They had no idea that they had neglected their customers.

Microsoft would soon learn that dominating the market is quite different from having loyal customers. The issues that Microsoft had to address were as follows:

- Monopolistic behavior;
- They were disliked and distrusted;
- Unprecedented 'lows' in organizational health and customer satisfaction;
- Internally, Microsoft was experiencing increased attrition and employee-dissatisfaction.

Developing solutions to the challenges that they faced, Microsoft created "The Oasis Effect" which is based in the belief that "change can be effective and sustained if it is from the inside out or from the front line UP rather than dictates and policies driven from the top DOWN."

- ~ YOU can change, and by doing so YOU can influence those on your Team.
- ~ Your Team can influence the Department/Sector.
- ~ The Department/Sector can influence the Organization as a whole.

Microsoft implemented the following "10 Steps":

- 1) Remove traditional barriers.
- 2) Redefine the rules of engagement.
- 3) Open-up the conversation.
- 4) Have no pre-determined boundaries of what CAN and CANNOT be accomplished.
- 5) Accept brutal feedback.
- 6) LISTEN.
- 7) Brainstorm with "what ifs."
- 8) Make immediate changes without much entanglements of bureaucracy and "Red Tape."

Microsoft's 10 STEPS have proven to be effective tools from which many in the business industry could benefit.

* * * * *

Office: 409-842-1913

admin@beaumontrotaryclub.org

Fax: 409-842-5613