



## SPRING Weekly

# Reader

Volume 195, Issue 260, April 27th, 2017

The Plano Rotary Club  
www.PlanoRotary.com

## Write/Teach Cursive

### UPCOMING MEETINGS

**April 27**  
**Marvin Jolly**  
*Collin County Real Estate Update*

**May 4**  
**Bill Slicker**  
*The History of the Rotary Foundation*

**May 11**  
**Jamee Jolly**  
*Your Plano Chamber of Commerce*



### APRIL BIRTHDAYS

Daniel Askari	Apr 04
Rutledge Haggard	Apr 05
Robert Reed	Apr 07
Lawrence Flannery	Apr 09
Andy Sayers	Apr 11
Kirk Bell	Apr 12
Jeffrey Beckley	Apr 21
Alex Johnson	Apr 22
Ricardo Kasmiskie	Apr 27
Jerry Kezhaya	Apr 28



**S**cary Bob's camera rejected the first Secure Digital chip given it but embraced the second. However, the photos it took didn't appear on the chip, so he has no record of the meeting. Any photos herein are from cell phone cameras of members who we so moved as to shoot (or video) the proceedings (or archival shots).

**King David** welcomed the overflow crowd with a notice that *Gleneagles* would open the cafeteria area up to create a few more tables. We had quite a few of Past District Governor **Herb Hoxie's** friends drop by to wish him well and celebrate his 53 years of Rotary Service. Indeed many of the living DGs were in attendance with their spouses.



**David** called upon **Jim Cooper** to give the Invocation and **Olin Jaye** to lead us in the Pledge. **Sara Akers** and **Howard Matson** were credited with Greeting. **SERGEANT KRAMER** noted no Visiting Rotarians in spite of the wall-to-wall District Governors present. Sara welcomed back



**Mike Mazur** and **Chris Parr** introduced his "*blushing bride*," **Pat Storck**.

Present was the current District Governor, **Bill Dendy**, plus a veritable phalanx of his peers: **Rick Amsberry, Chuck Bealmear, Bud Carmichael, David Christ, CC & Sue Collie, Linda Elliott, Sandy Forster, William Frew, Richard**

**Gillman, Ray Kneegs, Sr., Daniel Long, Asst. DG Ken Roberts, Tom & Ginny Ryan, LB Showalter, Pete & Sherry Snider, Ean Sullivan, Larry Webb** as well as **Rick Maucieri** and **Sharon Lewis**.

Jason announced that **Nancy Humphrey** will be inducted into the **3 MINUTES OF FAME** Hall at the next meeting.

DG Bill Dendy took the floor and everyone held their breaths in concern for how long he would hold it (such is his reputation), but he was uncharacteristically brief. He spoke of how Rotarians "*love what we do here*," and admired the gathering of PDGs saying, "*We haven't seen one another in a while!*" But he was here to fête PDG Herb so he segued into that by commenting on how Rotarians love to "*serve our fellow man*."



And no one exemplifies that more than Herb with his "*life of service*" including military (WWII) and government (*FBI*) service and over **half a century** of Rotary Service! Bill attempted to hoist the crystal commemorative into Herb's hand, noting his Rotarian tenure "**from September 1953 to March 2017**," but its heft stopped him. Herb told him, "*It's OK; my son is here*" to carry it for him.

Bill then cautioned Herb that, although he'd been declared an Honorary Member by *Plano Rotary Club*, he was "*still expected to participate*." Noting that by now, Herb will surely have accumulated countless Rotary 4-Way Test coins, Bill offered him instead a 50¢ piece, from his personal coin collection, minted in the year Herb's Rotary career commenced, 1953.

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Herb then took up the mic to address us all:

Thanks so much for this great honor you have given me!!

My 53 years of Rotary membership in the El Paso, Little Rock, Milwaukee, Racine, Wisconsin and Plano clubs have enabled me to associate with the business, educational, and cultural leadership in each community and participate in many worthwhile projects. I have attended Rotary functions in 33 countries, experiencing the core Rotary values in varied cultures.



I rang the bells for the *Salvation Army* for over 35 years, many, but not all, as a Rotary representative. In Wisconsin, one year, my teenage son, **Chip**, joined me, and we had separate kettles. All the girls went to Chip's kettle.

In Little Rock, while serving as the Program Chairman, I scheduled **Dr. Dixon**, the President of the all-black *Philander Smith College* as a speaker. This was during the early days of desegregation, and I was somewhat apprehensive. I was very proud of the cordial reception [he was] given by our membership.

In Wisconsin, [wife] **Helen** and I home-hosted the leader of the incoming Group Study Exchange team from India. He was the owner of a private school. Helen's mother was with us at that time, and they bonded greatly. One day, we took him out and ordered ice cream cones. He could not lick that cone, and it was dripping all over his hand. We got a cup and spoon, and he did eat it. That was another cultural experience. I had the pleasure later on in 1993 of leading a Group Study Exchange team to British Columbia.

**Chris Parr** and I went to Ivanovo, Russia, on a joint mission; he representing a Sister City relationship between Plano and Ivanovo and I to establish a Rotary club there. On our return, I sponsored Chris into *Plano Rotary*. I can take the credit or blame for his membership, whichever view you may take.

I had the good fortune to accompany then District Governor **Gilbert Brown** to Leone, Mexico, where we distributed wheelchairs to needy persons.

The highlight of my Rotary service was the District Conference held in Puerto Vallarta, Mexico, when I was District Governor. In planning for that conference, **Tino Trujillo** and I flew to Mexico City where we borrowed his sister's car and visited Rotary clubs in six cities to decide a suitable location. Everywhere we went, someone knew Tino!!

At the conference, we painted one school and established a water system for another [school] that was [housed] in a shed with not toilet facilities. With the cooperation of DG **Herb Kamm**, who succeeded me, a two-story building with six classrooms, a principal's office, and toilet facilities was constructed.

**King David** thanked Herb for his service and went to shake his hand, but Herb extended his left, saying that he had dislocated his shoulder and must shake left-handed.

(**Sainted Editor** had his daily senior moment at meeting's end when he patted Herb on that wounded shoulder, causing him to wince. Apologies, Herb!!)

DG Bill called up **Johnny Lewis, Howard Matson, Kirk Bell, Jerry Kezhaya, Carolyn Moebius**, and **Chris Parr** to receive *Paul Harris Society* (\$1K/yr) awards. He noted that Johnny was a proud participant in the Major Donor (>\$10K) ranks. **Jamie Schell** and Jerry were honored for increased donations. And Jamie, the RI Foundation Chair, proselytized for as little as **\$8.25 per month** (\$100/yr) to enter the Sustaining ranks.

**King David** noted that the following Monday, the Club will be cutting the ribbon on the *Jack Carter Park* playground, partially funded (\$25K) by *Plano Rotary*. He also said that applications for a (pair of) space(s) at the 100<sup>th</sup> Anniversary of RI Foundation at the Frontier of Flight Museum are being accepted now. A drawing will determine who wins the complimentary seats.

**Camille Ussery** coughed up her \$5 fine for announcing Nancy Humphrey's candidacy in her rerun for PISD Board of Trustees.

**Alan SPIRITWARE Feigenbaum** began his introduction of the day's speaker, **Jim Whiddon**, Founder of **THE OLD SCHOOL**, which tutors "men and women of courage, character, and commitment" with a video from CBS 11.

For 30 years, Jim Whiddon spent his career in the financial services industry teaching thousands to invest their financial capital. He's also a business owner and author of three investment books. Now Jim has taken these experiences to teach millennials *The Old School Advantage*. Jim has been interviewed by *Fortune Magazine*, *The Wall Street Journal*, *CNBC*, *CNN*, and his work has been published in over 250 newspapers across the country.



Jim told us of "the greatest basketball coach" who walked into the locker room and began his pep talk with a tutorial on putting on socks and lacing up sneakers. His point was that if you can do the small things well, "then great things become possible." With a nod to Herb, he said this could be "the greatest generation" even though "the challenges they face are different."



Millennials, he said, are hampered by the fact that “*we may have forgotten the fundamentals...forgotten to teach the fundamentals.*” So this is the purpose of **THE OLD SCHOOL**.

He researched the problem at 60% of the *Fortune 500* businesses, asking them “*What’s missing?*” from the millennial skill set. The answer was unanimous: soft skills like communication.

So he asks his students what impression they think that they must leave during job interviews. Companies want to hear them say that they’re “*coachable and love to learn.*”

His courses teach ten **OLD SCHOOL** Keys to Professional Success, but, teaser that this was, he had time to divulge only two:

1. “*Words are the only things that last forever.*” (**Winston Churchill**, after he finished *The Gathering Storm*, no doubt.) He tells his students that they must “*scrub their vocabularies*” of terms like:

- a. Actually
- b. Seriously
- c. Awesome

And try to use big people words like “**exceptional**” or “**extraordinary**” instead. If they do, supervisors will think, “*Who is this person, wise beyond their years?*” Using phrases such as “*first things first,*” betrays the speaker as “*a sequential thinker.*” He gives them 30 words and phrases to practice until they come naturally.

2. He asked us “*What is the simplest way to communicate?*” and began to crush each answer:
  - a. Text? “*I’d give it a 1 out of 10.*”
  - b. Email? A better connection, but “*not much*” was implied.
  - c. Telephone? Better still for being real-time, but still only 6 out of 10.
  - d. Face-to-face? Very good! A chance to see body language and the eyes which are “*the window of the soul.*” 9 out of 10.

- e. A letter! Full marks!! Especially a handwritten note. He asked an interviewer how many applicants wrote her a thank you note. Only three. And how many of those three got the position? All of them.

And he recommends brown ink which has an intimate connection with the documents written by the *Founding Fathers*. As an aside, he noted that the original ink on the Declaration of Independence was **MAROON**, but it has since faded to **BROWN**. Handwriting is intensely personal since “*nobody has your handwriting.*” And no matter how bad your penmanship, “*zero handwritten notes are thrown away.*” He gave an example of his note cards which include a quote specialized to the recipient. He had other homilies for us:

- “*If you read one book a month, you cannot fail.*” He said that, as a nation, we read an average of 0.4 books a year. We are no longer a well-read country; as a consequence, perhaps,...
- “*If you read two books a month, you will own the company.*” He claimed that not just knowledge is accumulated from reading; in addition, we pick up discernment and wisdom. He told us that reading “*25 minutes in the morning and in the evening*” gets you through 25 books a year.

He offered to Herb his own coin with **CHALLENGE** on the obverse and **OPPORTUNITY** on the reverse.

He offered us a free trial of his workshops if we use the phrase “**Plano Rotary**” on his sign-up site, **oldschool.cool/classes/**

And he asked us to look up his book, *Old School Advantage*, on Amazon to boost its ratings.

**King David** made an offering of our highly-coveted desk organizer, gave the floor to **Rutledge** to tout the *Hendrick Taste of Excellence* and **Rick Horne** to talk up **Blues, Brews, and ‘Ques**, then noting a commemorative book we were to sign for Herb, led us in the Four-Way Test and dismissed us at 1:02.

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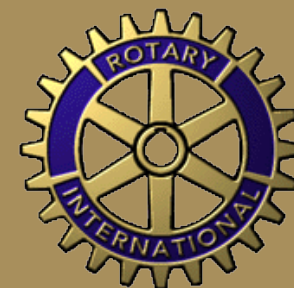
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Thank you Kenny Wilson

### The Plano Rotary Club

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## Guests & Visiting Rotarians

### Guest

Patricia Stork

Mike Mazur

### Visiting Rotarian

See Page 4

### Guest of

Chris Parr

Sara Akers

### Home Club

## Proposed Members

### New Member:

### Proposed by:

### Classification:

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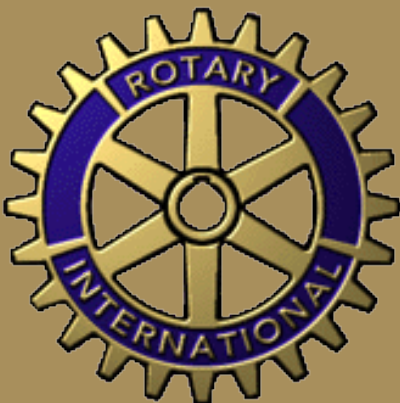


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## Visiting Rotarians



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CC & Sue Collie  
Sandy Forster  
Bud Carmichael  
Larry Webb  
Bill Dendy  
LB Showalter  
Ray Kneegs Sr  
Tom & Ginny Ryan  
Chuck Bealmear  
Ken Roberts

## Visiting Rotarians, Cont.

### Visting Rotarian

William Frew  
Richard Gillman  
Bud McBrayer  
Linda Elliott  
David Christ  
Rick Amsberry  
Ean Sullivan  
Rick Maucieri  
Daniel Long  
Sharon Lewis