



UPCOMING MEETINGS

April 19 — Dr. Chris Parr — Lighting the Dark Continent

April 26 — Andy Rittler — Director of Corporate Affairs, LBJ Infrastructure Group

May 3 — City of Plano Employee of the Year

APRIL BIRTHDAYS

Keith Sockwell	April 01
Rutledge Haggard	April 05
Lawrence Flannery	April 09
Andy Sayers	April 11
Kirk Bell	April 12
Alice Hobbs	April 13
Bob Pikna	April 16
Alex Johnson	April 22
Kenneth Roberts	April 22
Ricardo Kasmiskie	April 27
Jerry Kezhaya	April 28



Healthcare as a Business Model?

NOW we've got her; **Lori Phantom Crocheter Roberts** can't tat during the current week's talk as she does during all the others because SHE'S **Sainted Editor** as you read this! And **Randy** will be busy as a one-armed paperhanger, taking photos and managing the sound for **Chris'** talk. But he had last week off as **Alan Feigenbaum** stepped in to substitute as photographer.



The Once and Future Prince John tripled crowned the bell late at 12:24, confident, perhaps, that speaker **Joel Small** would oblige by summing up early. He welcomed back long-lost member **Maribelle Davis** with the announcement that she was seeking asylum at the *Del Rio Rotary* which husband **Reeves** had already joined (abandoning *Sunrise*). John reported that she corrected him when he accused her of being the first woman Rotarian; "That would be **Eve**," she said, pushing Rotary back to the Garden of Eden. One wonders what Rotary found then to improve.



John called upon **Ean Sullivan** for the Invocation and, since we all hear him anyway, **Scary Bob Epstein** for the Pledge, but **Scary Bob** was uncharacteristically demure about it this day. Instead of asking us to pray *with* him, Ean had a Freudian slip, and asked us to pray *for* him; he must be getting anxious about the District Governorship. Without mentioning the Greeter(s), John shanghaied **Octavio Ortiz** as **SERGEANT-AT-ARMS DU JOUR**.

Octavio introduced **Sam Sherstad**, a Visiting Rotarian from Summit County, CO.



Bruce Glasscock bade us welcome member applicant **Lynne McLean**, CEO of the *Collin County Children's Advocacy Center*. **Scary Bob** announced **Brandon Hartstein** whom he identified as a Democrat "but still my friend."



As luck would have it, all the recipients of Perfect Attendance pins were actually in attendance! **John Priest** (10) had to be called back after getting his pin to pick up his plaque, which Prince John insisted he must mount in his office. Maribelle and **Mike Robnett** shared 22 years attendance, but they were trumped by the 40 years of **LB THE RADIANT**, who also got a certificate.

Mark Johnson gave us a final report on the **Dentistry with a Heart** event we sponsored. 97 patients consumed some \$79,600 worth of dental care, matching the rate per patient of the last time the event took place but with half the patients. Speaker Small, who participated, said that the staff was run ragged last time, and came up slack this time, so he'd shoot for an average of the two attendances.

Mark thanked **Kenny Wilson** (**alphagraphics**) for the signs, **Ray Huffines** for the vans, and the entire Club for its help and donations. Indeed, due to more successful fundraising, **DWAF** can return \$2,200 of Rotary's funds. Before he left the podium, he noted that Joel Small is his boss, so we're to "treat him nice."



Fire Chief **Hugo Esparza** announced the commencement of a program called **REDI**, Rotarian Emergency Disaster Initiative, which supplements his recent weather alerts with information about how to prepare our families and business for future weather emergencies. (And we can expect them confidently, because Global Warming is predicted to not only

increase the average temperature and ocean levels but also the ferocity of the weather and the extremities of its conditions.) Having secured the Club's cooperation, Hugo will "eventually roll the program out to the community." He'll be working closely with **Bob Pikna**.



Hugo also noted that we dodged a couple of bullets in the last tornado event as two twisters spun north on either side of Plano! **John** said that, with Bruce's good management, Plano is so well-run "tornadoes would naturally pass us by."



Lenny Schwartz noted the next District Assembly as 7:30 to noon on Saturday, April 21st, at *Booker T. Washington High School*. Board members and newbies are expected to attend, but "I don't want to see the rest of you there." (Someone should tell Lenny that Reverse Psychology doesn't

work on adults.)

John suggested that we peruse the "thank you" notes on our tables from *Memorial Elementary* 4th Graders who were able to attend the PSO's educational concert on Plano Rotary's nickel.

Patti Schwartz rose to introduce her friend Joel Small, but **Carrolyn Moebius** had a timely announcement to make: **Richard Matkins** had been chosen to be the next PISD Superintendent. Richard had been PISD's CFO and **Nancy Humphrey** had said that the promotion wouldn't be from within, but, at the last moment, Richard succumbed to Board entreaties and was approved unanimously.



Patti spoke extemporaneously but guided by the following notes:

Joel C. Small, DDS, MBA, is an endodontist, speaker, writer, and entrepreneur. He is the cofounder of North Texas Endodontic Associates in Plano. His

thirty plus years as an endodontist have been spent in private practice.

Dr. Small completed his postgraduate training in endodontics at the University of Texas Dental Branch in Houston. He received his Masters of Business Management degree, with an emphasis in health care management, from Texas Tech University in Lubbock.

Throughout his career, he has remained committed to his profession. He has served the American Association of Endodontists (AAE) as a member of numerous committees, including his service as a trustee of the Research and Education Foundation. He has also served the AAE as one of their national spokespersons. He is a past president of the Southwest Society of Endodontists.

Dr. Small speaks nationally on the topics of leadership, practice management, and specialty practice transitions. He and his partners in North Texas Endodontic Associates have published numerous clinical research articles in various general and specialty dental journals throughout the U.S. and abroad.

Dr. Small is a co-owner of Phase Two Associates, LLC, a dental practice brokerage firm in Dallas that deals exclusively with practice transitions for the dental specialist.

Most recently, Dr. Small has written the new book *Face to Face*, a Leadership Guide for Health Care Professionals and Entrepreneurs.



Joel first presented us with pictures from **DWAF**, making wry comments on those photographed. He was moved by a photo of a young son who was "assisting" in the treatment of his mom. He also noted that two of his assistants are green card holders from Ireland and Australia; he keeps them in line by threatening deportation, he noted.

He wrote *Face to Face* 18 months ago primarily for the health care industry. It had to be **LB THE RADIANT** who suggested that, inspite of his slide presentation, we turn on the lights "so we can hear you better." Joel groaned, "I see we're going to have some fun today."

After taking his MBA, Joel realized that health care professionals get zero training in management; it is to that his book speaks.



The book also speaks to small businesses not the corporate executive. After all, as a slide pointed out, NT Endodontic Assoc. ≠ NIKE. As business get smaller, leadership and management merge finally to a single individual. And the core ideology of that individual has a huge impact on the operation.

“Good businesses can be managed, but great businesses must be led.” He attributed that to **Jim Collins**, author of “Good to Great.” He claimed that transition is triggered by exceptional leadership.

“Howard, did I upset you?” he asked as **Counselor Shapiro** performed his usual disappearing act. Howard made some unintelligible smart remark and Joel continued unperturbed.

Medical and dental students finish their schooling burdened with an average of \$300K debt, so they’re well motivated to make lots of money quickly, but Joel counsels seeking not early success but early significance. Success follows inevitably.

He presented us with a few “half-truths” about leadership:

1. People follow us because of who we are. Joel suggests they follow because of who they are. Those not in line with the business’ culture are invited to choose to get so or leave.
2. Leaders must be right. Although endodontic mistakes aren’t as serious as cardiovascular ones, a real leader has to acknowledge his/her limitations. (Mark said that he profits from endodontic mistakes.)
3. Leadership ≠ management.
 - a. Leaders are visionary, create energy, are future-oriented, outward focused and proactive.
 - b. Managers are catalytic, they direct energy, are present-oriented, inward focused and reactive.

We can lead either by commitment or compliance. We can have a committed team or compliant employees. There’s a world of difference.

“For leaders who have found their voice, leading appears to become second nature, almost effortless. Those are the special ones who have it all together. There is no hesitation or second guessing their decisions. Leading for them becomes an intuitive experience. These are the ones we admire the most and seek as our mentors.”

Prince John presented our Rotary coin and promised a donation in Joel’s name to *Shoes for Orphan Souls*. After leading us in the Four-Way Test, he dismissed the gathering at 1:02.



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**Know someone who would
make a great Rotarian?**

**Invite them to be your guest
at Rotary!**

The 4 Way Test:

Of the things we think, say, and do:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill & better friendships?
4. Will it be beneficial to all concerned?

Guests & Visiting Rotarians

Guest

Brandon Hartstein
Lynne McLean

Guest Of

Bob Epstein
Bruce Glasscock

Visiting Rotarian

Sam Sherstad

Home Club

Summit County, CO

Member NEWS

AWARDS:

Harold Sullivan Award:

Randy Wright

Athena Award:

Rebecca Caso

Fred Moses Award:

Richard Butterly

Business Executive of the Year:

Gary Base

Kersey Can Holder:

Vance Bryson

Citizen of the Year:

Beth and Duncan Webb

Rotary Make Up Website:

www.rotaryclubone.org

New Member Proposals:

John Parker

Classification: Insurance

Proposed by: Ean Sullivan

Bill Wray

Classification: Law

Proposed by: Jeff Fraunheim

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