



Spring
Weekly

Reader

Volume 19, Issue 83 April 25, 2013

The Plano Rotary Club
www.PlanoRotary.com

PATENT MEDICINE MAN

UPCOMING MEETINGS

April 25

Jamee Jolly, Plano Chamber of Commerce
"City Council/Mayoral Candidates Forum"

May 2

Dr. "Bob" (James R. Baird, Ph. D.). Inventor of the LED
"Invention of the LED"

May 9

Tom Moore
"Port of Corpus Christi Authority"

May 16

Bruce Glasscock
"City of Plano Employee of the Year"

APRIL BIRTHDAYS

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



EVERY
ROTARIAN
EVERY
YEAR

ADG Kent Stone has arrived. We're now taking him for granted. Even though he's not a member, he attends regularly, communing with fellow Rotarians. He was doing just that when **Sainted Editor** came up behind and thrust a Point'n'Shoot into his hands anointing him *Photographe du Jour*. To his credit, he didn't hesitate but unpacked the camera and became familiar with it. So we thank him for the photos herein.



PRESIDENT LENNY bravely attempted to gain our attention at 12:18 with the following quote:

Bad things do happen in the World, like War, Natural Disasters, [and] Disease. But out of those situations always arise stories of ordinary people doing extraordinary things.

Daryn Kagan, former CNN Anchor

LENNY summoned **Jan Sullivan** for the Invocation and **Lissa Smith** for the Pledge. ("Thanks, **Bob!**") **HE** welcomed **Lynn McLean** to her duties as **SERGEANT DU MOIS**.



She welcomed Visiting Rotarian **Ken Shute** (Allen) but not Kent Stone, reinforcing the fact that we take him for granted. **Lissa Smith** bade us to welcome **Andy Hardin**. Chris Parr introduced **Loretta Williams** and **Irma Landis** here to stump for the candidacy of **Adrian Rodriguez**, running for the Col-

lin College Board. Adrian was offered a 30-second campaign speech but tried to stretch that to 60, earning him a \$10 fine instead of the usual \$5 one. **Sainted Editor** glumly ponied up.

LENNY thanked **Andy Sayers** for his birthday check then wished **Alice Hobbs**, **Alex Johnson**, and **Ken Roberts** a



PRESIDENT LAMPLIGHTER announced that our Bucket Buck\$ were going to supplement first **Paul Harris Fellowships** at



\$500 a pop. **HE** wanted a 1:1 match for **\$4,000** in found money, and **HE** got 8 donors in far less time than it takes **Adrian Rodriguez** to stump for office, challenging even **Randy Wright's** efficacy as an auctioneer.

LENNY reminded us that the Club pays for our attendance at District Assembly May 2nd thru 5th. **HE** enticed us with "learning deals" made on Friday and Saturday.



David McWhorter did his best impression of (an AWOL) **Ben Criste** to advertise for our **Soap Box Derby** from 9 am to 3 pm on May 11th in Downtown Plano at Haggard Park. It is co-sponsored by **Plano Conservancy for Historic Preservation, Inc.**, **Plano Rotary Club**, and **nonPareil**. He ticked off the events to occur at the Derby including a **Pinewood Derby** and a Music Petting Zoo. **Ray Huffines** is sponsoring as is the **Assistance Center of Collin County**, and raffle tickets are now available. The prize is a trip for N=2? to **DISNEYWORLD** in Orlando, Florida.

continued on page 2



LENNY couldn't believe "how unbelievable you guys are." (That certainly is consistent.) He said that our contributions to the RI Foundation stood at \$25K when *Richardson* had given \$28K, but, with what we've accumulated up to today, including the auction, brought us a factor of 2 higher than the second place holder.

David McWhorter returned to the lectern to introduce the day's speaker, **Dr. Hank Seitz**, speaking on *Creating Authentic Relationships that Rock*.

Dr. Hank is a Businessman, Certified Behavioral Analyst, and Mental Scientist. He was General Manager at *Procter & Gamble* for 15 years, managing a billion dollar business in the Southeastern United States. He then built his own million dollar consulting company and had worked with Corporate America for the past 18 years. He served as an advisor to the Board of *John Deere*, and serves on the Board of *Ultima Real Estate*, the largest Hispanic-owned real estate company in the United States.



Dr. Seitz said that, while at *Procter & Gamble*, he developed a "success formula" for measuring business results that increased sales by 21% and decreased costs by even more. Flushed with success, he left *P&G* to form an independent consultation company whose first client was *P&G*.

But then it all came crashing down due to an auto accident that left him in a coma with a broken neck and assurances of paralysis. He saw the proverbial light but declined to follow it, opting to return to Life. He lost his fortune, his wife, his possessions, indeed, "the fight, but won my authentic self."



you want to reduce your stress?"

He was going to spend the day teaching us "how to identify behavioral styles in 30 seconds," and thus to learn

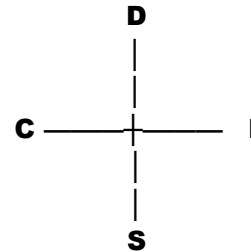
Prepping us for his eventual pitch to sell us his services, he asked, "Do you want to increase the number of your appointments? Do you want to increase your close ratio? Do you want to lift the Shade of Communication with everyone? Do

to modify our behavioral styles to that of our client, putting him at ease. In the process, he promised that we would "find out who you really are, and to become your authentic self."

Essentially, he wants us to maneuver our clients into saying, "I like you, and I can't wait to work with you." He offered cartoon characters to emphasize this point.

Dr. Seitz offered two reviews from among his clients. First, **Tearsha Freemans** explained that she needed to purchase contact management software because her client list expanded so, given his training. And **Tim Autry** explained how his business expanded five times in one year.

He asked us to draw the following chart on the back of his handout to drive home his lessons:



representing the FOUR BEHAVIORAL STYLES.

D is for **DRIVER** or **DOMINANT**, a personality type that needs to control and makes demands. Irma Landis, who "does not suffer fools gladly," by Chris' explanation, related readily to **D**. 18% of people fall in this category, according to Dr. Seitz, and swift decision-making is their rule of thumb. So "give 'em your best **QUICKLY** to get their decision" which is likely to be final. Be efficient with **D**. So Irma is an alpha male.



I is for **INFLUENCER**. An **I** is outgoing and telling with hand gestures and they "talk a lot." David McWhorter admitted to **I** behavior. He shares that with 28% of the population, Hank alleges. Influence an **INFLUENCER** by being stimulating. "Smile, Dave," he challenged.

He paused in his presentation to tout his book, *Think, FEEL & Grow Rich: Your Hidden Secret to Riches*, which has rocketed to 674,880th rank in Amazon sales. He claimed that **Napoleon Hill's** book, *Think and Grow Rich*, included 37 references to "vibrations" in the manuscript that were excised from the final text thus missing the main point: "about our feelings and how they vibrate to communicate with our Source/God and thus bringing us all of our desires."

By far, the most populous behavior is represented by the 40% of us who are **S** for **STEADY**. Our mantra is "Don't rock the boat. We don't need to buy your product or services." Lots of hands went up on this one. Dr. Seitz belabored the obvious: "These represent the most difficult sales." On the other hand, "Once a **STEADY** trusts you, it's for life." So don't be negative, "Be agreeable!"

A small minority, only 14% by Hank's claim, represent the **CONSCIENTIOUS/COMPLIANT** personality. These folks are influenced by "data and facts."

Hank wasn't surprised that **Sainted Editor** counted himself a **C** even though he couldn't understand what **COMPLIANT** had to do with it. A **C** is all about "rules and regulations." His motto is "rules are made to be followed." **Sainted Editor** was aghast. But when Dr. Hank said that "even though we might think of Chris as a nerd" (**Sainted Editor** was thinking, "If the shoe fits..."), **C**-types "make the world go 'round." With a **C**, you must be "accurate and specific."

He related a tale of epiphany. An IBM executive to whom he explained his **D.I.S.C.** system burst into tears. She had finally discovered her **IS** nature (all about relationships) was critically incompatible with her husband's **DC** (all about tasks). Here she had spent 13 years of marriage "trying to make him warm and fuzzy" only to discover she was driving a round peg into a square hole. Hank shrugged his shoulders saying, "Opposites attract but can be difficult to live with."

Dr. Seitz claimed that we've been taught to disguise who we really are in order to fit in. And "stress increases" when we, after decades of chameleon-behavior, don't even understand our "authentic behavior." But, of course, he was here to help us "build deep, meaningful relationships" for a mere \$297. No, since he likes us and can't wait to do work with us, he'll make us a bonus deal of only \$197 for his course. It will teach us "how to change anyone in 10 days!" And it will be complete with spam email encouragement.

DrHank@FEELRich.us
214-753-7204

LENNY offered him our "cherished" dog tags from **OPERATION ONCE IN A LIFETIME**, which benefits vets and serving military. Dr. Hank, being a vet, was proud to accept them.

LARRY FLANNERY was offered 15 seconds to make an announcement. **FLASH** asked if we knew "how a deaf mute robs a bank?" Then he pantomimed signing his demands with a sock (not pantyhose) over the signing hand.



LENNY fêted the eight **Paul Harris** donors and announced that he'd not be present next week. A rousing cheer arose from the multitude. Dr. Seitz was thinking, "Tough crowd." But **LENNY** simply commented, "It's as exciting for me not to be here too!"

But **HIS** purpose was to admonish us to greet the candidates in next week's City Election Forum as befits the Four-Way Test. "We are Rotarians: above the fray." And after leading us in the Four-Way Test, **HE** loosed us upon an unsuspecting world at 1:00.



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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

Andy Hardin
Adrian Rodriguez
Irma Landis
Loretta Williams

Guest Of

Lisa Smith
Chris Parr
Chris Parr
Chris Parr

Proposed Members

Proposed member: Brian Crawford
Classification: Fire Chief
Proposed by: Bruce Glasscock

Proposed member: Wallace Reed
Classification: Insurance
Proposed by: Herb Boxie

AWARDS:

Athena Award:

Camille Ussery

Citizen of the Year:

Jamie Schell

Outstanding Corporate:

The Shops at Willow Bend
(Octavio & his team)

Visiting Rotarian

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Home Club

Allen

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