



Summer  
Weekly

# Reader

Volume 125, Issue 185 August 13, 2015

The Plano Rotary Club  
www.PlanoRotary.com

## UPCOMING MEETINGS

### August 13th

Gerald Brence -  
"Annual Plano Football  
Coaches PreSeason  
Kickoff"

### August 19th

"History of Downtown  
Plano and New  
Developments"

## AUGUST BIRTHDAYS

Camille Ussery	Aug 10
Kevin Hanigan	Aug 14
Mike Jobe	Aug 15
Reedy Spigner	Aug 20
Sarah Watkins	Aug 20
Michael Robnett	Aug 24

## Mobilize or Die!

**R**ANDY WRIGHT was substitute photographer this day as our Award-Winning, First-String Snapshot Artist, *Scary Bob*, was AWOL. Not to worry; we'll have posterized cartoons back this week!

**President Kelly** (the floor is open for nickname suggestions; mine are too ugly to publish) opened the proceedings at 12:14, calling upon **LB THE ONLY** for the Invocation and



**Bruce Glasscock** for the Pledge. **Maria Mott** was credited with Greeting, and **SERGEANT BARBARA** was called to *Stand and Deliver*.

There being no Visiting Rotarians (to be amended once we move to *Gleneagles!*), **Herb Hoxie** welcomed returning guest **Ken Gasper**, Bruce Glasscock introduced the new Fire Chief **Sam Give 'Em Grief**, **Sara**



**Akers** presented **Joleen Jensen**, **David McWhorter** brought Milford, CT, native **Lynn McNamee**, Randy Wright bragged on Austin sophomore & grandson **Jeff Bell**, **Ean SECRET SANTA Sullivan** bade us wel-

come **Walt Nielson**, and Nancy Humphrey fed son **Spencer**.



**NATHAN** invited interested parties to sign up for the two vacant slots on the Plano Rotary Fantasy Football League.

Kelly referred to flyers on our tables listing the **LOCAL PUBLIC HOUSE**

as the site for the next All Plano Rotaries Happy Hour hosted by *West Plano Rotary*. Stretching the definition of "hour," it will be from 5 to 8 pm on Monday, August 10<sup>th</sup>. It is



located at 2001 W. Spring Creek, at the NE corner with Custer.

Turning to the **CRITICAL** topic of the day, Kelly announced the imminent demolition of this wing of the *Southfork Hotel* (someone asked, "While we're here?") and the subsequent erection of a Motel Three (half as impressive as a Motel 6) in its place. Needless to state, it won't have convention facilities, so we won't be meeting here any longer. **Olin Jaye** commented that all this happened "just after YOU became President." Olin was one of several of our members assigned to a Rapid Response Committee (a contradiction in terms if there ever was one) to discover a viable alternative meeting place. They recommended, and at an Emergency Board Meeting, the Board voted to accept *Gleneagles Country Club* as our new home!

The last time we went in search of a new home (and tried *Reflections*, remember?), *Gleneagles* wasn't accepting new commitments, but "times have changed," and now the Country Club is making concessions to new regular customers. **Jamee Jolly** and others are currently negotiating a contract

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that calls for meal costs to rise from the current \$15 to **\$20.40**, necessitating a \$5 increase or **\$250 more per year** in dues (for arguably a better lunch). “No one can remember when last we increased dues,” but everyone has seen the cost of living rise, so it’s probably time. (Sainted Editor has routinely paid \$40-45 to make up internationally.)

Nothing on the eastside or central Plano met our criteria, including a large enough facility for Club growth, excellent parking, a full-service kitchen, and high quality. *Maggiano’s* was unable to service us every Thursday, and it would always be Italian (which Sainted Editor, for one, counts as a plus!). So that left *Gleneagles*.

The date of the move will depend upon the contract, but Kelly estimated two to three weeks (as you read this). The upside of this disruption is that *Gleneagles* will attract more new members than *Southfork* did. So, in Kelly’s words, “We’re going to a better place.” Ean immediately jumped on that since **Tino, Dave, and I** the Good are all now “in a better place.” Surely we aren’t aiming for that just yet!



Olin Jaye took the spotlight once more to introduce the day’s speaker, **Charlie Turner**, President of *Clear Bay Media* (cturner@clearbaymedia.com).

From his press release:

While many tech companies are started by geeks who grew up with a keyboard under their fingers, few have the leadership ability, financial training, and managerial perspective to understand how companies—and the people who run them—think.

For Charlie Turner, that perspective is critical to understanding the digital marketing needs of small and medium-sized businesses, including SEO (search engine optimization) strategy, desktop and mobile website design, and social media services.

Charlie’s corporate experience includes serving as VP for Finance at **MRS. BAIRD’S** Bakeries, where he was brought in to help lead the company through a six-month-long Chapter 11 reorganization after it received a federal indictment for price fixing and positioned it for sale at an industry record multiple.

Charlie is a member of the Lewisville Area Chamber of Commerce, the Highland Village Business Association, the American Institute and Texas Society of Certified Public Accountants, and a former member and VP of the Fort Worth chapter of the Financial Executives Institute.



He is a former councilman and mayor of the City of Highland Village. Charlie holds a B.S. and M.B.A. in Finance from the University of Tennessee—Knoxville. (**David Bowman** cheered.)

Charlie was going to tutor us today in improving our businesses’ “mobile presence,” by which he meant the experience that smartphone users have when surfing to our business websites. Well, almost. That’s the business of his company, so he was here to tell us all the reasons why we should hire him (or his ilk) to improve our websites to advance our standings with search engines in order to be placed before more potential customers. That made this an infomercial but also a wake-up call.

There are now four times more searches done with mobile phone browsers than with desktop ones. And “95% of searches are performed locally,” that is, looking for local goods and services. “80% of smartphone users search the web with mobile devices DAILY.”

So we’re well into the “mobile revolution,” and success in reaching customers depends on the “mobile user experience.” Such clients are unforgiving. We must trap their interest within “7 seconds,” because “90% of searches end in action,” so while their attentions may prove fickle, their intentions aren’t frivolous. “60% of searches end within one hour.”

As a bad example, he offered IRS.GOV:



Its faults include:

- No friendly navigation
- Unreadable on a small screen
- No “click to call”

He concluded, “Your website better not look like this.”

Of course, he then had to offer the counterexample, **AUTOZONE.COM** with its

- Friendly navigation
- Easy to read
- Easy to select, and
- Most important information front and center

And that most important information includes

- A search bar right at the top.



Another good example, MADEYASMILE.COM

which makes special offers while making it easy to call for an appointment. “People

search for dentists because they’re hurting,” so make their solution *painless*, as it were. It’s a smartphone, after all, so have it autodial.

61% of searches are done with **Google**. The next largest fraction (14%) goes to Yahoo-Bing. So Charles looked for Plano ZIP code searches on **Google** and found 320 for chiropractors, 200 for optometrists, 170 for HVAC and CPAs, and 110 for Home Security.

Smartphones have GPSes so **Google** uses those to determine how near businesses are to you. AND it determines how powerful your website is to fix the order of presentation of the search results! **Google** also tracks history and “skews the results to favor past” preferences.

On desktops, the top 3 results are always ads, thus ignorable. The right-hand column is likewise filled with ads: ignorable. But the rest are ordered by **Google** in descending accessibility and relevance, and there are seven prime hits in the first box. BUT on the smaller mobile browsers, there are only **THREE** prime hits. Your mission, should you choose to accept it (and why are such missions never refused?), is to appear in those top three!

**Ken Roberts** wanted to know “*why Siri gives disinformation*” about searched items. Charles suggested fixing business info in Apple Map. Kelly wanted to know how Real Estate was ranked among searches; he was told it was “*the most searched.*” Then Kelly asked about banks; answer: **nobody**. Someone suggested that they just walk to the nearest corner.

**Lenny** wanted to know how to optimize, but, since that’s *Clean Bay Media’s* business, he was told “*get someone else to do it.*” However, Charles has a PDF of suggestions that he’ll email to whoever asks. Also **Google’s** MyBusinessPage can be queried to suggest errors to be fixed.

Kelly gave Charles our Perpetual Paperweight, failed to get the group to sing a Goodbye Song (there IS a Rotary songbook, unfortunately), and offered Randy the opportunity to do the 4-Way Test and bell us out at 12:57.



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Spencer Humphrey

### Guest of

Herb Hoxie

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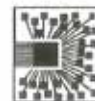
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