



UPCOMING MEETINGS

- August 2 - Richard Matkin -
PISD "The New Super"
- August 9 - CASA of Collin County:
Providing a Powerful Voice for
Abused Children, Kathy Blank
- August 16 -
- August 23- Plano High School Football
Coaches: Mike Hughes, Jaydon
McCollough, Johnny Ringo

AUGUST BIRTHDAYS

- | | |
|------------------|--------|
| Camille Ussery | Aug 10 |
| Susan Shuler | Aug 12 |
| Fortino Trujillo | Aug 12 |
| Kevin Hanigan | Aug 14 |
| Sarah Watkins | Aug 20 |
| Michael Robnett | Aug 24 |
| Michael Baldwin | Aug 28 |

If It's Too Good To Be True...

Sainted Editor had unfair insight into the day's speaker. He asked **Richard Kottel** if he was **Leonard DiCaprio** (*Catch Me If You Can*), and the fraud expert said, with a twinkle in his eye, "*I could be.*" So Sainted Editor expected to be defrauded during the talk. **And lo...**

LENNY THE LAMPLIGHTER called us to order at 12:17, commenting on the loss of fellow Rotarian **Mary Margaret Taylor** who would be eulogized at 11 am on the morrow.



His **Homily of the Day** was "Your love of liberty—your respect for the laws—your habits of industry—and your practices of the moral and religious obligations, are the strongest claims to national and individual happiness." —**George Washington**

Mourning also the loss of now **Bishop Mueller** to the Arkansas Bishopric, he called upon **Gary** to give one last Invocation before flying the coop. **Gary** asked the assembled to "pray for Arkansas," now that he's in Little Rock!



LENNY summoned **Howard Shapiro** to give the Pledge. Howard said that we'd all have to give it extra effort since, "*Bob's not here.*" Playing fast and loose with our usual agenda, **LENNY** asked Back Page Advertiser **J. Marc Lewis** to give his Classification Talk. Marc told us he was "*a Tax Guy*" who deals with those in hot water with the IRS. **Ean** made a smart remark



that caused Marc to acknowledge that he's billeted with Ean. He says that he "*outsources*" the bookkeeping, but he handles everything else. We all know his Dad, but he surmised that some of us even know his Granddad. And, as an afterthought, he conceded that he is married 10 years and has two daughters. His "*awesome Mom*" has been President of Rotary, but he neglected to mention **so has his awesome Dad!**

LENNY credited **Alice Hobbs**, **David Bowman**, and **Reedy** (welcome back, Prodigal Son) **Spigner** with Greeting. Then he invited the Club Secretary, **CAPTAIN KIRK**, to stand in for an AWOL **SERGEANT.**



KIRK welcomed Park Cities Rotarian **Mark Thomason**, Richardson Central's **Kent Stone**, and Metro's **Steve Vitasek**. **Ben Criste** introduced **Maggie Sprague** (*Plano Conservancy for Historic Preservation*) and **Gary Moore** (*nonPariel*). **KIRK** fined him \$2 for the shameless advertising. **Jeff Frauenheim** thought he'd get off scot-free introducing daughter, **Wendy Cassidy**, and wife, **Carol**, but **KIRK** asked him how he'd know if his wife loves him as much as his dog does.





When Jeff merely assumed she did, **KIRK** recommended that he lock both of them in a trunk and see who was happiest to see him after they were freed.

Reedy Spigner welcomed guest **Denise Turnbull**.



LENNY gave **Andy Sayers** his pin for three years of Perfect Attendance. Then he congratulated **LB the Good** for his birthday (on July 30).



He reminded us of the Golf events coming up on 20-21 September. **Chris Parr** announced the need for volunteer drivers of **Ray Huffines'** donated vans to ferry Japanese visitors all day on Friday, August 31st. Ray would appreciate our caring for his merchandise! Volunteers may call Chris at **214-563-7277**.



Ben Criste handed out **Soap Box Derby** proceeds

to volunteer organizations. Maggie Sprague's *Plano Conservancy* got \$1,000, and Gary Moore's *nonPariel* got \$6,500. Maggie thanked us saying that they'd be back next year. She recommended we visit her *Interurban Historical Preservation* project. Gary told us our generosity would fund smart phone app development by his autistic clients.

LENNY pointed out the boxing gloves "autographed by **Muhammad Ali**" to be auctioned off by the speaker, proceeds to go **ONCE IN A LIFETIME**, sponsored by **WILD TURKEY**. He invited us to come inspect them; no one bothered.



David McWhorter introduced Richard Kottel in **Chuck Morgan's** absence. An alumnus of Washington University (MO), Richard put his JD degree (Whittier College) to use in an advertising agency, a brokerage firm, an auctioneering company, in sales marketing, and an insurance firm before becoming CEO of **RAI Corporation** (raicorp.biz), an authentication enterprise.

Richard did his best to "authenticate" the boxing gloves. He produced a letter from a charity thanking him for his successful bid (\$640) on the gloves. He volunteered to contribute up to \$200 should the bidding fall short of that. Then he opened the bidding at \$1, using his best auctioneering skills to parlay that into \$450 from **John Yeung**. So excited was he by having won, that, when asked his name, he replied, "**Jo Yeung!**" (No doubt, the *Mighty Joe Young*.) And then Richard explained how he had conned us all.

The gloves were \$14 from *The Academy*. The box was \$20 from *The Container Store*. The charity letter was scrubbed and rewritten. The signature wasn't even a forgery. His "certification" was fraudulent.



His talk's subtitle was "Pay no attention to the man behind the curtain," a reference to *The Wizard of Oz*. The wizard was also a confidence man (in whom, paradoxically, we should place no confidence). Deceit is easy. He practiced it sitting (in a **Shelby** Cobra, no doubt) with **Bob Bondurant** when a fan came up to him asking for an autograph. Richard signed Bob's name obligingly.



So it was all a lie except the part about his \$200 donation. That's so the Four-Way Test violation will sit better with us. Indeed, that policy makes Rotarians "unskilled in deceit." Others simply take advantage of it when they buy \$300 "Big Berta" golf club sets or knockoff handbags. He has "no sympathy" for those so used; they are complicit not duped.

The average fraud is perpetrated in the \$1K to \$5K range. Annually fraud takes in about \$1T (that's \$1,000,000,000,000). But that estimate is based only on the cons discovered. It even funds terrorism; Al Qaeda has produced a fraud manual for its operatives. "Fraud has a better profit margin than drugs!" Governments (Russia, China) support it.

He categorized frauds as

1. Outright fakes
2. Partial fakes (real but unauthorized)
3. Mislabeled

In the last category, he mentioned reprinted expiry notices. From the first, extra volumes in the *Harry Potter* series.

Nike is the most knocked off brand followed by *Levis*. But the range runs from the truly sinister (fake cancer drugs) to the

ludicrous (lambs passed off as poodles). He estimated that 95% of Beatles memorabilia is fake, as is 80% of Lou Gehrig and 50% of Babe Ruth. "Fresh squeezed" *Tropicana* sits in vats for up to a year. There's almost a 100% chance that "red snapper" isn't.



Counterfeit parts find their way into commercial airliners and military rockets. Dutch museums purchase petrified wood as "moon rocks." *Denver Nuggets* autographs are signed by a secretary. Even artists counterfeit their own works.

He closed his talk with an example of the sleuthing to authenticate the World's Largest Wooden Nickel. So his work's not all serious.

Prince **John Ernst** asked him, "Is there *anybody* you trust." After asking John to "define trust," he admitted that he trusted his wife.

To protect ourselves, he recommended buying from known suppliers. There's "no solution" to fraud; we can only "chip away at it."

For having defrauded Rotary, **LENNY** said, "You can expect a visit from Guido." Then he presented Richard with his dog tags with thanks from **ONCE IN A LIFETIME**. Then he led us in the Four-Way Test and dispersed the crowd at 1:05.



Thank **Jim Cooper** for today's photographs.

Plano Rotary Club
Board of Directors
2012-2013

President

Lynn Schwartz

President Elect

Karla Oliver

Vice President

Kirk Bell

Secretary

Earnest Burke

Treasurer

Octavio Ortiz

Past President

John Ernst

Sergeant at Arms

Matt Jackson

Membership Chair

Ben Criste

Membership Vice Chair

Larry Flannery

Service Chair

Bob Pikna

Service Vice Chair

David Bowman

Public Relationship Chair

Chris Parr

Public Relationship Vice Chair

Bob Epstein

Club Admin Chair

Chuck Morgan

Club Admin Vice Chair

David McWhorter

Foundation Chair

Gary Basham

Foundation Vice Chair

Alan Feigenbaum

Business Secretary

Lynette Pieper

At Large

Kyle Walters

Cary Israel

Mary Jo Dean

Camille Ussery

Chris Henry

Lori Roberts

Bulletin Editor

Chris Parr

Bulletin Photographer

Randy Wright

Bulletin Designer

Robby Horne

Alphagraphics

Printing by Alphagraphics

Park & Coit

The Plano Rotary Club

PO BOX 864316

Plano, TX 75086

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

Member NEWS

Guest

Carol Frauenheim
Wendy Frauenheim
Gary Moore
Denise Turnbull

Guest Of

Jeff Frauenheim
Jeff Frauenheim
Ben Criste
Reedy Spigner

New Member Proposal:

John Yeung
Classification: Restaurant Management
Proposed by: Jo Via

New Member Proposal:

Timothy B. McCord
Classification: Signs Printing
Proposed by: Randy Wright

New Member Proposal:

Kevin Hanigan
Classification: Banking
Proposed by: Keith Sockwell

AWARDS:

Harold Sullivan Award:
Randy Wright

Athena Award:
Rebecca Caso

Fred Moses Award:
Richard Butterfly

Business Executive of the Year:
Gary Base

Kersey Can Holder:
Vance Bryson

Citizen of the Year:
Beth and Duncan Webb

Visiting Rotarian

Kent Stone
Mark Thomason
Steve Vitasek

Home Club

Richardson Central
Park Cities
Plano Metro

Support Our Advertisers

TOYOTA PLANO
There's Nothing Plain About It

Presents:
16th ANNUAL Scramble for Scholarships
GOLF TOURNAMENT

Benefiting:
HENDRICK SCHOLARSHIP FOUNDATION



FRIDAY, SEPTEMBER 21, 2012
PRESTONWOOD COUNTRY CLUB

For questions or more information contact:
Alan Feigenbaum
972-712-6851
awf@RisinghillMarketing.com
www.planorotarygolf.com

ViewPoint Bank

1201 W. 15th Street
Plano, TX 75075

Mailing address:
PO Box 869105, MS 212
Plano, TX 75086-9105
www.viewpointbank.com

Kelly Palmer
Senior Bank President

Direct: 972.792.2979
Cell: 469.955.7683
Fax: 469.467.1043
kelly.palmer@viewpointbank.com

HUFFINES HAS IT!

Since 1924 www.huffines.net

PLANO

| | | |
|------------------------------------|-----------------------------------|---|
| RAY HUFFINES Chevrolet | HUFFINES Hyundai | HUFFINES Chrysler • Jeep Dodge |
| 1001 Coit Rd @ Plano Pkwy Plano | 909 Coit Rd @ Plano Pkwy Plano | 4500 W. Plano Pkwy @ Ohio Plano |
| (972) 867-4000 | (972) 867-5000 | (972) 867-6000 |

All Service, Body and Parts Departments Open All Day Saturday.

Allison's AutoCare

David Allison

1214 Avenue K
Plano, TX 75074

972.423.0434
www.allisons.com

AMERICAN NATIONAL BANK OF TEXAS
www.anbtx.com

Casey W. Stewart
Banking Center President

972-309-0001 ext. 5937
214-863-5937 direct line
214-863-6160 fax
caseystewart@anbtx.com

Plano Parkway Banking Center
1101 East Plano Parkway
1st Floor Bank Lobby #E
Plano, Texas 75074

Since 1981

THE AUTO SHOP

Professional Automotive Repairs including:
Air Conditioning • Inspections • Clutches • Transmissions • Differentials
Engine repairs • Factory Scheduled Maintenance • Tune-Ups • Electrical • Brakes

Jerry P. Kezhaya
President
www.TheAutoShop.com

2560 East Plano Parkway
Plano, Texas 75074

972-578-0588 - T
972-881-0998 - F

Rick Maucieri
President

GRANT LEIGHTON
Professional Landscapers

Grant Leighton
Associates
PO Box 865066
Plano, Texas 75086
972.422.0169 Voice
972.881.9373 Fax
rickm@glandscape.com

MORGAN LEGACY GROUP
Because Life Has Purpose

President | **CHUCK MORGAN**

15660 N. Dallas Pkwy., Suite 700
Dallas, Texas 75248

P. 972.267.8181
F. 972.267.8180
E. chuck.morgan@morganlegacygroup.com
W. www.MorganLegacyGroup.com

BE READY FOR TODAY
PREPARE FOR TOMORROW

From investing for today to retirement planning for tomorrow, you want to make the most of your earnings. Please contact me today for a complimentary consultation.

Kirk Bell
Financial Advisor, RJFS

RAYMOND JAMES
FINANCIAL SERVICES, INC.
MEMBER FINRA

5040 Tennyson Pkwy., Suite 120
Plano, TX 75024
972-403-1025
kirk.bell@raymondjames.com
www.bellvalente.com

alphagraphics

increase your reach

KENNY WILSON
OWNER

Phone: 972.867.9216
Fax: 972.519.9181
US408@alphagraphics.com

J. Marc Lewis & Associates
CORPORATE AND PERSONAL TAXATION

J. Marc Lewis JD, LL.M., EA
Enrolled to practice before the IRS

Lakeside Commons
5045 Linnmar Drive
Suite 280
Plano, TX 75093

mardinc@airmail.net
Tel. (972) 618-8224
Fax (972) 618-2021

LPS Green Technologies

Lynn Schwartz
972.816.8792
1417 Amazon Drive
Plano, Texas 75075

Lynn@lpsgreen.com