

Summer
Weekly

Reader

Volume 8, Issue 9, August 26, 2010

The Plano Rotary Club
www.PlanoRotary.com



UPCOMING MEETINGS

- 8-26 Mark Sadowski
"Happenings in Austin and Washington"
- 9-2 Chuck Ruckel
Collin County Sheriff's Department
- 9-9 Fletcher Sharp
Civil Air Patrol

AUGUST BIRTHDAYS

- 8/7.....JOHN EDWARDS III
- 8/8.....BOYD CRAIG
- 8/10.....CAMILLE USSERY
- 8/12.....SUSAN SHULER
- 8/12.....TINO TRUJILLO
- 8/13.....GARY BASE
- 8/20.....SARAH WATKINS
- 8/20.....REEDY SPIGNER
- 8/24.....MIKE ROBNETT
- 8/28.....MICHAEL BALDWIN
- 8/28.....AMELIA AHMED



EVERY
ROTARIAN
EVERY
YEAR

God Wants You to be Rich

Boas and tiaras are for **iron butterfly**, but what icon, emblem, or shtick is appropriate for **Prince John**? Skip sought to remedy this conundrum by a hunting expedition to the wilds of southwest Colorado. He pondered this in a rambling explication that led **Scary Bob** to question, "Is this the program?" Uncharacteristically unperturbed, Skip continued that it was John's obvious intellectualism and virility balanced with a "soft underbelly" of concern for his fellow Man that suggested the emblem he was about to present.



So Skip stalked his deadly prey and subdued it armed only with his trusty penknife and a fierce will to live. Having dispatched it, he had to find a taxidermist up to the task of mounting the beast in a naturalistic pose. But he was successful, as we were all to learn, when he presented John with a stuffed **Jackelope**, that near mythic subject of southwestern lore.

Skip treated us to its complete unnatural history, sparing us no detail. We learned, for example, with its antlers and aggressive nature, the Jackelope has earned its nickname as the "Warrior Rabbit," rendering it more than appropriate for John's administration. It springs from the mating of a male jackrabbit and a female antelope, and it is a master of mimicry. It uses that gift to elude hunters with misdirection via cries of "There he goes; over there!" It even will sing accompaniment to cowboy songs of an evening by the campfire!



Although the product of a rare (!) interspecies breeding, the Jackelope will reproduce with its own kind, but mates only during a lightning flash. (Thus its rarity.) Moreover, the milk from the beast is a powerful aphrodisiac, leading to another nickname of "the Horny Rabbit," but that may be less appropriate to John. It is undeniably dangerous to attempt to milk a Jackelope, even if one can distinguish the sexes, but the milk is produced automatically homogenized by the beast's powerful leaps.

If weaponless and confronted with a wild Jackelope (and there are no tame ones), Skip told us that it is best to fall to the ground in an aspect of submission and hum "Happy Trails." At this

point, the narrative mercifully ceased.



Prince John thrice tolled the fateful Rotary Bell to summon his brethren (and sistren) to attention while he directed **LB the Good** to pray and **Jeff Hennigan** to lead the Pledge. ("Hi, **Bob!**") John thanked **Earnest Burke** and **Thad Stammen** for greeting, necessarily overlooking **Hubert Aaron** who fell to the task prior to John's arrival.

SERGEANT JENKINS helped us greet Visiting Rotarians and Guests. There were denizens escaped from *Plano Sunrise* (the infamous **Judy Jackson** and **Doug Ray**), and guests **Lauren Henry**, the daughter-in-law of **Chris Henry** (who was rebuked by Skip regarding the introduction; Chris asked whether he should have outsourced the introduction to Tino), **Cory Newberry**, **Gary The Perennial Curtiss**, **George Dearing**, and Police Chief **Greg Rushin**.



Perfect Attendance pins went to Coach **Brence** (2), **Earnest Burke** (3), and "Sir" **John Edwards** (32), but not to **Patti Schwartz**



because she was AWOL.

continued on page 2

Prince John acknowledged a Birthday Check from **Boyd Craig** for <grunt mumble> years. Then he called **Casey Stewart** to the podium to tout the Club's Happy Hour from 5-7 pm (sounds like two happy hours) on Thursday, August 26th, at **Craig Monroe's** Sports Bar Twenty 7. Remember that "27 on the 26th," easy, no?



queen iron butterfly recommended we spend the 8 am hour on Monday, August 23rd, at *Memorial Elementary's* Opening Day Flag Ceremony. Who could miss a chance to see all those smiling, eager faces looking so forward to the end of summer and the beginning of the school year.



Herb Ziev brought home the bacon or at least a Rotary Club Flag from Philomath, Oregon, clearly the home of geeks who (it's the Greek for) "*love mathematics*." His wife loved it because it's next door to her alma mater, Oregon State University.



A trio tag-teamed us about the Golf Tournament. **Scary** ("Give the mic to Earnest!") **Bob** pitched our 6th place world math ranking (behind Estonia) as a reason to get cracking on items for the *Hendrick Foundation Golf Tournament*.



He promised the trio would form a *phalanx* (Roman close array defensive structure) by the door to collect promissory notes from us on auction items. He told us he'd already received some "neat stuff" from Chief Rushin.

Earnest quizzed his staff on the URL of the tournament web site. Web master Thad rattled it off:

www.planorotarygolf.com



But **Alan** and **Jeff** both struggled with it even though it had just been announced! Earnest told us, "*These are my able-bodied assistants*." He said that auction items are \$30,000 behind last year's donations, and, since **Wayne's** name is on the Tournament, we need to do better. He then threatened us with a Judy Jackson, who knew how to squeeze nickels from rocks.

J u d y is a Hendrick Board member who confirmed the paucity of auction items.

Prince John immediately offered a brand-new stuffed Jackelope. She had Earnest heft a toolbox that she recommended we fill



with useful stuff to auction off. (**Sainted Editor** must remember to bring his unopened laser leveler for the box.) She also said that **Johnny Lewis** was the bag man for the operation (shades of **Fred Larue**). He'd be circulating it in lieu of the bucket to collect impressive amounts of cash. And by meeting's end, **Prince John** reported that it had accumulated \$500.

Chuck Morgan introduced the day's speaker, **Julie Overholt**, an "executive coach" (Gerald Brence's ears perked up) for business leaders seeking a competitive edge (Gerald went back to sleep). She's run *Coaching & Assessments, Inc.*, for 15 years. Her talents have been featured on **KXAS** (Channel 5), the FW Star-Telegram (now that telegrams are a thing of the past, is this name going to be as relevant as the **ST. LOUIS POST-DISPATCH?**), **Entrepreneur Magazine**, **Texas Technology**, and **Men's Health**. She has served as President of the *International Coach Federation for North Texas*.

<http://www.julieoverholt.com/>

Julie was clearly more confident than the last speaker; she didn't make us swear not to tar and feather her. So that leaves **Sainted Editor** free to lampoon at will. And she offered such rich fields to harvest in that regard.

The first thing he took exception to was her choice of audience. Her talk was about overcoming the impediments to success in our businesses, and she chose to give it to the Flagship Rotary Club stuffed the gunwales with **already** successful business and community leaders! He'll try to tamp down that indignation long enough to report on her message.

Julie said that she concentrates on facilitating the development of goals, strategies, and networks. (Not a bad start, he'll have to admit.)

She wanted us to come to a "*Mindset of Accomplishment*." She was aghast at the members taking notes, and she cautioned us not to do so (luckily, **Sainted Editor** ignored her) but to

1. Hear the information,
2. Give feedback, and
3. Take action.



She asked us if we knew the leading issue blocking success, but it was rhetorical. She answered "*Ambiguity and confusion*." Or "*jammed thinking*," wherein too much information leads to "*analysis paralysis*." So we all apparently need help separating the wheat from the chaff.

She also indicted an "*overruled sense of awareness*." Listening to others with negative attitudes ("*What makes you think this will work?*") as opposed to listening to her. She maintains that a "*confused state of mind*" results from trying to adapt someone else's strategy for success. (The irony was lost on her.)



Only 5% of us, she maintains, have an "*accelerated state of mind*" (not advocating drugs, mind you) that leads to "*trusting intuition and working it*." She advocated becoming one in that 5% bracket.

1. While the world respects the analytical process (not without cause), Julie doesn't. Instead we are to trust intuition, which has resulted from knowledge, values, (non-analytical) experience, and wisdom. We should trust it more.
2. Avoid "*karaoke capitalism*," a phrase coined by **Kjell Nordstrom** in a book of the same name. It maintains that Best Practices are ruining innovation. In applying them, our efforts become repetitious. Indeed, by the time practices

God Wants You to be Rich *continued...*

have evolved to "best," their shelf life has expired. (Never mind that **Deming's 1940's Total Quality Management** propelled Japanese business practices to their current ascendancy.)

3. Work on your "personal brand." She claimed "branding" is a \$1.5 million industry. (Surely that's billion.) "You are the subplot to the major story of you as a product." (guruspeak)

So we're to

- Feel the ambiguity,
- Experience the risk, &
- Trust our intuition.



She concluded that in the mid '90s, astronomers did "an absurd thing." They pointed Hubble at an empty patch of sky, tracking the nothingness for 10 days. At the end of that time they had discovered three new "invisible galaxies." In a repetition of the exercise in 2004, they found 10 more via "13 billion photons." (She thought that was a lot, but it represents one photon for every 100 stars accumulated over 10 days. Trivial. And it is an example of how faint these galaxies really are.)

She asked us to "anchor this moment" with a note scribbled on her (distributed) business cards relating to what we'd learned. We were to "ponder how to use it to accelerate a concept." (There's nothing more vexing than a slow concept.)

Since there were no questions (we didn't want to embarrass her), **Prince John** told us a story from his wild and woolly youth. Perhaps, given his "Warrior Rabbit" icon, that was instead a wild and furry youth. He was drinking in a Stockton (CA, his hometown) bar with friends and was about to leave when one companion warned about the local constabulary staking out the place to catch inebriated drivers. He recommended that they wait to leave until he

had dealt with them (with apologies to Chief Rushin). The fellow staggered out to his car, and led the police on a merry chase only to pass the sobriety test with flying colors, for he'd not been drinking. He explained to the police that he was "the designated drunk," by which time his comrades had weaved their ways home.

With that, John led us in the Four-Way Test and thrice belled us gone at 12:57.

Don't forget the Happy Hour **TONIGHT** from 5-7 pm at Plano's *Twenty 7 Sports Bar*.



<http://www.twenty7bar.com/>

It's located at 3100 Independence Parkway, Suite 299, Plano. And it won't count as a make-up, guys; it's a social hour (or two).



**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?

Member NEWS

AWARDS:

Harold Sullivan Award

Chris Parr

Athena Award

Alice Hobbs 2008-09

Fred Moses Award

Richard Butterfly

**Business Executive
of the Year**

Gary Base

Kersey Cane Holder:

Earl Simpkins

Citizen of the Year:

Beth Duncan Webb

Rotary Make Up Website:

www.rotaryclubone.org

New Member Proposals:

Proposed By:

Classification:

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