



WINTER Weekly

Volume 184, Issue 249, February 2nd, 2017

Reader

The Plano Rotary Club
www.PlanoRotary.com

GREEN MEANIES

UPCOMING MEETINGS

Feb 2

Lana Rich
Catsultant

Feb 9

Lloyd Neal
City of Plano Traffic Manager

Feb 16

Monty Chamberlain
Texas Health & Human Services



FEBRUARY BIRTHDAYS

Jason Kramer	Feb 07
Roy Reeves	Feb 09
Karla Oliver	Feb 13
Sam Greif	Feb 14
Rick Grady	Feb 27
Carrolyn Moebius	Feb 27
Kyle Walters	Feb 27



CATHY FANG and Tamara Dreger found the nerve to sit at *Sainted Editor's* table. Wiser folk know that he publishes their every comment and so avoid the exposure that entails. But Cathy even compounded the error by opining, "I must get here early to have such an honor!" *Sainted Editor* managed to respond "*dubious honor*," but knew that the lamponer had himself been well and truly lamponed.



King David commenced the rally at 12:14, cheering on **Blair Ritchey** for the Invocation and **Howard Shapiro** for the Pledge. At least that was the way it was supposed to go. **Larry FLASH Flannery** interrupted the Pledge to complain about its punctuation! Specifically, he noted that we place a verbal comma before "*under G*d*" that shouldn't be there. So Howard yielded the floor, and **FLASH** led the Pledge. **Daniel Askari** was given the credit for greeting.



SERGEANT KRAMER found that Visiting Rotarians again chose not to visit, but **Mike Robnett** more than made up for the loss by introducing what appeared to be all of *University of North Texas*' staff and alumni: **Jim Grandy, Bobby Ray, Gerald Brence, Randy Lokey, Tarya Houghtan, Kevin Fralicks, David**

Rose, Jordan Case, and speaker **Wren Baker**, he of the "*four and twenty black-birds*" fame. **Howard Matson** must have felt a piker in comparison with his one guest, **Mike Booher**.



Turnabout being fair play, Howard interrupted the proceedings to extol the virtues of Daniel Askari who 16 years ago was "*near to death*" but has since "*turned his life around*" and deserved "*a big round of applause*," which he duly received. (I'm not sure that you want such an endorsement from a criminal lawyer, but what do I know?)



Larry Bisno was today's **3 MINUTES OF FAME** victim. His Father was in "*the Foreign Service*," but no one in the family knew what that meant because Dad never talked about it except with his last breath, which was faint. So the family "*still doesn't know*." After a few years at the *University of Oregon*, he enlisted in the Army and suffered "*a lot of push-ups*" because "*my sense of humor caused me to get into trouble*." 22 months later he was "*pilot for rotary craft*," which he had to explain meant helicopters. He served on active duty in Asia and returned to garner two Masters degrees.

He traveled extensively overseas in his International Advertising career, got bored,

continued on page 2



and began another career working for nonprofits. Larry spent the next 4½ years working for international relief organizations in Libya and Syria!

He and his wife had two children and six grandchildren. His son, not listening to Larry, became a pilot, and died in Afghanistan.

King David and Jason picked another victim from the hat and told Howard that he'd have **3 MINUTES OF FAME** at the next meeting. Howard smarted off that that would be insufficient, so **David** awarded him **3½ MINUTES**.

John Caldwell, noting that the 4-Way Speech contestants "*don't get a microphone either,*" eschewed one to tell us that although he's got several judges and helpers (he read the list as proof), he still needs volunteers for the preliminary judging to take place 25 February at **SMU**.

David announced a 5810 District Assembly for 8 am to 1 pm on 25 March where Club officers can "*learn something new*" as at **PETS**. Then **Johnny Lewis** said that while housecleaning with **Sharon**, they came across photos from **DG Herb Hoxie's** District Assembly in Puerto Vallarta. 5810 was there to paint a school, but they heard about a horse barn being used as another school. **Tino** and **Johnny** investigated and found "*the most depressing thing I've ever seen.*" Four teachers were assigned to 200 students in a building with no running water and no restrooms. So Rotary brought water to the school for the first time. From a collection, they donated raised a sum of money that was matched by **Don Carter** for supplies.

He and Sharon visited the place this year, and found it hard to find; it had been turned into a thriving community! The barrio had been replaced. The **Governor of Jalisco** got wind of their visit and arrived for a photo-op. He said that "*we could have done this, but you taught us how.*"



UNT Booster Extraordinaire Mike Robnett extolled the virtues of the "*25th largest university in the country.*" He said the former Teacher's Normal School now graduates 9,000 students annually from 101 baccalaureate through 38 doctoral programs. The "*only university in Frisco*" boasts many Plano Rotary graduates (**Doyle Dean**, **Nancy Humphrey**, **Johnny Lewis**, and **Randy Brodhead**, who hoisted 655# as a weight-lifter for the school) and Board members (**Olin Jaye** and **Jim Monroe**), not to mention Mike himself. He touted alumni **Sam Moons** and **Fehmi Karahan**, and **Ray Huffines** as a major donor.

Then Mike settled down to introduce the speaker as, at 26, the youngest high school principal in Oklahoma.

Wren Baker was named *University of North Texas* Vice President and Director of Athletics on 29 July 2016. The 37-year-old Baker is widely considered one of the brightest young athletic administrators in the nation, and was influential in the turnaround and development of athletic programs at *Memphis* and *Missouri* before coming to Denton.

Baker was hired as the Deputy Director of Athletics at *Missouri* in 2015 after serving in a similar role at *Memphis* from 2013-15. At *Missouri* he was responsible for assisting the athletic director with the administration of the SEC

athletics program. He led the athletic department's external relations team, including development, marketing, licensing, the ticket office, and strategic communications. During his first year at *Missouri*, Baker oversaw the implementation of a new annual fund model and restructured the external team.

During Baker's tenure at *Memphis*, the *Tigers* secured the largest gift in the university's history, set a school record for suite sales and multi-media rights revenue, and grew *Memphis'* scholarship fund.

Originally from Valliant, OK, Baker earned his bachelor's degree in education leadership from *Oklahoma State* in 2003. There, Baker was operations assistant for the *Cowboy's* men's basketball program.

After college, he became principal and athletic director for Valliant Public Schools and, at age 26, was the youngest principal in OK.

From 2006 to 2011, Baker was the first athletic director at *Rogers State* in Claremore, OK, where he was also the first men's basketball coach in school history. His team went 20-11 in its first season, after which Baker relinquished his coaching duties to concentrate on his administrative duties.

From 2011-13, Baker was athletic director at *Northwest Missouri State*, where he secured the largest gift in the athletic department's history. Under Baker, *NW Missouri* saw its revenues increase by 60%.

Baker and his wife **Heather** have two daughters, **Addisyn** and **Reagan**.

Wren apologized for his seasonal allergy voice that had been overused this day. He asked for a show of hands for *UNT* grads, and was content with the count. He said that *UNT* is "*the best kept secret,*" and that his job was to mobilize its community and "*get the message out.*" He lauded the amenities at "*the best stadium in the country.*" (So,



unlike Mike, he is a salaried booster.) Wren noted that this Carnegie Tier One university has "*62 programs in* (their respective) *top 100.*"

Turning to athletics, he went into a classic locker room speech, emphasizing **CAMARADERIE**, the "*mutual trust and friendship among people who spend a lot of time together,*" as critical to getting "*on the bus...everybody in the right seat.*"

He found the Mission Statement of the Athletics Dept. to be an unfathomable, six bullet point monstrosity that he pared down to a memorable:

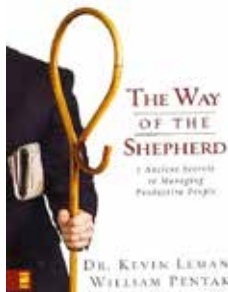
BUILDING CHAMPIONS AND PREPARING LEADERS THROUGH THE PURSUIT OF PERFECTION IN ACADEMICS, ATHLETICS, AND LIFE.

He spoke of Core Values as

- People and their Growth
- Integrity
- Success

And he enumerated the **GOLDEN MEAN GREEN RULES** of *UNT's* Leadership and Management Philosophy:

1. **FAMILY**, the most important priority.
2. **TRUST** –Honesty, Loyalty, Integrity
 - a. If you have integrity, nothing else matters.
 - b. If you don't have integrity, nothing else matters.
3. **ACCOUNTABILITY**
 - a. Failure to hold unproductive employees accountable holds the success of the organization hostage to the lowest achievers.
4. **WORK ETHIC**
5. **EXCELLENCE**
 - a. "Perfection is not attainable, but if we pursue perfection, we capture excellence." –Vince Lombardi
 - b. Always get better. Mediocrity is unacceptable.
6. **DETAILS**
 - a. Little things make big things happen.
7. **ACCESSABILITY, TRANSPARENCY, and VISIBILITY**
8. **ATTITUDE**
9. **PASSION**
10. **TEAMWORK**
11. **OWNERSHIP**
12. You must have **FUN**.



He recommended the book *The Way of the Shepherd* to us as a tool for motivation. And he quoted everyone from **Socrates to George Bernard Shaw**.

"Progress is impossible without **CHANGE**, and those who cannot change their minds cannot change anything." George Bernard Shaw

"The secret of **CHANGE** is to focus all of your energy, not on fighting the old, but on building the new." --Socrates

Under **FALL HIGHLIGHTS** Wren listed:

- A much improved football team
- Women's Soccer CUSA Champions
- Host of individual all-conference players
- Host of all-conference academic award winner

As for **PRIORITIES**, they were:

- Creation of a strategic plan
- Getting to know our stakeholders
- Creation of our facilities master plan
- Construction of a soccer facility
- The design and fundraising for an indoor practice facility



Before he entertained questions, Wren offered a door prize (a miniature mean green helmet) won by Johnny Lewis who could answer a **UNT** question. Johnny then asked the first question, the answer to which was that **UNT** is building a new track & field facility south of the tennis complex.

King David inquired about the addition of baseball to their roster. Wren told him that it's scheduled to appear when the other sports are 1st or 2nd in their respective leagues.

John Caldwell asked about **UNT's** overbooking of scholarships. He was told that applicants need "Plans A, B, and C" because **UNT** writes more offers than it has funding for to ensure that all the funding gets awarded.

Olin Jaye asked about the college's attitude toward Bobby Ray, a prominent alumnus. With Bobby present, Wren assured Olin, "He's as fine a man as I've ever known."

King David presented the desk organizer, led us in the 4-Way Test, and ended the scrum at 1:01.



Guests

Guest

Jim Grandy
Bobby Ray
Gerald Brence
Randy Lokey
Taryn Houghtan
Kevin Fralicks
David Rose
Jordan Case
Mike Booher

Guest of

Mike Robnett
Mike Robnett
Mike Robnett
Mike Robnett
Mike Robnett
Mike Robnett
Mike Robnett
Mike Robnett
Howard Matson

Visiting Rotarians

Visting Rotarian
None

Home Club

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