



Winter
Weekly

Reader

Volume 145, Issue 205, February 18, 2016

The Plano Rotary Club
www.PlanoRotary.com

Spinmeisters

UPCOMING MEETINGS

Feb 18th
Black History Month
Program -
"Hallowed Songs of
African American
Memories."

Feb 25th
Bob Young-Weitzman-
"New West Plano
Developments and
Activities"

FEBRUARY BIRTHDAYS

Lynne McLean	Feb 01
Jason Kramer	Feb 07
Karla Oliver	Feb 13
Sam Greif	Feb 14
Doyle Dean	Feb 19
Dennis Fuller	Feb 22
Chris Henry	Feb 23
Caroly Moebius	Feb 27
Kyle Walters	Feb 27

In *Scary Bob's* absence, **Randy Wright** was today's photographer. In *Sainted Editor's* presence, he jealously guards his little *Bailiwick of Power*.

President Pepperweight (perhaps cognizant of the depth of today's presentation) permitted camaraderie to persist until 12:21. Then he assigned newbies **Wanda Russell** to the Invocation and **Clay Curtiss** to the Pledge. **Wanda** and **Sam Greif** were credited with Greeting, and President-in-



Waiting **Dave McWhorter** was summoned to **SERGEANT-AT-ARMS** duty.



Debbie Watson assured us that her guest, newly-minted *PSO* Executive Director **Robert Reed**, had indeed found the application form. David welcomed perpetual visiting Rotarian **Jim Adams** (Richardson Central). He's *still* studying us?!

Rotary Attendance recognitions went to **Jim Monroe** (20) and **Ray Huffines** (31 ever-loving, blue-eyed years).



Earnest Burke not only read us the birthday list (at left) but enlisted **Ean SE-cret SANTA Sullivan** to lead us in song. So we dutifully sang "Happy Birthday, Dear February, Happy Birthday to You." Indeed we could have made that "Dear Sam and Doyle," as this day was *said* to be their birthday, but they're listed as 2/14, 2/19.

Kelly polluted the moment by reminding those just mentioned of our tradition to present the Club's Foundation with a check in the amount of their solar circuits.



Jamie Schell sprang to the task of the RIF Minute, requesting that we "hold our applause," in response to the single clap. He told us that the RI Foundation had been instituted by then RI President **Arch Clump** (really?!?) in 1917. It has grown from less than \$30 to more than \$2B today.

Earnest Burke announced that next week's program was a celebration of **Black History Month**, which must've come as a surprise to **Mary Jo Dean** who was listed on the *Weekly Reader's* Program schedule.



continued on page 2

Continuing the announcements, **Olin Jaye** told us that the program on 14 April would be a joint one with all Plano Clubs in cooperation with **Jamee's Chamber of Commerce**. The topic would be *High-Speed Rail*.

Yoram Solomon pleaded for two new instructors to step forward from our businessmen to volunteer for half a dozen lectures to the Junior Achievement class at the *PISD Academy* one hour a week.

Janis Allman sought a recommendation for "a scrapper," one who picks up metal scrap, and **Jerry Kezhaya** said he'd supply one.

Olin Jaye, in his role as Program Chair, introduced **Bryant Cappelletti**, Senior Account Executive, one of literally hundreds (no wonder tickets are so expensive) of *Dallas Cowboys* minions listed on four pages of small print in the *Dallas Cowboys Media Guide*. He was accompanied

- Began career in the Group Sales Dept.
- Now Sales Managers in Bryant's Dept.

Bryant first apologized for the traffic. Then he said that he's aware that encroaching upon the 1 pm deadline means "I'd be booed off the stage." Randy assured him of no booing; instead we'd simply walk out.

Suitable chastened, Bryant launched into the introduction of **THE ST★R**, not the *Dallas Cowboys'* Magazine but its headquarters of the same name, or rather the entire enclave surrounding the new Frisco HQ.



It's a "mixed-use facility" that includes retail shopping, restaurants, clubs, practice fields, and an entertainment venue as well as the Administrative HQ and an *OMNI* Hotel. The campus lies to the west of the Dallas North Tollway and north of Warren Parkway. The practice fields will even be open to FISH football teams when not in use by the *Cowboys*.

Those fields are behind the low buildings in the upper left of the figure. The buildings house the team's locker rooms and replicas of them in a gymnasium open to Club members. They are also the site of dining and lounging facilities that overlook the practice fields (with discreet louvers which close to conceal new maneuvers from the prying eyes of NFL spies) so that Club members can view the *Cowboys* at workouts.

There is also an indoor field that not only protects players from inclement weather but also doubles as a concert venue. Owner **Jerry Jones** has ascertained that concert promoters seek medium-sized indoor facilities to stage events not anticipated to draw monster crowds (or even crowds of monsters).

The Cowboys Social Club "connects with the professional team space" in a unique intermingling of fans with players. The inside of the headquarters is 55% complete and is expected to open September 1. Bryant noted slyly the juxtaposition of the public entrance and the *Dallas Cheerleaders'* locker room.

The rooms that overlook practice fields include a lounge area with pool table, a wraparound bar, and a dining room. There's even a rooftop swimming pool complete with cabañas where food and drinks abound. *Cowboys Fit* is a 30K sq. ft. workout space modeled after the team's locker room.

Lucas told us that membership is offered to suite-holders and season ticket-holders, 690 of whom are currently signed on, and they're looking for only 60 more.



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Jacob Stone, Sales Manager

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Andrea Green, Senior Account Executive

Brian Radford, Senior Account Executive

Holly Scarpinato, Senior Account Executive

Darah Seigler, Senior Account Executive

Nicholas Tombrella, Senior Account Executive

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Casey Yocom, Ticketing Systems Analyst

today by **Lucas Kalinec**, a Sales Manager for AT&T Stadium. Together they were here to proselytize for the new *Cowboys'* Headquarters in Frisco. "Where?" asked Plano City Manager **Bruce Mr. Clean Glasscock**. "Frisco," came the response. "Where?" asked Bruce again. Olin identified Frisco as where our God-awful traffic originates, but then he went on to outline the speakers' résumés:

Bryant Cappelletti

- Graduated from *Washington & Jefferson College* (Pittsburg) in 2011
- Worked for *Cowboys* for 3½ years
- Started in the Group Dept.
- Now Senior Account Executive in Premium Seating and Suites Dept.

Lucas Kalinec

- Graduated from *The University of Texas*
- Been with *Cowboys* over 5 years



The costs are **\$4,500** as a sort of sign-on bonus for the *Cowboys* organization and then **\$350** per month dues after that. The *Omni* and a coterie of retailers will appear next year. But Frisco ISD is free to

start its season this August.

Jan Sullivan inquired about parking and was told that the *Cowboys* staff is covered by parking under the Administration building, but peons will find copious parking on the backside of the retail area. Her follow-up question about distances to walk drew the estimate of as little as 200'.

Mary Jo Dean asked what amenities carry additional fees. Bryant said that gym and pool access are bundled into the fees noted above. Of course, consumables such as dinner do not come *gratis*. He also said that the 750 member cap is to ensure that members are known personally by Club staff. One terribly useful perk is permission to bring up to four guests at a time.

John Caldwell noted that the failed Music Hall initiative "*is now here!*" Debbie and Robert Reed kept their thoughts on that to themselves. Bryant noted that **THE ST★R** events venue is more akin to the *American Airlines Center* than to the larger *Toyota* one.



Charles Milby asked whether *Nike* will be involved with *FISD*. Apparently they will to the tune of \$385K, and the retail facilities will include a *Nike* store.

CAPTAIN Kirk Bell

asked if Bryant was related to **John**

Cappelletti? Bryant guessed it would have to be "*a distant relation.*"

Rick Horne inquired about the location of the Club and was told there is a patio that overlooks the field. His follow-up question about interior venues elicited the response that the fields can also be seen from the coffee lounge. And entertainment venues there can be viewed by Club members without the necessity of ticket purchase. That should please promoters immensely!

Kelly Palmer asked about blackouts. A system of shades blocks the view of the practice areas before games. Kelly surmised that the expectation of this facility prompted Frisco to back out of the Music Hall plans. Then he offered both speakers our **Lethal Paperweight** with suitable warnings, led us in the Four-Way Test, and permitted camaraderie to resume at 12:56.



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Robert Reed

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Debbie Watson

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Jim Adams

Home Club

Richardson



Next Club Networking Social:
Tuesday, February 23rd
The Franchise Grill & Bar

Socials are held on the 4th Tuesday of each month at 5PM and will count as a Rotary make-up.

Please Contact Bob Pikna if you have suggestions for events.

Email: bpikna@bizsvcs.com or Phone: 214-417-1487

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