

FALL
Weekly

Reader

Volume 9, Issue 73 February 14, 2013

The Plano Rotary Club
www.PlanoRotary.com



UPCOMING MEETINGS

February 14:

Octavio Ortiz
Four Way Test Contest

February 21:

Earnest Burke
Black History Month
Meeting Adjourns @1:30

February 28:

Mayor Phil Dyer
State of the City

FEBRUARY BIRTHDAYS

Davis, Maribelle	Feb 01
McLean, Lynne	Feb 01
Israel, Cary	Feb 10
Oliver, Karla	Feb 13
Dean, Doyle	Feb 19
McGee, Jim	Feb 20
Fuller, Dennis	Feb 22
Moebius, Carolyn	Feb 27
Parker, John	Feb 27
Walters, Kyle	Feb 27



PACK RATS ANONYMOUS

JEFF FRAUENHEIM was tasked with setting up the patent-pending sound system designed by **Jim** and **Randy**. He had to plug in the various sound sources, set their levels, and wire the speaker,



Lorraine Brock, for a lavalier microphone, since she'd be wandering all over the stage in her performance. When he hesitated in attaching the mic, she said, "I think it goes here and the wires go down or up under the shirt." Jeff froze; he was clearly uncomfortable with any prepositional phrase that ended in "shirt." He was thinking hard about the advisability of volunteering for this job. But, with Lorraine's assistance, even this delicate task was accomplished.

LENNY THE LAMPLIGHTER asked us all to stand at 12:17, chiding **Hubert Aaron** for being slow to do so. Hubert explained that he was awaiting **LENNY'S** obligatory, uplifting homily. And **LENNY** was indeed prepared with one by **Marion Anderson**:

The minute a person whose word means a great deal to others dares to take the open-hearted and courageous way, many others follow.

Ms. Anderson was the first black person to perform at the *Metropolitan Opera* (7 Jan 1955).

LENNY persuaded **Ean Sullivan** to give the Invocation and **Carolyn Moebius** to lead us in the Pledge. ("Thanks, *Bob!*") He thanked **Jim McGee** for Greeting and called upon **SERGEANT-DU-MOIS Jan Sullivan** to introduce Visiting Rotarians.

Jan introduced Visiting Fireman **Brian Crawford** from the *Shreveport Rotary*. Surely, having moved here to be our new Fire Chief, Brian will be shopping around for a Rotary to join. The commute to Shreveport must be a killer. Maybe **Hugo Esparza** has put in a good word?



Gary Basham welcomed the CEO of *Kinsey Capital Management*, **Charles Barry**. **CAPTAIN KIRK** winced; yet another potential recruit is a financial adviser. **Nancy Humphrey** was AWOL so **Karla Oliver** introduced her guest, **Karen Thunert**, District Chairperson for the *Boy Scouts of America*. Then Karla welcomed her own guest, **Lynn Ojeda**, Principal of *Williams High School*.



Karla trudged dutifully to the podium to induct new member **John Caldwell**, but he was nowhere to be found. Not an auspicious start. But she was roundly applauded for her efforts!

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LENNY summoned **Jason Killough** to give his Classification Talk. Jason is Vice President of the local YMCA, having been with that organization for 18 years. He moved to Plano with wife **Janie** three years ago and transferred to *Plano Rotary Club* having arrived from several others including *Coppell Rotary*. He and Janie have two children, **Jane** and **Jackson**. At the conclusion of his Talk, **LENNY** gave him his one-year attendance pin.

(Im)Perfect Attendance pins went to **Cary Israel** (13) and Ean Sullivan (24).



Cary was fêted also for having a birthday as was Karla. And Cary got a third nod when he was summoned to receive a *Plano Rotary Club* \$6,000

check supporting nursing scholarships at *Collin College*.



Cary thanked us for our generosity and noted that 23,000 students had applied for financial aid in the last year. He invited us all to attend *Collin's* annual fundraiser, Saturday, February 23, at the newly-renovated Library. The *Stetson & Stiletto Standoff* will include a Texas Trivia Contest. (972-599-3145)

He also boasted that the College is soon to receive authorization for **BACCALAUREATE DEGREES** for its healthcare programs. That'll cause *UT Dallas* minimal heartburn since it has no such programs.

Larry Bisno, *Health Services of North Texas'* Director of Development, proselytized for HSNT's *4th Annual Progressive Dinner*, Cuisine for a Cure, Sunday, February 24, at The SHOPS at LEGACY. \$125 (214-620-6077)



Principal Ojeda proselytized instead for business mentors after thanking Cary (4th reference) for teaching the 200 students earning college credit toward their health certificates. She mentioned that she was a *Rotary Exchange Fellow* back in the day; she went to Barcelona, majored in Spanish, and became a Spanish teacher before



being promoted to Principal. So she encouraged us to send others on such a successful trek. But her purpose today was to secure business mentors and recruiters for *Williams'* Career Fair on Friday, March 1st. It will help celebrate *Williams'* 50th anniversary and kick off 21st Century Learning. She's looking for help also with a Leadership Summit and internships. **LENNY** stumped for at least four Rotary businesses to step up. When three had volunteered, he mused aloud how useful representation from a landscaping business would be; so **Rick** raised his hand and **LENNY** said, "Ah. Four."

LENNY then reminded us all that the meeting of February 21st begins at 11:30 so as not to miss any of the scheduled entertainment association with our celebration of Black History Month. **LARRY FLANNERY** objected that he had been sent to the other Plano Rotaries to tell them that meeting would last until 1:30 instead, that being what was published in the *Weekly Reader*. Confirming with Lynette the *faux pas*, **LENNY** folded and declared the **meeting of 21 February to be from noon to 1:30.**



Chuck Morgan introduced the day's speaker, Lorraine Brock, Founder and President of **GetOrganized!**

Lorraine Brock is a professional organizer, family coach, speaker, and Founder and President of **Get Organized!** **Get Organized!** is a Dallas based professional organizing company with expertise in both residential and business organizing. While her company started with organizing all areas in the home from closets to garages, it has expanded to include helping businesses maximize storage space, reduce shrinkage, organize parts and products for accurate inventory control, and more.

Get Organized! started in 2007 with Lorraine as founder, owner, organizer, speaker, and business manager; wearing all the hats a small business requires. Over the last two years, Lorraine has shifted her personal focus to marketing her company and increasing her speaking engagements. She has presented Health and Wellness programs for companies such as Crosstex Energy, L-3 Communications, Texas Instruments, and area Chambers of Commerce. She has also been featured on *Good Morning Texas* and *Good Day Fox*, and has shared the stage at expos with stars such as Ty Pennington of ABC's *Extreme Makeover: Home Edition*, and Jason Cameron of DIY's *Man Caves and Desperate Landscapes*.

Lorraine referred us to hoarding shows on reality TV saying that she loved organization and her clients "aren't that desperate." She started her biz career as a teenager. She bought her first home when she was still in the 12th grade by "lawn mowing, gardening, and tractor driving." She married right out of high school.

She started her current business in 2007 and mused that the reason was her "*Entrepreneurial Spirit*." She's instilling that in her three sons as well. She explained that one son wanted a car, and she volunteered HALF the cost,

the other half to be borne by his efforts. She hired him to stain the backyard fence with a friend who had no work ethic, and the job dragged on until she fired the friend. Inquiring of her son about his friend's critically lax attitude, she was told that the friend's parents paid for everything; he had no incentive to work. So she hired her son to do the entire job, subcontracting out to others, if he chose, but responsible for the finished product. The son hired a dedicated worker, and the job was finished.

He now has a debt-free car and is saving for college. Indeed, he is being considered for an entrepreneurial scholarship!



Lorraine is proud to admit she has no academic background in biz or marketing. She is self-taught. But others have trod the same path: a health food business in Austin was created by such amateurs that they had to move into the store when evicted from home for non-payment of rent. But they figured it out, and business evolved into *Whole Foods*.

She urged us to teach our children and grandchildren a work ethic.

Moving to her purported topic, Lorraine told us that Time Management issues top the list of organizational problems. "When you say 'Yes' to something, you're saying 'No' to something else."

She alleged that we spend 55 minutes a day looking for something we know we have.

We not only lose time, but we also lose money when we go purchase it again. She says she's been hired by a gentleman who has misplaced his passport!

She suggests doing an inventory, room by room, of "what needs doing." She recommends *Neat Receipt* for going paperless.

Her company works with an IT company that ordered things it didn't know it had, stored parts all over, even had unsecured pressurized propane tanks (that become rockets when they fall over).

Garages are another source of clutter. She chides us for parking our "second biggest investment" out in the weather so that junk stays dry in the garage.

She recommends clear shoe containers (\$10-15) for hardware, batteries, and chargers for our various electronic gadgets, stored in labeled pockets and slung on the back of our doors. Cary asked, "What if we wear a size 16 shoe?" She said she has dealt with those "boats in a bathtub."

Her other suggestions were

- Velveeta boxes as drawer organizers
- Tissue boxes under car seats holding plastic bags to carry stuff in the house.
- Old sheets in your car when you must transport messy objects.
- Bungee cords
- Sunscreen in the car so it's not forgotten.
- Coupon folders to save certificates
- Plastic boxes with drawers from *Ikea*, stackable and wall-mountable.

And when we didn't have any questions, she said she'd stay afterwards to answer the "embarrassing questions."

LENNY gave her dog tags from **OPERATION ONCE IN A LIFETIME** and, instantly regretted a question from **LARRY**, who asked, "Does she organize communities?"

LENNY pointed out that we have the best run community in the nation, and then suggested that "she can organize your jokes." **LARRY** had nothing more to add.

PRESIDENT LAMPLIGHTER led us in the Four-Way Test and dismissed his charges without prejudice at 12:57.

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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

Charles Barry
Lynn Ojeda
Karen Thunert

Guest Of

Gary Basham
Nancy Humphrey
Nancy Humphrey

New Member Proposal:

John Caldwell
Classification: Finance
Proposed by: Lori Roberts

Visiting Rotarian

Brian Crawford

Home Club

Shreveport

David Craig
Classification: Heating & Air
Proposed by: Lori Roberts

AWARDS:

Athena Award:
Camille Ussery
Citizen of the Year:

Jamie Schell
Outstanding Corporate:
Citizen of the Year:
The Shops at Willow Bend
(Octavio & his team)

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