



WINTER Weekly

Reader

Volume 229, Issue 294, January 18th, 2018

The Plano Rotary Club
www.PlanoRotary.com

UPCOMING MEETINGS

Jan 18
Lt. Mica Lunt
Plano Police Dept.
"Active Shooter Program"

Jan 25
NO NOON MEETING
Please plan on attending Social on
Jan 26 (see back page of bulletin
for details)

Feb 1
NO NOON MEETING
Please plan on attending service
project Feb 3 (see back page of
bulletin for details)



JANUARY BIRTHDAYS

Pamela Little	Jan 04
Jo Via	Jan 05
David McWhorter	Jan 15
Jerry Aris	Jan 17
John Brodhead	Jan 20
Paul Hernandez	Jan 25



Rebranding Iron

MIKE BOOHER will be a couple of more months in therapy, recovering from a recent operation. So, until then, **John Caldwell** is lumbered with photo duties unless someone kind will spell him!

Princess **Moebius** took over for So. Korea-bound Prince **Horne** this day. She cajoled **Blair Ritchey** for the Invocation, **Chief Greif** for the Pledge, and recognized **Howard Matson** as our Greeter. Newly-minted **Roy Reeves** was summoned for **SERGEANTIAL DUTY**.

Roy announced no Visiting Rotarians, but we had two, **Sarah Crilley-Hill** and **Kathleen DeNooyer**, both of whom had



accompanied speaker **Donna Arp Weitzman** to Rotary, Kathleen to video and Sarah to critique, no doubt. **Randy Brodhead** fed daughter **Jeran Brodhead**



Watz and the AWOL Rick Horne had his guest, **Jay Johnson**, introduced by Howard Matson.

Carolyn had the obligatory announcements to get through:

1/26 PRC Social at the *Allen American* hockey game against the *Wichita Thunder*. The \$20 entrance fee includes \$5 for the PRC Foundation.



2/3 Our bimonthly service project assembling and installing cabinets for *The Samaritan Inn*. We are either to sign up for sweat equity or donate \$30 to the Inn.

3/31 Our Four-Way Test Speech Contest at SMU Legacy needs judges and helpers. John Caldwell will renew his email request in about a fortnight. He reminds us that we have won district in two out of the last three years. Well...WE haven't won; our contest winners have.

1/11 That's TODAY! Howard Matson distributed five pairs of tickets to watch the *Mavericks "farm club"* in action. God knows, as one member put it, "They need it." The speaker scored a pair. Also, **Hayden Padgett** announced that **Mira Ansari** is the student we're sending on an Exchange to Europe for three weeks. She'll return with another exchange student.

Olin Jaye introduced the speaker, Donna Weitzman (DonnaJArp@gmail.com, 817-917-5858). He told us that she is a former Mayor of Colleyville and the wife of a leading commercial real estate developer in the area but has pursued a more "honest profession: author and lecturer." Boilerplate from her Speaker's Bureau follows:

"Donna is the talk of the town in Dallas and has captured the attention of the older generation of newly singles. She's featured in newsrooms from coast to coast, giving insights to something she calls the 'later daters.' A powerhouse blend of business savvy and bravado, Business and Relationship Expert, Dr. Donna Arp Weitzman shares her razor-sharp wit and insightful social commentary on trending topics. From dating and relationships to conquering the corporate world, Dr. Donna Arp Weitzman can consult you in an effective game plan. Armed with a Harvard degree in business and Masters Degree in Counseling, Donna strives to spotlight the importance of empowering women to achieve greatness, assume leadership, and

continued on page 2




pioneer roles in the workplace. Author of *Cinderella Has Cellulite* and newly-released book *Sex and the Siren: Tales of a Later Dater*, Donna takes a riotous look at relationships and the intricate dance of personalities."

Donna first commented on the dessert trays, saying that in Bowie, TX, where she grew up, THE restaurant offered a similar apple cobbler of which she had double helpings because she "couldn't chew the steaks."

She told us that Chris Parr had chosen her topic, but that she had decided to speak on rebranding. (She confused Bulletin Editor with Program Chair, Olin.) Donna said, "Every 10 years I remake myself." She rebrands herself...a self-branded woman, and she asked us to define "branding."



John Caldwell opined that the brand is the "first thing that comes to mind" when one considers a business. Donna agreed and offered examples: **TARGET's** bull's eye , **SUBARU's** consideration for "the safety of your dog." So branding is about marketing.

She started her business career becoming a manager at **Proctor & Gamble**, apparently a well-managed company (at least as long as she was in charge). She got the job because she "talked really fast and good for a North Texan." P&G has persisted as a brand, but could we name a recognized brand that hasn't? *Pan American Airways* that "had the most beautiful flight attendants" is "gone away." Likewise, closer to home, has *Braniff*.

Part of branding is our "elevator speech," that 15-20 second oratory (between closing and openings of the elevator door) that enables one to tell "who you are, what you do, and what your strengths are." Then she had the temerity to ask the one question that must never be uttered to the Geriatric Club of Plano, "How many of you are over 50?" Her (weak) rationale for such a transgression was to inform the majority present that "retirement is time for rebranding!" (Why she'd believe us quinquagenarians would be retired is beyond *Sainted Editor*.) You can remake yourself to "choose to do what you want."

Unaware of the deep doodoo in which she next stepped, she challenged **FLASH Flannery** to describe in a word or two his rebranded self. In a **FLASH**, he came back with "male dancer." And thus was born the meme for the remainder of her presentation.

Only momentarily checkmated, she turned to **Mary Jo Dean** with the same challenge. MJ wanted to be known as a "famous chef," although she dislikes cooking. "You guys just are **not** getting the concept!"

She said we had to pay attention to the signals that "it's about time to rebrand." For example, when you are no longer relevant to Chemistry (*Sainted Editor*) or CPA Accounting (**Jeff Beckley** she said, picking on her tablemates), when your "customers can no longer relate to what you do," you get a "dwindling base" of clients who "no longer need you," or have outgrown what you have to offer...or died, it's time to reinvent yourself.

"How many of you have websites?" she wanted to know. And did we use them for socialization or commerce? If exclusively the former, we ought to be ashamed of ourselves, missing opportunities like that. Apparently we don't want others to see us as we are but rather "You want others to see you as you want to be seen." (Image is reality.)

Speaking of which, "**Trump** is a master rebrander." As was **Steve Jobs** (*Apple*). If your market is Millennials, you're in trouble because "they buy differently" now.

In her 20s, she "wanted to be seen as a corporate executive," so she managed at P&G, Siemens, and others. Opening her own business, she wanted to be seen as an entrepreneur. As a businesswoman, she joined her local Chamber of Commerce and Rotary, and her chairmanship of the Chamber led to her Mayoral role. She opened a maid service in Plano which grew to be the "biggest in the World," she said before catching herself...*"I sound like Trump! Well, the biggest in the State..."* It grew to 36 franchises, and, at age 37, she sold it and considered retiring to travel to Paris. On the plane, she grew so excited to make a phone call from the air that she called her financial planner just to tell him where she was.

She served on ~30 boards and decided, if she was going to be a businesswoman, she needed a degree, so she enrolled in *Harvard Business School*. She got her degree in Finance and parlayed that into a Real Estate Equity business that grew from 125 to 8200 investors. And in her mid-50s, she rebranded her marriage status to single and entered the dating scene.

That experience led her to write her first book as a diary. But as a novice author, she knew she knew nothing. She ran across an editor of "religiously-oriented memoirs." Eh, close enough. With the edit, her "life changed dramatically." Her printer tried to persuade her to do a run of 3-5000 copies, but she wanted only 1,300 since at that number, she'd break even.

She sold the first 1,000 out of her trunk. The first *Amazon* purchaser was in Australia! She saw her book for sale in Japan. She was seeing herself as a published author!

An option was picked up in Hollywood. There's talk of a TV show, but "they squash you like a bug in Hollywood."



Her oeuvre is now four books with a **Herb Weitzman** bio and a serial killer novel in the works.



Leading a focus group for (older) women looking for Mr. Goodbar, led to *Sex and the Siren*, and a reprinting of *Cinderella has Cellulite*...with a different cover. The original cover has sold as "out of print" for \$400-800!

In her experience, "book editor laugh at you" much as they would for "male dancers."

After collecting her multiport charger, she distributed a few of her books for free. Gary should worry that Jo Via was excited by hers. (Casey Stewart was excited without even receiving one.)

Carrolyn reiterated some announcements and, after the Four-Way Test, belled (of the ball) us out at 12:55.



7:05 pm, Friday 26 January 2018
Allen Event Center, 200 E. Stacy Rd., Allen



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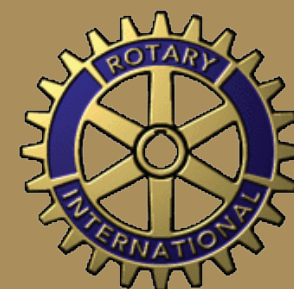
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Thank you Kenny Wilson

The Plano Rotary Club

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Guests & Visiting Rotarians

Guest

Jaran Walz

Jay Johnson

Visting Rotarian

Naveen Tummula

Guest of

Randy Brodhead

Rick Horne

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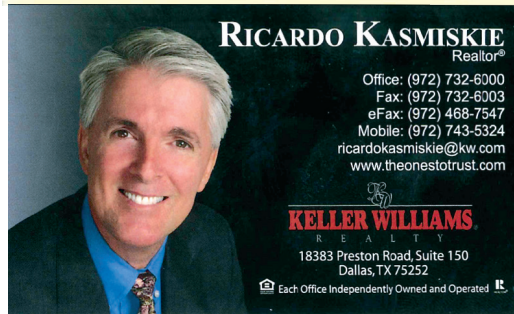
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ALLEN AMERICANS PRO HOCKEY

2017 2018



DISTRICT 5810 ROTARY CLUB NIGHT

JOIN THE ALLEN AMERICANS FOR THE INAUGURAL ROTARY CLUB NIGHT AT THE AMERICANS HOME GAME ON FRIDAY, JANUARY 26. HELP SUPPORT & ENJOY SOME EXCITING HOCKEY AS \$5 PER TICKET PURCHASED VIA THIS LINK WILL BE DONATED BACK TO THE DISTRICT 5810 POLIO PLUS CAMPAIGN!



VS



FRIDAY - JANUARY 26, 2018

\$20

- \$5 PER TICKET PURCHASED WILL BE DONATED BACK TO THE POLIO PLUS CAMPAIGN
- FREE PARKING
- VIDEO BOARD RECOGNITION
- MEMORIES THAT WILL LAST A LIFETIME!

FOR MORE INFORMATION, CONTACT NICK MINOR AT 972.912.1029 OR AT NMINOR@ALLENAMERICANS.COM

TO PURCHASE YOUR TICKETS, VISIT ALLENAMERICANS.COM/ROTARY

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SAMARITAN INN SERVICE PROJECT

Date: Saturday Feb 3 | **Time:** 9AM-12N

Where: 1514 N McDonald, McKinney
(North of 380 on Hwy 5)

What: Need a minimum of 5-6 Rotarians to assemble and install towel bars, bathroom shelves and clean up for move in day.

Towel bars, shelves and necessary hardware provided by the Inn

Items needed: Drills, hammers, Phillips, and flat head screw drivers. If unable to attend donations of \$30 are greatly appreciated to cover cost of towel bars and shelves.

Rotary

