



## WINTER Weekly

Volume 182, Issue 247, January 19th, 2017

# Reader

The Plano Rotary Club  
www.PlanoRotary.com

### UPCOMING MEETINGS

**Jan 19**  
**Gerry Mann**  
*Communication & Adaptability*

**Jan 26**  
**Wren Baker**  
*UNT Vice President &  
Director of Athletics*

**Feb 2**  
**Abe Minkara**  
*Mark Cuban Companies  
(including Shark Tank)*



### JANUARY BIRTHDAYS

Pamela Little	Jan 04
Jo Via	Jan 05
Lynette Pieper	Jan 06
David McWhorter	Jan 15
Jerry Avis	Jan 17
Sherman Millender	Jan 19
John Brodhead	Jan 20
Alan Feigenbaum	Jan 21
Paul Hernandez	Jan 25



## Table Favors

**T**HIS was the 1<sup>st</sup> time in living memory that we were favored with party favors on all our tables. We sat down to a cheery greeting from **kalanchöe**, a genus of succulents, native to Europe and known as “Widow’s Thrill,” as in “*Oh, how kind; you remembered my first husband’s death date!*” They were gifts from **Brad Weinstein** at **Petals & Stems**, a florist who was Informercialist du Jour. Along with the potted plant came business cards and a flyer noting the many reasons you may wish to purchase his wares, chief among them: romance. Or, in our case: bromance.



**King David** convened the conclave at 12:??, **Sainted Editor** having failed to note the time! **Sainted Editor** was having a bad day; he neglected to take the florist’s handout as well. So, considering his predilection for lapses, he will take this opportunity to note that today’s photographer was **Blair Ritchey** in **Scary Bob’s** absence.

**David** assigned **Jim Cooper** for the Invocation and **Justin Roache** for the Pledge. Before summoning **SERGEANT KRAMER**, he permitted **John Caldwell** to proselytize on behalf of the Four-Way Test Speech Contest, tryouts for which will be held from 9 am to 12 pm on 25 February for



which he’ll need volunteer helpers and judges. It will take place at a location TBA.

Now Jason captured the spotlight, chastening us for our persistent failure to CHECK IN ON FACEBOOK. So, if you’re reading this ahead of the next meeting, go to your facebook account, find the CHECK-IN link down the right-side, click it, choose GLENEAGLES as your location (which will be on the top of the list if your GPS is working), and type “Attending Plano Rotary” or somesuch. Jason will be thrilled even though he’s not a widow.

He introduced **Rusty Gentry** from **Plano Metro** and **Kristen Merron**, guest of speaker Brad. Kristen is a **Sarah Crilley** clone, here to critique Brad’s performance as a part of her booking service. He was being videotaped to strengthen his playbook.

**Howard Matson** welcomed former member **Mike Booher**. **Jeff Beckley** fed Mom, **Judy Kristan**, and **Nathan Barbera** pondered introducing **Casey Stewart** “visiting from Plano Rotary.”



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In his **3 MINUTES OF FAME**, **Charles Milby** gave us a synopsis of his life including:

- 6th Generation Texan
- Joined Rotary soon after his daughter's birth
- She's now 21.
- Attended A&M for a year but graduated from *Stephen F. Austin*.
- He and his wife have three children.
  - **Madeline** teaches in Austen
  - **Jonah** plays baseball
- His wife is a Pre-School Director at a high school.
- He hunts with bow and arrow on his OK ranch.
- He recently celebrated 24 years with his company.
- Joined Rotary at the behest of **LB the Wicked** to "get involved."



**King David** and Jason drew the next victim's name, Casey Stewart, and it's a 50:50 bet he'll be here for it.

**David** presented the crystal **ROTARIAN OF THE MONTH** plinth to **Camille Ussery** for her yeoman (or should that be yeowoman) efforts on behalf of our Angel Tree project.

Camille told us that it's a work of passion that's rewarded by "the look on the children's faces." She said she picked up "subtle clues" from the way they dressed for the occasion. They "were proud to be there. And," she told us, "you make that happen." She read us several thank you notes, one ending "I can't thank you enough for making my children smile."

**David** gave **Rick Horne** an opportunity to harangue the assembled about **Blues, Booze, and BBQs**, but Rick gave us a reprieve saying he'd "do it another time."

Program Chair, **Alan Feigenbaum**, rose to the challenge of introducing the speaker while being videotaped.

Brad Weinstein is a Dallas native and owns Dallas-based **Petals & Stems Florist**. With no prior knowledge of the flower business, his father, Lew, founded the flower company in June 1972. The shop was another home for Brad; it was where he grew up, worked and developed a love for working with flowers. More importantly, he saw

the positive impact flowers have in customers' lives. As a family-owned and -operated business, **Petals & Stems Florist** is proud of their ability to maintain long-lasting relationships with customers and employees, many of whom have been with the company in excess of ten years. Today, **Petals & Stems Florist** stands strong as a top contender in the floral industry, having been named as one of the Top 50 florists by the Teleflora network, which is comprised of over 20,000 florists.

Brad joked that he'd given this talk at the *Desoto Rotary* this morning, and apparently they'd not blackballed him, because our invitation still stood.

His grandparents lived in Wichita Falls and sent his father to the University of Oklahoma. **Lew Weinstein** set up shop across Montford from *Valley View Mall* "before Valley View became a mall." He teamed up with a woman who said she wanted to invest in a florist, but she didn't bloom as expected, so his father hired a floral designer and a delivery driver and started the business on his own. The shop now employs a full-time staff of 24.

Brad asked his father to teach him the business in 1997 because "*flowers are good to be around*." A Rutgers University study of "*life satisfaction*" found all positives to the presence of flowers. So Brad considers himself a "*flower therapist*."

He asked for testimonials to that satisfaction from the audience, and **CAPTAIN KIRK** lauded his shop for supplying the flowers he sent to his daughter, **Emily**, for having successfully aceing the Scholastic Aptitude Test. He vouched for Emily's attitude with the flowers as "happy." **Jo Via** admitted that flowers kept **Gary** "out of the dog house." And **Alex Johnson** said, "I used to use you guys. Not sure why we stopped." So 2 out of 3's not bad.

His handout, entitled the Top 6 Reasons for Sending Flowers, included the reason "just because." In other words, who needs a reason? Of course, everyone who orders does so for some reason or other. Brad had compiled the most amusing ones:

**Card message:** I know you're sad that the Cowboys lost... so here are some Cowboys flowers! Love, Gabe

**Card Message:** I sat next to you on Flight 83. Give me a call 555-555-5555. David

**Customer:** I need to send flowers to this lady at the bank. I have never said this before, but for some reason I asked this lady when she would be having her baby. She looked at me and said, "I am not pregnant".

**Card Message:** Sorry that I hit your car this morning. It was nice meeting you and I would like to buy you a drink. I will call you soon. Max

**Recipient:** Hi, my name is Julie and I just received flowers from your shop from a guy named Aaron. Well, the thing is I am kind of seeing two Aarons. Can you tell me his last name?

**Customer:** Hi, I would like to send flowers to a girl at a particular office. Her name is April.

**P&S:** Okay, great. What is her last name?



**Customer:** I am not so sure what her last name is. If there is more than one April at the office, it is the April who is really hot.

**Card Message:** Happy Birthday! Your other present is in your glove box.

**Card Message:** I am sorry that I ate the cookie that was on your desk. It just looked so good.

**Customer:** I would like to send flowers to this lady, but my guy friends say I should not admit to making a mistake or say I am sorry. What do you suggest?



Brad referred to the potted plants on our tables for us to take home. He told us to care for them by *"keeping the soil moist."*

In reference to the flyer, he cautioned us about its 2<sup>nd</sup> point: flowers for forgiveness. He said to never begin a statement with *"I apologize, but..."* He told us *"leave your 'but' at home."*

Illustrative of the "no reason" reason, he offered an anecdote about a woman debating the merit of rose petal purchases when the man in line behind her offered to buy them for her. Either gallant or impatient?

Brad recommended we do our homework. Ascertain our target's favorite flower or color, and then consult a professional florist. He has six on his staff.

In Q&A, we learned the most popular are roses (surprise surprise) but the runners up are hydrangeas. Make flowers last by cutting the stems then immersing them IMMEDIATELY. The stems should be cut at an angle (increasing the area of absorption). Alan Feigenbaum asked the **Vassily Kandinsky** Question about the symbolism of color; red for love, pink for invalids, yellow for Texas, red, white, and blue for military, etc. Camille asked about recutting the stems and was told *"that's great,"* but it involves recomposing the arrangement. **Kelly Palmer** asked about his sources; Brad said that in this Jet Age, flowers come from all over the world. **Jerry Aris** asked about temperature; Brad said that room temperature is fine, just make sure the flowers are out of direct sunlight. Jerry had a follow-up about plant food and was told it can't hurt but it's unnecessary.

**FLASH Flannery** couldn't resist a story about a man who surprised his wife with a detailing of her Mercedes convertible for her birthday and was nonplussed at her cold response. Finally she asked him, *"You got me a CAR WASH?"*

**Randy Brodhead** said his daughter entered into a long-distance romance with a Brit from Australia. He cautioned that such commuter romances never last, but when the family went to OZ, they found the hotel strewn with yellow roses. That daughter said, *"I'm gonna get yellow roses the rest of my life!"*

Brad estimated 20-30% of the floral business comes for Valentine's Day, but corporate giving lasts all year.

**Jeff Frauenheim** asked about his web presence and was told *"we have a website,"* but *"flowers are a very personal" business.*

[www.petalsandstems.com](http://www.petalsandstems.com)

Flash asked how he answers the question, *"How much do I have to spend? What's the magic number?"* A nice arrangement can be \$40-60, a more impressive one at \$100. With that, he gave a gift certificate to **Herb Hoxie** for his decades of Rotary service. **King David** handed him our desk organizer, led us in the Four-Way Test, and dissolved the meeting (12:57) into a match to see how many kalanchöes we could all carry home.

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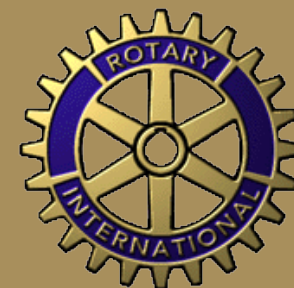
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## Guests & Visiting Rotarians

### Guest

Mike Booher

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Judy Kristan

### Visiting Rotarian

Rusty Gentry

### Guest of

Howard Matson

Brad Weinstein

Jeff Beckley

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