



# WINTER Weekly

# Reader

Volume 183, Issue 248, January 26th, 2017

The Plano Rotary Club  
www.PlanoRotary.com

## YOUR INNER COMMUNICATOR

### UPCOMING MEETINGS

Jan 26

Wren Baker

UNT Vice President &  
Director of Athletics

Feb 2

Abe Minkara

Mark Cuban Companies  
(including Shark Tank)

Feb 9

Lloyd Neal

City of Plano Traffic Manager



ENDPOLIONOW

### 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



**A**L VALENTE was Jo Via's guest, and she earned the \$5 fine for advertising yet again his candidacy for City Council and the Kickoff Meeting that evening at Rutledge's Party Barn. Al's becoming a regular presence.

King David silenced the peasants at 12:10, summoning Blair Ritchey for the Invocation and Jeff Beckley for the Pledge. Jeff also was credited with Greeting.

SERGEANT KRAMER thanked Sainted Editor for publishing a facebook check-in tutorial, but the credit was premature as it hasn't had any effect yet.

Jo Via welcomed Al Valente and the speaker, Gerry Mann, introduced his wife, Midge Duncan.

Casey Stewart stood & delivered a 3 MINUTES OF FAME speech. He was

recruited for Rotary 14 years ago by Ean SECRET SANTA Sullivan. He was born in Mineola, TX (on Hwy. 80 halfway from Dallas to Marshall). His Mom was a teacher and his Dad worked the Union Pacific Railroad. (Larry FLASH Flannery elicited from Casey that he got his name from Casey Jones who died at the throttle of his locomotive:

♪ Casey Jones-mounted to his cabin  
Casey Jones-with his order in his hand  
Casey Jones-mounted to his cabin

And he took his farewell trip to that promised land)



He was a classmate of Jamee Jolly at ETSU, but he declined to tell tales out of school for fear of in-kind retaliation. "She has more on me." He earned a Finance degree and worked in Special Assets and Litigation at Nat'l. American Bank. He's now at Collin County Regional Bank handling \$130B in business. He and his wife have three children, one 8 and the other two in college.



David and Jason chose Clay Curtiss to give the next 3 MINUTES OF FAME.

Roy Reeves graduated from a RED to a BLUE Badge of Courage, and Carolyn Moebius garnered the Crystal Obelisk of ROTARIAN OF THE MONTH for December (for her organization of the Annual Holiday Party).

David mentioned that she is in line for the Presidency of the Club after Rick Horne (membership willing, of course).

King David announced upcoming 5810 events including

- Peace Symposium at SMU Legacy from 8:30 to 3 on 4 February that's in need of volunteers and sponsors.
- The Rotary Year to Party at Frontiers of Flight Museum on 13 May celebrating 100 years of the RI Foundation. Auction items are being sought.
- A Trip to Cuba on 11 March with room for only two dozen folk. See the particulars on the 5810 web site.

Jerry Kezhaya was summoned from the food line explaining that he was indeed working on the next Rotary Social Hour, but the summons was to give him his 8-year Rotary Service Award AND, via Foundation Chair Jamie Schell, his Paul Harris Plus Two pin, signifying a \$3K donation to RIF.

Alan SPIRITWARE Feigenbaum did not have to contend with a video camera this week when he introduced Gerry Mann.

He is Vice-President of CORVAL, an Executive Search and Leadership firm. (Midge is the President.) Gerry is a business problem-solver. He solves business problems by teaching leadership skills, coaching, mentoring, training, and team building. Gerry's clients include: American Airlines, Atmos Energy, Bank of America, Baylor Scott & White Health Care, and the Zale Corporation. Gerry's competencies include Building High-Performing Teams, Communication, and Change Management.

Today he will discuss the importance of Communication and Adaptability.



Taking a page from **Alvin Toffler**, Gerry emphasized that the pace of change is quickening. *"It's coming faster and faster."* Then he mused that he sounded like a commercial for **verizon**✓. He was forced to turn his attention to his presentation, which had frozen on his computer. Fixing that, he referenced his techie, Midge, to whom he has been married for 27 years. Gerry felt obliged to share with us the **SECRET OF A HAPPY MARRIAGE**: going out to dinner and dancing twice a week. *"She goes on Tuesdays, and I go on Fridays."* (Midge didn't laugh, but, giving him the benefit of the doubt, maybe that's just because she's heard the joke before.)



He mocked our technological connectivity with a cartoon where amazon's **Alexa** is telling a man about to leave for work, *"Your iPhone told me that your fitbit said your nest told your SONOS that you owe your wife an apology. Flowers are available online."*

He said that none of us are perfect, so it's not surprising that few of us would rate our intra- and inter-business communications an "A." He asked for a show of hands of those who believe their companies rate an "A;" perhaps anticipating **Trump's** inauguration, a few folk declared their companies yugely successful in that regard. But most, Gerry would wager, declare theirs *"a solid B."*

"B" companies may miscommunicate 20% of the time or once a week. Then they must spend another day corrected the communication, resulting in another 20% loss. So they're down to 60% productivity. *"Three days worth of work out of five days"* needs correction.

*"Connection is necessary for communication."* Participants must *"share the same space, the same language"* and the same mindset. Without connection, any attempts to teach *"are out the window."*

One needs to build rapport to develop the deep connection that permits one to listen to what's said. The speaker is obliged to *"speak as clearly as I can."* Communication involves not only words but also *"body language and emotion."*

As a class exercise, we were to pair up with a table partner to *"Give and Take."* We were to take turns telling the partner what aspects of his/her personality we would most like to incorporate into our own. As an example, *"Midge, there's so much I'd like to give you."* One worried participant begged, *"Keep it G-rated!"* Unperturbed, Gerry continued, *"Your dedication and perseverance: I want to incorporate that."* He gave us a minute for Give and Take.

There arose a cacophony of voices all working on the exercise. Gerry tried to regain control of the room. Ha!

**Mark Geller** turned to **Sainted Editor** and his iPad and Bluetooth keyboard and mused, *"You have all the best toys! That's what I want to take from you."* **Sainted Editor** wasn't about to part with them, even for Mark!

When it was over, Gerry asked for feedback. One respondent called it *"awkward."* Another said, *"He declined mine; I couldn't give it away!"*

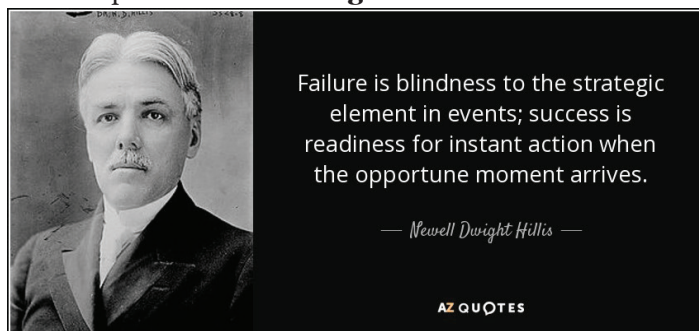
We had just engaged in one of the 7 *Habits of Highly Effective People*, **LISTENING** with the intent to understand. Apparently, many of us listen for the breaks in an argument to be able to capture the floor. Gerry characterized that as *"unkind"* and *"disrespectful."* He said it's *"easy to get off course if you're not trying to understand."*

Of course the flip side of **LISTENING** is **SPEAKING**. And successful speaking can be analyzed as:

1. **ETHOS**, i.e., who am I? Explain that *"so as not to be dismissed."*
2. **PATHOS**, i.e., what do I care about? That speaks to the question of why listen to me?
3. **LOGOS**, i.e., the logic of the message itself.

With that three-legged stool, one can be understood.

He quoted **Newell Dwight Hillis**:



Gerry's talk had already turned from Communication to Change. He synopsisized that as *"Going back to Zero."* In a new paradigm, *"the rules change,"* and there's no importance attached to faithful adherence to the old rules.

As a contemporary example, he cited the market value of major retailers. They've all dropped drastically, save **Walmart**★ which has only increased by 2%. In contrast, the e-tailer, amazon, is up **1910%** in the same period. Reiterating the obvious, there's been *"a major paradigm shift in retail."* So it's adapt or die: Social Darwinism.

The graphic that went with it was of rolled coins vs. loose change. The former represented *"managed change,"* pun intended. *"We can assimilate only so much change. Then we can't handle anymore."* That's *"fibrillation."* We're really busy *"but not getting anything done,"* until we *"absorb the change by incorporation."*

For Gerry, it's all about balance: comfort vs. stability, growth vs. risk, work vs. home.





Gerry related a story of the oil platform fire that costs 166 rig workers (plus two rescuers) their lives. He spoke of one survivor who jumped 15 stories into the North Sea with an expectation of 20 minutes of survival before hypothermia killed him. His options were “jump or fry,” occasioned by the change brought about by the burning platform.

He insisted that “*change can be designed to create our own future,*” and that if that happens, we “*can do amazing things.*”

He cited the old saw about insanity: “*doing the same thing but expecting different results.*” He paraphrased that in an era of change: “*doing the same thing in an environment of change gets different results.*”

After gifting Gerry with our desk organizer, **King David** noted that Clay Curtiss was AWOL and thus would be unprepared to stand and deliver at the next meeting. So **Larry Bisno** was chosen instead for the **3 MINUTES OF FAME**.

**John Caldwell** noted the need for judges and helpers with the Four-Way Test Speech trials.

**King David** led us in the Four-Way Test and scattered us to the Four Winds at 12:58.



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P.O. Box 864316

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## Guests & Visiting Rotarians

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Al Valente

### Guest of

Jo Via

### Visiting Rotarian

None

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Progressive Dinner, Drawing & Giveaways  
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