



SUMMER
Weekly

Reader

Volume 161 , Issue 227, July 21st , 2016

The Plano Rotary Club
www.PlanoRotary.com

UPCOMING MEETINGS

July 21
David McWhorter
Club Assembly 2016/2017
Club Vision

July 28
Dr. Mukesh Saraiya
Stem Cell Research

Aug 4
Gerald Brence
PISD Football Coaches



JULY BIRTHDAYS

Joe Camarena	Jul 01
Phil Dyer	Jul 06
Sara Akers	Jul 10
Howard Shapiro	Jul 12
Earnest Burke	Jul 14
Dave Bowman	Jul 15
Larry Bisno	Jul 16
Matt Jackson	Jul 22
Jim Monroe	Jul 22
Maria Mott	Jul 23



Spin Nurse

Sainted Editor is scrambling to catch a flight to Seattle (to visit *Glacier Nat'l. Park* by train before the glaciers are gone), so he's rushing this *Bulletin* into print. Please forgive the inevitable mistakes; he's not available to correct them. One thing he wants to get right is to credit **Blair Ritchey** with being today's photographer.

King David held court at 12:13, dispensing beneficence upon **Ean SECRET SANTA Sullivan** for the Invocation and **Janice Allman** for the Pledge. But before all that, the 2015 Athena Award winner, **Shelley Strickland**, took the podium, surrounded by other past winners. It looked like a roster of the Club's distaff set! She was there to induct yet another of our members into The Best in Plano rolls: **Sara Akers**, Executive Director of the *Plano Children's Theater*, and the **2016 ATHENA OF THE YEAR**.



Sara had snagged the title by not only being at the top of her profession but also for using that position to "mentor countless girls and women." She will be installed at the **Best in Plano** event on 6 October. In her inimitable fashion, she responded by saying, "This isn't a bad bunch of broads" with which to be associated. It earned her a standing ovation.

That was a hard act to follow, and it didn't help that **SERGEANT KRAMER** was out in the hall when he was scheduled to make his first official appearance (to catcalls of "off to a great start!").

Following **Nathan's** lead, there were no Visiting Rotarians. However, **Rick Boyer** fed his son, **Ricky**. **PP Kelly Palmer** welcomed back **Jeff Beckley**, and when she could be coaxed back inside from the Athena Love Fest, Sara introduced her Board President, **Darrell Rodenbaugh**.



JASON announced an end to Nathan's reign of terror via **INSIDE THE ROTARIAN STUDIO**. **JASON** was going to introduce his own, drawing a name from the hat which obligates the victim to stand and deliver a 3-minute talk (the following week) on a topic of interest to **JASON**. If he isn't interested, the victim receives a fine. In addition, all those with Facebook on their smart phones are to "check-in" to the Club's Facebook page at every meeting. Lessons will be arranged for the troglodytes.

JASON ended his performance with an encouraging "I'll be here all year."

King David threatened everyone with yet another Club Assembly, this one to reveal the inner workings of the New and Improved Club! So the next meeting will begin promptly at 12:05 because "we've got a lot of territory to cover." Material will arrive in our email inboxes early next week that we are to peruse prior to the meeting. The **Gateway Strategy Planning** will also get its 10 minutes of fame, whether it deserves it or not.

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Rotary Service pins went to **Nancy Humphrey (6)**, **Andy Sayer (7)**, **Jo Via (24)**, and **Jamie Schell (26)**.

In **FLASH'S** absence, **David** tried to make a funny. An attorney arrives at the **Pearly Gates** bewildered. "*I'm too young to die!*" **God** asks him his age, and he says "*40!*" **God** tells him, "*Our records show you've 82 billable years.*" (Crickets could be heard.)



In the silence that followed, punctuated only by whispered prayers for the swift return of **Larry, Alan SPIRITWARE Feigenbaum**, this year's Program Chair, rose and tested the lectern by introducing **Shannah Hayley**, the City of Plano's Director of Marketing and Community Engagement.

Shannah's pursuit of living life to the fullest has taken her all over the world with various communications-focused jobs, from teaching in Kenya to consulting in the United Kingdom. After moving to North Texas in 1999, she leveraged her background in communications into marketing and business development in the professional services marketplace before transitioning into the public sector. Her primary responsibilities include process management, strategic planning, communications and supervision of all aspects of the City of Plano's marketing and community engagement efforts.

Shannah earned her B.S. in Communications Management (with Honors) and her M.A. in Communications from *Missouri State University*. She has served on the Board of Directors for the Dallas-Fort Worth Chapter of the *Society for Marketing Professional Services*. She frequently leads training courses on core communications and business development skills for internal staff development and within local industry organizations. She earned her Certified Professional Services Marketer (CPSM) designation in 2006 and was admitted to the SMPS College of Fellows in 2013.

She claimed that she rarely hides behind a lectern, but she's doing so today to be heard. Shannah started with a story about her Mom's penchant for discarding old boxes into Shannah's care. In one such, she discovered a letter informing her of her college scholarship from a Manhattan, Kansas Rotary Club. So she thanked Rotary via us.

Since many of us were (presumably) wondering why a city would require marketing, she explained that, as with any business, "*we must fight for Mind Share.*" (That must be publicist-speak for "attention.") Otherwise, you're just prone to "*think about things when you need to think about them.*" (Intolerable!)

So she offered to "*walk you through what we do.*" And the first thing is to preserve a healthy City Brand. She said she'd leave time for us to ask questions at the end, and she will answer what the City Manager permits. Other questions must be asked "*out in the hall,*" out of earshot of **The Bruce**.

But she's kindly disposed toward "**Mr. Glasscock**," since it was he and **Jim Parrish** who "*convinced me to go into marketing.*"



WHO ARE WE?

The City's Vision Statement is "**Plano is a vibrant, safe and sustainable city with attractive neighborhoods and urban centers, a vital economy, a high degree of mobility, and an abundance of educational, recreational, and cultural opportunities.**"

(Of course, "vibrant" and "safe" are mutually exclusive since the original meaning of "vibrant" is "vibrating," or, in this context, "earthquake-prone!" But it sounds good!)

Shannah said that her function used to be carried out by Departments of Public Information which would supply all and sundry with details of the City. The difference is "*you must ask for it.*" Proper marketing "*shares in advance,*" before you need to know. (Sort of City Spam.)

So her job is to

- Create
- Communicate
- Deliver on brand promise, "*City of Excellence*"

GOALS

1. Position Plano as the place to live, work, play.
2. Build Engagement (e.g., increasing dialogue)
3. Create Community (something of a challenge since "*it's rare to find anyone born and raised in Plano*")

Above all, "*we must create pride in the community.*"

WHAT IS BRAND

Reputation x Visibility x Personal Experience = Brand

All three build to create the brand.

POSITIONING

Outside → Plano ← Inside

In other words, those within and without City government should be on the same page. (Presumably that's a two-way street. Citizens listen to City AND City listens to its citizens and their legitimate concerns within the City's power to effect relief. Otherwise, it's Big Brother and 1984 arrives albeit late.)

WHAT IS ENGAGEMENT?

The establishment of “*intentional, relevant, two-way communication between the City and its constituents.*”

Shannah’s job is to build engagement that’s “*strategic, social, and measurable.*” As an example, increase in applications for City Boards and Commissions is one indication of success. Social media used involve Facebook, Twitter, Nextdoor, YouTube, and Instagram (plus, of course, the City’s website).

ENGAGEMENT STRATEGIES

1. Bring people together
2. Ask people to participate
3. Acknowledge citizen accomplishments
4. Keep them in the know
5. Be where they are.

COMMUNICATION STRATEGIES

1. Brand message
2. Brand voice (less stiff & formal now)
3. Tools

77% of those who visit the website get data from it. The City is rolling out a new Mobile Strategy to cover the 60% of folks without internet at home who still find it on their smart phones.

And Direct Mail beyond the water bill is in play! *Plano City News*, *Live Green in Plano*, *Snap News*, and others can all be had by OPT IN on the website. *IMPACT* is a publication that goes to every household, as does *Plano Profile* and *Plano Magazine*.

Shannah and **Steve Stoller** do restaurant reviews of “*hidden gems*” too small to warrant interest in the trades.

Passive strategies are pursued on Facebook. Active ones on Nextdoor.

“*At the end of the day, community is what it’s all about.*” Shannah declared, “*I have the best job in the City!*” Bruce, newly-returned from Cancun, could only wish for it.

She wants to hear kudos and complaints at her email: shannah@plano.gov

The first question was about her reference to being downtown on Mondays. She said that City Council meets every other Monday, and that alternates with Planning & Zoning. City buffs can download agendas in advance.

The second question was “*How old is Bruce?*” That was one for the hall.

At Sara’s prompting, Shannah declared, “*We are ALL IN on the Arts.*” The City has purchased a “*crème de la crème*” video projector for rent with the Courtyard Theater.

Nextdoor, she and **Alex Johnson** explained, is a social media app controlled by the neighborhood. HOAs use it. The City uses it for text message alerts for road construction, for example. It came in handy last week for the troubles in Dallas. And it notifies folks of the cooling stations opened by the *Salvation Army*.

Officer Tilley and **Melissa Peachey** use it, the latter to seek useability testers.

David noted that she was the lucky recipient of not a perpetual paperweight but rather a pen & pencil box clock. Right. That’s the “*new regime’s*” substitute for an honorarium.

Leading us in the Four-Way Test, *David* dismissed the court at 1:00 on the dot.



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Thank you Kenny Wilson

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Guests & Visiting Rotarians

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Ricky Boyer

Jeff Beckley

Darrell Rodenbaugh

Guest of

Rick Boyer

Kelly Palmer

Sara Akers

Visiting Rotarian

None

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