



WINTER Weekly

Volume 189, Issue 254, March 9th, 2017

Reader

The Plano Rotary Club
www.PlanoRotary.com

UPCOMING MEETINGS

Mar 9
Earnest Burke
MLK

Mar 16
Plano Children's Theater
Sara Akers & Darrell Rodenbaugh

Mar 23
Louis Jacobs
Lone Star Dinosaur



MARCH BIRTHDAYS

Marshall Johnson	Mar 10
Jamie Schell	Mar 18
Bruce Glasscock	Mar 31



ALPHA SHARK

THERE'S a conspiracy of implicit praise threatening to turn *Sainted Editor's* head, or maybe it's just *Scary*

Bob's photo-victim choice, but everywhere I turn in photo-editing for the newsletter



there's pictures of folks perusing the *Weekly Reader*. I keep telling myself that they're just reading it for the ads on the back page, but it really looks like **Bruce Mr. Clean**



Glasscock is angling for inclusion in the bulletin by feeding *Sainted Editor's* (vast, inhuman) ego. (And that ego will be on full display this week, as you read it, since *Sainted Editor's* been tapped for **3 MINUTES OF FAME**.)

King David opened Court at 12:13, summoning **Blair Ritchey** for the Invocation and **Jessica Jackson** for the Pledge. In **SERGEANT KRAMER'S** continuing absence, Crown Prince **Rick Horne** stood in, calling the ironic claps "cold-blooded." He noted a Club First...no Visiting Rotarians! **Nathan Barbera** welcomed back former Plano Rotarian **Gary Basham**. **John Caldwell** did the same for future Plano Rotarian **Ross Shamshiri**. And **King David** warned us to be nice to Plano Rotary Shop-

per, **Jon Hogan**. Then the hour had arrived for **Janis Allman** to stand and deliver her **3 MINUTES OF FAME**.

She began apologizing for the duplication; she had given a classification talk last fall. Her great-grandfather moved to TX from KY in 1884, and her great-grandmother was a bonded servant. They had 11 children, were married in 1904, and in 1920 bought land on which the family settled. The land had a lake and a game refuge, which Janis, two generations later, found great fun and an arrowhead in the bargain. That find kick-started a lifelong interest in archeology, which she has exercised in the *Collin County* and *Texas Archeological Societies*. Every June some 400 archeologists camp out, and their finds end up in a museum in Paris, TX.

Her avocation extends far further back in time; she collects specimens from the Cenozoic (wooly mammoths) and the Mesozoic (dinosaurs). We are to bring her any unwanted fossil artifacts. (I've some trilobites, Janis, but those are Paleozoic.) She thought to finish up, but the Crown Prince asked her to relate her introduction to Rotary. She said that she was asked by Randy whom she knew through her profession, real estate. Rick said, "My wife says that she married a (fossil) artifact."

He and **King David** drew name after name for the next **3 MINUTES OF FAME**, but **Vance Bryson** and **Kelly Palmer** were both AWOL and **Hubert Aaron** said he'd be skiing, which will surprise his wife until he explains what it got him out of. It was thus that *Sainted Editor* was anointed.



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Earnest Burke came forward to read us the three (count 'em, 3; see the list on page 1) March birthdays while he and **King David** kept up chatter about how July is still leading in the contest. (Poor March hasn't a chance unless Bruce diverts some City bond funds to Plano Rotary's Foundation.) The two of them led us in HB2U.



Nathan awarded the Fantasy Football trophy to Gary Basham whose son had chosen the lineup which Gary didn't change throughout the season. 2nd Place went to a previous winner, **Kyle Walters**, and bringing up the rear was **King David McWhorter**. **THE FIRST OF HIS NAME? KING OF THE ANDALS AND THE FIRST MEN.** (No, no. That's not Biblical; it's **GAME OF THRONES**.)

John Caldwell noted that our Four-Way Test Speech Contest (not held as a Rotary program) went smoothly and featured students from **PISD**, private, and home schools. (See the previous bulletin for the winners.) He also praised the efforts of all its *Rotary* volunteers: **Jamee Jolly, Maria Mott, Randy Wright, Marty Gallagher, Bob Bauer, Susan Bernard, Julie May, Rick Grady, Dinesh Pai, Brad Keith, Jyotsna Pai, Roy Reeves, John Priest, Chester Privitt, Gauvar Shekhar, Michal Rathbun, Blair Ritchey, Ross Shamshiri, & John Caldwell.**

King David noted that Bob Bauer underwent heart bypass surgery at *Medical City of Dallas* the following Monday. He encouraged us to keep him in our thoughts and to send cards and flowers.

Alan SPIRITWARE Feigenbaum did his level best to introduce the speaker, **Abe Minkara**, the Director of Business Development (and Bond villain) for the **Mark Cuban** Companies, including those from **SHARK TANK**, but Abe had declined to supply his résumé.

Abe asked for a show of hands of those who knew the premise of **SHARK TANK**,

but even though a vast majority indicated in the positive, he felt obliged to offer, it's "a platform for pitching investment opportunities." He explained "it is unscripted and non-

structured." The **SHARKS** and the entrepreneurs hoping for capital meet "a couple of times a year." If a talented prospect is working a trade show where a **TANK** scout is in attendance, (s)he may be invited on the show, otherwise one can apply.

Whereas the TV show segments run no longer than 10 minutes, the actual interviews are 1-2 hours of grilling. Before "X amount of equity for Y dollars" is decided upon, there might be as many as five months of due diligence checking. But of perhaps more importance, the "platform brings exposure" that translates into from \$50K to \$1M in sales the first weekend after the show.

He cited the example of a 13-year-old girl with eczema who discovered a sugar scrub formula in her kitchen that put the disease in check. After the show, her web site had done \$250K of business by Monday, rising to \$2M the first year. She handed a check for \$200K back to Mark.

Former Navy SEAL **Eli Crane** turns 50 caliber bullet casings into bottle openers called *Bottle Breachers*. Eli's wife, **Jen**, worked on the project in their garage while he was deployed overseas. They have turned the \$400K investment from the show into \$7M in sales in three years. And they employ vets to make the product.

In the Q&A that followed, **Nancy Humphrey** asked whether reruns boost sales. Abe said yes, the show has been syndicated by CNBC, and ABC has *Beyond the Tank* that follows up on success stories.

Howard Shapiro asked about **SHARK HONESTY**. Mark apparently doesn't share success stories with other Sharks. Of the 70 companies in which he's invested, 10 are dead, 20 have surpassed expectations, and the rest are growing at 20%.

John Caldwell said he pitched his reclining cycle to **TANK** scouts in Dallas and asked about the success rate. "You have a better chance of being accepted at Stanford."





John Priest inquired about the reasons for failure and was told that the due diligence phase uncovers undisclosed problems with the companies like lawsuits. Abe said that others simply want the exposure and not the investments. They want no partners.

Jessica Jackson asked how long the entrepreneurs are mentored by the **SHARKS**. Until "they get an in-house bookkeeper."



Alex Johnson wanted to know how the show tests cash flow. Abe said that's the real challenge. Due diligence might turn up that sales aren't supplying enough for purchase of raw materials, and mentors supply a helping hand "unless it's a big mess." "Net 90 becomes Net Never."

CAPTAIN KIRK BELL asked about Mark's time commitment. Abe said he looks at weekly updates and responds immediately to emails from the entrepreneurs.

Mark Geller wanted to hear Mark Cuban's Key to Success. Well, he's "very energetic and very smart." He's "learning on a daily basis." He invests in a variety of sectors just to

learn about ins and outs of each, practical knowledge, not just theoretical.

The business place is changing. It's not just that e-commerce is taking over; e-commerce enterprises are learning that they need Brick and Mortar stores.

Dennis Högg asked how much equity Mark seeks. Abe said that he's not about to takeover these companies and keeps his investment in the 10-20% range.



CAPTAIN KIRK asked a follow-up: have any of the owners sought to buy him out? Abe told him that none of the companies have gone public. "There's no reason to buy Mark out. There's more value" keeping him as a partner.

Larry FLASH Flannery pointed out that Mark is having an "80% success," and he asked about his average ROI (return on investment). Abe didn't know. He said, "The next time I'm invited, I'll be more prepared."

King David bestowed upon him the non-perpetual desk organizer and announced a 17 year Rotary Service award for Kyle. He also reminded us that our April 13th meeting will be a Candidate Forum which meets in the Conference Center at *Capital One's* HQ.

After that, he led us in the Four-Way Test and we flew the coop at 1:02.



NEWS FLASH

On Saturday, March 4th, Rotary District 5810 held its 4-Way Speech at Collin College. Our Club winner, **Caleb Cummings**, came in 1st and won \$1,000! **Elle Hagar** was 2nd and **Reginald Dunlap** was 3rd. Caleb is home-schooled and represented *Apollos Speech & Debate*. Well done!

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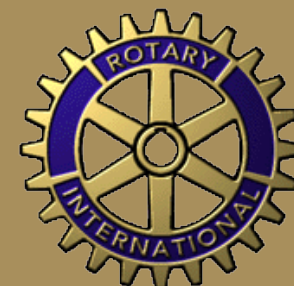
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Thank you Kenny Wilson

The Plano Rotary Club

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Guests & Visiting Rotarians

Guest

Gary Basham

Ross Shamshiri

Jon Hogan

Visiting Rotarian

None

Guest of

Nathan Barbera

John Caldwell

David McWhorter

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Proposed Members

New Member:

Mike Booher

Proposed by:

Howard Matson

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