

Spring
Weekly

Reader

Volume 15, Issue 79 March 28, 2013

The Plano Rotary Club
www.PlanoRotary.com



UPCOMING MEETINGS

March 28

Bill Dendy
"Pirates, Revolutionaries,
and Rotarians"

April 4

Dr. Carey Patrick
"Your Eyes: A Window
to you."

April 11

Jamee Jolly
Plano Chamber of
Commerce

"School Board
Candidates Forum."

MARCH BIRTHDAYS

Criste, Benjamin	Mar 01
Wray, Wilson	Mar 06
Johnson, Marshall	Mar 10
Schell, Jamie	Mar 18
Craig, David	Mar 22
Pittman, John	Mar 24
Wong, George	Mar 28
Davis, Louise	Mar 31
Glasscock, Bruce	Mar 31



EVERY
ROTARIAN
EVERY
YEAR

Whale Chow

CHANNELING his inner **FLASH**, **Randy Almost Always Wright** took to the floor to regale us with a dumb blonde joke. (He can't tell them at home since **Diana's** a towhead.)

A guy walks into a bar and sits down next to a blonde. They watch a TV newflash about a man threatening to jump from an office building. The man bets the blonde \$500 that he'll do it, and the blonde, convinced that he won't, takes the bet. Sure enough the guy jumps, and the blonde prepares to fork over his winnings, but the man stops her, saying that he's seen this on an earlier report and can't take her money in good conscience. (Must be a Rotarian.) The blonde says that she saw it earlier too but was sure he wouldn't jump this time.



Sainted Editor shot a glance at **Sarah Hill** (daughter of speaker **Jeff Crilley**) to the effect that she should now get up and tell a dumb real estate agent joke. She just rolled her eyes to indicate that she's lived with such attempts at humiliation all her life. (She is a good Rotarian.)

So, in the interests of fairness:
A realty salesman had just closed his first deal, only to discover that the piece of land he had sold was completely under water. "That customer's going to come back here pretty mad," he said to his boss. "Should I give him his money back?" "Money back?" roared the boss. "What kind of salesman are you? Get out there and sell him a houseboat."

PRESIDENT LENNY tolled the **GREAT BELL OF ROTARY** late at 12:18 to lay quotes as disparate as **Thomas Alva Edison** and Daoist **Lao Tzu** upon an unsuspecting audience:

Our greatest weakness lies in giving up. The more certain way to succeed is always to try just one more time. (This from a man who tried 10,000 substances before finding a filament material which could make a light bulb glow and not burn up.)

Kindness in words creates confidence. Kindness in thinking creates profoundness. Kindness in giving creates love.

HE summoned **IB the Good** to offer the Invocation and Judge **Johnny Lewis** to suggest that we join "**Bob and me**" in the Pledge. **HE** thanked **John Caldwell**, running for **PISD** Board, for Greeting. (Presumably, **Nancy Humphrey** will greet next under the principle of equal time.)



In **Sarah Aker's** absence, **CAPTAIN KIRK** was notified to swallow his current portion of lunch and rise to the occasion for **SERGEANT DU JOUR** duties. He responded to the ironic claps with "it makes me feel like **Jay Leno**." He announced that there were no Visiting Rotarians, but he was fooled by the fact that the speaker and his daughter were from the **Pioneer Club**. He couldn't resist mentioning that he ran into **Casey Stewart** on the ski slopes when they were both supposed to be at Rotary last Thursday. But eventually he permitted members to introduce their guests.

Gary Basham introduced lapsed Rotarian **Steve Blair**. **Bruce Glasscock** welcomed City



PR Maven **Mary Vail-Grube**, and someone else had to introduce AWOL **Nancy Humphrey's** guest and soon-to-be member, **Karen Thunert**.

continued on page 2



LENNY noted a birthday for **David Craig**, but reserved the right to wish **John Pittman** one when he returned.



"Anniversaries" were celebrated for **Jan Sullivan** (1 "+2 from another club"), **Jason Rice** (2), Casey Stewart (9), and Randy Wright (41).

Gary Basham insisted on speaking from the lectern so that no one could miss his announcement. He said that just today he had received the last commitment from all fellow members to become Paul Harris Fellows, so we are destined to become a 100% Paul Harris Club sooner than expected. He called this an "*awesome achievement*," and congratulated us with "*job well done*." Gary received a standing ovation (above).



LENNY started to comment, "*You have dreams, and then ...*" before emotion got the better of **HIM**. After a few moments of silence to compose **HIMSELF**, **HE** managed, "*Thank you to all of you.*"

HE reminded us that **Karla Oliver** will postpone her Presidential tenure until after **Earnest's** but prior to **Ben's**. She was to have preceded **CAPTAIN KIRK**.

LENNY also mentioned that, since we have a President-Elect, the office of Vice President has been eliminated by a change in the By-Laws.

Chuck Morgan introduced the "*Emmy Award winner*" and CEO of the first "*all-journalist PR firm*," Jeff Crilley.

All of us would like to take our marketing efforts and customer service to the next level without going over budget. And who better to help us do that than a media insider? Today, former Emmy-Award-winning TV reporter, Jeff Crilley, will share the secrets to going above and beyond without breaking the bank.

Jeff retired from TV news after 25 years in the business to start the country's first "all-journalist" public relations firm. During his career he made hundreds of national news appearances including CNN, CNN



Headline News, FOX News, The Discovery Channel, Good Morning America and The CBS Early Show.

Jeff has been recognized by his peers with dozens of national and regional awards including the Emmy, the National Headliners Award, the Edward R. Murrow Award, the Thurgood Marshall Award, and in 2004 was named by the Texas Associated Press, "The Best TV Reporter in the state."

Jeff's topic was "*How to **Overdeliver** Without Going **Overbudget***." And it wasn't by wasting money on spell checkers.



Jeff began with a **Homer Simpson** Pez dispenser. It didn't dispense Pez but rather packages of Pez. They were to be our reward in a memory game; we were to identify TV theme songs from our youth, and for many of us, that was *pre-TV*. But he had to have a curvaceous assistant to hand out the rewards, and since **Vanna White** was unavailable, he chose the next best thing, Chuck Morgan. Indeed Chuck has it all over Vanna in at least one respect; he was never a porn star! (Or maybe my research is incomplete.)

In any event, the real Vanna (daughter Sarah) fired up her computer and delivered the first theme with Chuck vamping it up.





The creepy music was immediately identified by **David McWhorter** who had wasted his youth watching **THE MUNSTERS**. David dutifully accepted the Pez while Jeff had him admit that it had been 15-20 years since he'd last heard the melody.

The next Golden Oldie was the theme from **Petticoat Junction** which hadn't been on the air (except, of course, in syndicated reruns) for 30 years!

The final example lit up Chuck who ached to tell all but was himself told that "*Vanna can't guess.*" Finally, **Susan Iron butterfly Shuler** hazarded an opinion that it was **LOST IN SPACE**, and received her tooth-rotting reward. Who'd have guessed that she and Chuck shared such bizarre TV tastes?



And it wasn't just TV shows that were branded by their theme songs. Jeff asked us to complete the phrase "*Two all-beef patties...*" And he received a chorus of responses, one of which ended in "*...on a Sesame Street bun!*" Jeff recovered long enough to explain that the jingle hadn't been heard since 1975!

He told us that he and his pals used to march down the streets of Detroit (**Cary** jumped up to claim steet-cred there as well), and recite that battle cry to earn a free **Big Mac**. That burger is probably almost as well-known globally as is Rotary, but it wins, hands-down, on U.S. streets. So Rotary has to up its PR game. (**Sainted Editor** winced. He is the Club's PR Chair and a perfect example of the Peter Principle.)

Jeff felt ill-at-ease talking about *overdelivery* to a Club our size that had just achieved 100% Paul Harris Fellowship. He said we thus challenge every other club in 5810.

Nevertheless, he told an anecdote from his own experience with Maxie, his dry cleaner lady. She took great pains to remove the TV makeup from his collar which others told him was impossible. When she left for another cleaner who, in contrast to her original employer, offered her raises, she took almost half his business with her, so personable was she with all her customers.

The original owner couldn't survive such a hit, so he not only offered her the raises she'd been denied but made her partner as well!

Another tale of overdelivery came from Afghanistan where a soldier ordered a pizza sent to his wife. *Mellow Mushroom Pizza* not only filled the order, but, to honor his sacrifice for country, delivered a heart-shaped pizza with balloons and all the trimmings, earning itself a spot on national news. Jeff imagines that their "*cash registers were ringing*" for months.

His own business overdelivers by booking (client) experts for news story commentary. Attorneys (**Clinton David**) to comment on trials. Retired military (Col. **Kim Olsen**) to comment on women in battle. And the media appreciates his efforts, because it personalizes the news. Prompted by **Bob Pikna**, he told of getting an Elvis-impersonating turkey on TV.

"*Speaking of turkeys and former dry cleaners,*" began **LENNY** before dispensing our dog tags, leading us in the Four-Way Test and dismissing the assembly at 1:04.



**Plano Rotary Club
Board of Directors
2012-2013**

- President**
Lynn Schwartz
- President Elect**
Karla Oliver
- Vice President**
Kirk Bell
- Secretary**
Earnest Burke
- Treasurer**
Octavio Ortiz
- Past President**
John Ernst
- Sergeant at Arms**
Matt Jackson
- Membership Chair**
Ben Criste
- Membership Vice Chair**
Larry Flannery
- Service Chair**
Bob Pikna
- Service Vice Chair**
David Bowman
- Public Relationship Chair**
Chris Parr
- Public Relationship Vice Chair**
Bob Epstein
- Club Admin Chair**
Chuck Morgan
- Club Admin Vice Chair**
David McWhorter
- Foundation Chair**
Gary Basham
- Foundation Vice Chair**
Alan Feigenbaum
- Business Secretary**
Lynette Pieper
- At Large**
Kyle Walters
Cary Israel
Mary Jo Dean
Camille Ussery
Chris Henry
Lori Roberts
- Bulletin Editor**
Chris Parr
- Bulletin Photographer**
Tim McCord
- Bulletin Designer**
Marsha Pigg
- Alphagraphics**
Printing by Alphagraphics
Park & Coit
The Plano Rotary Club
PO BOX 864316
Plano, TX 75086

**Know someone who would
make a great Rotarian?
Invite them to be your guest
at Rotary!**

- The 4 Way Test:**
Of the things we think, say, and do:
1. Is it the truth?
 2. Is it fair to all concerned?
 3. Will it build goodwill & better friendships?
 4. Will it be beneficial to all concerned?

Guests & Visiting Rotarians

Guest	Guest Of	Visiting Rotarian	Home Club
Steve Blair	Gary Basham	Sarah Hill	North Texas Pioneers
Mary Vail-Grube	Bruce Glasscock		
Karen Thunert	Nancy Humphrey		

AWARDS:

Athena Award:
Camille Ussery

Citizen of the Year:
Jamie Schell

Outstanding Corporate:
The Shops at Willow Bend
(Octavio & his team)

New Member Proposal:
Karen Thunert
Classification: Sr. Executive - BSofA
Proposed by: Nancy Humphrey

Support Our Advertisers



www.huffines.net

PLANO

HUFFINES
CHEVROLET

1001 Coit Rd @ Plano Pkwy
Plano

(972) 867-4000

HUFFINES
HYUNDAI

909 Coit Rd @ Plano Pkwy
Plano

(972) 867-5000

HUFFINES
CHRYSLER Jeep
DODGE RAM

4500 W. Plano Pkwy @ Ohio
Plano

(972) 867-6000

All Service, Body and Parts Departments Open All Day Saturday



David Allison

1214 Avenue K
Plano, TX 75074

972.423.0434
www.allisons.com

angelascrosswalk.com



Derek Mills
General Manager

Comfort Food & Great Spirits

972.633.9500 | cell: 214.930.3274
1010 East 15th Street | Plano, TX 75074
derek@angelascrosswalk.com

THE AUTO SHOP

Since 1981

Professional Automotive Repairs including:

Air Conditioning • Inspections • Clutches • Transmissions • Differentials
Engine repairs • Factory Scheduled Maintenance • Tune-Ups • Electrical • Brakes



Jerry P. Kezhaya
President

www.TheAutoShop.com

2560 East Plano Parkway
Plano, Texas 75074



972-578-0588 - T
972-881-0998 - F

Rick Maucieri
President

Grant Leighton
Associates
PO Box 865066
Plano, Texas 75086
972.422.0169 Voice
972.881.9373 Fax
rickm@glandscape.com

GRANT
LEIGHTON
Professional
Landscapers



AMERICAN NATIONAL BANK OF TEXAS
www.anbtx.com

Casey W. Stewart
Banking Center President

972-309-0001 ext. 5937
214-863-5937 direct line
214-863-6160 fax
caseystewart@anbtx.com

Plano Parkway Banking Center
1101 East Plano Parkway
1st Floor Bank Lobby #E
Plano, Texas 75074

MORGAN LEGACY GROUP
Because Life Has Purpose

President | **CHUCK MORGAN**
15660 N. Dallas Pkwy., Suite 700
Dallas, Texas 75248
P. 972.267.8181
F. 972.267.8180
E. chuck.morgan@morganlegacygroup.com
W. www.MorganLegacyGroup.com

J. Marc Lewis & Associates

CORPORATE AND PERSONAL TAXATION

J. Marc Lewis JD, LL.M., EA
Enrolled to practice before the IRS

Lakeside Commons
5045 Lorimar Drive
Suite 280
Plano, TX 75093

marclinc@airmail.net
Tel. (972) 618-8224
Fax (972) 618-2021

THE MARKET HAS CHANGED

WHY HASN'T YOUR FINANCIAL PLAN?

Staying invested for the long term. It's a solid strategy for reaching your financial goals. But that doesn't mean your portfolio shouldn't adjust with the changes in the markets or your personal situation.

To schedule a complimentary portfolio review to help ensure your plan is designed to meet your needs no matter the markets' ups and downs, please contact me today.

Securities offered through
RAYMOND JAMES
FINANCIAL SERVICES, INC.
MEMBER FINRA/SIPC

Individual solutions from independent solutions

Kirk D. Bell
Financial Advisor
Bell & Valente, LLC
an independent firm
972-403-1025



increase your reach

KENNY WILSON
OWNER

Phone: 972.867.9216
Fax: 972.519.9181
US408@alphagraphics.com

LPS Green Technologies

Lynn Schwartz
972.816.8792
1417 Amazon Drive
Plano, Texas 75075

Lynn@lpsgreen.com



DEVARD'S
HEAT, AIR, ELECTRIC & PLUMBING

David Craig
david@devards.com
(972) 422-1505 • CELL (214) 284-1423
METRO (214) 544-1550

925 22nd Street Suite, 102 • Plano, TX 75074
Sales/Service TACU26630E E-29618 M-37633
D. Penguin Services Inc.
www.devards.com

