



SPRING
Weekly

Reader

Volume 199, Issue 264, May 25th, 2017

The Plano Rotary Club
www.PlanoRotary.com

UPCOMING MEETINGS

May 25
Nancy Humphrey
PISD Teachers of the Year

Jun 1
Janet Montelvo for Mary Pat Higgins
Holocaust and Advancing Human Rights

Jun 8
Dr Sai Chavala
Fighting Blindness – Exciting Advances



MAY BIRTHDAYS

| | |
|-----------------|--------|
| Samuel Huffines | May 01 |
| John Priest | May 05 |
| ChrisParr | May 06 |
| Jason Rice | May 09 |
| Howard Matson | May 11 |
| Kelly Palmer | May 20 |
| Robert Epstein | May 21 |
| Mary Jo Dean | May 27 |



The Stoler Identity

IF all goes well, **Sainted Editor** won't appear as a pirate today. If he has an eye patch, you'll forgive him his cataract surgery gone awry. But he anticipates being spectacle-free instead. Otherwise, he looks forward to **FLASH'S** asking him about his latest vacation, whether or not it was **Ahrrr & Ahrrr**.

King David solemnized the occasion at 12:12, imbuing **Blair Ritchey** with the **Power of Invocation** and endowing **Pam Little** with the **Spirit of the Pledge**. He marveled at a Surfeit of Greeters: **Howard Matson, Maria Mott, and Mike Booher!** Sergeant Kramer being indisposed, we got a flashback to an "oldie but goodie" in **Nathan Barbera**. Nathan countered that he was WAY below the Club's average age. Although, with the decampment of 20% of the Club's members, a new <age> calculation is in order.

Nathan welcomed a Rotarian Visiting from the Orange Park (FL) Rotary, **Bill Hammock**. Bill explained that he wasn't a Rotarian when he signed up for **Gleneagles'** initial offering because he was "too busy." Thereafter, he was traveling a lot. But when he settled in the Jacksonville suburb, his life permitted joining Rotary. He's back visiting relatives in his old haunts.

Nancy Humphrey crowed that her guest sought us out after seeing our Rotary Wheel at **Jack Carter**



Playground! Should she join us, **Laurie Williamson** will single-handedly lower the <age> Club by half.

So soon after his recovery, **Bob Bauer** was subject to the **3 MINUTES OF FAME** report. That's just cruel.



Married to **Linda**, a Paul Harris Fellow, for 53 years (!), he has three girls and one boy. Two are from **UT Austin**, and one is a grad from the **Houston Law School**. His college career was at the **University of Dayton**

where he earned a B.S. in Business Management. From there, he spent the Cold War in Germany shuffling tactical nuclear warheads around the country.

He's been in business for 32 years, starting in Heating & A/C manufacture. In 1998, Bob moved to Dallas and ended up the VP for Marketing at **Lennox**. He retired from that to an **alphagraphics** franchise until he was bought out by **Kenny Wilson** (now among the 20% but still printing the **Weekly Reader**).

Bob was an apiarist until he was stung in the neck and nearly died from anaphylactic shock. "Two days later the bees were gone," and an **Epipen[®]TMSM** was acquired, no doubt. In retirement, he travels and volunteers as a nurse's assistant in Surgery Services at **Plano Children's Hospital**.

Surmising he had given a **4 MINUTES OF FAME** report instead of **3**, Bob sought to hand back the mic but was asked about his connection to Rotary. He has been in Rotary for 16 years, apologetically explaining that he never had the opportunity to join while he was working. (**alphagraphics** didn't count.) But he knew about the community service since Rotary "hosted a steak dinner" for his high school team when it won State.

King David awarded Rotary Service pins to **Tamara Dreger** (1) and **Scary Bob Epstein** (29), who took the opportunity to plug the a reading of **Cain at Gettysburg**, hosted by Brig. Gen. (ret.) **Steve Roser**. It occurs at 7:15 am on 5 June at the **Canyon Creek Country Club**. RSVP: Macabee1948@aol.com





Robert Reed sheepishly approached the podium, having been summoned ceremoniously to account. But it was to receive his commendation for having become a Paul Harris Fellow, which means we're clawing our way back up to 100%.



CAPTAIN KIRK sent around a sign-up sheet for ticket sales to the two **STUDENT CITIZEN OF THE YEAR** events. He seduced us with the promise of entertainment by a barbershop quartet, the smooth-talking dog.

King David spoke of discussing *Blues, Brews & 'Ques* at the Board meeting earlier in the day (after admitting that he was late to that meeting). There it was emphasized that the kind and benevolent administration has changed its mind about demanding that members sell the 10 tickets distributed for the **BBQ**. We can work the event instead or in addition to selling (or buying) tickets. However, **David** wanted us to know that IF this event is successful and continuing, we will not only benefit our sponsored charities but also benefit ourselves. The monthly dues and fees might be reduced. So it behooves us to make it a success. It will probably take a year for us to reap such rewards as we will count this first go-around a success if we break even. Word-of-mouth and an aggressive ad campaign should insure increased attendance the following year.

Alan SPIRITWARE Feigenbaum gave a rousing introduction to the day's speaker, **Steve Stoler**.

Steve Stoler is a veteran Emmy Award winning television news reporter, whose career spanned more than three decades at six television stations in Georgia, Nebraska, North Carolina and Texas. Steve's assignments ranged from covering Texas politics as a legislative correspondent to serving as an environmental reporter. Steve covered almost every type of news story imaginable, from major disasters including tornados, hurricanes, earthquakes gas explosions and oil spills to high-profile murder trials and dramatic hostage situations. He is one of the only journalists in Texas to witness multiple executions. Throughout his career, Steve became an eyewitness to history. He interviewed presidents and governors. He stood on a ladder in a Midland, Texas backyard, when rescuers pulled toddler **Jessica McClure** out of a well after 52 hours. He covered the *Branch Davidian* standoff near Waco, Texas. He was one of the first reporters on the scene in West, Texas after a fertilizer plant exploded. After 34 years in TV news, Steve moved on to the "other side" of the communications world, or as his former news media friends call it, the "dark side." In December, 2013, he joined the *City of Plano*, Texas as Director of Media Relations. His extensive experience in broadcast journalism and media relations

give him a unique perspective on working effectively with the media. Steve developed several media training courses and is a highly sought after speaker at state and national conferences. Steve serves on a variety of nonprofit boards and lives in Plano, Texas with his wife, Susan and two sons, Jordan and Jake.

Steve said that it was nostalgic seeing "so many faces I have interviewed" in the room. Commenting on his previous and current positions, he said, "I love my new job [with CoP]. It's a lot less stress than my old one."

His book, *Tonight at 10*, chronicles "the story behind the stories:" what didn't make it to air. But to begin at the beginning:



His first commercial news program was for WCWB in Macon, GA. He joked that the call letters stood for "We Can't; We're Broke" or "Why Compete; We're Beat." He's certain that it was not only the worst station in Georgia, it was "the worst in the world." The two TV cameras were so mismatched that, when switching between the two, it was like they were focused on "two different people!" So he was well-motivated to leave.

He sent out 359 résumés including 100 videotapes of his stories, receiving in return three responses: Augusta and Savannah, GA, and Kearney County, NB, (pop. 6500) the geographic center of the USA. The height of the broadcast day occurred near sunup with the AG prices.

However, there was still the little matter of being released from his WCWB contract. The manager, **Kurt**, told him "you can't leave until you pass the test." Kurt showed up for the 11 o'clock News and mooned Steve while he was trying to stand and deliver. When they went to commercial, Steve laughed hysterically. "Congratulations," said Kurt, "You passed the test."

After covering his opus of 9,000 stories, he's "seen the best and worst of humanity." He has reported on child killers and the Waco tragedy, but he was also present in Midland when the toddler Jessica was rescued from that well. He was whisked out to join his photographer, **Don Chappell**, without an opportunity to pack a change of clothes. He and Don were up for 52 hours straight, capturing the story of the rescue.

Jessica was trapped, upside down, 18' down an 18" wide pipe, with one leg wedged above her head. Midland-Odessa is awash with drilling equipment, and soon a drill was brought in to create a parallel shaft for the rescue. Halfway down, the drill bit encountered caliche clay and promptly broke. A second bit bit the dust before a more robust drill was acquired.

One evening, the girl stopped responding, and everyone feared the worst, but Jessica's mother began singing the Winnie the Pooh song, and Jessica joined her in a weak little voice, so work resumed. A skinny paramedic was lowered down the newly-created shaft some 7' below the trapped girl so that breaking through the side of the well wouldn't hurt her.

She was so thoroughly stuck that Vaseline had to be applied to pull her down and out, but when she emerged, the nation breathed a sigh of relief. Everyone in Midland was out of their houses and pulling for her. It was Steve's "most moving experience." He remained in Midland to interview the town, but he was badly in need of a shave.

He contrasted that story of heroism and good will with what he called "*The Big Lie.*" Bankston Ford called to say its "top sales guy" was off to perform his duties in Afghanistan. He was to report the day his wife was due to deliver their child. **Sgt. Thomas Lattice** seemed "*sincere and down to earth.*" The baby came a day early, so the sergeant was able to greet the infant. Then he reported for duty.

He returned triumphantly with a Letter of Commendation, having "*risked his life to save two Rangers from death.*" But the report was carried by a rival station. Steve's news director was "*livid*;" how was it that "*you didn't know?*" He called the rival reporter to inquire and was told that he was asked by the dealership not to explain the mystery. That night they ran a retraction. Vets contacted about the incident said it never happened. The sergeant's commanding officer said that he was never sent to Afghanistan. Contacted, the sergeant said that he "*was not at liberty to discuss it.*" This left Steve to surmise the Marine had become involved with another woman, used the excuse of military duty to leave his wife, then had to manufacture the hero story when the mistress sent him packing.

When Steve left the business, there were no "*alternative facts*" or "*fake news.*" Now stations make do with far fewer, less experienced folk. They're hiring multimedia journalist, "*one-man bands,*" who shoot, write, edit, and feed the stories digitally to the stations. Live reports are transmitted over a network of five smart phones. The get the jobs right "*out of school with no experience*" and work for 1/5 the usual pay.

Steve saw **Brad Watson** take a job with *Southwest Air*, and **Chris Haws** got one at *Medical City* doing PR. He was ready for some of that action when **Bruce Glasscock** called him to ask who might tutor the newly-

minted Mayor **Harry LaRosiliere** on making the Plano Story known to the nation. Steve thought, I know just the man for the job! So he proposed himself, and, after a few more breakfasts on the City Manager, he was offered it and more...to become the Spokesperson for the City: Plano's own **Sean Spicer**.

Nancy Humphrey said that she heard Steve does "*a mean rap,*" so he obliged her only after demurring that "*you must be thinking of someone else.*"

He said that illustrated a "*common theme: embarrassment.*" When interviewing Pres. **George W.**, he was given a list of questions by Pres. **Bush's** staff and told not to deviate from them. But his interview followed the President's speech, during which he covered ALL of those same points. When he did the interview, trying to reword the questions to make them seem fresh, W. fixed him with a querulous gaze asking, "*Steve, did you listen to my speech?*" Later Steve received a hand-written note thanking him for the interview; he'd not realized what his staff had done!

King David offered him our desk organizer "*which has become more popular as my tenure comes to an end.*" **David** led us in the Four-Way Test and hastened us out at 1:09!



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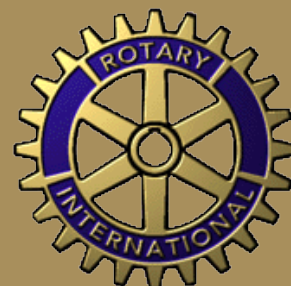
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