



SPRING
Weekly

Reader

Volume 243, Issue 308, May 30th, 2018

The Plano Rotary Club
www.PlanoRotary.com

Burnt Sienna Teeth

UPCOMING MEETINGS

May 30th **WEDNESDAY**
Honoring "Sam Johnson"

May 31st
NO MEETING

Jun 7th
NO NOON MEETING
Please plan to attend Service
Project June 2nd
See back of Weekly Reader for details

Jun 14th
TBD



MAY BIRTHDAYS

Samuel Huffines	May 01
John Priest	May 05
Chris Parr	May 06
Howard Matson	May 11
Kelly Palmer	May 20
Mary Jo Dean	May 27



THE front table was lousy with present and ex-Directors of **THE SHOPS AT WILLOW BEND**. We even had its first Director and former member, **Craig Perry**, in attendance. He, the previous, **Justin Roche**, and the current, **Amy Medford**, all coexisted in relative harmony.

American Princess (wedded to **Prince James** not **Prince Harry**) **Carrolyn Aløbibus** opened the festivities at 12:14, calling upon **Blair Ritchey** for the Invocation and **Olin Jaye** for the Pledge. She credited **Sara Akers** with Greeting and summoned **SERGEANT KRAMER** to welcome guests.

Since no one began a round of applauds, Jason had to start it himself, muttering about the injustice of that. He noted the perennially absent **Casey Stewart** as "a guest," then moved onto the real guest of **Olin Jaye's**. Since Olin was getting dessert, Jason vamped. Pulling a **FLASH**, he told of **Jesus** and **Moses** golfing. They come to a water trap, and Jesus drops one in, calling upon Moses to do his thing and part the waters to retrieve his ball. On the second failure, Moses tries to move Jesus along so as not to irritate other players, but Jesus insists he can make it. After several more failures, Jesus finally clears the water trap and does a celebratory dance. One in the following party asks, "Who does that guy think he is? Jesus?" Moses replies, "No, he is Jesus. He



just *thinks* he's **Arnold Palmer**."

Olin arrived in time to save us from further embarrassments, noting the current Chairman of the *Plano Chamber of Commerce*, **Craig Perry**.



14 years of imperfect attendance went to **Casey Stewart** while 20 years of perfect attendance went to **Mike Booher**. Since Mike was the day's photographer, he had to hand his camera to **Sara Akers** to record the receipt of his pin. Sara struggled with the settings so long that **Carrolyn** recommended we enjoy our meals and talk among ourselves.

CAPTAIN KIRK recapped what must have seemed like a week of Citizenship Banquets. "Overall, things went well. **John Caldwell** busted his butt both nights." Since the caterer, **BOSTON MARKET**, left after setting up the buffet, **Kirk**, **Beverly**, **John**, and **Lynette** had to spring into action as servers. **Earnest**, **Johnny** and **Sharon Lewis** cleaned up. **John Caldwell** opined that "Beverly's used to cleaning up after Kirk."



Kirk said that "we broke even, thanks to all the sponsors." It helped that he "saved \$500 by cutting back on the food" for the second event, seeing what people ate at the first. What was left over on the 1st went to a Women's Shelter.

A tuxed-up **Rick Horne** delivered an admirable address, and when it came time to simulate a Rotary meeting, an urchin from **Sigler** begged to do the Pledge. The **Sullivans** split prayer duties for the events.

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Darren Collins came all the way from Kenya to be the night's entertainment. His act was amended between the two nights; 4th and 5th graders were probably not the audience for menstrual cycle jokes. But his story about the baboons kept the kids in stitches.

The \$50 trophies were handed out by 7 new principals. One kid showed up with his parents when he wasn't on the list (due to a name mixup). Kirk called **Rick Maucieri** for **Principal Ryan's** phone number, and he showed up to award the errant child. Kirk will have his trophy this afternoon!

Sainted Editor came up to present the ONE banner he'd managed to secure on his 41-day absence. He said that his Japanese wasn't up to an exposition of our Club's accomplishments. (Japanese is the only language where you learn *arrigato* ["thank you"] AFTER you learn *sumimasen* ["Please excuse me"]!)



Carolyn rattled off several announcements beginning with the JOINT MEETING with **Plano Metro** **next Wednesday** which replaces our meeting of the following Thursday. We meet to honor **Rep. Sam Johnson** at **11:30** and to make a donation to Sam's Gifts Food Drive. Although we are responsible for dried goods like *Rice-a-Roni*, we can donate dollar\$ toward fresh meat instead.

Also the **BATTLE OF THE BADGES** is coming up July 1st through the 8th, and we are to donate **blood** to benefit the FIREFIGHTERS not the POLICE. Chief **Greif** would have emphasized this were he not in attendance at *Leadership Plano*. See <http://www.planobattleofthebadges.org/>

Olin sauntered up to introduce speaker Amy Medford, chiding that retail shopping malls all over the U.S. are dying. But not necessarily, he noted, in DFW. An exception is **WILLOW BEND**. As she began to speak, he interrupted her to tell us that she's not only a Rotarian but slated to become her Club's "*Big Cheese*" next year.

Amy echoed the concern that "**amazon** is taking over" and brick and mortar "*retail is going out of business.*" So **WILLOW BEND** must evolve or be left in the dust. So it is.

Referring to the next photo, she noted there's to be a new "*front door*" where "*Saks 5th Avenue* used to be." When **WILLOW BEND** was developed, *Neimans* took over what was to have been the front door, but that's to change.



The mall opened in August 2001 (just before 9/11) under the umbrella of *Taubman Properties*, but in 2014, it was sold to *Starwood Retail Partners*, a subsidiary of *Starwood Capital Group*, which manages 30 malls nationwide.

WILLOW BEND is getting a new interior and a turn-in lane as well as new clients like **Crayola Experience** and Sara Akers' Enterprises. This first renovation in its history includes a "*reimagined Grand Court*," 8 new restaurants, including **Ascension** (wine & coffee) which replaces **Starbucks**. "Oooo, can we go there this afternoon?" asked John Caldwell. No, he'll have to wait until August.

A new **Equinox Building** (which appears twice a year, vernal and autumnal) will come into existence between *Neiman Marcus* and *Crate&Barrel*. It will be a 7-story office complex and "*luxury cinema*" (oxymoron though that was pointed out to be) with 8 screens. Amy explained "*luxury*" means it includes dining in with drinks (sort of like **Studio Movie Grill**?).



The only question Amy got (and ignored) was "*Do you allow former Managers back on the property?*" Instead, she introduced **John Chidester**, fast-talking pitchman for **Crayola Experience**.

John wasted no time making the meeting run long.

He began by saying that he "*sells fun!*" **Crayola Experience** has opened in Easton, PA (**Crayola's** hometown), Orlando, FL, Minneapolis, MN, and now ("*best opening ever!*") Plano, TX. **Crayola's** all about creativity. If a child thinks "*there are purple octopuses on the Moon*," who are we to complain? Because "*creative children become creative adults*," and creativity is the most desired trait in an employee.

Crayola began with **Benny & Smith's** patents on "*black pitch*" and "*red oxide*." The latter painted barns while the former made tires strong. Now, of course, **Crayola's** entire line is non-toxic.

(After all, it wouldn't do to find your toddler with burnt sienna teeth and have to whisk him off to a poison control clinic.)

John claimed **Crayola** to be the largest toy brand, outstripping Mattel. "We're the Kleenex[®]™ of crayons." There's even a toothbrush and a Clinique color devoted to **Crayola**. And moms recognize that brand first; **NETFLIX** is second followed by chocolates. Girls recognize the brand as #7, but they become moms and **Crayola's** fortunes rise.

Crayola Experience is for "bigger than life experiences that can't be easily done at home." The Easton, PA **CE** facility offered 16,000 sq. ft. of attractions until **Crayola** tossed out the *National Canal Museum* and all others (*McDonald's*!) to utilize the full 60,000! THEN it became a for-profit center.



And they then had room for the old, moth-balled crayon machinery which now let's kids make their own crayons. They get to name and wrap them.

Other exhibits include a playhouse, art alive (interactive computers), meltdown, drip art, and modeling madness.

And the artist who paints the exteriors lives in Plano! Plano, PA, that is.

John invited what he hoped to be 300 kids to help chalk in the lot. He got 3000. A "pro-

fessional muralist" drew *trompe l'oeil* crayons emerging from the ground.

Since the witching hour was approaching, John cut to the chase:

1. Trusted company, loyal patrons
2. World-class family attraction
3. Retail items not found elsewhere



Crayola is a wholly-owned subsidiary of **Hallmark**. **CE** 5 & 6 will be announced soon.

Someone remarked that they knew of a teacher named "Crayola." John wanted to know if it had a TM after it.

In response to other questions, John told us that lessons learned with CE 1, 2, and 3 informed the development of 4.



Carrolyn offered them both our token and posed with them for Mike. Then she reminded us of next **WEDNESDAY'S** meeting. **Jeff Beckley** told us of the five *Jasper* students at the Model UN, and **Kelly Palmer** announced that **Sam Schell** (**Jamie's** son) is graduating from his military academy.

Carrolyn led us in the Four-Way Test and gaveled us gone at 1:09 (thanks, John).



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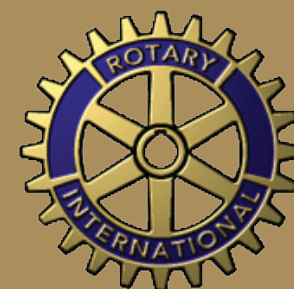
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Thank you Kenny Wilson

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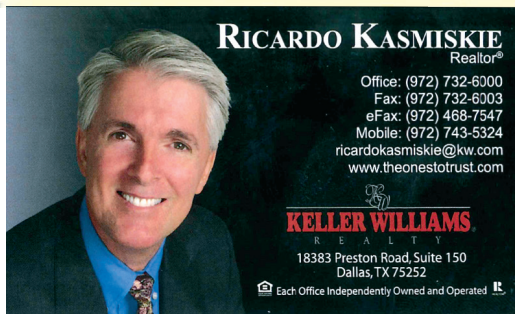
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**JUNE
SERVICE PROJECT**



**2018
INAUGURAL**

SAM'S GIFT

SUMMER FOOD DRIVE

Saturday June 2nd | 9:00am
Williams High School Parking Lot
1717 17th St, Plano, TX 75074

All Plano Rotary Clubs will meet at Williams High School to collect food items and will caravan the donations to the Plano Food Pantry at 10:00am
2200 E. 18th Street, Plano 75074

This is the inaugural year and we are hoping to have this an annual event.



**The Plano Rotary Club
oversees donating:**

Hamburger helper
Rice-a-Roni
Boxed potatoes
Rice meal packets (Spanish
rice, chicken & rice, etc.)
Cash donations

Please feel free to bring
your donations to the noon
meeting 5/30

Or to the drop off location
on June 2nd