



Summer  
Weekly

# Reader

Volume 150, Issue 216, May 5th, 2016

The Plano Rotary Club  
www.PlanoRotary.com

## UPCOMING MEETINGS

May 5th  
Bo Daffin  
"Collin County CAD"

May 12th  
Lisa Leach  
"Rotary Mission to  
Nicaragua"

May 19th  
TBDt

## MAY BIRTHDAYS

Huffines, Samuel	May 1st
Priest, John	May 5th
Parr, Chris	May 6th
Rice, Jason	May 9th
Matson, Howard	May 11th
Palmer, Kelly	May 20th
Epstein, Robert	May 21st
Dean, Mary Jo	May 27th
Schwartz, Lenny	May 27th
Wright, Randy	May 29th

## ZIGLAR CLONE



**N**OW we should have been voting upon some acclamation policy today, because clearly the eyes have it.

**President Paperweight** opened the festivities lethargically at 12:21, calling upon



**Blair Ritchey** for the Invocation and **Maria Mott** (eventually) for the Pledge. **Rick Grady** was credited with Greeting



and **INCOMING-SERGEANT-AT-ARMS Jason Kramer** was called for an early deployment.



Receiving more than the usual ironic applauds, Jason remarked, "Still better than **Nathan's**." He announced "zero" Visiting Rotarians and regaled us with an anecdote about being wooed by another Club to which he responded, "Why would I leave **THE** Plano Rotary Club?"



**Howard Matson's** guest, **Roy Reeves**, was welcomed by Kelly in Howard's absence. Kelly then went on to introduce **Dr. Halimur Khan**. And **Mark Geller** proudly presented his grandson, **Charlie Block**. Kelly wanted to know the sports



in which Charlie engaged, and the answer was the "B" balls (base and basket). Kelly then asked if Charlie was a "speed demon like your **great** grandfather?"

**Earnest Burke** then got the honor of presenting the **GIANT CHECK** for \$10K to **Greg Pappas**, Executive Director of the *Hendrick Scholarship Foundation*, and **Mary Jo Dean**, Chairman of its Board. Mary Jo then thanked us for the "priceless life changes" we had brought about in return for our contribution\$. She informed us that the Foundation had just concluded its interviews of eager recipient candidates.



continued on page 2



Someone reminded Mary Jo that **Rutledge** had been *fêted* with four scholarships in his name for his *ab initio* service to the Foundation. A *Rutledge Haggard Scholarship Fund* has been established.

Apropos of nothing, **Carrolyn Moebius** shouted, “**GO VOTE!!**” Kelly backed that up with an email

to all members later in the week touting the PISD Bond Election. (This after he studiously forbade a political candidate from handing out yard signs at a previous meeting. Well, women are permitted to change their minds; Gender Equality demands like treatment!)

**CAPTAIN KIRK** allowed as how his earlier call for sponsorships “*got a nice response*,” but he insisted that more is better. This was for the **STUDENT CITIZEN OF THE YEAR** banquet (I use the term advisedly, as it refers to a *Quality Inn* repast) coming up May 25<sup>th</sup>. Two dozen students will be honored from six Title I schools.

**Olin Jaye** arose to first apologize to Mark Geller for the slam he endured from Kelly Palmer. Speed demon indeed. Then he turned to our informant of the day’s informal, **Daren Martin**, “*The Culture Architect*,” according to his business card. (DARENMARTIN.COM)

From his PR Dept.: Daren Marten is the author of “*A Company of Owners*,” a book written on maximizing company engagement. A national speaker, author, and consultant to businesses ranging from Fortune 500 to much smaller [sic]. Daren’s PhD in Psychology, experience starting and running several businesses, and thousands of hours of conversations with top executives and front-line workers have helped him know what makes companies

thrive and what makes them dive. He takes great pleasure in crafting high-performance company cultures along with change mastery, driving innovation, and developing an owner mentality all across the org chart.

He has travelled to over 30 countries, worked with a wide range of companies from differing business sectors including oil and gas, manufacturing, financial sector, healthcare, airlines, retail, technology, and more. Great leadership and a purposeful company culture are foundational to success.

Olin told us Daren had spent much of his life in Bangkok before moving to Pineville, LA (125 miles down US49 from Shreveport). (“*Both third world countries*,” mused **John Caldwell**.) He attended Seminary in Fort Worth, and he has been speaking publicly for many years.

Daren grabbed the portable mic and went free-range on us. He punched out his presentation, demanding that we name characteristics of a “*rock star employee*.” After we’d come up with the routine “*good communicator*,” “*enthusiastic*,” and “*seeks to do better*,” he switched it up on us, requiring we ID the characteristics of a poor employee. “*Always disgruntled*,” “*late*,” “*seeks excuses*,” “*comes in drunk*” were our responses. He said he thinks of them as **Zombies**. He pantomimed running into a chain link fence repeatedly “*instead of seeking a pair of wire cutters*.”

**Zombie** employees eat the brains of the rock stars. And they represent 70% of the workforce. He wanted to know why. We suggested “*micromanagement*” and “*they haven’t read your book*,” but he said, “*No, it’s because they’re BORED*.”





He quoted **Daniel Burnham**: “*Make no small plans; they have no magic to stir men’s blood.*” And as an example of small plans, he gave us gobbledygook intended to be a company’s mission statement but actually pabulum interchangeable with any other company’s boring rhetoric.

He wanted us to think **BAM**, *Business Actuating Mantra*. He cited the “consistent level of service” available from the Ritz Carleton chain of hotels. He believes that stems from their powerful, elementary **BAM**: “*We are ladies and gentlemen serving ladies and gentlemen.*”

Boredom, he maintains, is a culture killer. **Henry Ford**, for example, forbade “jocularities in the workplace.” In contrast, *Southwest Airlines* finds one rarely succeeds unless your employees are having fun and looking forward to coming to work.

**Zombies** spoil the workplace as “*dung spoils a bowl of ice cream*,” it doesn’t take much. Often one doesn’t realize the extent of the poisoning until the **Zombie** leaves. Within 24 hours everyone’s performance is accelerated. (And it’s not fear of being RIFFed.)

As an example of “friction,” Daren handed Olin a wad of \$5 bills and had him trade his \$5s for \$1s with the suggestion that customers for such an exchange would be “lined up around the block.” And “*how fast would you want to make such transactions?*” he asked, rhetorically. “*Lightning fast.*”

He asked us how we feel to queue up for services and likened that to impediments to getting the job done. That turned out to be the 1<sup>st</sup> place complaint from workers, but it placed 6<sup>th</sup> out of 6 with managers. Out of touch.

He had the room stand and adopt either the expansive posture of one who’s won the

lottery or the power posture of a Wonder Woman. When we’d complied, he told us a Harvard study had shown that such postures, if held for as little as two minutes, elevated testosterone (and, presumably, estrogen) and depressed cortisone (the anxiety stimulant).



Conversely, **Eeyore’s** posture elevated cortisone at the expense of testosterone. So try not to hunker down.

When he had asked a waitress how she was, she effused thanks, and he asked, “*Why?*” She told him, “*Dude, you have NO idea!*”

This is consistent with his own **BAM**: “*I amplify the inherent greatness of every person I meet.*” When he held aloft his book and challenged us to show us how much we wanted it, so **Clay Curtiss** walked up and took it from him. Daren said, “*Owners go to it!*” When Kelly strode to the book table and walked away with a handful, Daren said, “*No, that’s called stealing.*”

Coaching a group of five-year-olds, he let a basketball roll by them. They watched passively. He yelled at them, “*Basketball is about possession of this ball. Don’t EVER let it get past you.*” Then he fielded “*three or four*” calls from parents whose child “*couldn’t sleep.*” But “*owners go to the ball!*”

The same goes for customer service. **Randy** said he gets excellent cooperation with the line, “*I’m Randy Wright, and I want to be the first to wish you a happy Thursday.*”

Daren offered us a bundled “deal” of \$30 for all his publications. Kelly picked up Daren’s own \$30 and offered it to him, but instead gave him a paperweight, led us in the Four-Way Test, and offered us escape the infomercial at 12:57.



Plano Rotary Club  
Board of Directors  
2015-2016

**President**

Kelly Palmer

**President Elect**

David McWhorter

**Secretary**

Larry Bisno

**Treasurer**

Rick Horne

**Past President**

Earnest Burke

**Sergeant at Arms**

Nathan Barbera

**Membership Chair**

**Membership Vice Chair**

**Service Chair**

**Service Vice Chair**

David Bowman

**Public Relationship Chair**

Mary Jo Dean

**Public Relationship Vice Chair**

Camille Ussery

**Club Admin Chair**

Olin Jaye

**Club Admin Vice Chair**

Phil Dyer

**Foundation Chair**

Jamie Schell

**Foundation Vice Chair**

Jamee Jolly

**New Generation Chair**

Alex Johnson

**At Large**

Kyle Walters

**Business Secretary**

Karen R. Sheldon

**Bulletin Editor**

Chris Parr

**Bulletin Photographer**

Robert Epstein

**Bulletin Designer**

Nicholas Burgdorf

Alphagraphics

**Printing by Alphagraphics**

Preston & Spring Creek

The Plano Rotary Club

PO BOX 864316

Plano, TX 75086

**Guest**

Roy Reeves  
Charlie Block  
Halimur Khan

**Guest of**

Howard Matson  
Mark Geller  
Kelly Palmer

**Visiting Rotarian**

**Home Club**



**Proposed Member:**

**Proposer:**

**Classification:**

# Support Our Advertisers



"a fence to you,  
a reputation to us."

**ACE  
FENCE-DFW**

**Pam Little**

pam@acefences.com  
1400 Capital Ave.  
Plano, TX 75074

(972) 578-5775  
Fax (972) 578-1005



**David Allison**

1214 Avenue K  
Plano, TX 75074

972-423-0434  
www.allisons.com



increase your reach

**KENNY WILSON**  
OWNER

**Plano**  
Phone: 972.867.9216  
us408@alphagraphics.com

**Richardson**  
Phone: 972.234.3033  
Fax: 972.231.6968  
us103@alphagraphics.com



**Casey W. Stewart**  
Market President

972.309.0001 ext. 5937  
214.863.5937 direct  
214.863.6160 fax  
caseystewart@anbt.com

**Plano Banking Center**  
1101 E. Plano Parkway, Suite E  
Plano, TX 75074  
**Allen Banking Center**  
720 S. Greenville  
Allen, TX 75002  
www.anbt.com



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



**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

## J. Marc Lewis & Associates

CORPORATE AND PERSONAL TAXATION

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

Lakeside Commons  
5045 Lonimar Drive  
Suite 280  
Plano, TX 75093

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



**RICARDO KASMISKIE**  
Realtor®

Office: (972) 732-6000  
Fax: (972) 732-6003  
eFax: (972) 468-7547  
Mobile: (972) 743-5324  
ricardokasmiskie@kw.com  
www.theonestotrue.com

**KELLER WILLIAMS**  
18343 Preston Road, Suite 150  
Dallas, TX 75252

Each Office Independently Owned and Operated