

Fall

Weekly

# Reader

Volume 9, Issue 17, November 10, 2011

The Plano Rotary Club

www.PlanoRotary.com



## Toot Your Horn Softly

### UPCOMING MEETINGS

- 11/10 Malcolm Kass - PhD student at the University of Texas at Dallas
- 11/17 Officer Christopher Biane, Crime Prevention Unit, Plano Police Dept
- 11/24 Thanksgiving - No meeting
- 12/1 Memorial Elementary Choir
- 12/8 Holiday Event with all Plano Clubs - Coat Drive

### NOVEMBER BIRTHDAYS

- 11/3 ..... Lissa Smith
- 11/5 ..... Olin Jaye
- 11/12... Martin Jackson
- 11/22 James Youngblood
- 11/23 ..... G.A. Davidson
- 11/24 ..... Gary Mueller
- 11/29 ..... Patti Schwartz

**S**ainted Editor is glad to be back after a tad too long a vacation, and he wants to thank the substitute editors for filling in magnificently: **Maribelle, Hubert**, and especially **Lori**, who will do it again in December when Chris and **Pat** decamp for the Nile (as if their recent vacation had been too short). But this time, Chris will leave his computers plugged in; the 6+ week absence killed the PDA he uses to record our meetings. So he had to fall back on *pen and paper* today...and he can't read his own writing!

**B**, the President Formerly Known as Prince, gonged us to order at 12:17 in **Brad the Impaler's** abdication. He called upon **JB the Good** for the Invocation and **Doyle Dean** for the Pledge, thanking our State Representative **Van Taylor** for shaking the hands of his constituents at the door in a campaign reflex.



I n d e e d , Rep. Taylor was called to the podium to extol the virtues of a newly promoted **CAPTAIN**

**DANIEL ROBNETT**, whose father, bursting with pride, is our own **Mike Robnett**. Captain Daniel will be deploying again to the Middle East, but before he goes, the State House of Representatives had a Resolution, read to him and the gathering by Rep. Taylor:

82S10737 JH-D  
By: Taylor of Collin  
H.R. No. 106

#### RESOLUTION

WHEREAS, The distinguished service of United States Marine Corps officer Daniel Robnett of Plano is being deservedly recognized with his promotion to the rank of captain and with his receipt of the Navy Marine Corps Commendation Medal; and

WHEREAS, Born in Plano, Daniel Robnett graduated from Plano Senior High School in 2000 and went on to enroll at the University of

North Texas; he enlisted in the Marine Corps Reserve and entered boot camp in October 2001; while serving in Iraq as a member of the reserve in 2004, he was wounded in action and was awarded the Combat Action Ribbon; and

WHEREAS, On graduation from UNT, he concluded his reserve service at the rank of sergeant and was commissioned as a second lieutenant in the U.S. Marine Corps; later promoted to first lieutenant, this valiant officer returned for a second tour of combat duty in Iraq in 2009, and his meritorious service while leading his platoon during that assignment earned him the Navy Marine Corps Commendation Medal; and

WHEREAS, Captain Robnett now serves as the logistics officer for the Third Battalion, First Marine Regiment, First Marine Division, which is stationed at Camp Pendleton, California; he is scheduled to begin his next overseas deployment in the fall of 2011; and

WHEREAS, In all his endeavors, Daniel Robnett enjoys the love and support of his wife, Stephanie, whom he met while at UNT; the couple have three children, Corbin, Peyton, and Tatum; and

WHEREAS, Through his exceptional service as a member of the U.S. Marine Corps, Captain Daniel Robnett has contributed to the vital defense operations of our nation's military, and his courage, dedication, and sacrifice are greatly appreciated by his fellow Texans; now, therefore, be it

RESOLVED, That the House of Representatives of the 82nd Texas Legislature, 1st Called Session, hereby congratulate Daniel Robnett on his promotion to the rank of captain in the United States Marine Corps and on his receipt of the Navy Marine Corps Commendation Medal and that he be extended sincere best wishes for continued success; and, be it further

RESOLVED, That an official copy of this resolution be prepared for Captain Robnett as an expression of high regard by the Texas House of Representatives.

**SERGEANT JENKINS** then welcomed Visiting Rotarians, **Kathy Dye** of Metro, **David Goodson** of Park Cities, and **Sharon Ramage** of Frisco. Besides Daniel and Rep. Taylor (guests of Mike), we had **Randel Stewart (Bob Botts)** and



continued on page 2



(3, but still not shed of his **Red Badge!**), **Alex Johnson** (8), and receiving a Certificate for 20 Years of Perfect Attendance was **Jo Via**, who insisted that she joined when she was 15. **"Lawrence" Flannery** will receive his next year; this year, he has only 29. And **Tino Trujillo** beat the field by a few laps, having been in perfect attendance for 36 years!

PDG **LB THE RADIANT** ascended the podium to heap insult upon Jo. He claimed that he was entering, on her behalf, an amendment to the **Rule of 85**. Jo shouted, **"I'm not there yet!"** The current rule exempts members who request it from perfect attendance if they are at least 65 and the sum of their age and years in Rotary reaches (or exceeds) **85**. **LB** wants the 65 mandate dropped. He also finds the obligation to count such members when they do attend but not when they're absent to be burdensome on the clubs, requiring, as it does, a floating target for percentage calculations. He will present these amendments to Rotary International if and only if the Club votes for them. So, we are on notice as *per* this publication in the Bulletin, and the vote will be held after the Board approves at its regular meeting next Thursday. (Recall that you are invited to attend the Board meetings at 7:30 am each second Thursday at the Southfork and make your concerns known. Indeed, attendance counts as a make up! But this must be an encouragement for subsequent months since this Bulletin won't be published until after the Board meets.)

**FLASH** asked why we couldn't vote on it now, and **LB** explained again that the Board must vote it up or down first.



**Camille Ussery** rose to invite the Club to its Holiday Party at **Rutledge's Party Barn** on Tuesday, December 6<sup>th</sup>. Former and again Prince John explained that our regular meeting the following Thursday will be moved to that date and venue. The Party will be held jointly with the other Plano Rotaries, and it will be chaired by Kathy Dye, here today to add her support to our attendance.

**T** introduced the day's speaker, **Lee Thurburn**, CEO of **netoffer**, former CEO of **FlashNet**, an early contender in the ISP (Internet Service Provider) wars. (John's microphone was flaking out, so he spoke, brushing his lips upon it and complaining in advance of the diseases he was contracting thereby. Someone unfamiliar with the Four-Way Test suggested that the likelihood was that *Lee* would contract the diseases!) Lee is a CPA who wrote the book, *Mexico, the Land of Opportunities*, via NAFTA, in which he was involved.

Lee asked for a show of hands of ex-FlashNet customers and

was pleased to see members had supported him in that quest. He said it rose to 400 employees before going public and being sold to SW Bell.

He was here today to battle the image of the business uses of Social Media as a **"huge waste of time."** He conceded that they are exactly that if done wrong. But he was here to show us how to do it right.

First, he polled us yet again on our **facebook** memberships, and he noted a near majority! Next he asked about our participation in **Linked**, and far fewer hands were raised. Finally, he asked how many of us **twitter**, and crickets were heard.

Used correctly, Lee maintains, social media generates profits. The key, he tells us, is to **Create Communities**. If not, you'll



be **"behind the curve."** A community is a group that **"shares a common goal or interest."** You interact with your client base *via* communities. But how do you build them in the first place?

He polled us again to discover that about half of us are in business, and, he surmised, the other half is in civic affairs or non-profits. (He left out the retirees because he can't sell his services to them.)

And he told us that any of us could use **twitter** or **facebook** to create communities. And they are the mechanism by which he suggests we change the **DON'T KNOW ME** segment of society into a **KNOW ME** segment. Moreover, **KNOW ME** in a **positive** sense.

Unfortunately, it isn't as easy as all that because each target **"prefers a different social medium."** (It's hard to imagine that there are seven billion social media, but what do I know?) So your business needs to be represented on all of them. (Daunting, no? But fortunately, Lee has an app for that: **netoffer**.)

The best use of social media isn't advertising; it's education. People turn to the web seeking

**solutions**, so your web presence must explain **"how you solve problems for them."**

In addition to the tools above, he gave example of natural communities: **sports** clubs, political campaigns (are you listening, Van?), and celebrity worshippers, even car dealerships. But the key is still not to pummel the audience with advertising but rather **"to tell stories."**

He asked us what (not the most important but) the most popular U.S. export might be. The hint was that it emanates from Hollywood.





## Too Your Horn Softly continued...

We are the world's best storytellers, and we come from a long line of storytellers back to the first campfire.

Marketing consists of "setting people's focus on your solutions," and distributing the message on social media. He suggested that you'd not present your wife with a beautiful pair of (egregiously expensive) Jimmie Cho shoes packaged in a Tom Thumb paper sack. So content AND PACKAGING are both important. His confirmation of this was (inexplicably) the construction of a Monte Cristo sandwich.

**Lenny Schwartz** wanted to know which social medium to attack first; naively assuming that he couldn't address them all at once. "No simple answer," was Lee's response. "Who is your consumer?"

**Kenny Wilson** insisted that social media is a perfect example of an "overblown" business solution. Lee conceded that there is a lot of hype involved but that the truth lies "midway between worthless and salvation." One must weigh the pros and cons and the costs. But, he insisted, the development of communities is a valuable commodity.

**Scott Johnson** offered a testimonial to the efficacy of this particular prayer. He said that clients have found their way to him *via* his blog, and it has led to national exposure for him and his business.

Ex-Prince John noted that a donation would be in the offing to the *Shoes for Orphan Souls* in Lee's name. He gave **Sarah Watkins** time to note that Doyle Dean will be honored with a dedication shortly.

Chris Parr presented the Club with banners from two of the three foreign clubs he attended, *Cape Town* and *Amsterdam Sloterdijk*, the latter of which John had Chris pronounce carefully twice to make sure he heard it right. The third club, *Nairobi Parkland Sports*, was where Chris and Pat matched the Club's \$500 donation, and their banner will be handed over as soon as it's found!

**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?

John chided **Jessica** for the failure of her husband to win any games in the *Plano Rotary Fantasy Football League*, led us in the Four-Way Test, and triple-belled us out at 1:01.



### Rotary Football Challenge Week 5:

#### NFC Division

Nathan Barbera	7-2
John Ernst	5-4
Mark Johnson	5-4
Ean Sullivan	4-5
Martin Jackson	0-9

#### AFC Division

Mark Waterbury	6-3
Gerald Brence	6-3
Gary Basham	5-4
Octavio Ortiz	4-5
Kyle Walters	3-6

### Guests & Visiting Rotarians

#### GUEST:

Pat Storck  
Daniel Robnett  
Van Taylor  
Randel Stewart

#### GUEST OF:

Chris Parr  
Mike Robnett  
Mike Robnett  
Bob Botts

#### VISITING ROTARIAN

Kathy Dye  
Sharon Ramage  
David Goodson

#### HOME CLUB

Plano Metro  
Frisco  
Park Cities

### Member NEWS

#### AWARDS:

**Harold Sullivan Award**  
Randy Wright

**Athena Award**  
Rebecca Case

**Fred Moses Award**  
Richard Butterly

**Business Executive of the Year**

Gary Base

**Kersey Can Holder:**  
Vance Bryson

**Citizen of the Year:**  
Beth and Duncan Webb

**Rotary Make Up Website:**  
[www.rotaryclubone.org](http://www.rotaryclubone.org)

**New Member Proposals:**

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