

Fall

Weekly

# Reader

Volume 9, Issue 18, November 17, 2011

The Plano Rotary Club

[www.PlanoRotary.com](http://www.PlanoRotary.com)



## Lab Rats

### UPCOMING MEETINGS

- 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
- 12/15 Garry Kinder - Fourteen Principals for Living the Good Life

### 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



EVERY  
ROTARIAN  
EVERY  
YEAR



Prince Again John summoned the faithful at 12:15 to prayer led by LB the Good. Jim Cooper was co-opted for the Pledge. Octavio Ortiz was thanked for his "3-minute" greeting service. Earnest Burke stood in for stand-in Sergeant-at-Arms CAPTAIN KIRK who, had he been here, would have replaced the absent SERGEANT



### JENKINS.

John received a banner from Frisco, Colorado, Rotarian Sam Sherstad (who had neglected to bring one on his first



visit). Earnest bade us welcome Marilyn Hinton and Steve Vitasek (both Metro, but Steve was here to discuss business with the Club Administration; he seeks to cater our meetings...more about that, as events warrant).



Rick Maucieri welcomed his guest from the YMCA, Jayson Killough.

The iron butterfly scored a certificate as well as a Perfect Attendance pin for 10 years. Susan will have to find an ornate frame worthy of this high honor.



Prince John reported that earlier in the day, the Board had approved LB THE

RADIANT'S proposal to remove the age mandate from Rotary's Rule of 85. He belled the assembly into session for the purpose of voting on just that measure. (LB didn't put forth the second proposal for amending the mechanism for counting attendance.) As LB began to speak, FLASH shouted, "So moved." Unfazed,

LB responded that he had to verify to RI that he had read the full proposal, so Larry waited until that had been accomplished before repeating his motion. It was seconded and passed with no dissension. Prince John closed the voting session.



### Scary Bob Epstein

rose to proselytize for an event benefiting Wounded Warriors. It will be held at Holiday Inn Richardson from 6 to 9 pm on Thursday, November 17<sup>th</sup>. There will be a Leadership Panel convened to discuss the principles presented in the critically panned film *Battle: Los Angeles*. To be fair, the movie wasn't Scary Bob's choice, so we can't pillory him for it. To find out

continued on page 2



more about the event, navigate to [www.leadermovie.1sta.com](http://www.leadermovie.1sta.com)

Prince John noted that our Foundation Board would meet immediately following next week's luncheon.

Lenny Schwartz, noting that Patti calls him "*The King of Something Different*," had something different for our

program today. We were to hear from a graduate student in the Economics and Political Science School at the *University of Texas at Dallas*.

Malcolm Kass is a Ph.D. candidate doing research



on nonprofit fundraising. He received his B.S. in Engineering from the *University of Nebraska*. He got his Master's in Business Administration from *SMU* and is currently in the Experimental Economics program at *UTD*. Malcolm

and wife Jennifer moved to DFW in 2005.

Malcolm introduced his colleagues from the University, Ph.D. candidate Ryan Freeling and Prisha Gadden, an undergrad Econ major. They tallied the bids from the experiment that followed.

Malcolm explained that his presence here today was as part of nationwide experiment on the efficacy of nonprofit fundraising. In particular, he was going to do an experiment with the *Plano Rotary* on the profitability



of different auction mechanisms. Randy asked him for his credentials, but Malcolm demurred.

He said that the research was led by three economists at *Middlebury College*. It is funded by the *National Science Foundation* and is part of a study in **Researching Philanthropy**.

He explained that today's experiment was part of fieldwork that included many different Rotary clubs, where an auction mechanism was tried at random. The five mechanisms under investigation are:

1. **All pay** (to be tried today)
2. **English** (live auction)
3. **Bucket** (like poker betting)
4. **Lottery/raffle**, and
5. **Hybrids**.

Of course, it helps to have something to auction, and Malcolm was offering some NSF-purchased wine. (Wait 'til the **OMB** hears about that!) Indeed, he had as prizes two pairs of bottles, each including an Italian **Prosecco** (he proudly read us the *Wine Spectator* description which spoke of *balance*, *hints of lemon*, and a *mineral finish*) and an Argentine **Cabernet Sauvignon** (from *Catena*

vineyards, *dark with a lengthy finish* best drunk before 2013). It sounded as if he didn't speak from experience. He had just assumed that Rotary harbored lushes.

Before the auction, we were to fill out Part 1 of the Survey, printed on yellow sheets in our packets. There were only 50 packets, so not everyone got their turn to play lab rat. Indeed, since they had been distributed starting with the back of the room, they ran out before they reached **Sainted Editor's** table. He regrets being unable, therefore, to report on them.

To get our competitive spirit engaged, Malcolm explained that all profits from today's auction would be donated to the *Plano Rotary Club*; so we were taxing ourselves. The **All Pay** mechanism called for bidders to make one (their final) bid and to enclose the bid amount (cash or check) in an envelope that they'd not see again! The highest bidder would, of course, win the prize, but all the bids would accrue to the charity.

The 50 potential bidders were further subdivided into an "A" group (with only a number designation on their envelope...Malcolm cautioned us to REMEMBER our bid numbers) and a "B" group (with the letter "B" following the bidder number). Everything else was identical or so we were led to believe. Traditionally, psychosocial experiments aren't always what they seem. The researchers often say they are testing something but they are really after something else. They cannot reveal their actual targets for fear of biasing the subjects.

Malcolm asked all of those receiving an envelope to fill out the green registration card regardless of whether or not they made a bid.

That was the only hint that bidding wasn't mandatory. ☺

Malcolm thanked us all "*in advance for your patience*" with the process which included bidding, collecting the bids, and "*aggregating*" them. Randy thought that apparently, if you're a Ph.D. candidate, you don't "total" or "sum," but rather "aggregate."

At the end of the bidding process, there was a Post-Experiment Survey to fill out. Everything scribbled was to be return in the manila envelope provided. Malcolm "*debriefed*" us, but that implies a dialogue, and he provided only a monologue in which he described the preliminary results of his earlier fieldwork.

He ranked the auction mechanism by the amount of funding that they provided for their charities:

1. **Bucket**: \$250
2. **All Pay**: \$175
3. **Lottery**: \$150

with significantly lesser amounts for live and silent.

He commented upon donors' reasons for giving. These included:

- Direct benefit
- Altruism (prestige and the warm glow effect)

- Social effects (perceived social norms)
- External factors (demography, economy, and the perceived valuation of the prizes)
- Internal factors

Competitiveness was an important social effect. (So dividing the group into two wasn't an accident after all. It pitted group "A" against "B.") And competitiveness was amplified in the atmosphere of the Bucket mechanism.

He pointed out that unfamiliar mechanisms trigger apprehension in those prone to avoid risk. But by this time, the results were in, and we had collectively donated \$431 to the *Plano Rotary Club*!

Group "A" had 9 bidders (out of a potential 25) who bid a total of \$102 with \$30 from **Martin Johnson** winning the wine. Group "B" had 12 bidders and **LB THE RADIANT'S** \$80 bid won the prize and pushed the total up to \$329. Larry, another group B, complained, "*they pooled their bids!*" Sour grapes, Larry.

When Chris and Pat went to the *Cape Town Rotary*, they had a 5 Rand (\$0.63) raffle of a bottle of wine that Chris "won." He was so convinced that the raffle had been rigged for his benefit that he donated the bottle back to the Club to be auctioned off then and there. It went for 500 Rand (\$63). He should have used All Pay instead!

Malcolm promised to return, if asked, to report on the final results of his research. Someone asked for classification talks from the students. Malcolm said he started out in

Mechanical Engineering. Ryan had a similar story involving Optical Engineering, and he admitted to having kids and no hair, or, perhaps, no hair because he had kids.

**Prince John** promised *Shoes for Orphan Souls* in their names and presented the three of them with two Rotary coins, a variation of a psychological testing ploy. Well played, **John**.



He announced that the \$431 would go to *Memorial Elementary*, led us in the Four-Way Test, and triple-belled us out at 1:02.

### Rotary Football Challenge Week 10:

#### NFC Division

|                |     |
|----------------|-----|
| Nathan Barbera | 8-2 |
| Mark Johnson   | 6-4 |
| John Ernst     | 5-5 |
| Ean Sullivan   | 5-5 |
| Martin Jackson | 1-9 |

#### AFC Division

|                |     |
|----------------|-----|
| Mark Waterbury | 7-3 |
| Gerald Brence  | 6-4 |
| Gary Basham    | 5-5 |
| Octavio Ortiz  | 4-6 |
| Kyle Walters   | 3-7 |

### Guests & Visiting Rotarians

**GUEST:**  
Jayson Killough

**GUEST OF:**  
Rick Maucieri

**VISITING ROTARIAN:**  
Sam Sherstad  
Marilyn Hinton  
Steve Vitasek

**HOME CLUB:**  
Frisco Colorado  
Plano Metro  
Plano Metro

### Member NEWS

**AWARDS:**  
**Harold Sullivan Award**  
Randy Wright

**Athena Award**  
Rebecca Caso

**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:**

## Plano Rotary Club Board of Directors 2010-2011

### President

John Ernst

### President Elect

Lynn Schwartz

### Vice President

Karla Oliver

### Secretary

Kirk Bell

### Treasurer

Earnest Burke

### Past President

John Ernst

### Sergeant at Arms

Skip Jenkins

### Membership Chair

Ben Criste

### Membership Vice Chair

Casey Stewart

### Service Chair

Alan Feigenbaum

### Service Vice Chair

Bob Pikna

### Public Relations Chair

Nathan Barbera

### Public Relations Vice Chair

Thad Stammen

### Club Admin. Chair

Octavio Ortiz

### Club Admin Vice Chair

Chuck Morgan

### Foundation Chair

Ean Sullivan

### Foundation Vice Chair

Rick Maucieri

### Business Secretary

Lynette Pieper

### At Large

Kyle Walters  
Nancy Humphrey  
Camille Ussery  
Hugo Esparza  
Bob Epstein

### Bulletin Editor

Chris Parr

### Bulletin Photographer

Randy Wright

### Bulletin Designer

Kim Oliva  
Alphagraphics

### Printing by Alphagraphics Park & Coit

The Plano Rotary Club  
PO Box 864316  
Plano, Texas 75086  
972.596.2585

*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?



# Support Our Advertisers

**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

**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

**HUFFINES HAS IT!**  
Since 1924 www.huffines.net

**PLANO**

|                                    |                                   |   |
|------------------------------------|-----------------------------------|---|
| <b>RAY HUFFINES</b><br>Chevrolet   | <b>HUFFINES</b><br>Hyundai        | <b>HUFFINES</b><br>Chrysler • Jeep<br>Dodge |
| 1001 Coit Rd @ Plano Pkwy<br>Plano | 900 Coit Rd @ Plano Pkwy<br>Plano | 4500 W. Plano Pkwy @ Chb<br>Plano           |
| (972) 867-4000                     | (972) 867-5000                    | (972) 867-6000                              |

All Service, Body and Parts Departments Open All Day Saturday.

**BE READY FOR TODAY**  
PREPARE FOR TOMORROW

From investing for today to retirement planning for tomorrow, you want to make the most of your earnings. Please contact me today for a complimentary consultation.

**Kirk Bell**  
Financial Advisor, RJFS

**RAYMOND JAMES**  
FINANCIAL SERVICES, INC.  
Member SIPC

5048 Tennyson Pkwy., Suite 120  
Plano, TX 75024  
972-403-1025  
kirk.bell@raymondjames.com  
www.bellvalente.com

**Allison's AutoCare**

David Allison

1214 Avenue K  
Plano, TX 75074

972.423.0434  
www.allisons.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

**ELLIOTT'S HARDWARE**  
Making hardware easy.

|  |  |   |
|--|--|---|
| <b>Dallas</b><br>4901 Maple Ave.<br>Dallas, TX 75235<br>214-634-9900 | <b>Plano</b><br>2049 Coit Rd.<br>Plano, TX 75075<br>972-312-0700 | <b>Mesquite</b><br>116 E. Kearney St.<br>Mesquite, TX 75149<br>214-324-5087 |
|--|--|---|

www.elliottshardware.com

**alphagraphics®**  
DESIGN ■ COPY ■ PRINT ■ COMMUNICATE

**Kenny Wilson**  
Owner  
Cell 972.639.8615  
kwilson@alphagraphics.com  
www.plano408.alphagraphics.com

2001 Coit Road, Ste. 170  
Plano, Texas 75075  
Phone 972.867.9216  
Fax 972.519.9181

**David McWhorter**

tel 972-303-8239  
fax 972-303-8235

dmcwhorter@alphaomegainurance.net  
www.savewithdaveonline.com

3131 Custer Road, Suite 275, Plano, TX 75075

**Alpha Omega Insurance Agency**

**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

**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