



UPCOMING MEETINGS

October 4:
Betty Murray, Living Well Health & Wellness Center
"Banish Body Fat: The Secrets to Fat Loss the Experts Haven't Told You"

October 11:
Memorial Elementary
"From Requisites to Renewal"

October 18:
Robert Epstein
"D-Day--Battle for Freedom"

OCTOBER BIRTHDAYS

Maucieri, Richard	Oct 05
Horne, Richard	Oct 08
Sullivan, Jan	Oct 10
Botts, Robert	Oct 20
Watson, Debra	Oct 25
Jackson, Jessica	Oct 26
Lewis, J. Marc	Oct 27
Stewart, Casey	Oct 31

Hell on Wheelies

Sainted Editor is just warming up with his one week trip to Berkeley to attend his 50th Class Reunion. He'll be lost for almost two months in South America at the end of the year, but he'll bring home interesting banners and a video or two. Meanwhile, **Lori Phantom Crotcheter Roberts** will be substitute Editor for the coming week. **Ken** is dreading her poison pen; it seems he is her only perceived "safe target."



President **LENNY THE LAMPLIGHTER** called us to order at 12:16 with a somber reminder of our recent loss of fellow Rotarian **Walt Meyer**. He summoned **Ean Sullivan** to deliver the Invocation and **Herb Hoxie** the Pledge.

LENNY thanked **Pam Little** for Greeting and called **Rick Horne** to **SERGEANT-AT-ARMS** duty.

Rick thanked the Club for its "gracious round of (ironic) *applause*" and welcomed Visiting Rotarian **Bob Warren** from *Plano*



Sunrise. **John Pittman** lost his hook to **Jim Burton**, a member candidate with classification "does nothing and hasn't finished doing it." (A rousing endorsement if I've ever heard one.) **John Ernst** introduced a tasteful guest, **Larry Bisno**; we know he's tasteful because he was sitting across the room from the President



Formerly Known as Prince. **Alan Feigenbaum**, recovering from what he proclaimed "a bowling injury," welcomed *Hendrick Scholarship Foundation* Board President **Robert Lee**. (Let's see: were he computer savvy, would he be Robert e-Lee?) **Debbie Watson** introduced us to her latest PSO staff member, **Nancy Baumgarten**.



Rutledge Haggard bade us welcome major tournament sponsor and General Manager of *Toyota of Plano*, **Rusty Gentry**. **Jason Rice** insisted that guest **Anthony Miller** was a



"likeable lawyer," and **Lori Simon-Roberts** beamed at the introduction of her son, **Joey Simon**.

LENNY thanked **Alan** for a wonderfully successful Gala and Tournament to enthusiastic applause.

John Parker rose to *Flannery* an introduction to his Classification Talk. It seems a woman on a bus was carrying a baby who elicited the insult "That's the ugliest baby I've ever seen" from the driver. Complaining to a fellow passenger about that rough treatment, she





was told that she should go back up there and chew out the driver. The passenger offered to "hold your monkey" while she did so.

To the chorus of groans, John explained that he is a native Dallasite, having grown up in Richardson and attended TAMU and UTD. Although he left the area to seek his fortune, he returned to be with family. In 2003, he left telecom as its bubble burst for the greener pastures of insurance. As a matter of business, he said that he has an opening for a customer representative in his agency.

He and wife Vivienne have two girls, 8 and 9 years old, respectively. The interesting anecdote he was warned to include was that he and his children were all born in the same hospital. You might not guess it by his crew cut, but he once had such long, wavy hair that his nickname was *Jesus* with the Spanish pronunciation. (The beard completed the disguise.)

He was born of a big family of six children. Although conservative, his "Type A personality" drives him and his wife to bungee jumping and other death-defying stunts when on vacation.

LENNY commented that he too was born at *St. Paul's Hospital* and once sported wire-rim glasses with his 'fro.

Bob Warren touted *Sunrise's Oktoberfest* on October 15th to be held (as usual) at the *Bavarian Grill*. Each ticket is a \$40 "investment in children" as the proceeds go

toward children's MEDICAL CENTER of Plano. In addition, there are \$10 raffle tickets for a vacation for two in the California Wine Country, a 55" HDTV, or dinner for 12 at *Juergen's*. Lenny recommended a \$5 bucket contribution for all that advertising.



Alan Feigenbaum rose to commend the entire Club for its contributions to the *Hendrick Foundation*. He thanked the "hardworking committee," and asked those of us who had contributed time, talent, or treasure to the cause to stand. Then Alan feted Foundation President Robert Lee as "quite the motivator" who was due "much congratulations."

Robert told us that we raised \$73,000 this year, a \$20K improvement over last year (but still \$27K shy of satisfying Scary Bob)! He singled out **Cary Israel** for the generous contribution from *Collin College*. He said that



340 had attended the Gala, and he offered "accolades" for our "support, friendship, expediency, and commitment."

LENNY wished us a **Happy** (Jewish) **New Year** and prayed that we'd all be "inscribed in the Book of Life for another year."

Chuck Morgan rose to introduce the day's speaker, **Scott Black**.

In this digital age, information moves at record speed. For marketer Scott Black, who unabashedly loves fast cars, airplanes, boats and motorcycles, the key is not just getting your information out there faster—it's knowing who you want to reach, clearly communicating what you want them to know or do, and determining how you're going to share your message in a way that both meets your objectives and exceeds your expectations.

A 20-year veteran of business-to-business and business-to-consumer public relations and marketing, Scott established *TimePiece PR & Marketing* in 1997. The firm has a knack for blending traditional offline strategies with the latest online digital techniques.

TimePiece has a particularly high level of expertise in the automotive, technology, energy, manufacturing, professional services and transportation industries. As a result of blending business with pleasure, Scott's clients have been *Shelby American*, the *Ford Motor Company*, the *Carroll Shelby Foundation*, *Ducati of Dallas*, *Aston Martin of Dallas*, and *Cirro Energy*, to name but six out of a considerably longer list of well-known companies.



Scott told us of his twin passions: business and going fast. His wife, he complained, thought of his love of speed as a rationale for earning the money she spends, but she is apparently cursed with a deficit of testosterone. He fondly reminisces about taking his *Harley* on the roads around St. Jo. But all the while, he's pondering business problems and their cure. The answers he's come up with constitute a (surprise surprise) 10-point plan; the first five points of which he permitted himself time to share with us today.

He dropped names to establish his credibility then settled into his talk. While denouncing "synergy" as the buzzword of the 80's (so very yesterday, or so it seems to the Geriatric Club of Plano), he shared with us its replacement: **PASSION**.

He said, "*Branding is too often overlooked*" as a marketing tool. He cautioned that one couldn't permit the marketplace or especially not the competition to establish one's brand. A good example, he maintained, was *Harley Davidson*, a brand with which he's intimately familiar. We can all conjure up the sound of a *Harley*. Tongue firmly in cheek, he told us that "*loud pipes save lives*," warning dogs and children away from the street. But going into a *Harley* dealership to upgrade the exhaust, you come out with upgrades that you hadn't planned because of the brand.



The counterexample is *Fiat's* use of **JLO** to emasculate its image, alienating both men and women simultaneously, a masterful feat. Having ditched the "*overexposed*" diva, *Fiat* is now doing fine.

He relayed anecdotes from personal experience about how the bump in turn four on the *Texas Motor Speedway* is terrifying at 150 mph, but his driver/companion wouldn't take it any faster.

He said that the four branches of marketing are:

1. Print
2. Allegory
3. Digital (online video & social media)
4. Events (trade shows, etc.)

The good example was *VMI*, a company that converts vans for the handicapped. They make masterful use of e-news, publicity, traditional ads, and direct marketing.

The bad example is *Netflix*, the company that changed its rental policies without telling customers then lied about it.

He said that a glider trip over Caddo Lake (the only natural lake in Texas!) taught him the value of understanding thermals that he related to business trends. **Nostradamus**-like, he relayed predictions of

- An economic slow-down in '13 when interest rates rise.
- A mini-recession in '14 when government spending becomes less generous.
- Rising taxes in '20 as the impact of the deficit is felt keenly.

So, if you're *Cirro Energy*, you're locking in low energy prices now before their inevitable rise. On the other side of trend awareness is *BlockBuster*. (What's his beef with the movie rental industry?)

He cautioned us to "*balance your marketing*" as when *Hertz*, which bought *Shelby*, was presented with **Carroll Shelby's** *Hertz* racing video, topped off with Carroll's comment, "*Now that's what I call a rental car!*" They ordered 250 copies to distribute to their dealers under the strict caveat that the public should never see it and get ideas.

The bad counterexample was *Sony's* diversification **in reverse!**

His concluding remarks were that we might yet survive if the Federal Government ever acts as if it understands teamwork.



LENNY presented Scott with **OPERATION ONCE IN A LIFETIME** dog tags.



Jamee Jolly thanked **Jo Via** (and, by extension, **Jessica Jackson**) for a most successful *Plano Balloon Festival*. She also honored **Octavio Ortiz**, **Camille Ussery**, and **Jamie Schell**, all recipients of Chamber-related

awards this year.

LENNY led us in the Four-Way Test and flung wide the doors to permit our ready escape at 12:59.

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*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?

Guests & Visiting Rotarians

Guest

James Burton
Larry Bisno
Robert Lee
Nancy Baumgarten
Anthony Miller
Joey Simon
Rusty Gentry

Guest Of

John Pittman
John Ernst
Alan Feigenbaum
Debbie Watson
Jason Rice
Lori Simon
Rutledge Haggard

Visiting Rotarian

Bob Warren

Home Club

Plano Sunrise

Member NEWS

New Member Proposal:

Reedy Signer
Classification: Law
Proposed by: Earnest Burke

AWARDS:

Harold Sullivan Award:

Randy Wright

Athena Award:

Camille Ussery

Fred Moses Award:

Richard Butterly

Business Executive of the Year:

Gary Base

Kersey Can Holder:

Vance Bryson

Citizen of the Year:

Jamie Schell

Outstanding Corporate

Citizen of the Year:

The Shops at Willow Bend (Octavio & his team)

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