

Fall
Weekly

Reader

Volume 87, Issue 149, October 9, 2014

The Plano Rotary Club
www.PlanoRotary.com

UPCOMING MEETINGS

October 9

President Earnest Burke -
"Club Assembly"

October 16

Jim Duffy, District 5810 RYLA
Operations Director -
"2014 International RYLA
Experience"

October 23

"Annual Hendrick
Scholarship Foundation
Program"

October 30

No Meeting -
"2014 Scramble for Scholar-
ships Golf Tournament at
Stonebriar Country Club,
Frisco".

OCTOBER BIRTHDAYS

Richard Maucieri	Oct 05
John Caldwell	Oct 06
Rick Horne	Oct 08
Jan Sullivan	Oct 10
Dennis Hogg	Oct 16
Janis Allman	Oct 18
Robert Botts	Oct 20
Debbie Watson	Oct 25
Jessica Jackson	Oct 26
Marc J. Lewis	Oct 27
Casey Stewart	Oct 31



Worst Diet Ever!

MANY THANKS to Lori Phantom Crotchiene Roberts for filling in for Sainted Editor while the latter being

was struck by lightning three times in Croatia. (Must be a record.) He especially appreciated her roast of hapless hubbie, **Ken**. Of course, *Too Tall* is just too easy a target; all you have to remember is to aim low.



President Wonderful called the conclave to order at 12:18, entreating PDG **SECRET SANTA** to Pray and **Marc Lewis** to Pledge. ("Bob's back!") Earnest thanked new Executive Secretary **Karen Sheldon** for Greeting then called **SERGEANT BARBERA** to the lectern.

Nathan welcomed us to October, "*when football gets good*." He recognized the solitary Visiting Rotarian, **Melanie Carroll** from the (beautiful) *Downtown McKinney Club*. Then he called upon members to introduce their guests. **Jeff Fraumenheim** welcomed **Tom Perkins**. **Wally Reed** bade us welcome his "*wife of many moons*." Nathan had to prompt him to name her



Lois. **Bruce Glasscock** introduced **Jilian Ryan**. **Lenny Schwartz** was proud to present granddaughter **Emma Schwartz**. **Yoram Solomon** had brought his wife, **Anat**, but also a potential recruit who had "*no gray hair*," **Gil Reiter**. Someone pointed out that it "*doesn't count if it's not there*."



INSIDE THE ROTARIAN STUDIO featured a member making headlines with his retirement from the Presidency of *Collin College*, **Cary Israel**. Cary was born in Detroit where his father painted houses for the Mafia. He posited that those who got in his



way would be found "*under a lime pit*." He was stopped cold by the question of a childhood nickname, but he finally 'fessed up to "*Coco*," altered to "*Coke*" as he grew up until he went to college where it took on a whole new meaning. Of course, with his subsequent weight loss, it's become "*Diet Coke*."

At the *University of Nebraska* he went out for football, and his first job was representing migrant farm workers. He's been 25 years in education where his most memorable achievement came when he "*burnt down my counselor's office*." Or was it painting floors in Mafia basements?

Favorite movie: **Spartacus**. (Sainted Editor went to the premier of that film. **Kirk Douglas** and **Tony Curtis** were laughed off the screen. Unfortunately, they were in the audience at the time.) Favorite band: **Debbie Watson** prompted him, "*PSO!*" Favorite athlete: a toss-up between **Michael Jordan** and his

continued on page 2

daughter. (One wonders who would win that toss-up. See, **KIRK**? A knowledgeable sports reference out of **Sainted Editor**!) Favorite soda: **Coke**! Cary has been a Rotarian for 14 years. **Collin College** Trustee **Tino Trujillo** told him he had to join. He initially objected, “As President, you **SPEAK** to Rotaries.” But he admitted that Rotary has “*been a great experience. It has enriched my Life.*”



Earnest awarded Imperfect Attendance pins to Bruce Glasscock (24) and Lenny Schwartz (14). In addition, Lenny scored a Paul Harris Plus Two.

But that was soon eclipsed by Lois Reed whose husband, in Earnest's words, “*has such admiration for you*” that Wally made her a *Paul Harris Fellow*. (Surely that should be a *Paul Harris Dame*.) Ken Roberts suggested, “*You may kiss the bride*” to which Yoram Solomon added, “*for many, many moons.*”



Earnest then used Ken's more serious words for inducting **Alan Murowitz** while sponsor Yoram looked on. Earnest recommended that Alan “*work on the resounding part*” of **YES** in response to the questions about obedience to Rotary rules and participation in Rotary projects.

David McWhorter thanked **Mr. Wonderful** for the opportunity to introduce Yoram Solomon, the day's speaker thusly:

Yoram Solomon received his Ph.D. in Organization and Management in 2010. He spent two years researching why people are more creative in startup companies than they are in mature and large corporations. He used his insights to help companies and non-profit organizations create environments conducive to creativity. He is a multi-disciplinary professional who also holds an Electrical Engineering Associates degree, a Law degree from *Tel-Aviv University*, and a Masters in Business Administration from the *University of Colorado* in Colorado Springs.



Holding it fondly, Yoram told us that **Worst Diet Ever**, his second book, has just come out. He felt compelled to explain how he came to write such a book.

His wife and daughter, he told us, are shipped off to Israel for three weeks every year (except, wisely, this last) to give him time to play with his model airplanes. (Well, everybody's entitled to one goofy vice. Mine's the videogame, **Skyrim**.)

Occasionally, he accompanies them (when all his planes have crashed), and on one such trip they returned through New York and ended up at Rockefeller Plaza to witness the *To-day Show*. He was approached by an authoritative gal in heavy makeup who wanted him (a 35 lb. heavier Yoram) in a segment on Weight Loss. His job, aside from recommending lighter makeup, was to ask a pertinent question, and he had one: “*We all are meaning to lose weight. We all know how to lose weight. But where do we find the motivation to do it?*”

He characterized the answers as “*nonsense.*” The expert spoke of “*taking small steps, seeking the support of others*” and just toughing it out. Since Yoram had studied Corporate Motivation, he applied what he'd learned to dieting. He studied surveys.

86% of us have been told to lose weight. 64% of us do. 36% of those keep the weight off for six months. Only 14% keep it off for a year. Now, he'd love to read us his book, but it'll take 5 1/2 hours, and Earnest may become anxious before then. So, instead, he'll send us a coupon for a free copy if we but contact him.



One day in his favorite model airplane hobby shop, he noticed the sales clerk had lost 80 pounds! When asked why, the clerk told him that at his annual physical, his doctor had said that he “*needed a family member to donate a liver or you have to lose 50 pounds.*” His condition was life-threatening. That's motivation. Indeed 80% of people told that, lose the weight. And 67% keep it off a year. That's almost a factor of 5x improvement on 14%.

What other motivators are possible?

He asked us, “*How many of you want to live longer, feel better, and look better? Of course not Bob; I'm not surprised.*” **Scary Bob** got up and went to the dessert table to get Yoram a sugar-laden treat.

But Yoram was on to corporate-speak by then. He compared dieting to “*net present value which is discounted today.*” For example, Yoram buys toys. When they arrive, they come “*on the Brown Toy Truck.*” When he weighed 223 lbs, he vowed not to open his toy until he reached 205 lbs. Two months later, he opened the toy. Three weeks after that, his weight returned to 223. “*Did you send it back?*” asked one wag. “*That wasn't part of the deal,*” Yoram replied.

67% of people who set milestones, lost the targeted weight; only 30% kept it off 3 months. *"So as long as you're under the weight, you can keep buying model planes...but you're gonna cheat."* Do you round 205.1 down to 205? Eh?



He cautioned a fellow tubby about that. The guy wanted to drive his new *Porsche* rather than his wife's *Acura*. Yoram told him, *"Give the key to someone else,"* and made that a chapter title in the book. As long as he's at his target weight, his wife hands him the *Porsche*. If not, SHE gets the *Porsche*.

10-15 lbs a week *"isn't a habit."* (It's suicide.) If you measure yourself daily, that's a habit. He asked for a show of hands of those who did that.

He waxed eloquent on the service he got when he stopped leasing his *BMW* and bought a *Jeep* from **Ray Huffines**. The *BMW* lease restricted him to 30K miles in 3 years, but he'd put 16K miles on it the very first year. So he turned to measurement. If Anat had fewer miles than did Yoram to drive on any given day, she got the *BMW*. That way they returned the lease under the stipulated mileage.

Nathan asked, *"Did you not READ the lease?"*

11% lose more if they weigh daily, and they have a 22% higher chance of keeping the weight off.

Gene Champagne asked, *"Does your wife not like you working on model airplanes?"* Yoram snarled, *"I'll remember that you asked that with my wife in the room!"*

With that, **President Wonderful** told Yoram that we were presenting him with an item that *"you've not seen in a week; it's the highly-coveted, highly-sought-after, highly-touted Rotary Club of Plano Perpetual Calendar!"* And it came with Earnest photo prominently displayed. He said, *"And I don't do that for everybody!"*

Nancy Humphrey said that the Hendrick Scholarship Tournament needs another \$14.6 K in



sponsorships to reach its goal. And the party on the 29th, the day prior to the Tournament, counts as a Rotary meeting. Be there or be square.

Earnest called Yoram back to have the privilege of ringing the Great Rotary Bell after leading us in the Four-Way Test. We were belled gone at 1:01.



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Yoram Solomon

Yoram Solomon

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