



SUMMER
Weekly

Reader

Volume 167, Issue 233, September 1st, 2016

The Plano Rotary Club
www.PlanoRotary.com

UPCOMING MEETINGS

Sep 1
Jim Gatewood
*Lone Wolf Gonzauillas on the
Assassination of Poncho Villa*

Sep 8
Darren Collins
Project: Hands Up-Update

Sep 15
Sarah Crilley-Hill
Rotary Club Social Media



SEPTEMBER BIRTHDAYS

Ean H. Sullivan	Sep 04
Rick Boyer	Sep 06
Clay Curtis	Sep 10
Satinder Baweja	Sep 16
Hubert Aaron	Sep 17



Evelyn Wood, Anyone?

THERE they were in their thousands, all perusing the *Weekly Reader* (or, perhaps, they were reading the *Weekly Peruser*). What could account for such loyalty? Surely they will have seen enough of *Miss Texas*.



King David drew upon pre-Solomonic Wisdom to open the festivities at 12:15, enticing **Blair Ritchey** to deliver the Invocation and **Sara Akers** to lead the Pledge. **Alan SPIRITWARE Feigenbaum** got "partial credit" for partial greeting; does this mean that instead of "Hello," we were greeted with only "Hell?"

SERGEANT KRAMER got to greet turncoat member **Shawn Foster** (*Park Cities*), and Sara Akers outdid herself, introducing **PLANO CHILDREN'S THEATRE** minions **Mike Mazur**, **Jon Gerrard**, **David Peterson**, **Charlotte Freeman**, and **Aiden Daley**.



The 4th victim of **Jason (Voorhees)** horror was **Pattie Schwartz** who thanked us all for "that rousing round of applause." (See? Irony works both ways.)



Born in "Corpus Christi," The Body of Christ, she had no choice but to go to a Catholic school. There was something about a nun in Biology class that taught her how to set herself on fire, but that certainly wasn't a witch-burning. Enrolling at UT, she met **Lenny**, and they were married the night of graduation. Lenny put her through the UT Medical Branch in Galveston, after which

they moved to Plano. Now 38 happy years later, they've **Josh** (37) and **Jodie** (34), and 10(!) grandchildren. She has a Physical Therapy clinic adjacent to *Collin Creek Mall*, where she treats muscular and skeletal problems, many associated with sports. "That's my story, and I'm sticking to it!"



As opposed to the half dozen fizzles at the last **Victim Draw**, **Jason** pulled a winner in **Kenny Wilson**, publisher of the *Weekly Reader*, and all-around good guy; so his "three minutes of fame" promise to be dull.



As **Jamie Schell** was AWOL, we were spared the RI Foundation Minute.

Mercifully, there was no singing when **Earnest Burke** strode to the podium to deliver his Birthday Challenge. The \$600 raised by July dwarfs that contributed (thus far) by August, so Earnest promised an "outing at a nice venue" for the winning month. As we escape his singing duo, he also promised us a "singing trio" for the month of September.



Kelly Palmer admitted miscounting his **CITIZEN OF THE •** (where • is MONTH or YEAR) representatives. He now seeks one more to augment **Roy, Jan, Camille**, **Blair**, and **Mary Jo** for the newly-adopted schools. **Rick Maucieri** has agreed to mentor the new folks.



Nancy Humphrey rose to encourage sponsors and volunteers for the 27 October

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HENDRICK SCHOLARSHIP FOUNDATION GOLF TOURNAMENT at Stonebriar. (Next year, it's at Gleneagles.) There'll be no Club meeting on that date to encourage attendance. Our money and our efforts will be directed toward worthy **PISD** graduates entering **Collin College** and beyond (through a full four-year degree). **Hendrick** offers not only funding but also mentoring and life coaches for their charges, often from broken homes. In addition to sponsorship "opportunities," there's to be a raffle (tickets: 5 for \$100) for tee times and **SOUTHWEST**



Airline fares. The best hawk of said tickets is in for a prize.

Ean SECRET SANTA Sullivan, in a slightly more aggressive mood, had placed sign-up sheets on our tables for the Club's **Oak Park** Flag Ceremony on Veteran's Day. We were to volunteer for our choice of job ahead of being volunteered for whatever everyone else failed to choose, if we knew what was good for us. His Flag Steering Committee (just how *do* you steer a flag?) met the previous night to think big. They concluded that 1,000 was penny-ante; so he's now gunning for a 5,000 flag opening gambit, for which he needs "**massive participation**." He promised a "*portion of the profits*" will go toward returning veterans.



Jerry Kezhaya decried the previous speakers' brazen appeals for donations, and instead told us he wanted "*to give something to you!*" Specifically, an outing at

Fleming's was what he had in mind...for the next Rotary Social. It happens Tuesday, 6 Sept. 5:30-7, at 7250 N. Dallas Parkway. (No, it doesn't count as a make-up, Rick.)

Then **SPIRITWARE** introduced the day's speaker. He'd supplied **Sainted Editor** with an extensive résumé which I'm obliged to include in small print:

Howard Stephen Berg is recognized as the world's fastest reader thanks to the cutting edge accelerated learning techniques he developed that turn information overload into information assets. Respected internationally for his contribution to the learning process, he is listed in the 1990 *Guinness Book of World Records* for reading more than 25,000 words a minute and writing more than 100 words a minute. Howard uses his talents to train you on how to stay on top of the information your success depends upon.

Howard is a graduate of **S.U.N.Y., Binghamton** where he majored in Biology and then completed a four-year Psychology program in one year. His graduate studies at several New York City colleges focused on the Psychology of reading.

Howard is the spokesperson for the **SONY E-Reader** along with **Justin Timberlake**, **Peyton Manning**, and **Amy Sedaris**. He is also a featured guest on **Fox News**, and **Fox Business News** with **Neil Cavuto**. He launched the 4G network for Optus, the second largest phone company in Australia.

Howard has appeared on over 1,100 radio and television programs including **Neil Cavuto**, **Jon Stewart**, and **Live With Regis**. His brain-based learning strategies have been hailed as a major breakthrough in publications like *Forbe's FYI*, *Selling*, *Men's Health*, *Red Book*, and *Bottom Line Magazine*, and have been featured in dozens of newspaper interviews throughout North America.

Howard has created more than 14 other accelerated learning programs including speed math, and memory. Berg's Time-Warner book, "*Super Reading Secrets*," is in its 28th reprint, and *Barrons* books requested him to write a text for students. Howard's Nightingale-Conant program, "*Mega Speed Reading*," grossed over \$65,000,000, and established him as a leader in brain-based learning. He is mentioned in a number of books as a leading expert on brain based learning, and has been honored by over 9 books that track outstanding professional performance including, "*Who's Who Among Emerging Leaders*, and *2,000 Notable American Men*".

The title of his modest presentation was "*How to Double Your Productivity*." Howard began with some pretty incredible assertions. "*I can read 25,000 words per minute*." **Sainted Editor** must've misheard his claim to have written 1,000 words per minute, because that's 17 words per second. I gotta be wrong. His pencil would go up in flames!

He's the author of "*14 different courses*" in speed mathematics, memorization, as well as reading. Indeed, he claimed his book (written in 5 hrs.) was "**#1 on Amazon**" when it first appeared. (Today, it's ranked #996,137 in overall publications but a whopping #1,762 in Reading Skills!)

Howard's the Rotarian Program Manager for 5810. And as fast as he reads is as slow as he drives; he just completed an 11-hour round trip to give a lecture in Houston. He said that the finest tutorial strategy is to "*Learn from the Best, and I am the best in the world at what I do*." (No false modesty there!)

He taught an 11-year-old "*who's getting As in college*." So training us to "*learn faster, be more productive, and have time to do what you want*" should be a walk in the park. "*One of my kids finished a 4-year college in 6 months*," then went on to pass the bar exam at age 19.

But it wasn't always thus. "*I struggled with reading*" as a youth. He surmised that we'd have rightly guessed his background from Brooklyn, home of the real *Goodfellas*, the sweat hogs, and "*good diction*." So he practiced what he now preaches and was reading at a college-level at age 11. He went to **SUNY Birmingham** and discovered that they didn't teach epistemology (the Science of Knowing). So he had to teach himself how to learn. He got good at it, taking 36 SCH of Science a semester, and having aced the Biology GRE with only 3 wrong answers...the highest score "*in the world*."



And, he tells us, the skills are transferable to other endeavors, as he states in his "*Mega Speed Reading infomercial*" for learning. (So that's where he picked up his rapid-fire, "not available in any store" delivery!) He quoted a "*double-blind study*" wherein practitioners "*doubled and tripled*" their reading rates "*with no loss of comprehension*."

The trick, he told us, is to "*follow your hand across the page*" for 5 minutes, taking in not words but a sense of the paragraphs beneath your hand. Howard says he used more advanced scanning techniques to digest the 26,000 pages of the 3 Obamacare bills in 20 minutes, predicting what has transpired with the program.

Critics claim scanning isn't reading, but Howard counters that it's a panacea for the explosion that sees *"information double every six months."*

He was sponsored for Rotary by PDG **Ken Holland**, and he joined because of his interest in education. He does concede that *"understanding is more important than speed,"* and illustrates that with a quote from **Woody Allen**: *"I took a speed reading course and read 'War and Peace' in 20 minutes. It involves Russia."*



He threw at us the epistemological concept of a *"schema."* *"Schema is the golden ticket that makes information pop."* (A schema is the conceptual framework underlying, in this instance, a piece of writing.) *"Look for the schematic clues"* in the text rather than the text itself. While scanning may not be reading, he contends *"reading isn't learning."* He knocked out his Ed. Psych. book in the 7 hours before the test, and finished it with a B+.

He said that poor productivity results when *"we give [subordinates] information that makes sense to us but not to them."* And just to drive that home, *"more productivity, more profitability."*

Then he led the class in an Emotional Intelligence exercise, taking advantage of the brain's cross wiring (left brain controls right side). He had us all stand and *"do the*

Macarena" faster and faster, climaxing each iteration with a fisting of **"I FEEL GREAT!"** He explained this with *"there aren't too many psychobiology comedians."* Although he said that this was a Pavlovian experiment, *"Habits take 90 days"* to get the **I FEEL GREAT** conditioned response. But it's worth it to reduce stress.

He decried the seniors in high school *"who can't count"* (present company excepted, **Sarah**). Then he presented the problem 103×107 that he challenged us to solve. Citing $3 \times 7 = 21$ and $100 \times 100 = 10000$ and $3 + 7 = 10$, he wrote the answer as 110 21. Algebra fans would have concluded similarly $(a+b)(a+c) = a^2 + a(b+c) + bc$, and Bob's your uncle. He touts math magic as a business tool *"to impress clients."*

Turning to memory improvement, he used the Greek tool of the Memory Castle we've had presented before. It involves associating names or numbers to common items and remembering their story instead. So given

1. Pole (looks like one)
2. Shoes (one for each foot)
3. Tricycle (has 3 wheels)
4. Tires (on a car)
5. Gloves (with said number of fingers)
6. Gun (Six-Gun, get it?)
7. Dice (the lucky roll)
8. Skates (rhymes)
9. Cat (# of lives) and
10. Bowling pins

The number π becomes *"a tricycle hits a pole by a tire"* for 3.14. **I FEEL GREAT!**

He was feeling generous. If Nancy and David would get him the contact information for their high school students, he'll send them his study materials. The rest of us can fork over \$297 for his six volume set (through which we must speed read). He can be contacted at his McKinney workplace: MrReader@msn.com or via his cell phone: 214-952-9150.

David thanked him with our NonPerpetual Desk Organizer, led us in the Four-Way Test, and released us from the infomercial at 1:05.



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Thank you Kenny Wilson

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Guests & Visiting Rotarians

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Mike Mazur	Sara Akers
Jon Gerrard	Sara Akers
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Charlotte Freeman	Sara Akers
Aidan Daley	Sara Akers
Visiting Rotarian	Home Club
Shawn Foster	Park Cities

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lpieper2@aol.com

Rotary activities/ volunteering, vacations, family additions or any interesting activities or events are welcomed.

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