



WINTER
Weekly

Reader

Volume 25, Issue 03, January 26, 2023

The Plano Rotary Club
www.PlanoRotary.com

IMAGINE
ROTARY

Ice Cream Makes You Pretty!™

UPCOMING PROGRAMS

Jan 26

Dr. Eleanor Knox

*Political Bridge Building
in the US Why are we so
divided and what can we do
about it?*

Feb 2

Kathy Taylor

*The YMCA is not a Place,
but a Purpose, with a Bold
Vision for a Brighter Future*

Feb 9

Marvin Jolly

Housing in Plano

Feb 16

Larry Bisno

*Unmet Medical Needs in
Collin County*

JANUARY BIRTHDAYS

Pamela Little	Jan 04
Mike McCormack	Jan 15
Jerry Aris	Jan 17
Randy Brodhead	Jan 20
Paul Hernandez	Jan 25

Happy
Birthdays

January 19, 2023 meeting We were greeted by **Johnny Lewis**. At back-from-being-sick **Janelle's** request, Rick Horne gave the invocation (giving thanks for the great and glorious day and for



a quick return of **Dr. Parr**) while **Porcha Maten** led the pledge. Sgt at Arms, **Mike McCormack** introduced our Rotary guest from Cameroon. (on the coast in west-



Rotary Club. She was a guest of

central Africa) **Stella Mbenkum** is a member of the Hilltop

visiting Rotarian **Diana Kolb**.

Nancy Humphrey was our Rotary Minute person and has been a member for 11 years; she fondly remembered our Soap Box Derbies. Nancy was elected to serve her fourth term on the Plano ISD Board of Trustees in May 2021. One of her mottos is: "Fun warms the heart".

Janis Allman spoke about the complexities of Social Security when your spouse dies.

Rick Horne needed a few more signatures on his petition to run for Plano City Council. Former Mayor Phil Dwyer will be at Rick's campaign kick-off at the Party Barn.

Our very entertaining speaker was **Henry Gentry** of Henry's Homemade Ice Cream. Henry is Very busy. His day starts at 3:30 AM. He answers every email and phone call.

Henry learned the ice cream business in Philadelphia from his

parents, Henry and Henrietta. Henry moved to Plano in September 1992 because Plano had a:

- Growing population of (hungry) people
- Growing number of restaurants
- High quality of life
- Belief that: Ice cream makes you pretty!

The first thing Henry did at our meeting was to present a plaque to 25 year employee **Dan McCall**. Dan came with his mother, **Jane**.



Henry is very involved with Texas and Plano. Governor Rick Perry declared that Henry's was the state ice cream of Texas. He buys his trucks from Huffines and his signs from Maria Mott's Signs by Tomorrow. He was the Plano Chamber's Small Business Person of the Year.

Henry's Ice Cream is on the Best of DFW bucket list as one of top ice cream shops in the area. Henry's has "brought joy to our visitors and enhanced their travel experience". He also helped save Plano's 4th of July parade when there were no organizers.



Ice cream by Henry; trucks by Huffines.

Henry sells most of his ice cream wholesale to over 800 restaurants and hotels. Henry's is the #1 supplier to restaurants in Texas. He competes with the Bs: Blue Bell, Ben & Jerrys, Brahms, Baskin Robins, and Breyers. To compete, Henry hires very good employees (currently 27), promotes his brand in many ways, and differentiates his product. Promotions include free birthday parties for people over 90 years old, Sundae School for Scout troops and schools, and an annual Pajama Party. A recent Honorary Scooper was Steve Stoler, Plano's Director of Media Relations.



He differentiates his flavors by using 14% milk fat when only 10% is legally required. At 15%, the fat starts to overpower the flavor. Some Dairy Queen products, for example,

aren't legally ice cream because they have less than 10% butter fat. Henry also uses only natural ingredients. When the price of vanilla increased

5 times, the other manufacturers switched to artificial vanilla, not Henry's. Henry sells ice cream, not air. Most other brands expand their ice cream with air. It's then sold by volume, not weight. Breyers and Blue Bell have a lot of air, Ben & Jerrys only has a little. Henry also pointed out that most ice cream has no expiration date. Blue Bell has a date, but it's in code.

Henry's store is at the SE corner of Independence and Parker. Other retail stores have come and gone. For example, Marble Slab. If a store's annual rent is \$40/square foot, they need to be productive all the time. Henry's is productive because they have never changed their recipes and have built relationships. That's why they win awards every year for their homemade ice cream. The winning flavors include chocolate, vanilla, Mexican vanilla, French silk vanilla, and black raspberry.

Full disclosure, the editor, John Caldwell, is a member of Henry's Cone Club and loves black raspberry.



This photo is of our steadily increasing number of Rotarians that come Thursday and eat delicious food. The man on the far left is Volodymyr (Vol) Berezhniy from the Ukraine; a guest of Jeff McKee. He's visited 5 Rotary clubs and has been invited to speak at our club.

See you next week!



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J. MARC LEWIS JD, LL.M., EA
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5045 Lorimar Drive
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Plano Symphony Orchestra
Hector Guzman, Music Director

Gregory Patterson
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gpatterson@planosymphony.org

1635 Dorchester Dr. Plano, TX 75075
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Jeff Beckley, CPA
President

1400 Preston Rd Ste 315, Plano TX 75093
jeff@beckleyandassociates.com | 972-309-0002



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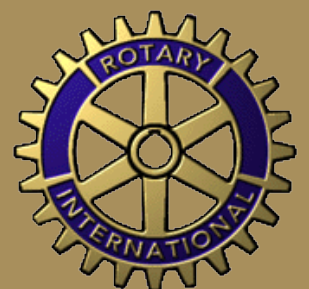
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Dr. Chris Parr

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The Plano Rotary Club
P.O. Box 864316
Plano, TX 75086



Guests

Guest

Dan McCall
Jane McCall
Ron Silvis
Vol Berezhniy

Guest of

Henry Gentry
Henry Gentry
Janelle Twyford-Silvis
Jeff McKee

Visiting Rotarians

Visiting Rotarian

Diana Kolb
Stella Mbenkum

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