

# ROTARY ROTAGRAPH

Official Publication of the Rotary Club of Fort Worth, Texas

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January 15, 2010

## Editorial

### Corporate Responsibility



Gary Grant

I recently took my family to see *Avatar*, a movie set on the distant planet of Pandora, which is rich in a valuable ore, deadly creatures and gravity-defying mountains. The year is 2154 and while human society is technologically advanced, the Chicago Cubs have still not won a World Series. In addition, corporations continue to have trouble showing they can do good while being profitable.

In *Avatar*, the corporations wish to mine Pandora's ore and are willing to do anything necessary to displace the native population of tall blue aliens who not only hug their trees, but also uplink data to them through their hair. Trust me, it makes sense when you see it.

PR demands an attempt at diplomacy, but we know these companies aren't serious because they send

Sigourney Weaver, whose poor track record with Alien diplomacy is legendary. This time, her progress is just too slow for the military leadership eager for some shock and awe or the corporations singularly eager to mine.

The movie's 3D effects are outstanding and the story was, I thought, superb. But I wondered why we have such a dim view of corporate responsibility in the future. Even my 10-year old daughter got the message and commented on corporate greed while dropping her 3D glasses in the recycle bin after the movie.

Corporate social responsibility (CSR) has been highly debated in recent years. Some argue that corporations never serve ethical or moral

interests except superficially for PR purposes or just enough to avoid regulation. They claim that its naive (or even inappropriate) to think corporate decision-making will (or should) factor in "people and planet" along with "profits".

Proponents of CSR, on the other hand, suggest that business success is actually closely aligned with good corporate citizenship and that only short-sighted individuals cause irresponsible behavior. Smart businesses, they say, must treat employees well if they hope to recruit and retain good employees. They must invest in their communities if they hope to foster a good living environment for their workers and their consumers. They must build and maintain a good reputation to be competitive.

Perhaps a key to combating cynicism about corporate responsibility is to ensure closer ties to communities—even when growing into larger and more global companies. In *Avatar*, the stockholders dehumanize the natives because they are outside their

*(Continued on Page 4)*

## Program

January 15, 2010

### SPEAKER:

The Honorable Kay Granger  
Congresswoman  
12th District of Texas

FORT WORTH CLUB

Chairman for the Day:  
Wayne Carson

NEWSCAST: John Fletcher

# Last Meeting



Sharon Bailey

In a relatively new tradition for our almost-100-year-old club, the Fearsome Foursome welcomed 2010 and a new decade with characteristic humor —both witty and broad— in four categories: politics, business, sports and culture/entertainment.

J.R. Labbe opened the program with a rich send-up of all things political on the national, statewide and local scenes. Promising to be an equal-opportunity critic, Labbe liberally lampooned leaders from President Barack Obama to former president George W. Bush, leaving us laughing at these folks' foibles until most of us felt flat feeble. (For example, Labbe offered a cost-saving tip for event planners, who can expect to pay 90% less to have our 43rd president speak at their events vs. the fee for him not to speak.)

Next at the podium was Dr. Wayne Carson, who noted it was clearly in keeping with the program's ironical

agenda to have "the nonprofit guy" give the year-in-review for business. Carson's comic chops were in fine form as he framed the year's economic foolishnesses for maximum laughs.

Pinch-hitting for Jim Whitton was Fearsome Foursome newcomer Doug White. Doug opened his presentation with what appeared to be a credible report of unexpurgated text messages from Whitton's sojourn the prior evening at the UT-Alabama BCS National Championship game. Evoking a somber moment in the otherwise hilarity-filled program, the messages read as tender journal entries, conveying a compelling immediacy, made as they were at the juncture of hope and loss, and punctuated by poignant references to beer, the longing to enact belonging through donning a red jacket, beer, fan angst at the loss of a fallen leader ("Where are they taking Colt??"), and beer.

Wrapping up the 2009 recap was Gary Cumbie, who advocated a new category of recognition for "real" accomplishments in last year's 15-minutes-of-fame-chasing world of culture and entertainment. Deeming them the "Doofus Awards," Cumbie described a cornucopia of qualified recipients, from the fame- and fertility-focused "Octo Mom" to Tiger ("you've-got-one-in-your-tank-and-who-doesn't?") Woods and his intimacy-inflamed entourage.

Becky DaVee helped open the first meeting of 2010 with an invocation reminding us of Rotary's fourfold

commitment to service over self. Bonnie Sudderth led the singing of the national anthem, while Drew Martin introduced visitors and guests. Pat Evans was recognized for 28 years of service to Rotary, and we were reminded of the upcoming Workforce Literacy Summit on February 24<sup>th</sup>. Secretary Kathryn Thompson introduced new members Sharon Bailey and Jess Hall. President Sid Johnston noted that the January 15<sup>th</sup> meeting will also be held in the Trinity Room, and will feature Congresswoman Kay Granger.

~ Sharon Bailey,  
Bailey Group Consulting

## Next Week's Program

Date

**SPEAKER:**  
**Jeff Fegan**

Chief Executive Officer, DFW  
International Airport Board

Chairman of the Day:  
*Tim Plocica*

ROTARIAN: Gyna Bivens

ROTARIAN: Tonya Veasey

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# Friday's Speaker



**Congresswoman Kay Granger**

Kay Granger is the Congresswoman for the 12th District of Texas. She is the only Republican woman from Texas to serve in the U.S. House of Representatives. Long active in local, state and national government as well as civic affairs, Congresswoman Granger is recognized for her energetic and sensible leadership.

Congresswoman Granger was selected to serve as the Ranking Member of the appropriations subcommittee on State-Foreign Operations for the 111th Congress. Her selection makes her the highest ranking Republican on the subcommittee. She, along with her colleague Rep. Jo Ann Emerson, are the first Republican women to serve as Ranking Members on an appropriations subcommittee in the House of Representatives.

During the 110th Congress, she served as Vice Chair of the House Republican Conference. In that role, she acted as a spokesperson for the party.

Congresswoman Granger stepped into a national leadership role in the war on terrorism based on her work with Iraqi women. She is co-chair of the Iraqi Women's Caucus. In the course of three congressional delegation visits over two years to the Middle East, she worked with and mentored Iraqi women who now either hold elected positions or are leaders in their communities.

In addition to her role as Ranking Member, she serves on the Defense Appropriations Subcommittee. Granger co-chairs the Anti-Terrorism Caucus and serves as a deputy whip.

Congresswoman Granger received Secretary of Defense Donald Rumsfeld's first Global War on Terrorism Coin for her unwavering support of anti-terrorist efforts, the 2006 National Association of Community Health Centers Community Health Defender Award and the National Association of Manufacturers Award for her pro-growth, pro-manufacturing, pro-worker voting record. She has been inducted into the Texas Women's Hall of Fame and the Fort Worth Business Hall of Fame and is the recipient of the Fort Worth and

# Make-Up Attendance

Fort Worth East — 1.4.10 — Larry Mundt

Western Fort Worth — 12.16.09 — Clem Constantine  
1.5.09 — Clem Constantine  
1.5.09 — Harry Knudsen

Eric Keller ..... eClubOne

Tarrant County Region of the National Conference of Community and Justice's 2006 Brotherhood/Sisterhood Citation.

Before coming to Congress, Granger served three terms as the Mayor of Fort Worth, leading her city to win the coveted All America City Award and cutting crime by 49 percent in four years. Granger owned and operated a successful insurance agency for over 20 years and is also a former teacher.

## Years of Service:

*Larry Eason, 41 Years*

*Bob Herchert, 31 Years*

*Bob Scott, 27 Years*

ROTARIAN: Joan Trew

ROTARIAN: Bo Soderbergh, Barbara Anderson, Mary Kathryn Anderson

ROTARIAN: Nina Petty

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# Personals



Just in case you haven't heard the wonderful news - *Darren Woods* has been invited to Judge the Izmir Voice Competition (the first American judge!).

This is such an honor for *Darren* and Fort Worth Opera, that they are taking a group to Turkey to share in the festivities.

Robin Sanders has moved mountains to provide a group with a wonderful itinerary at an extraordinary price.

The price is \$2,499 not including ocean air. Dates are April 13 - 23. If you are interested in joining *Darren* or would like more information about the itinerary, give *Darren* a call.

Decorating her 9' tree with more than 600 ornaments started *Christi Stinson* and her husband, David's, joyful holiday season, bringing back memories of childhood, family, friends, trips and 39 Christmases together. On the Sunday before Christmas they made their annual Salado run to meet friends and family at Stagecoach Inn. They have been making this trek for more than 20 years, watching kids grow up and welcoming grandchildren. *Christi* and David continued a new tradition of exchanging their gifts to each other early Christmas morning before going to their daughter's house. Then both of their children and their families (four grandchildren), *Christi's* mother and sister joined them for Christmas dinner on the 26<sup>th</sup>. David's parents came from San Antonio to ring in the New Year, completing their celebration of love and joy to the world.

*Wade Wallace* traveled to Jamestown, Virginia where he enjoyed a Christmas vacation with his wife, Diann. They just barely missed the Great East Coast Blizzard of the Century! They were able to see Colonial Williamsburg and William and Mary University beautifully decorated for Christmas. They also learned of the history of Jamestown where *Wade's* immigrant ancestors landed in America in 1636.

On January 6<sup>th</sup>, *Scott Hackler* got back from a nine-day trip to Ireland. He had the chance to experience their worst cold spell in fifty years, but that didn't stop he and some friends from France from slipping and sliding on the icy roads between Dublin, Malahide, Kilkenny, Cork, Cobh, & Limerick. Besides, *Scott* says it's always the right temperature inside a centuries-old pub beside a coal or turf fire with a perfectly-poured stout in hand, right?

~*Susan Morgan*

## Editorial

(continued from page 1)

culture (unlike the hero whose empathy forms after he begins living with them).

Fort Worth should be proud because it has an outstanding history in which our companies and our communities are closely aligned. As we grow and become increasingly global, we should strive to protect that part of our character. And if we are really successful, future movies might portray a more three dimensional view of corporations.

— *Gary Grant*,  
UNT Health Science Center

# ROTAGRAPH

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Paula Parrish .....	Advertising
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Pat Dohoney .....	New Members
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## Your Dues are Due!

*Dues statements went out on December 1st for January 2010-June 2010.*

*If dues are not paid by February 1, 2010 your membership will automatically be terminated. Any dues received after this date will require action by the Board of Directors and a \$100 reinstatement fee.*