

ROTARY ROTAGRAPH

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March 12, 2010

Editorial

"Summit" Engages Community in Literacy Effort

"For the first time in American history, the generation retiring is better educated than the generation that follows."

When this sobering message flashed to the screen at the Rotary Club of Fort Worth's *Workplace Literacy Summit*, more than a few gasps were heard. The message, delivered by keynote speaker Dr. Ed Gordon, came during a data-rich presentation heard by nearly 100 attendees representing more than 30 Fort Worth businesses, community service organizations, and educational institutions.

The Summit was hosted by our Club and organized by a committee of Rotarians who dedicated more than



Doug White

a year of planning under the able direction of chair *Libby Watson*. The objective was to bring together a cross-section of community leaders for an exchange that would expand awareness about adult/workplace literacy issues and advance efforts to address them in a coordinated manner. The Summit succeeded on all counts.

A common theme heard from all speakers was one of *concern* – concern for the challenge that low literacy poses to thousands of men and women, and to the businesses that need to employ them. Following President *Sid Johnston*'s welcome and review of the day's agenda, Club Past President *Fernando Costa* reminded attendees of the commitment

our Club made in 2008 to dedicate five years toward educating Fort Worth about this issue while serving as a catalyst to solutions. The February 24 Summit added another exciting chapter to the effort.

Dr. Gordon delivered a rousing wake-up call. He described an American (and worldwide) workforce with declining literacy and technical skills against a backdrop of future job markets that would require higher proficiencies in both areas. As importantly, he described the formula that some communities are employing to address and reverse the trend – a formula requiring community collaborations that anticipate workplace needs and institute job training programs to address them.

Former Fort Worth Mayor *Ken Barr* joined Workforce Solutions for Tarrant County Director *Sal Adamski* and Fort Worth Transportation Authority President *Dick Ruddell* for a panel discussion moderated by City of Fort Worth Library Director *Gleniece Robinson*. The panel examined workplace literacy issues from regional and local perspectives

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Program

March 12, 2010

SPEAKER:

Joe Becker,
Senior Vice President of Disaster Services
American Red Cross

FORT WORTH CLUB

Chairman for the Day:
Bob Mitchell

NEWSCAST: *Don Pierson*

Last Meeting



William Fitzgerald

Major General Graham Hollands, British Royal Artillery, retired, of Normandy provided us one of the most interesting and thought provoking analysis of the comparative similarities between business and the battlefield. Since retirement, while operating a bed and breakfast with his wife, Lesley, he has participated in extensive research, lectured, and conducted tours on D-Day and the Battle of Normandy.

Demonstrating the link between his experience as a leader in the armed forces and academe with the challenges we as Rotarians face in business and the public sector he cited often-standard questions in the team building experience.

§What constitutes a great leader?

§How do you communicate the corporate vision and mission throughout the organization to achieve consistent performance?

§How can you transform staunch individualists into collaborative team members?

§How do you select and train individuals to master operational challenges?

§Is the decision-making process responsive in a constantly changing environment?

§Where does morality and symbolism fit within the corporate mission?

He emphasized that these questions are not unique to business or public sector organizations but are also common to political and military leaders in times of war. His analysis of these questions centered around D-Day and the ensuing 77-day campaign in Normandy.

Major General Hollands began his analysis with an examination of leadership, both individually and as a whole. In business and in the battlefield, the advantage, he stated, lies with those believing in a common purpose; advantage Allies. Further, varying styles of leadership at the command level can be a strength as long as there is a strategic objective under a trusted leadership; advantage Allies in Eisenhower.

He cited Omaha Beach and its lessons as a prime example of the similarity of business and the battlefield. He pointed to Bradley's directive not to bombard the beaches so as not to form obstacles that would hamper vehicle movement. This was not communicated to the troops who had been trained to use the shell holes for cover. They had no cover. Young officers stepped up and made the decision to beach their men between the strong points instead of head on

and eventually broke through.

Major General Hollands provided a list of things learned from Omaha that can be applied to business:

§Always test your assumptions and ensure that the consequences of changes to plans and standard practice are properly analyzed.

§Make sure that your intentions are properly communicated.

§The danger of over-reliance on the plan.

§The importance of agility and flexibility at every level.

§Perhaps, above all, the fact that good men can make a bad plan work. The converse may not be true.

§Lastly, the Major General's mantra, create the conditions for your subordinates to succeed. If this is

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Next Week's Program

March 19, 2010

SPEAKER:
Greg Petrey

Tarrant County 911 District

Chairman of the Day:
Jim Austin

ROTARIAN: Gyna Bivens

ROTARIAN: Tonya Veasey

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Friday's Speaker



Joseph Becker

Joseph C. Becker (Joe) is the Senior Vice President of Disaster Services for the American Red Cross, a human service organization in existence since 1881. The American Red Cross is dedicated to providing relief to victims of disasters and helping people prevent, prepare for and respond to emergencies. Joe leads the organization's disaster relief. In this role, Joe has led the Red Cross' largest relief efforts to date – including four of the five largest hurricanes in the US.

Joe joined the national headquarters staff on January 1, 2004 as the Vice President of Response. Before assuming this role, he was the Executive Director of the Greater Carolinas Chapter of the American Red Cross starting in February 1997. His Red Cross involvement started much earlier as a member of the chapter Board of Directors from 1992 to 1996.

Prior to his employment with the Red Cross, Joe was part of the ownership group of Kings Entertainment

Company. At the end of his 23-year career with the company, Joe was the Vice President of Operations at Paramount's Carowinds in Charlotte, NC.

Born and raised in Cincinnati, Ohio, Joe received a degree in Business Administration from Miami University in Oxford, Ohio in 1979.

Joe and his wife, Tammy, have three children Brian, Deena and Mark.

A CHANGE IN ADVERTISING POLICY

To more fully utilize our available advertising space in the Rotagraph, the Board of Directors of the Rotary Club of Fort Worth unanimously voted on February 26 to begin accepting advertisements from companies and organizations not directly affiliated with the Club's active members as well as to continue our hereto practice of running ads from those directly affiliated with our members.

We will continue to maintain our usual standards of professionalism and good taste in contents and appearance of all the ads appearing in the Rotagraph and reserve the right to accept or refuse any and all ads from any source. Ads from the Club's members in good standing will continue to enjoy a lower rate and be given priority when there's a space limitation. We will also not run ads from outside sources that might be deemed in direct competition with those from our members in good standing.

Make-Up Attendance

Fort Worth East — 03.01.10— Emil Friberg

Western Fort Worth — 03.02.10 — Clem Constantine

Mitch Reitman Orlando, FL

Years of Service:

Sam Lane, 29 Years

Neil Van Zandt, 26 Years

Bob Bass, 25 Years

Last Meeting

(continued from page 2)

accomplished at every level in an organization it will be unstoppable.

Thanks must go out to *Jim Thomason* for introducing such an extraordinary speaker.

In other matters, President *Sid* recognized the outstanding work of the Workplace Literacy Summit Committee, *Dennis Shingleton* provided his newscast, which cannot be printed here at President *Sid's* request and *Larry Autrey* was introduced as a New Member.

~ *William Fitzgerald*,
Law Office of William T. Fitzgerald

ROTARIAN: Joan Trew

ROTARIAN: Bo Soderbergh

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Editorial

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before opening the floor for questions. Dr. Gordon joined the panel to help summarize our local outlook.

The good news? Fort Worth and Tarrant County are better positioned than many communities in terms of our education system and a growing foundation of business, education, and service agencies mobilizing to provide assistance. The Rotary Club of Fort Worth's pivotal role in establishing the Tarrant Literacy Coalition was cited, with Summit attendees encouraged to request follow-up contact by the Coalition to explore options for literacy assistance appropriate to their needs. Still, much remains to be done.

The Club's efforts to bring together community players around this issue will continue, as will opportunities for Club members to take an active role. Be sure to contact the Rotary Office or Literacy Committee Chair *Doug White* for more information and to get involved. And congratulations to the committee members who organized the Workplace Literacy Summit! Your efforts again reinforced the power of the Rotary Club of Fort Worth to spark meaningful discussion on vital community issues.

— *Doug White*,
Texas Health Harris Methodist
Foundation

Personals



Ames Fender has been traveling for Rotary - "As President-Elect of the Club I recently attended the Rotary Large Club Conference in Birmingham, Alabama, along with *Neva*. The conference was a great opportunity to meet President-Elects from clubs across the country and discuss the issues facing Rotary. The Birmingham Rotarians were gracious hosts, including having us as guests at their weekly meeting (they own their own building). We were given tours of the Civil Rights Institute, the 16th Street Baptist Church (where a bomb killed four school girls), and Ingram Park (where fire hoses were used on demonstrators). It was an incredibly moving experience."

Congratulations to *Tom Sadler*! He ran the Cowtown 5K and finished in first place for his age group (60-64), with a time of 23:26 minutes - a pace of 7:31 minutes/mile. Impressive!

Barbara Lamsens and *Kathryn Thompson* were selected from applicants across the state to participate in leadership training provided by the LBJ School of Public Policy at the University of Texas and funded by the One Star Foundation. *Barbara* and *Kathryn* completed the first 3 days of training in February and will attend additional training in April and June.

ROTAGRAPH

ROTARY CLUB OF FORT WORTH, TEXAS

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Doug White

ROTAGRAPH

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Drew Martin Editorials

MEMBERSHIP DATABASE

Just a gentle reminder that the Rotary Club of Fort Worth Membership Database is for the exclusive use of our members engaging in "Rotary" business and is not to be used as a source for marketing/mass mailings, etc by members' companies.

While some members may receive mailings, etc. (at their expressed consent) from members' companies due to individual relationships that have been fostered as a result of involvement in Rotary (which we are grateful and happy for), please remember the database in not to be used for "mass solicitations."

Thanks

First Readings

* Robert E. Duke:

- Proposed by *Frankie McMurrey*
- Classification: Associations - Day Care
- Company: Clayton Child Care, Inc.

If no written objection is received in the Rotary office by next Friday, this proposal will be given second readings and voted on by the club.