



Rotary Club of Durham

Connect. Collaborate. Serve.



May 8, 2017

Volume XXIV, Issue 36

Post Office Box 51572 – Durham, North Carolina 27717

www.DurhamRotaryClub.org

The Mission of Rotary International is to support its member clubs in fulfilling the Object of Rotary By:

- Fostering unity among member clubs
- Strengthening and expanding Rotary around the world
- Communicating worldwide the work of Rotary; and
- Providing a system of international administration

THE 4-WAY TEST

Of The Things We Think, Say Or Do:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

PROGRAM SCHEDULE

- 05/08 Shelley McPhatter, Bridgepoint Construction
The Durham Circle of Business
Introduction: Todd Taylor
- 05/15 Brian Hamilton: Sageworks Co-Founder & CEO
Introduction: Don Stanger
- 05/22 Ellen Andrews, Church World Services
Refugee Assimilation, Refugees vs. Immigrants and The Future In America For Refugees
Introduction: Rory Gillis
- 05/29 **NO MEETING! IN OBSERVANCE OF THE MEMORIAL DAY HOLIDAY**
- 06/05 **OFFSITE MEETING!!**
Additional Information TBA
Jodee Nimerichter: The American Dance Festival's 40th Year In Durham
Introduction: TBD
- June 12 Gabe Treves: Latin Credit Union
Introduction: TBD
- June 19 **OFFSITE MEETING:**
Additional Information TBA
- June 26 Induction of New Rotary Club of Durham President, Seth Jernigan
Introduction: President B.C. Dash & President-Elect, Seth Jernigan

SERVICE SCHEDULE FOR MAY 8, 2017

Song
Rotary Minute & Invocation: **JOHN CROSS**
DRC RAFFLE:
RI FOUNDATION PROGRAMS
Contribution: \$1 Ticket; \$5 – 6 Tickets
Proceeds: ½ RI Foundation; ½ Raffle Winner
Raffle Total On 5/1/2017: \$116
Rotary International: \$58; Raffle Winner: \$58
RAFFLE WINNER: BILL INGRAM
CART FUND
(Coins For Alzheimer's Research Trust)
5/1/2017: \$81.39

JENNINGS BRODY



I was taking notes for this write-up when Jennings Brody, the force behind Parker and Otis, at Brightleaf, and Chet Miller and Tiny, on Parrish Street, Downtown Durham, abruptly ended her remarks at 1:00 o'clock p.m. But anyone who was worrying that they might have to go back to work a half hour early had nothing to worry about.

Turned out that was not a problem. The audience of Rotarians was filled with many of the legion of fans of Ms. Brody and her retail savvy, and they were full of questions. One of those fans was new Police Chief – and newer Rotarian, C. J. Davis, who had discovered Parker and Otis before her family had joined her here from Atlanta. Chief Davis implied that this helped her convince them that Durham was a good place – and she liked it. Chief Davis also made it clear that her guys were not responsible for enforcing the parking limits on Parrish Street. This was in response to Ms. Brody's criticism of the new one hour limits. Her point was that, such a short limit was counter-productive to creating a vibrant retail environment Downtown. She pointed out that they always encourage their customers to visit other stores in the area and have lunch in many of the new cool places. A 3 hour limit would be her recommendation.

Ms. Brody received many compliments on the selection of things in all three stores and was asked how she selected them. Her answer was that she personally selected everything and went on buying trips to 9 to 11 trade shows a year. Just coincidentally, Steed Rollins was seated next to me at my table and our reaction was similar – we looked at each other with big grins. Steed and I once were partners with two other guys in a company that was trying to sell our lines of figurines at these shows. We weren't terribly successful, but these shows – if you have never been to one of them are quite an experience. Ask Steed about the shows and where we stayed in New York, Atlanta and Dallas. Anyhow, we have an appreciation for Ms. Brody's ability to create the environment she does in her stores with the thousands and thousands of options that she has at these shows.

Ms. Brody also deftly and candidly fielded questions about the business side of starting a retail store. One break that came with its own risks was that she could take over the Fowlers space that had closed after its third owner had given up and was already up-fitted for what she wanted to do. She also praised Self-Help for not only taking a risk on, in and near Downtown, but also for requiring a detailed business plan. She talked about the proceeds from the Self-Help loan and another \$200,000.00 on credit cards that brought a gasp or two from the audience.



The initial inventory in a new store is a big lump to swallow, of course, and she pointed out how helpful it was to have landlord like Past-President, Arthur Rogers, III, who introduced her, that give a break at the beginning of a Lease.

On how she got in the retail business, she talked about first selling shoes, then as a rep for a candy company, and then three years working for Sara Foster running the Fosters in Chapel Hill.

Since I'm a notoriously bad note taker, I usually go to the web to try to fill in the gaps. What I found was an interview of Ms. Brody on The Durham Magazine's Podcast, where she tells a lot of the same story. That can be found at: <http://durhammag.com/2016/11/18/episode-35-parker-otis-and-chet-millers-jennings-brody/>.

**CLUB STATISTICS AS OF
MAY 8, 2017:**

Club Members: 248 Active: 212
Active-LOA: 7; Honorary: 29
Staff Positions: 1



May Birthdays 2017

CHERYL PARQUET	MAY 01
EDWARD HEDGEPEETH	MAY 01
SHERRY DEVRIES	MAY 03
RALPH ROGERS, JR.	MAY 05
JERRY O'KEEFFE	MAY 07
JULIE RIGBY	MAY 09
JIM DAVIS	MAY 14
FORREST PERRY	MAY 19
ANN EVANS	MAY 19
BRADY SURLS	MAY 21
BILL WHICHARD	MAY 24
CHRIS HYLAND	MAY 27
TOM BONFIELD	MAY 30

PENDING NEW MEMBERS

Michael Goodman (Induction Date: May 15)
(Sponsored By: Seth Jernigan)
Nancy Carstens (Induction Date: May 15)
(Sponsored By: Don Stanger)
Cara Rousseau (Induction Date: TBD)
(Sponsored By: Shelly Green)

2016-2017 ROTARY LEADERSHIP

RI President: John Germ
District Governor: Rusine Mitchell Sinclair
ADG-Area 7: Joyce McKinney

2016-2017 Club Officers

President: B. C. Dash
Immediate Past-President: Lois Deloatch
President-Elect: Seth Jernigan
Vice-President: Shelly Green
Secretary: Mimi O'Brien
Treasurer: Susan Miller
Sergeant-at-Arms: Stan Morris
Finance Advisor: Barry Curtis
Legal Advisor: Deana Labriola

2016-2017 Board of Directors

Andy Esser
Blake Strayhorn
Meg Solera
Marge Nordstrom
Danielle Kaspar
Desmond Miller
Dave Ross
Aries Taylor
John Cross

Club Website Master

Jay Zenner, Designer; Updates

If you're new to town or have never been to Parker and Otis, their website gives you a good idea of what you've been missing. It can be found at: <http://www.parkerandotis.com/store/>.

One thing I did find hard to believe was Ms. Brody's claim that Parker and Otis went through 71 gallons of Duke's Mayonnaise every week making their signature pimento cheese! Come on, really?!

Submitted By: Jay Zenner

ROTARY INTERNATIONAL FLAGS

Thanks to President B.C., we can now be more aware of the International nature of Rotary.

President B.C.'s goal is to have International Flags on our lunch tables to represent the many countries where Rotary has Clubs.

A set of 7 International Flags, 96 Countries, will be placed on our lunch tables. And this is not all of the countries!



BOOKS ON BREAK - 2017

May 5 and May 8-10

For More Information & To Sign Up:

www.durhamrotaryclub.org



Club Facebook link: www.facebook.com/DurhamRotaryClub

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