



Rotary Club of Durham

Connect. Collaborate. Serve.



February 8, 2016

Volume XXIII, Issue 25

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

- 02/08 Arles Taylor: IP Law In A Changing Research Triangle
Introduction: Don Stanger
- 02/15 **No Meeting!!**
In Observance of President's Day
- 02/22 Lynn Richardson: African American Archives at Durham County Library and Geer Street Cemetery: A Historical Tour
Introduction: Lois Deloatch
- 02/29 Andra Watkins, New York Times Best Selling Author: *Not Without My Father – Journey On The Natchez Trail*
Introduction: Rob Everett

SERVICE SCHEDULE FOR FEBRUARY 8, 2016

Music

Vocalist: **EMILY PAGE**

"AMERICA, THE BEAUTIFUL"

Invocation/Rotary Minute:

ELIZABETH PRITCHETT

DRC Raffle: RI Foundation Programs

Contribution: \$1/Ticket; \$5/6 Tickets

Proceeds: ½ RI Foundation; ½ Winner

Rotary International: \$46 Raffle Winner: \$45

Total: \$91.00

Raffle Winner: **Emilee Collins**

CART Fund (Coins For Alzheimer's Research Trust)

2/1 \$TBD

Leaders of Tomorrow: National Black MBA Association

MARION JOHNSON, JR., Chapter Adviser



At least as early as the Greek Socrates, philosophers, and, by extension, educators have sought to inculcate in their students the habit and ability to think critically. All too often the promise falls short in this democratic age that seeks to make education universally available. Today's program, however, proved that critical thinking can be alive and well. Five high school students who belong to The Raleigh-Durham Chapter of The National Black MBA Association demonstrated that somewhere along the way someone or something nurtured their ability to gather facts, to reason carefully and without prejudice, and to draw independent conclusions or inferences.



Marion Johnson, Jr., the Chapter Adviser, introduced the students: Isaiah Forte-Rosa, Xavier Melton, Chantè Russell, Bryan Hager and Marion Bishop. (I was seated at the back of the room, so my apologies if I did not get their names exactly right.) These students, by the way, had no previous background in business administration, accounting or other business related disciplines. Founded in 1970 the National Black MBA Association has nearly 50 high school chapters. The Association's goal is to develop critical thinking skills to prepare students for whatever careers or paths they take in life. Each year the NBMBAA purchases and distributes to its chapters a case study from one of the nation's leading business schools. The students' task—with some guidance from volunteer mentors such as Past President Don Stanger—is to develop a business plan to achieve specific corporate goals.

This year's case study was to develop a business plan for Whole Foods whose executives want to expand significantly, increasing the number of its stores from roughly 300 in 2012 to 1000 by 2022.

Spoiler Alert and to cut to the chase: the Raleigh-Durham NBMBAA students said it couldn't be done while maintaining the core values of the company or taking undue financial risk. They recommended extending the deadline to 2027. Of the 26 competing teams the Raleigh-Durham team was the **only one** to say Whole Foods couldn't achieve its goal within its time frame. It took gumption for these young folks to challenge Whole Foods corporate strategy but they did so in convincing fashion. This is where critical thinking enters the picture. The students laid out their case for us just as they had presented it in 25 minutes to the panel of judges.

Let's just hit some of the highlights. Whole Foods is debt free. It finances construction of new stores through retained earnings. To rapidly accelerate construction or to engineer mergers would require external funding with its attendant risks. Time is also a major consideration. To reach its goal of 1000 stores Whole Foods would have to add 80 stores a year. It takes Whole Foods three years to open a new store—30% identifying and acquiring a site, 40% in construction, and 30% to find and train the right employees and managers. Site selection is crucial. Whole Foods has never closed a store, something of which the company is rightfully proud.

Whole Foods believes strongly in offering as many locally sourced, organic, pesticide-free products as possible. Currently, some 700 farms are providing meats, vegetables, fruits, cheeses and other dairy products. Depending on local farmers guarantees the high quality its customers expect and the local economy benefits. Would there be enough local, organic farmers to meet the needs of 1000 stores?

Club Statistics as of

February 8, 2016:

Club Members: 245;

Active: 210

Active-LOA: 5; Honorary: 30

Staff Positions: 1



FEBRUARY 2016 BIRTHDAYS!

MARK HIGGINS	FEBRUARY 05
MARTY MORRIS	FEBRUARY 10
KIM SHAW	FEBRUARY 12
JOE WEBSTER	FEBRUARY 12
CHIP DENTON	FEBRUARY 14
DAX HILL	FEBRUARY 17
EMILEE COLLINS	FEBRUARY 17
ELLEN RECKHOW	FEBRUARY 19
MIKE WOODARD	FEBRUARY 20
ANDREW LAKIS	FEBRUARY 20
ERIN WILLS	FEBRUARY 23
BOB STEVENS	FEBRUARY 27

2015-2016 ROTARY LEADERSHIP

RI President: K. R. Ravindran
District Governor: Newman Aguiar
ADG-Area 7: Joyce McKinney

2015-2017 Club Officers

President: Lois Deloatch
Immediate Past-President: Vandana Dake
President-Elect: B. C. Dash
Vice-President: Shelly Green
Secretary: Phyllis Coley
Treasurer: Susan Miller
Sergeant-at-Arms: Janene Tompkins
Finance Advisor: Barry Curtis
Legal Advisor: Deana Labriola

2015-2017 Board of Directors

Eric Miller
David Reese
Andy Esser
Blake Strayhorn
Meg Solera
Marge Nordstrom
Jen Noble
Ari Medoff
Danielle Kaspar

Club Website Master

Jay Zenner, Designer; Updates

The students also made some savvy positive recommendations. Better use of technology, especially social media for advertising. Improved IT security. Online shopping. Smaller stores—with larger and more profitable restaurant space—for college campuses. Small stores stocked with Whole Foods less expensive “365” house brand for “food deserts.” Cooking classes to demonstrate how wholesome, slightly more expensive organic foods, can be prepared economically.

It is little wonder that the Raleigh-Durham Chapter of the NBMBA placed third—for the second time in three years—in the national competition. Well done!

Submitted By: Allen Cronenberg



DISTRICT CONFERENCE 2016

April 29th, 30th, & May 1st, 2016

Let's Support District Governor, Newman!! Visit The District Conference Website To Register: www.2016districtconference.org
(See Sharon If You Need Assistance In Registering)

PICTURE OF THE WEEK



Rotarians, Mimi O'Brien, Michel Tharp, Shelly Green, and Nancy Gordon checking notes after serving as judges at The Annual Spelling Bee at Y.E. Smith School. Don Stanger and Jay Zenner joined the fun, too, but were out of camera range.

Rotary Minute With Chris Gergen



Rotary International Convention In Seoul – May 28 – June 1, 2016



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