

# Rotary Club of Durham

Connect. Collaborate. Serve.

May 23, 2016

Volume XXIII, Issue 37

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

05/23 OFFSITE MEETING!!

Dr. Edward Buckley; Duke Eye Center Introduction: Craig Brown; Don Stanger

05/30 NO MEETING!! IN OBSERVANCE OF THE MEMORIAL DAY HOLIDAY

06/06 Ele Ross, St. Augustine Literacy Project

Introduction: Steed Rollins

06/13 TBD

Introduction: TBD

06/20 Lynn Richardson: African American Archives at Durham County Library &

Geer Street Cemetery; A Historical Tour Introduction: Lois Deloatch

# **SERVICE SCHEDULE FOR MAY 23, 2016**

Music Vocalist: TBD Pianist: N/A Song: TBD

### ROTARY MINUTE & INVOCATION: LIZZIE ELLIS-FURLONG

DRC Raffle: RI Foundation Programs Contribution: \$1/Ticket; \$5/6 Tickets Proceeds: ½ RI Foundation; ½ Winner Rotary International: \$66 Raffle Winner: \$65

Total: \$131.00
Raffle Winner: PHILIP CHAUNCEY

CART Fund (Coins For Alzheimer's Research Trust)

5/16 \$54.39

# DR. HANK SCHERICH MEASUREMENT INCORPORATED



President Lois introduced Hank Scherich, the CEO of Measurement Incorporated, which he founded in 1980. Dr. Scherich received his Doctorate in Educational Psychology from Southern Illinois University, an MA in Education with a Specialization in Guidance from The University of Illinois at Urbana-Champaign, and a BA from The University of Ottawa at Ottawa, Kansas. Dr. Scherich is an outstanding community partner and supporter of Durham and Downtown Durham. Boards he serves on include Downtown Durham, Inc., The Durham Chamber of Commerce, Hayti Heritage Center, Carolina Theater, and The Duke University Eye Center.

Dr. Scherich began by saying he wanted to share three stories: (1) How they got here; (2) Measurement Incorporated and Downtown Durham; and (3) how they run the Company.

Before coming to Durham, Dr. Scherich had been a high school teacher and guidance counselor, and a grad student --- teaching, doing research, and managing a dormitory. He then went to work for The Educational Testing Division of Houghton-Mifflin. Dr. Scherich arrived in Durham in mid-1977 when he began a job with NTS Research Corporation. His wife was pregnant, he was driving an old Buick LeSabre, and they were living in the basement of some friends in Hillsborough while they looked for a home. Their first home was on Woodrow Street next to what was then Watts Hospital and is now The North Carolina School of Science and Math.

After doubling the revenues of NCS, he sought a little ownership in the Company. When that wasn't forthcoming, he struck out on his own in 1980 in the basement of a podiatrist's office --- with one employee; and then a year later, he moved to space in the basement of Northgate Mall.

As Measurement Incorporated continued to grow and succeed, the most visible manifestation of their success for most Durhamites was not their impact on the educational testing industry, but on Downtown Durham. After considering some of the Liggett buildings for space of their own, they settled on the old CCB Operations Center. CCB had built an Operations Center in the western suburbs and gave them a deal on the price; the financing allowed them enough to do the renovation themselves. As pioneers in the transformation and revitalization of Downtown, Dr. Scherich noted, with obvious understatement, that that property is worth considerably more now than what they paid for it. In 1999, they bought the Liggett building, known as Brodie-Duke – and did a renovation that won awards. Measurement Incorporated has continued to buy and develop additional real estate in Downtown north of Main Street near the old ballpark and made it one of the most vibrant areas of Downtown.

The third story that Dr. Scherich told was about how they operate the Company. "Our goal," he pointed out, "was to create a culture based on outstanding service to clients and fairness to employees --- and we strive to allow employees to grow in their professional and personal lives." He stressed that they pay, at minimum, the living wage as calculated for Durham and competitive salaries for employees at all levels. He said he also preferred to bring in-house and all services that might be outsourced to companies they didn't pay that living wage. The example he gave was landscaping. They do all their own.

Club Statistics as of May 23, 2016: Club Members: 250; Active: 215

Active-LOA: 6; Honorary: 29 Staff Positions: 1



#### MAY 2016 BIRTHDAYS!

| CHERYL PARQUET     | MAY 01 |
|--------------------|--------|
| RALPH ROGERS       | MAY 05 |
| JULIE KETNER RIGBY | MAY 09 |
| JIM DAVIS          | MAY 14 |
| FORREST PERRY      | MAY 19 |
| ANN EVANS          | MAY 19 |
| BRADY SURLES       | MAY 21 |
| ED HEDGEPETH       | MAY 22 |
| BILL WHICHARD      | MAY 24 |
| CHRIS HYLAND       | MAY 27 |
| TOM BONFIELD       | MAY 30 |

#### **PENDING NEW MEMBERS:**

RORY KELLY (Sponsor: Lois Deloatch) JAMES MOSELEY (Sponsor: Don Stanger) MICHAEL KRISTON (Sponsor: Rob Everett)

# **GOVERNOR'S INSTALLATION BANQUET**

Installation of 2016-17 DG Rusine Mitchell Sinclair & Salute To 2015-16 DG Newman Aguiar Wednesday, June 22, 2016 North Ridge Country Club - Raleigh 6:00pm - 9:00pm Register Now On DacDB

## 2015-2016 ROTARY LEADERSHIP

RI President: K. R. Ravindran District Governor: Newman Aquiar 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 Mimi O'Brien Dave Ross **Desmond Miller** 

#### **Club Website Master**

Jay Zenner, Designer; Updates

The second benefit he mentioned was profit sharing. Twenty-Five (25%) Per Cent of the profits each year are set aside and all full-time employees get a piece of it in proportion to their salary. Another benefit open to all employees is an Employee Stock Ownership Plan ("ESOP"). Unlike a lot of ESOPs, this one is set up so that when someone leaves the Company, the stock goes back into the pool --- which means that about thirty-five (35%) per cent of the Company stock is owned by its employees and that proportion does not shrink over time. He said --- that's just the right thing to do.

The final benefit that Dr. Scherich mentioned is their health insurance policy. They pay one hundred (100%) per cent of the premiums, believing it is not fair for lower paid employees having to pay a higher proportion of their salaries for coverage. He also mentioned that they take Affirmative Action very seriously and are working hard now to correct a few areas of minor concern. A question from Judge Craig Brown asked --- how Measurement Incorporated treated ex-offenders --- a big interest of the Judge. The answer was almost what you would expect from a CEO that is obviously bending over backwards to give everyone a fair shake. He said they don't basically screen for that because of the contracts with some of their clients and have no systems in place to help rehabilitate an ex-offender, but they will work with sponsoring organizations to get that help.

Submitted By: Jay Zenner & Doug Koenig



BOOKS ON BREAK THANKSTO MIMI O'BRIEN & TODD TAYLOR AND EVERYONE WHO VOLUNTEERED TO MAKE THIS PROJECT A HUGE SUCCESS AGAIN THIS YEAR!



TAKE THE BUS TO ATLANTA! GOVERNOR NEWMAN AGUIAR ENCOURAGES MEMBERS TO TAKE THE BUS TO ATLANTA TO THE ROTARY INTERNATIONAL **CONFERENCE IN 2017!** Sign Up Now On DacDB

#### ROTARY AFTER-HOURS ANNOUNCEMENT



Arthur Rogers & Emily Page

#### ROTARY MINUTE



Geraud Staton



Club Facebook link: www.facebook.com/DurhamRotaryClub **Executive Secretary: Sharon Lassiter** slassiter38@nc.rr.com