

Monthly Musings

courtesy of Fletcher Consulting

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VOL. 10-12 • DECEMBER 2018

SMART COMMUNICATOR:

President George H. W. Bush

Late President George H.W. Bush—also known as “Bush 41”—left a legacy that is likely to be envied by every ex-president, including those alive today and those that will become ex-presidents in the future. To put it simply, he was a skilled and sincere communicator.

Known for consistently displaying kindness, class, grace and humility, President Bush had a secret weapon: He loved to write personal notes and letters of encouragement. His notes were particularly thoughtful and brightened the lives of tens of thousands of fortunate recipients throughout his adult life.

... Bush 41 was a gifted man of letters.

While he was not quite as personable as President Reagan or as charismatic as some who followed him, Bush 41 was a gifted man of letters.

Not emails. [LETTERS](#).

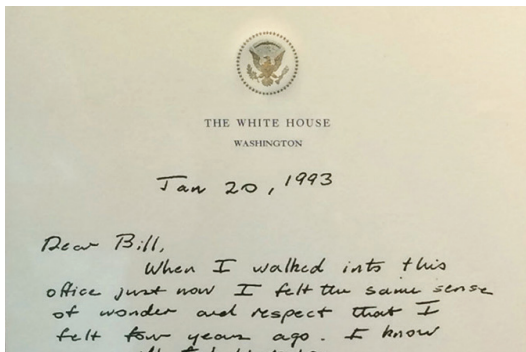
Anyone can take 20 seconds to shoot off a quick email but composing a letter or note requires much more thought, discipline and dedication.

Past recipients of his letters were among the people who walked by his coffin...

Past recipients of President Bush’s letters were among the people who walked by his coffin as he lay in state in Washington, D.C., and as he lay in repose in Houston. Still more stood by the train tracks as his body traveled to its final resting place at his presidential library in College Station.

Among those letters was one written shortly before his death, and the recipient actually received the letter following President Bush’s passing. What a keepsake to treasure!

His last letter from his presidency was to his successor, President Clinton. Bush 41 gracefully wrote, “Your success is now



our country’s success. I am rooting hard for you.”

Not many of us are gracious enough to build bridges and move onward with such elegance.

Godspeed, President Bush!

SMART SURPRISE:

Paul McCartney in Liverpool Pub

It was more than just a memorable occasion for James Corden, host of CBS’s “The Late Late Show with James Corden.” On June 22, he recorded one of his famous “Carpool Karaoke” segments with former Beatle, Sir Paul McCartney.

... and some guy starting singing “A Hard Day’s Night.” And it was Paul McCartney!

You might ask, “What could possibly top that moment?” After all, the event literally brought Corden—a Brit himself—to tears as they recorded in Liverpool, where the Beatles became famous.

The following day, Corden is shown on video asking if he might work behind the counter at a pub as a temporary bartender. He instructed members of the crowd that the juke box was free and encouraged them to play whatever song they wanted.

A young lady pushed the button for her favorite song and, as she sat down, a guitar chord was struck and some guy started singing “A Hard Day’s Night,” a Beatles favorite.

The curtain swiftly opened after the first word and the crowd looked up to find Paul McCartney himself singing an abbreviated version of the hit tune. The crowd went wild, and the curtain closed following the song. To say the least, it was quite a treat.

People



immediately rushed to the juke box to hit more buttons, only to see the curtain re-open and McCartney, fronting his band, Wings, play even more classic Beatles songs.

Paul McCartney made this surprise appearance as a fun and unexpected way of giving back to his dedicated fans in an intimate venue.

Back in the 1990s, Chrysler Corporation created a term they called "Unexpected Customer Delight," with a focus on providing an elevated experience that far exceeded customers' expectations.

James Corden and Paul McCartney both gave THEIR customers a dose of Unexpected Customer Delight. **What are YOU doing to delight your customers and clients?**

Give me a call at 817-205-2334 and I'll be glad to take your customer experience to the next level in 2019.

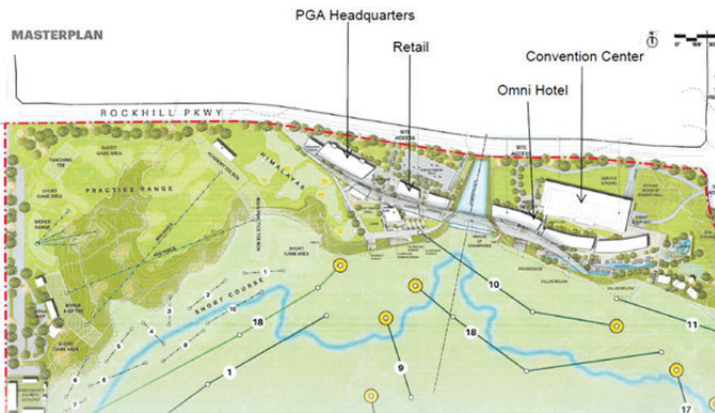
SMART DECISION:

No to NFM Earns PGA

For the cities that did not land a corporate headquarters for Amazon, life goes on. Consider Fort Worth, where the Alliance development will become host to a regional air hub for Amazon, all without giving away the zillions of dollars required to be part of Amazon HQ2.

Then study the case of Frisco. Not long after the opening of the corporate offices of Toyota with 4,000 new employees, Frisco made some more big news.

But first, a little background that I learned from my friend Tony Felker, CEO of the Frisco Chamber of Commerce. We are members of the current class of Leadership North Texas.



There are times to go for it and there are times to decline. Having the wisdom and discipline to recognize the difference paid off recently for the City of Frisco when they declined to offer the monstrous incentives required to lure Nebraska Furniture Mart to North Texas.

The sticking point? Frisco refused to offer the high sales and property tax abatements over a ten-year period, which led that development to move to Coppell.

Frisco recently announced that the land previously being considered for Nebraska Furniture Mart will actually become the corporate headquarters of the Professional Golfers Association (PGA). The PGA site will feature 600 acres with two championship golf courses, an Omni Hotel, conference center space, the PGA's corporate headquarters and massive mixed-use development.

In addition, those two courses will host the PGA Championship – one of the four major tournaments in professional golf – in 2027 and 2034.

And there's more! Beyond the 600 existing acres, an additional adjacent 1,800-acre development is planned for the future.

In the long run, then, saying "no" to Nebraska Furniture Mart opened the door to a far greater opportunity for the community, just as so many other cities have moved from a rejected proposal to an even bigger win.

My Gifts: Christmas smiles and inspiration

• At some point, you've probably wondered how much money those kind men dressed as Santa Claus at the mall or corporate Christmas parties make. They really are Santa's helpers, as they're facilitating the spread of good cheer to children around the world leading up to Christmas.

Fox News did some research and reported that these Santas earn far more than you might imagine. And just over a week ago, Mitchell Allen of Southlake gave some insights as his company, HireSanta, earned a \$200,000 deal on Shark Tank. [Read here](#)

to find out how expensive it is to become a Santa and how a popular Santa can do quite well over a six-week period.

• A little boy from Scotland wrote a letter to his dad in heaven – as he has done with his sister each year since their father passed away in 2014. Much to his surprise, he



received a return letter from the Royal Mail Office. [Click here](#) to read the touching response that will bring a tear to your eye and a smile to your face.

• Fun Christmas carols: Each December, I look forward to hearing [these Christmas carol miscues](#) played on the piano by late Nashville weatherman Boyce Hawkins. Check this link out and try not to laugh too loud! An accomplished pianist, shared the following observation: "You have to be really GOOD to intentionally sound THIS BAD!"

THE Tiebreaker

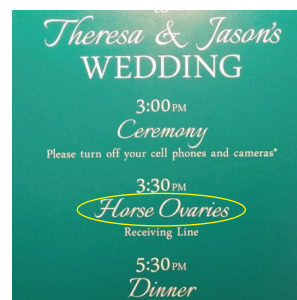
Check Your Spelling

Imagine the perfect wedding. The venue is ideal, the food is incredible, and everybody is in a particularly good mood.

Not just because of the wedding itself, but because of the typo.

While some people may differ over the proper way to spell "hors d'oeuvres," this bride learned the definitive way NOT to spell it:

"**Horse Ovaries**" were on the menu. Please confirm for me that this was a typo and not the real food!



Rebecca and I wish you a very Merry Christmas!

