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**Subject:** Monthly Musings Mattress Mack, Shark Tank, Tiger Woods, Amazon  
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**To:** john@thefletch.org



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PUBLIC RELATIONS

Monthly Musings

Volume #11/04  
April 31, 2019

**Dear John,**

Good Wednesday morning. Please enjoy this unofficial **31st day of April** (I've been under the weather the past four days, so I have the right to extend April by one extra day!).

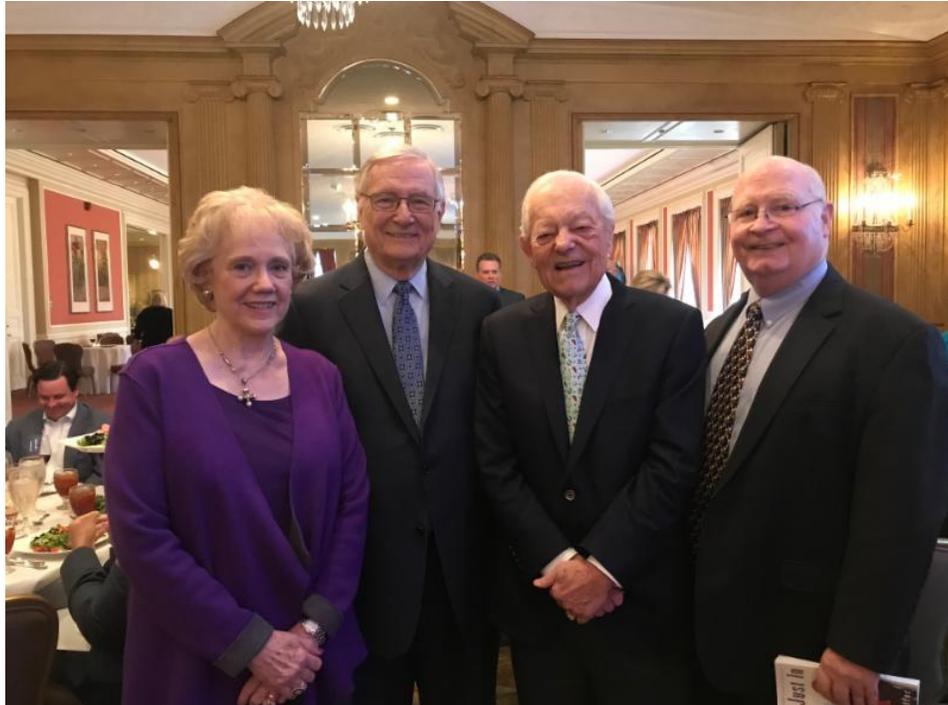
Baseball season is already underway in high school and college, and the newly named Charles Schwab Challenge at Colonial takes place the week of May 20, with tournament play on May 23-26. **THANK YOU** to these major sponsors who saved the tournament last year and we look forward to seeing the new touches from Charles Schwab. Last year's community heroes were:

- American Airlines

- AT&T
- XTO Energy
- Burlington Northern Santa Fe (BNSF)

Some exciting things happened this past month. Here are just a few (in addition to those featured as our major stories):

- See how world renowned, Grammy® nominated Irish musicians [Celtic Woman](#) partnered with small-town Grandview Elementary School and gave these students a personal meet-and-greet and memories they'll never forget, prior to their concert last Thursday at The Theatre in Grand Prairie. By paying attention to the talents of these ladies and how they met the skills of these students, [I was able to bring them all together.](#)
- **Herb Stephens** - the former TCU basketball player and later Fort Worth ISD Athletic Director - was my "celebrity" in a golf tournament over 20 years ago. [Please click here](#) to learn how Herb was the most important celebrity to me at that event.
- **Bob Tallman** - my client and Hall of Fame Rodeo Announcer - was featured over this weekend on [NBC Nightly News](#) about being "The Voice of Professional Rodeo." Bob and I will be traveling next week to help our client, AgTexas Farm Credit Services, generously award over \$20,000 in college scholarships to outstanding 4-H and FFA graduating seniors in West Texas, the Panhandle and Central Texas.
- **Bob Schieffer** - who gained his first paid job in broadcasting when my father heard him on KTCU and hired him at what was then KXOL-1360 AM in Fort Worth, shared a couple fond memories of Dad when Bob spoke at the Meals on Wheels Legends Luncheon. In the photo below are Jeanine and Roy Eaton (Roy was News Director at KXOL), Bob Schieffer and yours truly.



Check out [this BRILLIANT note](#) from Southlake Police to softly and tenderly remind a parking violator how to park within the lines.

And congratulations to my client, Wildwood Smoke-Craft-Whiskey restaurant for pulling the ultimate April Fools stunt. **Owner Dave Garner fed the house for free that evening. Everyone dining at 6:30 p.m. received their entire dinner - including appetizers and desserts - absolutely free.** Dave promises to repeat the offer again on a **randomly selected Sunday or Monday evening.** Looks like Wildwood may become the place to dine on Sunday and Monday nights!

**You will want to read this: Rebecca and I are one class away from graduating from Leadership North Texas. This program is presented by the North Texas Commission and is an outstanding graduate-level program for those who have benefited from other leadership programs.**

**We tour difficult-to-access locations such as our**

most recent visit to **Lockheed Martin**. Eric Fox swore me to secrecy but he confided to our class that he... well, that's all confidential. [Check out this link on Leadership North Texas](#) and you may hear Eric's quote-of-the-day in the 2019-20 class!

Warmer temperatures and rainy weather are here, as well as this Saturday's local political races for city and school board elections. Please remember to vote and to encourage friends and family members to vote.

I trust that you enjoyed **Pigs in a Blanket Day** on April 24 and that you remembered to observe **Hug an Australian Day** last Friday. And let's hope that observing **Honesty Day** yesterday did not get you into trouble!

**Congratulations to the winners of last month's trivia contest. I sent a \$50 Visa gift card to each of these loyal readers:**

- **Mika Davis - Southlake**
- **Steve Farco - Bedford**
- **Mayor Pat McGrail - Keller**
- **Dave Rudko - Colleyville**

Each answered within moments and confirmed that **Taco Bell Hot Sauce** prevented a man from freezing to death.

**THIS MONTH'S CONTEST:** The first two people to email me the name of the person who received a large bag of Life Savers candy and changed his "No" into a "Yes" (Hint: It's below!) will each win a \$50 Visa gift card. Please email your answer to [john@thefletch.org](mailto:john@thefletch.org).

**Remember, readers are allowed to win the cash prize**

once every 12 months. Please email your answer so you can win your \$50 gift card.

Thank you for reading Monthly Musings and for passing it on to your friends. Your positive comments and encouraging emails mean far more to me than you can imagine!

~~ John

This **April 31** issue of Monthly Musings deals with:

★ **SMART MESSAGE:** The inspirational message that Jim "Mattress Mack" McIngvale shared before a capacity crowd at the Northeast Leadership Forum Annual Luncheon

★ **SMART PROMOTION:** How Southlake resident Mitch Allen earned a \$200k investment from Shark Tank, where three of the sharks fought over him

★ **SMART RECOVERY:** How Tiger Woods' victory at The Masters shows that challenged brands (think Boeing, Chipotle, etc.) can make comebacks - **America LOVES a good comeback story!**

★ **TIEBREAKER:** How Kohl's Department Stores decided to partner with Amazon and still increased its floor traffic

★ **HERE ARE SOME INTERESTING EVENTS IN MAY:**

- \* *Military Appreciation Month*
- \* *Barbecue Month*
- \* *Get Caught Reading Month*
- \* *New Home Owners Day (May 1)*
- \* *School Principals' Day (May 1)*
- \* *National Day of Prayer (May 2)*
- \* *Two Different Colored Shoes Day (May 3)*

- \* *Lumpy Rug Day (May 3)*
- \* *Star Wars Day (May 4)*
- \* *Firefighters' Day (May 4)*
- \* *Cinco de Mayo (May 5)*
- \* *National Hoagie Day (May 5)*
- \* *No Homework Day (May 6)*
- \* *No Socks Day (May 8)*
- \* *Donate a Day's Wages to Charity Day (May 8)*
- \* *Receptionists Day (May 9)*
- \* *National Lost Sock Memorial Day (May 9)*
- \* *Stay Up All Night... Night (May 10)*
- \* *Military Spouse Appreciation Day (May 10)*
- \* *Eat What You Want Day (May 11)*
- \* *International Nurses Day (May 12)*
- \* *Mother's Day (May 13)*
- \* *Top Gun Day (May 13)*
- \* *Frog Jumping Day (May 13)*
- \* *Accounting Day (May 12)*
- \* *Chicken Dance Day (May 14)*
- \* *Waiters' Day (May 16)*
- \* *World Baking Day (May 17)*
- \* *National Bike to Work Day (May 17) -with Betsy?*
- \* *No Dirty Dishes Day (May 18)*
- \* *World Fiddle Day (May 18) - Zebra Strings?*
- \* *Be a Millionaire Day (May 20)*
- \* *Pick Strawberries Day (May 20)*
- \* ***Rapture Day (May 21) - I hope to miss it!***
- \* *Sherlock Holmes Day (May 22)*
- \* *Charles Schwab Challenge at Colonial (May 23-26)*
- \* *Paper Airplane Day (May 26)*
- \* *Indy 500 Day (May 26)*
- \* *Memorial Day (May 27)*

- Memorial Day (May 27)
- \* Put a Pillow on Your Fridge Day (May 29)
  - \* Mint Julep Day (May 30)
  - \* Creative Day (May 30)
  - \* Senior Health & Fitness Day (May 30)
  - \* Web Designer Day (May 31)

[Click HERE](#) for the  
ENTIRE EDITION of  
**MONTHLY MUSINGS.**

Now, please choose to make today **absolutely AMAZING!**  
And please stay in touch with me by email  
([john@thefletch.org](mailto:john@thefletch.org)), on LinkedIn, or by phone at 817-  
205-2334.

JOHN

### Smart Strategy:



**Life Lived for Others**  
Jim "Mattress Mack"

### Smart Promotion



**HireSanta.com Earns  
\$200k on Shark Tank**

McIngvale - "The Hero of Hurricane Harvey" - mesmerized the capacity crowd of 250 at the Northeast Leadership Forum's Annual Meeting & Award Luncheon on March 29 at The Marq in Southlake.

You may recall him as the man who deployed his Gallery Furniture trucks throughout the Houston area during the floods after Hurricane Harvey to rescue over 400 Houston-area residents.

Following the truck rescues, he housed these people in his furniture store and provided them with fresh, clean clothes and fed them for two weeks. Yes, TWO WEEKS!

He also gave them brand new mattresses to sleep on and, as they returned home, allowed them to take the mattresses so they'd have something safe to sleep on.

In his March 29 speech, Mack talked about how businesses should lead the way as givers.

The main point: We should live a life built for others.

[Check out his speech here](#)

Someone told me recently that a Southlake man, Mitch Allen, appeared last December on "Shark Tank," ABC's wildly popular TV show, where he earned a \$200,000 investment from one of the sharks.

I reached out to Mitch and asked him to be the keynote speaker at the Southlake Chamber of Commerce luncheon on April 25, and he agreed.

Here are a few insights about what actually happens at "Shark Tank" (most of these will astound you):

- The program is filmed only twice a year in June and September
- Participants attend a casting call (over 35,000 people apply each year)
- Producers operate on a "don't call us, we'll call you" basis; any contestant calling the producers following an audition is in for some bad news, as they communicate only by email or text

and prepare to be dazzled.

Here's an interesting side story: I called Mack last July to invite him to speak at our event and he very politely declined, saying he didn't get out of town much now that he had three Houston locations to manage.

Knowing that he is addicted to **Life Savers** candy from a previous encounter, I sent him a 2.5-pound bag of Life Savers along with a note thanking him for being "a great Texan, a great American and an inspiration to us all."

The next day, he called and asked, "When do you want me to speak?" Apparently, the Life Savers changed his mind.

I learned three lessons from this encounter with Mattress Mack:

1. Mom was right...
2. Doing something nice...
3. God uses situations...

**Please read the details of Mattress Mack's speech and what I learned from working with him with the Life Savers.**

**Please [click here](#) for the entire edition of Monthly**

edition of text

- It takes HUNDREDS of hours to refine your pitch to make it natural, entertaining and compelling; Mitch estimates that he...
- All finalists are required to travel to Los Angeles and stay in a hotel for a full week - at their own expense - to meet with...
- In the two days before the show, some of the contestants are turned away because...

**Please read how Mitch and HireSanta.com earned \$200k on Shark Tank, and the behind-the-scenes secrets of the popular TV show.**

**Please [click here](#) for the entire edition of Monthly Musings.**

## *Tiebreaker*



## Musings.

### *Smart Recovery*



### **Tiger Experiences Long-Awaited Comeback**

Tiger Woods is back, and that's good news for other troubled brands.

He experienced widely publicized personal challenges that led to a collapse of his golf empire and reputation in 2009, but he's learned something special: **Americans love a good comeback story.**

Woods won the 2019 Masters Tournament title two weekends ago and has earned a spot on the list of what Boston Consulting recently called "Comeback Kids."

Among these are some companies that have experienced their own share of troubles including



### **Kohl's Partners with Rival, Amazon**

Kohl's Department Store has discovered a way to partner with Amazon and minimize the damage Amazon has been doing to its store volume.

Rather than fight against the giant, Kohl's - the second-largest U.S. department store - is now working WITH Amazon.

[Yahoo Finance reports](#) that Kohl's became a returns center for Amazon in its Chicago and Los Angeles markets as a test campaign. Amazon customers could return unwanted Amazon items at Kohl's locations.

Last week, Kohl's announced that this program will expand to each of its 1,100 stores starting in July.

The announcement impressed Wall Street so much that Kohl's stock soared by 12 percent.

The strategy represents a win-win for both entities. Amazon customers have grown

of troubles, including:

- Boeing
- Chipotle
- Kraft Heinz
- Lance Armstrong
- Oscar Meyer
- Snapple

The April 22 article from the Wall Street Journal reached an interesting conclusion: **It's almost always better to rebuild a brand than start from scratch.**

**Please [click here](#) for the entire edition of Monthly Musings.**

### **Will Rogers Wisdom:**

*(Pardon me breaking from Yogi Berra; He returns in May)*



*Lead your life so you wouldn't be ashamed to sell the family parrot to the town gossip.*



tired or bundling up their returns, going to the post office and having to pay the shipping on certain return items.

By making Kohl's a return destination, customers win on the convenience front, and Kohl's benefits from seeing e-commerce customers that may not have set foot in their store otherwise.

**Please read how Kohl's decided that being Amazon's partner is more valuable than being only a rival.**

**Please [click here](#) for the entire edition of Monthly Musings.**

### **Leadership Programs Grow Your Company's Next Leaders**

Leaders don't suddenly acquire skills on their own.

They learn because they are placed in positive environments where they valuable connections that can advance your firm.

Your local chamber of commerce is recruiting members for its own



leadership program right now.

Call your chamber today and be **AMAZED** at the results you'll see in your emerging leaders!

Thank you for continuing to read MONTHLY MUSINGS. You may feel free to share this edition with any friends, family, customers or business associates. You have my permission to publish this elsewhere. All that I ask is that you make me aware of where you have published it.

Now choose to make today absolutely ***SPECTACULAR!***

Sincerely,

John Fletcher  
Fletcher Consulting

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