

Monthly Musings



courtesy of Fletcher Consulting

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SMART CREATIVITY:

Snow-mageddon - Mattress Mack to the Rescue AGAIN!

A friend asked recently, "When are you going to stop writing about your fascination with Mattress Mack at Gallery Furniture in Houston?"

My answer: "Whenever he stops doing remarkably generous things that nobody else is doing on the scale that he does."

I am impressed by the over 1,000 people that Mattress Mack (Jim McIngvale is his real name) made feel at home with hot food, hot showers and fresh clothes during the snowstorm.

On Tuesday night alone, between 300 and 400 Houstonians spent the night and slept on brand new couches and mattresses, which he can no longer sell as new furniture..

He kept the offer going throughout the week. And this is nothing near the first time. Jim opened the doors to Gallery Furniture as the city struggled during Hurricane Harvey in 2017.

Here is the lesson that we all need to hear in what Jim said on the Ellen DeGeneres TV show: **"We have a responsibility of the Houston community, so if something bad happens, we want to be one of the first businesses to act because it's our job to help the community – not just take money out of the community."**

"We want to make a big difference in the community and make our area a better place. And when people are hurting, it's our responsibility to step up and take a leading position."

Here's my take on this story: **How can ANYONE in Houston drive past Gallery Furniture and buy a single stick of furniture from any other furniture store? Or how can they surf past Gallery Furniture's website and even think about a rival store?**

Competitors pay in the millions of dollars for celebrity

When will you stop writing about your fascination with Mattress Mack?

Whenever he stops doing remarkably generous things nobody else is doing.

How can ANYONE in Houston drive past Gallery Furniture and buy a single stick of furniture elsewhere?



endorsements while Jim McIngvale – aka Mattress Mack – pours those same millions of dollars into his community.

While very few of us can operate on as grand a scale as he does, **Mattress Mack should inspire each of us to realize that we can make a difference somehow.**

Very well done, Jim. I'm proud to be your friend!

Editor's note: Jim (Mattress Mack) keynoted the 2019 award banquet of the Northeast Leadership Forum at The Marq in Southlake. His rousing speech about caring and community helped us recognize that his passion for others is sincere.

SMART MOVES:

Snow-mageddon Responses

When we lost power on Sunday evening, Feb. 20, we struggled through the night and then sought lodging at The Sanford House in Arlington, a delightful BNB with individual cottages and villas.

Watching TV news coverage, I found myself:

- **Thankful** that we had acted swiftly and secured this wonderful cottage at regular rates
- **Resentful** in learning that some hotels and motels were gouging with higher rates to take unfair advantages of weather victims
- **Grateful** to learn that the City of Arlington – where we live – took two pre-emptive actions:
 - City officials reached out to area hotels and motels and negotiated discounted rates for the storms with most of the accommodations
 - City officials proactively emailed a message that notified

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residents that the utility department would compare unusual February usage due to broken pipes and would use an average of this past November, December and January along with February 2020, and automatically reduce the February charge for water based upon any unusual elevation of water usage

I was impressed that [U-Haul offered 30 days](#) of free storage to any Texas resident who was impacted by the snowstorm.

And Fort Worth restaurants such as Smoke-A-Holics BBQ Enchiladas Ole opened up toward the end of the week and served until they ran out.

I personally know that David's Bar-B-Q in Arlington and Feedstore BBQ in Southlake opened and were slammed with customers.

Southlake's [Highland Landscaping](#) sent eblasts to all their customers providing insights on how to care for their plants – both indoor and outdoor – during the frigid temperatures. Owner Ian MacLean made personal calls to as many customers as possible to add a personal touch.

THE **Tiebreaker**

Rush Limbaugh + Grant Teaff

In March 1997, I received a call from Tyler Cox, then Operations Manager of WBAP radio, the flagship affiliate for the Baylor Radio Network. *Horned Frog fans, please don't hate me. This was back in the Grant Teaff days.*

As executive director of the network, I coordinated game broadcasts with our radio partners. Tyler called me to invite Coach Teaff to be the keynote speaker of WBAP's 75th anniversary that May.

When I called Coach Teaff with the invitation, he was excited, telling me that WBAP had touched his life many times.

Tyler called me on the morning of the banquet with a challenge: "While Coach Teaff is an ideal speaker, we had also invited another speaker, but he was not available. Just a moment ago, he called and said he would love to speak at our banquet tonight. Do you think that Coach Teaff would share the podium with another speaker?"

I told him that Coach Teaff would not have any issue, but I would call him to confirm, as a courtesy. I asked, "Who is the other speaker?"

Tyler swallowed deeply and said, "Rush Limbaugh."

Coach Teaff was immediately gracious and really excited to share the podium with Limbaugh. "Johnny, I only have one request: **I want to bat last,**" Teaff said.

Next, I called Tyler with the good news, to which he asked, "Is he sure that he wants to **follow** Rush Limbaugh, one of the most gifted communicators of all time?"

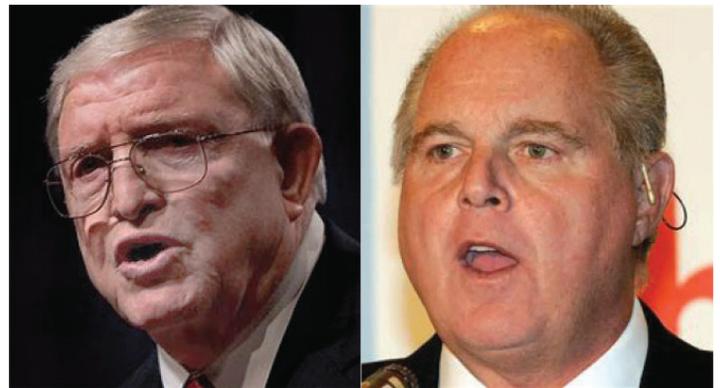
I confirmed the request, and Tyler agreed.

Rush spoke first, and he was as dynamic and eloquent as I would have hoped. He told stories and shared a philosophy that pleased the conservative audience.

Tyler then introduced Coach Teaff, who captivated the audience by sharing how he grew up in Snyder, Texas, listening to legendary broadcasters that included Kern Tips, who painted eloquent word landscapes of each game.

Coach Teaff said, "I fell in love with football because of WBAP. By age 8, I knew I wanted to play football. By age 10, I knew I wanted to coach football in the Southwest Conference. At the University of Texas!"

Next, he told of four more pivotal moments in his life and each



one specifically related to WBAP. One was in high school in Snyder, the next was in college at McMurry State, another was while he was an assistant coach at Texas Tech. Finally, he said he was thrilled in 1990 when WBAP became the flagship radio station of the Baylor Radio Network.

His shared moments about WBAP captivated the audience, particularly when he said, "Well, I didn't make it to the University of Texas, but God did lead me to Baylor, where I beat the University of Texas more than any other coach did."

Coach Teaff left the stage to a standing ovation and I walked over to shake his hand. He smiled and told me, "Johnny, WBAP has intersected with my life in more ways than I could ever imagine. This evening's banquet presented a personal opportunity for me to say, 'thank you' to this amazing radio station."

Even Rush Limbaugh was impressed. I listened to his radio broadcast the next day when he said, "Ladies and gentlemen, last night I was honored to attend and speak at the 75th anniversary of one of our affiliate radio stations — WBAP 820 in Dallas-Fort Worth. I witnessed what may have been the single greatest speech I ever heard in my life by a man named Grant Teaff — the former coach of Baylor University."

Whether you agreed or disagreed with Limbaugh politically, we should all agree that he had excellent taste in evaluating public speakers.

Grant Teaff teaches us that no matter how awesome others may be, we can – in our own way – be quite remarkable ourselves!

