

Monthly Musings



courtesy of Fletcher Consulting PR

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SMART MOVE:

John Wayne Experience Brings "The Duke" Alive

John Wayne – the amazing persona of the Old West – lives again in Fort Worth. Well, at least his likeness does.

Today – May 26 – is not only John Wayne's birthday, but it's also been declared John Wayne Day in Fort Worth by Mayor Betsy Price.

The day's activities will introduce **John Wayne: An American Experience** formally. The 10,000 square-foot showcase features

tributes to his movie history as well as amazing memorabilia from his personal life.

"The Duke" Tequila will be formally introduced and be available for sale from now on, along with an impressive gift shop filled with souvenirs. My favorite is a children's book entitled "**America – Why I Love Her.**" If you have not heard his recording of this wonderful narrative, [listen to it here](#).

From noon to 6:00 p.m., the Stockyards will host a John Wayne birthday party outside the exhibit, complete with live music, food, a Western gunfight re-enactment, children's book-reading by John Wayne's granddaughter, roping practice for kiddos, and more. The party will start at noon with a proclamation of John Wayne Day by Fort Worth city officials.

The evening will include a private dinner held at Hotel Drover and will include several members of the Wayne family – sons Ethan and Patrick Wayne and daughter Marisa.

Early visitors to the exhibit are in awe of the life-size images of John Wayne and Robert Mitchum, who starred together in the 1966 film, *El Dorado*. Visitors are free to strike a pose with the two images as if they were having a conversation with the two mega-stars.

One entire wall is covered with scenes from *The Duke's* most famous movies while another wall features stained-glass portraits of John Wayne. Parked in front of the stunning glasswork is a 1976 Pontiac Grand Safari wagon. According to Ethan Wayne,

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John Wayne video wall that showcases clips from some of his movies

the car was quite remarkable.

He said, "A station wagon from that time would be the equivalent of an SUV today. Dad had the roof customized with an elevated section so he could drive and still wear his cowboy hat at the same time."

The Wayne family chose the Fort Worth location over Hollywood, Las Vegas, Nashville, and even Branson, Missouri. They met with Craig Cavaleer from Majestic Realty two years ago with their pop-up exhibit at the National Finals Rodeo (NFR) in Vegas, and he shared his plans for what the Stockyards could become as an elevated western cultural experience.

Craig connected them with Patrick Gottsch from RFD-TV, and they became convinced that the Stockyards would be the ideal venue for the John Wayne concept.

What are the WOW factors of the exhibit area?

- John Wayne video wall that showcases clips from some of his most memorable movies
- John Wayne wardrobe area that displays outfits from his classic movies
- Personal items: His Academy Award and items from his ranching and personal life
- Famous movie quotes fill an entire wall with such memorable lines as:
 - o *Whoa, take 'er easy there, Pilgrim* (one of 25 times in "The Man Who Shot Liberty Valence" that he called someone "Pilgrim")
 - o *A man's got to have a code – a creed to live by*
 - o *You can take everything a man has as long as you leave him his dignity*
 - o *A man who won't stand up for what he believes isn't a man*
 - o *You tangle with me – I'll have your hide*
 - o *Courage is being scared to death, but saddling up anyway*

Swing by **John Wayne: An American Experience and relive Where the West Begins.**



John Fletcher is a recognized authority on the subject of effective communications.

He is available for speech-crafting, public speaking engagements and consulting on a project basis.

SMART PROMOTION:

From Godwinks to Dogwinks

I proudly proclaim that **S**Quire (that is no typo – he spells his first name with the first two letters capitalized) **R**ushnell is my favorite faith-based storyteller. I have read several books from his "Godwinks" series that he launched with "When God Winks at You."

His latest book – which is being turned into a Netflix movie – is "Dogwinks: True Godwink Stories of Dogs and the Blessings They Bring."

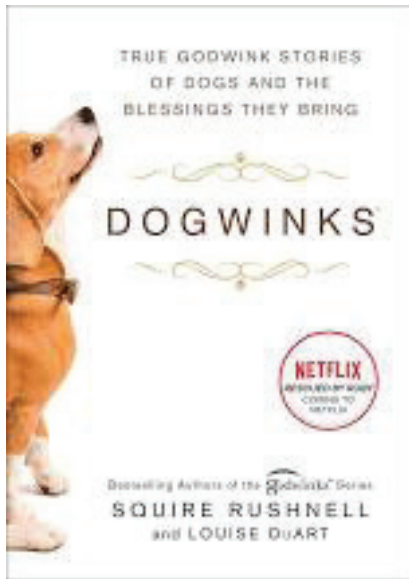
I have been sharing occasional excerpts from the book, "DOGWINKS" in my morning devotionals.

For information on "Dogwinks," please check out [this recent interview](#) with SQuire and his wife **Louise DuArt** with **Jane McGarry** on WFAA/News 8 Dallas.

The book features memorable dogs and the blessings - often heroic moments - that they bring into our lives. I love the connection to SQuire's "Godwinks" series of books that began with "When God Winks at You." They reversed the letters in God to create Dogwinks from Godwinks.

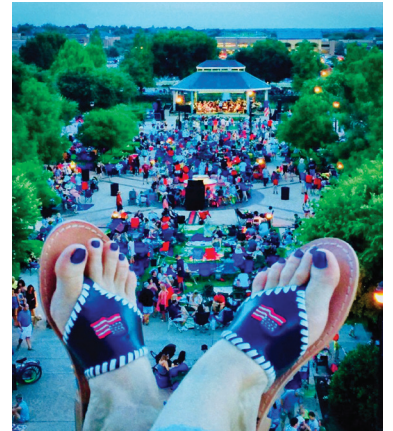
By the way, a Godwink is something that we often write off as a coincidence that really comes from a divine origin - such as going on vacation and discovering your best friend from elementary school is dining in the same restaurant 1,000 miles from both of your homes.

You will be SO inspired and touched when you read DOGWINKS - I'm already on chapter four!



The Marq conference center in 2015. She wore glittery silver shoes and received positive comments.

Next was the July 3 Stars & Stripes event, when she took a photo from the Mayor's Balcony on the fourth floor of City Hall with her feet crossed and the view of Southlakers walking in the gazebo area.



From that vantage point, her "move" was to position her crossed feet with something clever and memorable in either the foreground or background – of course, covered with her signature decorated shoes.

Graduating classes from her six years of service have all decorated pairs of shoes for her, as have members of Carroll Dragon sports teams. Shoe themes include the American Flag (Stars & Stripes only!), flowers, Christmas and even Girl Scouts Thin Mint Cookies.

"I've been blessed with wearing the same shoe size since high school," says Mayor Laura. "That has allowed me to keep some classic and clever shoes. Now, years later, each time that I buy a pair of shoes, I give one pair away."

What are you known for? Hopefully something fun and clever!

THE Tiebreaker

Sweats or PJs or Pants? Or shorts?

The pandemic has played havoc with certain industries. I wouldn't want to own a dry-cleaning business or sell men's ties or suits for a living.

Staying at home has changed so many things. Which brings up the point? For those of us who have worked from home, do we have to start wearing long pants with a belt... so no sweats anymore? No more pajamas? And no casual shorts?

Now that businesses are encouraging employees to return to the office, trading the comfort of sweats and PJs for pants with a zipper... plus (gasp!) professional shoes... could become more than we can handle!



SMART IDENTITY:

Be Known for Something

Everybody has a reputation, whether you like yours or not. For me, it's Disney ties – although I don't wear ties very often right now due to Casual 2021. For others, it may be the clothes they wear.

For former Southlake Mayor **Laura Hill**, it's her shoes.

Mayor Laura – as I still like to call her – is renowned for her dazzling assortment of shoes that began with the grand opening of