

Thursday, September 28, 2023 at 11:51:28 Central Daylight Time

Subject: Monthly Musings Twinkies Deion Sanders Coach Prime Maybelline Yogi Berra

Date: Thursday, September 28, 2023 at 5:15:27 AM Central Daylight Time

From: Fletcher Consulting Public Relations - John Fletcher

To: John Fletcher



Fletcher Consulting
PUBLIC RELATIONS



Greetings!

Good Thursday morning, September 28

The warmer weather has returned, but we look forward to a dip into the 80s starting Friday, October 4. Let's look forward to a fun festival with **Southlake Oktoberfest** just over two weeks away.

Run With Endurance

I start each day sending a morning devotional titled “**Run With Endurance**” – which is inspired by my friend and Christian brother **Dave South** (for your Aggie friends, Dave was the “Voice of the Aggies” in football and basketball for 25 years before retiring).

This morning at 5:00, 177 friends received their own morning inspiration. If you would like to start your day with positivity and a few minutes of inspiration and a Christian message, please click on this [Run With Endurance](#) link and click your SEND button. You will start receiving your morning inspiration tomorrow morning.

This is a free offer with a money-back guarantee. I never offer your name to anyone for marketing, and you will feel better about God’s plan for your life.

[Please click here](#) to be **AMAZED** and the outrageous blessing a man received for his anonymous kindness in saving lives.



Here are some events you will want to attend:

- **Empowering Seniors** – the 13th annual award-winning health and lifestyle expo presented by **Tarrant County Precinct 3 Commissioner Gary Fickes** will take place 8:30 – 1:30 p.m. **TODAY, September 28**, at the Hurst Conference Center.
- **Country music superstar Luke Bryan** will be in concert at Dickies Arena tomorrow (Friday) night
- **TCU's Horned Frogs** will host the West Virginia Mountaineers this Saturday at 7:00 p.m.
- **The Dallas Cowboys** will host the New England Patriots at AT&T Stadium at 3:35 p.m. Sunday
- **PBR (Professional Bull Riding)** will be at Dickies Arena October 6-8

Let's look forward to these days in October:

- **Tuesday, October 3: Southlake Chamber Prayer Breakfast** at Methodist Southlake Medical Center, 8:00 - 9:00 a.m. **(Please note this has moved from Tuesday to THURSDAY)**

- **Thursday, October 5: Colleyville Chamber monthly luncheon** at The Colleyville Center: **Grapevine-Colleyville ISD Superintendent Dr. Brad Schnautz – District Update**, 11:30 a.m. - 1:00 p.m.

- **Tuesday, October 10: Northeast Leadership Forum quarterly breakfast featuring Sean Donohue, CEO of DFW Airport**, 7:15 – 8:30 a.m. at the Hurst Conference Center. **Please call me at 817-205-2334 if you want to attend.**

- **Thursday, October 12: HEB Chamber Details about the Upcoming HEB ISD bond election** at Texas Star Conference Center: 11:30 a.m. – 1:00 p.m.

- **Friday – Sunday, October 13-15: Southlake Oktoberfest.** Enjoy your tastes in German-style foods and beverages. Location: Southlake Town Square. See why it's the #1 ranked Oktoberfest in Texas and #4 Oktoberfest in the United States. And check out the **Wiener Dog Races** on Saturday!

- **Friday, October 13: Metroport Chamber Lone Star Legislative Report 2023** at the Speedway Club: 11:30 a.m. – 1:00 p.m.

- **Thursday, October 19: Grapevine Chamber luncheon – Milton De La Paz, Vice President of Airline Relations and Cargo at DFW Airport**, at the Grapevine Convention Center, 11:30 a.m. – 1:00 p.m.
- **Thursday, October 19: Northeast Tarrant Chamber luncheon – Business & Catering Expo: The Annual Business & Catering Expo is** at the Birdville Fine Arts/Athletic Complex. 11:00 a.m. – 1:00 p.m.
- **Wednesday, October 25: Keller Chamber of Commerce: Innovation in Technology in Texas – State Rep Gio Capriglione.** Location: The Bowden Center in Keller, 11:30 a.m. – 1:00 p.m.
- **Thursday, October 26: Southlake Chamber of Commerce: State of the District – Carroll ISD Superintendent Dr. Lane Ledbetter.** Location: The Marq in Southlake, 11:30 a.m. – 1:00 p.m.
- **Wednesday, November 1: Northeast Leadership Forum's HEART OF NORTH TEXAS:** From 8:00 a.m. to 1:00 p.m. at the Hurst Conference Center. Keynote speaker: **Jason McCann, co-founder/CEO of Vari.** Topics will include **Logistics, Artificial Intelligence, and Cybersecurity.** You can rub elbows with the business and community leaders of Northeast Tarrant County. Very few tables are still left for sponsorship. **Please call me at 817-205-2334 for more information.**

I trust that you enjoyed **National Tailgating Day** on September 2 and that you did not procrastinate

with **Overcome Procrastination Day** on September 6.
Plus, today is **Ask a Stupid Question Day!**

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

Kudos Corner:

- **My 17 clients that I assisted in applying for \$3.1 million in grants through the Texas Travel Industry Recovery Program** that was administered by Governor Abbott's office. These included restaurants, entertainment venues, and a transportation company.
- **Our Texas Rangers baseball club** is closing September in the thick of the American League West pennant race, holding a 3-game lead in the American League West with only 4 games remaining leading into last night.
- **Dalworth Restoration in Eules** completed its annual **Restoring Kindness campaign** in which it performed kind gestures throughout the area. Look for Dalworth's sister **FLEET Response** companies in Montana, Washington, and Idaho to complete their campaigns in early October.
- **North Texas Giving Day Campaign Winners:** In conjunction with North Texas Giving Day, I donated \$1,000 **to 6 Stones Mission Network** at the **Colleyville Chamber of Commerce** luncheon on September 7, and then I donated an additional \$1,000 to **I Can Still Shine**

on **September 21** at the **Southlake Chamber of Commerce** luncheon. We appreciate **Wende Burton, Philanthropy Director from the Communities Foundation of Texas**, being our keynote speaker in Southlake on North Texas Giving Day

- **Communities Foundation of Texas** led the campaign that raised almost \$63.9 million on **North Texas Giving Day** on Thursday, September 21. During the one-day event, the program helped over 97,000 donors contribute to more than 3,200 nonprofits in North Texas. It's the largest community-giving event in the nation.

- **Greg "The Hammer" Williams** – known for his many years on **1310 The Ticket Radio** – provided the voice talent for the **Grandview Bank** streaming video commercials that run on Grandview Zebras football broadcasts. Although he's retired from radio, he enjoys stepping in behind the microphone again.

**Please shop with local small businesses
ALL this week and throughout 2023!**

Congratulations to the winner of last month's trivia contest. I sent a \$50 Visa gift card to:

- **Reggie Woolridge – Westlake**
- **Paul Russo - Grapevine**

They answered within moments that the theme of the August edition of Monthly Musings was **Disruption**.

THIS MONTH'S CONTEST: The first two people **to email me the name of the fun snack cake brand featured in this month's edition of Monthly Musings** - Hint: It's mentioned below – will each win a \$50 Visa gift card. Please email your answer to john@thefletcher.org

Please 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!

This September 2023 edition of Monthly Musings deals with:

★ Smart Survival:

How America's darling – **Twinkies** – have survived two bankruptcies and sold recently for \$5.6 BILLION, and what we can learn

★ Smart Response

How “**Coach Prime**” **Deion Sanders** has branded himself as a college sports icon and how he approaches life with positivity

★ Brilliant Response

How cosmetics giant **Maybelline** fooled us with an incredible video that will knock your socks off

★ **The Tiebreaker:**

Words that sell and why they are effective

★ **YOGI BERRA WORDS OF WISDOM:**

Check out the latest Yogi-ism from one of baseball's most colorful players.

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

- ★ **Cybersecurity Awareness Month**
- ★ **National Breast Cancer Awareness Month**
- ★ **National Long-Term Care Month**
- ★ **National 4-H Week (Oct. 1-7)**
- ★ **International Homemade Cookies) Day (Oct. 1)**
- ★ **National Start of Get Organized Week (Oct. 1)**
- ★ **National Pumpkin Spice Day (Oct. 1)**
- ★ **First Day of National 4-H Week (Oct. 1)**
- ★ **Start of Customer Service Week (Oct. 2)**
- ★ **National Custodial Workers Recognition Day (Oct. 2)**
- ★ **National Fruit at Work Day (Oct. 3)**
- ★ **Techies Day (Oct. 3)**
- ★ **National Taco Day (Oct. 4)**
- ★ **National Golf Lover's Day (Oct. 4)**
- ★ **National Cinnamon Roll Day (Oct. 4)**
- ★ **Do Something Nice Day (Oct. 5)**
- ★ **National Physician's Assistant Day (Oct. 6)**
- ★ **World Smile Day (Oct. 6)**
- ★ **Garlic Lovers Day (Oct. 6)**
- ★ **National Body Language Day (Oct. 6)**
- ★ **You Matter to Me Day (Oct. 7)**
- ★ **Curious Events Day (Oct. 9)**
- ★ **Columbus Day (Oct. 9)**
- ★ **National Cake Decorating Day (Oct. 10)**

- ★ *It's My Party Day (Oct. 11)*
- ★ *National Take Your Parents to Lunch Day (Oct. 11)*
- ★ *Southern Food Heritage Day (Oct. 11)*
- ★ *National Farmers Day (Oct. 12)*
- ★ *Navy Birthday (Oct. 13)*
- ★ *Opening Day of Southlake Oktoberfest (Oct. 13)*
- ★ *National Train Your Brain Day (Oct. 13)*
- ★ *Be Bald and Free Day (Oct. 14)*
- ★ *National Grouch Day (Oct. 15)*
- ★ *I Love Lucy Day (Oct. 15)*
- ★ *National Cut up Your Credit Card Day (Oct. 16)*
- ★ *National Boss' Day (Oct. 16)*
- ★ *Mulligan Day (Oct. 17)*
- ★ *Clean Your Virtual Desktop Day (Oct. 17)*
- ★ *Support Your Local Chamber of Commerce (Oct. 18)*
- ★ *New Friends Day (Oct. 19)*
- ★ *Evaluate Your Life (Oct. 19)*
- ★ *Get to Know Your Customers Day (Oct. 19)*
- ★ *International Day of the Nacho (Oct. 21)*
- ★ *Back to the Future Day (Oct. 21)*
- ★ *National Make a Dog's Day... Day (Oct. 22)*
- ★ *Smart is Cool Day (Oct. 22)*
- ★ *National Food Day (Oct. 24)*
- ★ *National Greasy Foods Day (Oct. 25)*
- ★ *National Financial Crime Fighter Day (Oct. 26)*
- ★ *Navy Day (Oct. 27)*
- ★ *Cranky Co-Worker Day (Oct. 27)*
- ★ *Make a Difference Day (Oct. 28)*
- ★ *National Chocolate Day (Oct. 28)*
- ★ *National Candy Corn Day (Oct. 30)*
- ★ *National Publicist Day (Oct. 30)*
- ★ *Girl Scout Founder's Day (Oct. 31)*
- ★ *Halloween Day (Oct. 31)*

★ *Carve a Pumpkin Day (Oct. 31)*

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

Here are the news items and insights I feel would be of the greatest benefit to you and your business.



Smart Survival: TWINKIES Now Worth BILLIONS

The Sept. 11 edition of the Wall Street Journal reported that **Hostess Brands** – the makers of **Twinkies** – would sell to **J.M. Smucker** for \$4.6 billion. However, two days later, [NPR reported](#) that the price rose by another billion to \$5.6 billion!

Did you know Twinkies, the amazingly popular snack cake, actually disappeared from grocery shelves for a few months in 2012?

I didn't know what to do with myself. Hostess Cupcakes were a good start and Ding Dongs helped. And without a doubt, the pink Snowballs satisfied much of my craving. But let's face it – *nothing beats Twinkies!*

Think of these Hostess treats as ideal in-between snacks between the [Smucker's Uncrustables](#) sandwiches or a squeeze of Jif peanut butter.

Let's face it – *given the choice between snacking on cauliflower or broccoli dipped in hummus, I'm a Twinkie guy.*

The new owner projects the Hostess snack portfolio to generate over \$1.5 billion in annual sales.

What are the lessons we learn?

- **When you become America's darling** – much as products such as **Krispy Kreme Doughnuts** and **Blue Bell Ice Cream**, you can command a premium at retail and on the stock market. Example: Krispy Kreme glazed doughnuts sell...
- **Give your product a celebratory name** – “Twinkie” just sounds like fun!
- **Make your product fun** – that people associate with a positive experience. Every child loves to...

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



Smart Response: What Deion Said After Losing

Yes, this is a painful story to write as a **TCU Horned Frog**. Our team underestimated **Coach Prime** and his Colorado Buffaloes, and the Frogs helped create a legacy and social media presence for America's most talked-about coach.

Whether or not you like Deion “Coach Prime” Sanders, he is a media magnet. We can learn from him. [Check out this article](#) on the

Colorado Buffaloes head coach in Forbes Magazine.

AFLAC Insurance has used **Alabama's head football coach, Nick Saban**, for the past several years as its spokesman and this is the second year the brand added Coach Prime to the advertising endorsement because of his outlandish personality and the fact he garners attention.

Whether you love or hate college football, you have read and heard about the impact he is having on the college football landscape. Deion is intriguing because:

- **He is always quotable** – no matter who asks a question, he will deliver an interesting and often insightful answer. His comments are more...
- **He is always positive** – never running down an opponent. He may state that his coaches and team outperformed the opposing team, but I have not...
- **He exudes confidence** – every quote will be coated with how he and his team are prepared...
- **He keeps "receipts"** – he retains the negative comments made about him and his team, and he also relishes every victory, which he considers to be a...

And when he refused to allow his best player - who is severely injured - to play in this Saturday's high-profile game vs. Southern Cal, he placed the young man's health above winning a game. In doing so, he earned the respect of every athlete's parents!

After Colorado was bulldozed this past Saturday by the Oregon Ducks – **yes, a flock of ducks demolished a herd of Buffaloes!** – he challenged other coaches: "You better get me now because this is the worst we will ever be!"

By the way, when then-upcoming opposing coach Jay Norvell from Colorado State poked fun at Deion's dark **Blenders sunglasses**, the Buffaloes' coach immediately bought a pair for every member of his team. As the story reached the media, the Blenders owner said the sales of his sunglasses exploded to levels that he never dreamed of...

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



BRILLIANT Move: Maybelline in London

[Check out this brilliant video](#) of an unbelievable stunt, as shared by Metro News.

This clip shows a tube train in London fitted with huge rubber “lashes” over its front window. There is a bus version and a train version of this campaign.

In the train version, the tube train approaches the station and viewers see a giant **Maybelline mascara tube** on the wall, positioned next to a suspended brush. When the train passes underneath the brush, the lashes at the front of the train recoil as if they have just been brushed.

Here is yet another excellent example of disruption – showing something so extreme that people cannot

believe it and they want to see it again.

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



TIEBREAKER: Words that Sell

Okay, this is going to be a tease for the October edition of Monthly Musings. I have discovered an insightful article that lists and describes why certain words are the most powerful in generating sales.

While the list reveals **17 power words**, I am revealing only three today, in no particular order (You didn't think I'd give away the top three today, did you?):

- **Imagine**: Pique someone's interest by inviting them to envision what you are trying to tell/sell them
- **Should we**: Rather than tell someone what to do, we need to ask them to join in
- **Exclusive**: Everyone wants to have access to something valuable and elite

Yogi-ism:

Another quote from

the beloved New York
Yankee catcher:

"I usually take a two
hour nap from one to
four."

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



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 Consulting

WEBSITE ABOUT FLETCHER MONTHLY MUSINGS CONTACT



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