

OCTOBER 2025

BREAKING NEWS:

Savannah Bananas to Headline Super Bowl Halftime Show!

Let's face it—**Super Bowl halftime shows** have been hit-or-miss as they have featured music icons from **Michael Jackson** to **Beyonce**, **Prince** to **Rihanna**, etc.

Vickylivesports.com reports an entirely new approach to the Big Game's halftime show. **The Savannah Bananas** are taking the place of **Bugs Bunny... Berry Bunny?... OK, some (Bad) Bunny (...the Energizer Bunny?)...** on the world's most widely-televised stage at Levi's Stadium.

After playing in front of 2.2 million fans in 2025, the Savannah Bananas will bring their high-level acrobatics and dance routines to...

No, wait, I just woke up. It's all been a dream, although one that would be oh-so-cool. I didn't mean to frighten you just days before Halloween!

THE NFL JUST SHOCKED THE WORLD
THE SAVANNHAH BANANAS
ARE OFFICIALLY HEADLINING THE
SUPER BOWL LX HALFTIME SHOW

SUPER BOWL LX
SUNDAY, FEBRUARY 8, 2026
LEVI'S STADIUM - SANTA CLARA, CALIFORNIA
FANS FIRST, ENTERTAIN ALWAYS. LIVE

Photo credit: Vickylivesports.com

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Smart Move: Tennis Innovates, Involves Fans in Australia

The Australian Open Tennis Tournament – called “The AO” displayed its first banana-related event last year, and the Savannah Bananas have inspired yet another event this year.

Following his victory last year, **Andrey Rublev** was seen tossing one of his fruit snacks—an actual banana—to his defeated opponent, **Dan Evans**. The tournament reports that players eat more than 5,000 bananas due to the extreme heat and their need to replenish potassium to help muscles recover.

Well, the year 2026 will be far more memorable because **the AO is inviting amateur tennis fans to play a point against a pro tournament player to win a piece of ONE MILLION DOLLARS in the new “One Point Slam.”**

According to ESPN, a total of \$1 million (\$700,000 in US dollars) will be up for grabs on the opening weekend of the tournament.

The **“One Point Slam”** will consist of a single point featuring an amateur drawn at random and one of the world’s top tennis professionals. A pre-match game of **“rock, paper, scissors”** will determine which player serves first. Twenty-two (22) amateurs will have the opportunity to compete for one point with a pro.

Each winner – pro or amateur – will win their slice of the \$1 million Australian prize.

By the way, this is not the first time that a major tennis championship has attempted to excite fans. **This year’s U.S. Open featured a new attraction:** top-ranked singles players teamed up to play mixed doubles.

Most of those elite players excel only at singles and avoid doubles play.
The result: **A sold-out Arthur Ashe Stadium and an energized crowd.**



Photo credit: Australian Open

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What is the next sports disruption to make games more fan-friendly? [Forbes reports that:](#)

- **2018-2020:** **The Savannah Bananas** offered dance routines in 2018 and then started making trick plays in 2020
- **2021:** **LIV Golf** began play with three-day tournaments, welcoming crowds to get rowdy, and golfers were encouraged to wear shorts
- **2023:** **XFL** announced the change to the extra point after touchdown options, and players may make two forward passes in a single play
- **2026:** **Australian Open "One Point Slam"** offers \$1 million Australian prize for fans to compete with players

Sports are evolving to generate greater fan enthusiasm and participation. What is YOUR BUSINESS doing to energize, earn, and expand the support of your fans/customers?



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Brilliant Strategies: Charlie Morrison, new CEO of Jersey Mike's

The **Southlake Chamber** learned leadership lessons from one of America's great executives, Jersey Mike's new CEO, **Charlie Morrison**, during its Thursday, October 23, luncheon.

Charlie is best known for leading **WingStop** to triple in size and then taking it public. He shared these insights with a sold-out audience:

- **Create an open forum:** Charlie holds an All-Hands meeting with his entire team. A locked box with a slot is placed on a desk for people to drop in questions. He unlocks the box and answers EVERY question in front of the group.
- **Trust** is the ultimate driver of success – He used the word **17** times in his talk.
- **Trust at work, in your family, in your church, and in your community**
- **Focus** on Trust, Conflict, Commitment, Accountability, and Results.
- Read "The Advantage" by **Patrick Lencioni**.

He closed with an inspiring quote from **Winston Churchill**: "We make a living by what we get, but we make a life by what we give."

I was so inspired that I had lunch at a Jersey Mike's the following day!

CHARLIE MORRISON



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Not-So-Smart Attention to Detail: Louvre (Lack of) Security

Question: If you were charged with securing a zillion dollars' worth of jewelry, would you trust an outdated single camera to protect **your most vulnerable potential point of entry?**

[The Wall Street Journal](#) reports that thieves accessed the legendary museum from an area protected by a single surveillance camera... that was pointed in the wrong direction.

Security guards monitoring screens in the museum's command center were oblivious as the crew of burglars wearing yellow reflective vests placed cones around the truck to give the appearance of being a service vehicle.

Analysts say the museum has been monitored for years by only a few aging cameras, and the system was quite inefficient. For years, authorities knew that the lack of stringent surveillance outside the Louvre was one of many weaknesses of its security. They were planning a major upgrade sometime in the future.

I expect that upgrade will happen sooner than anticipated. And I wouldn't want to be that head of security... or...FORMER head of security.

We spend a lot of time reading about cybersecurity, and we need to protect our world with well-thought-out security measures for our lives, homes, property, and assets.

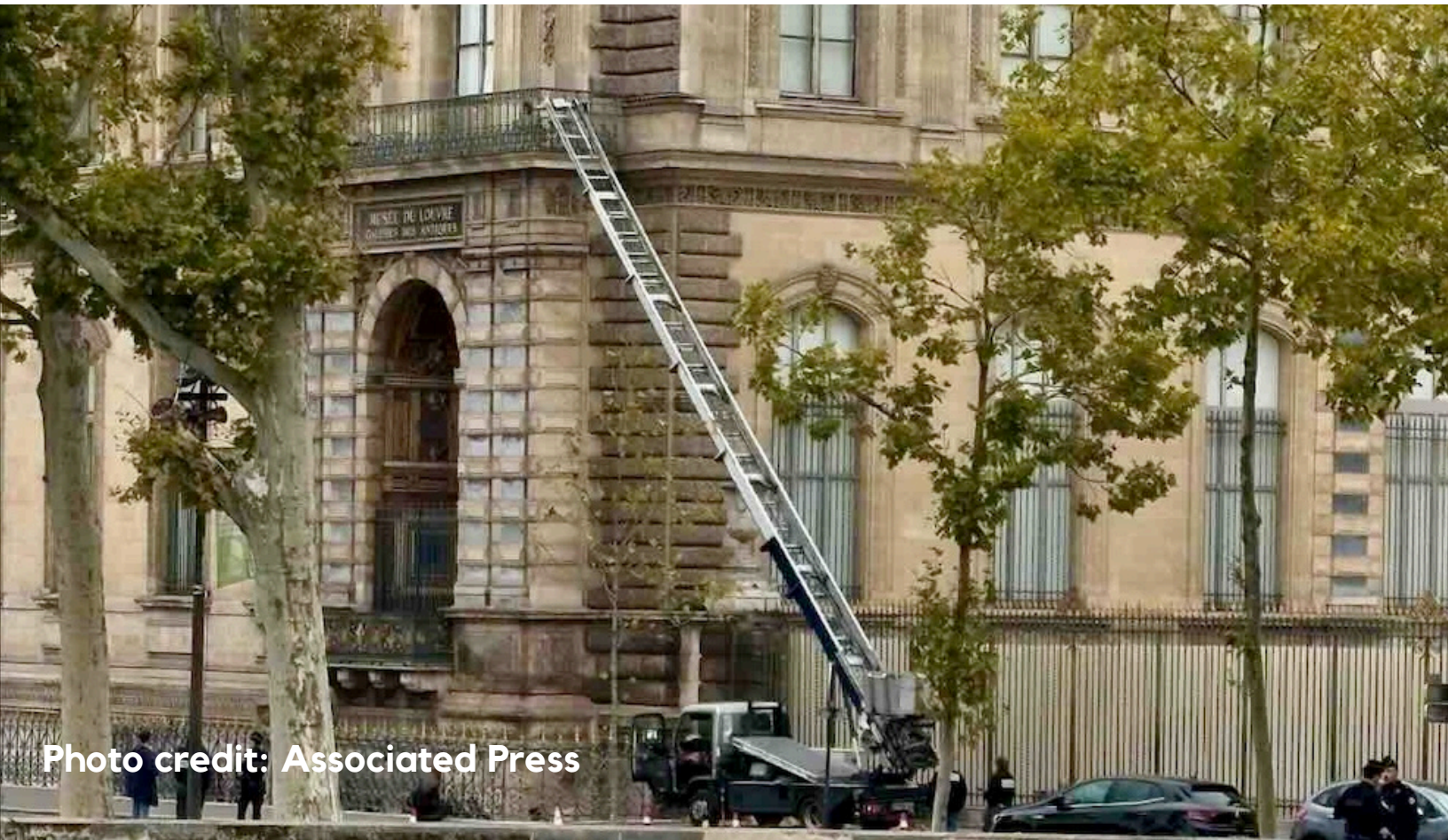


Photo credit: Associated Press

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Smart Biz: Grow Your Influence Through LinkedIn SSI Score

My friend **Terry Sullivan** impressed the October 9 luncheon of the HEB Chamber of Commerce when he shared how we can all grow our influence and sales through elevating our SSI (Social Selling Index) Score on **LinkedIn**.

You can find your SSI score at www.linkedin.com/sales/ssi and also discover how you rank in your industry and in your own network.

I describe Terry as a guru and LinkedIn authority; he was **recently** featured in [The Business Press](#).

He shared how the following four components drive algorithms that simultaneously reflect our effectiveness in those areas. They are:

- **Establishing Your Professional Brand: Confirm your profile is complete, compelling, and up to date**
- **Find the Right People: Connect with the right decision-makers and influencers**
- **Engage with Insights: Share valuable content and take part in intelligent conversations**
- **Build Relationships: Nurture connections into trusted business relationships**

The maximum SSI score is 100, and our goal is to score at least 70. I was humbled to see that my score is 60, which ranks me in the top 3% of my industry and the top 5% of my Network, but still short of my goal.

Terry calls a 70+ score a game-changer because it leads to:

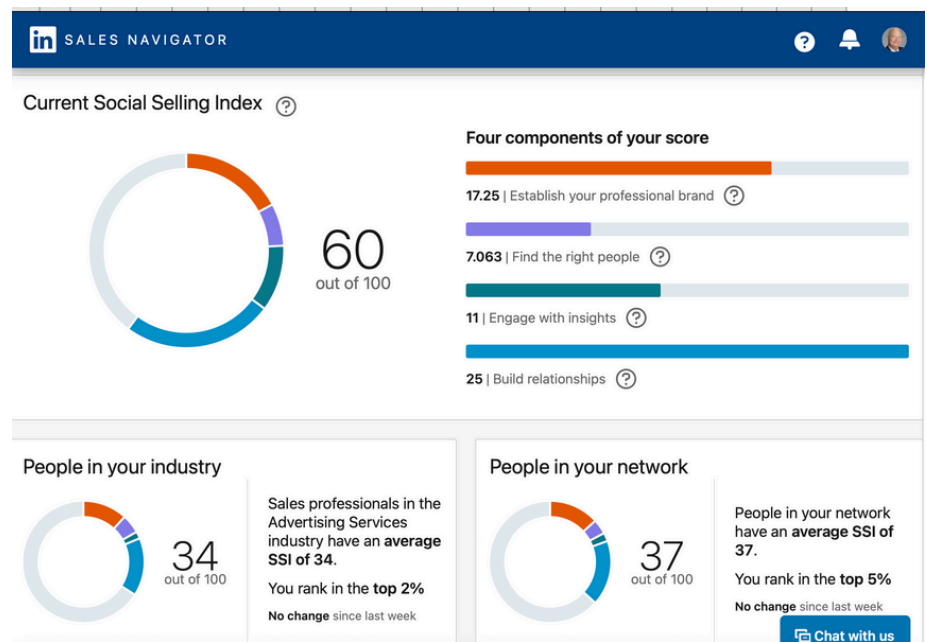
- **More views on your posts**
- **Higher engagement with your content**
- **Greater visibility among your target connections**
- **Increased credibility in industry discussions**

To elevate your SSI score and overall LinkedIn effectiveness, he references a proven 25-15-10 formula that requires a dedicated 15-25 minutes per day:

25 Connection Requests Weekly: Reach out to prospects, industry leaders, and potential collaborators – not randomly, but intentionally.

15 Meaningful Conversations: Go beyond the “like” button and leave thoughtful comments, share helpful resources, or send a personal message each week.

10 Calls Per Week: The fastest growth happens OFFLINE, so aim for 10 phone calls per week to nurture and develop relationships—a key to moving deals forward. This helps build genuine, productive relationships that last



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Tiebreaker: Vanna and Ryan Wear PJs to Work

Vanna White and **Ryan Seacrest** took a wild detour by wearing matching PJs to work for [Wheel of Fortune's](#) October 21 episode. [According to USA Today](#), Vanna traded in her designer gowns for pajamas bedazzled with purple faux fur cuff trims.

It was clever and fun, but they missed the official National Pajama Day on April 6. Perhaps we'll see them in PJs next April.

Either way, they spiced up the show and had fun playing with their audience. Remember the lessons from **T. Scott Gross' groundbreaking book, "Positively Outrageous Service."**

- Be **out of proportion** to the circumstances
- Be **random and unexpected**
- **Invite your audience/customer to "play"**



Photo credit: USA Today