

MAY 2025

Five on Fridays with Fletch Podcast

I've finally done it! I created my first podcast. Here are my five simple promises:

1. The entire segment must be **five minutes or less**
2. The program must provide **valuable insights that benefit the listener/viewer** rather than be a sales pitch for yours truly
3. The topic must **be relevant and timely**
4. The podcast will offer **an enjoyable experience for the listener/viewer**
5. There will be a **clever and positive takeaway to end the work week**

My first topic, which ran this past Friday, was entitled "**Fast Pay Makes Fast Friends.**" In it, I share the story of my friend **Howard Shotwell**, who served as CFO of **Coors Distributing of Fort Worth** many years ago. His mantra in vendor relations was: "Fast Pay Makes Fast Friends."

Please click on this link to discover how my client, **AgTexas Farm Credit**, bought a modest Olympics advertising package in Amarillo last summer and received almost **TEN (10) bonus commercials** – including at least one in prime time – all because we pay our invoices on the day we receive them!

Yes, Fast Pay DOES Make Fast Friends!

Check my podcast on You Tube, Apple, and Spotify.
Please share your insights on topics you'd like to see covered!



MAY 2025

Weight Watchers Goes on a 99% Diet

The April 10 edition of Forbes Magazine said it best about **WeightWatchers**: The wellness giant's collapse is more than a business story – **it mirrors a cultural pivot from communal support and community care to clinical convenience.**

For years, Weight Watchers has shaped the way millions of people approach food, weight, and community. Its signature workshops, weekly weigh-ins, and point system turned losing weight into a ritual built around connection as much as it was about calories.

Things have changed. The combination of apps, AI, and GLP-1 medications has transformed the face of modern health and wellness.

WeightWatchers went on the ultimate diet, seeing its stock price shrink from \$100 per share to around \$1.

Lesson learned: Things continually change, and the digital world, built around the "I want it now!" mentality, is demanding faster results.

To quote one rock 'n roll musician: "The only thing wrong with immediate gratification is that it doesn't come fast enough!"



MAY 2025

WeightWatchers waited too long to pivot. The company acquired a telehealth platform called **Sequence**, which offered prescriptions for medications like **Ozempic** and **Wegovy**.

Members asked: **“Why do I need WeightWatchers to tell me to get Ozempic when I can get it directly from my doctor?”**

Participants chose immediate gratification over the time-tested, slower pace of communal weight loss. Their choice led to the question posed by Forbes: **When clinical outcomes become the primary focus, what happens to the social and emotional aspects that make people feel seen and heard?**

WeightWatchers lost their best customers:

- **Boomers and Gen X** – once WW’s most loyal members – have embraced technology, moving from weekly support meetings to app-based tracking tools.
- **Millennials**, who are now entering the caregiving stage and juggling careers, are increasingly seeking convenience. They have increased their spending on frozen food by a whopping 54%.
- **Gen Z** prioritizes authenticity, mental wellness, and sustainability, so they opted out of rigid diet programs altogether.

So, what's next? We who live in the era of AI-driven diets, subscription-based wellness apps, and weight-loss injections are facing a brave new world.



MAY 2025

American Airlines Holds Flights to Accommodate Connecting Flyers

Fox News reports that **American Airlines** is changing how it treats its travelers, recognizing that tight schedules often result in missed connections.

American announced that "If the airline determines it can delay the flight without any impact on the airline's schedule, we will propose a short hold to get those connecting customers onboard."

The DFW International Airport hub will be the first to roll out the new technology. It's unclear how long planes can be held and what the impact might be on fellow flyers.

The goal: to raise Customer Satisfaction Index scores because frustrated air travelers who miss connections to vacations and essential meetings are vocal with their anger. They tend to lambaste the airline for any circumstances that create an inconvenience, even when the airline may not be at fault.

On many occasions, the connection may be from another airline, creating an interesting dynamic in assigning blame for a missed connection.

I applaud American Airlines for taking this bold step. Let's hope for the best results at a time when the nation's air travel infrastructure has been shown to be outdated and unreliable.



MAY 2025

ScarJo is Mad at AI Again!

Last May's edition of **Monthly Musings** featured a story about Marvel actress **Scarlett Johansson's** battle with OpenAI. After she had rejected an offer to voice the platform's chatbot, the company proceeded with a voice that imitated hers. The result was a high-profile lawsuit.

Movieguide.com reports that she is back in the news, calling for boundaries as Artificial Intelligence continues to grow in its capabilities.

She asks a valid question: If an A-list celebrity cannot control her own likeness in AI, what chance do you and I have to protect ourselves?

This will continue to be a developing story.



MAY 2025

Tiebreaker: Savannah Bananas – Fans First

Fans First. Entertainment Always. That's the simple mantra of Jesse Cole, owner of the Savannah Bananas baseball team.

Savannah Bananas owner Jesse Cole has three simple rules in marketing and promotion:

- **Whatever is normal, do the exact opposite!** Look at how everyone else in your segment is doing things, and go in the other direction.
- **Fans First:** Everything you do must focus on the fan experience
- **Entertainment Always:** Everything you do should energize and entertain your fans



MAY 2025

Consider the norm in minor league sports: The experience was all about **THE GAME**, whether it's football or basketball.

1. Play the same old slow game that takes around three hours, with **fans leaving early** to get home
2. The team with a big lead pretty much ends the drama, so **fans leave too early**
3. **Charge inflated prices** for hot dogs, nachos, popcorn, soft drinks, and beer
4. **Sell advertising everywhere**, from the scoreboard and outfield fences to game day programs
5. **Hope to squeeze out a profit** and survive another year

Now, consider the Savannah Bananas:

1. They charge a **turnkey ticket price** that gives fans a predictable price for all the food and non-alcoholic drinks they can consume: \$35 per person
2. **They refuse to accept any advertising** on the outfield fences and scoreboard. The starting lineups are written on a chalkboard with NO advertising!
3. They limit the game to **TWO hours or less**
4. There is a winning team for each inning, and **every inning counts** toward the final score.
5. **Fans are completely engaged** – if a fan catches a foul ball, the batter is out, no matter which team is at bat!
6. Unlike the Harlem Globetrotters, who are guaranteed to win every game, the Bananas lose about half their games. So, there is **unpredictability and mystery!**

What are YOU doing at your business to be Fans/Customers First? And how are you entertaining or serving them in a way nobody else in your business sector ever has?

