Monthly Musings
courtesy of Flotchor Consulting PR

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"Hey Baby!" The Story Behind the #1 Song That Captivated America — and Still Does

In 1961, two Fort Worth musicians recorded a song that would soon captivate the nation with a simple invitation: **"Hey baby! I want to know if you'll be my girl."**

The singer/songwriter was **Bruce Channel**, and my most recent edition of **15 on Fridays with Fletch** tells his story, which I'll share briefly here.

On that glorious day, at what was then **Clifford Herring Sound Studio,** he met a harmonica player named **Delbert McClinton**, who led a band called **the Straitjackets**. The producer/promoter was **Major Bill Smith**.

Together, they produced two songs that day: **"Hey Baby!"** and **"Dream Girl."** And this is where my late father is indirectly involved. He managed **KXOL** radio, which was a Top 40 AM radio station, located on Lancaster across from Farrington Field.

Bruce and Major Bill walked into KXOL and asked to speak to the DJ on duty, who was **Bob Bruton**. They explained to Bob that Bruce and Delbert were local musicians and asked him to play their record. Bob asked a simple question: "Which song do you want me to play?"

Bruce said he preferred "Dream Girl," and Bob responded: **"I'll play whichever one you want, but 'Hey Baby!' is the hit record!"**

The song was released in December 1961 and by March 10, 1962, "Hey Baby!" had climbed the **Billboard Magazine** charts to become #1 for three consecutive weeks starting on March 10.

To promote "Hey Baby!" as the top song in Great Britain, Bruce and Delbert toured England. Performing at a venue in Mersey, their opening act was a little-known group called… **The Beatles**.

And there's more: This past Monday evening, Bruce, who now lives in Nashville, was inducted into the **Nashville Songwriters Hall of Fame. His fellow inductees that evening included some heavy hitters – Taylor Swift and Lyle Lovett.**

Please click here for the rest of this amazing story on my podcast, 15 on Fridays with Fletch.



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Fletcher's Original Corny Dogs — Why it Sells 500,000 at the State Fair of Texas

Even though my last name is "Fletcher", I am NOT related to the Fletcher's Original Corny Dogs family. My perk: I get to pay full retail when I buy them, just as you do.

I've been so fascinated by my namesake – I DO own a Fletcher's Original Corny Dogs t-shirt – that I reached out to **Aaron Fletcher,** the CEO and part owner, and recently featured him on my 15 on Fridays with Fletch podcast.

The family is filled with innovators, and they make more than just your traditional corny dogs; the latest of which is **The Chocolate, which received the official 2026 Big Tex Best Taste – Sweet Award.**

Instead of meat inside the deep-fried cornmeal, you are treated to a decadent block of fudge, and the outside is drizzled with some vanilla icing on top, with an optional raspberry compote dipping sauce.

Here are some facts to know about these out-of-this-world corny dogs:

1. The two founders were **brothers Neil and Carl Fletcher**, who had enjoyed long-time careers in Vaudeville, which included road performances at the **State Fair of Texas.** When their Vaudeville career began to slow down, they noticed a local baker serving a dish of hot dogs baked in cornmeal. They perfected the process and opened a booth at the State Fair of Texas in 1942.
2. Only Fletcher is allowed to call them "**corny dogs**" – everyone else calls them "corn dogs."
3. Fletcher sells approximately **HALF A MILLION** corny dogs during the 24 days of the State Fair **(between 20 and 25% of all fairgoers buy a Fletcher's Original Corny Dog).**
4. Fletcher operates **six** stands around the State Fair of Texas grounds.
5. Aside from the State Fair of Texas, you can find Fletcher's trailers at **Klyde Warren Park in Dallas and at local special events**, from festivals to weddings and conferences.



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The Fletchers are smart businesspeople. They sell their corny dogs for $7-9, each, even though event organizers have asked them to raise their price to $10 (because the organizers receive a percentage of sales and earn more with higher prices).

Aaron Fletcher says that the family earns a reasonable profit and wants to be price-sensitive for its customers.

The family offered a variety of flavors at this year's State Fair of Texas:



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The Four People You Meet in Business — Which One Are You?

I saw one of the most amazing entrepreneurs speak at the October 22 **Southlake Chamber of Commerce** Luncheon. **John Kuelbs is the ultimate entrepreneur and networker**. His credentials include buying a twice-defunct **Harley Davidson Motorcycle franchise** in Haltom City in 1990 and turning it into the #1 Harley dealership in the world within two years!

He bought **Funimation**, North America's leading anime distributor, which includes the **Dragon Ball Z** platform

And he co-founded **Vaquero Studios**, which continues to make films for **Hallmark.**

He's also a part owner of the **Whitefish, Montana Ski Resort**.

John described his fascinating journey into business and the **four personality types we run into while building our businesses**. They are:

1. **The Connector:** He describes these as the best people to work with. They find joy in introducing you to the people you need to know. He describes them as the people you want in your life.
2. **The Broker:** This person takes your new connections to the next level and stays in the middle, playing a specific intermediary role. They help you scale an operation, so you are not doing everything yourself.
3. **The Blocker/Stealer:** This person wants all your connections. They want to learn everything they can from you, but they share nothing. They don't introduce you to anyone. They are takers, not givers, and they are of no value to you.
4. **The Killer:** This person wants access to your connections, particularly if they are celebrities or high-profile people. They want access and will work to replace you with your key relationships; they work to destroy you.

IJohn also revealed a valuable insight that he taught to his children: **Customers CRAVE**:

- **Respect**
- **Recognition**
- **Relevance**

He closed with s brilliant insight: **High achievers have an overwhelming sense of curiosity.** As an example, he took his son to a **trade show for the tattoo industry.**

When his son questioned why they attended that particular event, John said, **"If you pay attention, you can always learn something no matter where you are. Be constantly curious!"**



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Just Plain Bizarre: Professional Pillow Fighting!

Rebecca and I were enjoying lunch at **J. Gilligan's in Arlington** on Saturday, and we looked up and saw a spectacle that we thought was a joke. There, on the TV screen, was a live match of the **Professional Pillow Fight Championships.**

Yes, these are serious, televised fights with both men's and women's divisions.

Following John Kuelbs' recommendation of being "constantly curious," I learned that anything that sounds silly might have potential. Consider the success of **Teenage Mutant Ninja Turtles, and the Savannah Bananas!**





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Wisdom of the Savannah Bananas

Savannah Bananas owner Jesse Cole is the reincarnation of Walt Disney and P.T. Barnum, with a splash of my friend Mattress Mack from Houston.

He challenges you and me to think beyond reason. **Check out this video** and realize that when the Savannah Bananas play at **Notre Dame football stadium** in 2027, they will play on TWO baseball stadiums inside the football stadium.

Why TWO stadiums?

Because fans in the outfield (the worst seats in the house) will spend every other inning behind home plate (the best seats in the house!)

What are YOU doing to reimagine your customer experience?

Call me at **817-205-2334** and let's talk about how to Banana-ize YOUR business!



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Tiebreaker: Ruff Greens Has Fun with Halloween

Because we have bought some **Ruff Greens** products for **Doc the Puppy**, we received a mailer from the company that is offering a $250 gift card for the best-dressed dog for Halloween.

The printed message reads" "Cute, creepy, or ridiculous, we want to see them all."

What are YOU doing to engage your customers in a fun and clever way?

