



SERVICE Above Self

ROTARY VOTARY

The Rotary Club of West Chester

Carl-Wilhelm Stenhammar, International President 2005-2006

Bulletin #30

www.WestChesterRotary.us

February 2, 2006

This Week's Program: February 2, 2006

Fruit Sale

Speaker: Geoff Baker

Arranged by Geoff Baker

Next Week's Program: February 9, 2006

Exchange Students' Presentation

Adrienne Masak, Virginie Bregeon, &

Sebastian Velez

Arranged by Adrienne Masak

MINUTES by Fran Luft

President Gary opened the meeting and **Mike Alfonsi** gave the invocation.

Guests were Matt Biffen with his father **Dave Biffin**, our speaker Leonard Bonacci, Brad Barron and Dave Presley with **Joe Polito**.

The 50/50 recipient is St Agnes Day Room. Leonard Bonacci picked the winning ticket. The lucky winner this week is **Steve Karp**.

Happy Bucks: **Jeannie McGinn** for **Jim Gasho's** band, **Gary Hewett** was on **Steve Karp's** radio show, **Paula Ott-** her bank card was eaten at the airport- she called **Shelly Venema** who happily took care of it, **Don Stonestrom- Bud Deaver** is in rehab now, Don has lived 6 years with ALS disease, and Don's grandson is attending Penn State, **Bill Hess-** Steelers win, **Anita Trump-** first Happy Buck and Steelers' victory, **Joe Polito-** Steagles, **Steve Karp-** he and his wife are going to speed up the adoption process for their daughter by traveling to Guatemala.

Announcements: **Dick Yoder** announced that the Rotary Blood drive will take place in mid April. You may also give blood on February 9th between the hours of 8 a.m. and 1:30 p.m. at West Chester Friends School. **Steve Karp** wished **Adrienne Masak** a Happy Birthday. **Terry McGrath** announced that there is wood available at 330 Washington St. All men should consider prostate exams.

SPEAKER'S REVIEW by Cathy Palmquist

When Leonard Bonacci spoke to club members, he was as humorous as he was informative. Bonacci, Director of Event

Services for the Philadelphia Eagles, said Joe Banner told him "We'd like you to open and run 'The Linc' (Lincoln Financial Field); we've never run a building before." So, what was a 35-year-old kid from northeast Pennsylvania to do? He reached back and pulled out something he had developed previously called his *Formula for Success*.

Bonacci said the *Formula* is not rocket science, just good, solid planning. His *Formula*: Know Your Outcomes, Create A Game Plan, Take Action, Evaluate Outcomes, Change Approach If Necessary and Model When Possible. "The key to this *Formula* is to write it down. Most people don't write their goals down. The reality is that people have dreams but don't necessarily act on them. It's also important to assign a deadline to your goals," he added.

He said the Eagles didn't reinvent their facility. They visited the Patriots and other team sites before they designed the Linc.

"It's important to have a game plan for everyone," he said, noting that with 3,000 people working for him on Sundays and 7,000 fans in attendance, he cannot be running around telling each employee what they need to do. Internalize the mission statement, and look for benchmarks by comparing where you are to the past. The Action Plan needs to be written down, even by the vendors they work with. Those vendors who do not, are not around any longer, he said.

Then, you must execute your plan flawlessly – the key is flawlessness on and off the field. Also, you must have a tough skin and take personal responsibility for evaluating your plan – and for adjusting it, if needed.

The mission statement: *"The Eagles will provide our guests with the highest quality sports and entertainment experience in a safe, clean and friendly environment,"* prompted Bonacci to give some examples of the little things the staff does to internalize the mission statement. Looking at some benchmarks they've undertaken include providing the first regular season game in Mexico; Germany is also beginning to take to this sport (football), he said, explaining they are looking for new football venues, which is challenging due to the popularity of soccer in other countries.

Part of their Action Plan has been to develop a business plan and put together policies and procedures for employees and guests – something they didn't have previously. Staffing was one of the more difficult pieces of the Action Plan until they had the supervisors conduct the job fairs. Executing the plan involved improved communications and training. Each employee receives six hours of training about the facility, dealing with guests, etc., in addition to his/her job specific training. "We do more training than any other team in the country," he said. "This includes expecting the supervisors to lead by example."

To evaluate their Plan, they have "Secret Shopper" surveys and evaluations by season ticket holders, staff and reports from supervisors. They also use fan feedback, focus groups, management team observations and a 30- person quality control team for evaluation. "Adjusting the Plan means being brutally honest, analyzing all the data and making appropriate adjustments," he added.

This Formula, including a personal mission statement that Bonacci keeps in his wallet, has worked for him personally and professionally, he said. In closing, he fielded questions regarding the media, security and inebriated fans.

SAVE THE DATE

Jan. 21

District Assembly

ROTARY FOUNDATION GIFTS

Thank you to two new donors to the 2005 Rotary Foundation drive: **Bob Crow** and **Cristina Combee**.

WE WANT YOUR BLOOD

Please donate blood at our Red Cross Blood Drive!

When: Thursday, Feb. 9, 8:00 - 1:30

Where: West Chester Friends School

While you're doing something wonderful for our community, you're earning a Rotary make-up.

To schedule an appointment, call Carol Metzker at 610-793-4387

The Rotary Blood Drive will be in the Spring.

EXCHANGE STUDENTS

Virginie Bregeon (France) Henderson
Host Family – Ellen and Mark Morun
416 Crislena Lane WC, PA 19380
610-344-0205

Sebastian Velez (Ecuador) East HS
Host Family - Steve and Catherine Burtch
170 William Penn Blvd WC, PA 19382
610-399-1258

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HOW TO GET IN TOUCH

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