



The Cornpicker

Bulletin of Fairbury, IL Rotary Club

"Celebrate Rotary"

Fairburyrotary.com

2004 - 2005 Officers

President John Strong
 Pres. Elect Mike Petersen
 Vice President
 Sec/Treas Leroy McPherson
 Editor Leroy McPherson



DATE/TIME/
PLACE: February 15, 2005 - 12:00 Noon at McDonalds

ATTENDANCE: 25 plus Wayne Petersen & Monique Strong

SING-A-LONG: No piano player

LOTTO: P. Hermes & Monique Strong

ACTION ON THE AVENUES

CLUB SERVICE

Programs:

- 02-22 - P.C.
- 03-01 - Terry Casson (P.C. Co-op)
- 03-08 - OPEN
- 03-15 - P.C. Contest Students
- 03-22 - OPEN
- 03-29 - Bill Fugate

Membership:

Did you know? Si Moser was on NBC Today's Show!

Quips & Quotes

You can make your world so much larger simply by acknowledging everyone else's.

AREA CLUB MEETINGS

Bloomington	12:00 Noon	Thursday	Elks Club
Gibson City	6:45 a.m.	Wednesday	The Country Kettle
Gilman	6:05 p.m.	Tuesday	Gilman Lounge
Lincoln	11:50 a.m.	Wednesday	Elks Country Club
Normal	12:00 Noon	Wednesday	Bone Student Center
Piper City	6:15 p.m.	Monday	Azz Izz Tavern

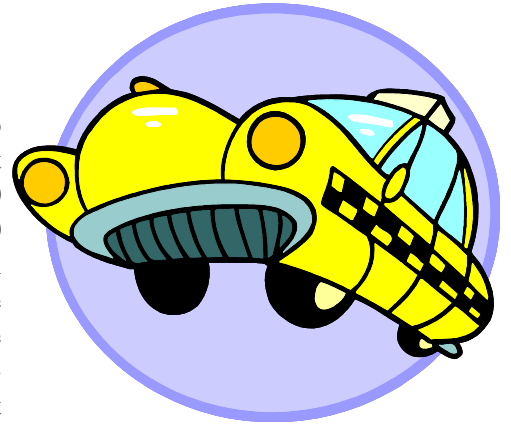
Willie's Way

Rod Stevens

Last fall Bluestem National Bank attended a conference with Phillip Hooser as the featured speaker. Rod showed this presentation on customer service highlighting "Willie", a cab driver and the things Phillip Hooser learned from him. The title of the film is "Willie's Way". It was about service from a practical point, a down home view. Question: What does service look like? Bad service you see right away in inattention and lack of professionalism. You want to build a relationship that will last and build for generations to come. What does good customer service look like? Phillip was on a trip and had to call a cab when a hotel shuttle was not available. He hates cabs. But the cab driver proceeded to meet and then exceed Phillip's expectations. After loading the luggage, the cab driver extended his hand and introduced himself as "Willie". Phil shook hands with Willie and said his name. The cab driver said "good to meet you Phil". "Can I turn off the radio?". In that 30-45 second time Willie had exceeded Phil's expectations. Phil asked him if he had been busy and he said he was his first customer since 12 p.m. - it was then 4:37. He had been waiting four hours and 37 minutes for his first fare. This was amazing. Willie asked what Phil was doing here and he told him he was a speaker and going to talk to a group from Sub Station II. Willie commented that they make a good sandwich and suggested Phil try Number 13 - that it was "fine"! Phil then explained it was important that he get to the airport on time the next day after his speech (Sunday). Willie explained how difficult it was to get a cab on Sunday. He suggested that Phil tell him what time he would be done and he could count on him

to be there - no matter what time - 12:00 p.m. to 1:00 p.m. or even 3:00p.m. Willie said I will be there at 12:00! - you wouldn't stand up a cab

driver. Phil paid him the fare and a healthy tip. The next day, Phil got all wrapped up in his speech to Sub Station managers. When he asked them if they could guarantee their bathrooms to be clean . . .He said he could guarantee that his cab driver would be out front at 12:00 and bet them each \$100. There were 65 in the group. At noon, 6 got up and walked out. Two minutes later they walked in and just stood at the back of the room until Phil called on them. They said "Willie's here!" This is service! When Phil came out, Willie said "you been talking about me, haven't you?" People are going to talk about you good or bad. Phil has been talking about "Willie's Way" to over 40,000 people since then. Some things he learned from Willie: 1. Redefine routine activities in your job; 2. Recognize and acknowledge the customer immediately; 3. Give them your undivided attention; 4. Listen honestly; 5. Listen and use common sense; 6. Bend the rules a bit; 7. Make the last few seconds count. Ask for a little bit more. "Business is done one person at a time" "Service is an obligation!"



BITS & PIECES

Stepping Stones

No matter how small and unimportant what we are doing may seem, if we do it well, it may soon become the step that will lead us to better things.

Channing Pollock (1880-1946)
Playwright and lyricist

Fostering Empathy

We must practice the skill of listening instead of speaking, of acknowledging and celebrating difference instead of recoiling from it, of putting ourselves, as squarely as we can, into the experience of others.

Andre Carothers
Writer and organizational consultant