



# Charlotte Reporter

## The Rotary Club of Charlotte

### December 4, 2012

Charter Date December 1, 1916 Club 6006 District 7680  
www.charlotterotary.org

## THE POWER OF VISION

**Casey Crawford**

By: Rick Handford



Colleen Brannan introduced our speaker, Casey Crawford, who is President of New American Mortgage. In 2011, New American Mortgage was named Charlotte's Fastest Growing Company, growing from 4 employees in 2008 to over 1,000 by the end of this year, while generating over \$100 million in 2012 revenue. Additionally, Crawford owns both Leap Insurance Agency and Integrated Title Services, a multi-state title agency. From 2002-2003, Crawford was a member of Super Bowl Champion Tampa Bay Buccaneers. He began his NFL career in Charlotte playing two years as a tight end for the Carolina Panthers (2000-2001). Prior to his NFL career, Crawford excelled on and off the field, achieving all-ACC academic honors for his work in the classroom at the University of Virginia (1999) and earning a place on the National Good Works Team for his community service. He is an active member of Transformation Church, and is married to Michelle, with two daughters, ages 6 and 1.

Casey began his speech by talking about Rotary and Paul Harris. He was impressed with Harris' vision for Rotary, an organization that brought businessmen together to socialize, network, and pool their resources to do good in their communities and the world. He wondered if Paul Harris had visualized the growth of his organization to one with 1.5 million members who had raised almost \$3 billion to fund its good works.

Prior to founding his company at the height of the financial crisis in 2008, Casey visualized an organization that incorporated a passion to use its profits to serve the communities where those profits were earned, and make a difference not just by providing jobs and a service, but by leaving a legacy where it was recognized that those communities had been improved by the existence of that company. A self-described passionate capitalist, he understood that success required that he provide excellence in the marketplace. He also believed in a corporate social responsibility to leave the city where he worked a better place to live. He set out to create a financial services company that would change the way that people think about banks, which was none too good in the late 2008 environment.

Casey drew a lot from his NFL experiences in establishing his Company. When he joined the Panthers as the number five tight end in an organization that had room for only three, his coach told him he better be needed, another way to say that getting a job required him to bring value to the team. In a city filled with large mortgage banks, Casey needed to find a way to bring value to the marketplace, and to do so in a hurry. The assets he had to work with were that his organization was young, energetic, and more nimble than the larger players. He set out to market the fastest close in the industry, as fast as federal regulations would allow, seven days from "clear to close". Since they had no money with which to market, they were an early adaptor of social media, notably Facebook. They decided to target Realtors, and offered not only superior customer service and speed of closing loans, but also offered the Realtors free training in the use of social media to market their services, recognizing that the Realtors didn't have any money for marketing either.

## PROGRAM SCHEDULE

2012-2013

Program Chair: Ed Driggs

1Qtr Edwin Peacock

2Qtr Colleen Brannan

3Qtr Bob Freeman

4Qtr Bill Constangy

### DECEMBER 2012

11<sup>th</sup> **Pat Riley**  
President and COO  
Allen Tate

18<sup>th</sup> **Holiday Program**

25<sup>th</sup> **Merry Christmas**  
Meeting canceled

### JANUARY 2013

1<sup>st</sup> **Happy New Year**  
Meeting canceled

8<sup>th</sup> **Nicole Greer**  
Seminar for Tomorrow's  
Leaders

15<sup>th</sup> **Stephanie Bias**  
Seniors' Health Insurance  
Information Program  
**MEETING AT MYERS PARK  
COUNTRY CLUB**

12:30 Tuesday  
Crowne Plaza – 201 S. McDowell Street

Casey's first targeted customer was Hadi Atri at Re/Max Executive Realty. They spent six months working to get a meeting with him, where they marketed not only their speed of service, hustle, and the ability to use social media, but also that the brokerage would be their sole focus (easy to do when you have exactly one customer). They built their Company on being able to provide Realtors with the fastest and best service in the industry, faster than any of their larger competitors. They marketed exclusively to Realtors, and the formula worked.

While the value that they brought to the marketplace was the basis for the Company, and while they recognized that this had to come first in order to provide a financial base, Casey held to his vision of the Company as making the community a better place because they existed within it.

When he joined the Tampa Bay organization, their new coach, Jon Gruden, presented the team with an audacious vision. "We're going to win a World Championship, we're going to do it with this team, and we're going to do it this year." Defensive coach Mike Tomlin told them how they were going to do it—by pounding the rock. He brought a large boulder and a sledge hammer to the practice facility, and every day someone would grab the hammer and take a whack at the rock. The vision was literally hammered home every day, building a passion and instilling that vision in the team—who went out and actually did it!

Casey set out to replicate that with his own audacious vision, to build the largest privately-held mortgage bank in the United States in ten years, and to do it by becoming the premier Realtor-centered mortgage bank in every market that they served. Three years into the process they became the 50<sup>th</sup> largest, and will be in the top 25 by the end of this year. With six years to go, they are holding to that original vision.

Casey feels that it is most important to be passionate about the right things, and always know your 'whys'. He is careful not to instill in his people a passion for something that won't provide lasting satisfaction. Being the biggest is not enough. Paul Harris' vision was "Service above Self". Zig Ziglar said that, "You can get everything you want in life by helping other people get what they want." Jesus preached the Golden Rule. He wants his people to have a passion to love one another, to love their fellow man, and to leave the world a better place than they found it.

When they had accumulated adequate resources, the Company started a fund for employees, the "Love Works" fund, that provides financial assistance to employees with financial difficulties. This engendered a collective sense of caring within the Company. They have also extended this into the community. As an example, an employee sent out an email soliciting help for Toys for Tots, and raised from employees \$25,000 in thirty minutes for that cause. Recently, the Company founded the Movement Foundation to help families with difficulties and provide them with hope.

Going forward, we can all watch their progress toward their vision, and ask why this man is not a Rotarian!

Head Table: Tony Marciano, Patrick MacIsaac, Marilynn Bowler, Colleen Brannan, Doug LaBrosse, Don Millen; Invocation: Pam Jepsen  
Visitors & Guests: John Nicolay; Song: Ed Pickett; AV: Nikki Keith & Jessica Dupree; Photos: Bert Voswinkel

## CLUB NEWS

→ **Herb Harriss** read this week's Rotary message: Since 1947, Rotarians have contributed almost US\$3 Billion to The Rotary Foundation to help do good in the world.

→ **Tom Bartholomy's** BBB Minute: be aware of text scams. The message begins with Merry Christmas and after a little back and forth texting, you will realize your personal information has been compromised. Beware.

→ **John Nicolay's** offer for Panther suite tickets has been accepted (anonymously) and a donation will be made - \$1200 to the club's Rotary 9/11 Scholarship Fund; \$1200 to The Rotary Foundation. Good work, John.

→ Home hosts are still needed for one of the club's exchange students. Contact **Matt Joyner** if you can host January-March or mid-March to June.

→ The club's new tradition to serve breakfast on Christmas morning to Charlotte Rescue Mission clients is just around the corner. **Tony Marciano** thanked **Liz Irwin** for organizing volunteers and took a minute to say **Biff Virkler's** suggestion to add a little music has been handled! The Club donated \$1000 to purchase ceiling speakers (thanks to **Sam Ryburn** for the installation) and the music sounds fantastic.

→ The Rotary Club of SouthPark is collecting bikes for Trips For Kids. Bicycles in any condition and style are accepted. Contact Michael Camp, 704-400-2865 or [mpczo27@gmail.com](mailto:mpczo27@gmail.com) for pickup.

→ The club's annual holiday program will be December 18<sup>th</sup>. If you have any suggestions, would like to sing or play an instrument, please contact **Pam Jepsen** or any member of the Music Committee. All are welcome to sing in the Rotary Chorus and lead the holiday music!

→ The newly Chartered Rotaract Club (Queen's University of Charlotte) will hold "Boots on the Booty Loop Walk for Polio" December 5 at 4:30. Thanks to this group for their work to increase awareness for Polio.

→ Rotary District 7680 is planning another fund raising climb to the top of Mt. Kilimanjaro on September 16-21, 2013. Those interested are encouraged to attend the December 12<sup>th</sup> organizing meeting, 6PM – 7:30PM at Jesse Browns Outdoors, 4732 Sharon Rd, Suite 2M (upstairs).

→ **Biff Virkler** has reserved two tables (left, front of the room) for next week's Goodfellows luncheon. Contact Biff ASAP if you plan to join the Rotary group at these reserved tables.

→ "Women of Justice" were honored in the North Carolina Lawyers Weekly's inaugural Women of Justice Awards. **Ty Hands** was a winner in the Public Official award category. **Liz Irwin**, the North Carolina Lawyers Weekly's publisher, described the award winners as exceptional women.

→ **Tony Zeiss** contributed to the Observer's article citing favorite titles where business leaders find insight and inspiration.



Governor-Elect Luther Moore hosted Rotary Governors while discussing a project to provide clean water and sanitation in Ethiopia.

**APPROVE FOR MEMBERSHIP** (comments to Rotary Office by 12/11/12)

**Michael Neal Emmons (Neal)**

Project One Scholarship Fund

Classification: Non-Profit, Grant Writing

Sponsor: Edwin Peacock

Endorsed: Karen Calder and Don Millen

**MAYOR'S YOUTH EMPLOYMENT PROGRAM**

Mayor **Anthony Foxx** asked his fellow Rotarians to help provide job shadowing, career discovery or field trips, summer internships or volunteer for the Mayor's Youth Employment Program (MYEP) Student Interview Team. And in typical Rotary fashion, several stepped up. **Bob Culbertson** made a pledge to sponsor one youth (\$1280); **Brad Cansler** reiterated support from Electrolux; **George Cochran** accepted the invitation to host an intern this summer; **Angela N. Mauldin** is speaking to Dr. Carter at Johnson C. Smith about summer internships and an apprenticeship program, and today's speaker, Casey Crawford, would like to host intern(s) at his non-profit as well as join the Mayor as a Champion for the program.

If you would like additional information on ways to support this program, contact Dawn M. Hill at 704-336-4445 ([dhill@charlottenc.gov](mailto:dhill@charlottenc.gov)) or Sophia Davis, 704-353-0486 ([scdavis@charlottenc.gov](mailto:scdavis@charlottenc.gov)).

**THE POLIO STORY UPDATE**

**Total paralysis cases YTD 2012**

Globally **171**

In endemic countries **166**

In non-endemic countries **5**

**Total Paralysis cases YTD 2011**

Globally **467**

In endemic countries **196**

In non-endemic countries **271**

**Total cases 2010**

Globally **1,352**

In endemic countries **232**

In non-endemic countries **1,120**

<b>Attendance</b>	<u>12/04/2012</u>	<u>12/04/2011</u>	<b>Membership</b>	<b>New Members:</b>
Visitors & Guests	17	12	07/01/2012 316	
Club Members	165	160	12/04/2012 320	
Total Attendance	182	172	Net Increase +4	<b>Resignation:</b>
Percentage	57.4%			
<b>Birthdays December 11 - 17</b>			<b>Anniversaries December 11 - 17</b>	
(none this period)			13 Jodi and Patrick MacIsaac	15 Suzanne and Nick Simonette
			16 Christen and Matthew Greer	17 Malinda and Bob Freeman