



Charlotte Reporter

The Rotary Club of Charlotte

August 14, 2012

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

Fernando Aguirre – Chiquita Brands

By: Henry Bostic

With grace and humor, Fernando Aguirre, the outgoing chairman, president and CEO of Chiquita Brands International Inc. faced Charlotte Rotarians on



Tuesday, just seven days after it was announced that the company’s board has begun a search for his replacement. “Didn’t think you’d want me here given the news last week,” the native of Mexico said, and then he went on to explain that the transition announced last week was supposed to have been announced in early 2013.

“The announcement was about a transition that is intended to be very smooth,” he said. “I’m still the chairman and CEO working as hard and long as I was before last Tuesday. I’d argue probably a little harder. Chiquita is a great organization with an iconic brand.”

“For various reasons,” said the CEO of nine years who is completing the process of moving the company’s HQ to Charlotte, “our results aren’t as strong as we’d like them to be. Given the need for a restructure, what would have been announced in early 2013, was announced last week. As the chairman and CEO of the company my first priority is to do what benefits the entire organization and this transition is part of the solution.”

Aguirre, who says he hopes to write a book someday (probably sooner now) about leadership, shared some conclusions about the topic that he entitled, “Leadership lessons of a CEO in transition.” Here are his 10 “Best:”

1. “Begin with perspective in mind. While a separation like this could be taken as a major loss, this is simply the end of a cycle and most importantly the beginning of a new cycle. . . .
2. “Be grateful and don’t expect gratitude from others in return. . . .
3. “Be aware and certain that ‘It’s lonely at the top.’ But that’s ok. This is never more true than when people consider you a lame duck. I’m not a hunter and don’t even know what a lame duck is, but I do know that loneliness and leadership go hand in hand. . . .
4. “Be ambitious but not at the expense of others. If you’re on the way up as a leader, be aware of being too ambitious and trumping loyalty and respect for those who have helped you get there. . . .
5. “Be on point with a plan, always! This is what I call ODEC. Set your *objective*, *design* a plan, *execute* such plan, and *change* and adapt as needed. . . .
6. “Be optimistic. This is one of my favorite traits and one that I’ve focused on since I was a teenager. But don’t confuse being optimistic for letting things happen by accident. You’ve heard the saying, things happen for a reason. Well they do, but I’m not a believer of letting things happen by accident. . . .

PROGRAM SCHEDULE

2012-2013

Program Chair: Ed Driggs

1Qtr Edwin Peacock

2Qtr Colleen Brannan

3Qtr Bob Freeman

4Qtr Bill Constangy

AUGUST 2012

21st **David Chadwick**

Forest Hill Church

Book – Dean Smith and the

Twelve Leadership Principles

28th **Youth Exchange**

Rebound Students

SEPTEMBER 2012

4th **NOT MEETING**

(due to the DNC)

11th **GOLF CLASSIC**

NO lunch meeting – all are

invited for dinner after the

tournament

12:30 Tuesday

Crowne Plaza – 201 S. McDowell Street

7. “Be courageous. My definition of courage is ‘the ability to decide what to confront and what to let go.’ In the darkest hours, you have to find the strength to make decisions that will help achieve your plan. But as a leader of an organization, sometimes you need to sacrifice yourself for the good of the enterprise. . . .
8. “Be a learner not an earner. My dad used to say that money comes and goes but nobody will ever be able to take away your education and learning. . . .
9. “Be willing to sacrifice. As a leader, particularly in a public company, you have to make many sacrifices starting with your privacy. People will simply assume you’re there for them all the time, and in a way you are. . . .
10. “Be passionate and have fun. In the end, you have to like what you do with a passion and being a leader is a full time job. . . .

As part of his talk Aguirre shared a couple of personal stories. He once famously participated in the reality television show, “Undercover Boss,” which features CEO’s getting down in the trenches and working with employees on the front line. “I was fired three times,” he quipped. In that adventure he met Leo, an employee who like himself, had immigrated to the US from Mexico. It was many years before Aguirre became a citizen. Leo, too, had come here legally but had never become a citizen because he didn’t have the time. Aguirre said he gave Leo a big push to become a citizen, and when he went to be sworn in as a citizen in Arizona, officials asked Aguirre to speak at the ceremony, something he was very proud to do. English: Coke and cheeseburger. He said he wanted to learn English and play baseball. It was a “sacrifice” and a “very lonely time” but a “tremendous experience that influenced the rest of his life.”

Aguirre took questions from Rotarians:

Chiquita Brands chose Charlotte for three reasons. 1. Great logistics – the airport with its global connections. Eight or nine years ago Cincinnati’s airport had 600 flights a day. It’s down to 130 now. 2. Charlotte is a talented community with a strong multicultural population, the opposite of Cincinnati which is much more insular. Some 75 percent of Charlotteans come from somewhere else; whereas, in Cincinnati, 80 percent are from the city. 3. The strength of and support from the business community, particularly the Chamber of Commerce, and the government incentives.

The company is just completing its move to the Queen City and has met its first year incentive payment goals and will shortly meet those for year three. Aguirre said the company will meet the year three targets as well. “We’re delivering. We don’t get paid unless we deliver.”

What next for Aguirre? He said he told his wife he was going to take time to smell the roses and she said, “Yes, for about a week.” He does plan to spend time working for the Juvenile Diabetes Research Foundation. His youngest son has the disease. He said he also plans to write and perhaps he’d like to teach at the university level.

Aguirre also made a pitch for supporting the Chiquita Classic golf tournament to be held September 27 – 30 at The Club at Longview in Weddington, part of the Web.Com Tour, formerly the Nationwide Tour. Charitable groups can raise funds by selling tickets; they receive almost 100 percent of the ticket sales price. Please contact Tournament Director Thomas Federl for more information at tfederl@chiquitaclassic.com or 877-597-8855.

Head Table: Henry Cantrell, Lisa Mask, Marilyn Bowler, Natalie English, Colleen Brannan; Invocation: Mac McCarley; AV: Jessica Dupree and Nikki Keith; Visitors & Guests: Joe Gass; Health, Happiness & History: Mark Turner; Song: Dumont Clarke; Photos: Bert Voswinkel

CLUB NEWS

→ Two new Rotarians were introduced this week. *Ed Pickett* sponsored and introduced *J. C. Cousar*, who serves as president of The Ceasar Corporation (real estate management). J. C. can be reached at jcousar79@aol.com. *Liz Irwin* welcomed *Jeremy Canipe*, who is a partner in the law firm of Hedrick Gardner Kincheloe & Garofalo. Reach Jeremy at jcanipe@hedrickgardner.com.

→ Check out the August edition of Greater Charlotte Biz (*John Galles*) for articles on *Dan Rajkowski*/Charlotte Knights and *Wes Jones*/ai Design Group; The American Chamber of Commerce Executives has designated *Natalie English* Certified Chamber Executive (CCE). The CCE is the only national certification for chamber professionals.

→ *Lynn Johnson* invites everyone to the rock & roll benefit for The Shelter for Battered Women on August 18, 8:00 PM to 11:00 PM, Dilworth Neighborhood Grille (\$10 minimum donation at the door); Charlotte South Rotary will host a networking social/fellowship August 16, 5PM, at Zebra Restaurant. \$15 for wine/beer and cheese platter.

→ Update on two Rotary clubs: Matthews Rotary (Monday’s at 12:30) is meeting at Captain’s Galley, 10032 E. Independence/Matthews-Mint Hill Rd; Mint Hill Rotary has turned in their charter and should be removed from your roster as a makeup location.

→ *Mark Turner* announced the 100th anniversary of the Eagle Scout Award and asked those that have been a part of Scouting to stand and be recognized.

SCHOOL SUPPLIES and CLASSROOM CENTRAL

Bill Allen introduced Classroom Central's new director, Jill Scott and formally kicked off the club's drive to collect school supplies. There are two ways to support this effort.....drop off school supplies in the barrel located at the door as you come into Rotary, or you can drop your cash donation in the bucket at the check-in table. This collection will wrap up August 28 and your help is needed to help Classroom Central meet its 10th Anniversary goal of collecting 1 million pieces. Again, items needed include: pencils, pens, crayons, markers, colored pencils, erasers, lined notebook/filler paper, spiral notebooks, pocket folders, calculators, compasses, protractors, rulers, pencil sharpeners, backpacks.

If you are interested in volunteering at Classroom Central once a month, please contact Bill at archcons@bellsout.net. **Mark Norman, Sandy Osborne** and **Jessica Brasington** assisted teachers shopping at Classroom Central last week and five or six more are needed to round out this committee.

ROTARY SCHOLARSHIP GOLF CLASSIC

Participation in the golf tournament is picking up and we're at 90 golfers. The registration brochure is available on the website – www.charlotterotary.org. **Wes Jones** appreciates your ideas and items for the auction. Goody bag items are still needed. The tournament is just four weeks away and it's time to concentrate on the details by providing the following to the Rotary Office: team player names and payments; auction/goody bag items are to be delivered to the Rotary Office; be on the lookout for more golfers/sponsors. The usual Rotary meeting will be cancelled on tournament day – September 11. Instead, everyone is invited to the BBQ reception that will be held after the tournament wraps up (around 5:00 PM). Golf Club at Ballantyne, September 11, Registration at 10:30, Shotgun Start at Noon; Lunch will be provided on the carts. Thanks to **Wes Clark, Bill Gill, Luther Fincher** and their committee members who have been working hard to pull this event together.

UPCOMING DISTRICT EVENTS

- September 15: District celebration of Kilimanjaro Climbers at Crowder's Mountain
 - November 8: Foundation Banquet at Embassy Suites in Concord with keynote speaker, Past RI President Ray Klingensmith.
- NOTE** the November 6 meeting will be cancelled and everyone is encouraged to attend the Foundation Banquet on the 8th. Charlotte Rotary will pick up the meal charge (\$45) for Charlotte Rotarians attending the event.

OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service;

SECOND: High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD: The application of the ideal of service in every Rotarian's personal, business, and community life;

FOURTH: The advancement of international understanding, goodwill and peace, through a world fellowship of business and professional Rotarians united in the ideal of service.

Attendance	<u>08/14/2012</u>	<u>08/16/2011</u>	Membership	New Members: Jessica Brasington, Jeremy Canipe, J. C. Cousar
Visitors & Guests	25	17	07/01/2012 316	
Club Members	183	167	08/14/2012 318	
Total Attendance	208	184	Net Increase +2	Resignation:
Percentage	64.2%			
Birthdays August 21 - 27			Anniversaries August 21 - 27	
23 Bill Stegelmeyer	24 Quincy Foil		24 Joan and Mark Erwin	25 Laura and Fred Brown
26 Bill Constangy	26 Henry Snead		25 Linda and Rex Welton	26 Sarah and Ben Dobson
27 Don Steger			27 Nanelle and Chuck Cocke	27 Emmy Lou and Robert Burchette
			27 Priscilla and Joel Walters	