

JUNE 2024

## Where Have All the Legends Gone?

The lyrics of a classic rock song written by Pete Seeger and performed by The Byrds state:  
To everything, turn, turn, turn  
There is a season, turn, turn, turn  
And a time to every purpose under heaven

**Slice of trivia: The lyrics came from [Ecclesiastes 3: 1-8](#) found in the Old Testament, which makes "Turn Turn Turn" the oldest #1 hit at well over 2,000 years old.**

Now, about our legends whose careers have "Turned, Turned, Turned"!:

- **Football: Revered Alabama Crimson Tide Coach Nick Saban** retired due to frustrations with Name-Image-Likeness
- **NFL: Tom Brady** retired and has not yet un-retired a second time
- **Baseball: Willie Mays**, the baseball legend who passed away last week – [made one of the most spectacular catches ever!](#)
- **Tennis: Roger Federer retired** two years ago, and now his rival legend **Rafael Nadal** is winding down his career
- **Golf: Tiger Woods** plays in the major tournaments but is no longer a factor
- **TV: Pat Sajak** just retired from the longstanding game show Wheel of Fortune

While these are indeed legends in their fields, one of the ultimate sports competitors has announced his retirement... from **Competitive Eating**. [Takeru Kobayashi](#) has retired from competitive eating because of the damage done to his body slamming down hot dogs, burgers, chicken wings, and more.

Speaking of Kobayashi, **Joey Chestnut**, who succeeded his main competitor as the **Greatest of All Time** with 16 wins at the **Nathan's Famous Hot Dog Eating Competition** at New York's Coney Island, won't compete this year.

By signing an endorsement with [Impossible Foods](#) (a vegan "dog" company), he has violated the rules for the Nathan's Famous competition on the 4th of July.

Interestingly enough, Chestnut and Kobayashi have an "[Unfinished Beef Final Rematch](#)" according to **USA Today**. The two arch nemeses will chow down on **Netflix on Labor Day, September 2**. **With Chestnut's sponsorship of Impossible Foods, this likely "unfinished beef" will be fought with veggie hot dogs!**

**LEGENDS**



**Fletch's Take: Never bite the hand – or the “dog” – that feeds you. Joey Chestnut lost sight of the fact that Nathan's Famous is his “brand” even though he competes in other competitive eating competitions:** Twinkies, chicken wings, pulled pork sandwiches, Krystal Hamburgers, Taco Bell tacos, hard-boiled eggs, and... the grossest thing ever – 12 pounds of **ASPARAGUS!**



Netflix

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A rivalry simmering for 15 years.

**CHESTNUT VS. KOBAYASHI: UNFINISHED BEEF** — the ultimate hot dog eating competition — will air LIVE on Netflix, Monday, September 2.



## Smart Decision: Vanna White

I **almost** missed working with **Vanna White** on a promotional event many years ago.

The year was... well, never mind that. I managed **KJNE-FM Radio (now KBRQ/The Bear)** in Waco at the time and we were the top-rated radio station in the market.

One of the traveling road shows was **Autorama**, a three-day event that featured hot rods, tricked-out street cars, and a different celebrity each day.

Our sales rep told me that as the #1 radio station, we could have the most in-demand celebrity – **Vanna White**, who had recently begun appearing on some TV show named “**Wheel of Fortune**”. She worked with **Pat Sajak**, who recently retired, and the two made broadcasting history together.

By the way, Fox News reports that recently [Pat shared a six-word message](#) to fans as a final farewell.

I had no idea who Vanna was and asked our rep to ensure she was the All-American girl, so we would not be embarrassed. That turned out to be a smart call.

Vanna was a hit that day and Wheel of Fortune has become its own as a legendary show.

**Fletch’s Take: Trust the diligent research of others to make smart decisions**





## Cybersecurity Update: Olympics and More Smart Vigilance - Cyber Threats Continue

Be on the lookout for massive numbers of cybersecurity attempts on your data as bad actors will create nefarious sites that appear to offer Olympics connections this summer.

Other new cybersecurity attacks are in the form of:

- **ChatGPT has created malware that disguises itself as a screensaver app that then auto-launches itself onto Windows devices.** [Fox News reports](#) that this app will scrub through all kinds of files including Word documents, images, and PDFs, and search for any valuable data it can steal
- **AI-driven risk intelligence will combat disinformation as hackers work to disrupt your Olympics experience.** [Google Cloud reports](#) that threats will target government officials, athletes, tourists, Paris infrastructure, and payment and ticketing systems.
- **More than 15,000 new car dealers lost access to their data systems** due to an attack on software provider CDK Global. [USA Today reports](#) that car dealers use the system for accounting, inventory management, parts ordering, and overall operations. Last week, car dealers wrote customer orders by hand. Maybe CURSIVE still has a place!

**Fletch's Take: AI will continue to make cyberattacks easier to launch and that makes you and me more vulnerable. Be vigilant and follow the old saying: Trust but VERIFY!**



## Smart Technology: Consumers Start Choosing the Old Flip Phones over Smart Phones

It appears that our mobile phones are becoming too smart because they leave us vulnerable and distracted.

[USA Today reports](#) that massive numbers of customers are replacing their smartphones with lower-tech flip phones that do not offer all of the apps that make smartphones so vulnerable to attack.

One interviewee explains, "I wasn't present with other people. I was constantly checking emails and texts while sitting at a stoplight looking at my phone.. and being distracted when I was with my wife and kids."



## Tiebreaker: "America's Got Talent" Shows First Impressions CAN Be Wrong

I don't watch this show all the time but, I pay attention when a performance goes viral. One such recent performance featured a man named Richard Goodall from Indiana. His experience is very similar to the amazing performance of [Susan Boyle in "Britain's Got Talent" in 2009](#).

Richard walked onto the stage in a pair of faded jeans and a sloppy shirt. He is a school janitor and he looked like the last person who would have any musical talent. [He performed "Don't Stop Believin"](#), which was the perfect song.

Not only did he receive a standing ovation, but he also received the Golden Buzzer from judge **Heidi Klum**, which automatically advanced him to the live performance round.

**Fletch's Take: We should stop making rash judgments based on first impressions and give others the opportunity to prove themselves. A word of caution: This new world of AI will push us to take shortcuts that could ultimately cost us recognizing the best talent and collaborators.**

