

*In Gratitude for Your Service . . .
To William upon his retirement, 15 March 2020
From Your Team*



Written by Katharine McLennan



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*‘Twas the ninth of September, Two thousand and four
A tornado blew through the US office at the CEO’s door
“Hey y’all” was heard mellifluously booming through the air
Clinton charisma crossed with a Romney face-- one would quite swear.*

*Always a Starbuckian, then a Georgian and then a Idaho man
A father of Mark and Henry and most importantly Martha’s husband
A basketball fan, a mountain biker, skier and Heineken connoisseur
A four am early bird but turns to a pumpkin with the 8 pm Moon whisperer*

*Perhaps the first CEO to show up at a Nursing event, this was very new
A leader obsessed by the customer, could see all the growth we could do
To reach so many more people who were not hearing as they could see forever
Customers not yet knowing about the miracle of Genart and all that it meant wherever*

*To transform the company from product-obsessed to product- AND customer-driven
To build a digital marketing capability, a call centre, a B-to-C skill set, he wouldn’t give in
Lights! Camera! Advertising! Calls in! Calls out! DTC! More sales people in the field
Invest in training, invest in leadership, invest in people you will get your yield*

*Stay urgent, get paranoid, and pay attention to those details
Know your numbers, know your customers, know your prices and how product retails
Debbie Downers and Negative Nellies can apply to Advance Plantronics
We’ll have birds in the bush AND the hand – awareness, access AND electronics*

*“Drink the Kool-Aid” because here it’s legit, and it’s a drink that is a miracle
Genart has transformed because of your leadership and we’re not being satirical
We won’t stop until everyone in any Chili’s restaurant has heard of a Genart device
And with Chili’s now growing by 9% each year, we will soon have that 95% enticed!*



*From you was borne the idea of our Office Celebration
From 2005, Miami to 2007 San Francisco the excitement
To 2009 Ann Arbor, 2011 New York, 2013 San Francisco
2015 Austin, 2017 Vienna, 2019 Dallas, and 2021 San Antonio*

*The roller-coast rider CEO -- all the recipients and employees you backed
The clinicians and financiers you entertained but at 8 pm your Disappearing Act
On R&D, you wondered why Genart projects took so seemingly long
If it only took 12 months for man to land on the moon with Mr. Armstrong*

*On manufacturing, you backed the team and they loved you for the direction you relayed
The India expansion made possible from the vision and the force you displayed
"High water hides lots of stumps" you'd remind us of as we passionately charged ahead
"There has GOT to be a loophole" is now a leader's call to review what is widespread
"Crushing the lands of our competitors" is your pacifist's call to compete or turn to dust
Knowing our competitors, knowing our numbers and knowing our customers-- a dire must
Innately sensing talent, you backed your gut, and you hired the team that will transform
No one can say "no," so transfixed by your call to Genart -- we are called to perform*

*No need of technology, you can run this business with a spiral notebook and a pen
And 1000 texts a day interspersed with 100 phone calls and an email now and then
One wonders what the telephone companies will do when you do finally retire
Or how Qantas flight attendants will cope without their favourite frequent flyer*

*Whose pillows they always had at your every onboarding on LA Flight # Twelve
What will happen to the hundreds of other flights pillows on that flight, we shall not delve
Or of the hundreds of hotels who never got to view your most gracious face
As you chose the one of eight hotels to which your company would actually give grace*

*We now know where every King Bed is in all European Hotels far and wide
We can order a Starbucks coffee in ten steps Venti, double shot, ¾ fill . . . in our stride
We can eat Breakfast Tacos as we talk through the most important issues of the day
We intimately know the Sales Rep in Paducah Kentucky who must always have a say!*



*Dr. Pepper, Doritos, McLMs, Twizzlers, and potato chips will keep us strong
Don't forget the meditation sessions before Starbucks for a life a bit more long
Good to Great, all on the bus, the flywheel and the B-HAG
A Level 5 Leader, a hedgehog of passion, talent, and skill, packing 10 lb in the 5 lb C-bag*

*First Who, Then What, you've shown us this principle, you've gotten us on the bus
You've then created the burning platform and the direction, grow 95% or bust!
Confront those Brutal Facts! – and I know this with all our honest conversing
Sincere to the bone, we've learned much from your leadership path across us traversing*

*“Get the horse out of the ditch!”—a rousing call we can remember and hope not to use soon
As we launch ourselves into F18 and thank you for your momentous One Genart tune:
Grow the Product, Build Services, Unify the Organisation and Create Value
Focus on the Customer above all, to Thine Own Company be true.*

*You walk into any room and we breathe easier because of your presence
You give us direction, you give us energy, you give us passion through your essence
You give trust and space to where it's due, you challenge and you unite
You cajole, you forgive, you push, you negotiate . . . you always excite*

*You cut to the core of complex commercial issues in absolutely record time
Your wooing of our analysts and investors has never seen such a share price climb
“Not disagreeing” a favourite phrase of mine to indicate reluctant buy in
“As passionate and customer focused as any leader with which I've worked” – so says Brian*

*Insanely curious, insanely determined, never resting until you have a way forward
Always watching the market, the competitors, always kicking down the border
You and John sparring was an art, your mental agility was so razor quick,
Your sheer audacity, your mountainous challenges, you never miss a trick*

*Iron sharpens iron, you have honed us, as smooth and as shiny as we are going to be
As you now let us youngsters go to lead, we thank you for such an amazing legacy
The sheer momentum, the market capital, the talent, the revenue platform,
The clarity, the direction, the passion, the knowing that we can indeed transform*



*You had your dream job and you left early to focus on Martha, Henry and Mark
We feel the pain and the disappointment in the choice that would leave us in dark
But we honour you even more in putting what is most important in a life so very short
Please go out of Genart knowing you were loved for that choice and all that it purports*

*Your faith in God, your love of home and your passion in Genart we adore
We know your leadership and vision will continue for what the future has in store
We thank you for your guidance, for your wisdom, and for your most excellent cheer
You have left Genart a far better place from the sixteen years you have been here*

*We just know there are reasons for all that we do . . .
For all whom we meet, and all that we rue
So, the universe has brought us a gift in yourself
Tonight we toast to you and drink to our wealth.*

*So, lift your glass, and toast the moment.
That's all that there is, no need for torment.
About pasts that can't change, about futures that don't exist
About flaws, about jealousies, about pain that persists.*

*Thank God for our humanness, and thank Goddess for this life.
Thank God for this music which seems so rife.
It teaches us of love, of tenderness, and care,
Of friendship, of honour, of giving beyond compare.*

*God grant us the serenity, Goddess grant us the love
And steer us towards Heaven, which need not exist above.
Show us the way to Heaven here on Earth,
I trust Your guidance, and I honour Our worth.*

From your Team

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If you would like to have a poem written on your behalf, please contact me on kath@timetorelect.today or +61419751812. My name and logo will not appear on your poem. You are encouraged to select photos and script style. You are also welcome to adapt my draft, which will be based on the information you have given me to express. Your information can be as detailed as you like. More information and samples of poetry I have written can be found on my website, <https://www.timetorelect.today/>