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# USELESS AND IMPORTANT INFORMATION

THE OFFICIAL NEWSLETTER OF THE BERKS COUNTY PARROT HEAD CLUB



## Welcome to Spring!

Wearing the clothes that fit our tropical lifestyle always creates a Change in Attitude.

**H**ello all you wonderful BCPHC birds and welcome to spring. The chirping from all the birds as spring and summer approaches creates much happiness for all of our members. Summer and wearing the clothes that fit our tropical lifestyle always creates a Change in Attitude.

Winter has come and gone since I last wrote this article and many good times were had at several Events. First I would like to thank all of you who were fortunate enough to see the Peter Mayer Stars and Promises Concert at the new DoubleTree Hilton in Reading. Peter and his band which included his son Brendan were awesome and got many of us in the Christmas spirit. It was our first look at the new facility and most were in awe of the marvelous décor. Our old friend Craig Poole welcomed us with open arms.

Even though it was a mild winter many of us had cabin fever. Our first Cabin Fever Party at the DoubleTree was just what the Doctor ordered for many of us. Big Brothers/Big Sisters was the Charity and we raised \$16,000 with more Gypsies in the Palace than ever at Cabin Fever. Congratulations to all of our Committees who never stop amazing me with their dedication to helping our community. Special thanks to the DoubleTree staff who were fantastic.

Many exciting events are coming up starting with our annual Golf Outing May 14th. Jimmy G and April will sponsor the event again this year and our BCPHC Angel Fund will benefit from the proceeds. Next will be the very first Summer Parrot Daze Party at Beverly Hills Tavern. This will be a 2 day event July 23rd and 24th and there will be no ticket sales or cover charges either day. Mark your Calendar and come out both days to enjoy the festivities. Please stay tuned for additional details and for daily activities and YES Jimmy and the Parrots will play both days. I hear there will be a Dead Jimmy appearance Saturday night too. Please stop by Beverly Hills tavern when you get an opportunity and thank Jimmy and April for their continued support and dedication to your BCPHC. And thanks to all of you for your friendship and allowing me to be you PREZ, Denny ■

“Thanks to all of you for your friendship and allowing me to be you PREZ”

— DENNY LORAH  
BCPHC President



## COMMITTEE REPORTS

### MEMBERSHIP



New Members

We have 9 new members of the Berks County Parrothead club which brings our total to 159 members. We are looking for anyone who is interested in becoming a member of the committee. Our next meeting is Wednesday, April 20th at 6:30 at Beverly Hills Tavern 710 Old Fritztown Rd, Reading, PA 19608 Phone:(610) 777-4516

### MERCHANDISE

The merchandise committee team was hard at work this year. Merchandise auctions were very successful at the Cabin Fever Event. Big thank you to Tina Shenk who stepped down as the committee head. Her leadership and enthusiasm continue to be an inspiration for the committee. Look forward to more Club merchandise sales at Parrot Daze.

### SPONSORSHIP

Thank you to all of our past sponsors for making our events so successful. Anyone with leads on new sponsors or anyone who would like to sponsor any of our upcoming events please contact Dave Bednez. [dbednez73@gmail.com](mailto:dbednez73@gmail.com)

### CHARITY

The BCPHC Charity Committee has selected two charities for our up-coming events. For 2016 Summer Daze this July, the Committee has selected Home Health Care Management, formerly Berks Visiting Nurses. Funds raised will be used to support their Childhood Immunization Program as well as other outreach programs they provide. Our designated charity for 2017 Cabin Fever is Family Promise. Family Promise is a faith based organization that primarily provides housing for families who have lost their homes. Housing is provided in local churches during which Family Promise counsels the family members regarding improved management of their personal finances, provides job search support and personal counseling.



### VOLUNTEERS

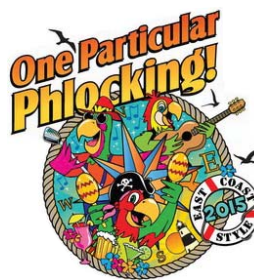
We will be having our Spring Highway Clean-up on April 17th and are looking for volunteers once again. Our next big event will then be Summer Parrot Daze on July 23rd and 24th.. We will need our usual number of volunteers to help make this event successful once again. If you plan to attend this event, please commit some of your time to volunteering. It helps the club which in turn helps the charity. Thanks again for your time.



### EVENTS/MARKETING

We are excited to be planning an exciting new Summer Parrot Daze! A new venue providing new opportunities (after all, there is a boat and sand already!!!). The committee has been thinking outside of the box and the two-day event is sure to be the start of an amazing event. Next committee meeting is April 12th at 6:30 at Blue Marsh Canteen. (Editor's note: time and place may change – watch the website for an update)

### HIGHWAY CLEANUP / APR. 17 1pm



### ONE PARTICULAR PHLOCKING / APR. 29 - MAY 1 BREINIGSVILLE PENNSYLVANIA



### SUMMER PARROT DAZE

### PARROT DAZE / JUL. 23 & 24 BEVERLY HILLS TAVERN

### CABIN FEVER / FEB. 25/17 DOUBLETREE HOTEL, DOWNTOWN READING

## Cabin Fever



### THE CIRCUS 2016 COMES TO TOWN

By ANGIE FEGLEY, VICE PRESIDENT

It's January so it must be Cabin Fever.

I always think this event has the feel of a circus coming to town. You come into the room in the morning and you see just a shell of what the event will be. Empty tables, quiet empty spaces, no color. The volunteers and event workers move in and the magic begins. Decorations go up, table clothes go on and the beer cases roll in. Lights, colors and the hum of the people.

In one corner you have your auctions and merchandise all colorfully displayed. Everything from giant orange and red parrots to flashing leis and pins. Something for everyone. Of course, on the midway there is the bar area. What a terrific job the Doubletree bar staff did with accommodating the ever increasing thirsty crowd

The main attraction (our own little Big Top) is the stage. This year we had red, white, blue and I think 1 yellow balloon beside the stage. And did you see the Penguins? Dices were rolling as the Penguins raced to the finish line. As the people kept coming in the tables kept rolling in. Doubletree did a fantastic job. Craig Poole himself kept an eye on everything as he strolled and hugged his

way thru the crowd. Parrot Head friends from Pennsylvania, New York, New Jersey and even Florida stopped by to see the main attraction. Jimmy and the Parrots! Once again the band entertained to a packed dance floor and room.

Always keeping the fans happy! Raffles were held for 50/50, a brightly colored Margaritaville golf bag and a guitar signed by the singing, flip flop wearing man himself. FINS UP! Jimmy Buffet.

Lead by our ringmaster, Denny Lorah we all Partied for a Purpose. The purpose this year was Big Brothers and Big Sisters. Their website says "by helping children develop supportive relationships with positive role models, we make a direct and lasting impact on their lives."

What a wonderful organization we had the opportunity to help. When our Cabin Fever circus pulled up stakes we had raised \$16,000 for their worthy cause. Thank you all for coming out and making this year's Cabin Fever such a terrific success.

Hope to see you next year when the Cabin Fever Circus comes to town. ■

### PARROT HEADS

By JIM SMITH, BIG BROTHERS BIG SISTERS

Picture yourself standing on a beach as high tide begins. You can feel the energy of the surf on your feet; the sounds and motion of the water take over, so you can't help but start to move with the energy around you...and the waves crashing against the beach just doesn't seem to end.

There was still snow on the ground; the temperature outside was cold; but that's what it felt like at the Berks County Parrot Heads Cabin Fever. The energy of the night was felt from the time you stepped in the room and continued to build as the night wore on. The energy of those attending kept rising and rising up to and including the last number by Jimmy & the Parrots. Big Brothers Big Sisters Board member Susan Belfer said it best when she said, "they keep going and going...and just when you think they are done, they come with something else to help raise more money."

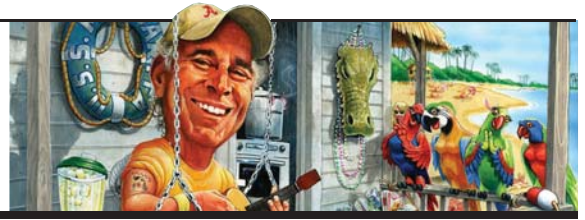
The Parrot Heads party for a purpose, and they put Big Brothers Big Sisters of Berks County in the spotlight. That's how it felt the entire night with people approaching me and our table all night to show their support. When I had the chance to tell them a little about the agency, their attention and their applause again demonstrated their commitment to the youth of Berks County and to the community overall.

No, we may not have been on the beach, but the surf was up for Big Brothers Big Sisters and the sun shining down on us had a name...that name is the Berks County Parrot Heads Club! On behalf of our many Littles, our volunteer Big Brothers/Sisters, our Board & staff, thank you to the event organizers and to everyone at the Berks County Parrot Heads Club. ■



MORE PHOTOS on page 6

# WHAT'S UP WITH JIMMY



## Financial lessons from Buffett...Jimmy Buffett

### I MADE ENOUGH MONEY TO BUY MIAMI, BUT I PISSED IT AWAY SO FAST.

Chances are that anyone from veterans of the financial world to a novice who's simply done a Google search for a stock tip has come across insight from Warren Buffett, one of the world's most successful investors.

Few people, however, have sought out advice on how to diversify their portfolios from another Buffett ... Jimmy, that is.

While you won't confuse the singer who has fans called "Parrotheads" with a Wall Street banker or hedge fund manager, Jimmy Buffett has some great wisdom in his songs about money and success. That said, let's take a look at some notable quotes and lyrics from the ocean-going singer, and what financial know-how and leadership advice might be hidden behind the beach house in our minds.

**On saving.** "I've got quarters in my loafers tryin' to fight inflation when it only used to take a cent. Sometimes I wish I was back in my crash-pad days, 'fore I knew what cash flow meant." Save early, save often is the message here. For many, cash flow greases the wheels of life, so make sure you're not living above your means and that you start saving early and strategically.

**On goals.** "I have never cared about setting world records, or filling my boat with fish, or, for that matter, even catching fish. I go for the experience of spending six hours in the arms of the ocean, never thinking of a single thing except chasing fish."

Here, Buffett is reminding us that it's not always about the destination. Many times, embracing the process of your endeavors can yield much more in satisfaction and success than constantly looking for the finish line. (And sometimes there isn't a finish line.) Those that have been successful in business, sports,

entertainment and other areas of life have often talked about getting lost in their work and in the process, and not so much about achieving a said goal. While it's critical to have goals, they shouldn't be the only reason you do something. You'll likely find far greater success when you enjoy your work.

**On decisiveness.** "People who think too much before they act don't act too much." This one is pretty straightforward: Don't overthink decisions. To get ahead, you need to believe in yourself, take chances every now and again, and remember that not every choice you make is going to come out perfectly. Make it a point to regularly step out of your comfort zone and be OK with being uncomfortable at times. The more you push yourself, the more you will experience your full potential.

**On failure.** "Oh, yesterdays are over my shoulder, so I can't look back for too long. There's just too much to see waiting in front of me, and I know that I just can't go wrong."

Embrace failure; it fosters success. Warren Buffett (no relation to Jimmy, by the way) once said that one of his biggest failures was buying Berkshire Hathaway (ticker: BRK.A, BRK.B). Why? This move that many think was one of the greatest of his career actually cost him in not only money, but time as well, because he bought an underperforming mill instead of something more successful. (He instead would have invested that money in an even better-performing stock, namely insurance.) Warren Buffett says one thing he learned was, "If you get into a lousy business, get out of it."

**On finding success.** "Searching is half

the fun; life is much more manageable when thought of as a scavenger hunt as opposed to a surprise party."

You're not going to wake up one day and have an email sitting in your inbox telling you that all of your cares are gone. Success takes many small wins in the midst of some frustrating defeats. But we must always continue to look for ways to improve ourselves and get better at what we do. Always keep learning and hold onto that youthful enthusiasm as long as you can. If we're happy at work, we'll eventually find success.

**On mentoring.** "Older and wiser voices can help you find the right path, if you are only willing to listen."

You might be in the stage of your life where you're looking for a mentor. If so, remember to have two ears and one mouth and use them proportionally. Ask good questions, keep an open mind, and really think about what others with more experience may have to say.

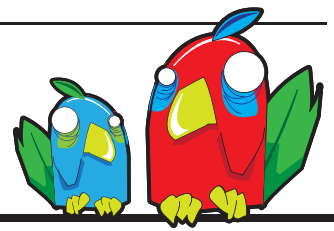
And if you're ready to give back and be the mentor to others, remember that the experiences that you've had in your career can be valuable to your younger counterparts, and don't be afraid to pass this wisdom along if you're asked about it.

**On figuring stuff out.** "My voyage was never a well-conceived plan, nor will it ever be. I have made it up as I went along."

While life surely doesn't come with a manual, I'm a firm believer that if you follow your gut, you'll find your way. So while the man on the sailboat won't be able to roll over your 401(k) or plan for your child's college education, his songs just might give you something to think about for your own personal financial decisions. ■

# STRANGE BIRDS

## MEMBERSPOTLIGHT



BCPHC • SPRING 2016



Jim Giuffrida, and his wife of 35 years, and High School sweetheart from Dallastown, PA, April, are the owners of Jimmy G's Railroad House

and Beverly Hills Tavern, both in Sinking Spring, PA. They have two children, Talia who is married to Adam with one grandchild, Nina (3months) and Frank, married to Ana, expecting soon their second grandchild, James. After a 23 year career in management & engineering at Carpenter Technology, Jim retired early to pursue his dream of owning his own neighborhood bar. "Life has been good to us." "We are happy and proud to be BCPHC members and to be able to host the Club so frequently at Beverly Hills."

### *How & why you joined the club?*

Back around 2000 I was invited to a BCPHC event- Cabin Fever- by Bryan Gentry, who I had met through work at Carpenter. I was immediately hooked.

### *Where will you go when the volcano blows?*

If I were having my last beer before the end, I'd make my way to The Irish Pub on St James, just off the Boardwalk, in Atlantic City. I'd play the entire "songs you know by heart" Buffet CD on the old-school juke box – still a quarter a song.

### *What is your favorite Buffet song?*

Maybe I'm a little boring, but my favorite is Jimmy's signature classic – Margaritaville. It always puts me in the right frame of mind.

### *What is your favorite line from a Buffet song?*

"If we couldn't laugh, we would all go insane". People who laugh a lot, make the best friends – and have the best friends. "I'd rather laugh with the sinners than cry with the saints" (I'm also a Billy Joel fan)

### *How many Buffet concerts have you attended / and favorite?*

Five. Three in Camden, one in Atlantic City and one in Virginia (I think?) Favorite was one in Camden when we had front row seats and Jimmy & The Parrots played before.

### *If all Buffet music was lost what would you listen to?*

I like Classic Rock (not hard) & 70's pop, but If I could have only one – it's Motown

### *How long have you listened to Buffet?*

I have always enjoyed Buffet songs, but didn't really appreciate his music until I joined the club.

I haven't read a Buffet book yet, but I've read- and re-read- his many book quotes hanging on the walls of the Margaritaville in New Orleans. They make me appreciate his music even more.

### *Favorite Food?*

Seafood without a doubt – But specifically Maryland Hard Shell Blue Crabs

### *Favorite Movie*

It's a Wonderful Life – I know it's sappy, but I don't care.

### *What do you like on your cheeseburger?*

It doesn't get much better than the way Jimmy likes it – simple yet classic. Always eat the pickle spear.

### *What is your favorite Trop Rock Venue?*

Since I haven't been to Key West –YET! – I'd have to go with 'Top of the Trop' on Bourbon St in the French Quarter in New Orleans. April and I have been there for the last 4 Party Gras (every January), and look forward to it every year. We catch Jimmy Maravantano their each year.

### *Where is your Margaritaville?*

I hope this doesn't sound like a commercial, but at this point in my life, Beverly Hills Tavern Beach Bar is my Maragravitaville. I've always been in awe of its unique character and now it's as close to being home for me as a bar can be – weather or not I'm "wasted away again". ■



# SUMMER PARROT DAZE

**JULY 23 & 24 • Beverly Hills Tavern • A FREE EVENT!**

# THE FINAL WORD

## BCPHC Photo Booth



## USELESS AND IMPORTANT INFORMATION

Useless and Important Information is a publication of the Berks County Parrot Head Club, a non-profit organization based in Reading, Pennsylvania. The club's mission is to promote friendship and organize social activities for people who share a tropical spirit, an affection for island music, and the desire to contribute to the betterment of the community through a variety of volunteer and charitable efforts and functions.

The BCPHC was chartered in 2002 and is affiliated with Parrot Heads in Paradise, the national organization governing all Parrot Head clubs across the United States. This publication is produced by the staff of the club's newsletter committee and is a vehicle to exchange information about club activities and social events. Any opinions expressed in the articles are those of the authors alone and not necessarily those of the BCPHC or its leadership. The images, articles, and graphics in this newsletter are the property of the BCPHC and may not be reproduced in any way without the permission of the club leadership.

Anyone who wishes to help further the mission of the organization is invited to join and participate. More information can be found on the club website, located at

<http://www.berkscountyphc.org>

## It's all about the charity



**TOYS FOR TOTS 2015**