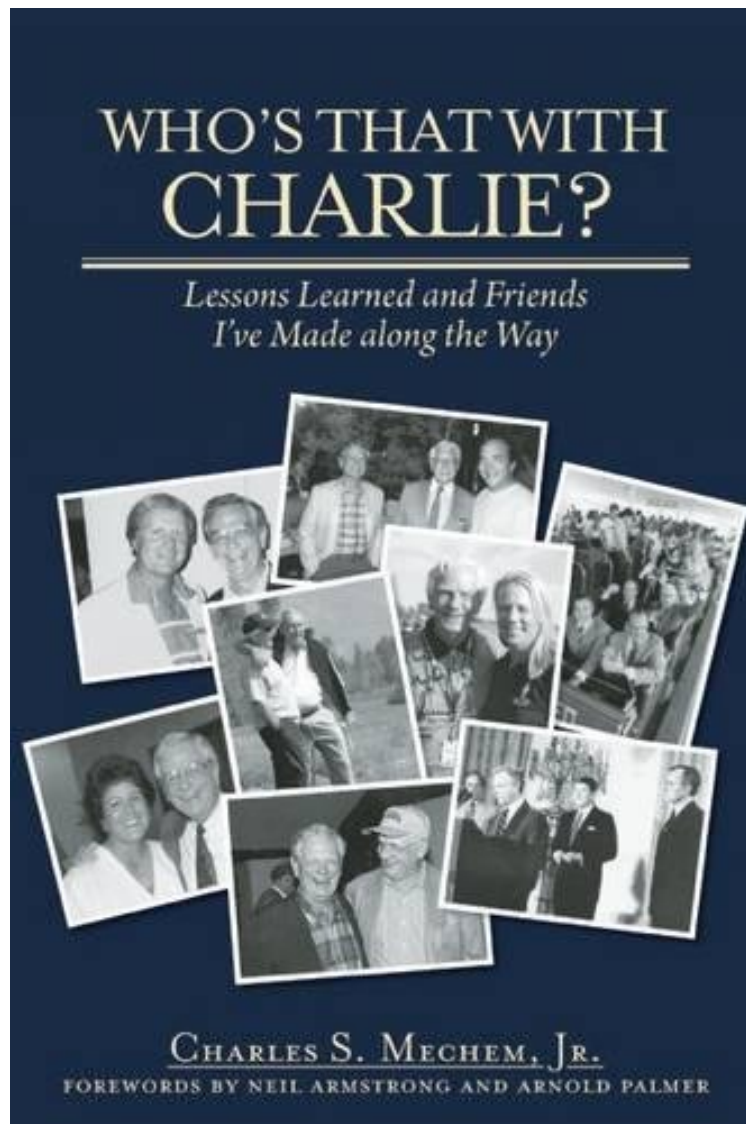


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Who's That With Charlie?: Lessons Learned and Friends I've Made Along the Way

Charles S. Mechem

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recommend this book to every student, business/professional person, and leader to implement in their daily life and business. 0 of 0 people found the following review helpful. A wonderful guide for a life well lived...By Jeff S. I started reading Charlie Mechem's book last night and finished it today. Read the book! I repeat, READ THE BOOK!!! It is an absolutely great and easy read by someone who passes along nuggets of wisdom that are as applicable to someone who digs ditches as they are to the President of the United States. We would all do well to follow Charlie's 22 simple lessons learned. They provide as good a roadmap for a life well led as any I've ever encountered. And I would absolutely say all of this based solely on having read the book even if Charlie hadn't been CEO or chair of several NYSE companies, the Commissioner of the LPGA, one of Arnold Palmer's closest friends and advisors, and the guy who gave the eulogy for Neil Armstrong (yes, that Neil Armstrong). I now know what I'm giving to many this Christmas. So if you want something else, get this book, read it, and tell me how much you like it. 2 of 2 people found the following review helpful. Marvelous philosophy By Edmund Doering III This is the best book I've read in years!!! And I go through 60-70 a year. It should be required reading in every MBA program in the country as an example of what honesty, perseverance, and a positive attitude can accomplish. I pray all my family can learn from this great American, whose philosophy is so rare in today's "me first" world! The fact that it well written and fascinating is truly icing on the cake. Congratulations Mr. Mechem on a life well spent, and for sharing it with all of us!

From the introduction by Neil Armstrong: Charlie Mechem's interests and his background prepared him well for an unusually broad career in law, business, professional sports, and acting as a consultant and adviser to a number of individuals and businesses. For instance, as CEO of the Taft Broadcasting Company, Charlie often held the annual meeting of shareholders at an auditorium inside Taft's Kings Island theme park near Cincinnati, Ohio. Shareholders, along with their invitation to the meeting that arrived in the mail, would receive a ticket to enter the theme park with its many thrill rides and other entertaining attractions. A few people bought one share of the company listed on the New York Stock Exchange, just to get the free ticket to the park. Taft was an entertainment company, and the meeting of shareholders was an opportunity to showcase their talents. Charlie's dynamic speeches, together with music, video, and the help of Yogi Bear and Fred Flintstone, dazzled the shareholder audience. Charlie is a speaker with a touch of genius.

"One of my favorite things about Charlie is his sense of humor. We both love to joke and laugh as the pictures in his book clearly show. In that spirit let me note that I'm not going to say anything about Charlie's golf game except that it was not a major contributor to his success! Happily, he didn't need it." Arnold Palmer "Charlie is a speaker with a touch of genius." Neil Armstrong "From the Inside Flap A Foreword written by Neil Armstrong Midway between World Wars I and II, two boys were born only one month apart. Both were raised in small Ohio towns in families of modest circumstances during the hardships of the Great Depression and the tragic times of World War II. The surrounding homes had small flags in the windows, some with a blue star indicating a family member was serving in the armed forces, some with a gold star indicating a family member who would never return. It was a frightening time, but one which strengthened the backbone of all who endured it. The boys enjoyed the process of learning and nearly always had part time and summer jobs with very modest wages which primarily were "saved for college," and secondarily provided the satisfaction of having "a little spending money." Working gave them the opportunity to learn the importance of responsibility and the consequences of errors and bad judgment. The value of that experience can hardly be overestimated. They both enjoyed many athletic activities and mastered none. They were fortunate to have benefited highly from their collegiate and military experience. Neither could predict, nor even imagine, the unexpected turns their careers would take, the people they would meet, or the surprising achievements that would accrue to them. The author of Who's That with Charlie?, Charles Mechem, was one of those boys. His interests and his background prepared him well for an unusually broad career in law, business, professional sports, and acting as a consultant and adviser to a number of individuals and businesses. As CEO of the Taft Broadcasting Company, Charlie often held the annual meeting of shareholders at an auditorium inside Taft's Kings Island theme park near Cincinnati, Ohio. Shareholders, along with their invitation to the meeting that arrived in the mail, would receive a ticket to enter the theme park with its many thrill rides and other entertaining attractions. A few people bought one share of the company, listed on the New York Stock Exchange, just to get the free ticket to the park. Taft was an entertainment company, and the meeting of shareholders was an opportunity to showcase their talents. Charlie's dynamic speeches together with music, video, and the help of Yogi Bear and Fred Flintstone dazzled the shareholder audience like Luciano Pavarotti at a Tupperware party. Charlie is a speaker with a touch of genius. At one unusual meeting of senior management and the board of directors, due to a combination of corporate setbacks and uncertainty, the mood was somber and the faces long. Charlie gave the opening address, spoke candidly and humorously about the challenges faced, turned up the tempo, congratulated all on their great work and the bright future ahead. By the time he finished, the entire gathering was standing and cheering like their team had just won the World Series. In Who's That with Charlie? you will find much of the magical character of Charlie Mechem through his recollections of a wide variety of individuals and many of the life lessons which he learned from them. These people and these experiences became a

significant part of Charlie's life and have become etched indelibly into his memory. I have enjoyed revisiting those years and am confident that the reader will discover interesting insights into twentieth-century American history, a lot of great "Lessons Learned," and a great deal of humor well written about Charlie's life, times, and friends. "Neil Armstrong" The other boy About the Author Neil Armstrong The late Neil Armstrong was the first man to walk on the moon. Charlie Mechem was formerly the Chairman and Chief Executive Officer of Taft Broadcasting and Great American Broadcasting Company from 1967 until his retirement in 1990. Previously he was a partner in the law firm of Taft, Stettinius Hollister, Cincinnati, Ohio from 1955 to 1967. Charlie is best known for his role as Chairman (and he is currently Chairman Emeritus) of the Ladies Professional Golf Association (LPGA). After retiring from that role, he has since worked as a partner with Arnold Palmer. Mr. Mechem holds a Bachelor of Arts degree from Miami University (Ohio) and a Juris Doctorate degree from Yale University School of Law. He also holds honorary degrees from Miami University and Ohio University. He has been active on many boards of directors including philanthropic organizations and was formerly the Chairman of the Board of Cincinnati Bell and Convergys Corporation.