**Garlic Marketing Show**

**Speaker 3:** [00:00:00] [00:00:00] In a world full of boring stories, bad videos and marketing misinformation, one very tall man with a weird last name will use his microphone-

[00:00:12]**Ian Garlic:** [00:00:12] Is this thing on?

[00:00:13]**Speaker 3:** [00:00:13] ...use his video marketing knowledge-

[00:00:15]**Ian Garlic:** [00:00:15] It's the red button, right?

[00:00:16]**Speaker 3:** [00:00:16] ...and use his friends-

[00:00:18]**Ian Garlic:** [00:00:18] Please be on my show.

[00:00:19]**Speaker 3:** [00:00:19] ...to change that. You are listing to the Garlic Marketing Show with Ian.

[00:00:24]**Ian Garlic:** [00:00:24] [inaudible 00:00:25]

[00:00:26]**Speaker 3:** [00:00:26] What? No, that's how you pronounce it.

[00:00:29]**Ian Garlic:** [00:00:29] [inaudible 00:00:30]

[00:00:31]**Speaker 3:** [00:00:31] Well, if you say so. Your host, Ian Garlic.

[00:00:36]**Ian Garlic:** [00:00:36] Welcome to a very special Garlic Marketing show, Ian Garlic here. And I definitely have our most accomplished guest, possibly one of the most accomplished people living today. Uh, I'm going to go through his list because I can't memorize this.

[00:01:04] He was, um, p-, uh, GM of the Chicago Bulls, helped... Is credited with saving the Bulls. Invented the first mascot. Uh, worked for Atlanta Hawks, Philadelphia 76ers where he brought Dr. J and, of course, co-founded our team Orlando Magic, um, and yeah. [Laughs] Built, you know, tons of great basketball teams, drafted s- Shaq, dr- uh, traded for Penny Hardaway, ushered in the Dwight Howard era. And especially, uh, in his free time authored, uh, 100 books? 100 books. [Laughs] Um, raised a family of 19 and, coincidentally, 19 of his former players went on to be head coaches in the NBA. 58 marathons in his, uh, also scaled Mount Rainier and is also a cancer survivor. And on top of that, wrestled a bear. [00:02:00] Pat Williams, thank you so much for being on the show.

[00:02:02]**Pat Williams:** [00:02:02] Yeah, thank you. Nice to see you.

[00:02:03]**Ian Garlic:** [00:02:03] Nice to see you. I really appreciate you being on the show and, I mean, you've led an amazing life and it's been phenomenal. But, you know, and there's so much about you out there. I want to talk today about... [Silence]

[00:02:15] ...Specifically, you know, and story telling. So this book, which is amazing, The Character Carved in Stone, um, is your latest book. How did you collect the stories for it?

[00:02:27]**Pat Williams:** [00:02:27] Well on that particular case, I, uh, was at West Point, uh, to speak to the cadets, the athletes there, and afterwards they, they gave me a tour of the campus. And there's a beautiful park, uh, looking out over the Hudson River and I noticed in this park, Trophy Point it's called, uh, there were a series of benches. Twelve of them. The benches were all the same, but there was a different word carved into the end of each bench.

[00:02:57] And I was, uh, I, I took the time to go look at each bench, wrote each word down and then I thought, "Boy, this is a well-kept secret." It was pretty powerful. Those benches were there, uh, and those words were there, uh, to remind the West Point cadets that this is how you should live your life.

[00:03:21] So, uh, I thought, "Boy, I think there's a book there," and there was. Uh, we wrote a chapter on each one of those words, uh, using a West Point graduate or a West Point product to, uh, flesh out that word. We had quite a time putting it together and I'm glad that you, uh, approve.

[00:03:43]**Ian Garlic:** [00:03:43] [Laughs] Well, I mean, I more than approve. Uh, you know, I... There's certain books that I read on, on a annual basis over and over again, and... Because for inspiration or to remind me of things and this'll definitely be one of them.

[00:03:57]**Pat Williams:** [00:03:57] Good.

[00:03:57]**Ian Garlic:** [00:03:57] 'Cause, I mean, the stories and it's... Not only are they [00:04:00] great stories, but they are detailed and I love the way you weave in your leadership message into it. You're not pounding over the head with the leadership message, it's woven in.

[00:04:10] Um, but the first one you talk about is compassion. Compassion is so important. Uh, but most people don't think of military and don't think of sports as being a, a place for compassion. Why do you feel compassion is so, so critical in leadership?

[00:04:26]**Pat Williams:** [00:04:26] Well and I think it relates to people skills and great leaders have a heart for people. Uh, they care about people, they're interested in people. Uh, they have, uh, empathy for people. Uh, the very best leaders do, uh, they love people.

[00:04:41] And in that first chapter, we used, uh, General Ulysses S. Grant, a West Point graduate. We don't generally think of him as a man of compassion but he was. Uh, he cared deeply about his soldiers. Uh, he cared deeply about the horses, uh, that they used in those days. He was a horseman. And if he saw anybody, uh, abusing a horse, you know, he would just go crazy and, and reprimand that particular person.

[00:05:12] Um, and of course at the end of the war, uh, when the time came for Robert E. Lee to surrender, uh, Grant treated him with compassion as a fellow American, a fellow citizen. And, uh, made it easy on his soldiers, uh, the Southern soldiers to keep their horses, uh, go back to their farms and con- and, and just live their life. He didn't want to punish them. Uh, the war was over and he had compassion, uh, and, uh, wanted the states to be reunited again. So, uh, Grant was a, a key person in that regard.

[00:05:50]**Ian Garlic:** [00:05:50] And that was a phenomenal story because I've read a lot about Grant and they seldom focus on that compassion aspect of it which is, it's important. And in fact, he almost [00:06:00] resigned, as you said in the book, because they were going to arrest the, the Southern troops and the Southern leaders and keep them arrested. That was a phenomenal story.

[00:06:09] I mean, in the, in this book you have the, the story of Schwarzkopf is amazing. I did- I never knew that story of him saving his troops. Uh, the other stories of, of Michael Collins, that's a phenomenal story.

[00:06:22] Uh, in fact there's a great story about, um, the founder of West Point and him, uh, asking for the, uh, uh, dismissal. He had to dismiss Edgar Allen Poe, which I never knew either. And today, actually, is the anniversary of when he would've been dismissed-

[00:06:40]**Pat Williams:** [00:06:40] [crosstalk 00:06:40]

[00:06:40]**Ian Garlic:** [00:06:40] ...According to the book, which, which was really neat.

[00:06:42] Um, but of all those stories, which d- which one d- sunk home with you the most? A-

[00:06:47]**Pat Williams:** [00:06:47] Well, I, I'm not sure that I could single them out. It's kind of like, uh, who's your favorite child, you know?

[00:06:52]**Ian Garlic:** [00:06:52] [Laughs]

[00:06:53]**Pat Williams:** [00:06:53] Or I get asked frequently, uh, what's your f-, uh, what's the favorite book that you've written? Uh, well when I wa-, uh, was writing each book, uh, that was the favorite book. Hopefully the latest book is your best one.

[00:07:07]**Ian Garlic:** [00:07:07] Mm-hmm [affirmative].

[00:07:07]**Pat Williams:** [00:07:07] I would hope that, uh, you keep improving, uh, with each book.

[00:07:12] But I, I think people will find as they get into Character Carved in Stone, uh, that it's gonna keep them engaged. Uh, we, we go from one word, uh, to the next word to the next word and, uh, we were fortunate enough to find West Point graduates who really modeled that particular word. So you're gonna read about, um, Dwight D. Eisenhower, you're gonna read about Douglas MacArthur, uh, you're gonna read about Coach Mike Krzyzewski. Uh, you're gonna read about a women's basketball coach Maggie Dixon and you're gonna read about, uh, some, uh, West Point people perhaps you didn't know about. Uh, some will be well-known, others maybe not quite so well-known. [00:08:00] Uh, but I think you'll find, uh, that there's some valuable leadership material there for everybody.

[00:08:06]**Ian Garlic:** [00:08:06] 100 percent. I mean, i- it's not only, like I said, the stories are compelling to remind you of what these words mean. Because a lot of these words now are bantered about and they're used and we use them light- too lightly.

[00:08:19] An- another one of those words that I feel is "leadership" where people use it all the time, but it's, I mean it's such an important word. But do you feel everyone should be studying leadership every-

[00:08:30]**Pat Williams:** [00:08:30] I do. E- everybody is a leader in some form. If you're a, if you're a husband you're a leader, if you're father or a mother, if you're grandparents, you're leaders. Uh, if you, um, ar- are involved in some aspect of your work, uh, your career. Uh, if you're dealing in, in youth sports for example. Uh, if you are, uh, dealing in any aspect of the political scene, you're a leader. And if you do nothing, uh, but lead yourself, which you have to do, you're a leader. So I think it's important for people to study leadership, study the great leaders of history, uh, keep learning about it. Keep improving as a leader.

[00:09:20] Our nation, uh, depends on outstanding leadership at all levels, so that's why I urge people to study it and examine great leaders. Uh, re- read books about the great leaders of history. Uh, the more you know about leadership and the more you put it into practice, the more success you're gonna have and we need successful leaders at every level in our country.

[00:09:48]**Ian Garlic:** [00:09:48] That's fantastic, uh, so true. Um, and everyone should be... I, I agree, everyone should be a leader and this is a great way to learn is through stories. But y- I- you have an amazing history of [00:10:00] leadership. I- it's, it's second to few. It... And, uh, I'm so impressed with it.

[00:10:06] But one of the things that, you know, you actually were in an interview with one of my friends, uh, Dean, a few years ago and you talked about, about finding your passion and how you've had this much energy to be a good leader. And you said you had a, a, you know, a talent for leadership but also a talent for administration and, um, and it's where those talent and opportunity came together that really made you successful.

[00:10:31] But, uh, in really looking at your history, especially your first ment- well, I think one of your first mentors Bill Veeck, I saw, also a history of marketing and promotion. How do you feel marketing and promotion f- a- are important to a leader?

[00:10:48]**Pat Williams:** [00:10:48] Well, if you don't promote, I learned, a terrible thing happens: nothing. And I, uh, was fascinated by Bill Veeck the great baseball promoter. I was fortunate enough to meet him when I was very young and, uh, he somehow or other took a liking to me and was very generous with his time. Uh, he m- made it... I never worked for him, but he made enormous investments in me.

[00:11:14] And so I, I bought into his philosophy of, of selling sports and it wasn't very complicated. He says, "If you sell..." in my case, it was minor league baseball where I started and he said, "If you're gonna sell this on the won and lost column," uh, he said, "That's too risky because you really don't have a lot of control over that."

[00:11:35] I- in minor league baseball, the major league team provides the players and they determine what becomes of those players. Uh, "But you can guarantee, uh, a fun night at the ballpark." That was Veeck's philosophy. Uh, "You can't beat fun at the old ballpark," that was how he went about it.

[00:11:53] So he was constantly looking for way to, uh, entertain his fans, to surprise [00:12:00] them, uh, to, uh, show them a good time, uh, give them something to go back home on with a, with a, with a good memory. Uh, he was, he was sports marketing really before there was even a name for it.

[00:12:15] And today, we are, you're seeing a lot of promoting, a lot of marketing, but Veeck was way ahead of his time. And so he had an enormous influence on me and I've followed that all the way through my career, uh, through the NBA, 51 years in the NBA, that, uh you've got to make it fun for the people to come out to the game. Yes, you want to win and you want to put a, a strong product on the floor or in the field, but, uh, you also want to make it a memorable, fun night. And, uh, that's w- that's where Veeck comes in. He pioneered that and, uh, we're all kind of following in his footsteps.

[00:12:54]**Ian Garlic:** [00:12:54] That's fantastic. A- uh, I mean, it's so interesting 'cause I really, you know, before doing a lot of research I didn't know a lot about Bill Veeck. I didn- I'm from Milwaukee originally, so I did know he owned the Brewers when they were a minor league team.

[00:13:07] Uh, but, you know, you've written, also, some other amazing books. Two of idols, two, John Wooden and Walt Disney, phenomenal books on both of them. Uh, but one of... Uh, you know, I see as Walt Disney's strengths, and I was lucky enough to be in an interview with Bob Gurr and he talked about how Walt was able to convince everyone that they could do whatever. Especially his team. How important was that marketing to get players and to marketing to keep the players there and keep the players excited? Because you brought Shaq and Penny and Dwight and Dr. J and these amazing players. I mean, it's not just about... You have to be marketing for them, right?

[00:13:48]**Pat Williams:** [00:13:48] Well Ian, let's, uh, let's go back. Y- you've, you started first, uh, talking about Walt Disney. Let's talk about Walt for a minute.

[00:13:54]**Ian Garlic:** [00:13:54] Yeah.

[00:13:55]**Pat Williams:** [00:13:55] Um, I moved here to Orlando, well [00:14:00] it's, uh, 34 years ago now, and I became Disney-ized, uh, which can happen. And I became particularly fascinated with Walt Disney himself. Uh, he had passed away at that point, but I kept running into senior Disney executives, uh, here in Orlando who had worked with him back in California and I always wanted to, uh, pick their brains, you know, to learn more about Walt.

[00:14:26] So I became intrigued with the man. We end up writing, excuse me, three books about him. Uh, but Walt, um, Walt was a visionary.

[00:14:38]**Ian Garlic:** [00:14:38] Mm-hmm [affirmative].

[00:14:40]**Pat Williams:** [00:14:40] Uh, he, uh, he had the ability to see way, way down the road. Uh, he saw things that, uh, the rest of us didn't see. Uh, great leaders are visionaries, first of all. And he, uh, he had, uh, uh, a vision for full length animated features. He had a vision for what television could do. He had a vision about a theme park, uh, where a family could go. People thought he was crazy. Uh, people closest to him thought he was gonna bankrupt the company.

[00:15:21] Uh, but Walt had this ability, uh, to see what the public would pay for. Uh, brilliant in that regard. He also, as you mentioned, had the ability to see people's talent and where they would best fit. And he... There, there might be a guy over here in animation and he would suddenly say, "I want you over here in, uh, in, in building this theme park," and the guy would say, "Now wait a minute, I'm an animator I..." But years later, that fella would say, "Walt saw something in me that I didn't see." That's another great mark of leadership. Uh, [00:16:00] studying your people and knowing their talents and, and where they best fit in.

[00:16:06] Uh, Walt was many things to many people and today we see his company, uh, that he, he founded, uh, just thriving around the world. Walt probably w- wouldn't be surprised. He probably envisioned that whole thing. If we could talk to him today, he probably saw it all. So...

[00:16:29] A- and he, and he knew how to sell that product. Uh, the point I made was he had these marvelous ideas but he also knew what the public would pay for. Uh, it's great to have ideas but if the public has no interest in it, well you're gonna go bankrupt. Uh, but Walt knew what they would pay for, that's another great mark of marketing.

[00:16:54] Uh, John Wooden, you mentioned, I, uh, have written four books about Coach Wooden. I felt very honored that he, uh, allowed me into his life. This was later in his, late in his li-... He lived 'til '99. Um, and, but I, I was able to spend time with him and, uh, he was always very generous with his time. Always very gracious, always very accommodating.

[00:17:19] This is the, uh, greatest coach in the history of sports, but yet there was, uh, there was something about the man that just attracted people. He was very low key, he was not a, a dynamic person in that regard. He was, uh, soft spoken, but, uh, people flocked to him, uh, to absorb his wisdom. And that's what he had, uh, it's a rare quality. Uh, but when you can find a man or a woman who has wisdom, uh, y- you'll notice that people flock to, to that person wanting to absorb that wisdom. A- and Coach Wooden above [00:18:00] all, uh, was loaded with wisdom that he enjoyed sharing with people.

[00:18:06] I think he genuinely enjoyed investing in other people. And he didn't even have to know the person. You know, an unknown high school coach wanted to come and visit with him, he, he'd welcome him to his condo and spend as much time with him as that coach wanted. Quite fascinating. So much to learn, uh, from those kinds of people.

[00:18:29] I've written a book about, uh, Coach Vince Lombardi.

[00:18:33]**Ian Garlic:** [00:18:33] Mm-hmm [affirmative].

[00:18:34]**Pat Williams:** [00:18:34] Uh, wrote a book about, uh, Coach Bear Bryant. Uh, Coach Bobby Bowden. Uh, so much to learn from these remarkable people. We wrote a book about Abraham Lincoln, co-wrote a book about Lincoln some years back. So I think the more we study those kind of people and, uh, learn from them, uh, the more we can take from them and apply to our own lives. Not that we're gonna imitate people, but if you can take the best qualities from people that, uh, you admire greatly, uh you're gonna be ahead of the game.

[00:19:10]**Ian Garlic:** [00:19:10] That's great advice. And there's so many amazing people that you've written about and I, you know, bring it back to John Wooden and one of the things that I always get from him and I always talk about it fundamentals. And fundamentals of life but also, you know, w- 'cause I, I look at marketing and the reason I'm passionate is I believe the only way we're going to change anything, change worlds, change minds, is through marketing. We have to show the value of it.

[00:19:35] Uh, and coming back to marketing fundamentals, Bill Veeck talked about shaking the hands of the people. And you did the same thing. You were out pretty much every game right? As people walked up?

[00:19:46]**Pat Williams:** [00:19:46] Well I took from Bill, um, uh, some, m- many things. Uh, first of all, uh, he was a reader. Uh, he did not, he had not finished... He didn't go to college, uh, very briefly. [00:20:00] But he was a, he w-... Two things, he was well-read and he was widely read.

[00:20:07]**Ian Garlic:** [00:20:07] Mm-hmm [affirmative].

[00:20:07]**Pat Williams:** [00:20:07] Those are two marvelous compliments you can pay anybody when you say they are well-read. And Bill always, every time I was with him he had an armful of books. And he read voraciously about many topics. And I took from him, uh, the importance of reading.

[00:20:29] Uh, he was also fascinated with the written word. Uh, Bill was a marvelous writer. Uh, he would write columns or he would write editorial pieces or... Uh, but he had a, he had a great gift of writing. Uh, I, I took that from him.

[00:20:48] Uh, he also, uh, in, uh, running a ball club, was available to the people. Uh, he would answer his own phone. You didn't go through a battery of secretaries to get to him. Uh, he, uh, opened his own mail and answered it. He, um, he, uh, roamed around his ballparks, you know, he didn't sit in a suite or a box. After the games on many nights, he'd be in there greeting the people as they left.

[00:21:25] Uh, and that led to another great, great quality that impacted me, the importance of speaking in public. Uh, Bill thought, "If I could just get to people, uh, to, at their organizations and address them and talk baseball or whatever the topic was, that they're gonna end up, perhaps, at my ballpark." Uh, so I bought into that early, uh, the importance of developing the ability to speak publicly.

[00:21:55] Uh, Bill was, uh, a very entertaining speaker. People [00:22:00] loved to go and hear him. Uh, that became something that, uh, became a huge part of my life and my career. Um, so many, so many things that we can take when we begin to really study people. Uh, not that we're to be somebody we aren't, but I took those, uh, attributes, being visible and available and being a reader and being a writer.

[00:22:26] Uh, Bill also, uh, never cursed. Um, you know, he, he talked about that. He said, "There's always a more intelligent word to use than some four letter word." And he, his, he, he was not profane. Now, this was a guy immersed in the life of baseball where language can get a little bit salty, quite salty. Uh, but I, uh, I saw that in him and that became something I wanted to emulate as well.

[00:22:58] So, i- i- where I, I guess what I'm saying is it's important to have heroes in your life. Not that they're perfect, not that they can't stumble and fall, they can. But, uh, we need people to look up to and admire. And, uh, I, I've got numbers of life heroes. And, and, and many of these heroes, um, I've only known through books. A- Abraham Lincoln is a hero, Theodore Roosevelt is a hero. Um, y- you can go back in history, Churchill is a hero.

[00:23:38]**Ian Garlic:** [00:23:38] Mm-hmm [affirmative].

[00:23:39]**Pat Williams:** [00:23:39] Um, John F. Kennedy's a hero, I, Ronald Reagan. There's certain heroes that we, we have and we need them. And in sports, I could, we could sit here and talk for an hour about sports heroes of mine. So it's important to have those men and women in your life that you emulate and you look up to.

[00:24:00]**Ian Garlic:** [00:24:00] [00:24:00] And, so speaking... Y-, I mean obviously you're have a great speaking career. I was watching some of your talks and they're fantastic, they're inspiring. Um, but w- wh- we talk about heroes, besides Bill who else did you emulate, did you have as a hero when it came to public speaking?

[00:24:19]**Pat Williams:** [00:24:19] Well that's a good question. I, I would say, uh, probably the greatest, some of the greatest men of history, men and women of history. Um, Lincoln was a marvelous speaker. We don't have tape of him, but we, we certainly have copies of his speeches and people who heard him. Uh, Theodore Roosevelt was a marvelous communicator. So was FDR, uh, with his style. Um, John F. Kennedy had a powerful ability to, to move people. Um, I, I, I'm, I'm...

[00:24:56] And then, of course, you've got the sports communicators. There've been some marvelous, uh, sports people who, communicate. Bobby Bowden was always very effective. Um, and, and, uh, Tommy Lasorda, the Dodger manager was terrific in front of people. And I heard them all, and you can always take, uh, I've always taken little things from different speakers.

[00:25:24] But above all, the best, uh, the best speakers, the best communicators are storytellers. Uh, th- they realize that we're hardwired to retain stories. Not PowerPoints. Thank goodness.

[00:25:40]**Ian Garlic:** [00:25:40] [Laughs]

[00:25:40]**Pat Williams:** [00:25:40] Uh, someone once said, "The world is not made up of atoms, it's made up of stories."

[00:25:46]**Ian Garlic:** [00:25:46] Mm-hmm [affirmative].

[00:25:47]**Pat Williams:** [00:25:47] So it's important, uh, as a speaker to collect stories, save them. Write them down. And particularly in books. Uh, I, w- when you turn a page, I always feel it's important to [00:26:00] have a story on every two pages. And then when you turn the next page, you want another story, um, so that people will see quote marks or they'll see names that they're familiar with and they'll want to keep turning pages. If they see a lot of statistics or a lot of dry looking material, uh, they may get bored with the book. Uh, stories really entice us.

[00:26:27] So when you think about great story tellers, J- Jesus and his parables, uh, Mr. Lincoln and his yarns, uh, you had, uh, John F. Kennedy and his quips. And then of course, the great communicator Ronald Reagan, uh, had probably a combination of all of it. Uh, he had been a movie actor and he had been, uh, out on the speaking circuit for years and he was the great communicator and he knew how to hold an audience and he knew how to entertain them and how to make them laugh and how to make them cry and, you know, he, uh, he had a great touch for that.

[00:27:09] So I think it's important for, um, business people in all walks of life to really work at your speaking skills. Uh, it's important to do that and, uh, uh, whether you're running a company or whether you're running a rotary club or whatever, uh, the most offensive thing you can do is bore people.

[00:27:31]**Ian Garlic:** [00:27:31] [Laughs]

[00:27:33]**Pat Williams:** [00:27:33] Uh, that's a cardinal sin.

[00:27:36]**Ian Garlic:** [00:27:36] Yeah.

[00:27:37]**Pat Williams:** [00:27:37] But to entertain them and, uh, they look forward to hearing what you have to say this week or...

[00:27:43] And it's the same in the classroom. Uh, the best teachers, the best professors, the most memorable ones to people are, are those professors that could really hold a room and, uh, keep their students fascinated and engaged. [00:28:00] Not just reading it from a script or whatever, but, uh, to really perfect your speaking skills in a classroom where you're meeting with your students, what? Two, three times a week. And you should go into that classroom, uh, just thinking, "Boy, I, h- how can I really hold these students today and really give them something to chew on?"

[00:28:25] So, uh, public speaking is, is a vital, vital part of any leader's life.

[00:28:32]**Ian Garlic:** [00:28:32] I agree completely, I, I think it's something that, uh, you know, every, almost everyone needs to have as a skill. Uh, so speaking of heroes, obviously, you know, I, I grew up here. I remember when the start of the Magic and w- thinking that we need a basketball team and I thought-

[00:28:50]**Pat Williams:** [00:28:50] You were probably about five years old.

[00:28:52]**Ian Garlic:** [00:28:52] Uh, I wish. [Laughs] I was 15. So, yeah.

[00:28:55]**Pat Williams:** [00:28:55] Really? When we started the first year?

[00:28:56]**Ian Garlic:** [00:28:56] Yeah, yeah. My, actually my father had season tickets and I remember it was the best time ever. But I remember when you first started that. I mean, you're a lot of Orlando's hero because of that. I mean, first sports team here and really put Orlando on the map.

[00:29:11] Um, but I want to talk about, you know, all... How you brought all those skills together to get those first season tickets. Because, man, you had to convince a lot of people to go all in. How d- uh, what did you do?

[00:29:24]**Pat Williams:** [00:29:24] Well, we started in, uh, June of '86, Orlando at that time was not a major city. It was not really a major tourist destination even though Disney was well established here. Uh, but it was, uh, still a pretty small city. I, I had l- I left Philadelphia to join the effort here to bring the NBA to central Florida. Many people thought it was a, a long shot at best.

[00:29:50]**Ian Garlic:** [00:29:50] Mm-hmm [affirmative].

[00:29:52]**Pat Williams:** [00:29:52] But our, our main job was to convince the community that they could do it. Uh, that they could be, could become a [00:30:00] major league sports city. Our, our... So the only way we knew to show that to the league was to ask for a $100 deposits on season tickets to a team that did not exist, uh, where there was no, arena at that point to play in, where there was no history of major league sports here at all.

[00:30:22] Uh, that's what we were facing. But the community rallied, uh, t- to the, to the cause and we ended up very quickly, uh, through June, July, August, really about three months we had before going to the owners' meetings in September, uh, to, to pitch our case to the owners. And we were able to say, "We've got, uh, deposits on 14,000 season tickets." Uh, which was an eye-opener to the league and to those other owners because those numbers were, uh, well, they just weren't happening in the NBA at that point.

[00:31:05] So we got their attention and then the league began to mull over these four different cities that wanted to come in. Miami, Orlando, Charlotte and Minnesota. And eventually, uh, the thinking was let's take all four of them. Which, uh, really kind of shocked people. I don't think anybody was fully expecting that they, they would take on four new teams. And that's how we got our team.

[00:31:36]**Ian Garlic:** [00:31:36] Yeah.

[00:31:37]**Pat Williams:** [00:31:37] Miami and Charlotte came in in 1988 and I was disappointed. I wanted to b- be in that first round. But then in... We came in and met with Minnesota in '89 and that turned out to be a real break for us. It gave us, uh, time to build the building properly [00:32:00] and it gave us time to put a staff together well. And it gave us time to do the necessary scouting.

[00:32:09] You know, as you begin to study the expansion draft and our first college draft and, you know, it gave us a little bit more time to do things thoroughly. So that's how it all started and here we are, I mean, we're 30-some years into it now and the Magic have become a, a huge part of central Florida, um, they're here, here to stay and, uh, we've had some ups, we've had some down periods but, uh, by and large, our fan base remains very loyal, very much involved. Um, they care deeply about the team and it's been a wonderful marriage.

[00:32:54]**Ian Garlic:** [00:32:54] And so, so speaking of, uh, 30 years ago, so this, this, uh, past Valentine's Day was 30 years since number 12 from the Chicago Bulls walked out on the court. When, uh, Jordan's-

[00:33:09]**Pat Williams:** [00:33:09] Yes.

[00:33:10]**Ian Garlic:** [00:33:10] ...Jersey disappeared-

[00:33:11]**Pat Williams:** [00:33:11] Somebody stole his jersey.

[00:33:12]**Ian Garlic:** [00:33:12] Yeah, I remember that. I was at that game and seeing... 'Cause I was all excited, at that point Michael Jordan, well he was a big player, hadn't won any championships. He was a, it was a different team. I mean it was the same team, but it wasn't the Bulls that we came to know. But i- it was a big deal and the Magic won, which was fantastic, but what was that moment like? I mean, because I think he was arguably the biggest star of the NBA and you have this and you're new team and [laughs] his jersey's gone-

[00:33:39]**Pat Williams:** [00:33:39] Well we won some... Well, first of all, I was embarrassed-

[00:33:42]**Ian Garlic:** [00:33:42] Yeah.

[00:33:42]**Pat Williams:** [00:33:42] ...You know, as a new team that, uh, there was security failure and the greatest player in the world had his jersey stolen in our building. Uh, it was, I, I, I didn't feel good about it, that something had happened here under our [00:34:00] watch. But that first year, we had some memorable moments.

[00:34:05] We didn't win a whole lot of games, but we upset the Lakers one night and we knocked off the Bulls one night, um, in the, in the first preseason game, we beat the world champion Pistons. So there were some, definitely some highlights in that first year that our fans to this day still remember.

[00:34:26] Eventually, you know, we began to add different pieces and then the Shaq draft of '92 and the Penny Hardaway acquisition in '92 were the two big breaks we got. And suddenly we were a contender. And, uh, got to the finals in '95, which was, uh, a huge accomplishment and, uh, we, we felt we were in for a long ride, but Shaq departed to LA, Penny Hardaway, uh, had knee surgery on both knees over time and he never was able to lift to his full potential.

[00:35:03] But that's, that's life in pro sports. It's a fragile business. You never know from day to day, you know, what's gonna play out. Uh, but, uh, th- that, that's where Veeck comes in. Every time you come, it should be a fun night. Win or lose, and you hope you have a win, but, uh, y- you, you must make it an entertaining, uh, time for people.

[00:35:28]**Ian Garlic:** [00:35:28] And so part of business and marketing and obviously growing a franchise is taking risks. Um, and obviously over time you had to take some risks. Which of your marketing business risks did you take that you were most surprised by the success of?

[00:35:44]**Pat Williams:** [00:35:44] Well you never know, uh, what's going to fly. Um, we were approached, uh, before our first season. We were the Magic and two magicians, uh, came to visit and said [00:36:00] that they wanted to be the team magicians. Well, we didn't know what that meant. Um, but they, they came with ideas and so we said to them, "Okay, we'll give you, uh, uh, four games here at the start of the season, uh to see what you're all about and then we'll decide from there." Well, the two guys came and they had a fistful of ideas like, uh, shooting t-shirts up into the stands, I mean, all the things you see. And after the four games we said, "Okay, you're in, uh, we like what you're doing."

[00:36:40] Little did we realize that, uh, that was going to trigger a whole wave into every sports arena and stadium and college arena in the country. All of those things that those two guys brought to us are now part of the scene in every sports venue.

[00:37:04]**Ian Garlic:** [00:37:04] Yeah.

[00:37:04]**Pat Williams:** [00:37:04] You know, uh, shooting baskets to a flip up backboard and, uh, I mean just a whole litany of things that these, these two creative guys came up with in our building.

[00:37:17]**Ian Garlic:** [00:37:17] Amazing.

[00:37:17]**Pat Williams:** [00:37:17] And it's now, uh-

[00:37:19]**Ian Garlic:** [00:37:19] It's everywhere.

[00:37:20]**Pat Williams:** [00:37:20] ...It's just part of sports.

[00:37:21]**Ian Garlic:** [00:37:21] T-shirt cannon, is everywhere.

[00:37:23]**Pat Williams:** [00:37:23] Yeah, all, all the things that they came up with.

[00:37:26]**Ian Garlic:** [00:37:26] I didn't know that that all started with those two guys.

[00:37:28]**Pat Williams:** [00:37:28] That's where it started, right here.

[00:37:29]**Ian Garlic:** [00:37:29] I remember them. That's really, really cool.

[00:37:31]**Pat Williams:** [00:37:31] One of those, one of those guys, Giovanni is still around. I'm still in touch with him. Uh, the other one, Tim, is no longer living. But, uh, Tim and Giovanni, they were a pair.

[00:37:42]**Ian Garlic:** [00:37:42] Yeah.

[00:37:43]**Pat Williams:** [00:37:43] And they, they created, they invented, really, this whole concept of sports marketing that nobody ever thought of.

[00:37:53]**Ian Garlic:** [00:37:53] Actually, I knew Tim. He was a great, great guy. He was a fantastic guy. I didn't know he invented all that. He never even talked [00:38:00] about that.

[00:38:00]**Pat Williams:** [00:38:00] Yeah, these two, th- th- the two of them together, they were, they were partners, magician partners. But, uh, they invented a whole new way of, uh, presenting sports.

[00:38:11]**Ian Garlic:** [00:38:11] That's really cool.

[00:38:12]**Pat Williams:** [00:38:12] And at every building in the NBA and beyond, you see their work-

[00:38:20]**Ian Garlic:** [00:38:20] Yeah.

[00:38:20]**Pat Williams:** [00:38:20] ...Being carried out-

[00:38:21]**Ian Garlic:** [00:38:21] I d-

[00:38:22]**Pat Williams:** [00:38:22] ...With every, with every franchise.

[00:38:23]**Ian Garlic:** [00:38:23] It's ubiquitous now. That's amazing.

[00:38:26]**Pat Williams:** [00:38:26] Quite a story.

[00:38:27]**Ian Garlic:** [00:38:27] Uh, so speaking of now, now we've got MLB. You're, you're marketing for that, uh, tell me about this. Because obviously, you know, y- you, you never stop. I mean, I'm looking at this list of things that you do, you never stop. What brought on MLB and-

[00:38:44]**Pat Williams:** [00:38:44] Well I've always felt that Orlando could be a Major League Baseball city. We tried once in the '90-'91 period. Uh, that's how Rich DeVos originally got involved here. But it, but the, uh, major leagues decided to go to Miami.

[00:38:59] And then in the mid-'90's we tried again and that's when the major leagues went to St. Pete and, uh, so it's been a long wait. But I, I still believe fervently, uh, that this could be a great Major League Baseball town, community, area. And so we are cranking it up again. We have cranked it up, uh, to try and convince Major League Baseball that Orlando is where they need to be.

[00:39:27] Uh, how might that happen? Well, we're watching the situation in St. Pete very carefully. Uh, they've made it pretty clear that they, they're gonna have to leave there at some point. They have eight years left on the lease and we are, uh, making it very clear to them that we want them here, about 70 miles east, and that they can have great success here.

[00:39:53] Uh, the major leagues have also said that they plan at some point to expand by two more [00:40:00] franchises. And, uh, we want to be, uh, in front of Major League Baseball to show them that this is where you need to be with an expansion team if the move of the Rays doesn't work out.

[00:40:14] So our job is to get ready, uh, we've got a website, OrlandoDreamers.com, and, uh, we're urging people to go up there and just express their interest. Uh, we're working quietly behind the scenes about a potential stadium and we're, uh, we're, we're doing everything in our power to be ready when that time comes. We have a nickname, the Orlando Dreamers. We got a logo. We've got a hat. Uh, we got the look, uh now, uh, we just need a team.

[00:40:51] So I retired from the Magic in May of, uh, this past year. And, uh, the mission was to get ready to head this effort, uh, to try and bring Major League Baseball here. So I'm fully engaged in that process and I, I'm convinced we can do it.

[00:41:11]**Ian Garlic:** [00:41:11] Well, if anyone's gonna do it, it's you. [Laughs] Uh, well I really appreciate you taking the time-

[00:41:17]**Pat Williams:** [00:41:17] Good to visit with you, Ian.

[00:41:18]**Ian Garlic:** [00:41:18] It's been wonderful. I have one last question, I d- I mean... You might not have answers for this, but I always ask people, you know, what's the one quote or mantra that they've lived their life by or that is their favorite quote. Do you have one?

[00:41:32]**Pat Williams:** [00:41:32] Uh, from, from somebody that I've...

[00:41:34]**Ian Garlic:** [00:41:34] Yeah, one of the books or biographers or people of history. Is there something that you-

[00:41:40]**Pat Williams:** [00:41:40] Well John Wooden probably had he best one, "Make each day your masterpiece." I think that's, that's the one that, uh, means the most. Uh, "Make each day your masterpiece." Think about that for a minute. So if you, uh, are determined at the start of each day, "This is gonna be a masterpiece day," and keep [00:42:00] doing that for a lifetime, you're gonna have a pretty good life. Uh, the people around you are gonna be, uh, deeply moved if they see you living out a masterpiece day every day. That's how Coach Wooden went about his life and I, uh, I recommend that to many, to others.

[00:42:22]**Ian Garlic:** [00:42:22] That's phenomenal advice. I really appreciate it. Thank you so much for your time, I appreciate it. It was wonderful. And thank you all for taking us on your journey, uh, this has been Pat Williams and Ian Garlic and the Garlic Marketing Show.

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[00:44:11]**Speaker 3:** [00:44:11] That's it for the Garlic Marketing Show. If you want to get the inside scoop on the latest techniques, make sure to follow Ian Garlic on Facebook.