

SPARKS



Next Meeting: May 1, 2014

Guest Speaker: John Asher

Title: Churchill Downs Vice President of Communications

Buffet Opens: 11:30 am / Meeting Begins: 12:10 pm
Galt House West, 3rd Floor, Archibald Room



John Asher, Vice President of Racing Communications at Churchill Downs Race Track ("CDRT"), has worked in the Thoroughbred racing industry as an award-winning journalist and publicist for more than 30 years. He joined Churchill Downs, home of the world famous Kentucky Derby and the flagship operation of Churchill Downs Incorporated ("CDI"), in January 1997 and has served in his current position since March 1999.

As a radio journalist at WHAS-AM and WAVE-AM in Louisville, Asher earned five Eclipse Awards for "Outstanding National Radio Coverage of Thoroughbred Racing." His general reporting was recognized with national honors. He has been the recipient of multiple awards in the horse industry as well as reporting, too numerous to mention here. In March 2010 Asher was selected from a pool of more than 5,500 regional nominees as one of 128 individuals recognized as Connectors by the Leadership Louisville Center ("LLC"). Connectors were described as individuals that are successful in getting things done because of their distinctive style of "trusted leadership."

He serves on the board of trustees of WLKY-32's "Spirit of Louisville Foundation," which oversees the annual Bell Awards for community service, and the boards of directors GuardiaCare Services and Simmons College of Kentucky. He previously served on the board of directors of the Kentuckiana Chapter of the Juvenile Diabetes Research Foundation International and was honored as its "Volunteer of the Year" in 2004, and the boards of the Catholic Education Foundation and Presentation Academy.

A native of Leitchfield, Ky., Asher is a graduate of Western Kentucky University, where he earned a bachelor's degree in Journalism. He lives in Louisville with his wife, Dee, and they have three daughters.

Who will be the next ROTARIAN OF THE YEAR?

The Awards Committee seeks nominations for *Rotarian of the Year*. Please identify and nominate Rotarians whose actions demonstrate the 4-Way Test in professional, Rotary and civic activity. The deadline to submit nominations is **June 6**. Access the form at [THIS LINK](#).

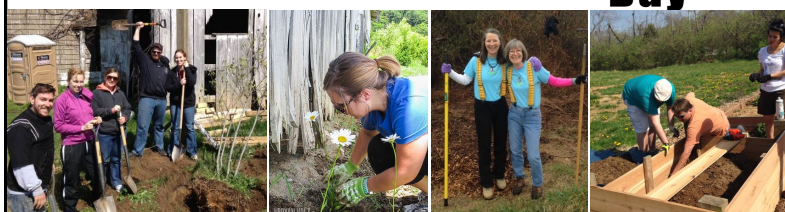


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May 10 is Rotary Volunteer Day!

The Food Literacy Project has reserved May 10 for Rotarians to volunteer at the Oxmoor Farm on Limehouse Lane. If you can volunteer from 10am-1pm on May 10, or to volunteer on another day, [SIGN UP HERE](#).



You can also support the Smart Food Project by ordering **strawberries** for the Jamm Fest in May. Order deadline is May 16. Access the order form [HERE](#).



Birthday Table

Robert Chatham	May 2
Bob L. Maddox	May 2
Jerry Clanton	May 3
John Hampton	May 3
J.R. Curtin	May 5
Terry Tyler	May 5
Tony Kemper	May 7

Please sit at the Birthday Table on May 1.



PROGRAM SCHEDULE

May 8 — Charlie Castner, Topic:
"History of Railroads in Louisville"
**MEETING LOCATION: TARC
Headquarters (historic L&N building) at
10th & Broadway**

May 15 — Rotary Speech Contest Finals

May 22 — Dr. Donna Hargens, "Promise
Scholarship Report Card"
**MEETING LOCATION: Kentucky
Center for African American Heritage at
1701 West Muhammad Ali Boulevard**

June 26 — Changing of the Guard

July 3 — NO MEETING!

July 10 — J.K. McKnight (tentative)
"Forecastle Festival and Its Impact on-
Louisville"

July 17 — "Gen. Elmus Ussery ROTARY
REACH OUT" Expo

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"THAT'S ENTERTAINMENT!"

May 20 (Tuesday) — Casino Night at Horseshoe Huge
buffet w/ three entrees especially prepared for Rotarians.
\$63/person (includes tax & gratuity) cash bar. Tour the facil-
ity later or hit the tables.

June 7 (Saturday) — Bourbon Trail Tour Hit the trail in
the Mint Julep Tour Bus with fellow Rotarians as we visit
three bourbon sites. \$69/person (includes tax & gratuity)

October 14 (Tuesday) — Riverboat Dinner Cruise
Board at 5:30 pm \$66/person (includes tax & gratuity) cash
bar. Enjoy the cruise on the Belle of Cincinnati, dinner buf-
fet and entertainment included. A parade of riverboats will
be on the Ohio for the following weekend's celebration of the
Belle of Louisville's 100th year!

Send payments to the Rotary office.
Your payment confirms your registration.

Can you play a trum-
pet or a saxophone?



Contact
Glenn Price
at 779-8511.

The Four-Way Test

"Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

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JUNE 14 - DISTRICT TRAINING ASSEMBLY

Are you an incoming Board officer/director, committee chair or
vice chair, new member, or a Rotarian interested in leadership?

You should attend the **District Training Assembly** on June 14 in
Owensboro at the Kentucky Wesleyan College. Continental break-
fast and lunch is provided. No charge to attend, but registration is neces-
sary. Travel expenses will be reim-
bursed. Register today at the June
14 date on the calendar at our club
website: www.louisvillerotary.org.



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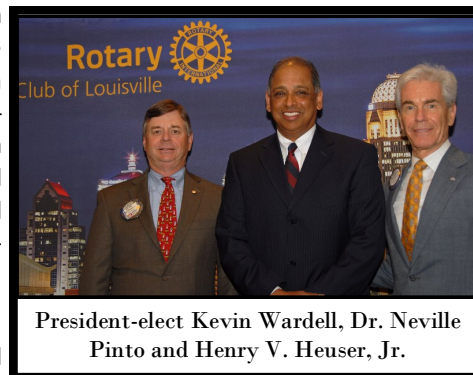
April 24, 2014 Rotary Meeting

The weekly meeting began with a welcome from incoming President-elect, Kevin Wardell. Kevin announced that, based on two member engagement surveys, the meeting agenda would be modified somewhat to include the following: new podium setup with Lavalier, new backdrop with new RI club logo, self-introductions by Rotarians when introducing their guests, and reciting the *4-Way Test* at the end of each meeting. Kevin also noted that we are a diverse club with over five generations, and it is critical that we adapt to be relevant to all members. In addition, he mentioned the club's beautiful new backdrop, thanking those who made it possible: Henry Heuser, Jr., Ray Schuhmann who photographed the Louisville skyline, and Don Cherrie whose company (Nimlok) provided their services to create the three-panel backdrop.


The pledge and song was led by member, John Evans and the birthday table hosted by Michael Vincenti. Party planner enthusiast and Club President Nominee, Greg Braun, announced upcoming exciting events while wearing a light-up hat. We all know what a fun guy he is! Please check the details out in today's newsletter, *That's Entertainment* section on page two. The events promise not to disappoint!

Dedicated member Henry Heuser, Jr. introduced Neville Pinto, Ph.D., Dean of University of Louisville Speed School of Engineering. Dr. Pinto's very informative speech began with information about the school itself. The Speed School is a five-year program with the opportunity to complete a Master's Degree. Their objective is to advance basic engineering in an innovative way which includes the recent announcement of the University of Louisville Research Park. This park will have an industry located within it and will be a hub for thought leaders. It will maximize the student experience while being open to the community for global co-creation. The objective will be to Design, Build and Sell. GE Corporation has committed to be the anchor sponsor and will work hand in hand with the students. They will have their product testing located within the park. Other partners include Local Motor (LM) and 1B – First Builders.

Dr. Pinto ended his speech with additional details regarding the Institute for Product Realization. A special Rotarian thank you to Dr. Pinto for spending his afternoon with us. The meeting concluded with the reciting of the *4-Way Test* and a reminder that next week's meeting will feature John Asher, Churchill Downs Vice President of Communications. - Stacy Funk



President-elect Kevin Wardell, Dr. Neville Pinto and Henry V. Heuser, Jr.




Rotary Day at the BATS

Wednesday, June 18 - FREE!

Two suites are available for Rotarians on Wednesday, June 18. Tickets are FREE, but food will be on your own. Approximately 32 tickets will be available.

Rotarians with reservations will be entered into a drawing at the June 12 Rotary meeting and the winner will have the privilege of throwing out the ceremonial First Pitch!

Contact Joey Bailey directly via email at joeybaileycpa@gmail.com and reserve your ticket(s) today!





General Elmus Ussery ROTARY REACH OUT


Thursday, July 17

Have you reserved your booth?

Exhibit opportunities are available to showcase businesses, nonprofits, Rotary Committees, Service Projects, or Rotarians can share information about their hobby or collection. Door prizes and special entertainment are planned! This will be a fun, exciting event that you won't want to miss!

Access registration form with details at [THIS LINK](#).
Registration Deadline: May 22

Questions? Contact Theresa or Lee
Theresa Raidy: 637-7696 / traidy@kosair.org
Lee Squires: 451-5630 / cavehillcemetery.com



Thank you for responding! The initiative to add new Club members is underway.

Continue to contact your friends or business acquaintances with qualifications to become a Rotarian. Please do your level best to identify, recommend for membership, and then support them as a proposer. The list of past programs at [THIS LINK](#) may be helpful to use as a selling tool.

If they are interested in joining, they should attend a 'What is Rotary?' session (offered every 1st and 3rd Thursday each month in the Rotary office conference room). Questions? Contact Debe Skidmore at 589-1800. Thank you, in advance! Your efforts are making a difference!

- Nelson Auge, Membership Development Committee Chair

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