

SPARKS



Next Meeting: Thursday, February 21, 2013

**Guest Speaker: Christen Boone, Director
Greater Louisville Project**

Topic: "2012 Competitive City Update Report"

Introduction: Susan Barry

Buffet Opens: 11:30 am / Meeting Begins: 12:15 pm

Galt House West, Third Floor, Archibald Room



Bill Gates said in his recent Annual Letter, "I have been struck again and again by how important measurement is to improving the human condition. You can achieve amazing progress if you set a clear goal and find a measure that will drive progress toward that goal". Using research and data analysis is an important and common tool in business. Using research and data analysis to affect community change and progress is equally effective and increasingly important.

Christen Boone is the Director of the Greater Louisville Project, an independent civic initiative whose mission is to act as a catalyst for civic action by providing research and data analysis to engage the community in a shared agenda for long-term progress. Ms. Boone will introduce the work of the GLP, present the findings of the 2012 Annual Competitive City Update Report and share plans for continuing to advance the competitive city agenda.

Committed to building a stronger and more vibrant community, Christen Boone has served in leadership roles and raised over \$250 million for regional organizations including 21st Century Parks, Actors Theatre, Cincinnati's Fine Arts Fund and Atlanta's High Museum of Art.

You can find more information about the Greater Louisville Project at www.greaterlouisvilleproject.org or read Bill Gates Annual Letter at www.gatesfoundation.org

**NOTE:
Location
Change!**

TWO MEETINGS IN MARCH WILL BE OFF-SITE!

The **March 7** and **March 14** meetings will be held in the ballroom at the **KOSAIR SHRINE CLUB** located at **812 South Second Street**.

Parking is convenient and free!

Inside this issue:

Leaders Wanted!	1
Calendar	2
Feb 14 Meeting	3
Historic SPARKS	3
FYI: Flyer Policy	3
RI President-elect	3

WANTED
Visionary Leaders
Very Much Alive

REWARD!

Do you want to make a difference in our community and the life of our Club?

We are looking for leaders who can think strategically, value collaboration, and will commit the time needed to make great things happen.

Let us know if you want to be considered for next year's (July 2013 - June 2014) leadership team as a Committee Chair or Vice Chair.

Contact President-Elect Randy Coe at wc1503@gmail.com or the Rotary office.

Birthday Table

Amber Halloran	Feb 24
Karl Schmitt	Feb 24
David Hinton	Feb 25
Leo Smith	Feb 25
Sam Ward	Feb 25
Rick Heath	Feb 26
Dan Goyette	Feb 27

Please sit at the Birthday Table on February 21.



SAVE THE DATES!

Friday, May 17 & Saturday, May 18

PROGRAM SCHEDULE

- February 28** — Greg Heitzman, President Louisville Water Company, Executive Director MSD, *'One Water - Consolidation of MSD & LWC'*.
- March 7** — Julie LaValle 'Valle' Jones, CEO of Mayin LLC, *'Whiskey Row Lofts & Main Street Revitalization'* **(3/7 MEETING LOCATION: Kosair Shrine Club, 812 So. 2nd Street)**
- March 14** — Christopher 2X, Community Leader & Anti-Violence Advocate, *'Metro Violence; Healing & Rebirth'*. **(3/14 MEETING LOCATION: Kosair Shrine Club, 812 So. 2nd Street)**
- March 21** — Unsung Heroes Program.
- March 28** — Dr. Lyle Roelofs, President of Berea College
- April 4** — Fr. Clyde Crews, Bellarmine University Historian & Archival Coordinator *'Religious History of Louisville'*.
- April 11** — Terry Brooks, Executive Director of KY Youth Advocates, *'Child Abuse: A Community Shame—A Community Solution'*.
- April 25** — Mitch Nichols, President of UPS Airlines
- May 2** — John Asher, Vice President, Racing Communications of Churchill Downs
- May 9** — Rotary Speech Contest District Finals
- May 16** — Rotary Promise Scholarship Fund Program **(3/14 MEETING LOCATION: The Parklands at Beckley Creek Park in the Gheens Lodge)**
- May 30** — Jeff Bringardner, Humana KY President, and Steve Hester, Norton Healthcare Chief Medical Officer; *'Update on Health Reform & The Affordable Care Act'*
- June 6** — Charlie Mattingly, President & CEO, BBB of Louisville, Southern Indiana & Western Kentucky, *'BBB 100th Anniversary and Update'*
- June 13** — Maria Hampton, Co-Chair Vision Louisville & Federal Reserve Bank Vice President, *'Vision Louisville'*
- June 20** — Craig J. Richard, CEO of Greater Louisville, Inc.

UPCOMING EVENTS

- April 30** — 48th Annual *'Rotary Day at the Downs'*.
- May 17** — Spring Fundraiser - Gheens Lodge at The Parklands.
- May 18** — Family Picnic at The Parklands!
- June 26** — Rotary Day at the BATS game.

Annette Grisanti

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**Why
Rotary?****You Tube**

February 14, 2013 Rotary Meeting

Tracy Holladay provided the invocation today. President Stuart led a moment of silence for longtime Rotarian Bremer Ehrler who passed away. Bremer's 50-year anniversary as a club member would have been in July this year. To view a recent video of Bremer, [CLICK HERE](#). The pledge was led by Bill Blocker. In honor of Valentine's Day, we sang "Let Me Call You Sweetheart" to all the women. Randy Coe announced a Kosair Charities matching grant challenge of \$10,000 — \$50,000 to the Club. Randy *tongue in cheek* asked if anyone wanted to provide the matching total today. Ann



Wells, who was announced as a new member today, raised her hand! Thanks to Ann (*pictured at left with President Elect Randy Coe and Alan Griffes*).

Michelle Griffin then introduced today's speaker Bruce Broussard, President and CEO of Humana, Inc. Bruce said he joined Humana about a year ago to make a difference.

He believes healthcare in the US is broken and is not sustainable as it is too expensive. Ten thousand people a day are aging into Medicare coverage in the US; however, 80 percent of our population is either obese or overweight, which will present challenges to the healthcare system. Bruce believes the system does not focus on health care but sick care. His vision is for providers to simplify delivery of healthcare services to the consumer by empowering the consumer, by connecting directly to the consumer base, and by customizing services to the consumer. He used the example of Netflix providing entertainment direct to the consumers as opposed through a network.

His vision is for Humana to change its interaction with consumers from a transaction based model to a community with the consumer community model through their integrated "Halo of Health". Humana would implement this through evolving the structure of health by providing economic benefits for healthy choices, decreasing fragmentation of benefits, and engaging members to take responsibility for their own health.

Regarding the Healthcare Reform Act, Bruce thought it was good that coverage is now expanded, but many details of the law are not completely known or understood. He believes 2014 will be a bumpy road and the cost of insurance will certainly go up. Additional change is needed to evolve from a system where a good output is rewarded rather than just payment for a service given, and to reduce waste where about a third of Medicare dollars are now wasted.

President Stuart then adjourned the meeting. — Mark J. Schuhmann



Bruce Broussard and
President Stuart E. Alexander, III



HISTORIC SPARKS

One of the projects President Stuart has initiated this year, the Club's 100th year, is to make the SPARKS newsletters available online.

The first SPARKS, issued in 1913, is available along with other issues through the year of 1983 at www.louisvillerotaryclub.org.

All newsletters will eventually be scanned and made available on this site. These historical newsletters are interesting as well as entertaining. Enjoy!



Flyers may not be placed on tables at Thursday meetings without prior knowledge/permission of the President or Rotary office. Thank you for honoring this policy.

Rotary Promise Scholarship



GIVE TO THE
Rotary Promise Scholarship Fund.
Your donation will be quadrupled!

Make check payable to:
"Rotary Promise Scholarship Fund"

RI President-elect Ron Burton Challenges Rotarians at 2013 International Assembly

Before the assembly, Burton asked each of the incoming governors to make a donation in their name to The Rotary Foundation in order to demonstrate leadership by example. At the assembly, he announced that all 537 governors-elect had complied; along with donations from all RI Board members and Foundation Trustees, the contributions totaled US\$675,412. "Now, I have to believe that some of this is money that The Rotary Foundation probably would not have received had I not asked. And I think that this is an important lesson" he said. "If you want somebody else to do something, you can just sit around and wait for them to get the idea, or you can ask."

Burton applied that lesson also to membership development, which he insisted is the responsibility of every Rotarian.... "You have to ask," he said.

But Burton emphasized that the job doesn't end when a new member joins: "It's not done until that new member is engaged in Rotary, inspired by Rotary, and uses the power of Rotary service to change lives."

[CLICK HERE](#) for link to Burton's inspiring speech.



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