

SPARKS



Next Meeting: Thursday, February 28, 2013

Guest Speaker: Greg Heitzman

**Executive Director - Metropolitan Sewer District
& President/CEO - Louisville Water Company**

Topic: "One Water—Consolidation of MSD and LWC"

Introduction by: John Huber

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

Galt House West, Second Floor, Daisy-Sunflower Room



Greg Heitzman has served as President of Louisville Water Company since 2007. He has been with Louisville Water Company for 30 years, working in areas of engineering, operations and customer service.

In December 2011, Mayor Greg Fischer appointed Mr. Heitzman to serve as Interim Executive Director of Louisville Metropolitan Sewer District and on May 1, 2013 he will assume these duties full time. Mr. Heitzman will discuss the challenges, logistics, and opportunities with the merger of the LWC and MSD.

Mr. Heitzman is a licensed Professional Civil Engineer. He has an MBA from the University of Louisville, and earned Bachelor's and Master's degrees from the University of Kentucky in Civil Engineering.

He serves on a number of industry and civic Boards, including: Water Research Foundation, Association of Metropolitan Water Agencies, Greater Louisville Chamber of Commerce, Louisville Better Business Bureau, Louisville Fund for the Arts (2013 Annual Campaign Chair) and Boy Scouts of America Lincoln Heritage Council.



TWO MARCH MEETINGS 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:

Leadership Fellows Program	1
Calendar - Meetings & Events	2
Feb 21 Meeting - Christen Boone	3
Visionary Leaders Wanted	3
Annual Rotary Day at the Downs - April 30	3
July 21, 2012 Centennial Video	3

ROTARY LEADERSHIP FELLOWS COMMITTEE Seeks More Green Name Badges ...

It is that time of year again for finding our two newest Rotary Fellows from the UofL MBA program to represent Rotary and wear their green Rotary Fellows badges proudly.

The Rotary Leadership Fellows Program is a unique partnership among the Landrum family, the Rotary Club of Louisville and the University of Louisville College of Business. The program's goal is to expand and accelerate the development of community service leadership among the next generation of Louisville's businessmen and women.

Each year two UofL MBA graduates are invited to join a three-year leadership development program within the Rotary Club of Louisville. *(cont'd on p. 3)*

Friday, May 17 & Saturday, May 18

SAVE THE DATES!

Birthday Table

Bert Grohmann	Feb 29
Kirk Alliman	Mar 1
George Merrifield	Mar 1
Bill Stone	Mar 1
Bos Todd	Mar 1
Greg Braun	Mar 2
Paul Zurkuhlen	Mar 2
Bill Brantley	Mar 3
Joe Ferguson	Mar 5
Katie Hoy	Mar 5
Paul Oberst	Mar 5

Please sit at the Birthday Table on February 28.



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 18** — Dr. Donna Hargens, JCPS Superintendent
- 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.
- June 27** — Changing of the Guard

UPCOMING EVENTS

- April 30** — Annual *'Rotary Day at the Downs'*
- May 17** — Spring Fundraiser - Gheens Lodge at The Parklands
- May 18** — Family Picnic at The Parklands!
- June 7** — Trolley Hop & Dessert/Drinks at Brasch home
- June 26** — Rotary Day at the BATS game.

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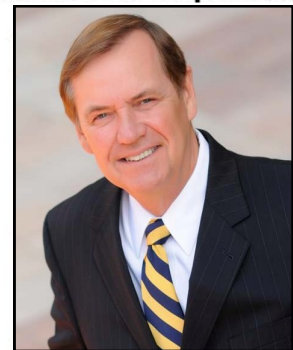
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Rotary?****You Tube**

February 21, 2013 Rotary Meeting

Today's invocation was given by Larry Sloan. Gordon Costley led the pledge and the singing of *America the Beautiful*. President Stuart announced that, on February 23 at 7 PM, WAVE 3 TV 'Jean West's Medical Digest' will air Dr. Friedland's comments from the January 31 Rotary meeting. Craig Scherman announced another in a long line of new members he has recruited, Lisa Sutton, Executive Director of the House of Ruth. Susan Barry then introduced our guest speaker, Christen Boone, Director of the Greater Louisville Project.

Christen's presentation topic was *2012 Competitive City Update Report*. Christen started by asking the question: How do you ensure that Greater Louisville is "greater"? In business, goal setting and progress measurement is required to drive change. A similar process is required to drive community change. She then played a video of Bill Gates talking about the polio eradication project, and how the organization constantly reviews progress and adjusts their strategy.



Susan Barry, Christen Boone and President Stuart E. Alexander, III

Christen stated that the Greater Louisville Project staff does the same thing in trying to bring about progress in Louisville. The staff collects and monitors data to engage our community, inform our leaders and promote collective action. A 2002 Brookings Institute report recommended areas of focus to drive community improvement and benchmarked Louisville against 14 other US cities. Christen focused on the following three drivers of improvement:

Education Attainment – A Deep Driver Goal is for 40 percent of the working age population to have college degrees. This goal is behind the Rotary Promise Scholarship Fund and the 55,000 Degrees goal. In 2010, 33 percent of our population had a Bachelor's Degree or higher which put us in the middle of the pack against our benchmark cities. The rate of change in this benchmark is promising as Louisville is leading in improvement, but the improvement in minority attainment is lacking and needs work.

Quality of Place – Louisville's population grew 7 percent over the last decade, but its share of the population when compared to the surrounding counties shrank. To maintain vitality the city needs to protect its strength as a regional hub and reverse the loss of young adults. The data indicates the brain drain is reversing and, when compared to our benchmark cities, we are again in the middle of the pack. Christen asked the question: Do we have the good jobs here to keep quality young people?

Growing 21st Century Jobs – The goal is to increase the percentage of population in professional and technical occupations to 40 percent. In 2010 we were at 37 percent which is an improvement since 2000 and puts us again in the middle of the pack with other cities. However, we rate near the bottom in real wage growth over the last 20 years, so this an area where much improvement is needed.

Christen says the group will next focus on health and expects a special report on this topic to be published this summer. President Stuart then adjourned the meeting. – Mark J. Schuhmann

Rotary Day at the Downs

Tuesday, April 30



11:00a - 6:00p
Millionaires Row

Cost: \$73/person

Ticket, Program, Buffet Lunch
and Gratuity Included

**CLICK HERE TO
REGISTER & PAY ONLINE**

February 23, 2013 HAPPY 108th BIRTHDAY Rotary International!

February 23 is Rotary's 108th anniversary. Take a moment to reflect on our organization's tremendous accomplishments over the years, and on that win-



ter day in Chicago in 1905 when Gustavus Loehr, Silvester Schiele, Hiram Shorey and Paul Harris (pictured here) made history by participating in the first Rotary club meeting. The Rotary Club of Louisville was the 45th club to be formed, and there are now more than 34,000 clubs worldwide. **READ MORE!**

Celebrating
100
YEARS

View our Club's 7/21/12 Centennial
Celebration Event video! [CLICK HERE](#)

LEADERSHIP FELLOWS COMMITTEE Seeks More Green Name Badges ...

(cont'd from p. 1)

Applications are due Friday, March 8, 2013. The Leadership Fellows Committee will host an informational session on Monday, March 18, 2013 at the UofL Business School. If interested in participating and coming to share what Rotary means to you, please contact Aimee Johnson, Committee Chair, at aimee-johnson49@gmail.com or 502-599-6523.

Watch for more Leadership Fellows news as we seek out those future **green** badges.

WANTED
Visionary Leaders
Very Much Alive

REWARD!

**YOU can make
a difference in our community
and in the life of our Club!**

WANTED: Leaders who can think strategically, value collaboration, and will commit the time needed to make great things happen.

TURN YOURSELF IN: Email President-Elect Randy Coe (wc1503@gmail.com) or the office (rotary@rotary45.org) to be considered for next year's (July 2013 - June 2014) leadership as a Committee Chair or Vice Chair.

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