

SPARKS



Next Meeting: Thursday, March 7, 2013
Guest Speaker: Julie LaValle "Valle" Jones
CEO of Mayin, LLC

Topic: "Whiskey Row Lofts and Main Street Revitalization"

Introduction by: David Dunn

Buffet Opens: 11:30 am / Meeting Begins: 12:15 pm
Kosair Shrine Club - Ballroom at 812 South Second Street



Julie LaValle ("Valle") Jones has over 28 years of experience in real estate development and finance in Kentucky, North Carolina, South Carolina, and Massachusetts. She has developed urban mixed use, multi-family and single family residential, office, retail and special purpose buildings, including historic renovations and new construction.

Jones has valuable experience in developing real estate and finance, providing contract development services to profit and nonprofit entities in North Carolina and Kentucky, in addition to serving on various nonprofit boards.

Currently, Valle works through her own company, Mayin, LLC, developing real estate and providing contract development services to profit and not-for-profit entities. Recent ongoing projects include co-developing five historic buildings on the "Whiskey Row" block (111-119 West Main Street) in downtown Louisville. With her brother, Stephen, and architect, Bill Weyland, Valle owns and developed Whiskey Row Lofts, a 120,000 sq. ft. mixed use historic development which includes five restaurants, 35 rental apartments, and four unique special event spaces, seldom found in downtown historic renovations. Valle will speak about the value of historic preservation and economic development, as well as contributions created by the Whiskey Row project toward downtown revitalization.

NOTE:
Location
Change!

TWO MEETINGS OFF-SITE!

The **March 7** and **March 14** meetings will be held in the ballroom at the **KOSAIR SHRINE CLUB** at **812 South Second Street**. Convenient/free parking!

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 Pres-Elect Randy Coe (wc1503@gmail.com or rotary@rotary45.org) to be considered for next year's (7/2013 - 6/2014) leadership as a Committee Chair or Vice Chair.

May 17 & May 18

SAVE THE DATES!

Birthday Table

Bob Ewald	Mar 8
David Garland	Mar 8
Skip Miller	Mar 8
Marta Miranda	Mar 10
Patricia Hart	Mar 11
Norman Berry	Mar 13

Please sit at the Birthday Table on March 7.



Inside this issue:

Rotary Day at the Downs - April 30	1
Serve as Committee Chair/Vice Chair	1
Calendar - Meetings & Events	2
Feb 28 Meeting - Greg Heitzman	3
Promise Scholarship Important Message	3
Websites / Database & Contact Info	4

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



PROGRAM SCHEDULE

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 **(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 - Evening Event at Gheens Lodge, The Parklands

May 18 — Family Picnic at The Parklands! Games, activities, food—bring your family!

June 7 — Trolley Hop

June 26 — Rotary Day at the BATS game.

PLANNING AHEAD

March 13, 2014 — Biennial 'Rotary Trade Expo'

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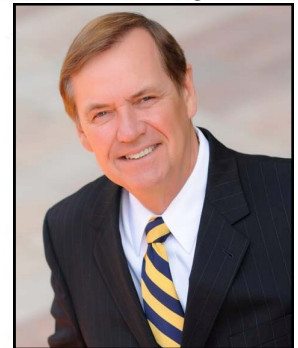
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Why
Rotary?



February 28, 2013 Rotary Meeting

President Stuart opened the meeting with welcome and introduction of Ed Galloway, Attorney at Tilford Dobbins Alexander, who provided the Invocation.

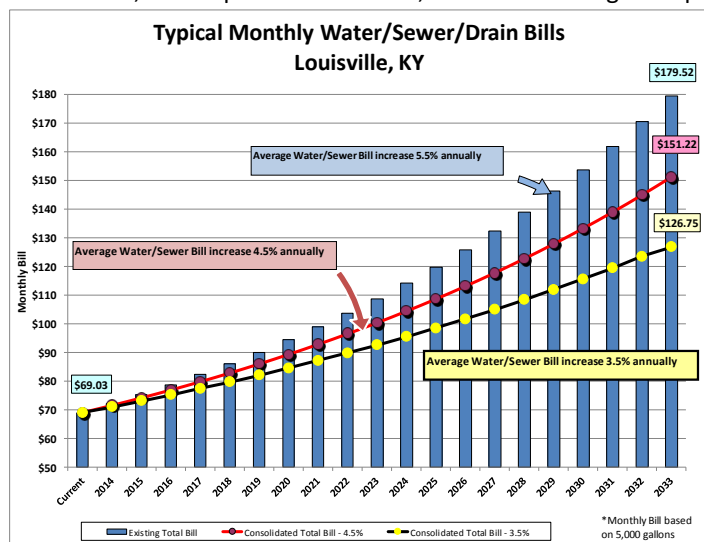
Jim Baker, President of Baker Commercial Real Estate, led the pledge AND followed by participating in the Rotary Band with a version "Have You Ever Seen the Rain." Visitors were then welcomed and guests of Rotarians were introduced. Cyndi Caudill, VP and CPA, Harding Shymanski & Co., introduced the birthday table celebrants.

President Stuart gave several announcements, not the least of which was more important than the fact that the meeting next week will be at the Kosair Shrine Club at 812 South Second Street. The meeting contained several references to a special appeal for funds for the Rotary Promise Scholarship donations in order for us to "max-out" our matching funds. (See article with special message below for details.)

John Huber, Municipal Water Service, introduced our guest speaker, Greg Heitzman,



John Huber, Greg Heitzman and
President Stuart E. Alexander, III



President/CEO of Louisville Water Company. Greg's presentation focused on the potential merger of Louisville Water Company and MSD, complete with the task force findings as directed by Mayor Fischer. The task force held ten public meetings which resulted in 15 recommendations. The entire "evaluation process" to determine whether consolidation can be achieved will be completed by October of this year.

If a GO; a possible timeline for making all of this happen will occur in phases from 2013 to 2017. If all proceeds according to his outline, "ONE WATER" will provide numerous benefits to the community: improved water quality, health and safety, service levels, financial and operating position, water/sewer/drain rates, and excellent community value.

After a lively period of questions and answers, President Stuart adjourned the meeting. – Otto G. Feddern



Fellow Rotarians ...

Our new \$1 million permanently endowed **Louisville Rotary Promise Scholarship** has provided hope for many low-income students at Western High School. In fact, the Scholarship has generated a record number of Freshmen enrolled at Western this year (400+ vs. 300 last year).

Much has been accomplished this year at WHS with Rotarian involvement. We have established a first ever Interact Club at Western High School (led by our Interact/ Rotaract Committee). Western had their first ever Career Fair (led by our

own Vocational Services Committee). Five Rotarians (from our Youth & Education Committee) commit their time to the Junior Achievement Real Jobs Real World training program for freshmen students (LRP Scholars). President-elect-elect Kevin Wardell connected WHS to Norton Healthcare's Job Shadow Program and employment opportunities.

Today, we are in the midst of raising our second million dollars for the second of the four lowest performing JCP Schools. And, we have had many wonderful gifts from Rotarians for this second million phase. While we all get pulled in many directions for gifts, this opportunity is one worth great consideration: We have, again, an opportunity to get another \$250,000 match from KTCs (the parent organization of our Jefferson Community & Technical College) this year.

That window closes March 29, which is

earlier than past years because of the elevated statewide competition with 16 other colleges in the KTCs system.

To reach our goal this year, we have two extraordinary incentive matches: from Henry Heuser, Jr, who will continue matching Rotarian's gifts AND Kosair Charities which is also matching Rotarian's gifts.

I hope you will consider a gift for the Louisville Rotary Promise Scholarship now to take advantage of the generous matching opportunity. This will help place us halfway to our next million dollar endowed Louisville Rotary Promise Scholarship school. Thank you.

Stuart Alexander

President

Mitch Rue

RPS Committee Chair

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