



ROTARY:
MAKING A
DIFFERENCE

CLUB CALENDAR

Want to Bring A GUEST TO ROTARY?

Pre-register your guest at
www.louisvillerotary.org and
select the 'Make a Payment'
button.

UPCOMING MEETINGS

FEB 22

Bill Luster
Pulitzer Prize Winner
UK Hall of Fame Journalist
Topic: 2018 President's Day
Celebration: Photographing
US Presidents

MAR 1

David Jones Sr.
SCALA Leader
Topic: SCALA: Problems and
Opportunities in Louisville

MAR 8

Jason Howk
Infantry Paratrooper/Officer
1991-2015
Author
Topic: Islam

MAR 15

Mike Mountjoy
Chair Louisville City
Development & Butchertown
Development, LLC
Head Coach **Jim O'Connor**
Louisville City FC
Topic: New Stadium and
2018 Season

MAR 22

Unsung Heroes Program
Beth Malcom
KY YMCA Youth Association
Topic: Forget Tomorrow.
Youth Are the Leaders of
Today

MAR 29

Greg Yank
Rotary International Director



Bill Luster

Pulitzer Prize Winner and UK Hall of Fame Journalist
February 22 • Rotary Lunch Meeting
4th Floor Loft • Frazier History Museum
11:30 Buffet • 12:10 Meeting

Title: "2018 President's Day Celebration: Photographing U.S. Presidents"

To celebrate Washington's Birthday and the week of Presidents' Day we will hear from veteran Louisville News photographer Bill Luster. He may not have photographed Washington or Lincoln, but Bill did photograph nine United States presidents and four presidential inaugurations during his illustrious 42-year career at the *Courier-Journal*.

Luster was an official photographer for the inauguration of President George H. W. Bush, and he had exclusive access to Presidents Gerald R. Ford, Ronald Reagan, Bill Clinton and Barak Obama.

As we will see, his photos exhibit an unfailing artistry of design and composition, coupled with humanity and a deep sense of history. Whether working in color or black and white, his photographs distill the essence of the place, the event, and the emotions of his subjects with high drama and perfect timing. Bill will share the stories behind his iconic photos.

Luster has been Kentucky News Photographer of the Year five times, and having covered 52 Kentucky Derbies, he was named Sports Photographer of the Year by the Kentucky Press Photographers' Assn.

He shared a Pulitzer Prize in 1976 for Feature Photography along with 11 other members of the photography staff for coverage of Jefferson County Schools' court-ordered busing. In 1989 the news and photography staff received the Local Reporting Pulitzer Prize for their coverage of the nation's worst drunk-driving accident, the Carrollton bus crash.

Two photo essays in *The National Geographic* add to Bill Luster's accomplished collection, as well as his photos that can be found in *Time*, *Fortune*, *Sports Illustrated*, *Newsweek*, *Life* and the *New York Times Magazine*.

For a more detailed biography of Bill Luster, click [HERE](#).

February 22nd Menu

Kentucky Bibb Salad
Apple Stuffed Pork Tenderloin
Broccoli, Carrot, Cauliflower Medley
Wild Rice Pilaf
Dinner Rolls
Assorted Cakes and Pies
Sliced Fresh Fruit

ROTARY MEETING set-up

The Rotary office thanks you for your patience as we explore the best ways to manage logistics at the Frazier History Museum.

Parking-

There are several options for parking at our weekly meetings:

- Frazier Museum of History surface lot - 9th Street
- Louisville Slugger Parking Garage- 20 S. Eighth Street. Pick up a parking voucher from the Rotary registration table before leaving the meeting.
- FREE valet parking at the front door of the Frazier Museum of History
- TARC Zero Bus - FREE and convenient for Rotarians who work downtown

Birthdays

Lukas Dwelly - Feb 16
Jennifer Hughes - Feb 16
David Reed - Feb 16
Mtich Rue - Feb 17
Douglas Kottke - Feb 18
Bob Maddox - Feb 18
Mike Fallot - Feb 20



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Barry Barker • President-Elect
Alicc Bridges • Past President
Mike Shackelford • Vice President
John Jennings • Secretary
Joe Ackerman • Treasurer

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Rotary Club of Louisville

Rotary FUND of Louisville

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OFFICE & EVENT MANAGEMENT ASSISTANT

Vacant

Member Database

www.dacdb.com/rotary

Committee Meetings-There are 2 conference rooms available at the Frazier for committee meetings on a limited basis. These rooms MUST be reserved in advanced and are subject to availability. Please contact the Rotary Office for the use of these rooms.

4th Floor Loft - West Bay-This area is always available for your meetings, but pre-meeting set up, sound checks and musician warm ups can present noise problems. Please understand that these activities are vital to delivering a quality meeting and accept our apologies for any inconvenience.

Meet & Greets-Welcoming fellow Rotarians to the weekly meetings always provides your best opportunity to distribute information and/or recruit volunteers. Please conduct all "meet and greets" in the 1st Floor Lobby rather than outside the 4th floor elevator. This high traffic area must remain as clear as possible so our servers can make their way from the kitchen to the buffet and dining tables.

Leaving Early-The 9th Street elevator offers your best opportunity to leave quietly without disturbing the meeting. This elevator is located by passing the restroom and turning right down the hallway. A bowl for your name badge is on a table in the West Bay so you can skip the stop on the 1st Floor.

February 15, 2018 - ROTARY MEETING RECAP



Our February 15th Rotary Club meeting featured **Alli Truttmann**, CEO and Founder of Wicked Sheets. Alli began her presentation by describing her product. She explained that the sheets are made from a technical fabric similar to athletic performance shirts. They are 4 times more breathable, 6 times the moisture wicking, 3 times faster drying, 2-3 degrees cooler and hypoallergenic. Alli discovered the need for these sheets because she suffers from excessive night sweats. She was discussing this problem with her family when she saw one of her family members wearing an athletic golf shirt. Alli wanted to cut all of his shirts into sheets, and the idea took off from there. She eventually decided that in order to separate her company

from others, she would focus on the healthcare industry and health benefits of her sheets.

Alli had numerous obstacles and learning curves in order to start her company. First, she was a psychology major and had only taken one business class. She did not know how to sew, source fabric or decipher accounting reports. She also had to learn the manufacturing side of business. Her perseverance paid off. In 2017, she won a competition with the HSN. QVC then purchased HSN and her deal to sell fell through. But Alli was able to make a pitch to QVC who signed a new deal for her to sell Wicked Sheets on QVC. Since then, she has expanded her line to include Little Sleepers, Wicked Cool for mattresses and a technical line for Veterans. In addition, Wicked Sheets was just awarded the Asthma and Allergy Certification.

A detailed summary of Alli's presentation and the meeting can be read [HERE](#).

MEMBER OPPORTUNITIES

February 23rd is World Rotary Day!

In honor of this day, District Governor Missy Eckenberg has charged all 55 Rotary Clubs in our District to perform the following service on February 23rd - identify a school, library, community agency, etc. that will allow you to volunteer some of your time to read to a group of children. Please share a photograph of your experience if possible.

Mentors Needed for the Promise Scholars Program!

- March 7th at Iroquois High School from 8:30 am-9:30 am
- March 19th at Western High School from 8:45 am-9:45 am

For more information, please contact Walt Kunau at wkunau@bellsouth.net.

New Member + Business Synergy Reception

Rotarians are invited to attend a New Member + Business Synergy Reception on Wednesday, March 7th from 5pm-7pm at the Omni Hotel - 400 South 2nd Street. Enjoy appetizers and a cash bar while fellowshiping with Rotarians and seeing Louisville's newest hotel! To register for this event, click [HERE](#).

Club Website
www.louisvillerotary.org



Visit M.dacdb.com

You can access our Club calendar, member contact info, and more anywhere anytime on your smartphone! It's more up-to-date than your membership roster.

Scan Your Badge

It is important to always get your badge scanned when you attend a meeting.
Thanks!

Rotary Night Out on Broadway - Dinner and a Show!

Join your fellow Rotarians on Wednesday, March 14th and experience the thrill of "School of Rock." Members have access to preferred seating (Orchestra Rows AA-K) at discounted rates for this performance. Enjoy dinner at 5:30 p.m., before the show at The Bristol Downtown. The performance begins at 7:30 p.m.

To purchase a package or to get more information, log into the Rotary Club Ticketing Site by clicking [HERE](#) and then enter Promo Code: **LOUROTARY**. **Please note that this link will only work in Google Chrome or Firefox.**

This offer will be available until February 28th, 2018.

Should you have any questions or need further assistance, please contact:

Jenny Ward
Group Sales Manager
620 W. Main Street, Suite 100
Louisville, KY 40202
Phone: 502.569.3060

Meeting and Event Sponsorship Packages

In our goal to keep membership dues affordable while maintaining a high-quality membership experience, we invite your organizations to sponsor an upcoming meeting.

For more information, please contact the Rotary Club of Louisville office at rotary@rotary45.org or 502-589-1800.



SPARKS, Website, and Display Wall Advertising

Do you want to increase your organizations's visibility, promote an event, or lead customer's to your webpage? Consider purchasing an advertisement through our Communications Committee. For more information, please contact the Rotary Club of Louisville office at rotary@rotary45.org or 502-589-1800.

Help Us Keep In touch!

Under the weather or know a club member who is? Please let us know. We want to let our members know we are thinking about them - especially if they will be out for an extended period. Contact the Rotary Club office staff or Larry Sloan at lsloan0033@yahoo.com.

shout outs!