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July 10, 2015

## Rotary Club of Louisville **SPARKS**

Vol. 103, No. 2



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### Club Board Officers

**Greg Braun** - President

**Alice Bridges** - Pres-Elect

**Kevin Wardell** - Past Pres

& Board Officer

**Dick Brien** - Vice Pres

**Ken Middleton** - Vice Pres

**Luke Schmidt** - Secretary

**Tom Bohnert** - Treasurer

### Club Board Directors

**Muhammad Babar**

**Barry Barker**

**Mary Michael Corbett**

**Lukas Dwelly**

**Tracy Holladay**

**Mac McClure**

**Michael Ray Shackelford**

### Fund Board Officers

## July 16 Rotary Meeting

**Guest Speaker: Mary Gwen Wheeler**

*Executive Director of 55,000 Degrees*

**THE SEELBACH HOTEL - Grand Ballroom - 10th floor**  
**Buffet opens at 11:30 / Meeting begins at 12:10**

### Parking Details Below



**Mary Gwen Wheeler** is the Executive Director of 55,000 Degrees, a multi-sector public-private partnership dedicated to increasing education attainment in the Louisville region. Previously, she served as the Mayor's Sr. Advisor for Education and Youth for Louisville Metro Government, leading policy development and implementation of education and youth initiatives. In Jerry Abramson's first term as Metro Mayor, she served as Secretary of the Cabinet for Health and Family Services. Ms. Wheeler has served as a member of the Kentucky Board of Education since 2010, after being appointed by Governor Steve Beshear.

With a B.A. in American Studies and a Masters in Public and Private Management from Yale University, Ms. Wheeler also has experience in family literacy, job training, non-profit management, strategic planning, teaching and international development. This included 10 years with the National Center for Family Literacy as a project manager and vice president of planning and development.

*55,000 Degrees is at the midpoint of our ambitious, 10-year endeavor to create a workforce where half of all working-age adults hold college degrees. We are halfway to 2020, but not halfway to our goal.*

## July 16 Parking Details

### PARC Garage Behind The Seelbach

Access the multi-level parking garage behind The Seelbach by turning left from West Muhammad Ali Boulevard (halfway between 4th and 5th Streets). Enter the tunnel/alley and the garage will be on your right. Enter The Seelbach's rear door (directly across the alley from the garage).

FREE parking passes will be provided at the Rotary meeting that will enable you to exit the garage without being required to pay.

**August 4 - Rotary Golf Championship!**

Kevin Wardell - Chair  
Alice Bridges - Vice Chair  
Luke Schmidt - Secretary  
Tom Bohnert - Treasurer

### Fund Board Directors

Paul Bickel III  
Greg Braun  
Aimee Johnson  
Bob Slider

### Birthdays

Ed Henson Jr.  
July 16  
Mike Ehrler  
July 18  
Barry Allen  
July 19  
Janet Brown  
July 21  
Cliff Elgin  
July 21  
Jeff Roberts  
July 21  
Brendan Cahill  
July 22

### Upcoming Meetings

#### July 23

Jared Arnett, Founding Exec  
Dir of SOAR, Shaping Our  
Appalachian Region, Inc.

#### July 30

Dr. Kevin Cosby, Sr. Pastor  
St. Stephens / President of  
Simmons College of KY

#### August 6

John Sacksteder, Engineer,  
Ohio River Bridges Update

#### August 27

Sen. Whitney Westerfield &  
Rep. John Tilley, Chairs of  
the Senate & House  
Judiciary Committees;  
Authors of Heroin  
Legislations

#### September 10

Gill Holland, Entrepreneur,  
Development of Portland

#### October 22

Ghislain d'Humieres,  
Executive Director, Speed  
Art Museum Renovations

#### October 29

Dr. Jay McGowan, President  
Bellarmine University

#### November 5

District Gov. Mike Kull  
Club Assembly

#### March 10, 2016

Speaker TBD  
Meeting Location at Speed  
Museum ... just before it re-  
opens to the public!

### Tuesday, August 4 - 12:45 Tee Off

\$50 per golfer includes green fees & cart

#### Wildwood Country Club

5000 Bardstown Road

This event is open to Rotarians and guests, but space is limited to the first 24 players, so sign up early! Prizes for both Gross and Net scores will be awarded. Awards for both Member and Guest divisions.

Contact Debe Skidmore at [events@rotary45.org](mailto:events@rotary45.org) or email Gary Noel at [gnoel@rhcgroup.com](mailto:gnoel@rhcgroup.com).



## Rotary Leadership Institute

Interested in Club leadership? You are welcome to attend RLI, a fast paced, interactive one-day course ... and it's free! Attend on one or both:

- August 22 in Lexington
- October 10 in Louisville

[CLICK HERE](#) for details and how to register!

## "What is Rotary" Session Change

**EFFECTIVE JULY 1**

Effective July 1, 'What is Rotary' sessions are no longer held at 11 am on first and third Thursdays in the office conference room

All prospective members should attend the 'What is Rotary' session immediately following every Thursday Rotary meeting (around 1:00pm).

## New Ad Opportunities Coming Soon!

### Here's the latest ...

This is the first edition of the streamlined, ad-free, newly formatted weekly SPARKS newsletter, as approved recently by the Board per Communications Committee recommendations.

We wish to express our sincere appreciation to every Rotarian who had purchased SPARKS ads for many years. All Rotarians will now have the opportunity to transition from advertising in SPARKS to a new 'Marketplace' (now being developed) on the Club's website. Watch for details about this great new opportunity to showcase your business!

## Business Synergy Event

**August 27 (5:30p - 7:00p)**



Office  
Environment  
Company

Enjoy free hors d'oeuvres and tour the beautiful showrooms at Kelly Burke's Office Environment Company; share about your own business or profession with other Rotarians and guests.

Friends and prospective members are welcome! Location is 1136 West Market Street. Convenient/free parking. This is a free event. **To register, send email to [events@rotary45.org](mailto:events@rotary45.org).**

## UPCOMING EVENTS

**July 15 - Behind the Scenes Tour at the Zoo (SOLD OUT)**

**August 4 - Annual Rotary Golf Championship** at Wildwood Country Club

**September 27 (Sunday) - End of Summer Farm Party** at Stet Stetten's Springdale Woods Farm

**December 4 (Friday) - Holiday Party** at the Nunnlea House on Hurstbourne Parkway

**April 13, 2016 - Motown the Musical**

## July 9, 2015 Rotary Meeting Recap

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**Rotary Club of Louisville**  
**Rotary Fund of Louisville**  
401 West Main Street  
Suite 810  
Louisville, KY 40202  
502-589-1800  
rotary@rotary45.org

**Executive Director**

Debe Skidmore

**Admin. Asst.**

Dawn Hodsdon

**Admin. Asst.**

Rita Smith

**Member Database:**

[www.dacdb.com/rotary](http://www.dacdb.com/rotary)

**Club Website:**

<https://www.louisvillerotary.org>

The Rotary Club of Louisville meeting of July 9, 2015 was called to order by President Greg Braun. The invocation was provided by Rene Brown. The Pledge of Allegiance was led by Mark Kull who also led the Club's members in recitation of the Rotary Four Way Test. Various guests were introduced. Ed Jerdonek introduced the celebrants at the birthday.



President Greg made several announcements. First, next week's meeting will be held in the Grand Ballroom located on the 10<sup>th</sup> floor of The Seelbach Hilton Hotel (this temporary change was made necessary due to Forecastle Music Festival which will take up almost all parking in and around the Galt House). Our speaker next week will be Mary Gwen Wheeler, Executive Director of 55,000 Degrees.

Keith Knapp then provided details on the upcoming Aging Forum, which will be held on July 30<sup>th</sup>. This event will be held in the Azalea Room on the second floor of The Galt House (West Tower).

President Greg then gave some "shout-outs" to the following Club members: Skip Miller (Executive Director of the Louisville Regional Airport Authority who was mentioned in an article in *Business First*); Ben Richmond (President of the Louisville Urban League) and Sam Watkins, Jr. (President/CEO of the Louisville Central Community Centers), both of whom were mentioned in an article in *Business First* about re-development in West Louisville; Susan Zepeda (President/CEO of Foundation for a Healthy Kentucky, who was mentioned in a *Business First* article about the Affordable Care Act, health care innovation and Kentucky's challenges and solutions). President Greg also recognized Christen Boone (President/CEO of Fund for the Arts) for her leadership in raising \$8.6 million during the Fund's annual fundraising drive.

President Greg congratulated Club member Carl Thomas for becoming the first member to take advantage of the Club's new automated recurring billing service and encouraged everyone else to take full advantage of this new service.



John Hampton then introduced the following new Club members: Jan Grayson (CEO, JMG & Associates); Barry Allen (Exec Director, The Gheens Foundation); Jackie Ford (CEO, Girl Scouts of Kentuckiana); Mark Kull (Sole Proprietor, Northwestern Mutual Life); and, Irv Maze (Judge, Kentucky

Court of Appeals). Welcome, new members!

Past President Henry Heuser, Jr. introduced our guest speaker. David Phemister is the State Director of the Nature Conservancy and is Kentucky's link to international organization – the largest conservancy organization which counts more than one million members in 35 countries. The Nature Conservancy was founded in 1951 and its primary focus is to develop and support programs which conserve and protect lands and water.

David thanked Rotary for its community service and recognized Henry Heuser, Jr.'s leadership role in supporting the restoration of Louisville's tree canopy. David has been with the Conservancy for 13 years and has served as Kentucky's State Director for 11 months.

Unlike other groups, the Conservancy is non-confrontational, and operates on a science-based, non-partisan basis. Its main thrusts are to "protect, transform and inspire." David noted the historic migration which is occurring around the world of people from rural to urban areas (it is estimated that 70% of the world's population will live in cities in the future, consuming 80% of the world's natural resources). As much as \$5 trillion will be needed in order to invest in infrastructure to support/protect resources to serve urban areas.

David also spoke about Louisville's declining tree canopy. Louisville is losing as many as 56,000 trees each year due to natural and man-made issues. Today only 37% of the city is covered by the tree canopy, which has resulted in a very high heat island – one

of the highest such ratings in the U.S. The Conservancy's goal is to develop a canopy which covers 45% of the city by 2052. Trees Louisville is actively working with the Conservancy on this issue.

There being no further business the meeting was then adjourned. - Respectfully  
submitted by: Luke B. Schmidt