

# Rotary

Club of Louisville



# SPARKS News

Where Leaders Meet • Exchange Ideas • Take Action

Vol. 105, No. 3 July 14, 2017



ROTARY:  
MAKING A  
DIFFERENCE

## CLUB CALENDAR

### Want to Bring A GUEST TO ROTARY?

Pre-register your guest at  
[www.louisvillerotary.org](http://www.louisvillerotary.org) and  
select the 'Make a Payment'  
button.

## UPCOMING MEETINGS

### JULY 27

**Hal Heiner**  
KY Cabinet Secretary for  
Education and Workforce  
Development

### AUG 3

**Kent Taylor**  
WAVE3 TV Sportscaster  
Topic: Fall Sports Preview

### AUG 10

**Eli Capilouto**  
President, University of  
Kentucky  
Topic: UK Update - "Why it's  
the University for Kentucky"

### AUG 17

**Dennis Berman**  
Financial Editor, Wall Street  
Journal; Joint Meeting with  
FEI  
Topic: State of the US  
Economy - "The Future in 21  
Enlightening, Scary, and  
Provocative Charts"

### AUG 24

**Business Synergy**  
South Central Regional  
Library

### AUG 31

**David Garrard**



## FRANCESCA DE QUESADA COVEY

Head of Platform Partnerships - LatAm, Facebook

July 20 • Rotary Lunch Meeting  
4th Floor Loft • Frazier History Museum  
11:30 Buffet • 12:10 Meeting

### Topic: Building Community

**Francesca de Quesada Covey** is the Head of Platform Partnerships for Facebook in Latin America. In this role, she helps connect LATAM startups and entrepreneurs with Facebook to help them build and grow their businesses. She will speak about building community both at Facebook and throughout her career. Prior to joining Facebook, Francesca

served at the White House as Deputy Counselor for Strategic Engagement to Valerie Jarrett, Senior Advisor to the President of the United States in the Obama administration. Francesca started her career in Washington, DC as an analyst focusing on research and strategic communications development at TSD Communications after having worked in finance for both UBS International (Miami, FL) and Goldman Sachs (London, UK). Francesca has a bachelor's degree from Columbia University in Political Science and French and a master's degree from Sciences-Po, Paris in International Business and Strategy.

### July 20 Lunch Menu

- Kentucky Bibb Salad with Sliced strawberries, blue berries and Feta cheese
- Basil Chicken
- Apple Stuffed Pork Tenderloin
- Broccoli, carrot, Cauliflower Medley
- Wild Rice Pilaf
- Fresh Baked Dinner rolls
- Bread Pudding / Sliced Fresh Fruit

## ROTARY MEETING set-up: WHAT'S CHANGED?

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

- Member nametags will be returned to the 1st Floor lobby. The relocation of the badges to the 4th floor caused too much congestion, especially for our servers who were restocking the buffet.
- Need to sneak in late or out early? - The Frazier has agreed to let members use the 9th Street entrance if needed. If entering on 9th Street, visit the 1st floor to get your badge, and then take either elevator to the 4th floor. Please use the 9th Street elevator if you need to leave early.
- FREE PARKING - is available at the Frazier Museum lot, located just underneath the ramps to I-64. Make sure you tell the parking attendant that you are here with the Rotary Club to get your free parking. Free valet parking is available at the front door. Please tip your driver!
- To triage member requests more efficiently, the staff will have a stack of note cards at the blue wall. Please write your request on a card and drop it into the mailbox for our review. This ensures that a staff member will see your request and will not have to try to remember it.



Thanks for attending our Rotary meetings - the staff looks forward to making this an easy transition for our members.

Magician & Youth Minister,  
St. Matthews Baptist Church  
Topic: The Discipline of  
Pursuing Perfection

#### SEPT 7

Mayor Greg Fischer  
Police Chief Steve Conrad  
Topic: West End Violence

#### SEPT 14

Lukas Dwelly  
Principal, AddMor  
Topic: Crisis in the Horn of  
Africa

#### OCT 5

Keith Sherman  
ED/COO, UofL Foundation  
Topic: UofL Foundation  
Update

#### OCT 26

Dr. Marty Polio  
Superintendent, JCPS

#### Birthdays

Mike Ehrler - July 18  
Janet Brown - July 19  
Barry Allen - July 19  
Cliff Elgin - July 21  
Tyler Allen - July 23  
Dick Clay - July 24  
Miles Burkholder - July 25  
Tony Coffey - July 25



#### CLUB OFFICERS

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

#### CLUB DIRECTORS

René Brown  
Kelly Burke  
Charles Farnsley  
Rick King  
Karen Morrison  
Carol Nord  
Maria Smith  
John Walczak

#### FUND OFFICERS

Alice Bridges • Chair  
Barry Barker • Vice Chair  
John Jennings • Secretary  
Joe Ackerman • Treasurer

#### FUND DIRECTORS

Paul Bickel III  
Aimee Johnson  
Tony Kemper  
Mike Shackelford

## JULY 13 2017 - ROTARY MEETING RECAP



Our **July 13th** Rotary meeting featured speaker Mark Carter, President & CEO of Passport Health. He gave our Club an overview of Passport, its recent growth, and the company's plan for its new headquarters campus in the West End. It's Kentucky's second largest health insurance plan company and is looking forward to being the leader of change and renewal for business development in Louisville's West End.

A detailed summary of our meeting can be read [HERE](#).

## MEMBER OPPORTUNITIES

### Rotary Evening at Slugger Field - With a Chance to Throw the First Pitch!

This will be a rainout make-up game on August 15, beginning at 5PM. Anyone wanting to enter their name for the drawing to throw out the first pitch will have to commit to arrive by 4:30. First game will begin at 5 and the second game around 7:30PM. At this time, all tickets have been claimed. If you wish to register for our waiting list, please [CLICK HERE](#). In the event a Rotarian cancels, we will contact you directly.



### YMCA/Bellarmine and Rotary Exercise Program Partnership - An update!

In early 2016, Rotary began supporting a project proposed by Bellarmine called the Life Change Program of Exercise and Nutrition as part of the Louisville Rescue Mission Recovery Program - the goal is to monitor and research the effects of routine exercise for homeless men. Larry Sloan, who spearheaded the partnership is now looking for more volunteers. A brief synopsis of the program and a couple of pictures are [HERE](#)!

### Meeting and Event Sponsorship Packages

We are excited to have officially kicked off our meeting sponsorship program! In our goal to keep membership dues affordable while maintaining an extremely high quality membership experience, we invite your organization to sponsor an upcoming meeting. [CLICK HERE](#) for more information, [HERE](#) for a breakdown of our meeting sponsor benefits packages, and [HERE](#) for our event sponsor benefits.



### SPARKS, Website, and Display Wall Advertising

Do you want to increase your organization's visibility, promote an event, or lead customer's to your webpage? Consider purchasing an advertisement through our Communications Committee. Please [CLICK HERE](#) for information about our advertisement packages. Members with questions about advertising are encouraged to contact the office.



## ROTARIANS IN THE NEWS

### Newsworthy

**TODD LANHAM** - Leadership Kentucky - Todd was selected as one of just 52 class participants for 2017. Over 6 months, Todd will travel with his class to various cities in Kentucky to explore opportunities and topics in business and economic development, arts and tourism, natural resources, education, healthcare, agriculture, and government.

---

**Rotary Club of Louisville**  
**Rotary FUND of Louisville**

**DISTRICT 6710**

401 West Main Street, Suite 810  
 Louisville, Ky 40202  
 502-589-1800  
 admin@rotary45.org

**EXECUTIVE DIRECTOR**  
 Theresa Raidy

**EXECUTIVE  
 ADMINISTRATIVE  
 ASSISTANT**  
 Jonathan Wysong

**OFFICE & EVENT  
 MANAGEMENT ASSISTANT**  
 Vacant

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

**Club Website**  
[www.louisvillerotary.org](http://www.louisvillerotary.org)



Visit [M.dacdb.com](http://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!

---

**PENNY PEAVLER** - Courier Journal - Penny remarked that Julius Friedman, a local and well-known artist who recently passed, "helped define the visual landscape and the world we live in". She states that he had a gift of being able to convey multiple ideas in a single image. An interactive fabric work, "The Magic Forest", was recently purchased by the Frazier and will become part of its permanent collection.

**MAGGIE GALLOWAY** - Insider Louisville - Maggie's business, Inscope Medical Solutions, was featured in the online magazine news outlet for its recent move to Jeffersonville, IN. Maggie attributed the move to better overall funding because there are more life sciences companies in the state of Indiana than in Kentucky.

**ROTARY MEETING PREP - WALL STREET JOURNAL**

**Joint meeting - Rotary and FEI invite Dennis Berman of the WSJ to speak!**

Dennis K. Berman is Business Editor of The Wall Street Journal, overseeing the staff and coverage of business around the globe. He also writes a column, "The Game," which covers the future of business. Berman was previously deputy bureau chief for Money & Investing, helping oversee the Journal's financial coverage during the 2008-2009 financial crisis and rebuilding its presence on WSJ.com. Prior to that he was Global Deals Editor, responsible for leading the Journal's coverage of mergers, private equity, and bankruptcy.

For four years, Mr. Berman was the Journal's mergers and acquisitions reporter, breaking news on a series of large deals, including Bank of America's purchase of Merrill Lynch, AT&T's purchase of BellSouth, Sprint's purchase of Nextel, and Federated Department Stores' purchase of May Department Stores. In 2007, he launched Deal Journal on WSJ.com, now one of the site's most popular destinations.

He graduated magna cum laude from the University of Pennsylvania, is a media fellow at the Hoover Institution at Stanford University and is a Kentucky Colonel.

Dennis' topic: "The State of the U.S. economy...The Future in 21 Enlightening, Scary, and Provocative Charts"

**Lunch Meeting Details - August 17th, Frazier History Museum - 4th Floor**