

SPARKS



Next Meeting: Thursday, June 6, 2013
Speaker: Charlie Mattingly
President of Better Business Bureau
of Louisville, Southern Indiana and Western Kentucky
Introduced by: Gary Ulmer



Buffet Opens: 11:30 am / Meeting Begins: 12:15 pm
Galt House East - Grand Ballroom 'C'



During 17 years as president of the Better Business Bureau serving Louisville, Southern Indiana and Western Kentucky, Rotarian Charlie Mattingly has helped transform the Better Business Bureau locally and nationally. He served on the Board of Directors of the Council of Better Business Bureaus and chaired the BBB system's Brand Management Committee, which established www.bbb.org as the single web portal where consumers and businesses find all BBB services from any BBB in North America.

Charlie has been a leader in testing innovations to keep the BBB relevant and competitive during a period when Angie's List, Yelp, Google and dozens of other companies began offering services previously only available through the Better Business Bureaus. The BBB in Louisville now has 3,834 BBB Accredited Businesses, the largest membership in its history.

Charlie will talk about BBB investigations of scams, complaint handling, BBB ratings of businesses, and BBB accreditation of businesses and charities that commit to BBB standards. He'll discuss newer BBB services such as Request A Quote and customer reviews (which landed him and our local BBB on the front page of the *Wall Street Journal* last year, in an article entitled, "Old Watchdog Learns New Web Tricks.")

Charlie was valedictorian of his 1983 class at the University of Louisville School of Law and is a member of the Kentucky Bar Association and Louisville Bar Association. He served for 25 years as a key staff member to retired U. S. Representative Ron Mazzoli. In his spare time, he enjoys golf and spending time with his wife, Mary, and his two sons and daughters-in-law.

Inside this issue:		It's all happening at the Zoo!		Birthday Table	
June 12 Zoo Tour	1	 Wednesday, June 12 at 6:00 PM Meet at the African Outpost \$33/person Maximum number of participants is 48; therefore, each Rotarian is limited to one guest. <i>Join fellow Rotarian and our Zoo Director, John Walczak, for dinner and an intimate tour of the Louisville Zoo. Our adventure begins with a meet and greet of the Zoo's resident camel as you enter the African Outpost. We will then get a close and personal tour of the Elephant pavilion followed by a guided tram tour of the zoo. Afterwards, we'll return to the African Outpost for dinner (marinated chicken breast, beef tenderloin, house salad, green beans, mashed potatoes, cookies and beverage).</i>		Jerry Greenwell	June 8
Calendar - Meetings & Events	2			Joe Kutz, M.D.	June 11
May 30 Meeting - Jeffrey Bringardner and Steven Hester, M.D., MBA	3			Bob Patterson	June 11
Register for June 8 District Assembly!	3			Julie Fadel	June 12
Recent New Member Steve Lennon	3			Arne Judd	June 12
Door Prizes in July!	3			Please sit at the Birthday Table on June 6. 	
Websites / Database & Contact Info	4				

CLICK HERE for form to register, or contact the office at 589-1800.



PROGRAM SCHEDULE

June 13 — Mac King, Louisville native top-rated Las Vegas Magician, "Magic and the www.LouisvilleMagicFestival.com June 14-16"

June 20 — Craig J. Richard, CEO of Greater Louisville Inc. The Metro Chamber of Commerce

June 27 — Changing of the Guard

July 3 — James Miller, WFPL Media Critic & Manual H.S. Communications Director (**WEDNESDAY meeting**) - **LOCATION to be at Kosair Shrine Club, 812 South Second Street**

July 11 — Dr. Jason Chesney, James Graham Brown Center Clinician & Scientist. "Research & Work at the Brown Center"

July 18 — Craig Butthod, Louisville Free Public Library Director

August 15 — Tom Jurich, University of Louisville Vice President of Athletics

November 14 — Missy Eckenberg, Paducah Rotary Club President

UPCOMING EVENTS

June 12 — Louisville Zoo Tour & Dinner (Limited to 48 Rotarians/guests.) \$33 per person.

June 26 — Rotary Day at the BATS game.

March 13, 2014 — Biennial 'Rotary Trade Expo'

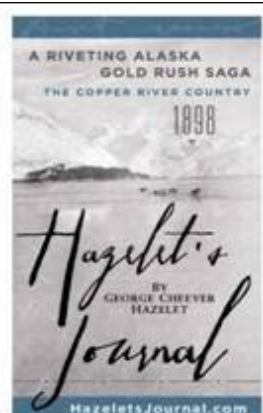


June 26

Watch for Details!



Thanks to Rotarian Mark Cowherd, meetings are now available to view on YouTube!



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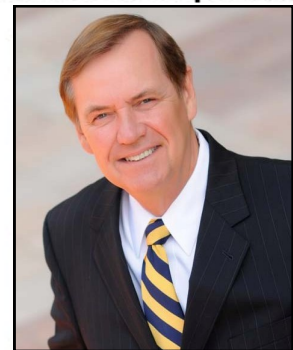
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May 30, 2013 Rotary Meeting

Bill Rutledge gave the invocation, Gordon Costley led the Pledge and singing, and President Stuart updated us on the previous day's ceremony for Rotary Promise Scholarship qualifying freshmen at Western High School. District Governor Nominee Mike Kull invited us to the District 6710 Assembly in Frankfort on June 8. Kelly Burke reminded us to make our reservations for the June 12 Zoo event and President-elect Randy Coe thanked members for their response to the "Lunch Site" survey. Stay tuned for an official announcement next week.

Rick Harned provided a snapshot of our club 50 years ago, in 1963. We met in the Brown Hotel then, with 378 active members in classifications reflective of a manufacturing economy with strong retail and wholesale trades. John Lueken introduced new member Jed Hayden, who practiced corporate law in Turkey and Dubai before starting his firm here.

Kevin Wardell introduced our speakers for an update on the Affordable Care Act and Healthcare Reform. Steven Hester, MD, MBA is Norton Healthcare System Senior Vice President and Chief Medical Officer. Joining him for alternating five-minute segments was Jeffrey Bringardner, Humana-KY Market President.

Dr. Hester traced our evolution from patient to consumer in the changing delivery environment, contrasted the needs of four current generations and profiled six types of healthcare consumer, all of whom are seeking value—the best quality at the best price. Mr. Bringardner highlighted "Obamacare" features now in place, including dependent coverage to age 26, no lifetime limits, elimination of children's pre-existing condition exclusions and full coverage of preventive services. Next year the health insurance purchasing exchanges will begin, along with guaranteed issue, the end of adult pre-existing condition exclusions and new employer responsibility to play or pay. He said Humana will offer software apps to help employers evaluate their options.

We got a peek at the future of clinical care, when technology will improve care coordination and communication. Video visits will improve access in rural areas, effective teams of doctors and allied professionals will ease the doctor shortage, and engagement of patient populations will improve prevention and early diagnosis. Improved management of the top 100 complex patients will reap huge savings and better outcomes. Interest was so great that the Q&A session ran as long as the presentation.

- Lelan Woodmansee



Kevin Wardell, Jeffrey Bringardner, Steven Hester, M.D., MBA and President Stuart E. Alexander III



Rotary District 6710

DISTRICT ASSEMBLY 2013
Saturday, June 8, 2013

YOU ARE INVITED TO ATTEND!

Visitors Center
1030 North Mulberry Street
Elizabethtown, KY

For ALL 2013-2014 Club Officers, Committee Chairs, new members and interested Rotarians!
FREE to attend, but registration is required. All meals are included.

To register, access the link at 'June 8' on the calendar at: www.louisvillerotary.org
For help or questions, contact Debe Skidmore at 589-1800.

Beginning at 8:30 am (ET) and ending at 3:00 pm, there will be a variety of sessions and roundtable discussions, as well as a short business session covering District Goals and the 2013-14 budget. Sessions will cover a variety of topics such as: *Beyond Excuses! Growing a Successful Club No Matter What!; It Just Takes One—How a New Rotary Project Gets Started; I.N.S.P.I.R.E. Communications Initiative—Leveraging the District Initiative and Using Social Media to Share Our Rotary Message; Shoes for Orphan Souls District Project; No Tap Dancing Around It, Shoes Change Children's Lives!; My Rotary WHY & Membership; Running a Meeting; and, Virtual Rotary: Using District & Rotary Online Programs.*

Welcome Recent New Member! STEVE LENNON



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Previously in banking with the Bank of Louisville, Steve launched an independent business enterprise before joining the Grisanti Group almost five years ago. In addition, Steve is involved in the community and has served as a Board member for the Sailing for a Cure Foundation during the past four years.

A native of Louisville, Steve received a degree in marketing from the University of Kentucky. He is married to Laurie.

In addition to his community service, Steve enjoys biking and sailboat racing. In fact, he will be participating in the 14th annual Louisville Fleur De Lis Regatta in September as captain of the 'Irish Moth'.




Rotary Club of Louisville

Party at the Parklands

CLICK HERE to view the updated Rotary Promise video.

CLICK HERE to view photos of the May 17-18 fundraiser events.



Door Prizes!

Beginning in July (on the 3rd), members are invited to donate a door prize for each luncheon meeting, and you can briefly announce the prize at the meeting. Call Debe to schedule a date for your prize. **Thank you!**

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