

SPARKS



Next Meeting: Thursday, November 8, 2012

Guest Speaker: Bill Lamb

**President & General Manager of WDRB & WMYO and
Vice President of Broadcast Operations for Block Communications, Inc.**

Introduction by Marti Hazel

Buffet Opens: 11:30 am / Meeting Begins: 12:15 pm

Kosair Shrine Club Ballroom (812 South Second Street)



Bill Lamb is the President and General Manager of WDRB, and WMYO television in Louisville, Kentucky and the Vice-President of Broadcast Operations for Block Communications, Inc. overseeing nine television stations. His management style is one of collaboration, innovation, and calculated risk taking.

When people see the end product on the air, they seldom think about the business decisions being made behind the scenes. Talent contract negotiations, program acquisitions, promotional tenor, pricing commercial inventory, overcoming competitive threats, and service to the community don't happen without sound business principles.

♦ In June 2002, WDRB became the first Louisville television station in decades to air Editorials with **Point of View**.

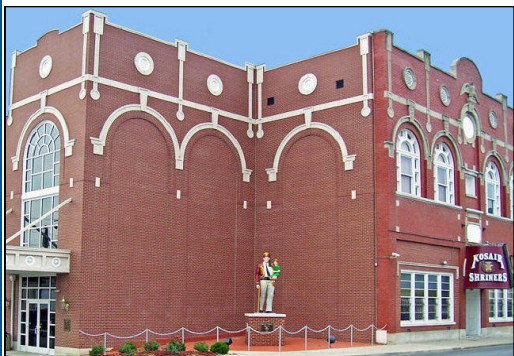
♦ WDRB brought Real Time Closed Captioning of news and severe weather coverage to the market in 2005 and to this day remains the only station to provide this essential service.

♦ In 2007, WDRB televised the first all-High Definition broadcast in Louisville television history with **Thunder Over Louisville**.

♦ In 2012, WDRB was the only media company named by the Kentucky Chamber of Commerce as "One of the Best Places to Work in Kentucky."

Bill is currently the Chairman of the Kentucky Broadcasters Association and President elect of The Louisville Orchestra. He is also serving on the Board of Directors of the Kentucky Derby Festival, Fund for the Arts, and Red Cross.

MEETING LOCATION FOR NOVEMBER 8 and 15



Kosair Shrine Club Ballroom 812 South Second Street

Free parking! From Second Street, turn left into parking lot. Signs in building will direct you to Committee meeting rooms and the Ballroom. FYI: Many commented at last week's meeting that the food was delicious!

BELL RINGERS & DONATIONS NEEDED!

Can you serve as a Bell Ringer for a 1-1/2 hour shift? Dates available are **Dec 1, 8 and 15** at two locations: Holiday Manor and 3rd & Main Street. **Contact George Brakmeier at 552-2002.**

OR -- Be a 'silent' Bell Ringer by donating! Please send donations to the Rotary office. Make checks payable to "The Salvation Army."



Birthday Table

Amy Letke	Nov 1	Casey Urschel	Nov 9
Dick Brien	Nov 8	Mike Kull	Nov 10
Bob DeWeese	Nov 8	Jon Mapp	Nov 10
Jim Hill	Nov 8	Cyndi Caudill	Nov 12
Tom Hirsch	Nov 8	John Bush	Nov 13
Pete Lanham	Nov 8	Jerry Gerichs	Nov 13
Ken Selvaggi	Nov 8	Dave Burkholder	Nov 14
Ken Grossman	Nov 9	Rick Harned	Nov 14
Terry Joy	Nov 9	Jim McArthur	Nov 14
Cynthia Knappek	Nov 9		

Please sit at the Birthday table on November 8!



PROGRAM SCHEDULE

November 15 — Scott Brusaw, CEO Solar Roadways ([LOCATION: Kosair Shrine Club, 812 South Second Street](#))

November 21 (WEDNESDAY) — Rabbi Chester B. Diamond, Rabbi Emeritus, The Temple - Joint Rotary/Kiwanis Thanksgiving meeting.

November 29 — Steve Wilson & Laura Lee Brown, Entrepreneur & Partner 21C Museum Hotel - "Art Drives Commerce"

December 6 — David Ratterman, Partner, Stites & Harbison - "World Trade Center a Decade and a Year Later"

December 13 — Bill Samuels, Chairman Emeritus of Maker's Mark Distillery, and Mike Veach, Filson Historical Society Associate Curator of Special Collections & Bourbon Historian

December 20 — Holiday Music Program

December 27 — No meeting.

January 3 — Bos Todd, Chairman, Todd Investments, 'Annual Stock Picks'.

January 17 — Rick Bell, Author, 'Louisville's Historic Waterfront'.

January 24 — Mayor Greg Fischer, 'State of the City Address' - ([LOCATION: KY Center for African American Heritage, 1701 West Muhammad Ali Blvd. - Free Parking](#))

February 7 — Christen Boone, Director, Greater Louisville Project '2012 Competitive City Update Report'.

April 4 — Fr. Clyde Crews, Bellarmine University Historian & Archival Coordinator 'Religious History of Louisville'.

UPCOMING EVENTS

November 9-11 — Rotary District Conference, Capital Plaza Hotel in Frankfort, KY. (FYI: President Stuart Alexander will speak at the conference.)

December 7 — Rotary Holiday Party, The Pendennis Club

January 23 — Meet at MEAT, Membership Party with YPAL.

Annette Grisanti

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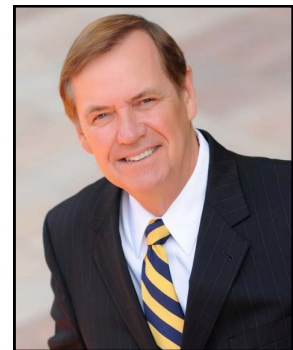
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Rotary Meeting - November 1, 2012

President Stuart called the meeting to order at the Kosair Shrine Club Ballroom (where our next two meetings will be held). Tori Murden McClure (pictured at left), President of Spalding University located adjacent to Kosairs, welcomed us to the neighborhood, and spoke about the good things that the University has been doing. Amber Halloran led us in prayer, and John Evans led us in the pledge of allegiance and our song, accompanied by Charlie Castner and the Rotary Singers. Paul Gold hosted our birthday table which included three celebrants.



President Stuart continued our theme of History in this our 100th anniversary year, and spoke of Rotarians, Sons & Daughters involved in World War II. Kentuckian General Buckner was the highest ranking serviceman killed in World War II. Rotarians in Europe were instrumental in creating and promoting UNESCO, the United Nations agency promoting peace and security in the international community.

President Stuart then introduced District Governor Don Dykman, our guest speaker. Don began his remarks by presenting a special certificate to President Alexander (pictured at left) acknowledging our 100 years of membership, which was signed by the President of Rotary International.



Mr. Dykman emphasized the importance of the Rotary Leadership Institute and invited everyone to attend the District Conference in Frankfort on November 9-11, 2012. Don said that our biggest challenge is membership recruitment and retention. Our district has approximately 3,000 members, but it wasn't long ago that we were in the 3,400-3,600 range. Since 2007, North American membership has declined by 27,000 members. Worldwide, Rotary gains about 1 million new members each year, but also lose about that same amount. Worldwide, our goal is +3%, net, per club, per year. Mr. Dykman suggested that we consider "exit interviews" to find out why members leave so that we can learn more about member retention. District Governor Dykman also emphasized the importance of continued support of the Rotary Foundation. We are an international organization, and we have a responsibility of not only helping out on a local basis, but also on an international one as well.

Finally, Mr. Dykman suggested that we just "Have Fun" with our Rotary experience. If we use that as the emphasis for all of our activities, the support of our programs and membership will thrive.

- Jerry Gerichs



District Governor Don Dykman and President Stuart E. Alexander, III

..... DID YOU KNOW?

Did you know that ...

Rotary International involvement with Peace Promotion predated World War II?

During the 1932 Bolivia/Paraguay Chaco War (100,000 deaths), Rotarians from South America (Buenos Aires, Uruguay as well as clubs from the warring countries) facilitated peace, humane treatment of POWs and provided food and clothing to war torn areas.

In Europe between the wars, French and German Rotary clubs formed exchange groups. Eventually 30 were formed across Europe. Some of these connections were revived after the war and today, Rotary is especially strong in Europe.

In this country, Rotarians actively promoted good will and mutual understanding. President Warren Harding was also a Rotarian. U.S. and Canadian Rotarians helped to create Waterton-Glacier International Peace Park.

While WWII still raged, Rotarians from the London Club and Rotarians stationed in London from other countries, planning for a 'World at Peace' created a cultural, educational and scientific forum that became UNESCO and Rotarians, as official observers, were instrumental in the creation of the U.N. charter.

After WWII, Rotary promotes peacemaking in Asia, South America and the Middle East.

CLICK HERE to view SPARKS newsletter articles during the 1940's. The son of a KY governor, Simon Buckner, Jr. (pictured at right) was honored in a 1945 SPARKS newsletter. To read more about him, **CLICK HERE**.



TAILGATING NEWS!

Good time! Good food! Those who braved the weather had a great time Saturday at Caboose #2!

Special guest **Early Heyman** (former U of L All Big East Defensive Tackle and former Super Bowl Champion w/ the New Orleans Saints) joined the party! Special thanks to George Merrifield for providing the caboose!

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