

SPARKS



Next Meeting: Thursday, November 15, 2012

Guest Speaker: Scott Brusaw

CEO of Solar Roadways

Topic: Building the Solar Roadway

Introduction by Gail Becker

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

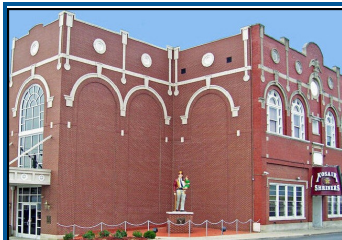
Kosair Shrine Club Ballroom (812 South Second Street)



Scott Brusaw has a vision that could lead to the end of our dependency on fossil fuels. His vision is to cover all asphalt surfaces that are exposed to the sun with Solar Road Panels that will recharge all-electric vehicles. He is aware that this won't happen overnight. Brusaw wants to start off small with driveways, bike paths, patios, sidewalks, parking lots, playgrounds, etc. "This is where we'll learn our lessons and perfect our system," he says. "Once the lessons have been learned and the bugs have all been resolved, we'll plan to move out onto public roads."

Scott is an electrical engineer with over 20 years of industry experience, and he holds multiple patents. He has served as the Director of Research and Development at a manufacturing facility in Ohio, and he has developed several networked control systems from the ground up.

Brusaw and his wife, Julie, reside in Idaho and own a facility where they are working to make their dream of a Solar Roadway become a reality. Scott Brusaw's talk is presented in partnership with this year's Festival of Faiths, which has the theme of *Sacred Fire: Light of Compassion*. For more information, go to www.solarroadways.com and www.festivaloffaiths.org.



**NOVEMBER 15
MEETING
LOCATION**

**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.

BELL RINGERS NEEDED!

Can you serve as a Bell Ringer for a 1-1/2 hour shift? Locations are Holiday Manor and 3rd & Main Street.

Contact
George
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Thank you!



MAKEUPS

Receive credit when you miss a meeting:

- Attend meeting of another Rotary club.
- Make up 'online' by completing a 30-minute program at www.RotaryEclubOne.org.
- Attend a Rotaract or Interact Club.
- Participate in a Rotary sponsored event.
- Attend Rotary District or RI meeting.
- Work on a Rotary service project.
- Attend a Rotary Board or Rotary service committee meeting.

Birthday Table

Bruce McCrea	Nov 16
Bob Nesmith	Nov 16
Jeff Ashley	Nov 17
Jerry Bennett	Nov 18
Vince Cameron	Nov 18
Randy Riggs	Nov 18
Wade Mountz	Nov 19
Julie Gregory	Nov 20
Michael Hawley	Nov 20
Mary Anne Thornton	Nov 20
Frank Perrin	Nov 21

Please sit at the Birthday table on November 15!



PROGRAM SCHEDULE

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 — St. X Choir, *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'.

March 28 — Dr. Lyle Roelofs, Berea College President

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

UPCOMING EVENTS

December 7 — Rotary Holiday Party, The Pendennis Club

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

Holiday Party!



Friday, December 7

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Rotary Meeting - November 8, 2012

President Stuart Alexander called the meeting to order at the Kosair Shrine Club Ballroom, our second of three consecutive meetings to be held there. Lukas Dwelly, a former Marine, led us in our invocation, which focused on our veterans. After the presentation by the Color Guard, we sang the Star Spangled Banner, followed by Barbara Collins leading the choir in an Armed Forces Melody of songs in honor of upcoming Veterans Day.

Dr. Joe Kutz briefly introduced Dr. Lech, a visiting professor from Brazil. Thirty years ago, Dr. Lech was a Rotary Scholar, and he used that opportunity to study and has become a leading orthopedic doctor in Brazil. Dr. Lech expressed his thanks and gratitude for the opportunity that Rotary provided to him.

President Stuart then expressed special thanks to Mark Cowherd, who has transformed our video capabilities at meetings, and has been instrumental in providing video content available on Rotary's YouTube. Joe Ferguson hosted the birthday table, which include a whopping eight celebrants this week, including yours truly. Although we didn't get any ice cream, we were all happy to be there!

Marti Hazel introduced her boss, and our guest speaker, Bill Lamb, President and General Manager of WDRB and WMYO television, and one of our own. Bill's presentation was entitled the "Business of Television." Bill gave us a few facts about how television stations in Louisville are similar. WDRB is a network affiliate of Fox, which means they are not owned by Fox. The same for the other three stations in Louisville. Similarly, all of the four stations are not federally funded and earn their revenue from the sale of advertising. WDRB differs from the other three stations in that they receive only two hours of network programming per day, versus approximately 15 hours of network programming for the other three stations. This requires WDRB to supplement many more hours of programming with syndicated shows. Bill described many threats to television including iPads, iPhones, internet, DVRs and anything else that gets eyeball attention.

Broadcast television, as opposed to the other cable channels, continues to dominate from a viewership standpoint. The four stations in Louisville get 40-50% of the viewership, dwarfing all of the other cable channels. During the week of October 22nd, 48 of the top 50, and 93 of the top 100 shows were broadcast shows, not cable shows. Bill wonders who is exactly "Keeping up with the Kardashians."

Bill then went on to say how he thinks WDRB differs from the other stations in Louisville. Bill has written a book entitled "Money Follows Excellence", which describes in detail the WDRB business model. While other stations typically are structured with News as the centerpiece and driving force of their business, WDRB has structured the centerpiece of its model as being their Culture, which is excellence based. Bill feels that if all of the other departments of a station rally around their culture and work together hand-in-hand, they can create an organization that can truly be described as "Great" and leave a legacy for others to follow. This book, "Money Follows Excellence", appears to be not only good advice for running a television station, but could also apply to any of us in our businesses.

- Jerry Gerichs



Bill Lamb, Marti Hazel and
President Stuart E. Alexander, III

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The meeting during
Thanksgiving week
will be held on

**Wednesday
November 21**

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