

SPARKS



Next Meeting: Thursday, October 25, 2012

Speaker: U.S. Senator Rand Paul

Introduction by President Stuart Alexander

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

Galt House East - Second Floor - Grand Ballroom 'A'



Dr. Rand Paul is the junior United States Senator for Kentucky. He is the son of Republican Congressman and former presidential candidate Ron Paul of Texas.

A graduate of Duke University School of Medicine, Paul has been a practicing ophthalmologist in Bowling Green, Ky., for 17 years. In 1995, he founded the Southern Kentucky Lions Eye Clinic, an organization that provides eye exams and surgery to needy families and individuals. Today, even as a U.S. Senator, Dr. Paul continues to provide pro-bono eye surgery to Kentuckians in need of care.

In the Senate, Paul serves on the Energy and Natural Resources, Health, Education, Labor and Pensions, Homeland Security and Government Affairs, and Small Business Committees. Paul's first legislative proposal was to cut \$500 billion from federal spending and balance the federal budget in just one year. He is a champion of fiscal responsibility, a fighter against government overreach, and a warrior for protecting our constitutional liberties.

Senator Paul has been a vocal advocate for term limits, a balanced-budget amendment, a Read the Bills Act, and an audit of the Federal Reserve. He has gained prominence for his independent positions on many political issues.

He is the author of *The Tea Party Goes to Washington* (February 2011). Paul has been married for 19 years and has three sons. Senator Paul's website is www.paul.senate.gov. State Director, Jim Milliman, will accompany Senator Paul at the October 25 meeting.

Email questions for Senator Paul to: askrotary@gmail.com by Wednesday, October 24, at 5:00 pm.



**THREE
MEETINGS
NOV. 1, 8 & 15
AT OFF-SITE
LOCATION**

The Galt House will be at full capacity on three consecutive Thursdays: **NOVEMBER 1, 8 & 15**. Our meeting location will be at:

**KOSAIR SHRINE CLUB
812 South Second Street**

FREE parking! Special thanks to Randy Coe for making this location possible!

Birthday Table

Julie Schmidt	Oct 25
Charlie Farnsley	Oct 26
Barney Sutton	Oct 26
Tom Bohnert	Oct 28
Jennifer Stern	Oct 28
John Shetler	Oct 28
Patrick Welsh	Oct 29
Tim McDonald	Oct 30

Please sit at the Birthday table on October 25!



Rotary Tailgate Party
November 3

Caboose #2
Compliments of
George Merrifield

UofL vs. Temple
Game Time TBA

Tickets are in Section 203 (Rows PP, QQ & RR)

TICKETS: Game & Tailgating - \$50 per person
Tailgating Only - \$30 per person

Send payment to: Rotary Club of Louisville,
401 W. Main, Ste. 810, Louisville KY 40202.

Reservation/Payment DEADLINE:
OCTOBER 25

THE ULTIMATE TAILGATING EXPERIENCE!

ANNUAL DISTRICT CONFERENCE
November 9-11, 2012
Capital Plaza Hotel - Frankfort, KY



President Stuart Alexander will be speaking at the conference on Saturday, Nov 10, at 12 noon. Make reservations at: www.rotarydistrict6710.org

A recent tweet by John Hewko: "The more I get to know Rotary, the more I am in awe of what the organization does." Who is John Hewko? (More on page two.)

PROGRAM SCHEDULE

November 1 — Rotary District Governor Don Dykman ([LOCATION: Kosair Shrine Club, 812 South Second Street](#))

November 8 — Bill Lamb, President & General Manager of WDRB-TV - "The Business of Running a TV Station" ([LOCATION: Kosair Shrine Club, 812 South Second Street](#))

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, Maker's Mark President, and Mike Veach, Filson Historical Society Associate Curator of Special Collections & Bourbon Historian

December 20 — Holiday Music Program

December 27 — No meeting.

UPCOMING EVENTS

October 25 — The de Paul School - "10th Annual de Paul Party for de Paul" Dinner & Auction. **Click HERE for details!**

November 1 — Committee Chairs Meeting with District Governor Dykman before lunch. (Scimitar Room, 2nd floor, Kosair Shrine Club)

November 3 — Rotary Tailgate Party, UofL vs. Temple, Game Time TBA, Caboose #2 (Registration/Payment Deadline is October 25.)

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.

Continued from page one ...

Hewko, attorney from Evanston, Illinois, is the general secretary of Rotary International. Read about his bike ride to end polio **HERE**. He and his wife, Marge, will raise \$1,000 for every mile in the 111-mile course.



Annette Grisanti

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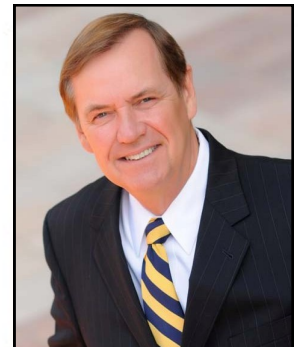
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Rotary Meeting - October 18, 2012

Tom Williams gave the invocation and Dorn Crawford led the pledge. With Charlie Castner at the piano, we sang "Down by the Old Mill Stream" to set the tone for our presentation on clean, safe water. President Stuart welcomed visiting Rotarians and guests, including Scott Childers, who was welcomed back as a reinstated member. President



Welcome Nancy Jo!

Stuart thanked the volunteers who assisted at the Patriot Games and those who participated in the Public Radio Partnership fund drive. Tom Bohnert, Chair of the Investments Committee, gave a quarterly report on the excellent 11.5% return for the fund in 2012. Susan Smith introduced our newest member, Nancy Jo Trafton, Market Development Director for Courier-Journal Media.



Barbara Sexton Smith, Mark Hogg and President Stuart E. Alexander, III

Barbara Sexton Smith introduced our guest speaker, Mark Hogg, CEO and founder of WaterStep. The organization was originally named Edge Outreach, and is headquartered here in Louisville. Mark shared his vision to provide solutions to the causes of water-borne illnesses across the globe. Bad water is the greatest killer of people across the world. WaterStep provides technology and training to help people, towns and villages treat their water using chlorine generators. The system uses electrolysis and can generate 55 gallons per minute of clean, safe water. Mark and his team are developing partnerships with organizations like Rotary and have already worked in 30 countries, including Haiti and Costa Rica, in response to devastating earthquakes. In Malawi, Africa, three people from Louisville have taken the WaterStep program to that very desperate nation. Mark closed with an impressive vision. He sees an opportunity for Louisville to become the "Water Capitol of the World", based on our indigenous knowledge and technology base. As a big step towards that goal, WaterStep is working to bring an International Water Symposium to Louisville. He invited the Club to get involved and become a major factor in driving this exciting and critically important program forward.

- Steven Schmidt

STRATEGIC PLANNING AT 100? *Bring on the green bananas!*

Did you hear about the octogenarian who quickly rejected a long-term financial investment offer saying, "*No thanks! At my age I don't even buy green bananas!*"



Well, this past July our Club celebrated an enviable 100 year milestone and just months earlier, President Stetten launched a long-term, strategic planning process - our Club's first in 25 years. *Bring on the green bananas!*

Why does a successful, centenarian Rotary Club need a strategic planning process? Financial advisors often say, "*Past performance is no guarantee of future results.*" Times are rapidly changing and change brings greater risks and uncertainty, and also opportunities.

As a result, the Club has adopted a continuing **Strategic Planning Process** that will: (1) Keep the Club effectively focused on its core vision and mission from year to year; (2) Encourage best use of limited financial resources as well as the time and energy of our members; (3) Empower officers and committee leadership to be at their best; (4) Ensure the Club remains relevant and meets the needs of a changing community and world; and (5) Build collaboration among committees and their members.

In the beginning: Last March, President Stetten appointed an ad hoc planning group of Rotarians who are professional consultant-advisors: Ken Middleton, Kevin Connelly, Karen Dahlem and Dennis Dolan. They were asked to develop a strategic planning process to meet the Club's unique needs. That process began with development of a **Vision Statement** and **Mission Statement**. Read them [HERE](#).

We completed the "trifecta" foundation of sound strategic planning by adding Rotary International's **Core Values & Guiding Principles**: Service, Fellowship, Diversity, Integrity, and Leadership. View [HERE](#).

And then? Goals and objectives were then developed to address three strategic areas defined by RI: (1) Club Development & Effectiveness; (2) Sustainable Humanitarian Services; (3) Enhanced Public Awareness & Image.

These were formulated with the help of a broad range of Rotarians. To start, a "SWOT" (*Strengths, Weaknesses, Opportunities, Threats*) membership survey provided invaluable guidance in identifying ten critical Goals areas. View survey results [HERE](#). A subsequent half-day planning workshop in June, attended by over three dozen club leaders, identified 50 specific objectives linked to each of the ten Goals areas. After the workshop, a draft of the Strategic Plan was presented to the Board for review/approval. In September, more than 50 officers, directors and committee leaders met in a second workshop to develop tactical Action Plans to achieve these objectives.

Now what? These Action Plans are now being refined even as work begins. The Board and members will receive quarterly progress reports. To ensure the effectiveness and continuity of planning efforts, last June the Board established a Strategic Planning Committee (SPC) chaired by President-elect Randy Coe and co-chaired by Past President Stetten. Its role: (1) Manage a process for reviewing and refreshing the Club's Strategic Plan; (2) Serve as an ongoing advisory resource for the Board and Committees for developing and implementing the Strategic Plan within the framework of the Club's Mission, Vision and Values; and (3) Report quarterly to the Board on progress in achieving the Strategic Plan.

What can you do to ensure success?

Get and stay involved! There are plenty of green bananas for everyone!

- Dennis Dolan

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