

# SPARKS



**Next Meeting: Thursday, September 20, 2012**  
**Speaker: Wesley A. Jackson, Courier-Journal President & Publisher**  
**Introduction by: Nancy Jo Trafton**  
**Buffet Opens: 11:30 am / Meeting Begins: 12:15 pm**  
**Galt House West - Second Floor - Daisy-Sunflower Room**



Wesley A Jackson is president & publisher of The Courier-Journal. An innovative leader with a strong background of translating new technology into durable long-term businesses, Mr. Jackson has led several digital technology companies, served as a corporate senior vice president for Belo Corporation, bringing the firm into Classified Ventures, which has developed industry-leading online classified products including Cars.com, Apartments.com and Homescape.com. He also represented Belo and played a lead role in the development of a consortium of 30 newspaper companies to form a strategic partnership with Yahoo! Before joining Belo, he worked in a variety of media and interactive positions.

Mr. Jackson serves on the Leadership Louisville, American Red Cross, Fund for the Arts and Kentucky Derby Festival boards. A native Louisvillian, he attended DuPont Manual Magnet High School, holds a bachelor's degree in communications from the University of Kentucky where he also was a three-year football letterman. He and his wife, Julie, have two daughters and many of you will recognize his parents, Ralph and Rebecca Jackson of Louisville.

Mr. Jackson will speak to the Rotary Club of Louisville about the evolution and changes in news organizations and specifically changes in newspaper operations at The Courier-Journal ([www.courier-journal.com](http://www.courier-journal.com)).



VIEW MEETING  
VIDEOS HERE!



## club calendar

Meetings (weekly & committee) info at:

- [www.dacdb.com/rotary](http://www.dacdb.com/rotary) (Club Calendar tab)
- [www.louisvillerotary.org](http://www.louisvillerotary.org)

**NOTE:**  
Location  
Change!

**NOVEMBER 1 & 15 meetings  
will be at a different location.  
Details coming soon!**

### Rotary Fall Golf Scramble

**OCTOBER 8 - 11:00 a.m.**  
**Oldham County Country Club**



**\$45 - Includes 18 holes, golf cart, lunch at the Grille, range balls and camaraderie with fellow Rotarians and guests (priceless)**

Email Lukas Dwelly: [lukas.dwelly@louisville.edu](mailto:lukas.dwelly@louisville.edu)

### Rotary Club of Louisville 1912—2012

#### What was it like in the year 1912?

#### ONE HUNDRED YEARS AGO

- Only 8% of the homes had a telephone.
- The average U.S. wage in 1910 was 22 cents per hour.
- More than 95% of all births took place at home.
- Most doctors (99%) had no college education!
- Cost of milk was 8 cents a quart, bread was 5 cents a loaf, and sugar cost 4 cents a pound.
- 1912 Ford Model T looked like this.
- There were approximately 230 reported murders in the entire U.S.A.!
- The average life expectancy for men was 47 years.
- Complete bathroom sets (sink, claw foot bathtub, and toilet or water closet) were sold in the Sears catalogue for \$49.95. However, over half of all U.S. homes had no indoor plumbing or electricity.
- Crossword puzzles, canned beer and iced tea had not been invented yet.



### Birthday Table

David M. Allen	Sept 20
Bill Baker, M.D.	Sept 20
Dale Curth	Sept 20
Inge Hurst	Sept 20
Andy Susemichel	Sept 20
Steve Beshear	Sept 21
Phil Johnston	Sept 25
Steve Tarver	Sept 25

*Please sit at the Birthday  
table on September 20!*



**PROGRAM SCHEDULE**

**September 27** — John Yarmuth, 3rd District  
U.S. Congressman

**October 4** — Brooks Wicker, 3rd District  
U.S. Congressional Candidate

**October 18** — Mark Hogg, Executive Director  
of EDGE Outreach / Water Steps

**October 25** — Les Waters, Artistic Director  
of Actors Theatre of Louisville

**November 1** — Rotary District Governor Don  
Dykman ([MEETING LOCATION](#)  
[CHANGE: Details provided soon!](#))

**November 8** — Brad Broeker (*tentative*)

**November 15** — Scott Brusaw, CEO Solar  
Roadways ([MEETING LOCATION](#)  
[CHANGE: Details provided soon!](#))

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

**November 29** — Steve Wilson & Laura Lee  
Brown, Entrepreneur & Partner 21C Museum  
Hotel

**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 8** — Rotary Fall Golf at 11:30 a.m.  
Details coming soon!

**November 1** — Committee Chairs meet with  
District Governor Dykman before lunch.  
(Room location provided soon.)

**November 3** — Rotary Tailgate Party, UofL  
vs. Temple, Caboose #2

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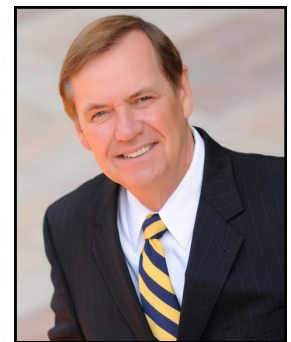
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## Rotary Meeting - September 13, 2012

Kathy Evitts gave the invocation. John Anderson led the pledge and singing of "the Caisson Song". Charlie Castner provided the piano accompaniment.

Guests were introduced, including Rotarian Kathy Williamson, past president of the Radcliff Club. President Stuart shared a few highlights from the 1922-1932 decade of our club's history, including an improbable article which appeared in the SPARKS newsletter entitled "I Like The Depression". ([CLICK HERE](#) to view the article in its entirety.) President Stuart then welcomed Alex Novak as the newest Paul Harris Fellow.

Heather Whelan introduced our guest speaker, Colonel Bruce Jenkins, Garrison Commander at Fort Knox, who described his role as that of "mayor" or "city manager". As he provided statistics and demographics, it became apparent what an important and strategic asset the base is for Kentucky and the Louisville metropolitan area. More than 30,000 people live and work on the base and over 100,000 people are supported economically by the various commands.

Fort Knox has grown and prospered in recent years despite losing the armor training command to Fort Benning, Georgia, as part of the Pentagon's Base Realignment and Closure (BRAC) program. There are 10,000 more people employed as the result of BRAC and prestigious commands such as the HRC, Human Resources Command, formerly headquartered in Alexandria, Va., have relocated to Fort Knox. Joint training with Navy and Air Force personnel and the Army Recruiting Command are additional activities from which the base has benefited as part of BRAC.

Colonel Jenkins discussed the heavy emphasis on introducing new technology and energy efficiency to this venerable facility. One initiative has already trimmed an impressive \$250,000 per month in utilities expense. The future looks bright despite looming budget cuts. A \$500 million investment in new medical facilities is in the works, along with \$160 million for new schools. Housing will be significantly upgraded, including a new subdivision called Oak Park. The base is considered a premier facility and additional assets could be added in the near future.

We are encouraged to come for a visit and see the many interesting and exciting developments unfolding at Fort Knox. And yes, the vault is still there and Colonel Jenkins assured us that it has inventory.

- Steven L. Schmidt



Heather Whelan, Colonel Bruce Jenkins and President Stuart E. Alexander, III



### Rotary Club of Louisville STRATEGIC PLANNING WORKSHOP

*"He who fails to plan, plans to fail."*

Committee Chairs, Vice Chairs and Board members attended a four-hour **Strategic Planning Workshop** on **Saturday, September 8**, at Kosair Charities. Special thanks to Randy Coe for providing the great facility and beverages/snacks. **KUDOS** to the entire Strategic Planning Committee and to the workshop participants for engaging in this process to ensure that the Rotary Club of Louisville moves forward toward greater success!



Caboose #2  
Compliments of  
George Merrifield

**SAVE THE  
DATE!**

**November 3**  
**UofL vs. Temple**



**Food - Drinks - Camaraderie**

*More Details to Follow*

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### **PROSPECTIVE MEMBERS should attend**

**"What is Rotary?"**

**Offered First & Third Thursdays each month at 11:00 am**

**Location: Rotary office at 401 West Main Street, Suite 810.**

Basic information is provided, membership proposal forms are distributed, and questions are answered at this session for all prospective members.

Questions? Contact Debe at 589-1800 / [rotary@rotary45.org](mailto:rotary@rotary45.org).

**CLICK HERE** to view New Member Orientation - Rotary 101

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