



Rotary
Little Rock



Rotary Club 99: Tuesday, January 30, 2024

Join us Tuesday, Jan. 30 as we celebrate all other successes of Fifty for the Future over the past 60 years. Current Fifty for the Future President **Sharon Tallach Vogelpohl** will moderate a panel of board members including Lisa Ferrell, William Clark and John Riggs as they discuss the economic growth the group of CEOs has contributed to the Little Rock area and plans for future years.





Launching her agency career as an intern at Mangan Holcomb Partners in 1994, **Sharon Tallach Vogelpohl** became a principal in the firm in 2005 and was named president in 2010. Along the way, she nurtured many advertising and public relations campaigns, from strategic development to award-winning recognition. Her 20-year career spans the spectrum from copywriting to crisis communications for clients in every imaginable category. Sharon's experience includes award-winning work for nameplates such as Verizon Wireless, J.B. Hunt, Walmart, Simmons Foods, Stephens Inc., Le Bonheur Children's Hospital, Delta Dental of Arkansas and RiceTec, Inc. Sharon leads business development and strategic planning efforts to integrate the full spectrum of MHP/Team SI services into award-winning campaigns that get results and is the current president of Fifty for the Future.

Lisa Ferrell is the founder and CEO of Rockwater Village, a regionally-recognized real estate development corporation. Lisa is a practicing corporate attorney and a former state legislator and advisor to foreign governments. She leads the revitalization of a 50-acre downtown North Little Rock riverfront tract, driving more than \$300 million in investment to the project and resulting in more than 1,000 new residential units and infrastructure, a marina and the creation of 500+ new jobs. Lisa also leads teams of architects, engineers, contractors and others to achieve regionally recognized results. Her expertise in financing includes Opportunity Zones, New Markets Tax Credits, Improvement Districts and other funding mechanisms. She serves on the Federal Reserve Board of St. Louis Real Estate Industry Council and is the immediate past president of Fifty for the Future.

William Clark is the founder and CEO of Clark Contractors, LLC and is corporate director of Simmons First National Corporation. He is a board member for Central Arkansas Radiation Institute (CARTI), St. Vincent Foundation, as well as Fifty for the Future and the Arkansas Executive Forum. He is also a member of the dean's executive advisory board for the Sam M. Walton College of Business. William has served the community through many other nonprofit boards through the years, including the University of Arkansas for Medical Science (UAMS) Fund, Winthrop P. Rockefeller Cancer Institute Foundation, Arkansas Children's Hospital Foundation, Big Brothers Big Sisters of Central Arkansas and several others. He is a member of Leadership Greater Little Rock Class XVI and Leadership Arkansas Class I.

John Riggs IV is the retired former President and CEO of J. A. Riggs Tractor Co. Over the last 30 years, John has served as state senator, school board member and board member on several nonprofit boards, including Arkansas Advocates, EAST, Arkansas Virtual Academy and Little Rock Regional Chamber of Commerce.

Zoom Login for January 30, 2024

Join Zoom Meeting

<https://us02web.zoom.us/j/81152812103?pwd=dzhDais5MVZmZU5PYjZ4RmRTcUxqUT09>

Meeting ID: 811 5281 2103

Passcode: 058340

One tap mobile

+13052241968,,81152812103#,,,,*058340# US

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This Week at Club 99

Little Rock's Real Time Crime Center

Mayor Frank Scott, Police Chief Heath Helton, LRPD Sergeant Christina Bewly and Little Rock Chamber of Commerce President & CEO Jay Chesshir

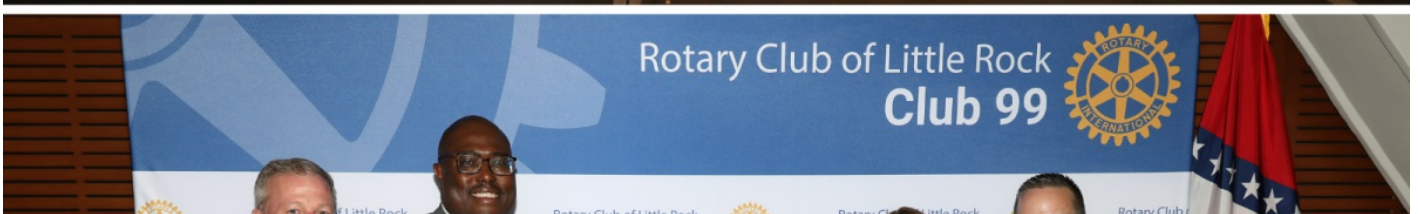
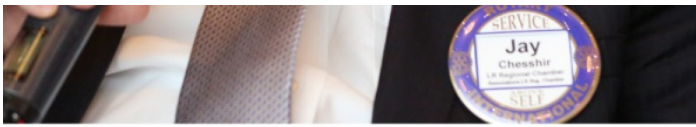
Club 99 members learned more about the City of Little Rock's Real Time Crime Center this week, with an emphasis on how businesses and individuals can be part of the new center focused on using real-time data to solve crimes throughout the city.

The panel - made up of city heavy hitters - drew media attention this week to learn more about the success the center has already had and is looking to build on in 2024. Chief Helton asked members to consider giving the Real Time Crime Center access to their business security cameras to allow LRPD officers to better serve the community and fight crime as it happens.

If you missed this week's meeting, you can watch the full meeting [here](#).

Click [here](#) to read the *Arkansas Democrat-Gazette* story covering this week's meeting.







ARKANSAS

Arkansas Democrat-Gazette

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WEDNESDAY, JANUARY 24, 2024

\$104,000 OK'd to pay Profiri

Panel's vote sends Sanders' request to Legislative Council



Sen. Jimmy Hickey, R-Texas, asks a question during the Performance Evaluation and Expenditure Review on Tuesday at the state Capitol in Little Rock.

MICHAEL B. WICKLINE
ARKANSAS DEMOCRAT-GAZETTE

A legislative panel on Tuesday signed off on a request by Gov. Sarah Huckabee Sanders' office for a \$104,000 appropriation transfer to increase the extra help appropriation to cover the cost of former Department of Corrections Secretary Joe Profiri serving as a special adviser in the governor's office in the fiscal year that ends June 30.

In a voice vote with a handful of audible dissenters, the Legislative Council's Performance Evaluation and Expenditure Review Subcommittee recommended the Legislative Council review the request from the governor's office. The council is scheduled to meet Friday.

In other action, the panel recommended the Legislative Council approve the state Department of Human Services request for \$13.4 million in American Rescue Plan funds for four hospitals in Bradley, Mississippi and Polk counties, and three requests for \$11.6 million in state restricted reserve funds for projects.

Profiri assumed the special adviser position Jan. 22 at a salary of \$201,098.90 a year, according to the state Department of Transformation and Shared Services.

Profiri's salary was \$210,000.15 as secretary of the state Department of Corrections, according to the Arkansas Transparency website. In January 2023, the Legislature's Joint Budget Committee approved salaries for four department secretaries, including Profiri, that exceeded the maximum salary of \$201,700 a year. Profiri formerly served as deputy director at the Arkansas Department of Corrections.

Under Act 883 of 2023, the extra help appropriation in the governor's office is \$8.78 in fiscal 2024. The operation appropriation in the governor's office totals \$6 million in fiscal 2024.

During the subcommittee's meeting Tuesday, Sen. Democratic leader Greg Lesing of Fayetteville asked staff officials for a quick rundown of the job description for Profiri.

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Little Rock Police Sgt. Courtney Decker (right) talks about the LRFD's Real-Time Crime Center with (from left) coordinator Jay Cheppin, Little Rock Mayor Frank Scott Jr. and Little Rock Police Chief Heath Helton at the The Rotary Club of Little Rock's meeting on Tuesday at the Clinton Presidential Library in Little Rock.

LRPD chief: Center a 'game-changer'

GRANT LANCASTER
ARKANSAS DEMOCRAT-GAZETTE

Little Rock Mayor Frank Scott and police officials explained the development and purpose of the department's Real-Time Crime Center to members of the Rotary Club of Little Rock on Tuesday, another step in promoting the surveillance center, launched late in 2022, to the community.

Scott, Chief Heath Helton and Sgt. Courtney Decker

talked about the merits of the center, which ties in city-owned cameras and police license plate readers with other systems including emergency dispatch and the ShotSpotter gunshot detection system, serving as a unified hub for the department's technology.

Helton called the center a "game-changer" and a "force multiplier" that will help the department do the most while trying to address a shortage of officers.

On Tuesday, Scott estimated the department had about 60 vacancies, an improvement over last year's staffing numbers. On Thursday, police Assistant Chief Andrew Hoyer said the department had 65 vacancies and 30 officers on extended leave. About a year ago, on Jan. 12, 2023, Helton said he was down 86 officers.

The crime center isn't necessarily limited to cameras. The city owns, however, since its launch, police

leaders have encouraged the city's business owners and residents to participate in the program.

Business owners and other organizations can tie in their surveillance cameras directly with the crime center, while residents with private security cameras, such as those offered by Ring, can notify police of their camera's location.

As of Tuesday, there were

See CRIME, Page 5B

Cash approved for 2 LR parks hit by tornado

More than \$400,000 going to rebuild ruined structures

JOSEPH FLAHERTY
ARKANSAS DEMOCRAT-GAZETTE

Crews will rebuild structures at two Little Rock parks located in the path of the destructive tornado that hit the metro area on March 31, 2023.

During a meeting on Tuesday, the Little Rock Board of Directors authorized spending more than \$400,000 on the improvements to Murray Park and Reservoir Park.

An outdoor fitness structure known as a **Big Box** in Murray Park will be repaired under a contract with A.C.S. Playground Adventures for up to \$92,000, according to city board documents.

The tennis courts and pavilion at **Reservoir Park** will be rebuilt by Byrne & Jones Construction. The city is expected to pay the firm up to \$325,000.

Two resolutions authorizing the spending were approved along with other items as part of the city board's consent agenda.

Federal Emergency Management Agency funding — as well as funding from insurance reimbursement — will bankroll the work at both parks, city board documents revealed.

Also on Tuesday, city

board members voted to spend up to an additional \$16,000 on engineering services in order to take advantage of grant funding on a project to improve walkability and safety along a stretch of West Main Street.

They approved a resolution that authorizes amending an earlier agreement with McClelland Consulting Engineers, bringing the total contract amount to \$98,600.

A \$11 million grant from federal funding awarded last year by the board's director of Metropolitan, the regional planning agency for Central Arkansas, is the construction of a portion of the street improvements to come with certain conditions that the city consultant must meet, according to city board documents.

This resolution authorizes an amendment to the contract to develop the final plans and related work to meet the requirements, the grant conditions," a memo from the city manager office stated.

Jon Honeywell, the director of the Little Rock Public Works Department

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State gets low grades for tobacco control

MY LI
ARKANSAS DEMOCRAT-GAZETTE

Arkansas received an overall score of F for its state of tobacco control and access, according to the American Lung Association's 2024 annual report.

Across the five categories, tobacco prevention and control program funding to tobacco taxes, smoke-free air access to cessation services and flavored tobacco products, the state received an F, C, C and B, respectively.

"Tobacco use is the leading cause of preventable death and disease in Arkansas and across the country, claiming the lives of 5,790 state residents each year. The tobacco industry will do anything to protect their

profits at the expense of Arkansas lives, so we must push forward in our efforts to prevent and reduce tobacco use," Latra Turner, director of advocacy for Arkansas at the American Lung Association, said in a news release.

According to the state's report card, the adult smoking rate is 18.7% and the high school tobacco use rate is 20%, which Turner said mirrors the national trend of the younger population and the use of vaping devices.

Turner said though the state has scored low consistently, the grade for access to services to quit tobacco has risen from an F to a C over the past few years.

See TOBACCO, Page 8B



A man walks through the rain past a mural on River Market Avenue in downtown Little Rock on Tuesday.

Financial filings in for judicial campaigns

MICHAEL B. WICKLINE
ARKANSAS DEMOCRAT-GAZETTE

Arkansas Supreme Court Justice Rhonda Woo loaned \$50,000 to her campaign for chief justice of Arkansas in December in slow month for fundraising for chief justice candidate according to their later campaign finance reports.

The campaign finance reports of Arkansas state candidates for December were due Monday in the secretary of state's office.

The four Supreme Court justice candidates will vie in the March 5, 2025, nonpartisan judicial election.

Who's Having Fun This Week?

This week, Club 99er **Coach Larry Clark**, founder of Life Skills for Youth, shares about his love of pickleball and how he came to find his newest passion. Watch Coach Larry's video [here](#).

Welcome New Members!

We welcomed two new members to Club 99, **Jeremy Hill** and **John Covrig**! Jeremy is chief of staff for City Year, and John owns Guardian Roofing. We look forward to getting to know you more!



Members Caught Having Fun This Week







The 5th Test: Is It Fun?

President Ghidotti's™ Power of Fun Tip of the Week

Let's talk about the concept of a "digital sabbath" ... it's exactly what it sounds like â€" borrowing a religious tradition of taking a day off work for rest. The digital sabbath is taking a day (probably easier to do on the weekend) from your phone. As we've discussed, Catherine Price, the author of "The Power of Fun," came to this book from her journey of writing her first book, "How to Break up with Your Phone."

As part of that research, she and her husband took a digital sabbath each week â€" 24 hours from Friday night to Saturday night away from their screens. What she learned from that is the sheer amount of time that opened up in their lives by avoiding screens, along with their perception of time slowing down. Instead of allowing their time to be filled, they were now in charge of how THEY wanted to fill it.

Without apps and texts and scrolling, they found themselves with more hours in the day â€" hours that they were free to use on things they truly enjoyed.

And that is definitely part of the formula of mastering "The Power of Fun," right? Opening up hours in our lives to experience True Fun and work to make those opportunities a reality.

In her book, Catherine tells the story of Tiffany Shlain, a filmmaker and founder of the Webby Awards. Clearly, this woman is no technology hater, but for 10 years she and her family have been practicing a digital sabbath. She even wrote a book about how she does it, "24/6: Giving Up Screens One Day a Week to Get More Time, Creativity and Connection."

Tiffany and her family have made it a tradition and do the same thing every Friday night. They put the phones away, make homemade bread and have an informal dinner party with friends. And on Saturday, they engage in leisure activities that they don't have time for during the week, like gardening, art projects, playing games or hiking. By the time they plug back in, they are refreshed and newly grateful for the positive aspects of technology.

You've all heard of FOMO â€" the Fear of Missing Out. Now there is a new term â€" JOMO: The Joy of Missing Out, which refers to unplugging from online life and reconnecting to simple pleasures in the present moment. Google it; there are some great articles out there about JOMO.

So my ask of you today is to replace FOMO in your life with more JOMO!

Participation Opportunities

Two Important Opportunities

Nominations Now Open!

It's time for our annual **Business & Professional Leader Award** nomination period. All nominations are due back to Karen Fetzer (kfetzer@littlerockrotary.org) by **THURSDAY, FEB. 1**. We hope you will consider nominating a worthy honoree. The nomination form and a list of past honorees are available [here](#).

Help Sponsor the Police & Fire Awards

Our police and fire departments are so very important to the growth and success of Little Rock. Help us honor these men and women by sponsoring this year's **Police & Fire Awards**. We have several sponsorship levels that provide a variety of benefits to companies and individuals. New this year will be professionally produced videos highlighting our honorees, plus free tickets for our honorees' family members to be able to attend.

To make this an extra special event that these city servants deserve, we need your help! Please contact Club 99ers **Ed Owens** (edm.owens@gmail.com) or **Becky Finney** (becky@beckyfinney.com), who are chairing this year's event, or Karen Fetzer (kfetzer@littlerockrotary.org) if you'd like to support this annual recognition. A copy of sponsorship levels can be found [here](#).

Special Events and Meetings

New Member Orientation Luncheon

New Date: Monday, January 29, 2024

11:30 a.m. - 12:30 p.m. (make plans to stay a bit longer for some FUN!)

Little Rock Zoo

Club 99 Social

Wednesday, January 31, 2024

5-7 p.m.

Happy Hour at one of Little Rock's newest and hottest locations

The Xperience

Club 99 Book Club Affinity Group

JANUARY (Hosted by Mitch Bettis)

RESCHEDULED - DATE TBA

Location: Arkansas Business Publishing, 114 Scott St., Little Rock, AR 72201

â€œLincoln on Leadership: Executive Strategies for Tough Timesâ€ by Donald Phillips

FEBRUARY (hosted by Kristina Bolhouse)

Thursday, Feb. 22

5-7 p.m.

Location: Bolhouse Residence, 10 Northwest Court, Little Rock

â€œThe 12 Week Yearâ€ by Brian Moran and Michael Lenington

MARCH (hosted by Maha Witherington)

Friday, March 8

Noon - 1 p.m.

Location: The Witherington Residence, 1122 Hilltop Road, Alexandar

â€œThe Loudest Duckâ€ by Laura Liswood, Senior Advisor, Goldman Sach

Upcoming Programs

January 2024

30 Fifty for the Future Anniversary

February 2024

6 All things Oscars: Predictions, Thoughts, Snubs

13 Arkansas' Lithium Rush

20 Downtown Little Rock's Strategic Plan with Sasaki

2023-2024 Club Leadership



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