
THE FLAGSHIP



Oct. 22, 2023

Tom King, Editor

Coming Up!!!

Oct. 25: Becky
Huckaby, VP, Public
Relations, Knoxville
Airport Authority

Nov. 1: Board of
Directors, 11 a.m.

Nov. 1: Club Assembly

Nov. 8: Hallerin Hilton
Hill, NewsTalk 98.7

Nov. 15: Singo

Nov. 16: Third
Thursday, 5:30 p.m.,
TBA

(All meetings begin at
12:15 unless noted
otherwise)

McGhee Tyson's VP Becky Huckaby Lands at RCF on Wednesday



If you follow the news, McGhee Tyson Airport has been making news of late. Wednesday we welcome back **Becky Huckaby**, Vice President of Public Relations for the Metropolitan Knoxville Airport Authority, which owns and operates both McGhee Tyson and Downtown Island airports.

Huckaby oversees all facets of internal and external communications including media relations, social media strategy, employee communication and customer service. Translation: she is one busy lady!

Huckaby holds a Bachelor of Arts degree in

Mass Communications from ETSU and a Master of Science in Communication & Information from UT. For the past 15 years, she has been lecturer at UT and King University, teaching courses on professional communication, persuasion, public relations writing, advanced speech and campaigns.

Get your McGhee Tyson and flying/travel questions ready for her!



UT Deputy AD Celebrates Program's Successes, Praises Dr. Danny White



Dr. Monica Lebrón answers a few questions from Richard Bettis

Dr. Mónica Lebrón is a big piece of the success that the University of Tennessee's Athletic Department is achieving these days. For two years running the Vols have won the coveted SEC All-Sports Trophy as the best athletics department. They won the same honor from CBS Sports.

A major part of her role is

sharing lead sport administrative duties for both the Tennessee football and men's basketball programs. She joined the University of Tennessee's executive leadership team in February 2021 as the Deputy Athletics Director for Championship Resources. Lebrón first spoke to our club in February 2022.

When she speaks about this success, you will hear her praise her boss, UT Athletic Director Danny White. "He is hands down the best AD in the country," she says. "No contest."

Prior to moving to Knoxville, she worked at three other SEC schools — Florida, Mississippi State and Georgia.

Her mantra is to not rest and be satisfied with where things are now. "Do better. Be greater. Don't let this be the best we'll ever have. Keep striving. No one is resting. Danny's expecting every sport, every coach to improve," she said. "He's always pushing. We've even got women's volleyball in the Top 10 now."

She did comment on a few issues during the Q&A:

- She thinks the NIL (Name, Image & Likeness) program "needs some guardrails installed" to manage the process more effectively.
- UT has not had to deal with a biological trans man wanting to join a team.
- UT doing preliminary planning for an indoor track facility.
- She said there are no plans to add another sport in the short-term, like lacrosse.

Thanks for a fine program!

The Joke's on Alabama! Really????

Being Tennessee-Alabama football week, we, of course, had a wee bit of fun with it, even with 'Bama Mama **Vicki Williams** in the house.

From **Richard Bettis**: "How do we know the toothbrush was invented in Alabama? Because if it was invented anywhere else, it would have been called a teethbrush."



Last Laugh: 'Bama 34, Tennessee 20!!!!!!

Wednesday's Guests: 3 PMs

We welcomed three guests on Wednesday and they are all Prospective Members (PM) who will be inducted at our November 1st Club Assembly.

- **Jenny Walker** was the guest of husband Brian, who is also sponsoring her membership.
- **Eddie Jett** was with us but his sponsor, Scott Bertini, was not. He was called to his daughter's school to take care of a sick little girl.
- The third Prospective Member with us was **Craig Donnachie**, whose sponsor is Bill Nichols.

Welcome everyone!

Four-Way Test

Rotary's Four-Way Test of the things we think, say or do:

- 1) Is it the **TRUTH**?
- 2) Is it **FAIR** to all concerned?
- 3) Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- 4) Will it be **BENEFICIAL** to all concerned?

Find Us On Facebook

If you have not visited our Facebook page, give it a try!

If you have not visited our page, we invite you to do so and to also **LIKE** the page!

Here is a [LINK](#) to our page.

Our Family of Rotary Report

Great family news from **Jerry and Barb Schwallier**: They will not be away from family much longer. On Wednesday Jerry said part of the family will be moving here soon from Loveland, CO. Son Ryan, his wife Allison, and their two kids — Ryliegh, 11, and Patrick. 8. Ryan is taking a job with Scott Laboratory Solutions in Oak Ridge. Also, Jerry and Barb are now in their new home in Tellico Village, unpacking boxes and more boxes.

PP Bruce Williamson passed along some concerning news about wife **Susan's** abdominal cancer. They have been at M.D. Anderson Cancer Center in Houston and Bruce shares this: "This clinical trial drug did not work so she's off that trial. There is some surgery needed apparently. We drove back, got here last night, no sense in living in a hotel while the doctors evaluate and come up with some options."



Ice seems to be **Ralph Henry's** best new buddy right now. He's home icing that left knee after replacement surgery this past Monday. He sees his doctor tomorrow and PT should be starting as well.

We have only 2 members signed up to bring **Dr. Bill Adkins** to and from our meetings from his home at Sherrill Hills Resort Community. PP Fred Martin is signed up for this week and only one other between now and Dec. 20. Please consider volunteering to help Bill. Here is the [LINK](#) for you to sign up!

A Pair of Newsy Notes

If you didn't see the email earlier this week correcting a mistake in the previous newsletter, the annual **After Christmas Party** at the beautiful home of Noah and Allison Myers will be on **FRIDAY, Jan. 12, 2024**. We will send out directions for those who have never been to the Myers Mansion. A catered dinner will be served and if you prefer you can BYOB and wine and perhaps a dessert to share.

Third Thursday at Chesapeake's attracted a crowd of 10 and the fellowship was so much fun that no one thought to take pictures. The Markowitz family was there in force — cute little Madi, Stephanie and hubby Brent. With them were President Val Privett, Jenny and Brian Walker, Mary and Steve Krempasky, and Fred Adomat and Paula Womack. "Hectic" is how Stephanie described it all.

2 New Alzheimer's Treatments Coming! The Catch: They're Both Expensive

(Second of Two Parts)

By Dr. Charlie Barnett

Last week we discussed the newer diagnostic tests for detecting the culprit amyloid plaques in Alzheimer's disease. This is most important as the presence of brain amyloid is a requirement for the use of the newer treatments for Alzheimer's disease.



The first of these newer treatments, Lecanemab, was recently approved by the FDA. It is a monoclonal antibody that has been shown to reduce the disease progression by 27% in patients with early

Alzheimer's or mild cognitive impairment. The second, newer treatment, Donanemab, is awaiting expected FDA approval. Both drugs work by removing the amyloid deposits in the brains of Alzheimer's patients. These two drugs are considered breakthroughs because since 1998, 146 clinical trials have failed they show any improvement at a cost of \$600 billion.

However, all is not rosy as the cost of the drug Lecanemab alone is \$26,500 per year. The total cost to treat a patient (remember, these drugs are only useful early in the course and totally useless in patients with obvious Alzheimers), including ancillary tests and the IV infusions every two weeks, is \$82,000 per year. Moreover, the drug must be given for years to significantly slow Alzheimer's progression. In addition, brain swelling and microhemorrhages in the brain occurred in 20% of treated patients.

Truly an advance, but it is extremely difficult and expensive to combat the effects of Mother Nature and Father Time.

A Thought for Our Day

"I always cook with wine. Sometimes I even add it to the food." —
W.C. Fields