

Club Meeting

Shades Valley
 Meets at Birmingham Botanical Gardens
 2612 Lane Park Rd
 Mountain Brk, AL 35223-1802
 Time: Monday at 12:30 PM

Speakers

November 21st
[Greg Canfield - Secretary of the Alabama Department of Commerce](#)

December 12th
[Mary Carol Argo](#)
 DG Official Visit

November 28th
[Michael K. Ryan, M.D. - Andrews Sports Medicine and Orthopaedic Center](#)

Greg Canfield - Secretary of the Alabama Department of Commerce

By Jon E. Lewis on Tuesday, November 15, 2022



Greg Canfield
 Secretary of the Alabama Department of Commerce

Greg Canfield has served as Secretary of the Alabama Department of Commerce since July 2011. In this role, he has provided consistent leadership for a statewide team of economic development professionals while helping to shape a strategic vision for sustainable economic growth and meaningful job creation across Alabama. Canfield has broad responsibility for ensuring the five chief priorities of the department are advanced. These are increasing business recruitment and expansion activity, expanding export opportunities for Alabama companies, improving workforce development initiatives, enhancing small business growth, and providing avenues for job creation in the film and entertainment industry. During Canfield's tenure, industry publications have repeatedly honored Alabama for economic development success. Since 2011, Alabama has attracted projects involving almost \$54 billion in new private sector capital investment and over 160,000 jobs. Economic development efforts in 2020 attracted nearly \$5 billion in capital investment, despite the challenges posed by the COVID-19 pandemic. Canfield reports directly to Governor Kay Ivey and frequently plays a leading role in negotiations with companies considering Alabama in their growth plans. In this capacity, he has worked with high-performing companies such as Mercedes-Benz, Mazda Toyota Manufacturing, Google, Amazon, Boeing, Airbus, Blue Origin, GE Aviation, Polaris, and many others. Canfield also spearheaded a successful effort to overhaul the state's outdated incentives platform to make it more fiscally responsible, effective and sustainable

over time. Because of extensive international travel, Canfield has developed a diverse range of high-level business contacts around the globe. As Commerce Secretary, he has led Alabama delegations on numerous trade missions to locations around the world, helping to drive export growth. During his time at Commerce, Alabama has attracted robust inflows of foreign direct investment each year. Since 2013, FDI projects in Alabama have involved over \$18 billion in new capital investment, generating more than 32,000 new jobs in the state. FDI projects in 2020 involved \$2.7 billion in capital investment and 2,700 job commitments.

Canfield modernized the Alabama Development Office as the Alabama Department of Commerce. He launched the "Made in Alabama" brand in early 2013 to share and magnify positive content about the state's noteworthy economic development endeavors and its business advantages. He has also overseen a significant expansion of the department's responsibilities to encompass most of the state's non-educational workforce development activities, which consistently rank among the nation's best. Canfield has also worked to enhance the competitiveness of Alabama's rural areas for economic development projects and in 2020 launched the "RurAL" campaign as an extension of the "Made in Alabama" brand to showcase the advantages of doing business in those areas.

Canfield graduated from Huffman High School in Birmingham and attended the University of Alabama and UAB, where he earned a finance degree in 1983. He began a career in sales with Purolator Corp., a Fortune 500 company. At Purolator, he served as Southeastern Regional Sales Manager before becoming Regional Administration Manager with responsibility for the region's budgetary process. Canfield later served as a National Account Manager for Transus Freight Systems, overseeing the company's markets along the U.S. Eastern seaboard from Alabama to New Jersey.

Canfield entered the insurance and financial services field in 1990. Three years later, he opened his own business, marketing insurance services to businesses and individuals. He sold Canfield Insurance & Financial Services Inc. in 2008 and joined J.H. Berry Insurance in Birmingham.

As president of the Vestavia Hills Chamber of Commerce, Canfield launched the organization's Business Development Committee, which promoted the community for commercial investment. In 2000, while serving as President of the Vestavia Hills City Council, he was instrumental in the development of Vestavia's first long-range economic development and land use plan.

Canfield was elected to the Alabama House of Representatives in 2006, serving for nearly five years. He is the author of the Rolling Reserve Budget Act, which improved the education budget process in an effort to establish reserves and prevent education proration. Canfield also served as chairman of the House's Commerce & Small Business Committee.

He has been married to his wife Denise since April 1983, and they are the parents of Rachel Canfield Young and John Canfield.

Christmas is Coming

By Rachel A McKee on Sunday, November 20, 2022

CHRISTMAS TOY DRIVE

This year we will be supporting [The Circle of Love Foundation](#) in their efforts to provide toys to local shelters in the Birmingham Metro Area. Spread holiday joy for local children in need by bringing toys to Rotary or shopping online and having gifts delivered! The Circle of Love Foundation's mission is to garner support and awareness of, and to provide hope to those who need it most: children in need in the Birmingham area. Through its members' and many volunteers' tireless work, and unparalleled passion for giving back to the future's next great leaders, The Circle of Love has touched the lives of more than 5,500 children who would have otherwise gone without gifts on Christmas morning, or the most basic school supplies, like pencils and paper, on the first day of school. Lindsey Garner will be collecting and delivering our donations.

Deadline for Toy Collection: Monday, December 5th

To buy Christmas presents:

Click this [Amazon link](#)

Shelters receiving Christmas toys for children in need:

- [First Light](#)
- [Grace House](#)
- [Jessie's Place](#)
- [Lovelady Center](#)
- [Olivia's House](#)
- [One Roof](#)

2022 ROTARY CHRISTMAS PARTY

We are planning to have a Member SlideShow during our annual Christmas Party, and we would love for everyone to submit a FAMILY PHOTO to be shown during our Party this year. Please submit a photo to rachel.mckee@kw.com prior to the event. More details to come!

Thank you,
 Rachel McKee

ANNOUNCEMENTS

AUTO DRAFT OPTION (ACH)

This payment option is really working well! Please consider signing up for ACH. **We would really like to see more of you shift to this payment method!**

November is The Rotary Foundation Month - Special emphasis is given this month to support of 'our charity', TRF. Please consider becoming a Paul Harris Fellow, Paul Harris Society member, moving to the next level of multiple Paul Harris giving, a Major Donor, a Benefactor or a Bequest Society member. If you have questions regarding the many ways of support, please see TRF Director Ted Brasfield!

To unsubscribe from future emails, please click on this link: [Unsubscribe](#)

Support Rotary with your IRA if you are over 70 1/2

By Charles Theodore Brasfield III on Tuesday, November 8, 2022

Here's a great way to support The Rotary Foundation and reduce your tax burden. I've been using it for several years and it's saved me a good deal. .

If you are subject to Required Minimum Distributions (RMD), making a Qualified Charitable Deduction (QCD) allows you to meet your RMD without increasing your taxable income.

Just like donating via cash or check, giving directly from your IRA is an immediate and impactful way to support Lakeshore — but in many cases, IRA giving can be even more tax-efficient.

When you withdraw funds from your IRA, your taxes typically increase; however, donating money directly to The Rotary Foundation from your IRA allows you to give tax-free, whether you itemize deductions or not.

To give, you may want to consult with your tax or IRA advisor. Thanks so much.

Yours in Rotary service,

Ted Brasfield

Support our Charitable Foundation with Amazon Smile

By John D. Gleissner on Friday, November 11, 2022



Tom Somers spoke at our Nov. 7, 2022, meeting regarding our Shades Valley Rotary Charitable Foundation (SVRCF) and **Amazon Smile**, to have Amazon devote 0.5 % of any qualified purchase to the SVRCF. You may choose our Charitable Foundation easily by designating SVRCF at Amazon Smile. It is convenient to search with the words "Shades Valley," and the name of the SVR Charitable Foundation appears for you to select. After selection, we must then shop at and through smile.amazon.com.

"When you shop at smile.amazon.com, Amazon donates 0.5% of your eligible purchases - at no cost to you. AmazonSmile offers the same products, same low prices, and same services as the Amazon you know."

Yes, I understand that I must always start at smile.amazon.com to support Shades Valley Rotary Charitable Foundation.



Please, please start shopping at smile.amazon.com to support our Charitable Foundation! Thank you.

Zoom Details

Via the web:

<https://us02web.zoom.us/j/84330344512>

Meeting ID: 843 3034 4512

Passcode: Yellowbowl

Via phone:

+1 312 626 6799 US (Chicago)

Meeting ID: 843 3034 4512

Passcode: 5226307335



Rotary Club of Shades Valley

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