



Rotary

Script

The weekly club bulletin of

THE ROTARY CLUB OF SHADES VALLEY

District 6860 • www.shadesvalleyrotary.org • Birmingham Botanical Gardens • Mondays 12:30PM

JOHN CASSIMUS-LIFE BEYOND ZOËS

UPCOMING EVENTS

12/15- Board Meeting at 11:15AM

-Harley Willis-Bass Pro Shops Outdoor World

12/22- SVRC Christmas Party

12/29- no meeting

TODAY: New Member Orientation at 11AM

THE 4 WAY TEST

Of the things we say or do . .

- Is it the truth?
- Is it FAIR to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

John Cassimus is a graduate of Mountain Brook High School and the University of Alabama where he earned 3 varsity letters on the football team. In 1989 the team won the SEC championship and played in the Sugar Bowl. He earned a Bachelor's of Science degree in Finance.

Upon graduation in 1990, Cassimus went to work for Pittman Financial Partners. In 1993 he launched J-Rag, Inc., a sportswear company which featured a signature bandanna-style hat. He sold the successful company in 1996 and moved to Atlanta to work for Hilb, Rogal and Hamilton, an insurance broker.

While at HRH he worked on the acquisition of Compensation Management Associates, helping them increase revenues eight-fold in a year and a half.

In 1999 he approached his parents about expanding their restaurant business. He purchased the rights to develop Zoës into a chain and officially opened the second location in Riverchase.

For nine years John served as President and CEO of Zoës Kitchen. The fast-casual restaurant concept grew to 21 locations in 7

states offering sandwiches and salads with a Mediterranean flair. In 2007 he sold a majority stake to Brentwood Associates, a Los Angeles, CA based investment firm. Growth plans are in place to expand Zoës to 200 units nationwide over the next 5 years. In November, Cassimus resigned was succeeded by Zoës' chairman, Greg Dollarhyde

After Brentwood merger, Cassimus acquired a 1,200-acre plantation in Southeast Alabama and established the Cassimus Foundation.

His current business endeavors include Jinsei, a fine-dining Japanese restaurant in Homewood's SoHo Square, and Maki Fresh, a casual sushi restaurant in Mountain Brook's Cahaba Village on U.S. 280.

John is an accomplished pilot and logs more than 300 hours annually. His newest aircraft is a Piper Meridian which holds six people and can reach 300 miles per hour at 30,000 feet.

In June he told the *Birmingham News* that "I love the freedom of being able to go anywhere anytime without notice. I



John Cassimus

would have never grown Zoës to its current level without being able to fly."

John is a highly sought-after speaker. He has been the featured speaker at The University of Alabama, Auburn University at Montgomery, Birmingham Chamber of Commerce, Birmingham Rotaract Club, Energen Leadership Group, The University of Florida, Florida State University, Louisiana State University, University of Mississippi, Samford University, Southern Methodist University and The University of Texas.

John is also a writer and photographer. His work has been featured in *Private Air Magazine*. He also is an avid cyclist, hunter, and chef.

LAST WEEK'S PROGRAM WITH JIM BENNETT

Rotarians got a sneak peak into Jim Bennett's, *Historic Birmingham and Jefferson County* at the December 1st meeting. Bennett, Alabama's Commissioner of Labor, enjoyed catching up with several members, including friend and colleague Fletcher Harvey, who introduced him at the podium.



Jim Bennett, right, autographs a copy of his book, *Historic Birmingham and Jefferson County* for Rotarian, Neal Shirley (left) after the December 1st meeting.

Commissioned by the Birmingham-Jefferson Historical Society, the 312-page book sells for \$50 through the Historical Society and proceeds will go to the Birmingham-Jefferson His-

tory Museum.

The book covers Birmingham from the time the first settlers arrived in Jones Valley in 1815 to its growth as a hub for medical training and research today.

Bennett shared the rarely seen pictures and little known facts from the book, such as, how Scotsman Andrew McLaughlin wandered through "shades of death" at thus named Shades Mountain.

Following the meeting, Rotarians lined up to get their autographed copy.

Corlette Stewart was inducted at the December 1 meeting, with the help of her sponsor John Beard, Director of Membership Wes Brown, and President Jim Spencer. Her father, Shelly Stuart, was present to witness her become a Rotarian.

Corlette has a BS in Textile Engineering from Auburn University and an MBA from the University of Alabama. She is employed at O₂ Ideas as a Business Development Manager.

COMMUNITY SERVICE

It Is That Time of Year; SVRC's 2008 Winter Coat Drive. During the month of December, as Rotarians bring out their own winter fare, all are asked to donate a men's, women's and/ or children's coat(s). Since so many Rotarians participated in previous years, it is suggested that the closets of children and grand-children are also relieved of unwanted or outgrown coats. Women's and children's coats will go to the Lovelady Center and men's coats will be donated to the Salvation Army. Participation is greatly appreciated

On January 26, volunteers from the Shades Valley Rotary Club will serve **supper at First Light** women's shelter in Birmingham. Michael Gross is organizing the event and approximately 1/2 dozen Rotarians are asked to volunteer. Please see Michael or Richard Hempstead to participate.

www.firstlightshelter.org

CHRISTMAS PARTY RSVP

For Members and Family

Most of the area schools will be out when SVRC has the Christmas Party on Dec. 22. We hope to have many children and spouses participate in this festive event. Remember, Santa will be here for pictures!

Please let Becky know how many special guests (# adults, # children) you will have for the Christmas Party by Dec. 15 so we can be prepared. Becky's email is becky@shadesvalleyrotary.org or see her at the meeting.

TRF MINUTE

At the December 1 meeting, Rotary Foundation District Chair, Bo Porter, reminded Rotarians, that as 2008 closes, "those who need to consider their contributions, do so now."

He also said that in 2009 District 6860 Rotarians will have the opportunity to purchase and/or market Robert Trent Jones Trail Cards for \$40, even (normally \$39.99 +tax). Proceeds will go to the Glenn E. Estess, Sr. Educational Foundation.

Each Rotarian is asked to buy or sell at least one Trail Card.

Community Service Alert: The Mountain Brook police department has posted an advisory to the community to be on the alert for potential burglars who are knocking on doors under the cover of securing day labor jobs. If no one answers, homes are broken into. Please be on alert and contact local law enforcement offices immediately if you have information that might help stop these crimes (879-0486 for Mountain Brook Police Department). Suspect vehicles include: dark green mustang with tinted windows, black Silverado pickup with extended cab, silver or light blue Oldsmobile 88.

NOVEMBER BOARD MEETING

Please familiarize yourself with the following information from the November 17 SVRC board meeting.

- Dues collection is being reviewed to keep on top of outstanding amounts in order to keep SVR's cash flow fluid. Members with outstanding amounts will be sent a reminder notice.
- The projected number of new members in the 2008-09 budget is not being realized.
- David Bell, SAA, proposed estab-

lishing a fine of \$25 for no-show SAA's scheduled to do room set up and take down. The fine would benefit the Educational Foundation.

- New tablecloths have been ordered and will arrive in time for our Christmas Party.
- The Vocational Service committee is reviewing applications from area high schools for RYLA recipients. The RYLA Program will take place at Huntsville's Space Camp in February 2009.
- Community Service and International

Service Committees are actively reviewing groups who will benefit from SVR's budgeted service projects for 2008-09.

- SVR Board approved renewing the Summer Intern Program with BBG. The Second Botanical Bash scheduled for March 5, 2009 (MARK YOUR CALENDAR!!) will be used to finance this project. Look for upcoming information on how you can get involved with this project.

ATTENDANCE

GUESTS

Guest	Guest of
Don Bennett.....	Buzz Veal
Shelley Stewart.....	Colette Stewart

VISITING ROTARIANS

Stan Lawler.....	Downtown
Jack Lowther.....	Vestavia

ROAMING ROTARIANS

Cecil Bostany, Ed. Found.....	11/28
Cecil Bostany, Ed. Found.....	12/1
John Meier, eClub.....	11/26
Ty Robin, eClub.....	12/2

Only 49 Rotarians missed the December 1 meeting. Live attendance included 70 percent of members.

MISSING MEMBERS

Frank Adams	Karen Larsen
Lee Allen	Kay Laumer
Dave Bannon	Gordon Lawson
David Bates	Ric Lewallen
Robert Blakely	Jean Lorino
Susan Brouillette	Dan McKiever
Bob Burton	Bob McLean
Lynn Campisi	Gwen McLean
Jack Carney	Sue Murrell
Dave Chauvette	Michael O'Kelley
David Comfort	Candi Peoples
Merrill Compton	Dale Prosch
Sean Dardeau	Tom Reynolds
Angela Davis	Chris Robbins
Frank Dean	Brad Russell
Glenn Estess	Bill Schoel
Doug Harris	Parker Stringfellow
Craig Hennecey	Brian Sullivan
Mike Holder	Wes Templeton
Ellen Holladay	Doc Wiley
Kay Honea	John Williams
Marty Keely	Ty Williams
Hoss Kent	Jim Wiswall

BIRMINGHAM AREA CLUB MEETINGS

MONDAY

EASTWOOD - McElwain Baptist, Fellowship Hall.....12:15

TUESDAY

BIRMINGHAM-SUNRISE - The Harbert Center7 AM

WEDNESDAY

TRUSSVILLE/E. JEFFERSON-Courtyard Marriott.....7 AM

GARDENDALE/FULTONDALE - Gardendale Civic Ctr....12:00

HOOVER/RIVERCHASE - Hoover Country Club12:00

BIRMINGHAM - The Harbert Center12:00

THURSDAY

SHADES MTN. SUNRISE - Vulcan Parkk Conf. Center....7 AM

BESSEMER - Bright Star Restaurant12:00

TARRANT/PINSON VALLEY - Walker's Restaurant12:00

INVERNESS -Greystone Country Club.....12:00

ALABASTER/PELHAM - Shelby Co. Med. Center12:15

HOMEWOOD-OXMOOR - Homewood Library. 12:00

FRIDAY

BIRMINGHAM-EAST -St. Vicnect's East..... 12:00

VESTAVIA HILLS - Vestavia Hills Board of Education ...12:15

CAN'T MAKE UP AT A LOCAL CLUB?

Visit www.shadesvalleyrotary.org and click on Make-Ups. Visit one of the e-Clubs for 30 minutes, print out a copy, and present to Secretary, Jodie Smith, or Becky Swindall.

Serving Rotary in 2008-2009

District GovernorMary Jean Sanspree

OFFICERS

President Jim Spencer
 President-Elect Art Cara
 Secretary Jodie Smith
 Treasurer Jim Shepherd
 Sergeant-At-Arms David Bell
 Immediate Past President Susan Brouillette

Chaplain Bill Johnston
 Rotary Script Editor Jacob Erwin

DIRECTORS

Club Service Bonnie Richards
 Community Service Richard Hempstead
 Vocational Service Ken Rhoden
 International Service Dianne Davis
 Membership Wes Brown
 Fellowship Sperry Snow
 Public Relations Hal Cain
 At-Large Tom Somers
 At-Large Clyde Jones
 At-Large Doral Atkins

EXECUTIVE DIRECTOR, BECKY SWINDALL

PO Box 530342
 Birmingham, AL 35253-0342
 Phone (205) 977-7270
 Email: Becky@shadesvalleyrotary.org

Sergeants - At - Arms

David Bell, Director • 205-313-4807 • dbell@candmfoods.com

Arrive at 11:45AM for facility set up and stay for take down after the meeting. Please contact David Bell, or alternate, if unable to perform duty. **A \$25 donation to the yellow bowls is expected from members that neglect Sergeant-At-Arms duty and do not make prior arrangements**

	SELECTED	ALTERNATE
TODAY.....	Ellen Holladay, Durham Ellis.....	Jean Lorino
15-Dec.....	Glen Estess, Jr., Kay Honea.....	Gwen McLean
22-Dec.....	Christmas Party.....	
5-Jan.....	Billy Johnson III, Bob Faircloth.....	Candi Peoples
12-Jan.....	Mary Johnston, Pete Johnson.....	Chris Peterson
19-Jan.....	Holiday, No Meeting.....	
26-Jan.....	Bill Johnston, Bob McLean.....	Scott Powell
2-Feb.....	Clyde Jones, John Feagin, Jr.....	John Poynor
9-Feb.....	Marty Keely, Bill Johnson, Jr.....	Jack Prewitt, Jr.

THOUGHT FOR THE WEEK

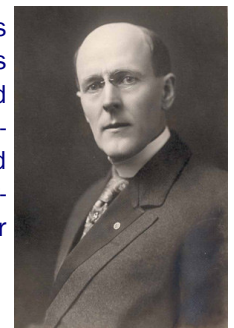
“If you are neutral in situations of injustice, you have chosen the side of the oppressor.”

Archbishop Desmond TuTu

WHAT PAUL HARRIS SAID

“There's the Golden Rule, but every nation believes its way is the Golden Rule way. Sir Norman Angell has wisely observed that no nation, however aggressive and inhuman its course may be, is conscious of guilt; its people are taught that they are superior to all others and that destiny calls them to lead. Most nations are over-educated in their virtues and undereducated in their vices.”

Fear and Hate Must Go. The Rotarian. 1946. RGHF



BIRTHDAY LUNCH

November & December Birthday Lunches will be celebrated on **December 15**. If your birthday falls during the month of November or December, please complete the following and place it in the bowl on the table or give to Marilyn Leonard:

- Yes, I want a steak lunch for my birthday!
- No, I would not care for a steak lunch.

BIRTHDAYS

Craig Hennecey..... 8-Dec
 Bill Bolen.....11-Dec
 Dean Drinkard.....14-Dec
 Herb England.....14-Dec



ANNIVERSARIES

Buzz and Dell Veal..... 8-Dec