

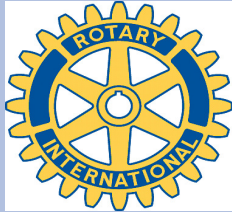
ROTARY

Script

THE WEEKLY CLUB BULLETIN

THE ROTARY CLUB OF SHADES VALLEY

BIRMINGHAM, ALABAMA • DISTRICT 6860



P.O. Box 530342,
BIRMINGHAM, AL 35253

WWW.SHADESVALLEYROTARY.ORG

BIRMINGHAM BOTANICAL GARDENS

MONDAYS 12:30 P.M.

ON THE CALENDAR

- Oct 19** — Board Meeting, 11:15 a.m.,
Conference Room
- Oct 26** — Meeting canceled in lieu of
Oct 27 golf tourney
- Oct 27** — Glenn Estess Sr. Golf Tourney
- Nov 2** — Glenn Estess Sr., Trustee of
the Rotary Foundation
— Flu Shot Clinic, Adventure
Room (on left as you enter)
- Nov 9** — Veterans Day Program: Tony
Herring, former Vietnam pilot
— Orientation, 11 a.m.; If you
have a candidate, contact
becky@shadesvalleyrotary.org
- Nov 16** — Dalton Smith, CEO
Birmingham Business Alliance
— Board Meeting, 11:15 a.m.,
Conference Room

THE FOUR-WAY TEST

Of the things we think, 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?

DR. WILLIAM FOSTER ON THE BIRMINGHAM ZOO

On Monday, Oct. 19, William Foster, D.V.M., CEO and Director of The Birmingham Zoo will present a program on the Zoo, its coming exhibit "Trails of Africa" and the future of the organization.

Dr. Foster has been the Chief Executive Officer and Director of The Birmingham Zoo since 2004. Under his direction the Zoo completed the Junior League of Birmingham—Hugh Kaul Children's Zoo in April 2005, a \$15 million anchor exhibit dedicated to children and devoted to urban, rural and wild animals and environs of Alabama. Dr. Foster has also led the Zoo to record attendance. The Zoo was named the state's number one tourist attraction by the Alabama Bureau of Tourism and Travel. Under Dr. Foster's tenure, The Birmingham Zoo is living up to American Zoo and Aquarium Association's tough accreditation standards, which only the best zoos in the United States meet. The Birmingham Zoo has seen a 62 percent increase in attendance since privatization. It is now the third fastest growing accredited zoo.

With regard to The Birmingham Zoo and its charitable responsibility, Charity Navigator, America's premier charity evaluator, announced the Zoo has earned the highest four-star rating for its ability to efficiently manage and grow its finances for the third year in a row. Only 12 percent of the charities rated have received at least two consecutive four-star evaluations, indicating that the Zoo outperforms most charities in America in its efforts to operate in the most fiscally responsible way possible.

The Birmingham Zoo continues to receive recognition from publications such as *Birmingham Parent Magazine*. Recently, in a survey from *Birmingham Parent Magazine*, The Birmingham Zoo was named the top family favorite for "Place to Spend the Afternoon" and also named "Favorite Family Attraction."

Foster continues to lead The Birmingham Zoo toward a positive future and is committed to aggressive growth and operational excellence. Most recently, Foster has unveiled Birmingham Zoo's newest attraction, Kangaroo Kountry, which exhibits red kangaroos, wallabies and two southern hairy nosed wombats directly from Sydney,

**Dr. William Foster**

Australia. Dr. Foster has also unveiled plans for a major new exhibit, a \$15 million, 14-acre showcase for African beasts and birds to be called Trails of Africa. Trails of Africa is expected to open by the end of the second quarter of 2010.

Foster, a leading zoo management authority on the national scene, is past president of the Association of Zoos and Aquarium (AZA). Prior to the Birmingham Zoo, Foster was President and Executive Director of the Louisville Zoo. While at the Louisville Zoo, he oversaw the complete transformation of the Louisville Zoo into a world-class zoo attraction. He is past president of the American Association of Zoo Veterinarians and has published several academic articles on veterinary medicine during his career. He currently serves on the Board of Directors of the Diane Fossey Gorilla Fund International, a worldwide effort to preserve the endangered mountain gorilla of Africa. Foster earned his Doctor of Veterinary Medicine and Bachelor of Science degrees from Tuskegee University.

The Birmingham Zoo is a fully accredited non-profit zoological park with a diverse collection of over 700 species from around the world, which includes many endangered species, centrally located on a 122-acre site.

ROBERT FUQUA ON RADIO FREQUENCY IDENTIFICATION

At Shades Valley's Monday, Oct. 12, meeting, Robert Fuqua of Atlas RFID Solutions presented a program on Radio Frequency Identification (RFID) technology.

RFID technology uses radio frequency to transmit a unique identifier. While the technology is not new, it is being used in new and innovative ways. Familiar deployments of RFID technology include garage door openers, remote car locks and coinless toll booths.

Recent developments of this technology have led to dramatic reductions in the cost of obtaining, processing and transmitting information in all forms.

RFID technology is positioned to replace current barcode technology in many retail operations. Improving upon barcode technology, RFID can further reduce human error and labor cost, and provides even more reliable processing.

A significant advance in RFID technology is its ability to determine physical locations. This capability is opening doors to a wide range of new business solutions.

Robert's company, Atlas RFID Solutions, is a Birmingham-based company started in 2007. Its success includes taking advantage of Birmingham's own Innovation Depot facilities and staff expertise as the company progresses through its incubation period.

Atlas RFID Solutions' business strategy has evolved and is now focused on bridging the gap between the technology community and business users to build custom industry solutions which incorporate RFID technology. Its growth plan includes partnering with industry leaders to develop products which help businesses operate more efficiently and effectively to produce greater profits. Example Atlas RFID Solutions system deployments include a custom vehicle location system for Honda and a baggage tracking system for the London City Airport.

RFID technology is expected to grow significantly as it helps businesses access, manage and leverage high volumes of data. Atlas RFID Solutions continues to position itself as a leading edge solutions provider for this technology.

ALACARE FLU SHOT CLINIC

The Flu Shot Clinic has been rescheduled for Nov. 2, at the Birmingham Botanical Gardens in the Adventure Room on the first hall to the left of the main entrance.

Shots are \$20, payable in cash or with a check to Alacare.

Participation is limited to Rotary members. Medicare Part B will be accepted with a Medicare card.

This date is within good timing for vaccinations.

Sponsored by Alacare Home Health & Hospice — Susan Brouillette and John

SUBMIT FEEDBACK

Share your thoughts on caterers on the feedback cards found in the yellow bowls.

CONGRATULATIONS!

Glenn E. Estess Jr. is listed in "The Best Lawyers in America" for 2010.

ROTARY-UN DAY APPROACHES COMPLIMENTS OF ROTARY INTERNATIONAL NEWS — 9 OCTOBER 2009

About 1,300 people — including Rotarians, Rotary youth program participants, United Nations leaders, and special guests — are expected to attend Rotary-UN Day in New York City on 7 November.

This year's event, with the theme "Rotary and the United Nations: The World Is in Your Hands," will feature panel discussions on water, literacy, health, and youth. Speakers will include senior staff from UNICEF, the UN Global Compact, the UN Department of Public Information's Nongovernmental Organizations Section, and other groups.

RI President John Kenny and Rotary Foundation Trustee Chair Glenn E. Estess Sr. will make remarks, and key Rotarians will highlight model volunteer projects.

"Rotary-UN Day is a wonderful opportunity for Rotarians and guests to come together at UN headquarters to hear speakers from the UN and from Rotary," says Brad Jenkins, primary RI representative to the UN in New York. "The day is designed to inspire and educate all participants as well as provide insight into the relationship between Rotary and the UN."

The program will also include a youth panel for Interactors, Rotaractors, and Rotary Youth Exchange students. Speakers will present a 10-minute description of a hands-on international club project.

Sophia Hameed, a New York University student and former Interactor, will talk about her experiences as a youth program participant, including her February trip to India as a National Immunization Day volunteer.

Register and learn more at www.riunday.org. All registration forms must be submitted by 23 October. Early registration is encouraged.

REGISTER FOR THE OCT. 27, GLENN ESTESS SR. GOLF TOURNEY

The Glenn Estess Sr. Golf Tournament is moving. The new date is Tuesday, Oct. 27.

Lunch will be served at 11:30 a.m. followed by a shotgun start at 1 p.m. at Highland Park Golf Course.

The registration fee is \$125 per player and includes lunch, range balls, cart and the round of golf.

Mulligans may be purchased for \$5 and door prizes will be given at the end of the round.

Awards for the First Place, Second Place and Sportsmanship will be presented at the end of the day.

Hole sponsorships are available for \$300.

Please contact Hal Cain at (205) 903-7181 or Fred Rogers for more information.

If you are not playing golf but would like to join in the camaraderie for lunch, email becky@shadesvalleyrotary.org or sign up at a meeting no later than Oct. 19 to reserve your lunch.

Come send out the golfers in style with grilled hotdogs and hamburgers served at 11:30 a.m.

ATTENDANCE UPDATE

MISSING ROTARIANS

Club attendance on Oct. 12, was 60 percent.

Frank Adams	Sam Henderson
George Andrews	Ellen Holladay
Cecil Bostany	Pete Johnson
Marianne Brandon	Bill Johnston
Glenn Bridges	Clyde Jones
Susan Brouillette	Marty Keely
Jack Brown	Kay Laumer
Bob Burton	Gwen McLean
Hal Cain	Barbara Monaghan
Frank Caley	Michael O'Kelley
Lynn Campisi	Frank O'Neil
Jack Carney	Dan Pahos
Jim Cearlock	Bentley Patrick
Nelson Cooper	Alvin Pelton
Dianne Davis	Phillip Powell
Frank Dean	Scott Powell
Don Drennen	Jack Prewitt, Jr.
Dean Drinkard	Ann Relfe
Glenn Estess	Chris Robbins
Bob Faircloth	Bill Ross
John Feagin	Brad Russell
Art Freeman	Paul Sharbel
Richard Hempstead	Barbara Shepherd

Keith Sides	Steve Trimmier
L'Tryce Slade	Buzz Veal
Corlette Stewart	Steve Vickery
Parker Stringfellow	Doc Wiley
Brian Sullivan	Ernie Wood
Sid Summey	Jobey York
Wes Templeton	

GUESTS

Guest	Guest of
Donna Sisson	Bonnie Richards
Pat Trammell	Sean Dardeau

ROAMING ROTARIANS

Art Freeman	Oct 11, eClub x 3
Mark Linville	Oct 9, eClub
Jean Lorino	Oct 7, eClub
Jodie Smith	Oct 12, Orientation
John Williams	Oct 12, eClub x 3

VISITING ROTARIANS

Chuck Conyers	Vestavia
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BIRMINGHAM AREA CLUBS

MONDAY

EASTWOOD McElwain Baptist	12:15 p.m.
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TUESDAY

BIRMINGHAM-SUNRISE The Harbert Center	7 a.m.
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WEDNESDAY

TRUSSVILLE/E. JEFFERSON Courtyard Marriott	7 a.m.
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GARDENDALE/FULTONDALE Gardendale Civic Center	12 p.m.
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HOOVER/RIVERCHASE Hoover Country Club	12 p.m.
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BIRMINGHAM The Harbert Center	12 p.m.
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THURSDAY

SHADES MOUNTAIN SUNRISE Vulcan Park Conf. Center	7 a.m.
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BESSEMER Bright Star Restaurant	12 p.m.
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TARRANT/PINSON VALLEY Walker's Restaurant	12 p.m.
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INVERNESS Greystone Country Club	12 p.m.
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ALABASTER/PELHAM Shelby County Med. Center	12:15 p.m.
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HOMEWOOD-OXMOOR Homewood Library	12 p.m.
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FRIDAY

BIRMINGHAM-EAST St. Vincent's East	12 p.m.
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VESTAVIA HILLS Vestavia Hills Board of Ed.	12:15 p.m.
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RI PRIORITIES & GOALS REMINDER

ERADICATE POLIO

- Support the International PolioPlus Committee
- Promote participation in PolioPlus Partners
- Focus our collaborative partners on polio eradication



SERVING ROTARY IN 2009—2010

District Governor Georgia Medori

OFFICERS

President Art Cara
 President-Elect Jim Shepherd
 Treasurer Jodie Smith
 Secretary Bonnie Richards
 Sergeant-At-Arms Jacob Erwin
 Immediate Past President Jim Spencer

Chaplain David Putnam
 Rotary Script Editor Wayne Dove

DIRECTORS

Club Service Wes Brown
 Community Svc. Jobey York
 Vocational Service Ken Rhoden
 International Svc. Bob Baker
 Membership Hal Cain
 Public Relations David Bell
 At-Large Susan Brouillette
 At-Large Wyatt Haskell
 At-Large Jean Lorino

Executive Director Becky Swindall
 PO Box 530342
 Birmingham, AL 35253-0342
 (205) 977-7270
 becky@shadesvalleyrotary.org

SERGEANTS-AT-ARMS

Jacob Erwin, Director • (205) 290-8246 • jacob@askbts.com

Arrive at 11:45 a.m. for facility set up and stay for take down following the meeting. Please contact Jacob Erwin or alternate if unable to perform duty.

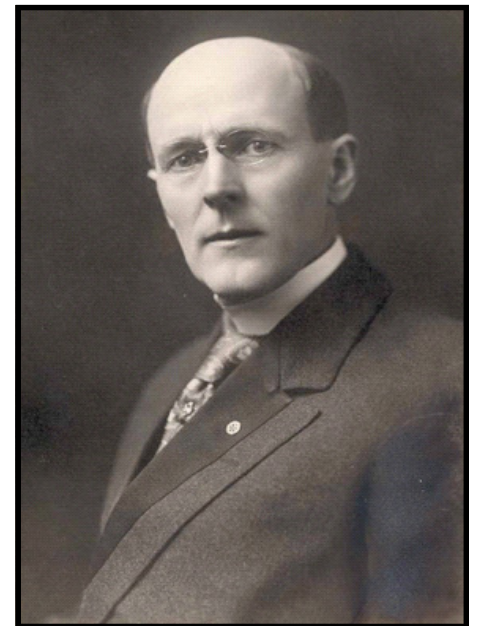
Date	Selected	Alternate
Today	Richard Duell III, Mike Holder	Marty Keely
October 26	Tommy Holcombe, Durham Ellis	Karen Larson
November 2	Ellen Holladay, Billy Johnson III	Billy Longshore III
November 9	Sam Henderson, Bob Faircloth	Jean Lorino
November 16	Pete Johnson, Bill Johnston	Gwen McLean
November 23	Bob McLean, Clyde Jones	Candi Peeples
November 30	John Feagin Jr., Marty Keely	Chris Peterson

WHAT PAUL HARRIS SAID

“While Rome burned, Nero fiddled and by so doing merited the contempt and the maledictions of the ages. But we must in good conscience admit that the Neros are not all dead. We Mod-erns have different ways of showing our indifference to human needs. The modern correlative of playing a fiddle while Rome burned is the consecration of our lives to the business of ‘Keeping up with the Joneses’ while our Rome burns.

“We Rotarians have an antidote for this mental and moral breakdown. Our slogan is "Service above Self." If applied earnestly and unremittingly, it will restore the patient to normalcy and bring him the happiness he has been seeking in vain. Happiness is not to be found in possessions. That truth has been borne home to us time and again. Happiness is a state of mind, it comes unsought and it is the by-product of wholesome, sensible and unselfish living and thinking.

“Throughout time there have been protestants against the idea that happiness is to be found in possessions. The Great Teacher said that happiness comes from within. The destitute philosopher Spinoza refused the gift of one thousand dollars because he feared it would pervert his mind.



“But we don't need to go back into history to find examples of lives which are in accord with the spirit of "Service above Self." There are many in our midst all of the time. Every Rotary club has members who are living examples of the doctrine we profess.”

Paul P. Harris
 1943 Convention
 St. Louis

BIRTHDAYS

Nelson Cooper	Oct 25
L'Tryce Slade	Oct 19