



**THE FUTURE OF ROTARY
IS IN YOUR HANDS**

WEDNESDAY
OCTOBER 21, 2009

Today



I. WILLIAM FERNIANY, PhD
CEO, UAB Health System
Snakes and Elephants in Healthcare

Club No. 56
Birmingham, Alabama
Volume 98 Number 17
4 Pages

Dwight M. Beeson Banquet Hall
The Harbert Center

Lunch - 11:45
Bell - 12:20
Adjournment - 1:15

Happy Birthday, Jim Head!

FUTURE PROGRAMS AND EVENTS

Oct 28 **Bob Donaldson**
Russian expert
University of Tulsa
American Committee on Foreign
Relations

Nov 4 **Raymond Harbert**
Harbert Management

Nov 11 **John McMahon**
History and Business Principles of
Ligon

A senior leader in health care since 1975, Dr. Will Ferniany joined UAB Health System as Chief Executive Officer in September 2008. His most recent role was Associate Vice Chancellor and Chief Executive Officer of University of Mississippi Health Care. Will spent fourteen years at the University of Pennsylvania where he held several positions including: Senior Vice President and Chief Administrative Officer; Senior Vice President for Professional Services, providing administrative leadership to the Health System's physician practices; Executive Director Clinical Care Associates; and Associate Executive Vice President for Clinical Service Group Development, Marketing and Strategic Support. He also served as Associate Administrator at the University of Alabama at Birmingham; Executive Administrator for the UAB Department of Psychiatry; Chief Executive Officer Hillcrest psychiatric hospital; and Vice President of Planning, Research and Development for Health Care Service of America.

Will holds a Ph.D. in Administration-Health Services and a Masters of Science in Health Service Administration from the University of Alabama at Birmingham (1975). He has been a Senior Fellow in the Leonard Davis Institute, an adjunct faculty member of the Wharton School and the School of Health Related Professions at the University of Mississippi; and an instructor in the University of Pennsylvania School of Medicine. He currently teaches in the UAB Executive MSHA program.

Will's topic today covers the "rabbit in the python and elephants on the table in healthcare - A rabbit in a python is a trend which is pushing through the health system. Something so large we just can't continue to ignore it. Elephants on the table are major issues that we keep ignoring, that are not part of the national health care debate."

ROSTER SHOTS: OCTOBER 21



Photographer Katherine Berdy will be on the 3rd floor of the Harbert Center from 11:15 to 2:00 taking head shots for use in the Rotary roster on October 21. Members who "sit" for their pictures will be charged \$15 on their next Rotary invoice. The photo will be released for use in the roster. If members want their photo for private use, they can purchase the photo from Catherine. She can adjust the size and do some touch-up work. Last chance - Katherine Berdy will be taking photos on October 21 only. Note: Katherine took 38 photos on Oct 7 - they look GREAT! If I took your picture for the previous roster, PLEASE get a better one taken by Katherine!! And, if time for a re-do for any other reason, you are encouraged to do it now. She is very good and you are getting a bargain. Her normal sitting fee is \$85 per person.

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MEETING DAY:

Every Wednesday, 12:15 p.m.
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ADDRESSES OF RECENT SPEAKERS

Linda Viviani
2800 Jefferson Street
Napa, CA 94558

Dave Walker
Peter G. Peterson Foundation
712 Fifth Avenue, 48th Floor
New York, NY 10019
www.pgpg.org

Brian Kuehl
503 Second Street NE
Washington, DC 20002

Brass Quintet, Alabama Symphony Orchestra
3621 6th Avenue South
Birmingham, AL 35222

**Meetings are recorded. Tapes are available for \$3.50 each, which may be added to Rotary invoices.

CONSIDER THE HARBERT CENTER

For your company's next social or corporate event, why not consider the most versatile facility in Birmingham? Built and maintained by you to serve the needs of corporate and non-profit organizations, this building transforms into many other backdrops - elegant, whimsical, wedding, classrooms, prom, fun, serious - just name it. The menu of food is very different (and excellent) from what Rotarians experience every week. Please call Chandrel, Jessica or Leslie to help you make your next arrangements. Receptionist, Kathy Alexis, will be happy to guide you to any of the three sales people, 226-8800.

IN ROTARY'S PAST



John Poole

John Poole was president of Rotary International in 1918. Born in 1875 in Parkersburg, West Virginia, he was well-known in the banking industry. He was a charter member of the Washington, D.C. Chapter of American Institute of Bankers. At the time that he served as Rotary International President, Poole was president of the Federal National Bank of Washington. He spoke to our club on at least one occasion.

INTERNATIONAL SERVICE - SRI LANKA



Last week, on behalf of the club's officers, directors and the International Service Committee along with the board of The Rotaract Club of Birmingham, Edgar Marx, VP of International Service, announced the 2009 International Service Project - The Mammography Machine, Sri Lanka.

We do not undertake an international project every year. When the need arises, a need that can be met with opportunity, the path seems clear. To help our sister club and the citizens of Sri Lanka, the International Service Committees of both Rotary and Rotaract are pleased to introduce The 2009 International Service Project: joining Sri Lanka in the fight against breast cancer by contributing a mammography machine to their Cancer Early Detection Center in Colombo.

Breast cancer is a disease with which we are all intimately familiar; this is a disease we can fight from Birmingham by supporting Sri Lanka's prevention efforts.

Asking for your participation and support, for you to contribute to multiple Rotary projects, and for you to think globally at a time when resources locally are in such demand is a challenge. Our friends in Sri Lanka are engaged in similar struggles. As President Hatton said, no matter what our economic experience has been, theirs is far more challenging.

To date, approximately \$25,000 has been raised. To purchase a mammography machine, we hope to raise an additional \$53,000. Anything beyond that, we will use in the breast cancer awareness campaign which is also important. President Hatton made the initial gift toward this project. The club plans to recognize all gifts made in honor of mothers, wives, sisters, daughters, or female friends in a special way at the completion of the project. Please complete your pledge card with the addition of the person you would like to honor with your gift and whether or not this gift will be a holiday gift. The club will provide a card acknowledging the gift made in honor of _____

The bottom line is that we have discovered, through this club's personal connections with Rotary in Colombo, Sri Lanka an outstanding opportunity for us to make a big impact on a community in need for a relatively small investment. We are committed to this project and we have each pledged financial support. I hope you will join us.

Summarizing Edgar's presentation regarding reasons this project was selected over seven other excellent project requests:

Sri Lanka is home to the RCB sister club, Rotary Club of Colombo, Sri Lanka. Through the close Rotarian to Rotarian relationship with that club, the confidence placed in the high caliber and capability of the Colombo club to administer the project was one of the features prompting the selection of this project. Other important features considered in the selection process: there are no mammography machines in the country for early cancer detection; there are no mammography machines available to the general population (the existing machine is limited to treatment purposes and available to only the wealthy; the mammography machine purchased by this club will be available free of charge and used for early detection purposes; this healthcare project will have immediate impact directly saving lives of mothers, wives, daughters, sisters; the facility to house the project is built in a partnership with the Rotary Club of Colombo and the Sri Lankan Department of Health which means that there is outstanding functionality and follow-up; the Rotary Club of Colombo is the primary support for the facility; high quality medical care is available in Colombo but with no screening machines for the general population, women whose breast cancer was detected in a physical exam were arriving for treatment too late; breast cancer is the highest incidence of cancer in the country; breast cancer is the leading cause of death in Sri Lankan women between the ages of 40-55.

A dynamic aspect of this project is the Birmingham Rotary to Colombo Rotary partnership, the Birmingham Rotaract to Colombo Rotaract partnership and the Birmingham Interact to Colombo Interact partnership and all the crisscrossing among the organizations. The vitality of the younger Rotary-sponsored leadership clubs has energized all involved and Edgar's committee has provided leadership training in solid, observable ways. *This level of cooperation truly reflects the ideals of Rotary which enrich the experience for each of us.*

This project is consistent with the challenges that the 3rd largest Rotary Club in the world readily accepts.

CELEBRATE A SPECIAL BIRTHDAY TODAY



With fellow Rotarians honoring a most special fellow Rotarian and model citizen Past President Jim Head.

Born on October 20, 1904 Jim dropped out of high school after one year to help support the family. He mowed lawns, delivered newspapers, handled orders for a wholesale drug company, and worked as timekeeper at a local foundry company. At 18, he was offered a job as salesman of office systems for Library Bureau, a manufacturer of library system products and furniture. After a brief stint in the company's New Orleans office, he returned to Birmingham and started his own business - James A. Head and Company - at the age of 22. Over the years, his business grew and prospered, and Jim became an icon in the library community. A major portion of the Birmingham Public Library and seventy to eighty percent of the libraries in Alabama have been supplied by Head and Company over the past eight decades.

Jim's community contributions are legendary. He has served as a member of the Homewood City Council, Homewood Library Board, and Jefferson County Personnel Board; chairman of the Red Cross Campaign and the Jefferson County Victory Bond Drive; member and founder of the Jefferson County Good Neighbors Committee; and president of the Birmingham Chamber of Commerce. The Young Men's Business Club named him Man of the Year in 1950, and in 1960, he was appointed to the Advisory Committee of Alabama to the Civil Rights Commission. He was inducted into the Alabama Business Hall of Fame in October 2001, and is a recent recipient of the Rotary Club of Birmingham's Spain-Hickman Distinguished Service Award.

During the 1960s and '70s, Jim was a voice of reason and moderation. He recognized the debilitating effect that racial conflict had on the city he loved, and as a force for racial reconciliation, he was willing to take significant economic and personal risks on behalf of his community. He led the effort to build the first minority hospital in this area, when hospitals were still largely segregated. He was an early chairman of United Way when it was called the Community Chest in the 1940's. He was the prime mover in raising money to support the country during WW II through the sale of Alabama Victory Bonds.

When the club celebrated his 100th birthday, five years ago, he wrote (by hand) a thank you note. Here is what Past President Jim says regarding his years in Rotary, "I've enjoyed my more than 76 years of membership. It (Rotary) has taught me wonderful lessons for a life of service before self. I look to serve my Rotary club and to help teach my new, young members that living a life of Rotary service is truly wonderful." As Jim recalls the years of projects, leadership, Rotary trips with friends (he has special fondness for a train trip through the West), Rotary activities and fellowship, and the effort to eradicate polio, he says they are among his best memories, but "Rotary is not simply a club so that members can just enjoy greeting friends, clients and customers each week. It's an organization to teach you that you have opportunities to help people who need help. Our cities, states, nation and world also need our leadership. We have opportunities to help our youth, help nationwide and world

