



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

WEDNESDAY  
MARCH 3, 2010

**Today**



**AARON BEAM**  
Former CFO  
HealthSouth Corporation

*New Member Introduction*

*Board Meeting*

**FUTURE PROGRAMS AND EVENTS**

Mar 10 Offsite meeting  
Sloss Furnace  
Demonstrations: Iron Pour and  
Metal Artists

Mar 17 Mayor William Bell  
State of the City

Mar 24 District Governor  
Georgia Medori  
GSE Team from India

Aaron Beam Jr.'s story reads like the "Great American Success Story": start a company from zero, raise some venture capital, take the company public in two years, become a millionaire overnight and see the company become the darling of Wall Street. But this success story didn't end there. Instead, Beam found himself in the middle of a corporate scandal, lost almost everything and ended up in prison. That's not the way success stories are supposed to end, but for Beam, that was the harsh reality.

"I think others can learn from my story," Beam says. "From how I started a major company, how I got involved in the fraud while serving as Chief Financial Officer, and more importantly, the human story, the pain of going through a trial and going to prison."

In short, it's the story of how something really great went horribly wrong and the price one man had to pay. Beam hopes that sharing his perspective, as a key player in one of the biggest corporate frauds in recent history, can help future business leaders avoid making the same mistake that he, and the four CFOs who succeeded him - made.

The company was HealthSouth, the nation's largest provider of outpatient surgery and rehabilitative services, which Beam co-founded in 1984. As revenues grew to more than \$3.5 billion, Beam enjoyed the many rewards that corporate success can bring - until 1996, when the company's earnings fell just slightly short of its goal. That's when, according to Beam, HealthSouth's chief executive, Richard Scrushy, ordered the books to be fixed.

Aaron Beam, Jr. learned a lesson the hard way. His is a cautionary tale with a moral for all: "You have to stand up - or you'll be the guy that goes to prison and pays the price."

**SIGNED BOOKS WILL BE AVAILABLE FOR SALE**

## ADDRESSES OF RECENT SPEAKERS



**Brandon Falls**, District Attorney  
 Jefferson County, Birmingham Division  
 801 Richard Arrington, Jr. Blvd North  
 Birmingham, AL 35203

**Joe McInnes**  
 Alabama Department of Transportation  
 1409 Coliseum Boulevard  
 Montgomery, AL 36110

**Chris Oberholster**  
 Alabama Director, The Nature Conservancy  
 2100 1st Avenue North, Suite 500  
 Birmingham, AL 35203

**Juan Williams**  
 400 N Capital St NW  
 Washington, DC 20001

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

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**MEETING DAY:**

Every Wednesday, 12:15 p.m.  
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**OFFICERS & DIRECTORS 2009-10**

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*Chairman of the Board:*  
 Charles W. "Bill" Jones  
*President-Elect:*  
 Charles D. "Charlie" Perry, Jr.  
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 Elizabeth Broughton  
*VP, International Service:*  
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 Whitney "Whit" DeBardeleben  
*VP, Vocational Service:* Brenda M. Hackney  
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**DIRECTORS:**

Hubert W. Goings, Jr., 2007-2010  
 W.T. Goodloe Rutland, 2007-2010  
 David W. "Dave" Wood, 2007-2010  
 James T. McManus, 2009-2011  
 Alan Rogers, 2009-2011  
 Sergio Stagno, 2009-2011

Membership: 578  
 Honorary Members: 21

## ENTER NOW! THE ROTARIANS 2010 PHOTO CONTEST IS UNDERWAY!

If you have a compelling shot -- from a Rotary fundraiser, international project, the RI Convention, or local club event -- enter it for a chance to be featured in the June issue and to win the grand prize: a digital camera. The deadline for submitting photos is 31 March.

Enter up to three photos that illustrate the spirit of Rotary for your chance to win.

Directions for entering a photo and the terms of the contest may be found on the Rotary.org website:

[http://www.rotary.org/en/MediaAndNews/News/Pages/071119\\_news\\_photocontestpromo.aspx](http://www.rotary.org/en/MediaAndNews/News/Pages/071119_news_photocontestpromo.aspx)

## WELCOME NEW MEMBER

**Joyce White Vance** #287  
 ACTIVE (2010)  
 LAW: US Attorney  
 Prosecutor  
 US Attorney's Office  
 1801 4<sup>th</sup> Avenue North 244-2001  
 Birmingham, AL 35203 244-2171 (fax)

[joyce.vance@usdoj.gov](mailto:joyce.vance@usdoj.gov)

Res., 829 Linwood Road  
 Birmingham, AL 35222 592-9292

Born, July 22, 1960  
 St. George, Utah

Hobbies, interests: Knitting, mixed media art

*Spouse:* Bob

