



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

Club No. 56
Birmingham, Alabama
Volume 98 Number 44
3 Pages

Dwight M. Beeson Banquet Hall
The Harbert Center

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

New Member Introductions

Board Meeting

FUTURE PROGRAMS AND EVENTS

May 19 Carol Garrison
President
University of Alabama at
Birmingham

May 26 Rele Evans
The Mountain Brook Development
Plan

June 2 Wick Moorman
Norfolk-Southern Railroad

**June 9 Bill Smith and
Caroline Novak**
A+ Education Foundation

**WEDNESDAY
MAY 5, 2010**

Today



DAN T. CATHY
President and COO
Chick-fil-A

As president of one of the nation's largest owned family businesses, Chick-fil-A's Dan Cathy represents the next generation of leadership for the Atlanta-based quick service chicken restaurant chain founded by his father S. Truett Cathy. Eager to incorporate his own skills and talent into the business, Dan has taken an unconventional yet personally and professionally rewarding approach to Chick-fil-A leadership.

Since 2001, Dan has served as president and chief operating officer of the 1,490 unit chain (as of December 2009) but he also has personally challenged himself with upholding Chick-fil-A's efforts to provide genuine heartfelt hospitality and ensuring the customers chain-wide have an exceptional dining experience when visiting a Chick-fil-A restaurant. In his quest to provide customers with "second-mile service" (exceeding even the highest expectations of a typical fast-food restaurant). Dan has defined a special role for himself - humbly saying, "I work in customer service."

Several major marketplace awards recently have affirmed the commitment and performance of Chick-fil-A Operators and team members. In early 2008, *BusinessWeek* and J.D. Power and Associates named Chick-fil-A among the top 25 "Customer Service Champs." Chick-fil-A ranked 22nd overall, and was one of only two restaurant concepts listed. Also In 2009, Chick-fil-A received *Restaurant & Institutions* magazine's "Choice in Chains" award for the 16th time in 16 years, as well as topping *QSR* magazine's 2009 Best Drive Thru in America survey for the sixth time in the 12-year history of the study. During 2007, Chick-fil-A was recognized as first in overall service in a survey jointly conducted by Zagat and NBC's "Today Show." In 2004, Chick-fil-A was honored with *Fast Company* magazine's inaugural "Customer First" award; and was the highest rated quick-service chain in the South in J.D. Power and Associate's Customer Satisfaction survey.

Dan also finds time to give generously of his time and efforts in the community. Following is just a partial list of his awards, affiliations and associations:

- Member, Board of Trustees, Berry College
- Member, Board of Councilors, The Carter Center
- Sunday School Teacher, 12th Grade Boys - Youth teacher for 37 years
- Member, Board of Atlanta Metro Chamber of Commerce
- Member, Board of The Malizia Clinic
- Advisory Board, Heritage Preparatory School

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- Recipient of the Outstanding American Award from the National Wrestling Hall of Fame - 2003
- Honorary Doctorate Degree from the State University of West Georgia, Anderson College and Carver Bible College
- Honorary Doctorate of Humanities Degree from Anderson College - 2005
- Honorary Doctorate from HBCA Entrepreneur Summit

And in his "spare" time, Dan earned his Airline Transport Pilot license and has completed numerous marathons in Atlanta, Orlando, Los Angeles, Boston and New York. Additionally, Dan is a passionate trumpet player, gardener and an avid motorcyclist.

A native of Jonesboro, Ga., Dan has been married to the former Rhonda Palmer (whom he met while in the 1st grade at age 6) for more than 37 years, and has two sons, Andrew and Ross.

Chick-fil-A will have two books by Truett Cathy available for purchase:

Eat Mor Chikin \$10
It's Better to Build Boys than Mend Men \$5

As usual, there will be a sheet to sign up for the books and the club will add them to your quarterly invoice

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MEETING DAY:

Every Wednesday, 12:15 p.m.

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OFFICERS & DIRECTORS 2009-10

President: Hatton C.V. Smith

Chairman of the Board:

Charles W. "Bill" Jones

President-Elect:

Charles D. "Charlie" Perry, Jr.

Secretary: Henry Panion, III

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Richard B. Yielding

VP, Community Service:

Elzabeth Broughton

VP, International Service:

Edgar B. Marx

VP, Programs:

Whitney "Whit" DeBardleben

VP, Vocational Service: Brenda M. Hackney

Executive Director: Susan Jackson

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

ADDRESSES OF RECENT SPEAKERS

Honorable Mayor William A. Bell

710 North 20th Street
 Birmingham, AL 35203

Fred Spicer

Birmingham Botanical Gardens
 2612 Lane Park Road
 Birmingham, AL 35223

Jeffrey Bayer

2222 Arlington Avenue
 Birmingham, AL 35205

Woody Phillips

National Rifle Association of America
 11250 Waples Mill Road
 Fairfax, VA 22030

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

WELCOME NEW MEMBER

C.T. FITZPATRICK

ACTIVE

FINANCE: Portfolio Management

Founder & CEO

Vulcan Value Partners

3500 Blue Lake Drive

Birmingham, AL 35243

#385

(2010)

803-1582

803-1584 (fax)

Ct@vulcanvaluepartners.com

Res., 3007 Cherokee Road

Birmingham, AL 35223

977-6037

Born, November 21, 1963

Montgomery, AL

Hobbies, interests:

Fly fishing, tennis and golf

Spouse:

Kelley



NEWS FROM ROTARY INTERNATIONAL

Representatives from 531 Rotary districts convened in Chicago last week for the 2010 Council on Legislation, a triennial assembly to propose and debate changes to the policies governing Rotary International and its member clubs. Alabama Rotarian Mark Maloney from Decatur served as Chairman of the Council (COL) and began the 6-day meeting by reminding the international representatives that perspectives would vary greatly and he invited the diverse opinions.

Among the many decisions made at the COL, representatives:

- Approved an enactment 28 April to add a fifth Avenue of Service: New Generations.

After adopting an amendment to change the name from Youth Service, as originally proposed, to New Generations, the Council narrowly supported the addition to article 5 of the Standard Rotary Club Constitution. The 263-250 vote was received by surprised gasps and applause after a short debate.

New Generations joins Club Service, Vocational Service, Community Service, and International Service as the foundation of club activity. Before starting a project, Rotarians are asked to think broadly about how their club and its members could contribute within each avenue.

"It's a significant change - a historic day in Rotary," said Council Chair Mark Daniel Maloney. "Rotarians have always strongly supported youth activities even though they were never part of the four Avenues of Service. I think this strengthens our commitment."

The Avenue of New Generations recognizes the positive change implemented by youth and young adults involved in leadership development activities, community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding.

- Approved Tuesday a US\$1 a year increase in per capita dues that clubs pay to Rotary International, starting in 2011-12.

The increase is only half the amount the RI Board of Directors had initially proposed. The original amount of a \$2 annual increase was based on financial forecasts projecting deficits for RI in coming years without a dues increase. But directors reduced their recommendation after a variety of recent financial indicators showed a more positive economic forecast for RI. Dues for 2010-2011 had already increased to \$50 per Rotarian per year as per the 2007 COL making the new increase go to \$51 per Rotarian per year in 2011-2012.

Several representatives commended the Board for scaling back its dues increase request. "Our RI dues continue to be the smallest portion of our dues and meals cost which our members pay," said Mary Beth Growney-Selene of District 6250 (parts of Minnesota and Wisconsin, USA). "The Secretariat has been fiscally responsible, while at the same time we all have higher expectations of Rotary International."

But representatives removed wording from the measure that would have allowed the Board to increase per capita dues up to 2 percent annually beyond 2013-14. A number of representatives, including Past RI President Rajendra Saboo, argued that the provision would strip the Council of its role in establishing dues increases.

The Council on Legislation meets every three years to consider changes to the RI Constitution, RI Bylaws, and the Standard Rotary Club Constitution. This year's Council convened 25-30 April. Representatives from Rotary's 531 districts considered more than 200 pieces of legislation submitted by Rotary clubs, districts, and the RI Board of Directors.

