

# Rotary



Rotary Club of Homewood  
P.O. Box 19333 • Birmingham, AL 35219

## Keynotes

Meeting: Thursdays, 12 Noon, Homewood Library

January 5, 2017

Website: [www.homewoodrotaryal.com](http://www.homewoodrotaryal.com)



### THIS WEEK'S SPEAKER: Bill Todd, o2 Ideas



Bill Todd (APR), President of o2ideas in Birmingham, Alabama, is widely recognized as a leader in the marketing industry. He excels in strategic marketing and planning, branding, digital and social media, business management and public relations. Bill's expertise also includes staff and project management, business development, writing, media and government relations and video production. Before joining o2, Bill was a reporter and producer with WVTM-TV 13 in Birmingham, as well as a spokesman for one of the nation's largest telecommunications companies. He has a B.A. from the University of Alabama, an M.A. from the University of Alabama at Birmingham, an M.B.A. from Auburn University, is Accredited in Public Relations (APR), and has served as adjunct advertising faculty at Samford University. He is the author of *No Ordinary Joe*, a motivational book.



### IDEAS FOR STARTING THE NEW YEAR RIGHT

**Add a little spirituality to your daily life.** Create a new tradition for celebrating birthdays or anniversaries. Make a home altar with candles and flowers, and say a little prayer there each morning. Keep a daily journal. Be on the lookout for the beauty of nature, and stop to appreciate it wherever you find it.

**Take a look at your physical environment.** Are there papers and receipts you need to file or throw away? Take just 10 minutes a day for the next five days to work on straightening up your paperwork. You'll be amazed at what you can accomplish in such a short time!

**Tell one person each week that you love them.** It's too easy to forget to tell people that we care about them. This year, make it a special promise to yourself that you'll tell at least one person, each week, that you love them and that you're grateful to have them in your life.

**Buy a plant.** Not only will you be creating better air quality for your home or office, but nurturing a plant can help you emotionally as well. While you're at it, buy a nice pot to plant it in, and place your new plant somewhere where it will give you joy.

**Find out how much money you need to retire.** You'll find many retirement calculators at the online financial web sites, like Quicken.com or Fidelity.com. They're easy to use (less than 10 minutes!) and can quickly give you a financial goal to move towards. If you don't have access to the Internet, ask your bank or financial broker for a paper version of a retirement calculator.

**Spend time with your best friend.** A one-hour lunch, a movie, a walk in the park ... it doesn't matter what you do together, as long as you spend time with each other. Not only will you get a sense of companionship and love, but you'll be going a long way towards stress relief. Don't have a best friend nearby? Get yourself to classes or events around topics that excite you and find yourself a new best friend!

**Buy a new bed pillow.** Too many of us have old pillows on our beds that don't support our necks properly as we sleep. For under \$25, you can find a huge selection of pillows at most department stores. And, you can keep your old pillow to add firmness and support when you're reading in bed.

**Take a television break.** One night a week, choose to have a "no television" night. Read a book. Work on a craft project. Play a game. Write a story. Take a walk. Involve your family and friends to come up with creative and fun things you can do on your "no television" night.

**Improve yourself.** Set your sights on improving your professional ability in at least one area during the coming year. Then decide how best to go about it.

## THE ROTARY WAY



### The Object of Rotary

**THE OBJECT** of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**FIRST** The development of acquaintance as an opportunity for service;

**SECOND** High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

**THIRD** The application of the ideal of service in each Rotarian's personal, business, and community life;

**FOURTH** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

### Rotarian Code of Conduct

The following code of conduct has been adopted for the use of Rotarians: **AS A ROTARIAN**, I will:

- 1) Act with integrity and high ethical standards in my personal and professional life.
- 2) Deal fairly with others and treat them and their occupations with respect.
- 3) Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world.
- 4) Avoid behavior that reflects adversely on Rotary or other Rotarians.

### The Four-Way Test

**OF THE THINGS** we think, say or do:

- 1) Is it the **TRUTH**?
- 2) Is it **FAIR** to all concerned?
- 3) Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- 4) Will it be **BENEFICIAL** to all concerned?



## JANUARY IS VOCATIONAL SERVICE MONTH (and what it means)

Vocational Service focuses on: Adherence to and promotion of the highest ethical standards in all occupations, including fair treatment of employers, employees, associates, competitors, and the public. The recognition of the worthiness of all useful occupations, not just those that are pursued by Rotarians. The contribution of your vocational talents to solving the problems of society and meeting the needs of the community. During January, Rotarians are encouraged to focus on this important avenue of Rotary service. Discussions on vocational service can lead to projects that not only develop the ethical consciousness and vocational skills of Rotarians but also the talents within their communities. Vocational Service Month is an opportunity to begin year-long vocational service activities, ranging from Rotary discussions to awards to community projects.



## 2017 - 2018 SLATE OF OFFICERS

President: Merrick Wilson

President Elect: Damon Holditch

President Elect 2: John Paliechesky

Secretary: Damian Veazey

Treasurer: Robert Sprain

Past President: Carol Chesnutt

# Rotary



## Vocational Service Month

# JANUARY 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5 SPEAKER: Bill Todd, COO o2Ideas, Inc.	6	7
8	9	10	11	12 SPEAKER: Elizabeth Bryant e3Partners	13	14
15	16	17	18	19 SPEAKER: TBA	20	21
22	23	24	25	26 SPEAKER: TBA	27	28 RLI Parts 1,2,3 Alacare Home Health, Hoover
29	30	31				

**Board of Directors:** Carol Chesnutt, Janice Scholl, John Krontiras, Robert Sprain, Debbie Roberson, Sandy Nelson, Merrick Wilson, Damon Holditch, Melody Salter, Debbie Fout, Mike Hathorne, Bo Duke - Ex-Officio

## ROSTER - HOMEWOOD ROTARY CLUB

+Vickie Atkins	VP/Risk Management, Children's of Alabama	205-638-9899	vickie.atkins@childrensal.org
*Peggy Bales	Real Estate Re-Location Realty South	205-410-7612	pbales@realtysouth.com
+Walter Brown, Jr.	Commercial Real Estate, Graham and Co.	205-871-7100	walterb@grahamcompany.com
+Joshua Carnes	Honorary	205-414-2171	josh.carnes@wellsfargoadvisors.com
*Jim Ceyte	President, Mortgage Resources, Inc.	205-823-2233	jim@mortgage-resources.net
+Carol Chesnutt	Homewood Board of Education - Women's Athletic	205-223-3391	cbchesnutt@msn.com
*Lawrence Corley	Architect, CTSM Architects, Inc.	205-567-0597	lcorley@ctsmarchitects.com,
*Bill Crawford	Senior Active	205-823-0625	bhc1948@bellsouth.net
*James "Bo" Duke	Sales, Office Environments	205-443-8326	jduke@officenvironments.com
+*Glenn Ellis	Retail Truck Sales, Southland International	205-254-1821	gmellis@charter.net
+*Deborah Fout	Director, Homewood Library	205-332-6637	dfout@bham.lib.al.us
+Ben Franklin	Alfa Insurance	205-965-2733	bfranklin@ALFAins.com
Dee Grisham	The Exceptional Foundation	205-810-7776	dgrisham@exceptionalfoundation.org
+*Johnny Harless	Senior Active	205-960-7607	johnnyharless@bellsouth.net
*Mike Hathorne	Senior Active	205-733-9937	mikehathorne@gmail.com
+*Damon Holditch	Sales Operations Manager, Grainger	205-913-5039	damon.holditch@grainger.com
+*Lester Hollans	Sales and Marketing Plans Consulting	205-970-0511	lhollans@charter.net
*Robert Holmes	Senior Active	205-873-1284	robamu70@aol.com
+Tim Jasper	Manager, Express Oil	205-879-4499	tjasper@expressoil.com
Michael Johnson	General Manager, Towne Place Suites	205-218-3280	tpsbbham_gm@hp-hotels.com
William Johnson, Jr.	Landscape Architect, Johnson Company	205-324-4447	wjohnson@johnson-co.net
*John Krontiras	Restaurateur, Nabeels	205-879-9292	john@nabeels.com
+*Mike McLemore	Birmingham Baptist	205-599-3245	mikem@bbaonline.org
+Jerry McWilliams	Senior Active	205-401-5007	jerrymcw@gmail.com
Dr. Kevin Maddox	Asst. Superintendent of Business Operations Homewd	205-871-9663	kmaddox@homewood.k12.al.us
Walter Mathis	Photographer	205-480-2370	wtvman2@gmail.com
*Darwin Metcalf	President, Western Supermarkets	205-802-5301	dmetcalf@westernsupermarkets.com
+Sara B. Moulton	Brookwood Medical Center/Asst Dir of Surgical Services	205-877-1124	saramoulton@mindspring.com
+*Alfred Murray	Partner, Warren Averett	205-769-3265	al.murray@warrenaverett.com
Sandra Nelson	Senior Active	205-871-6314	snelsqon@gmail.com
Bara Nichols	Industrial Sales, Grainger	205-335-5917	bara.lamon@grainger.com
*Leslie Noble	Environmental Geology	205-443-5208	Leslie.Noble@amecfw.com
*Mike O'Kelley	Non-Profit, Administration	205-222-1068	okelley7008@bellsouth.net
John Palieschesky	ERA-King Real Estate Company	205-999-6784	johnp@era-king.com
+Rachel Reynolds	Edward Jones Financial Advisor	334-730-5445	rachel.reynolds2@edwardjones.com
Bonnie Richards	Assistant District Governor		BRichards@BBandT.com
+Debbie Roberson	VP & Manager, Iberia Bank	205-803-5805	debbie.roberson@iberiabank.com
Melody Salter	Finance Director, City of Homewood	205-552-3740	melody.salter@homewoodal.org
+*Janice Scholl	Senior Active	205-979-9303	jpscholl@bellsouth.net
+*Paul Scholl	Senior Active	205-979-9303	jpscholl@bellsouth.net
+*Debbie Sema	Orthodontist, Oxmoor Valley Orthodontics	205-942-2270	dsema@ovortho.com
+Robert Sprain	Attorney, Sprain Law	205-437-3232	rsprain@friedman-lawyers.com
Lori P. Stoney	Homewood Fire Dept, Battalion Chief	205-229-2948	lori.stoney@homewoodal.org
+*Ted Teague	Senior Active	205-987-2397	tedteague@att.net
Damian Veazey	General Manager, Lakeshore Foundation	205-332-4438	damianv@lakeshore.org
+Gregg Wadsworth	Key Account Coordinator, Buffalo Rock	205-288-1770	greggwadsworth@gmail.com
*Merrick Wilson	Info/Communications Coordinator, Homewd Bd of Ed	205-870-4203	mwilson@homewood.k12.al.us
*Mary Wimberley	University Public Relations Samford University	205-942-0334	mlwimber@samford.edu

\*Indicates Paul Harris Fellow

+ Indicates Foundation Sustaining Member