



June 18, 2019

STEVE LUQUIRE and DANNY MORRISON **Sports: Past and Present**



Today's discussion with Steve Luquire and Danny Morrison, Ph.D., on the history and impact of collegiate, professional and amateur sports in Charlotte was both informative and entertaining.

Steve founded Luquire George Andrews in 1984, which is now known as LGA. LGA quickly became known for excellence in advertising, public relations, digital and support for many business and community organizations. Steve has played pivotal roles in signature events including the

NCAA Men's and Women's Final Four, the 2012 Democratic National Convention, 2017 PGA Championship, Wells Fargo Championship, 2021 Presidents Cup and many others. Steve has chaired the boards of Teach for America, Charlotte Regional Partnership and NC Partnership for Economic Development. Today, he serves on the boards of Belmont Abbey College, Charlotte Sports Foundation and The Project Life Movement.

Danny Morrison, Ph.D., recently joined the Charlotte Sports Foundation as Executive Director in May. He served as president of the Carolina Panthers (2009-2017), the Director of Athletics at Texas Christian University (2005-2009), the Commissioner of the Southern Conference (2001-2005), and as Senior Vice President (1997-2001) and Director of Athletics (1985-1997) of Wofford College. Morrison served as both a high school- and college-level mathematics instructor and basketball coach earlier in his career. For the past two years, Morrison has been Professor of Practice for South Carolina's internationally acclaimed Sport and Entertainment Management program.

About the Past:

Steve started out by describing how Charlotte went through a golden era in the mid 80's and how lots of good things were happening. In the late 80's individual leaders such as Hugh McColl, John Belk and Johnny Harris coupled with incredible public sector leadership laid the foundation for what we've been able to accomplish today. In addition to the migration of good talent, he added that people come here and they don't want to leave. He said we should also be proud of having a strong philanthropic environment; second in the nation in giving behind Cleveland, Ohio.

While Charlotte's ethic has been a "can do spirit," Steve credited Johnny Harris for branding us as having a "will do spirit." This kind of spirit has created our city's brand image. Steve commented on recent media coverage that said Charlotte has a lack of branding. He does not agree because branding is more than a logo or tagline. "It's the emotional connection you have to a community."

He shared an example of our brand in action. Back in 1988, when the new coliseum opened to host the Carolinas Invitational just three weeks before the Seoul Olympics, the \$3 million scoreboard, which at the time was the largest one in its time, came crashing down just hours before live television coverage. Well it was our city's "can do" spirit and attitude that got the floor cleared and ready for the NBA Allstar team to play at 8 p.m. Steve read an article that came out on the UPI/API wire that talked about how even the crash of the largest scoreboard couldn't shatter Charlotte's professionalism.

Charlotte also shined again when George Shinn brought the Hornets to the city where the team led the NBA in attendance nine out of 10 years. Another highlight was when city leadership went after the Final Four in 1989. Once again Johnny Harris, Governor Jim Martin, Hugh McColl and Steve Camp helped to raise the \$1.5 million to land the event.

In 1994, the city built the "Street of Champions" for the Final Four where 50,000 people came uptown and sold over \$1 million in draft beer. This led to landing the Women's Final Four in 1996.

Also, in 1994, the Charlotte Sports Commission was formed to provide leadership for sports-based initiatives that result in a positive impact on the economy and quality of life in the Charlotte region. Their signature events include the annual Belk Bowl, the Belk College Kickoff Game, and the ACC Football Championship Game.

Steve summed it up by saying "Sports is important to the foundation and fabric of Charlotte."

The future:

Danny Morrison started off by saying how stunning Charlotte's growth has been since he left the Carolina Panthers in February 2017. While he's only been at the helm of the Charlotte Sports Commission since May, he is extremely impressed with how well it's run. Danny succeeded Executive Director Will Webb. Webb will continue to serve the foundation in a full-time advisory role through April 2020, working alongside Morrison to ensure a smooth transition.

His focus has been on attending ACC meetings and having conversations with Athletic Directors and coaches. Overall their experience has been extremely positive in Charlotte. Coaches love the Spectrum Center and the proximity to everything in the Center City. His hope is to get the ACC back in Charlotte after it's held in Greensboro, D.C. and Brooklyn.

The Southeastern Conference (SEC) will play the ACC in even years in Charlotte

in 2022 and 2024. While an ACC school will play a big 10 school in odd years in 2021, 2023, and 2025. The economic impact has been \$96.1 million and 98,000 in hotel rooms.

The Charlotte Sports Commission hopes to bring even more high-profile games to Charlotte. The region can look forward to the match-up between the UNC Tarheels and the USC Gamecocks at Bank of America stadium on August 31.

College football's only bowl game to call the Carolinas home, the 2019 Belk Bowl will be played on December 31 at Bank of America Stadium in Charlotte. Celebrating its 18th year, the Belk Bowl will be televised nationally on ESPN. The Belk Bowl ranks high among non-college bowl games; 5 out of 33.

More exciting news! The 2020 ACC Baseball Championship will be held at BB&T Ballpark May 19-24. Charlotte's bid was submitted by the Charlotte Knights, Charlotte Sports Foundation, Charlotte Regional Visitors Authority and Visit Charlotte.

Danny shared his secrets for success, which include: work hard, treat people right, and don't get full of yourself.

Reporter: Kim McMillan; *Head Table:* Carla DuPuy, Mike Hawley; *Invocation:* Marilyn Bowler; *Introduce Visitors:* Mark Norman; *Photos:* Carla DuPuy & Sandy Osborne; *Greeter:* Jeff Atkinson

CLUB NEWS

Luther Fincher had the honor of introducing **Reggie Johnson**, as the club's newest Rotarian. Reggie has served as Chief of the City of Charlotte's Fire Department for over one year and comes with nearly 25 years of well-rounded fire service and emergency management experience from Fairfax County Fire and Rescue Department. He holds a Master's of Science degree in Emergency Management and a Bachelor's degree in Management Studies from the University of Maryland University College. Reggie and his wife Angela have two children. Welcome... Reginald.johnson@ci.charlotte.nc.us.



SUMMER
POPS

Noelle Culler and the club's Social committee have arranged the **next Rotary social** at Pops in the Park on July 3. Be on the lookout for some folks holding the big blue and yellow balloons. Bring the family, kids and friends out to Symphony Park at SouthPark Mall by 7pm. Tickets: \$18 in advance, \$20 day of; Youth (13-18) \$5 in advance, \$7 day of; Child (12 and under) free (but ticket is required for admission). More information at <http://www.charlottesymphony.org/concerts-tickets/summer-pops!>

The club's **Student Loan/Scholarship Fund** was established in 1921 during the presidency of J. Perrin Quarles and for 70 years, this fund helped hundreds of students with their high school college education. By 1937, the Fund was in disarray; President Bill Hart reported he was shocked to find a "paper loss of nearly \$10,000." He felt that "to loan money to young people and not build character at the same time was futile and wholly inconsistent with Rotary." Long-time member Doug Aitken took responsibility for operation of the Fund and 63 loans were made between 1942 and 1953. By 1953, the Fund had a net worth of \$15,778 consisting of cash, a government bond, and outstanding loans backed by current, properly endorsed notes.

By 1979, administrative details and the complexities of reporting to the government led to the transfer of the day-to-day operations to the Greater Charlotte Foundation, now Foundation For The Carolinas (FFTC). At that time there were 16 outstanding loans totaling \$11,388.81 with liquid assets of approximately \$25,000. As applications for loans decreased, the Board concurred with the recommendation of FFTC that the Fund be made a scholarship fund and scholarships were awarded to outstanding students, chiefly from CPCC, desiring to complete their college education.

In 2013, the Rotary Club of Charlotte and the Central Piedmont Community College Foundation (CPCCF) entered into a special scholarship partnership to benefit students enrolled in any program of study at CPCC. The Rotary Club of Charlotte Scholarship Fund became a component fund of FFTC and in February of each year, FFTC forwards the annual earnings in their entirety to CPCCF. The club's CPCC Scholarship Committee is chaired by **Vanessa Stolen** and members are **Cheryl Banks, Wil Bosbyshell, Victor Chen, Tom O'Brien, JT Simpson, Valerie Truesdale** and **Mike Wollinger**. Six scholarships were awarded by the committee for 2018-2019 and Vanessa was pleased to introduce Mikayla Rust, Chijoke Ukaku, and Lexi Carel to the group on Tuesday. Ryan Nelson, Brittany Seeley, and Ni'Chelle Heckman were unable to attend the luncheon.



Follow-Up

-Rotary Scholarship Golf Classic September 10, 2019.

-Support Mt. Kilimanjaro END POLIO NOW climb : <https://rotary7680kilidimb.org> (click on Warren Kean to make your donation).

MEMBERSHIP

07/01/2018	288
06/18/2019	277
Net Increase:	-11

New Members:

Resignations: Tripp Guin, Irwin Carmichael, Christy Majors, Mary Vickers-Koch, Howard Layson

Visitors	13
Club Members	110
Total	123 (48.2%)

Guests: Jim Deas, Edna Chirico, Clark Goodman, Chelsea Gajewski, Stan Bracey, Clayton Wood, Rod Wood, Renea Robinson, Mark Biga, Desiree Martin, Ryan Nelson, Lexi Carel, Chijoke Ukaku, Mikayla Rust

BIRTHDAYS (06/25/19 – 07/02/19)

06/26 Emmy Lou Burchette
 06/29 Glenn Bouley
 06/30 Kim Brattain
 07/02 Phil Volponi

WEDDING ANNIVERSARIES (06/25/2019 – 07/02/19)

07/01 Carmen & Chuck Howard, Lila & Mike Rash

ROTARY ANNIVERSARIES (06/25/2019 – 07/02/19)

04 years – Gunda Knese

10 years – George Cochran

23 years – Chase Saunders

24 years – Mac McCarley, Mark Norman

UPCOMING PROGRAMS

06/25 Club President Transition

07/02 Holiday Week – Not Meeting

Photos from our luncheons and other events can be found on Flickr [Click here](#)



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