



August 6, 2019

We meet on Tuesday at 12:30 pm at Fairfield Inn & Suites – Charlotte Uptown, 201 South McDowell St, Charlotte NC 28202

2019 - 2020 Board Members

President John W. Lassiter

Pres Elect Jerry Coughter

Past Pres Mike Hawley

Secretary Sandy Osborne

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Stuart Hair

Stephanie Hinrichs

Chris Kemper

Chad Lloyd

Alexandra Myrick

Edwin Peacock, III

Membership John Tabor

Foundation William Bradley

Programs Mac McCarley

1st Qtr Edwin Peacock

2nd Qtr Ron Kimble

3rd Qtr Jeff Atkinson

4th Qtr Karen Price

DAVID GILBERT A Wild Ride To Come



John Lassiter introduced David Gilbert, who is President & CEO of both the Greater Cleveland Sports Commission (an organization dedicated to making Greater Cleveland the nation's foremost destination for amateur sporting events and activities) and Destination Cleveland, the region's convention and visitors' bureau. He re-established the Sports Commission in 2000 and assumed his role with Destination Cleveland in 2011. From April 2015 through December 2016, David also served as the President and CEO of the Cleveland 2016 Host Committee for the Republican National Convention. As this is the job that John holds for the 2020 RNC here in Charlotte, he and David are well acquainted.

In his spare time, David serves as vice president on the board of the International Children's Games, based in Lausanne, Switzerland, and sits of the boards of the Rock & Roll Hall of Fame, the Greater Cleveland Film Commission, and the Maltz Museum of Jewish Heritage. He was named by *Crain's Cleveland Business* as one of Cleveland's "30 influencers of the past 30 years," Ernst & Young Entrepreneur of the Year and in 2016, he received the SME Cleveland Business Executive of the Year Award.

Gilbert has a Bachelor of Arts degree in marketing from The Ohio State University and an MBA from Cleveland State University. He resides in Moreland Hills with his wife, Faith, daughter, Emily, and son, Bradley.

He became familiar with Charlotte when he was seeking to learn about how Charlotte had handled the 2012 Democrat National Convention here so successfully. He congratulated us on our quick recovery, as not too many cities would seek to hold two Conventions within eight years. David noted that running a national convention is a difficult job, and that each City needs to understand why they want to do such a thing. For Cleveland, there were three principal reasons: (1) The direct economic impact of some \$200 million on the local economy; (2) It was a good opportunity to tell Cleveland's story of urban renewal and renaissance; and (3) It provided a deadline for completion of development projects that otherwise might not have been started or progressed in a timely fashion. He found that having these clear common community goals made it easier to manage the process effectively.

Planning a Convention is difficult, and has two main areas of focus: (1) What is necessary to accomplish legally and technically, including setting up an apolitical 501(c)(3) nonprofit organization to see that the community fulfills its contractual obligations, after which it terminates; and (2) What the community wants to get out of hosting the Convention. The job is difficult, not only because the Host Committee is required to comply with federal election laws, but because the relationship between the

Host Committee and the Party's Committee on Arrangements is necessarily one that results in conflict. While both entities want a great Convention, the Party is interested in extracting as much as possible from the community, while the Host Committee is looking to meet their contractual arrangements, but also to protect the needs of the community and see that they get from the Convention their desired outcomes.

To fund the Host Committee's obligations, it must raise some \$60-\$70 million nationally, statewide, and locally. This money must be spent in accordance with federal election law, and as one might imagine there are conflicting ideas about how and where the money must be spent. Dave said that the Host Committee had two overriding goals—stays out of jail and gets a clean audit.

He found that the keys to success included: (1) Learn to work with the Party's Arrangements Committee as quickly as possible; (2) Be apolitical in order to comply with the law and to serve and get support from community members of all political persuasions; (3) Get strong support from the mayor; and (4) Communicate constantly and get good community engagement. It is important to remember that not everyone in the community directly benefits to the same degree, so attention must be paid to non-economic goals that should benefit everyone over time.

Dave related that one of the most important benefits from the Convention was that it was one of the most effective and cohesive public-private efforts that he has seen. Both the private and the public service sectors were aligned in the effort to deliver a positive Convention experience for all of those involved, and one that would be seen by the entire world. Pulling that off demonstrated what can be accomplished when the goals are clear and all the parties are aligned and engaged. Because what would be seen by the world was to be delivered by the news media, the Host Committee made a major effort to make things as easy as possible for them. They put together over fifty positive story lines about Cleveland, with a synopsis and source information on every one of them, and brought in a group of consultants to coordinate communications with the local and broader media and incorporate business development efforts.

He said that Charlotte will be on a wild ride from now until the Convention is over; but that he has no doubt that the effort is in very capable hands and will be very well run. He cautioned that passing judgement on the success of the Convention should not be done immediately, but after 3 to 5, or even eight years. Ask the question, "Can you see successes in the community for which the seeds were planted when 50,000 influencers from around country and the world were here in Charlotte for the Convention?" and base your judgement on that.

In response to questions, Dave said that security measures were left to the Secret Service and the other law enforcement agencies, although they were involved with some of the planning and coordination of convention activities with the security measures. He related that they tracked local opinions starting three years before the Convention and that there was a huge spike in how proud the people were of their city after the Convention was over, and this was in a very Democrat city! He believes that this was largely because they saw lots of positive national media coverage of Cleveland as a result of the event.

Would he do it again? Yes, but only after more than eight years; and he would know to get the Host Committee and the Party Arrangements Committee on the same page right away. So here we go on our own wild ride!

Reporter: Rick Handford; Head Table: Robert Daughtridge, John Lassiter, Ed Driggs, Karen Price; Invocation: Luther Moore; Introduce Visitors: Kim Brattain; Greeters: TJ McCullough & Larry Broome

CLUB NEWS

The club expresses sympathy to **Susan** and **John zumBrunnen**. Susan's brother, Tom Lawson passed away July 31, 2019. Tom was a member of the Lake Norman/Huntersville Rotary Club and his father, Bill Lawson, was District Governor in 1995-1996.

Luther Moore offered the Rotary prayer 'Friends Beside Us' on Tuesday...

With our friends beside us, And no person beneath us, With the bonds of Rotary Between us, And our worries behind us, With our goals before us, And no task beyond us, With a thirst for knowledge, And a dream of a Polio free world, We are thankful for our Rotary friends and the meal we are about to share.

Colleen Brannan (BRANSTORM PR & Marketing) and **LJ Stambuk** (World Affairs Council of Charlotte) are included in the Charlotte Business Journal's Leadership Trust program, an invitation-only community for chief executives and influential business leaders in greater Charlotte. Their game-changing career advice that shifted their perspectives and fueled their success: Colleen – Never eat alone. LJ – Prioritize.

IMPORTANT: **Chad Lloyd** is researching ways to provide more hands on service opportunities that will be a key element to engage our members. Please take some time to click on the Survey Monkey link and share your thoughts: <https://www.surveymonkey.com/r/CharlotteRotaryService>



17th Annual Rotary Scholarship Classic September 10, 2019 - Ballantyne Resort

Raffle tickets will be sold through the day of drawing for prizes – which will be 09/17/19. Thanks to **Scott Gakenheimer** and **Glenn Bouley** for putting an interesting spin on how to attract people to the table. In spite of the Storm Trooper look, they brought in \$700.

Teams are coming together and thanks to all for the support.

MEMBERSHIP

07/01/2019	276	New Members:
08/06/2019	283	
Net Increase	+7	Resignations:

APPROVE FOR MEMBERSHIP (Comments to Rotary Office by 8/13/19)

Brooke Reddington

YMCA of Greater Charlotte (Classification: Non-Profit, Social Service Agency-YMCA)

Sponsor: Nancy McNelis

Endorsed: John Tabor and Kandi Deitemeyer

Visitors	8
Club Members	101
Total	109 (44.6%)

Thanks to our club members for inviting a guest: **Charlie Bones** guests: Connie Bones and Laura Bones, **John Cantrell** guest: Philip Suggs, **Stuart Hair** guest: Kevin Dick, **Kim McMillan** guest: Cecily Durrett, **Neal Triampo** guest: Jack Ossa, **Ben Dobson** guest: Diego Ramon, **John Tabor** guest: Bobby Stochl, **Biff Virkler** guest: Renea Robinson

CELEBRATIONS

BIRTHDAYS (08/14/19 – 08/20/19)

08/14 Howard Hoyle

08/20 Dale Halton and Carol Hardison

WEDDING ANNIVERSARIES (08/14/2019 – 08/20/19)

08/14 Kelly & Greg Reagan
08/16 Frannie & Frank Martin
08/17 Nancy & Tim Chappel; Mary & Mason Alexander
08/18 Norva & Ed Pickett
08/19 Terri & Jim Guthrie
08/20 Victoria & Jeff Atkinson

ROTARY ANNIVERSARIES (08/14/2019 – 08/20/19)

02 years – Margaret Marshall
05 years – Dena Diorio
06 years – Jennifer Nichols
07 years – J. C. Cousar
09 years – Ben Dobson
18 years – Fred Brown and Wes Clark

UPCOMING PROGRAMS

(All meetings at the Fairfield Inn & Suites, 201 S. McDowell St., unless otherwise noted)

08/13 – How I Got Where I'm At (*Andy Dinkin, Chad Lloyd, Rhonda York*)

08/20 – Michael Kahn, CEO, Charlotte Checkers

08/27 – Stephen Saucier, President, Carolinas Aviation Museum

09/03 – Mac Lackey, The Value of Entrepreneurial Thinking to CLT

09/10 – GOLF TOURNAMENT (not meeting for lunch)

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