



## 2019 - 2020 Board Members

**President** John W. Lassiter

**Pres Elect** Jerry Coughter

**Past Pres** Mike Hawley

**Secretary** Sandy Osborne

**Treasurer** Phil Volponi

### Directors 2019-2020

Cheryl Banks

William Bradley

Dena Diorio

Carla DuPuy

Bill Loftin, Jr.

Clyde Robinson

Rudy Rudisill

### Directors 2019-2021

Colleen Brannan

Stuart Hair

Stephanie Hinrichs

Chris Kemper

Chad Lloyd

Alexandra Myrick

Edwin Peacock, III

Membership John Tabor

Foundation William Bradley

Programs Mac McCarley

1<sup>st</sup> Qtr Edwin Peacock

2<sup>nd</sup> Qtr Ron Kimble

3<sup>rd</sup> Qtr Jeff Atkinson

4<sup>th</sup> Qtr Karen Price

## Ace & TJ with Adam Goodman The Ace & TJ Show on Channel 96.1



Through changes and challenges, radio remains vibrant with a promising future, principals of a popular Charlotte morning show told Rotarians.

"They keep telling us radio is dying," said Ace, one half of the Ace & TJ Show on WHQC Channel 96.1. "But 94 percent of the American public is impacted by radio. If they created radio today, it would be the hottest thing in the world. It's free and you

can take it with you all the time."

The Ace & TJ Show is syndicated in markets across the southeast, from 6 to 10 a.m. eastern and 5 to 9 a.m. central. It reaches a three-quarter-million audience. People listen in their car, on their phone, or through a computer at their desk, Ace said.

"The day-to-day function of our show is to have fun," TJ said. "Even if you're living the good life, you've got stress. If we can make you stop and laugh about something, then it's a small success for us. One of our radio family members described it as car-pooling to work with her high school friends."

The target audience in Charlotte is 18 to 49 year olds, mainly female. That's fairly similar to audiences in their syndicated markets such as Columbia, SC, and Birmingham, AL.

Rotarian Mac McCarley of Parker Poe Adams & Bernstein, which counts the show as a client, moderated the Ace & TJ presentation. He questioned the duo, along with their chief operating officer Adam Goodman.

Radio consolidation into three large companies -- iHeartRadio, Entercom Communications and Cumulus Radio Station Group -- has watered down some presentations, TJ said. What works in New York City might not appeal in Charlotte.

In some cases, he added, radio has lost its soul. "Radio used to be fun, where you could go to have someone grab your imagination."

Presentation quality is vital, TJ said, pointing out that Rush Limbaugh, arguably the country's most successful radio personality, often admonishes that "content

is king." Owning their show through ACE TJ Inc. helps them create appeal, he added.

"We just do things that we feel the majority of people will find entertaining," TJ said.

They don't use writers, preferring a more spontaneous format that never tries to fool people into thinking they are originating anywhere other than Charlotte.

If not for syndication, the pair probably wouldn't be based here. From Louisiana, they were happy to land in the Queen City 26 years ago. Though they meant to move on, they fell in love with Charlotte, Ace said, and "syndication allows our show to be the size of a top five market."

Charity work is a big element of their appeal, Ace and TJ said. Most prominent might be Ace & TJ's Grin Kids. Yearly, the non-profit flies a charter plane load of terminally ill and chronically disabled children and their families to a five-day Walt Disney World experience. All expenses are paid.

For "Breaking & Entering Christmas," they select needy families in whose homes they leave thousands of dollars in holiday gifts and necessities.

They also provide financial support when a section of their audience suffers a disaster, such as tornadoes in Birmingham-Tuscaloosa or hurricane-related floods in Eastern North Carolina.

What they call the Ace & TJ Radio Family funds these efforts through listener and corporate donations.

Shared philanthropy helps build loyalty and longevity with sponsors. Also, it fosters connection between the companies and the show and between listeners and the businesses, the duo maintained.

"We want an emotional bond with people," Ace said.

*Reporter: Elly Clary; Head Table: Mac McCarley, John Lassiter; Invocation: Terri DeBoo; Introduce Visitors: Jeff Atkinson; Photos: Sandy Osborne; Greeters: Brooke Reddington, Clayton Woodard, Jason Otte*

## CLUB NEWS

A business meeting was called to order by President [John Lassiter](#) to present and vote on the Nominating Committee's recommended slate of officers and directors. Following a motion duly made and seconded, the below were elected to serve the club. Congratulations!

President-Elect 2021-2022: [Carol Hardison](#)

Treasurer 2020-2021: [Edwin Peacock](#)

Secretary 2020-2021: [Bill Bradley](#)

With respect to the nomination of Bill Bradley as Secretary of the Club, his election to that position will be in conjunction with a technical amendment to the Secretary provisions of the Bylaws, which requires (i) a recommendation by the Board to the Members, (ii) 30 days' notice to the Members and (iii) consideration of the Members at a regular meeting of the Members. That process will likely conclude in early January. Your election of Bill to the Secretary position today will be subject to that amendment being in place, with the action you take today being effective at that date, for the term beginning July 1, 2020.

Directors 2020-2022: [Patrick Baker](#), [Bill Bartee](#), [Suzanne Bledsoe](#), [Kim McMillan](#), [Rex Reynolds](#), [Ranjay Sarda](#), [John zumBrunnen](#)

Director 2020-2021: [Kandi Deitemeyer](#) (will fill vacated position)

[Noelle Culler](#) announced a drop-in at the Community Matters Café (at Charlotte Rescue Mission) between 7AM and 9AM on Thursday, November 14, 2019. A room has been reserved and stop by if you can.

[Terri Guthrie's](#) son, Alex, is a top 20 finalists on The Voice. How exciting is that! Follow Terri on Facebook to see the details of joining the Alex Guthrie Support Squad.

Speaking of Facebook, there is a post that [Classroom Central](#) needs donations of NEW reusable fabric or sturdy plastic bags that teachers can use during shopping visits. If you have either, bring it to Rotary and it will get delivered.

[Terri DeBoo](#) is doing a "Nonprofit Hero" seminar at the Fairfield Inn & Suites, November 14<sup>th</sup> from 7:30-11:30am. Register at [www.terrideboo.com/master-training-programs](http://www.terrideboo.com/master-training-programs). \$65 per ticket.

Next ROTARY MEANS BUSINESS AFTER-HOURS will be Wednesday, November 13<sup>th</sup> at TechWorks Gaston. Social time is 4:30pm-5:15pm; Business Tips & Structured Networking from 5:15pm-6:30pm. Free event (requires registration) RSVP: <https://networkingafterhoursnov13th.eventbrite.com>

**Foundation Banquet:** Everyone should have received an email from the District about the **Foundation Banquet**. Please consider supporting and attending this event that will be held at the Ballantyne Resort & Hotel on November 15. Additional details: 6PM fellowship & cocktails; 7PM dinner with keynote speaker Larry Lunsford (*Past RI Director and Current Aide to RI President*); program to conclude at 9:15PM; cocktail attire, \$65/person or \$120/couple. Registration available at [www.dacdb.com](http://www.dacdb.com) (or ask Sandy to register you). [Noelle Culler](#) and [Bill Gill](#) are working with the District Banquet committee – thanks to both!



November is **Rotary Foundation Month**. Since it was founded more than 100 years ago, the Foundation has spent more than \$4 billion on life-changing, sustainable projects. It is a reasonable expectation that every Rotarian would support The Rotary Foundation. If you would like to get started or increase your current level of support, contact the Rotary office ([sandy@charlotterotary.org](mailto:sandy@charlotterotary.org)).

Levels for Participation:

**Benefactor:** \$1,000 or more to the Endowment Fund in your estate plans (*90 members from our club*)

**Bequest Society:** Commitment for future gifts of \$10,000 or more to The Rotary Foundation

- Level 1 is \$10,000 to \$24,999 (*18 members from our club*)
- Level 2 start at \$25,000 (*3 members from our club*)
- Level 3 start at \$100,000
- Level 4 start at \$250,000
- Level 5 start at \$500,000 (*1 member from our club*)

**Legacy Society:** Gift of \$1 million or more to the Endowment.

#### INDIVIDUAL RECOGNITION

**Rotary Foundation Sustaining Member:** \$100 or more per year to the Annual Fund

**Paul Harris Fellow:** Contributions of \$1,000 or 1,000 points or any combination  
Levels are added for each additional \$1,000 or 1,000 points or any combination

**Paul Harris Society:** Contribute \$1,000 or more **annually** to the Annual Fund, PolioPlus, or an approved Foundation grant each year.

**Major Donors:** Contributions of \$10,000

Levels are added for each additional \$1,000 or 1,000 points or any combination

Husbands and wives are automatically included

- Level 1: \$10,000 to \$24,999 (*30 members from our club*)
- Level 2: \$25,000 to \$49,999 (*1 member from our club*)
- Level 3: \$50,000 to \$99,999
- Level 4: \$100,000 to \$249,999 (*1 member from our club*)

**Arch Klumph Society:** Cumulative donations reach \$250,000 (1 member from our club)

There are many other naming opportunities and Rotary Peace Center gift opportunities

## **OTHER OPPORTUNITIES**

### **Direct Gifts to the Club**

- **Charles Stone** left our club in his trust and each year, we receive 3% of the proceeds of his endowment, which typically is about \$6500 per year
- **Leland Park** left a generous gift to the Club in his will

**None of this is limited** to Rotarians. If your parents, grandparents, uncles and aunts or friends are looking for a worthwhile foundation, promote TRF to them.

## **SERVICE OPPORTUNITIES**

*Chad Lloyd is working hard to identify/promote and sign up volunteers for LOTS of service projects. Please look over the below information and let Chad know you can help. [clloyd@mihomes.com](mailto:clloyd@mihomes.com) or [chad.lloyd@yahoo.com](mailto:chad.lloyd@yahoo.com)*

- **Queens University Rotaract Club:** Networking Event is **November 13**, 6:00pm – 7:30pm. This will be a chance for students to interact with Rotary members from various career backgrounds. Their goal is for 25 members from Charlotte Rotary to attend. <https://forms.gle/9XmMyeQt6MAHTtki7>
- **Queens University Rotaract Club:** **November 18**, 10AM – Noon, for their largest service event of the semester - Operation Sandwich. They need your help. Both events will be held in the Claudia Belk Room in the Levine Center.
- **Charlotte Community ToolBank:** **November 18**, 10AM - Noon, 2513 S. Tryon St. Help pull tool orders and restocking returned tool orders, cleaning & maintaining inventory. Dress in clothes you don't mind getting dirty – closed toe shoes, tie on shoes, tennis shoes ok. Need up to 15 people.
- **The Independence Fund:** Help build a handicap ramp for Marine Wounded Warrior, Nick Firth. Up to 12 Rotarian volunteers are needed on **November 21**; 9AM-5PM (can be split into shorter shifts)
- **Bell Ringing for The Salvation Army:** November 25 through December 13. Sign-up can be done at the November 19 Rotary meeting. Kettle located at Trade & Tryon from 11:30 – 1:30. Contact **Mark Norman** at [mark.norman@jwu.edu](mailto:mark.norman@jwu.edu).

## **MEMBERSHIP**

07/01/2019	276	<b>New Members:</b>
11/05/2019	284	
Net Increase	+8	<b>Resignations:</b>

Visitors	7
Club Members	125
Total	132 (53.4%)

Thanks for bringing a guest: David Tripp with **Linwood Bolles**; Melissa Donahue, Liana Weller, Lizz Updegraff with our speakers; Andrea Sipka with **Glenn Bouley**; Joy Widener with **Hunter Widener**; Parker Harris with **Ken Fuquay**

# CELEBRATIONS

## **BIRTHDAYS (11/13/19 – 11/19/19)**

11/13 Tom Turpin  
11/14 Frank Martin  
11/17 Todd Arnold  
11/19 Pat Millen

## **WEDDING ANNIVERSARIES (11/13/2019 – 11/19/19)**

11/13 Kasey & Michael Norton  
11/14 Sherry & Van Hall  
11/15 Valerie & Phil Trusdale  
11/15 Dale Halton & Fred Wagner  
11/17 Ann & Henry Bostic  
11/19 Barbie & Gene Williams

## **ROTARY ANNIVERSARIES (11/13/2019 – 11/19/19)**

None

# UPCOMING PROGRAMS

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

11/12 – Greg Forest, US Marshal, Western District NC  
11/19 – Gary Green, Compass Group USA  
11/26 – Tracy Dodson, Assistant City Manager, Economic Development  
12/03 – How I Got Where I'm At (*Brian Carn, Jessica Mallicote, Mike Wollinger*)  
12/10 – Chief Ken Putney, CMPD  
12/17 – Performance by Inreach  
12/24 – Holiday – Not Meeting  
12/31 – Holiday – Not Meeting

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